AGENDA
LEWISVILLE CITY COUNCIL
2018 ANNUAL RETREAT WORKSHOP SESSION

The Statler Hotel
1914 Commerce Street, Dallas, Texas 75201
February 23 – 24, 2018

REGARDLESS OF THE TIME LISTED HEREIN, ITEMS MAY BE CONSIDERED BY THE CITY COUNCIL AT ANY TIME ON THE DAY LISTED.

Friday, February 23

11:00 – 11:30	Call to Order and Announce a Quorum is Present Lunch is Served Technology Status Update
11:30 – 1:00 p.m.	2017 City Council Retreat Direction / Steps Planned for 2018 Youth Council Report Implemented Effective October 2017 Assessment to Date Castle Hills Annexation Report Special Events 2017 Accomplishments Next Steps
1:00 – 4:00 p.m.	City Council – Issues of Interest (if discussion on this item is not completed on Friday, February 23, the item may be continued on Saturday, February 24.)

Facilitator Karen Walz will lead a project prioritization process after each individual member presentation and at the end of this retreat segment.

Councilman Bob Troyer
- Community Inclusiveness*
- Bike Sharing Program*

Councilman R. Neil Ferguson
- Neighborhood Branding/Education*
- Castle Hills – Inclusion in Lewisville

Councilman TJ Gilmore
- Blue Zone/Healthy City Initiatives/Walkability*
- Extension of LLELA Prairie Plantings*

Deputy Mayor Pro Tem Brandon Jones
- Business 121 Redevelopment*
- Programming of Wayne Ferguson Plaza

Mayor Pro Tem Brent Daniels
- Use of City-Owned Property Located at Corporate Drive and Valley Parkway
- Technology in Parks

Mayor Rudy Durham
- Park Land Requirements*
- Conversion of Overhead Private Utilities to Improve Aesthetics*

4:00 – 5:45 p.m. Learning from Success: Revitalization in Dallas' Oak Cliff Area
- Moderated panel discussion with representatives from the City of Dallas, area property owners and community organizations

5:45 – 7:00 p.m. Tour of Selected Oak Cliff Corridors and Districts

7:00 p.m. Dinner – Tillman's Roadhouse (324 W 7th Street, Dallas, TX 75208)

9:00 p.m. Adjournment

Saturday, February 24

8:30 – 9:00 a.m. Continental Breakfast

9:00 a.m. Call to Order and Announce a Quorum is Present

9:00 a.m. City Council – Issues of Interest (Item continued from Friday, February 23, if necessary)

9:00 – 9:30 a.m. Focused Hotel Crime Abatement Program

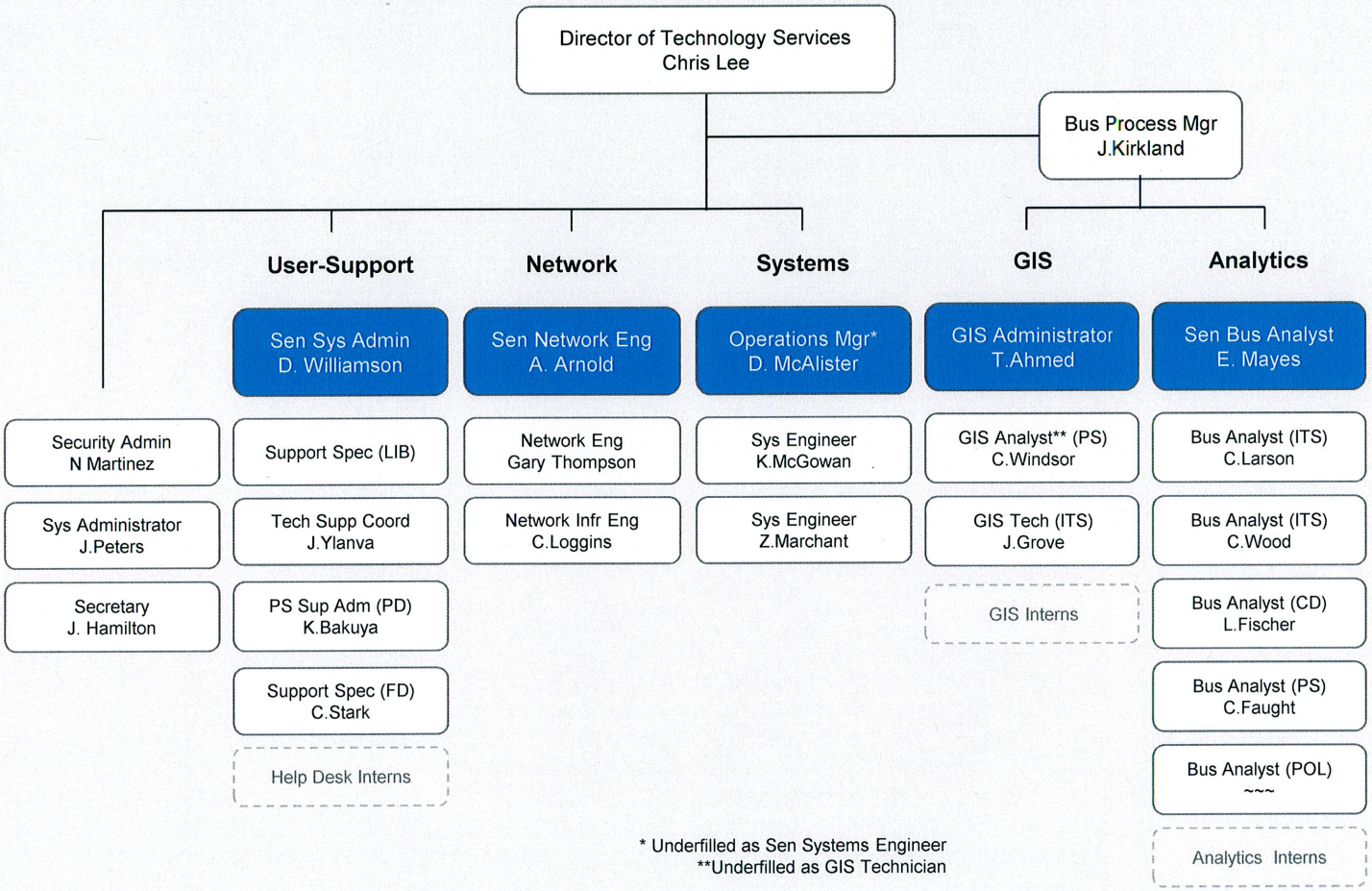
9:30 – 10:00 a.m.	Public Engagement Tools – MARTY and More
10:00 – 11:00 a.m.	Neighborhood Services 2017 Accomplishments Next Steps: – Together Lewisville Coalition – Old Town Code Changes Based on 2017 Assessment
11:00 – 11:30 a.m.	Break for Travel to Klyde Warren Park (2012 Woodall Rodgers Fwy, Dallas, TX 75201) – No Discussion of City Business Will Take Place
11:30 – 12:15 p.m.	Discussion and Walking Tour of Klyde Warren Park – Presentation by Tara Green, President, Woodall Rodgers Park Foundation
12:15 – 1:45 p.m.	Break for Lunch (Lark on the Park – 2015 Woodall Rodgers Fwy, Dallas, TX 75201) and Travel to Statler Hotel – No Discussion of City Business Will Take Place
1:45 – 2:15 p.m.	Park Development Fee Options / Consideration of a Variance to the Lewisville City Code Section 2-201, Fee Schedule, Regarding a Waiver of Park Development Fees for Various Developers over Several Years
2:15 – 2:45 p.m.	City Council Strategic Planning – 2025 Plan and City Priorities and Goals – Next Steps to Improving Budget Process
2:45 – 3:45 p.m.	Small Area Plans / Next Steps for Development Code Revisions
3:45 – 4:00 p.m.	Retreat Direction Recap
	Adjournment

* Additional Research Material Provided

The City Council reserves the right to adjourn into closed session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by Texas Government Code Section 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices) and 551.087 (Economic Development); and Texas Tax Code, Section 321.3022(i)(Individual Sales Tax Information).

IT Department
and
Application Development

Information Technology Services



* Underfilled as Sen Systems Engineer
**Underfilled as GIS Technician

Quick Overview of Lewisville ITS

Internal Users	885
ITS Employees (Full time)	25
Data Centers (Annex and OTCH)	2
Public Wifi Users (Daily)	550
Storage Capacity (Petabytes)	1.5 PB
PCs (Computers, laptops, iPads, etc)	974
Cameras (Security, Youtube)	318
Fiber optic ring (Miles of cable)	~30 miles

New World (Enterprise Application)

STATUS UPDATE

Finance	Code Enforcement
Human Resources	Building Inspections
Licensing	Fire Inspections
Permitting	Health Inspections
Planning	Engineering Insp

Areas and Status

Area	Current Status		Plan
Finance	✓	Works Great	
Human Resources	✓	Work Good	
Licensing	✓	Works Ok	
Permitting	✓	Works Ok	
Planning	-	Limited use	Committed to fully utilizing New World in 17-18
Code Enforcement	X	Cumbersome User Interface	✓ Moved to custom app (in-house) (Users very happy)
Building Inspections	-	Cumbersome User Interface	Currently using new New World UI - Exploring solutions
Fire Inspections	X	Cumbersome User Interface	✓ Moved to FD system (3rd party) (Users very happy)
Health Inspections	-	Cumbersome User Interface	Currently using new New World UI - Exploring solutions
Engineering Insp	-	Limited use	Committed to fully utilizing New World in 17-18

In-House Development

Analytics and GIS Divisions

- Make data accessible
- Make processes efficient
- Make information meaningful

In-House Development: Examples

App	Customer	Description
AVL.cityoflewisville.com	Police, Fire	Live map of vehicle and call locations. Live list of calls and notes
Maps.cityoflewisville.com	Public, Internal	GIS layers on a Google basemap
Metrics.cityoflewisville.com	Public, Internal	Live metric data across departments
Code Enforcement	Code Enforcement	Custom Code Enforcement application
Forms Builder (psofia)	All Departments	Custom small-app generator
ArcGIS Online maps	Public, Internal	Customized GIS layers and maps
CMO Projects app	CMO, Council	Project tracking application with comments, attachments, search
CIP Reports	Public, Internal	Live report of all capital project expenditures with maps
Inmates Report	Public	Live list of current inmates with photos and charges

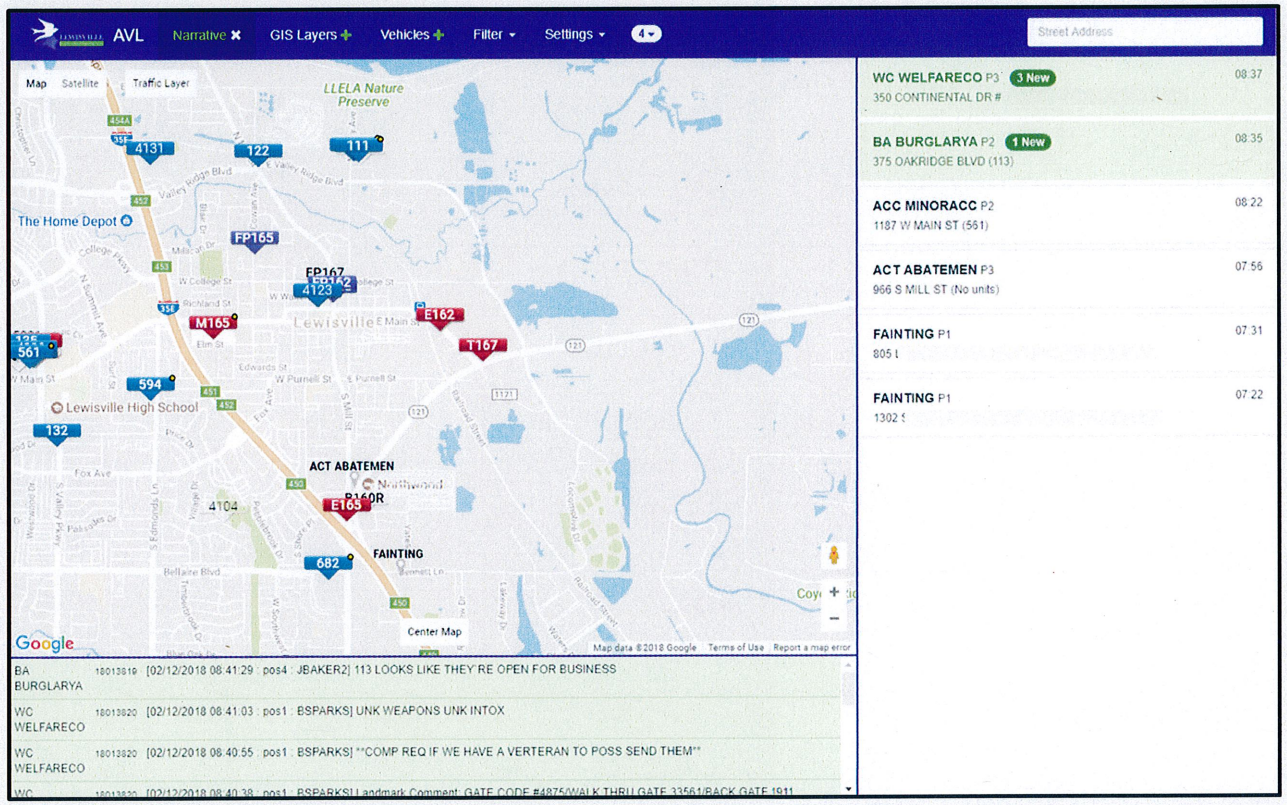
AVL.cityoflewisville.com

Merges the following systems:

- CAD System
- GPS Database
- GIS Layers

Sample Features:

- Per second updates
- GIS layers
- Live dispatch notes
- Station alert
- Live fire hydrant status
- Mobile friendly

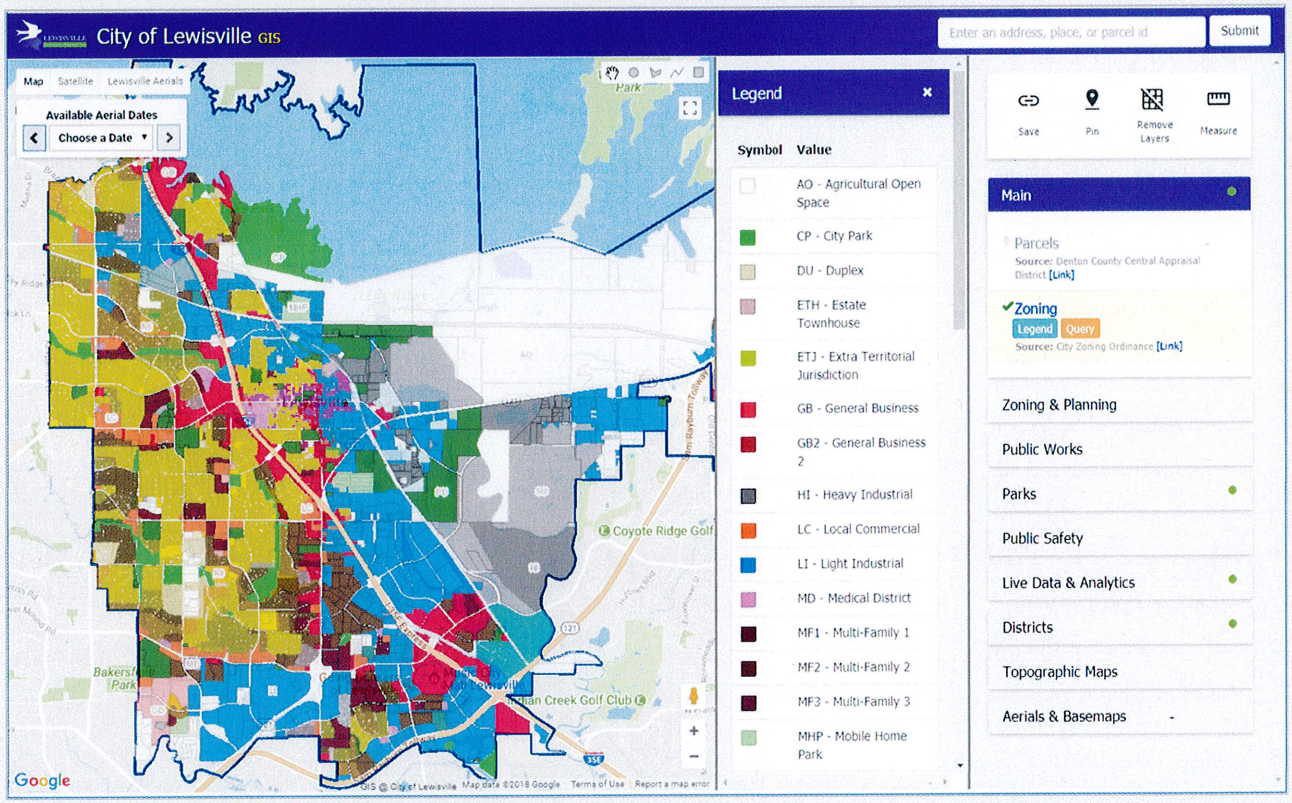


Maps.cityoflewisville.com

Displays GIS layers on a Google Map

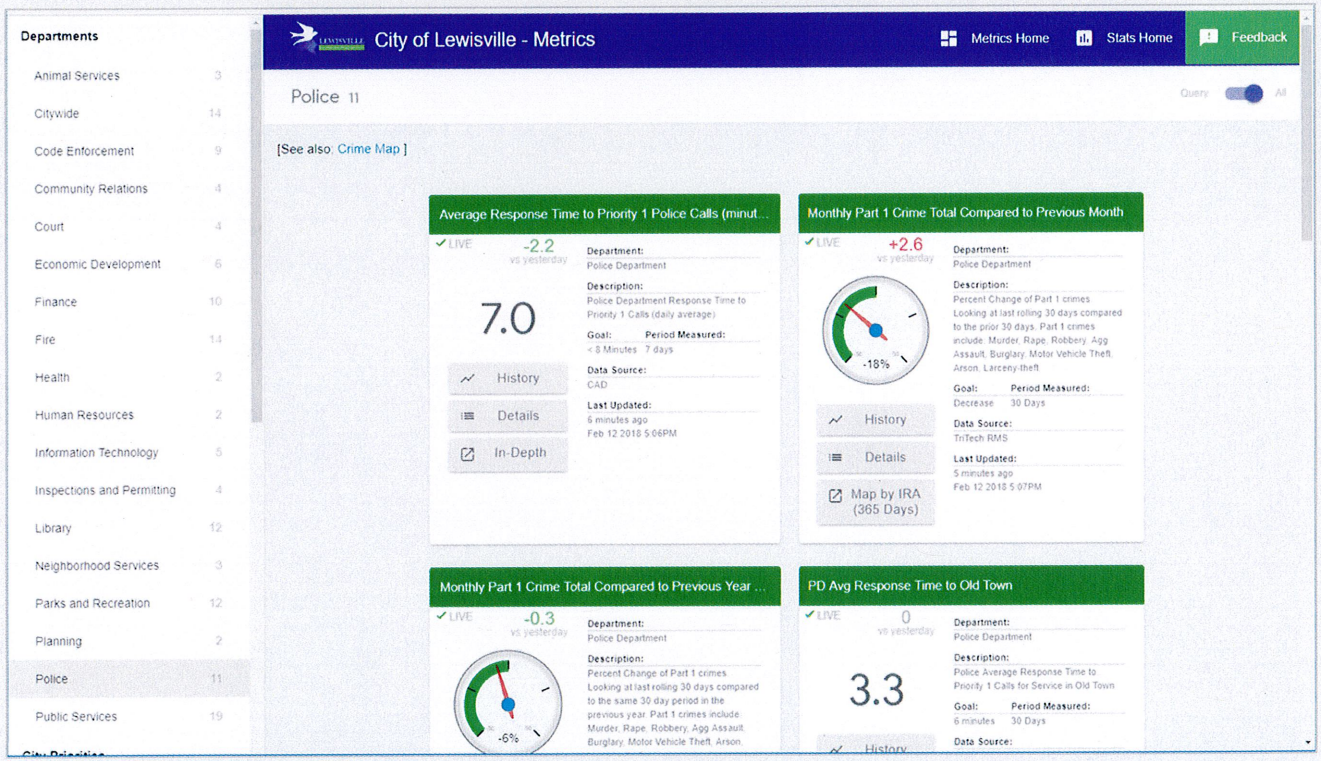
Features:

- Streetview
- GIS Layers
- Controlled via Google Sheet
- Save settings as url
- Measure distances
- Legends
- Queries



Metrics.cityoflewisville.com

- 17 databases
- 69 live metrics
- 20 minute updates
- 5 staff writing queries
- Charts, tables, maps



3rd Party Apps or In-House Development?

One size fits all
or
Custom code and features

Pros and Cons

	3rd Party	In-House
Features specific to Lewisville needs	-	✓
Data Interoperability (between systems)	x	✓
Rapid bug fixes	x	✓
Can develop large, complex apps	✓	x
Users might have experience from another employer	✓	x
Staffing levels to maintain apps	✓	-

YOUTH ACTION COUNCIL

ESTABLISHED 2017

YAC

LEWISVILLE, TEXAS

2017-18 YAC Highlights

- 25 Students Participating
  - 21 from Lewisville High School
  - 2 from Hebron High School
  - 2 Home School
- Created a logo with the help of Mixed Media

- Chose a special project
  - Teen Homelessness
    - Kyle's Place

Marissa Alvarez

McKenna Carboy

Madyson Deal

Cameron Dockery

Esha Harish

David Hernandez

Ashley Irwin

Justin Jiang

Par Hniang

Matthew Jimenez

Mya Koko

Macy Kunke

Gabi Loyd

Maya Maldonado

Claire Marrone

Jose Rodriquez

Adith Srinivasan

Tim Shew

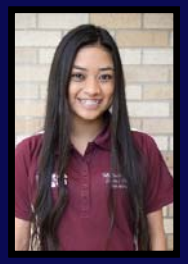
Kaylynn Simplis

Bradley Sykes

Yasmin Souza

Endia Taylor

Michelle Tran



Not pictured: Jacqueline Hernandez and Jasmine Lewis

2017-18 PROGRAM HIGHLIGHTS

Meeting Dates	Program
09/11/17	Reception followed by Swearing In at Council Meeting
09/20/17	Introduction, Logo and Planning Meeting
10/11/17	Parks Master Plan Open House and Special Events and Tourism
11/15/17	Finance/Budget
12/20/17	Public Safety
01/10/18	Municipal Court
Feb. 17 - 18, 2018	TML Youth Advisory Council Summit
03/21/18	Solid Waste & Recycling
04/18/18	Planning and Infrastructure
May?	Special Event for Kyle's Place
05/16/18	Parks and Recreation
06/06/18	Open

CONNECT. COLLABORATE. CREATE.

Youth ACTION council

EST. 2017

Name	School	Grade	MEETING DATES							Meeting Attended
			9-11-17	9-20-2017	10-11-2017	11-15-17	12-20-17	1-10-18	2-17-18	
Alvarez, Marissa	LHS	12th	X	X	X	X	X	X		**100%**
Carboy, McKenna	Hebron	11th	X	X						**33%**
Deal, Madyson	LHS	12th	X	X		X				**50%**
Dockery, Cameron	LHS	12th	X		X	X			Registered	**50%**
Harish, Esha	LHS	12th	X	X	X	X	X		Registered	**83%**
Hernandez, David	LHS	12th	X		X	X	X	X		**83%**
Hernandez, Jacqueline	LHS	11th	X	X	X		X	X	Registered	**83%**
Hniang, Par	LHS	11th	X	X	X	X	X	X	Registered	**100%**
Irwin, Ashley	Home School	10th	X	X	X		X	X		**83%**
Jiang, Justin	Hebron	11th	X	X	X		X	X	Registered	**83%**
Jimenez, Matthew	LHS	11th	X	X	X	X	X	X	Registered	**100%**
Koko, Mya	LHS	11th	X	X	X	X	X	X		**100%**
Kunke, Macy	LHS	12th	X		X	X	X			**66%**
Lewis, Jasmine	LHS	12th		X			X		Registered	**33%**
Lloyd, Gabriella	LHS	12th	X	X		X	X			**66%**
Maldonado, Maya	LHS	12th	X	X	X		X	X		**83%**
Marrone, Claire	LHS	12th	X	X	X	X	X	X	Registered	**100%**
Rodriguez, Jose	LHS	11th	X	X	X		X	X	Registered	**83%**
Shew, Tin	LHS	11th	X	X	X		X	X		**83%**
Simplis, Kaylynn	LHS	12th	X		X	X	X	X	Registered	**83%**
Souza, Yasmin	LHS	12th	X	X	X		X		Registered	**66%**
Srinivasan, Adith	Home School	10th	X	X	X	X	X		Registered	**83%**
Sykes, Bradley	LHS	12th	X	X	X	X	X	X	Registered	**100%**
Taylor, Endia	Harmon	10th	X	X	X	X	X	X		**100%**
Tran, Michelle	LHS	12th	X	X	X		X	X		**83%**
ATTENDANCE RATE			**96.00%**	**84.00%**	**84.00%**	**60.00%**	**88.00%**	**64.00%**		

YAC
LEWISVILLE, TEXAS

FIRST YEAR CHALLENGES

- Four of the 25 students attended 50% or less of the meetings
  - Students are all involved in multiple activities with conflicting schedules
  - Only 12 of the 25 students are registered to attend the TML Summit
- Limited time in each meeting to educate and work on service project
  - Current project idea will require extensive staff support
- Limited opportunity to provide Council with input or feedback

2018 SERVICE PROJECT

- YAC members plan to hold an event to increase awareness about teen homelessness and raise money for Kyle's Place. Many details are still being finalized
  - May 19, roughly 10 a.m. - 2 p.m.
  - Location Lake Park softball fields
  - Will be a "field day" type event with field games and standing games for children and adults, paid display booths from local businesses, music by a DJ, and awareness messages through signs, posters, and fliers
  - Some interest in a police-fire exhibition kickball game to end the event
  - Donations will be accepted, either at the entrance or at each activity center
  - YAC members and other student groups will provide volunteers but will require Lewisville staff support

2018-19 CONSIDERATIONS

- Implement an Attendance Policy
  - No more than three absences
- Consider increasing the meeting time from 1.5 hours to 2 hours
- Budget for overnight stay at TML Youth Action Summit regardless of location
- Use the first meeting of the year to discuss and plan service project and then allocate time each meeting to plan the event
  - Option for YAC to continue work on service project from prior year (not required, but option provided
- Incorporate more opportunities for YAC to provide input/ideas for Council
  - Annual joint meeting with Council

COUNCIL DIRECTION

CASTLE HILLS ANNEXATION

Denton County Fresh Water Supply Districts (DCFWSD)

Castle Hills Stats since last Retreat

FY2018

- Taxable Assessed Valuation: $2.29B
- Average Home Value: $480,155
- Tax Rates: $.69, $.72, $.78, $.90, $.92, $1.00
- 3,807 Single Family Units
- Outstanding Debt: $148.47M
  - 1-G & 1-H = $66.265M
  - 1-B thru 1-F = $82.205M

FY2017

- Taxable Assessed Valuation: $2.02B
- Average Home Value: $463,934
- Tax Rates: $.7425, $.83, $.84, $.90, $.98, $1.00
- 3,527 Single Family Units
- Outstanding Debt: $113.915M
  - 1-G & 1-H = $26.755M
  - 1-B thru 1-F = $87.16M

2700 acres – Projected population at build-out: 26,950 – SF, MF, Mixed Use Development

Annexation Plan

- Annexation of all Districts at the same time is desirable to minimize governance confusion and avoid these negatives
  - Resident confusion related to which entity provides services
  - Different service levels (example: Police full patrol service vs. Police call for service)
  - Operations of an entire water & sewer system by both City and DCFWSD 1-A, the managing district
  - Differs from cases where two city limits meet
    - Castle Hills' residents all have City of Lewisville mailing addresses

District Comparison

Districts 1-B thru 1-F

- Districts mostly developed
- 2017 TAV 1.868M vs 2021 projected TAV $2.28B
- 2021 Projected debt balance = $69.285M
- Debt to TAV Ratio = 3%

Districts 1-G & 1-H

- Districts mostly undeveloped
- 2017 TAV $422M vs 2021 projected TAV $1.04B
- 2021 Projected debt balance = $87.525M
- Debt to TAV Ratio = 8.4%
- *Additional available debt authority for public infrastructure improvements after 2021 = $76.29M*

Annexation of 1-B thru 1-F

In 2021, City absorbs the Districts' TAV and will refinance the debt for lower interest costs

FY2022 Projected Combined TAV = $13.498B

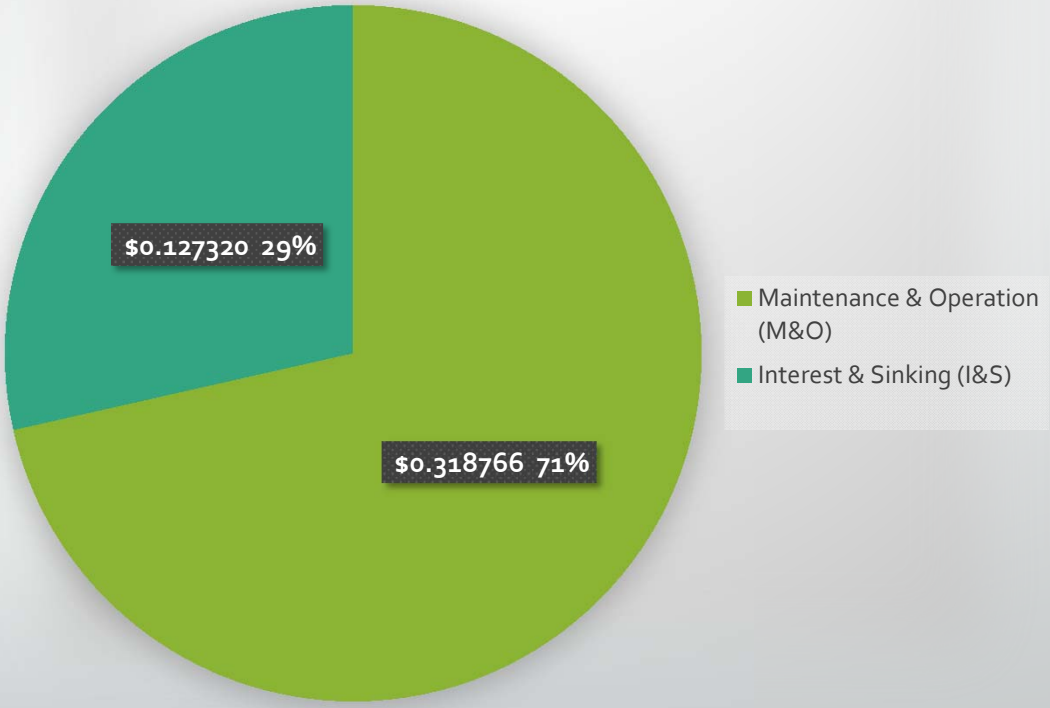
<u>FY2022 Projected Annual Debt Service</u>

City $13.1M

Castle Hills $3.9M *

Total $17.0M

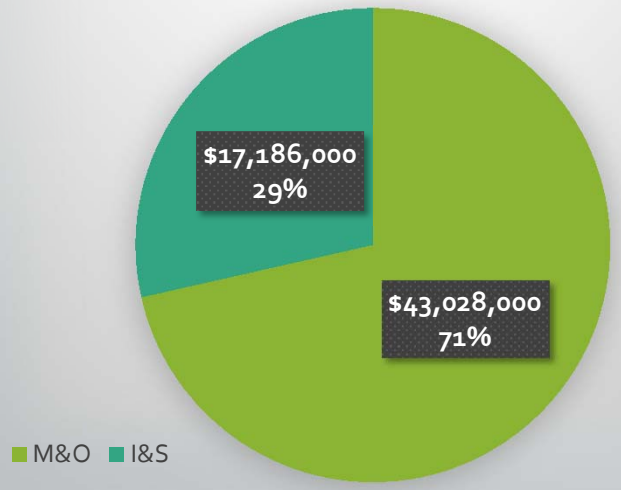
City's Projected FY2022 Tax Rate $.446086 **



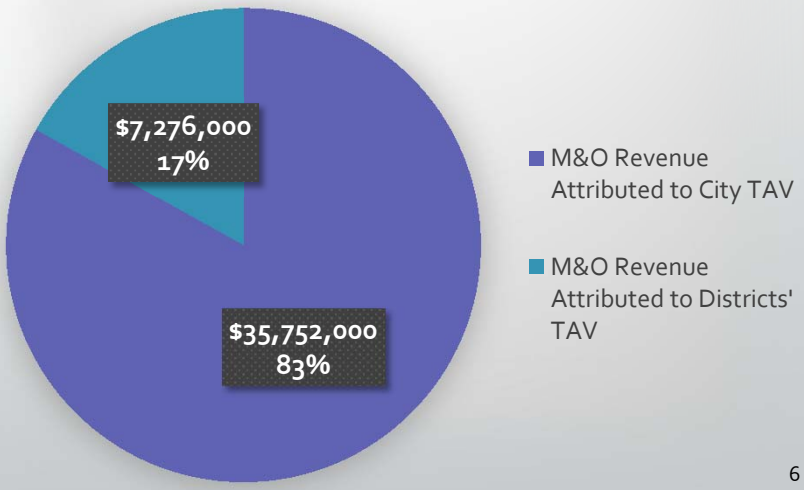
**Castle Hills estimate of $3.9M debt service for 2022 assumes a transfer from utilities for the portion of debt service attributable to utility infrastructure*
***City will need to increase their I&S rate by one cent in 2018 due to the MGC debt issuance*

Combined City & 1-B thru 1-F

FY2022 Total Projected Tax Revenues

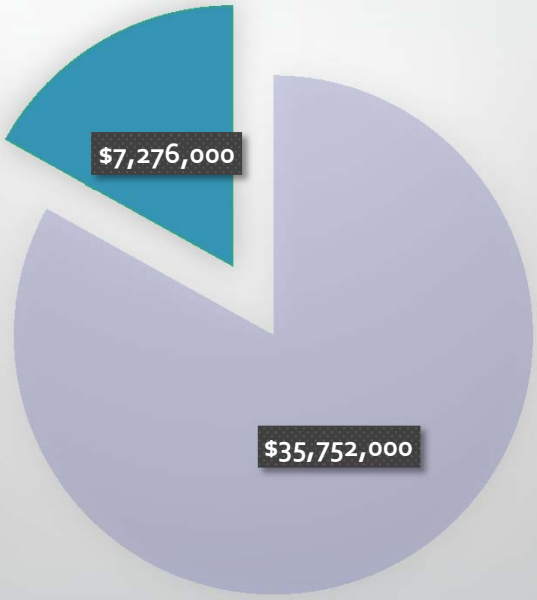


FY2022 Projected M&O Revenue ($43.028M)



FY2022 Projected M&O Revenue Districts 1-B thru 1-F

- M&O revenue portion ($35.752M) relating to the City's growth should cover normal operating expenditures in FY2022 in the General Fund
- The M&O revenue ($7.276M) portion attributable to the added value of Districts 1-B thru 1-F should be used first to cover workload and operational cost increases associated with the Districts.
  - Exact costs still being examined
  - Costs of expanded services likely to be absorbed with minimal impact



FY2021 Projection Other Revenues

- Permit, Inspection, Franchise Fees $3.0M
  - Based on Districts' audits; average last 4 years
- Sales Tax, additional projected .8M
  - Residential utility, Crime District approval, split stop
- Mixed Beverage, projected .1M
  - Based on FY2016 actual revenues of six businesses
- Unknown at this time
  - Animal Control, Health & Fire Inspections, Impact Fees XX

Options - Additional $11M Revenue Could…

(FY2021 General Fund projected additional—$7M property tax + $4M other)

- Fund additional GF operating costs of expanded costs due to annexation
- Fund Utility debt service of 1-B thru 1-F ($1.729M)
  - Relief on the water rate side, if needed
- Fund portion of Road or Utility debt service of 1-G & 1-H
  - Relief to TIF
- Pay down debt
- Fund infrastructure needs unknown at annexation
- Other General Fund budget relief
- ***City has flexibility with the M&O portion of the property tax rate***

TIF Plan Analysis

- Tax Increment Financing (TIF) Act – Chapter 311 Texas Tax Code
  - Allows municipalities to a designate geographical area to be a reinvestment zone
  - Promotes development or redevelopment in the area
- Financing Plan
  - Districts 1-G and 1-H are too undeveloped for a simple annexation
    - Large debt load compared to value on the ground
    - Need financing plan that will allow for debt service of existing debt while allowing for future public infrastructure development reimbursements
- Developer proposed the use of a TIF district
  - Analysis began last year

1-G & 1-H TIF Plan—First Draft

- 30 year financing plan
- Plan would pay debt service on all debt outstanding of 1-G & 1-H @ time of annexation
  - City would refinance debt to lower interest costs
  - Annual debt service payments estimated at $7.3M/year
    - Road = $3.56M Utility = $3.74M
    - 20 year amortization
  - Includes planned issuances in 2018 and 2019 ($10M & $18.2M)

1-G & 1-H TIF Plan—First Draft, cont.

- After debt service, plan would fund reimbursements to developer for public improvements
  - Annual reimbursements dependent on available remaining revenues after debt service
    - Available revenues after debt service = -0-? No developer reimbursements
  - NO DEBT WILL BE ISSUED ON FUTURE IMPROVEMENTS
- Expected additional 1-H public improvement costs of $73.586M to be reimbursed by plan
  - 1-G has additional $15.1M public improvements planned beyond amount of voted authority
    - Developer will fully fund these public improvements—outside TIF plan
- Value/Growth
  - Current $422M
  - Projected Value in 30 years based on planned development stages - $3.78B

1-G & 1-H TIF Plan—First Draft, cont.

- Assumption in plan that the City and County both would participate at 75%
  - Base value established year of creation
  - TIF Revenue = value each year above the base x tax rate of each entity x 75%
- No sliding scale assumed for this draft
- Total projected revenues over 30 years of Plan
  - From City $184.7M
  - From County $101.6M
    - **Total $286.3M**

Results of First Draft

- Annual revenues in the early years cannot fund debt service for both the Road and Utility debt of 1-G & 1-H
- Annual revenues can fund debt service of the Road debt only and also allow for annual developer reimbursements beginning in FY2024
  - Utility debt service would need to be funded by water and sewer rates
- Annual revenues of the City alone cannot fund Road debt service

Next Steps – TIF Plan

- Water Rate Study
  - NewGen Strategies and Solutions, LLC (the City's water rate consultant) is performing the analysis
    - Initial work will center on debt service capacity with regard to consumption data
    - District customers will be a separate customer class based on having different costs and consumption habits
    - Rates will be higher than other City residents' rates
- Visit with County officials
  - Determine appetite to participate and is sliding participation % scale a requirement?
- Review plan for conservatism
  - Allow for "slump" years by adding no-growth years in plan

Infrastructure Assessment Update

- Completed/What we know
  - Streets - Average PCI 84—this is a satisfactory overall rating
  - Inlets - mostly good condition
  - Pavement Markings - mostly good condition
  - Curb Ramps - mostly non compliant
  - Street Sign - mostly good condition (but see next slide)
  - Street Lights - mostly good condition
    - Need to determine ownership or who maintains
  - Wastewater Collection System - included in ongoing I&I study at the point where they drain to our system

Infrastructure Assessment Update

- Remaining assessments/Considerations
  - Utility infrastructure assessment
    - Pump stations, lift stations, distribution lines, collection lines, meters, etc
  - Storm drain system - mapping and condition assessment
  - Load all assets into work order system - GIS work from as/built plans or field survey
  - Clear understanding of all City maintenance responsibilities
    - Screening walls, retaining walls, creek channels, street lights, etc
  - Determine if streets and regulatory signs meet the new Retro Reflectivity requirements
  - Street signs with Castle Hills Logo?
  - Mapping of all subsurface infrastructure
  - Operational plans for all systems
  - Assessment of any other facility that would become our responsibility
  - Assessment of parks and related equipment
  - Animal Shelter capacity

Other Considerations

- State law requires zoning of all properties
  - Cost of notice/hearing/signs/staff impacts
- Staffing issues – all inspections, animal control, park maintenance, public services

Overview of Next Steps

- Complete water study
- Complete infrastructure assessments
- Analyze City costs and staffing increases anticipated due to annexation
- Refine TIF Plan and obtain County support
  - If feasible, adopt/create TIF to establish base year

Special Events

2017 Highlights
2018 Opportunities

LEWISVILLE
Deep Roots. Broad Wings. Bright Future.
Lewisville Convention & Visitors Bureau

SPECIAL EVENTS OVERVIEW

LEWISVILLE
Deep Roots. Broad Wings. Bright Future.
Lewisville Convention & Visitors Bureau

Special Events Overview

- Citywide festivals and concerts have two primary purposes:
  - Offer recreational and cultural opportunities for Lewisville residents
  - Create a draw for non-Lewisville residents to visit the city
- Events held in historic Old Town Lewisville have the additional purpose of establishing the Main & Mill Entertainment District as a viable destination for local and out-of-town traffic
- During the past 12 months, combined attendance at citywide special events in Lewisville has exceeded 75,000 people

Annual Events Budget

- The FY2017-18 city budget includes $979,181 for citywide special events
  - General Fund = $54,300 (Red White & Lewisville, some Holiday Stroll activities)
  - Hotel-Motel Fund = $572,881 (7 percent tax collected on paid hotel stays, legally restricted to tourism uses)
  - Community Events Fund = $343,250 (event revenue and sponsors)
  - Risk Fund = $8,750 (rain insurance for Western Days)
- Western Days has the largest event budget at $679,700. About 40 percent of that is for Main Stage headliner entertainment
- Budget includes two full-time staff and one regular part-time staff

LEWISVILLE
Deep Roots, Broad Wings, Bright Future
Convention & Visitors Bureau

Annual Citywide Events

- These events are intended to draw a broad audience of both residents and non-residents
  - St. Paddy's Texas Style (March) – *new for 2018*
  - ColorPalooza (April)
  - KTA Jam Session (May)
  - Fiesta Charra (May) – *new for 2018*
  - Sounds of Lewisville Summer Concerts (June/July)
  - Red White & Lewisville (July)
  - Labor Day Rodeo (September)*
  - Western Days (September)
  - Best Little Brewfest in Texas (October)*
  - Rocktober Concert Series (October)
  - Old Town Holiday Stroll (November/December)

** City-supported, but not city-managed*

2017 EVENT HIGHLIGHTS

LEWISVILLE
Deep Roots. Broad Wings. Bright Future.
Lewisville Convention & Visitors Bureau

St. Paddy's in the Plaza – March 18

- Turnout of approximately 1,200 people exceeded expectations for a March event
- First-year event
- This event drew a $3,000 cash sponsorship from Fisher 59 (Miller), in addition to the company's existing $5,000 sponsorship of KTA Jam Session

ColorPalooza

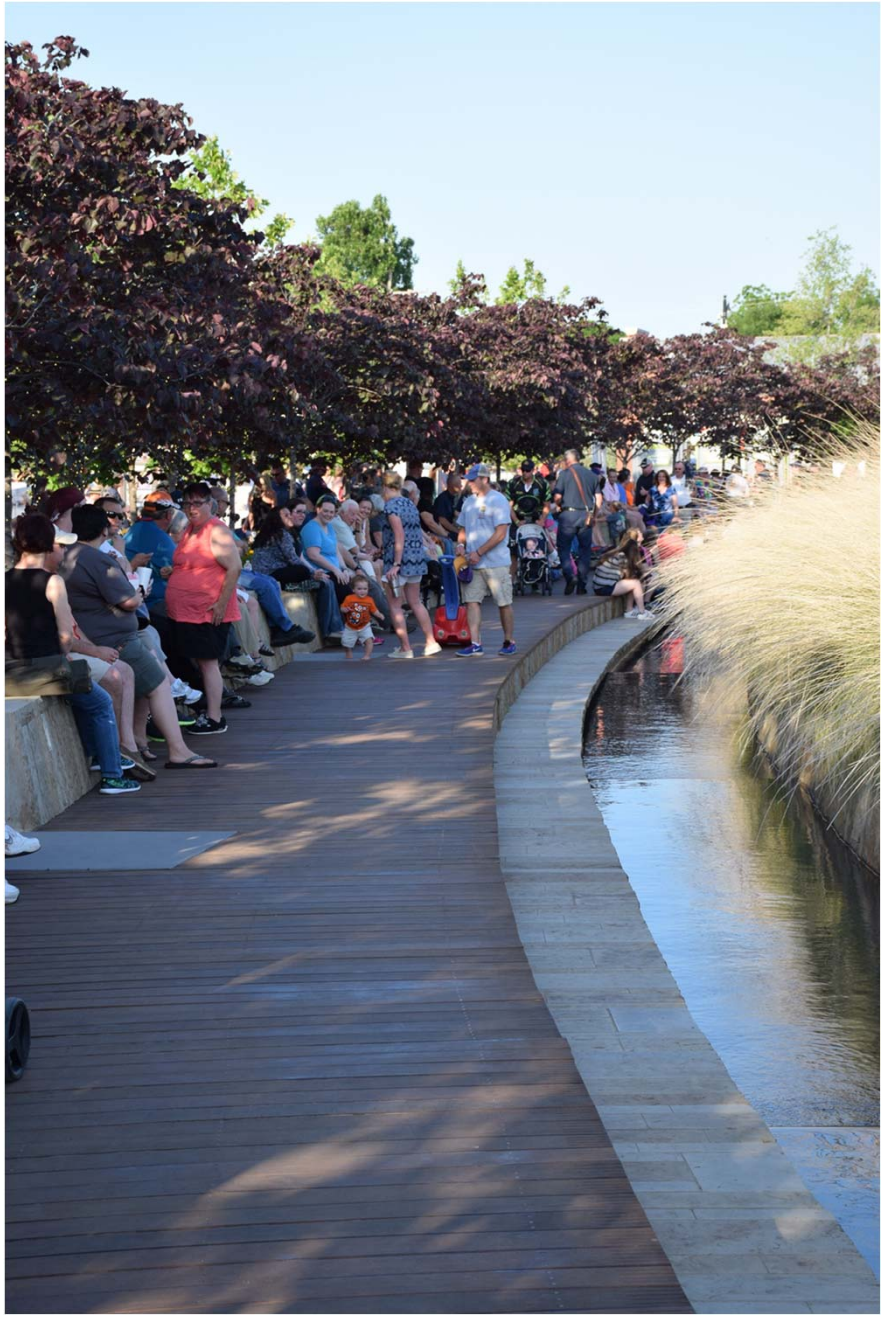
LEWISVILLE
Deep Roots, Broad Wings, Bright Future
Convention & Visitors Bureau

;

ColorPalooza – April 8

- Turnout of approximately 3,500 people was aided by good weather during the festival
- Vendor space in Eco-Alley sold out (14 participants)
- The DIY Tie Die area ran out of 2017 t-shirts and had to use up the remaining 2016 stock to accommodate crowd demand

KTA Jam Session



KTA Jam Session – May 5

- Approximately 5,000 people turned out for this popular family event
- Staff is working with an outside vendor to arrange a large outdoor video screen for this event because sight-lines can be difficult, since most performances are held on the lawn in front of the stage
- Staff will review possibility of moving back to City Hall steps and Plaza, where sound sometimes carried better, although that could reduce overall crowd capacity

Best Little BrewFest – June 17

- Approximately 3,100 people turned out for Best Little Brewfest in Texas
- Event is produced by Cloud9 Charities with assistance and sponsorship from the City
- Heat continues to be an issue for this event, even with increased tenting; even use of air-conditioned tents the first year did not solve the heat problem
- Event planners are moving this event to October in 2018

Sounds of Lewisville

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Convention & Visitors Bureau

Sounds of Lewisville – June/July

- Approximately 10,250 people turned out for the eight-show series of free outdoor concerts in Wayne Ferguson Plaza (average of 750 for seven regular shows plus 5,000 for fireworks show)
- Concert scheduled for July 4 was combined with fireworks to create "Sounds of Red White & Lewisville"
- Included a Farmers Market on Church Street, but the market vendor will not return in 2018
- While the fireworks were well received by a crowd of about 5,000 people, sightlines were a problem using the Upper Trinity launch site

Western Days

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Western Days

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Convention & Visitors Bureau

Western Days – Sept. 29-30

- Total attendance of 26,164 was the second highest in festival history
- City event revenue was $185,978 and beer commission to the City on Saturday night was $27,015 – most ever by nearly $5,000
- Estimated economic impact of $1.9 million without using a market multiplier
- In an on-site survey, 97% of respondents rated the festival “excellent” or “good” and 100% said they would recommend the festival to a friend

Rocktober Concert Series - October

- Approximately 2,000 people turned out for the series of free outdoor concerts in Wayne Ferguson Plaza
- Series expanded from two shows in 2016 to four shows in 2017.
- Final show was Oct. 31 and was branded the Rocktober Halloween Bash, featuring inflatable activities for kids, trunk-or-treating, and the band Here Come the Mummies.
- Final show moved into MCL Grand due to weather, which limited crowd capacity

Old Town Holiday Stroll

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Old Town Holiday Stroll

- At direction of Council, this event was split between two dates for the first time in 2017
- The first event (Saturday, Nov. 18) included most of the festival activities - stage performances, rides and games, Lewisville Lights, outdoor movie, and a performance by Lightwire Theater
- Attendance was estimated at 2,500 visitors, aided by unseasonably warm, sunny weather; merchants provided minimal participation due to the early date
- The second event (Saturday, Dec. 2) included Rotary Club Breakfast with Santa, Motorcycle Toy Run, and Huffines Christmas Parade
- The breakfast did extremely well, and the Toy Run had about 350 participants; parade entries and audience was down from the most recent Christmas Parade in 2014

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2018 EVENT PREVIEW

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St. Paddy's Texas Style – March 17

- Last year's St. Patrick's Day event and Texas Independence event will be combined to create "St. Paddy's Texas Style"
- This will kick off the festival/concert schedule in Wayne Ferguson Plaza, with at least one public event planned every each month the remainder of the calendar year
- Entertainment will feature Irish dance and folk music, Celtic rock (Rathmore), and Texas rockabilly (Two Tons of Steel)

Fiesta Charra – May 26

- Fiesta Charra, being held at Lewisville Rodeo Arena, is a new event featuring traditional Mexican horsemanship and a concert by Little Joe y la Familia
- Other activities will include Ballet Folklorico dance and traditional Mexican games for adults and children
- Event addresses two objectives previously identified - it reaches out to an under-served population, and makes use of the rodeo arena
- Vivid Vita, a third-party event promoter with deep ties in the DFW Latino community, has been retained to create and promote this event

Sounds of Red White & Lewisville - July 3

- Sounds of Red White & Lewisville will return to Wayne Ferguson Plaza on the regular Tuesday night concert date for the Sounds series.
- Entertainment will include Desperado (Eagles tribute band) and an opening act, food and beverage vendors, and fireworks.
- Fireworks will be shot from the MCL Grand rooftop (staff is still assessing impact) or the service parking lot behind MCL Grand; viewing area will include Wayne Ferguson Plaza, Main Street core, City Hall plaza and west parking lot, and surrounding neighborhoods

Old Town Holiday Stroll

- Staff plans to repeat the two-date approach to Old Town Holiday Stroll
- Most festival activities will be held on Saturday, Nov. 17; this includes stage performances, rides and games, Lewisville Lights, and outdoor movie
- Three activities will be held Saturday, Dec. 1, including Rotary Club Pancake Breakfast with Santa, Motorcycle Toy Run, and Huffines Christmas Parade
- Parade will shift to the Main-Mill-Church path used for LHS Homecoming Parade

Old Town Holiday Stroll

- Main & Mill Association leadership was contacted several times (starting in February) during 2017 event planning
- One concern voice was that the OTPS Holiday Tour of Homes could not be held that early; staff offered to promote a separate date in December, with no response
- Since then, association leadership has voiced strong objections to the split date. The primary concern appears to be having less time to prepare for a November date than for a December date.
- Is there Council direction on this event?

Holiday Market

- Vendor used to conduct the summertime Farmers Market opted not to stage a Holiday Market during either Stroll event
- Staff has researched similar markets and found that most are conducted by community nonprofits or paid planners; at this time, no viable Lewisville options have been identified
- Events team believes a themed Holiday Market can be produced in-house for the 2018 event schedule, but demands on staff time would require converting the current regular part-time position into a full-time position (budget impact = $62,914)

QUESTIONS?

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City Council

Items of Interest

2018

Discussion Rules

- For each Issue of Interest
  - Each Council member has 5 minutes to discuss his first Issue of Interest
    - What it is
    - What the desired outcomes are
    - Additional Information
  - All Council members will have a few minutes to ask questions to clarify the issue and proposal
  - Council as a whole will give a general indication of interest in the proposal using keypad polling
- Each Council member will discuss two Issues of Interest (5 minutes for each discussion)
- At the end of all discussions, we will evaluate priorities for future action or investigation among all proposals discussed
- This segment of the retreat will conclude with direction to staff on these issues

Goals

- Consider new ideas proposed by City Council members
- Brainstorm the value of pursuing these new ideas
- Reach City Council consensus on direction to staff for any new programs resulting from this brainstorming discussion
- Understand potential future budget impacts of programs
- Reach City Council consensus on project timing
  - Assign fiscal year timeframe if Council supports program development

Known Projects with Significant Staff and Budget Impacts

- Planning and operations of MGC
  - FY 18-19 $391,870
  - FY 19-20 $1,873,312
- Operation of Fire Station # 8
  - FY 18-19 $1,906,000
  - FY 19-20 $1,981,200
- Small Area Plans #1 and #2 Implementation
  - When Council considers the Small Area Plans, cost of implementation must be evaluated against other priorities
- Re-write of development code will require a great deal of staff time

City Council Place # 1—Bob Troyer

- **Issue of Interest #1: Community Inclusion**
- Outcome Desired:
  - Increased level of participation of residents from both Hispanic and Chin communities in city activities, programs, and boards and commissions
  - Increased level of voter participation by minority groups in local elections
- Relates to Big Move: Thriving Neighborhoods, Enhance the Community Image and Citizen Involvement
- Lead Department: Community Relations and Tourism

City Council Place # 1—Bob Troyer

- Top Action Steps/Budget Impacts:
  - Continue the Community Inclusion Task Force
    - Composed of city employees from a variety of departments as well as Becky Nelson of Chin Community Ministries
  - Determine root causes of lack of participation and inclusion
    - Conduct study using a local research group
      - $50,000 to $80,000
  - Expand library programming
    - $500 per special program
    - $5,000 for a literary trail
  - Expand special events to include areas of interest to targeted minority groups
    - Depending on size of events - adding one component each to our three biggest events would be $15,000 each for a total of $45,000
  - Expand educational and marketing materials to targeted minority groups
    - Printing has limited impact due to high illiteracy rates; video or graphic displays could be explored at a minimal cost

City Council Place # 1—Bob Troyer

- Success Will be Measured by:
  - Voter results
  - Program participation data
- Potential Obstacles:
  - Outreach effort may not be welcomed by targeted groups
  - Possible negative reaction from non-targeted groups
  - Options used successfully in other communities might not be cost-effective for Lewisville (Indianapolis built a Chin Community Center)

City Council Place # 1—Bob Troyer

- **Issue of Interest #2: Bike Share Program**
- Outcome Desired:
  - Establishment of a Bike Share program that best meets the needs of the community and protects the City's right of way (ROW) from "cycle litter".
- Relates to Big Moves: Green Centerpiece; Extending the Green; Employment Centers
- Lead Department: Parks and Recreation

City Council Place # 1—Bob Troyer

- Top Action Steps/Budget Impacts:
  - Staff review of literature to determine best practices/options (Dockless Bike Rental Program, Bike Corrals at Rail Stations, Bike Docking Station Program)
  - Develop ordinance to protect city ROW
  - Consumer Survey to determine bike rental interest including determining DCTA ridership destinations
    - $20,000 - possible partnership with DCTA
  - Consider pilot dock program once survey complete
    - $30,000 - $60,000 per dock site

City Council Place # 1—Bob Troyer

- Success Will be Measured By:
  - By % use of bikes that meet target needs
  - Lack of “cycle litter” in city ROW
- Potential Obstacles:
  - Lack of rider interest
  - Maverick bicycles regardless of what steps are taken
  - Limited start up funds (partnerships, limited city seed money)
- Potential Benefit:
  - Use GPS data to identify future bike lane locations

Council Place #2: R Neil Ferguson

- **Issue of Interest #1: Inclusion of Castle Hills residents in Lewisville Community**
- Outcome Desired: Future Lewisville residents now living in DCFWSDs 1-B through 1-H (Castle Hills) associate with Lewisville as their city of residence
- Relates to Big Move: New Neighborhood Choices; Marketing and Communications
- Lead Department: Community Relations and Tourism

Council Place #2: R Neil Ferguson

- Top Action Steps/Budget Impacts:
  - Survey to determine interest in community participation
    - $20,000 to $25,000
  - Expand publications and mailings to Castle Hills residents
    - Currently provide Horizon newsletter, Lewisville 2025 annual report and event postcards
    - Consider two one-time publications in Castle Hills, one addressing key questions about governing relationships and one listing "things to know" about Lewisville
      - $12,000 for printing
    - Utility Box wraps of Lewisville/vertical pole banners reflective of Lewisville
      - $300 per box (2 boxes in Castle Hills)
      - If we gain permission to use poles, cost is $500 per pole for pole banner
    - Hebron HS acknowledgement on city water tower
      - In addition to routine painting, the logo would $50,000
  - Explore opportunities to share Castle Hills history and events with existing Lewisville residents

Council Place #2: R Neil Ferguson

- Top Action Steps/Budget Impacts (cont..):
  - Appoint citizen focus group that includes both Lewisville and Castle Hills residents to discuss needs
  - Expand Lewisville programming to Castle Hills and have City presence at existing Castle Hills events (already co-sponsor)
    - Arts Showcase in Castle Hills to market MCL
      - $5,000
    - Use "Free Little Libraries" at playgrounds to promote Lewisville Library
      - Work with Castle Hills scout groups and nonprofits
    - Public Safety Open House (consider holding opening of Fire Station No. 8)
  - Add to existing Neighbors Leading Neighbors program
    - Market Rock the Block

Council Place #2: R Neil Ferguson

- Top Action Steps/Budget Impacts (cont..):
  - Park Master Plan
    - Annexation will trigger Park Master Plan update
    - Annexation may also escalate development at East Hill Park
  - Promote recreation programs and activities
  - MGC preview day as part of pre-opening festivities
  - Market to Castle Hills residents that they already receive discounted resident rates

Council Place #2: R Neil Ferguson

- Success Will be Measured by:
  - Participation rates of these future residents in Lewisville programs
  - Support and awareness of initiatives such as Lewisville 2025
- Potential Obstacles:
  - Misperceptions by both Lewisville residents and Castle Hills residents about one another
  - Many Castle Hills residents feel more connected to neighboring communities
  - Some events and services may be duplicated
  - Physical separation may be difficult to overcome

Council Place #2: R Neil Ferguson

- **Issue of Interest #2: Neighborhood Education and Branding**
- Outcomes Desired:
  - Develop a unique identity for neighborhoods with an active NLN base
  - Create a community-driven effort which allows neighborhoods to get organized and have a plan of action before a disaster occurs and encourages neighbors to assist each other for at least 72 hours after a disaster strikes or until help arrives
  - Use community-drive effort to strengthen our neighborhood initiatives
- Relates to Big Move: Thriving Neighborhoods
- Lead Departments: Emergency Management, Neighborhood Services

Council Place #2: R Neil Ferguson

- Top Action Steps/Budget Impacts:
  - Adoption of a Neighborhood Enhancement Program, where neighborhood groups can receive grant money for neighborhood projects (i.e. street toppers, neighborhood entry features, community xeriscape gardens, art, bicycle racks, greenbelt improvements, etc.)
    - Anticipated budget: $60,000-$100,000 per year (up to $25,000 per neighborhood)
  - Create and train Community Emergency Response Teams (CERT)
    - CERT Training requires 20 hours classroom/skills training - Cost $60 per participant - Grant Funding could be available in October 2018

Council Place #2: R Neil Ferguson

- Success Will be Measured by:
  - Number of Neighborhood Enhancement Grants awarded per fiscal year
  - Number of Neighborhood Enhancement projects completed per fiscal year
  - Number of volunteers and active NLN residents by neighborhood
  - Number of Community Emergency Response Teams formed
- Potential Obstacles:
  - Public education, communication, and engagement
  - Lack of neighborhood participation in the program
  - Lower participation in economically-challenged neighborhoods or neighborhoods with higher single family rental rates

Council Place #3: TJ Gilmore

- **Issue of Interest #1: Healthy City Initiative/Blue Zone**
- Outcome Desired:
  - A transformed community where residents are provided with healthy choice options that lead to a higher quality of life for a longer period of time
  - Become known as a "Blue Zone" city to attract businesses and individuals attracted to the healthy lifestyle
  - Become a certified Blue Zone Community
- Relates to Big Move: Green Centerpiece; Extending the Green; Employment Centers
- Lead Department: Parks and Recreation

City Council Place # 3—TJ Gilmore

- Top Action Steps/Budget Impacts:
  - Create a coalition of community leaders supportive of the Blue Zone concept who can raise funding necessary to implement a Blue Zones Project
  - Contract with Blue Zones Project
  - Blue Zones focus on
    - Moving naturally
    - Eating wisely
    - Connecting with community
    - Having the right outlook
    - http://info.bluezonesproject.com/fortworthpower9videos

City Council Place #3 - TJ Gilmore

Transform the community by focusing on Blue Zone Lessons for Living Life Longer, Better which moves beyond Its Time Texas

Blue Zones

- Mission/Goals - to reduce chronic disease, healthy choice is the easy choice
- Focused on well-being
- Provides assistance in following areas:
  - community policy/infrastructure
  - schools
  - worksites
  - non-profit organizations
  - faith-based programs
  - grocery stores
  - restaurants
- Works with specific communities
- Must pay Blue Zones Initiative for assistance
  - $50,000 initial visit/study
  - $1-$3M for entire initiative

It's Time Texas

- Mission/Goals - to reduce chronic disease, healthy choice is the easy choice
- Focused on health and fitness
- Provides assistance in following areas:
  - community policy/infrastructure
  - schools
  - worksites
  - non-profit organizations
  - faith-based programs
- Focused on State of Texas, provides assistance to all communities
- Offers free templates, best practices; limited one-on-one assistance
- Annual Events/Programs/Challenges
  - Walk Texas
  - Community Challenge
  - It's Time Texas Summit

City Council Place # 3—TJ Gilmore

- Success Will be Measured by:
  - Increasing the Gallup-Sharecare WBI score over time
  - Resident awareness of the Blue Zone Initiative and percentage participation
  - Certification as a Blue Zone Community is obtained
- Potential Obstacles:
  - Inability to obtain community-wide leadership that can raise the amount of funding necessary for the program to be successful

City Council Place # 3—TJ Gilmore

- **Issue of Interest #2: Promoting Pollinator Gardens and Pocket Prairies**
- Outcome Desired: Environmental stewardship by supporting biodiversity through policy and community support
- Relates To Big Move: Green Centerpiece, Extending the Green, and Sustainability
- Lead Departments: Parks & Recreation; Sustainability; and Neighborhood Services

City Council Place # 3—TJ Gilmore

- Top Action Steps/Budget Impacts:
  - Revise the City's Code of Ordinances to allow pollinator gardens/pocket prairies
  - Establishment of a prairie propagation farm focused on the propagation of prairie plants and plants for pollinator gardens - Anticipated budget: $_____
  - Partner with nonprofits (i.e. Friends of LLELA) to run the prairie propagation farm, offer education, and raise money through the propagation and selling of the plants to Lewisville citizens
  - Add public pollinator gardens and pocket prairies to public property - $25-$50,000 per acre
  - Promote the planting of pocket prairies and pollinator gardens on private property by creating a pocket prairie education series, a residential pocket prairie design competition and a residential pocket prairie certification program. Under a residential pocket prairie certification program, planned gardens can be certified, given a plaque to display in their yard, and exempted from high grass and weeds regulations
    - Staff time for review of pocket prairies
    - Pocket prairie class instruction: <$1,000 per year
    - $500 per year for competition prize
    - Certification plaques for residential pocket prairies: $60-70 per sign

City Council Place # 3—TJ Gilmore

- Success Will be Measured by:
  - Signed partnership agreements with Friends of LLELA
  - Creation of prairie propagation farm
  - Adoption of residential pocket prairie certification program
  - Amount of revenue collected by Friends of LLELA and reinvested in LLELA
  - Number of classes held by LLELA and number of participants
  - Number of certified pocket prairies
- Potential Obstacles
  - Ongoing maintenance of residential pocket prairies
  - Reliance on volunteers to run the prairie propagation farm

City Council Place #4: Brandon Jones

- **Issue of Interest #1: Facilitate the Revitalization of Business 121 Corridor**
- Outcome Desired: Beautification and economic revitalization of the corridor
- Relates to Big Moves: Thriving Neighborhoods and Identity Focal Points
- Lead Departments: Engineering, Planning, Economic Development, Neighborhood Services

City Council Place #4: Brandon Jones

- Top Action Steps/Budget Impacts:
  - Staff assessment of Business 121 to create a phased plan. Castle Hills to I-35E will be phase 1
  - Develop a program to achieve higher and better uses along Business 121
    - Create alternate locations for auto-related uses
    - Create an incentive program to encourage relocation
  - Additional landscaping of public spaces along corridor
    - Center Medians Design and Construction - $225 per linear foot; Parkways - $125 per linear foot
    - Staff will seek additional grant funding related to Green Ribbon
  - Realignment of Mill Street
    - $3.250M is on bond schedule - design FY 17-18 and construction FY18-19

City Council Place #4: Brandon Jones

- Success Will be Measured by:
  - Improved aesthetics along the corridor
  - Increased number of redevelopment projects along the corridor
- Potential Obstacles:
  - Funding/staff impacts
    - Staff is considering the addition of a park planner/landscape architect to expand our in house design capabilities. This position would handle all beautification initiatives in parks and rights-of-way
  - Nonconforming rights
  - Fragmented ownership
  - Owners that are resistant to change
  - TxDOT's position on future of Business 121
    - No State plan for improvements

City Council Place #4: Brandon Jones

- **Issue of Interest #2: Increase programming of Wayne Ferguson Plaza**
- Outcome Desired: Activate WFP with programs/activities in addition to special events and concert series currently planned utilizing strategies similar to those employed at Klyde Warren Park, Discovery Green and Bryant Park
- Relates to Big Move: Old Town, Thriving Neighborhoods
- Lead Departments: Community Relations & Tourism; Parks & Recreation

City Council Place #4: Brandon Jones

Top Action Steps/Budget Impacts:

- Continuation of internal staff task force of Community Relations and Tourism, Parks and Recreation Department, and Facility Maintenance who are responsible for programming and maintaining park
- Establish target timeframe for increasing structured programs/events and unstructured activities at WFP
  - Spring (March - May weekends)
  - Summer (weekend mornings and evenings)
  - October (September - October weekends
- Identify/Engage businesses in Old Town to assist with unstructured activities; complement activities/programming

City Council Place #4: Brandon Jones

- Top Action Steps/Budget Impacts (cont.):
  - Identify specific programs/events/activities. Brainstorm results:
    - Unstructured/linger ideas: corn hole, frisbees, lawn chess/checkers, little library, art tour
    - Targeted activities: tai chi, Zumba, low intensity fitness classes, gardening classes, walking clubs
      - $1500 per class or activity
    - Additional events/series: Movies in the Park, Gaming Night (targeting teens), Princesses and Princes in the Park, Mariposa Expo
      - $2,000 to $20,000 per bigger event
  - Enhance branding and marketing - 10% of event or class cost to promote

City Council Place #4: Brandon Jones

- Success Will be Measured by:
  - Documentation of number of park visitors/participation rates in programs
  - Increased number of regular programs/activities at WFP
  - Engaged business partners from Old Town
- Potential Obstacles:
  - Timing of construction of Wayne Ferguson Support Facility - provides public restroom
  - Lack of the cluster of 10 - Project for Public Space (PPS) principles (engagement of Old Town businesses) https://www.pps.org/article/the-power-of-10
  - https://www.pps.org/article/challenge-explore-your-community-with-the-power-of-10
  - Budget requirements to increase programming/staffing (identify low cost activities at beginning; identify partners in Old Town)
  - Wear and tear on WFP (establish designated maintenance window for turf repair, revitalization and Runnel maintenance)
  - Lack of concentrated population downtown to activate WFP on regular basis (patience)

City Council Place #5: Brent Daniels

- **Issue of Interest #1: Development of the Valley Vista Property**
- Outcome Desired: Implement conceptual design for Valley Vista Property produced by Studio Outside during the design process for the Multi-Generational Center and increase access/use of the property
- Relates to Big Move: Extending the Green
- Lead Department: Parks & Recreation

City Council Place #5 : Brent Daniels

- Top Action Steps/Budget Impacts:
  - Consider program agreement with TimberNook to utilize property for nature programming during summer 2018
  - Submit grant application for Outdoor Recreation Grant from Texas Parks & Wildlife Department in October 2018. If awarded, dedication of property as parkland can serve as part of the match for the grant
  - Work with Studio Outside or other consultant to create design for a nature based park
    - Design - $30,000 (limited capital project)
  - Utilize Studio Outside Design Concept to identify initial soft/natural trails in conjunction with volunteers, scout groups if grant not awarded
  - Submit grant application for TPWD Outdoor Recreation Grant in March 2019 or October 2019

City Council Place #5: Brent Daniels

- Success Will be Measured by:
  - Design created for property
  - Grants obtained
  - Development of the property occurs
  - Increased use of property
- Potential Obstacles:
  - Lack of full assessment of property and subsequent design documents (Studio Outside, Park Planner)
  - Lack of funding for development (TPWD grants, 4B fund availability, Park Land Dedication Ordinance Update, partnerships)
  - Competitive nature of TPWD grant application process (Work with grant writer, multiple applications)
  - Neighborhood resistance to public use of property

City Council Place #5: Brent Daniels

- **Issue of Interest #2: Technology in Parks**
- Outcome Desired:
  - Utilize technology in our park system to enhance the user experience and to appeal to the millennial audience
    - Wi-Fi in neighborhood parks to provide free internet connection in parts of the community where residents may have limited access to Wi-Fi
    - Provide charging systems in park areas where electrical access is not available
    - Expansion of live cameras in parks
- Relates to Big Move: Extending the Green and Thriving Neighborhoods
- Lead Departments: Parks & Recreation, ITS

City Council Place #5: Brent Daniels

- Top Action Steps/Budget Impacts:
  - Identify parks where Wi-Fi and charging stations are most needed
    - $35,000 per park for Wi-Fi
    - $3,500 - $10,000 per charging device
  - Live viewing cameras
    - $300 per camera for live viewing using existing cameras
    - Cost of new camera for live viewing - $1500

WIFI is available in three of City of Lewisville parks

- Wayne Ferguson Plaza
- Toyota of Lewisville Railroad Park
- Lake Park

- **Cost to add WIFI to a park - $35,000**

City Council Place #5: Brent Daniels

- Live viewing cameras
  - $300 per camera for live viewing using existing cameras
  - Cost of new camera for live viewing - $1500
  - Cameras are currently located at various locations in several parks:

Location	Description
LLELA	LLELA Gatehouse
LLELA	LLELA Gate
Vista Ridge Athletic Park	Vista Ridge Athletic Park Entrance
Vista Ridge Athletic Park	Vista Ridge Athletic Park Back Loading Door
Vista Ridge Athletic Park	Vista Ridge Athletic Park Front Concession Stand
Vista Ridge Athletic Park	Vista Ridge Athletic Park Playground
Railroad Park	Railroad Park Baseball Concession
Railroad Park	Railroad Park Football Concession
Railroad Park	Railroad Park North Side of Shop
Railroad Park	Railroad Park Skate Park
Railroad Park	Railroad Park Skate Park 180
Railroad Park	Railroad Park Soccer Concession
Railroad Park	Railroad Park Shop
Old Town Plaza	Plaza Stage West
Old Town Plaza	Plaza Plinith Wall
Old Town Plaza	Plaza WFP Main
Old Town Plaza	Plaza Stage East

City Council Place #5: Brent Daniels

- Success Will be Measured by:
  - Staff's observation of park usage
  - Data collected through charging stations
  - Number of views on live cameras
- Potential Obstacles:
  - Lack of funding
  - Ensuring that cameras are not intrusive into areas with high concentration of kids
  - Maintenance of charging stations
  - Prioritization against other Smart City technology initiatives

Mayor Rudy Durham

- **Issue of Interest #1: Park land Acquisition**
- Outcome Desired: Increase amount of park land via
  - Land purchases
  - Designating preserves along the river, creeks and other undeveloped areas
  - Utilizing existing city owned land in neighborhoods to create pocket parks
  - Partnering with LISD to utilize LISD owned properties and facilities for recreation use
- Relates to Big Move: Extending the Green
- Lead Department: Parks & Recreation, Engineering, Public Services

Mayor Rudy Durham

- Top Action Steps/Budget Impacts:
  - Adopt the Park Master Plan Update scheduled to come before City Council for review in February and approval in March
  - Adopt proposed updates to the Park Dedication Ordinance to create capacity to obtain property via dedication during development and increase resources for acquisition via purchase
  - Identify specific properties to consider for acquisition. Those currently identified by staff include: land in central Trinity corridor area, LISD property in Castle Hills, Parcel at SW corner of Bellaire and Old Orchard, unidentified property located in southwest region

Mayor Rudy Durham

- Top Action Steps/Budget Impacts (cont.):
  - Review list of City of Lewisville owned property to identify additional parcels for parks or connections
    - http://www.arcgis.com/home/webmap/viewer.html?url=http%3A%2F%2Fadaptergis.cityoflewisville.com%2Farcgis%2Frest%2Fservices%2FCMO%2FCityOwnedProperty_DentonAndDallas%2FMapServer&source=sd
  - Identify potential funding sources and partners: General obligation bonds, 4B bonds, park dedication funds, grants (federal, state and private), legacy donations (wills, donations from heirs); LISD, Friends of LLELA, Trust for Public Land and other sources
  - Obtain appraisals or estimates on each property in order to establish priorities for purchase based on price, availability of funds, alignment of with the 2025 Plan and Park Master Plan

Mayor Rudy Durham

- Top Action Steps/Budget Impacts (cont.):
  - Review existing agreement with LISD related to utilization of LISD owned land and buildings for recreation uses and negotiate enhanced agreement
- Success Will be Measured by:
  - Increase in the amount of park and preserve areas in the current park system inventory acquired and utilized
  - Increase in the % of residents living within a 10 min. walk of a park

Mayor Rudy Durham

- Potential Obstacles:
  - Lack of funding for purchase (grants, park dedication ordinance, partnership, wills and deeds from families, heirs)
  - Lack of motivation for owner to consider sale of property
  - Lack of funding for maintenance and/or preservation of property once purchased (realignment of resources, treat as preserve/natural area and limit access, establish partnership for maintenance)
  - Neighborhoods may be opposed to pocket parks bringing in users outside of the neighborhood

Mayor Rudy Durham

- **ISSUE OF INTEREST #2: Conversion of Overhead Utilities for Street Projects**
- Outcome Desired: Aesthetic improvement of streets by considering relocation of utilities with street capital projects. Cost analysis will be provided to City Council related to taking utilities underground, moving utilities to alley, or raising height of poles/wire.
- Relates to Big Move: Thriving Neighborhoods
- Lead Department: Engineering

Mayor Rudy Durham

- Top Action Steps/Budget Impacts :
  - Adopt a policy directing staff to consider relocation of private utilities when developing and budgeting all street capital projects by evaluating costs of taking utility underground, relocating to alley, or raising height
  - Prioritize projects in specific high profile areas and corridors
  - Identify potential funding sources and partners: General obligation bonds, grants (federal, state and private), etc.
- Success Will be Measured by :
  - Decrease in the amount and locations of overhead utility lines in high profile areas of the City

Mayor Rudy Durham

- Potential Obstacles :
  - Lack of funding for private utility design and construction at the time the road is constructed related to current rate/tariff agreements
    - Private Utility companies are required to relocate utilities which are located inside the right of way and in conflict, free of charge, (if the ROW pre-dates the utility) and may relocate the utility in like kind when the City is engaging in infrastructure improvements within the right of way
    - When the utility company is required to relocate at its own expense, the City may agree to pay the additional (delta) cost to convert overhead utilities to underground (when technically possible) including costs for additional easements. (Neither CoServ or TNMP will place a new underground installation in a City ROW unless the City enters into an agreement accepting cost responsibility for any required future relocations and assuming the utility equipment will fit inside the ROW)
    - If private utilities inside the ROW are not in conflict with proposed capital improvements, the City is required to pay the full cost of conversion if it wishes to convert from overhead to underground.
    - If the City expands its infrastructure outside of the right of way and it conflicts with a private utility line located in an easement, 100% of the relocation costs including new easements are the City's responsibility.

Mayor Rudy Durham

- Potential Obstacles (cont.):
  - Lack of easements/space to construct underground utilities adjacent to roadways due to physical space limitations or uncooperative property owners unwilling to dedicate required easements
  - Developer objection and reasonable nexus concerns related to private development

Lewisville City Council Retreat
Friday, February 23, 2018
Statler Hotel, Dallas

Oak Cliff Panel Discussion

Purpose: The City of Lewisville is seeing results of public investments and initiatives in their Old Town. The city's leaders want to explore additional efforts that may support continued success in Old Town. In addition, they are looking at opportunities for redevelopment and revitalization in areas adjacent to Old Town:

- The area between Old Town and the DCTA Old Town station, which is identified on the City's plans as a location for transit-oriented development.
- The area along Mill Street (one of the major downtown arterials) both to the north and south of Old Town, where there are currently older strip commercial, industrial and auto-related uses.
- The area immediately north of Old Town, which is the subject of an area plan nearing completion (Old Town North).

Lewisville is interested in learning from the successes and experiences of the City of Dallas. The Oak Cliff area is one we would like to explore, with emphasis on the Oak Cliff Gateway and Bishop Arts districts within Oak Cliff.

Panelists: The panel is intended to include representatives who can address Dallas' Oak Cliff initiatives from public and private perspectives. Panelists include the following. Biographies for each speaker are attached.

- Theresa O'Donnell, Chief Resiliency Officer, City of Dallas (or other representative of the Dallas Planning and Urban Design Department)
- Karl Stundins, Economic Development Manager, City of Dallas
- Jim Lake, Jr., CEO and Partner, Jim Lake Companies
- Amanda Moreno-Lake, Vice President of Operations, Jim Lake Companies

Karen Walz, the consultant who is managing the City Council retreat, will moderate the panel.

Logistics: The panel discussion will include:

- A brief introduction of the panelists.
- A summary of Oak Cliff and the changes here over time.
- Each panelist will make an opening statement of about 3 minutes in response to a question from the moderator. These questions may include:
    - How does the Oak Cliff community of 2018 compare with the City's earlier visions of what it hoped would occur?
    - As a developer, what first persuaded you to invest in Oak Cliff?
    - Were there particular changes in the overall market that began the current wave of interest in Oak Cliff?
    - What role has mobility played – cars, light rail, streetcar, bus, bikes and walking – in shaping the Oak Cliff of 2018?
- Additional questions will be posed to the entire panel. These may include:
    - Which economic incentives were most useful in spurring investment and why?
    - What initiatives – public, private or community – had the biggest impact in changing perceptions of Oak Cliff?
    - How did the City's planning, zoning and regulation contribute to the development we see today? Did it hinder desired development? Were changes made to remove regulatory barriers?
    - How did Oak Cliff's revitalization efforts deal with properties that had existing uses that were incompatible with the new character of the area?
    - How critical were City infrastructure investments and which had the greatest benefit?
    - How can a city like Lewisville get the word out to developers, investors and financial institutions about the new opportunities in revitalization areas?

    - What (if any) decisions or investments had unintended negative consequences for the area's development?
    - How has this new development affected long-time residents of Oak Cliff?
- All retreat participants will have the opportunity to make comments or ask questions of the panelists.
- A quick round of closing comments (about 1 minute per panelist) will give panelists an opportunity to summarize their advice for Lewisville.

Other Notes: After the panel discussion, several of the panelists will join the Lewisville representatives for dinner and further conversation at Tillman's Roadhouse in the Bishop Arts District. The bus route will give an opportunity to see some relevant areas.

Background: This packet also includes some images of the development projects Jim Lake Company has completed in the area. In addition, the "Oak Cliff Gateway TIF District FY 2016-2017 Annual Report" provides background information about the development and tax benefits of investment in the TIF area.

Biographies

Theresa O'Donnell, Chief Resiliency Officer, City of Dallas

Theresa O'Donnell serves as the Chief Resilience Officer for the City of Dallas. In this role, Ms. O'Donnell leads the development and implementation of a robust Resilience Strategy for the City of Dallas within the policy framework of the 100 Resilient Cities Program and Global Network, pioneered by the Rockefeller Foundation.

Ms. O'Donnell's long tenure and broad knowledge of land use planning, zoning, development, housing, transportation and city operations provide her the skills necessary to lead this new initiative. Ms. O'Donnell has more than 25 years of experience as a professional planner and has served the City of Dallas since 2003 in a number of roles, most recently as Chief Planning Officer overseeing the Departments of Planning and Urban Design, Transportation Planning, Neighborhood Vitality, Housing and Community Services and the Office of Fair Housing. Her prior positions with the City include Interim Assistant City Manager over Sustainable Development & Construction, Housing & Community Services, and the Department of Aviation. Ms. O'Donnell also served as the Director of Sustainable Development and Construction for more than 10 years.

Jim Lake, Jr., CEO and Partner, Jim Lake Companies

A native Dallasite, Jim Lake, Jr. graduated from Baylor University in 1981 with a BBA in Real Estate. He began his career that same year as a Commercial Real Estate Broker and entered the real estate development business at Jim Lake Companies in 1985. After weathering the commercial real estate recession of the late 1980s, he began to focus on acquiring existing buildings and redeveloping them, building on the company's experience of creating the Bishop Arts District in North Oak Cliff. As his acquisitions grew, and the Dallas Design District matured, Jim Lake Companies has become a leader in Adaptive Urban Redevelopment with pioneering projects such as Trinity Loft, the first residential and mixed use project in the Design District; International on Turtle Creek, a 158,000 square foot repurposed parts warehouse into a design center; Jefferson Tower, an entire city block of historic buildings JLC completed in 2015; the Waxahachie Town Square redevelopment; and the upcoming Ambassador Hotel redevelopment in Downtown Dallas. Jim is the former Chairman of the Board of the Stemmons Corridor Business Association, was named one of Dallas' Top 500 CEOs by D Magazine in 2016, won the Business of the Year award from the Oak Cliff Chamber of Commerce and a Preservation Achievement award for Jefferson Tower in 2017, and received a special tribute from Preservation Dallas for the Bishop Arts District at the 2014 Preservation Achievement Awards.

Karl Stundins, Economic Development Manager, City of Dallas

Karl is a manager with a record of creating neighborhoods through attracting new investment and housing to downtown areas, distressed neighborhoods and transit oriented sites in various sized cities. Strong technical skills in Economic Development/ Planning/Historic Preservation balanced with personal skills gained in thirty-eight plus years of dealing with diverse constituencies in the public sector.

Among his skills and expertise are:

- Manage operations for twenty City of Dallas Tax Increment Financing (TIF) Districts for last 21+ years: Property values in districts have increased by approximately $10.3 billion during this period (100+ separate public/private transactions). Assisted in conversion of over 13.5M square feet of outdated downtown office space to alternative uses (http://arcg.is/2GzcXLz) – over 11,000 residential units and over 3,000 hotel rooms.
- Proven ability to effectively communicate with variety of clients, activists, press, politicians and staff to accomplish goals.
- Manage operations for twenty-one City of Dallas Tax Increment Financing (TIF) Districts: State-Thomas, Cityplace, Oak Cliff Gateway, Cedars, City Center, Farmers Market, Sports Arena, Vickery Meadow, Downtown Connection, Southwestern Medical, Design District, Deep Ellum, Skillman Corridor, Grand Park South, Fort Worth Avenue, Davis Garden Maple-Mockingbird, TOD (Transit-Oriented Development) Cypress Waters, Mall Area and University TIF Districts.
- Recognized expert in Tax Increment Financing and neighborhood redevelopment - presentations about state-of-the-art topics for such groups as: Urban Land Institute, RailVolution, ICSC, Texas APA, IEDC, NAHRO, National Main Street Town Meeting, Texas Tax Institute, Government Finance Officers Association, Preservation Dallas,

Preservation Dallas, University of Texas Arlington Center for Metropolitan Density Roundtable, Council of Development Finance Agencies (CDFA) and the Texas Public Finance Organization. In addition, participant in Texas Main Street Resource Teams in Spur and Laredo, Texas.

Educational experience includes:

- Master's degree in Planning (University of Iowa, 1981);
- MBA (Drake University, 1990);
- AICP certification (1984);
- Economic Development Institute (2003);
- Texas Main Street Manager Training program (1996); and
- National Development Council Single-Family and Multi-Family Development Finance Course (2017, 1997)

Amanda Moreno-Lake, Vice President of Operations, Jim Lake Companies

Amanda Moreno-Lake has been in the construction and real estate business for over twenty years. In addition to her many businesses, she is on the DART Board of Directors and the Arboretum Board of Directors, is a Bishop Dunne Ambassador, and is past Chairwoman of the Board for the Oak Cliff Chamber of Commerce. She recently undertook the redevelopment of the downtown square in Waxahachie and is currently focusing on the upcoming Ambassador Hotel redevelopment in Downtown Dallas and the redevelopment of the downtown square in Ennis. She is also the Vice President of Operations at Jim Lake Companies and a partner in several investment partnerships.

Bishop Arts District

DALLAS' MOST INDEPENDENT NEIGHBORHOOD

ESTD 1928

JEFFERSON TOWER

Exhibit A

Oak Cliff Gateway TIF District
FY 2016
Annual Report

City of Dallas
Office of Economic Development
1500 Marilla Street, 2CN
Dallas, Texas 75201
(214) 670-1685
http://www.dallas-ecodev.org

October 1, 2015 to September 30, 2016

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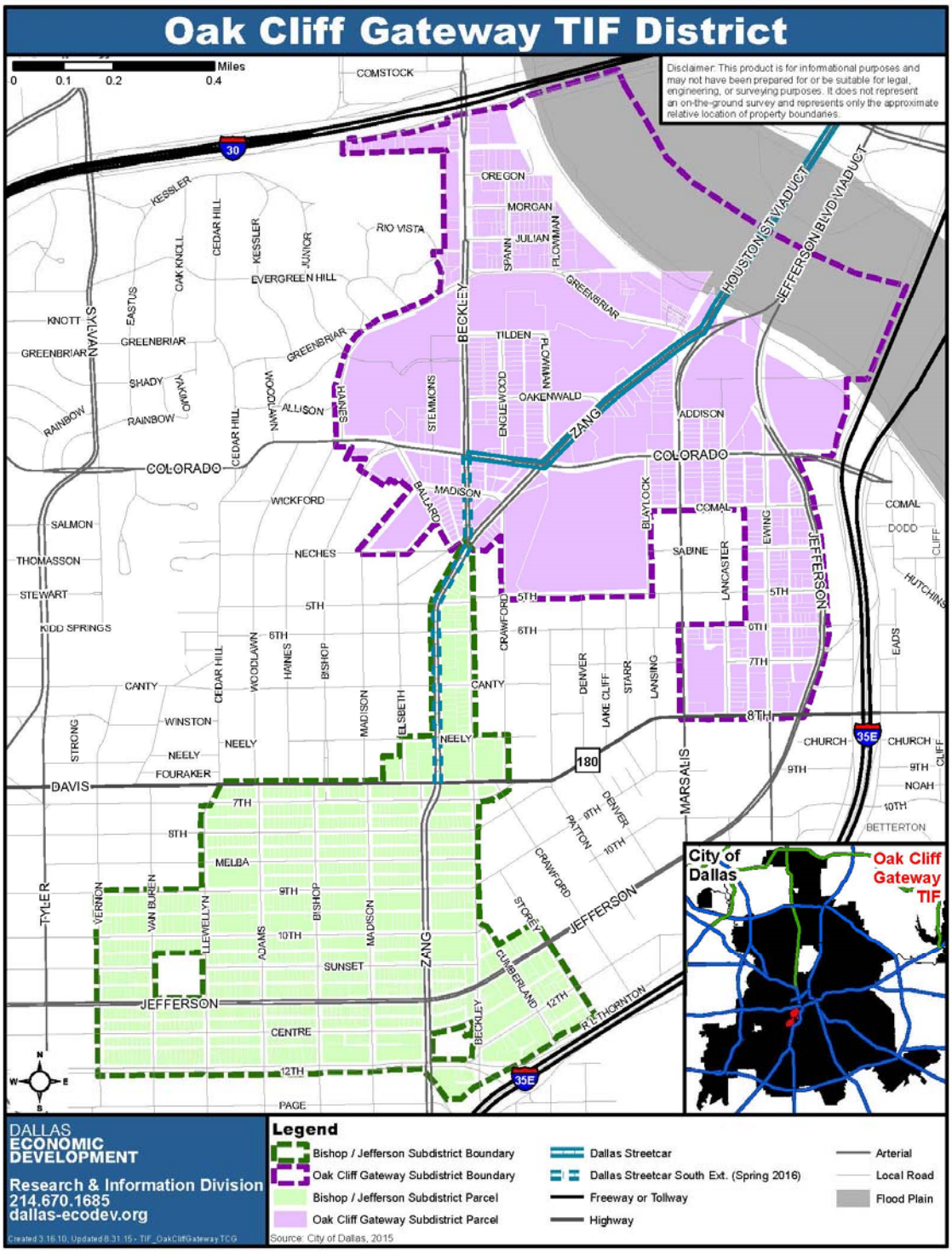
Front cover shows the Bishop Arts streetcar stop on the opening day August 27, 2016.

Reinvestment Zone Number Three
Oak Cliff Gateway Tax Increment Financing District



Mission Statement

The mission of Oak Cliff Gateway Tax Increment Financing District is the promotion of the redevelopment, growth and stabilization of the area. Accompanying goals are (1) growth of the value of the area's tax base through the promotion of residential and retail development and a positive reversal of urban decay through the placement of critical infrastructure improvements; (2) implementation of the pertinent recommendations of the Urban Land Institute (ULI) Study on the tracts of land composing the northern and northwestern portions of the district, and (3) establishment of direct linkages with the Trinity River Corridor and the capitalization of that effort toward growth and increased tax base value in the district.

The district was created by City Council Ordinance Number 21466, November 11, 1992. The district was created for a period of twenty years with an expiration date of December 31, 2012. On February 12, 1997, the City Council, by Ordinance Number 23033, approved the project Plan and Reinvestment Zone Financing Plan.

In 1998, the district was amended to remove two properties and in 2005 the Plan was amended to modify the budget to allow for environmental remediation and façade improvements and to allow for the sale of TIF bonds.

The Plan and the district were further amended in 2009 to extend the term of the district for an additional ten years. This amendment increased the budget from, returned two previously removed properties back into the district, created a TIF grant program, and decreased the participation rate of the taxing jurisdictions for the extension period.

In 2014, an expansion of the TIF district and plan amendment was approved to create two subdistricts within the Oak Cliff Gateway TIF District: (a) Oak Cliff Gateway Sub-District (original district boundary) and (b) the Bishop/Jefferson Sub-district (an expansion area of approximately 193 acres to accommodate future development planned in the Bishop Arts and Jefferson Corridor area). The term of the Oak Cliff Gateway Sub-district was further extended by five years to December 31, 2027 and the termination date for the Bishop/Jefferson Sub-district was established as December 31, 2044.

In August 2015, an additional boundary amendment was approved to add approximately 4.9 acres of currently vacant and under-utilized land to the Oak Cliff Gateway Sub-District for the development of the Oxygen project.

District Accomplishments

During FY 2016, a development agreement was approved for the Bishop Arts Station project, a mixed-use development that will anchor the recently opened station along the extended Dallas Streetcar line. A public plaza adjacent to the streetcar stop is also being incorporated into the project.

An amendment to the existing agreement for the Bishop Art Phase I project was approved to add $25,000 to share in the cost of a parking study for the Bishop Arts district and the TIF Board approved modifications to the development mix for the project.

During FY 2016, staff also had discussions with other development groups. The Oxygen project, previously approved for TIF incentives in 2015 has been on hold, and staff is currently reviewing the potential to negotiate a revised agreement.

The streetscape project for Beckley Avenue and Colorado Avenue is anticipated to begin construction in early 2017. This project will provide wide sidewalks, street trees, pedestrian lighting, and crosswalks for Colorado Boulevard from Zang Boulevard to Ballard Avenue, on Zang Boulevard from Colorado Boulevard to Beckley Avenue, and on Beckley Avenue from Zang Boulevard to Colorado Avenue. In addition, select sidewalk areas on Beckley Avenue north of Colorado Boulevard to Greenbriar Lane will be repaired. It is funded through a combination of 2006 general obligation bond funds and a Sustainable Development grant from the North Central Texas Council of Governments.

Construction on the first phase of the Oak Cliff Streetcar began in the summer of 2012 and completed in late 2014. The initial segment operated from Union Station, across the Houston Street Viaduct, along Zang Boulevard and Colorado Boulevard, to Beckley Avenue. In August 2016, Phase II of the streetcar opened, from Methodist Regional Medical Center to Bishop Arts at Davis Street/Zang Boulevard.

Mayor Mike Rawlings (left) and Councilmember Scott Griggs (right) address the crowd at the grand opening of the southern extension of the Dallas Streetcar to Bishop Arts.

The first riders to enjoy the streetcar extension to Bishop Arts on opening day August 27, 2016

Oak Cliff Gateway TIF District Projects[1]						
Projects Within TIF District Utilizing TIF Funding						
Project	**Location**	**Calendar Year Complete**	**Status**	**Units/ SF[2]**	**Approx. Value[3]**	**TIF Investment[4]**
Walgreens	1306 North Beckley Avenue	1999	Complete	13,833 SF retail	$1,415,120	$34,811
Oak Cliff TIF Infrastructure Project	Greenbriar Lane (Beckley to Zang)	2004	Complete	N/A	N/A	$2,251,207
Lake Cliff Tower Residential	329 East Colorado Boulevard	2006	Complete	54 units	$8,312,280	$4,299,742
Grand Bank Lake Cliff Tower	1300 North Zang Boulevard	2008	Complete	6,822 SF commercial	$2,030,000	$0[(8)]
Bishop Colorado Retail Plaza	1222 North Bishop Avenue	2009	Complete	15,720 SF retail	$4,154,760	$350,000
Zang Triangle[10]	390 E. Oakenwald	2012	Complete	256 units 3,000 flex	$29,894,000	$7,250,000
Oaks Trinity (*formerly Alexan Trinity*)[10]	323-333 E. Greenbriar Lane	2014	Complete	167 units	$18,000,000	$4,000,000
Bishop Arts Ph I[10]	Blocks at Bishop Ave./Melba St./Madison St./9th St.	2017-2018	Site work underway	140 units; 30,000 sf retail; 20,000 art garden	$21,980,000	$5,000,000[(7)]
Bishop Arts Station[10]	SW & NW corners of Davis Street & Zang Boulevard	2018	Site work underway	216 units; 27,302 sf retail	$26, 617,000	$11,250,000
Oxygen[10]	N. Beckley Ave. at Turnpike Ave.	2019	Amendment TBD	250 units	$26,324,419	TBD
			Subtotal	1,083 units 116,677 SF retail/flex/ commercial	**$138,727,579**	**$34,435,760**

Projects Within TIF District Not Utilizing TIF Funding[5]						
Project	**Location**	**Calendar Year Complete**	**Status**	**Units/ SF**	**Approx. Value[3]**	**TIF Investment**
The Catering Company	1407 North Zang Boulevard	1998	Complete	3,614 SF retail	$364,000	$0
K-Clinic Rehab Clinic	214 W. Colorado Boulevard	1998	Complete	6,876 SF medical office	$477,500	$0
Oak Cliff Academy, Inc.	808 N. Ewing Avenue	2000	Complete	32,500 SF school	$4,966,000	$0
Oak Farms Dairy Expansion	1114 North Lancaster	2000	Complete	60,000 SF industrial	$2,196,890	$0
Options Real Estate Holdings	1322 North Beckley Avenue	2002	Complete	2,756 SF office	$200,000	$0
Grand Peaks at Kessler Park	1520 North Beckley Avenue	2002	Complete	338 units	$35,490,000	$0
John Barr & Associates Expansion	203 E. Colorado Boulevard	2003	Complete	19,449 SF office	$600,000	$0
Grand Peaks at Founders Park	1401 North Zang Boulevard	2004	Complete	336 units	$32,137,000	$0
Beckley Properties	1101- 1121 North Beckley Avenue	2007	Complete	15,282 SF retail/ commercial	$666,040	$0
City Credit Union	126 E. Colorado Boulevard	2008	Complete	3,000 SF commercial	$884,750	$0
Trinity Town Homes	439, 443 East Greenbriar Lane and 401-446 E Trinity River Circle	2007	Complete	23 town home units	$6,530,553	$0
Trinity Town Homes II	381 East Greenbriar Lane	TBD	7 Units Completed 53 planned	60 town home units	$20,000,000	$0
Methodist Medical Hospital – Pavilion III	1441 N. Beckley Avenue	2008	Complete	109,774 SF medical office	$10,230,610	$0
Methodist Medical Hospital - Sammons Trauma & Critical Care Tower	1441 N. Beckley Avenue	2014	Complete	248,000 SF emergency and trauma care center	$106,766,634[9]	$0
Baylor Institute for Rehabilitation	222 E Colorado Boulevard	2014	Complete	2,564 sf rehabilitation clinic	$388,740	$0

Papa John's Pizza	1127 N Beckley	2014	Complete	1,200 sf restaurant	$352,790	$0
Jefferson Tower redevelopment (activation of 1st & 2nd Floors)	301, 351, 375 W. Jefferson Blvd.	2014-15	Complete	17 live/work lofts; 15,869 sf upgraded retail	Added value $1,198,730	$0[7]
Crescent Bishop Arts Phase I	NE corner of Beckley Avenue & Zang Boulevard	2019	Planned	302 units; 24,000 sf retail	$37,000,000	$0
			Subtotal	1,076 units 544,884 SF commercial	**$260,450,237**	**$0**
Total - All Projects Utilizing and Not Utilizing TIF Funding						
			Total	2,159 units 661,561 SF commercial	**$399,177,816**	**$34,435,760**

[1] All information updated as of September 30, 2016.
[2] Based upon either the TIF application or required minimum stated in the development agreement. May be updated for completed projects based on actual unit mix and square footage.
[3] Based upon 1) market value of comparable projects for anticipated projects, 2) private investment stated in the development agreement for projects that are approved or under construction, or 3) DCAD market value for completed projects (unless project has not yet been assessed). Values may not be fully captured by the TIF district for redevelopment projects once pre-existing value, the demolition of structures and/or any exemption value is netted out.
[4] Principal amount not to be exceeded per the development agreement for projects not yet closed out. TBD indicates that development agreement has not yet been adopted. Asterisk indicates investment also includes interest not shown.
[5] Selected significant projects included.
[6] Tax-exempt property.
[7] Includes other incentives not shown. Contact City of Dallas Office of Economic Development for more information.
[8] Infrastructure funded as a part of the $4.1 million for Lake Cliff Tower.
[9] Non-taxable value; includes $75M for construction and $30M for equipment and finish-out.
[10] Per the TIF program mixed-income housing requirement, the project is providing (or will set-aside) at least 20% of units as affordable.

Projects Adjacent to the Oak Cliff Gateway TIF District

Project	Location	Calendar Year Complete	Status	Units/ SF	Approx. Value	TIF Investment
Dallas Orthopedic Surgery Associates	810 North Zang Boulevard	2006	Complete	18,000 SF medical office	$1,375,000	$0
Perry Homes	1130-1148 and 1203-1215 North Bishop Avenue	2006	Complete	15 town home units	$3,966,090	$0
Lake Cliff Medical, L.P.	815 North Beckley Avenue	2007	Complete	7,500 SF medical office	$1,145,380	$0
Magnolia at Zang	901 N. Zang Boulevard	2017	Under construction	55 units; 5,500 sf restaurant/ office	$7,137,281	$0
			Total	70 units 25,500 SF medical	**$13,623,751**	**$0**

	office; 5,500 SF retail		

Infrastructure Projects in the Oak Cliff Gateway TIF District Using Other Sources of Funding						
Project	**Location**	**Calendar Year Complete**	**Status**	**Project Description**	**Source of Funds**	**Amount**
Colorado Boulevard	I-35 to Blaylock Street	2002	Complete	Streetscape: Paving, Lighting, Trees and Irrigation	1995 Bond Funds	$500,000
Streetscape	Streets around Methodist Hospital	2018	NCTCOG issued notice to proceed. Construction to begin early 2017	Streetscape: Paving, Lighting, Trees and Irrigation	2006 Bond Funds	$1,600,000
					NCTCOG Sustainable Devel. Grant	$1,750,000
Oak Cliff Streetcar Phase I	Union Station to Methodist Regional Medical Center	2014	Complete	Route runs from Union Station, across Houston St Viaduct, along Zang Boulevard and Colorado Boulevard, to Beckley Avenue	TIGER I Grant	$26,000,000
					RTR Local Funds	$13,600,000
					DART Love Field	$9,000,000
Oak Cliff Streetcar Phase II	Methodist Regional Medical Center to Bishop Arts	2016	Construction to begin fall 2015 with substantial completion estimated summer 2016	Route runs from Methodist Regional Medical Center, south on Beckley Avenue, then south on Zang Boulevard to Davis	Texas Mobility Funds	$15,000,000
					Total	**$67,450,000**

Value and Increment Revenue Summary

The TIF district's assessed 2016 tax value was $233,531,941 for the Oak Cliff Gateway Sub-district (original boundary area). This represents an increase of $193,434,318 or 482% over the base year value and an increase of 4% over last year's final value. The district was expanded in 2014 to include a new Bishop Arts/Jefferson Sub-district with an assessed 2016 tax value of $135,594,618, an increase of $30,452,539 or 29%. The combined 2016 taxable value for the entire district is approximately $369,126,559 a 154% increase over the adjusted base taxable value. This increase includes the construction of Zang Triangle, Alexan Trinity, the Jefferson Tower redevelopment and property value increases on several other properties throughout the district.

With the participation of the City and Dallas County, this increase will result in the collection of approximately $1,854,651 total in incremental revenue for the district for the 2016 tax year.

Objectives, Programs, and Success Indicators

The Oak Cliff Gateway TIF District was established by Ordinance Number 21466 on November 11, 1992. The Oak Cliff Gateway TIF District expiration date was set as December 31, 2012, but the district has been extended for an additional 10 years to December 31, 2022. The TIF Project Plan and Reinvestment Zone Financing Plan was originally approved by Ordinance Number 23033 on February 12, 1997. The most recent TIF Project Plan and Reinvestment Zone Financing Plan amendment included revised development goals, listed below, for the district:

The following specific objectives and development program set the framework for the planned public improvements within the Oak Cliff Gateway TIF District and, in italics, specific actions addressing these objectives:

- Improve the infrastructure within and adjacent to the district to promote investment.

  Street reconstruction projects on Beckley Avenue, Zang Boulevard, Greenbriar Lane, Tilden Street, Jefferson Boulevard and Colorado Boulevard (Blaylock Street to I-35) are completed. Median improvements and streetscape were completed in FY 2009 along both sides of Zang Boulevard from Colorado Boulevard to Oakenwald and on Colorado Boulevard itself as a part of the Lake Cliff Tower development. More infrastructure and streetscape improvements were completed in 2009 in association with the Bishop Colorado Retail Plaza project at 1222 North Bishop Avenue. Streetscape improvements along Zang Boulevard, adjacent to the Zang Triangle project, were completed in 2012. In FY 2006, the staff secured $1,600,000 in 2006 City Bond funds, and in FY 2011 staff and Lang Partners (the developer for Zang Triangle) secured an additional $1,750,000 in NCTCOG Sustainable Development grant funding for streetscape improvements in selected areas near Methodist Medical Center. Engineering work for this Sustainable Development project is complete and construction is anticipated to being in early 2017. During 2014, construction was completed on the first phase of the Oak Cliff streetcar project from downtown to the intersection of Colorado Boulevard and Beckley Avenue. Construction continues on the adjacent roadway. The second phase of the streetcar project was completed in August 2016.

- The amended Plan has a goal of adding 1,572,556 square feet of new residential construction (both single family/townhome units and apartment units). Previously the goal was to add 2,500 market rate apartments and 250 townhome units.

  Since the start of the district, a total of 1,168 apartment units have been constructed. An additional 908 apartment units are planned. A total of 30 townhome units have been completed and another 53 are planned

Rendering of the planned Bishop Arts Station project

- The amended Plan goal is to add 393,139 square feet of new commercial construction, to include retail, restaurant, and office space

  To date 560,259 square feet of retail/commercial space or office space including medical office facilities has been added in the district and another 101,302 square feet is planned as part of the three new Bishop Arts projects (exceeding the Plan goal). Alexan Trinity adds 6 additional live/work units, for a total of 8,493 square feet of potential commercial space.

Charles A. Sammons Trauma & Critical Care Tower,
(Image courtesy Methodist Health System)

Jefferson Tower, new ground floor retail

The Oak Cliff Gateway TIF District Board of Directors met four times during FY 2016:

The board includes up to 5 representatives to be appointed by the Council and one each appointed by the governing bodies of Dallas County, Dallas County Community College District, Dallas County Hospital District, and Dallas ISD.

The following members represent the City on the board:

- Don Raines, City representative (Chair), (attended 4 of 4 meetings)
- April Allen – City representative, (attended 3 of 4 meetings)
- Cristine Baril – City representative, (attended 4 of 4 meetings)
- Alexander Kosarow - City representative, (attended 2 of 4 meetings)
- Daniel Powell - City representative, (attended 1 of 1 meeting, *only in position part of the year*),
- Michael Mendoza - City representative, (attended 3 of 3 meetings, *only in position part of the year*),

The following board members represent the taxing jurisdictions:

- Orlando Alameda – DISD representative (Attended 2 of 4 meetings)
- Rick Loessberg – Dallas County representative (Attended 3 of 4 meetings)
- Steve Park – DCCCD representative (attended 3 of 4 meetings)
- Sue Pickens – DCHD representative (Attended 1 of 4 meetings)

During FY 2016 the City Council approved eleven items directly or indirectly associated with the Oak Cliff Gateway TIF District. The council actions are listed below.

- On October 28, 2015, Council approved Resolution 15-1970 authorizing Supplemental Agreement No. 5 to the professional services contract with Pacheco Koch Consulting Engineers for additional engineering services for drainage improvements to the existing downstream stormwater system for the streetscape and urban design improvements on Bishop Avenue from Eighth Street to Jefferson Boulevard - Not to exceed $208,460, from $1,003,295 to $1,211,755 - Financing: 2006

- On November 10, 2015, Council held a public hearing and approved Ordinance 29939 regarding a City Plan Commission authorized hearing to determine the proper zoning on property zoned a portion of Tract 1C within Planned Development District No. 160; portions of Subdistrict A, B, C, D, E, and J within Planned Development District No. 468; a portion of Subdistricts 3 and 6 within Planned Development District No. 830; and Conservation District No. 7, in an area generally bound by East Colorado Boulevard, Marsalis Avenue, East 8th Street, Davis Street, Zang Boulevard, both sides of West 8th Street, North Adams Avenue, properties on the south side of West 7th Street between North Adams Avenue and

North Llewellyn Avenue, properties on the north side of West Davis Street between North Adams Avenue and North Madison Avenue, West Davis Street, Elsbeth Avenue, West 5th Street, and Zang Boulevard with consideration given to a zoning category that would allow for a historic building demolition delay and an ordinance granting the amendments

- On December 9, 2015 Council approved Ordinance 29943 authorizing an amendment to Tax Increment Financing Reinvestment Zone Number Three (Oak Cliff Gateway TIF District) and the Project Plan and Reinvestment Zone Financing Plan for the Oak Cliff Gateway TIF District to clarify language related to planned improvements as part of creating recreational amenities and entry portals allowing pedestrian and bicycle access into the Trinity River corridor/trail system amending Ordinance No. 23033, previously approved on February 12, 1997, as amended, to reflect this amendment.

- On December 9, 2015 Council approved Resolution 15-2209 authorizing an amendment an amendment to the Oak Cliff Gateway TIF District Grant Program to update the program map consistent with the current boundaries of the TIF district and add additional criteria related to grant consideration.

- On December 9, 2015 Council approved Resolution 15-2246 authorizing an amendment to the TIF development agreement with Bishop Arts LLC, previously approved on December 10, 2014, by Resolution No. 14-2180, as amended to (1) increase the Bishop Arts Phase I development agreement by $25,000 for additional project costs that benefit the Oak Cliff Gateway TIF District to be used towards the cost of a parking consultant study to ensure that adequate parking will be available to support the economic activity in the area and will be payable upon completion of the study and any related conditions; and (2) extend project deadlines for Phase I by six months - Not to exceed $25,000 - Financing: Oak Cliff Gateway TIF District Funds (*Project: Bishop Arts Phase I)*

- On February 24, 2016 Council approved Resolution 16-0331 accepting the FY 2015 Annual Report on the status of Tax Increment Financing Reinvestment Zone Number Three (Oak Cliff Gateway TIF District), submitted by the Oak Cliff Gateway TIF District's Board of Directors, and authorizing the City Manager to submit the annual report to the Chief Executive Officer of each taxing jurisdiction that levies taxes on real property in the District, and to the State Comptroller, as required by state law

The following four items relate to the Bishop Arts Station project:

- On March 23, 2016 Council approved Resolution 16-0466 authorizing a development agreement with Alamo Manhattan BAD, LLC and/or its affiliates in an amount not to exceed $11,250,000, payable from future Oak Cliff Gateway TIF District funds in consideration of the development of the Bishop Arts Station project on property currently addressed at 202, 204, and 235 West Davis Street and

pending an abandonment process acquisition of a portion of City owned right-of way at 138 West Davis Street in Tax Increment Financing Reinvestment Zone Number Three (Oak Cliff Gateway TIF District) - Not to exceed $11,250,000 - Financing: Oak Cliff Gateway TIF District Funds (subject to appropriations).

- On April 27, 2016, Council approved Resolution 16-0637 authorizing a public hearing to be held on June 15, 2016 to receive comments on the proposed change of use for property located at 138 West Davis Street purchased with Community Development Block Grant funds from the U. S. Department of Housing and Urban Development.

- On May 25, 2016, Council approved Ordinance 30091 abandoning portions of Zang Boulevard to Alamo Manhattan BAD, LLC, the abutting owner, containing a total of approximately 8,579 square feet of land, located near the intersection of Zang Boulevard and Davis Street, and authorizing the quitclaim - Revenue: $220,476, plus the $20 ordinance publication fee.

- On June 15, 2016, Council held a public hearing and approved Resolution 16-1020 authorizing a public hearing to be held on June 15, 2016 to receive comments on the proposed change of use for property located at 138 West Davis Street purchased with Community Development Block Grant funds from the U. S. Department of Housing and Urban Development.

- On September 14, 2016, Council held a public hearing and approved Ordinance 30190 granting a new subdistrict and the reduction of Shopfront Overlay No. 7 on properties zoned Subdistrict E, WMU-8 within Planned Development District No. 468, the Oak Cliff Gateway Special Purpose District, generally on the north side of East Davis Street, between North Zang Boulevard and North Beckley Avenue and on the northeast corner of West Neely Street and North Zang Boulevard Recommendation of Staff and CPC: Approval of a new subdistrict, subject to a development plan and conditions; and approval of the reduction of Shopfront Overlay No. 7 Z156-222(SM) (*Project: Crescent Bishop Arts Phase I)*

Budget and Spending Status

Oak Cliff Gateway TIF District Projected Increment Revenues to Retire TIF Fund Obligations			
Category	**TIF Budget[1]**	**Allocated**	**Balance**
Oak Cliff Gateway Sub-district: • Public Infrastructure Improvements *including Streets, Streetscape, Water, Wastewater, Utility Burial* • Façade Improvements • Environmental Remediation and Demolition • Pedestrian Linkages/Lighting • Economic Development Grants	$34,304,927	$18,319,760	$15,985,167
Bishop/Jefferson Sub-district: • Public Infrastructure Improvements *including Streets, Streetscape, Water, Wastewater, Utility Burial* • Façade Improvements • Environmental Remediation and Demolition • Pedestrian Linkages/Lighting • Economic Development Grants	$34,927,465	$16,250,000	$18,677,465
Educational/Training Facilities	$740,584	$0	$740,584
Administration and implementation[2]	$2,822,064	$938,502	$1,883,562
Total Project Costs	**$72,807,006**	**$35,508,262**	**$37,298,744**

[1] *Budget shown above in current dollars; TIF Project Plan shows the budget in net present value.*
[2] *TIF administration costs shown are expended or committed through FY 2016.*

Photo courtesy of Zangtriangle.com/gallery

Examples of development progress made: Zang Triangle (left) and Oaks Trinity (formerly Alexan Trinity, right).

Oak Cliff Gateway TIF District Amended Project Plan Budget	
Category	**TIF NPV Budget***
Oak Cliff Gateway Sub-district: • Public Infrastructure Improvements *including Streets, Streetscape, Water, Wastewater, Utility Burial* • Façade Improvements • Environmental Remediation and Demolition • Pedestrian Linkages/Lighting • Economic Development Grants	$9,116,977
Bishop/Jefferson Sub-district: • Public Infrastructure Improvements *including Streets, Streetscape, Water, Wastewater, Utility Burial* • Façade Improvements • Environmental Remediation and Demolition • Pedestrian Linkages/Lighting • Economic Development Grants	$18,554,050
Educational/Training Facilities	$200,000
Administration and Implementation	$750,000
Total	$28,621,027
** As approved in the most recent amended Project Plan and Reinvestment Zone Financing Plan.*	

Oak Cliff Gateway TIF District M/WBE Participation				
Project	**Contractor**	**Contract Award Amount**	**Minority Participation in Dollars (% of contract)**	
Oak Cliff TIF Project	Tiseo Paving Company	$1,964,830	$383,731	(19.53%)
Lake Cliff Tower Project	CST Environmental	$648,800	$533,768	(82.27%)
Lake Cliff Tower Project	Mid-Continental Phase II-IV	$2,184,825	$535,500	(24.51%)
Lake Cliff Tower Streetscape	Texas Standard	$363,530	$363,530	(100.00%)
Zang Triangle	Billy Nabors Demolition and Mission Site Services	$1,537,981	$652,841	(42.45%)
Alexan Trinity	Salcedo Group Mission Site Services	$369,396	$225,130	(60.95%)
	Totals (% of all contracts)	$7,069,362	$2,694,500	38.12%
1. M/WBE participation is shown above for public improvements. It was not applicable for Walgreens. *2. The City's Business Inclusion and Development program provides goals for minority and women-owned business participation.*				

FY 2017 Work Program

- Continue coordination efforts for implementation of current and potential development projects.

- Continue to actively market the district with emphasis on high-density mixed-use development with a sustainable mix of retail, commercial/office and residential development in key target areas.

- Work closely with the City of Dallas Public Works and Transportation department to coordinate the completion of infrastructure improvements funded by the City's 2006 Bond Program and the North Central Texas Council of Government's Sustainable Development Grant for the area.

- Coordination with the City of Dallas Trinity River Development Office and Park Department to ensure a cohesive and coordinated effort and to ensure that the TIF District Project Plan and Master Plan are not adversely affected or compromised and to ensure the planned pedestrian and vehicular linkages to the Trinity River Corridor are preserved.

- Continue to evaluate updated plans for the Horseshoe Project, the Texas Department of Transportation scheduled reconstruction of I-30 from Sylvan Avenue to I-35 and I-35 from Eighth Avenue to I-30. Assess the impact on developable properties adjacent to both I-30 and to I-35.

- Strategic planning for the district to encourage alternative modes of transportation and connections to parks/trails.

Pending TIF Items

- Consideration of the FY 2016 Oak Cliff Gateway TIF District Annual Report and a recommendation to the Dallas City Council for approval.

- Consideration of an amended TIF funding proposal for the Oxygen project.

FY 2016 Financials

City of Dallas, Texas
Oak Cliff Area Gateway Tax Increment Financing District
Reinvestment Zone Number Three
As of September 30, 2016

Chapter 311.016 of V.C.T.A. requires the following information as part of the annual report on the status of the TIF District. Information is contained in detail on the attached financial statements.

1. Amount and source of revenue in the tax increment fund established for the zone:

$4,128	Interest Income
$1,623,164	Ad Valorem Taxes (Collected in FY'2015-16 based on 2015 tax year Final Tax Roll)
$1,627,292	Total Revenue

2. Amount and purpose of expenditures from the fund:

$78,940	Administrative Expense
$1,096,625	Non-Capital outlay*
$146,235	Capital outlay *
$0	Additional Subsidy in Form of Grant (in lieu of interest expense)
$1,321,801	Total Expenditures

* These expenditures are for the following Projects:

Zang Triangle Project	$1,096,521
Alexan Trinity Project	$146,235
Other	$105
Total	$1,242,860

3. a. Amount of Principal and Interest due-on outstanding bonded indebtedness is as follows:
Oak Cliff Gateway TIF District has incurred no bonded indebtedness as of September 30, 2016.

b. The zone has the following contingent obligations reimbursed from available TIF funds as of September 30, 2016:

	Balance Due (Since Inception)			Payments/Adjustments To Date			
Project Description	**Principal**	**Accrued Add'l Subsidy (1)**	**Total Due**	**Principal**	**Accrued Add'l Subsidy (1)**	**Total Paid**	**Net Bal. Due**
Jefferson at Kessler Heights	$1,500,000	$676,404	$2,176,404	$1,500,000	$676,404	$2,176,404	$0
Lake Cliff Tower Redevelopment	$3,950,086	$862,205	$4,812,291	$3,950,086	$862,205	$4,812,291	$0
Bishop Colorado Retail Plaza	$350,000	$0	$350,000	$350,000	$0	$350,000	$0
Zang Triangle Project	$7,250,000	$0	$7,250,000	$7,051,513	$0	$7,051,513	$198,487
Alexan Trinity Project	$4,000,000	$0	$4,000,000	$230,119	$0	$230,119	$3,769,881
Totals	**$17,050,086**	**$1,538,609**	**$18,588,695**	**$13,081,718**	**$1,538,609**	**$14,620,327**	**$3,968,368**

c. The Zone entered into a development agreement with Lang Partners, LLC for the Zang Triangle project in an amount not to exceed $7,250,000 and began reimbusing the developer in fiscal year 2012. The developer is anticipated to be paid off by June of 2017.
d. The Zone entered into a development agreement with ATA Apartments Limited Partnership for the Alexan Trinity project in an amount not to exceed $4,000,000. The zone began reimbursements in fiscal year 2015 and the developer is anticipated to be paid off by June of 2018.
e. The Zone entered into a development agreement (as amended) with Bishop Arts, LLC for the Bishop Arts Phase I project in an amount not to exceed $5,025,000 with reimbursement to begin after project completion and upon availbility of TIF funds. A portion $25,000 for the shared cost of a parking will be reimbursed upon completion of the study requirements.
f. The Zone previouly received authorization to enter into a development agreement with RWI Green Development LLC for the Oxygen project in an amount not to exceed $4,600,000; however, the project has been on hold.
g. The Zone entered into a development agreement with Alamo Manhattan Bishop Arts I, LLC for the Bishop Arts Phase I project in an amount not to exceed $11,250,000 with reimbursement to begin after project completion and upon availbility of TIF funds.
(1) Additional Subsidy in Form of Grant (in lieu of interest expense)

4. Tax increment base and current captured appraised value retained by the zone:

Taxing Jurisdiction	Taxable Value 2016	Base Years 1992 & 2014 Value	Est. Captured Value 2016**
City of Dallas-Zone A & B	$233,531,941	$40,097,623	$193,434,318
City of Dallas-Bishop/Jefferson Sub-district	$135,594,618	$105,142,079	$30,452,539
Dallas County-Zone A & B	$233,486,941	$40,050,663	$193,436,278
Dallas County-Bishop/Jefferson Sub-district	$135,436,079	$105,090,479	$30,345,600

****** Based on Certified Taxable Values. Final values will be determined on February 01, 2017.

5. Captured appraised value by the municipality and other taxing units, the total amount of the tax increment received, and any additional information necessary to demonstrate compliance with the tax increment financing plan adopted by the governing body of the municipality:

A. Estimated tax increment shared by the municipality and other participating taxing jurisdictions:

Taxing Jurisdiction	**Assessment Per $100**	**Amount of Estimated 2016 Increment*****
City of Dallas-Zone A & B	0.78250	$1,286,580
City of Dallas-Bishop/Jefferson Sub-district	0.78250	$214,462
Dallas County-Zone A & B	0.24310	$305,658
Dallas County-Bishop/Jefferson Sub-district	0.24310	$47,951
Total for all Jurisdictions	$2.05120	$1,854,651

*** Participation rates are as follows:

Taxing Jurisdiction	Rate	Tax Years
City of Dallas-Zone A & B	85%	2014-2044
City of Dallas-Bishop/Jefferson Sub-district	90%	2014-2044
Dallas County-Zone A & B	65%	2014-2034
Dallas County-Bishop/Jefferson Sib-district	65%	2014-2034

B. The total amount of estimated tax increment to be billed for the 2016 tax year is $1,854,651 For the 2015, the zone collected increment of $1,623,164.

City of Dallas, Texas
Oak Cliff Area Gateway Tax Increment Financing District Fund
Balance Sheet as of September 30, 2016 (Unaudited)
With Comparative Totals for September 30, 2015, 2014, 2013, and 2012 (Audited)

	2016	2015	2014	2013	2012	2011
Assets:						
Pooled cash and cash equivalents	$384,429	$82,234	$14,645	$51,303	$1,721,013	$482,293
Interest receivable	$517	$2,165	$78	$81	$56	$1,585
Total assets	$384,946	$84,398	$14,723	$51,384	$1,721,069	$483,878
Liabilities and Fund Balance (Deficit):						
Liabilities:						
Accounts and contracts payable	$0	$83,884	$0	$0	$1,685,000	$0
Due to general fund	$32,516	$32,516	$12,165	$12,165	$0	$0
Advances from developers	$0	$0	$0	$0	$0	$0
Accrued liability	($2,879)	($2,879)	($2,879)	($2,879)	($2,879)	($2,879)
Total liabilities	$29,637	$113,521	$9,286	$9,286	$1,682,121	($2,879)
Fund Balance (Deficit):						
Fund Balance (Deficit)	$276,369	($29,122)	$5,437	$42,098	$38,949	$486,758
Total Liabilities and Fund Equity	$306,006	$84,398	$14,723	$51,384	$1,721,069	$483,878
	($78,940)	$0	$0	$0	$0	$0

Oak Cliff Area Gateway Tax Increment Financing District Fund
Statement of Revenues, Expenditures and Changes in Fund Balance (Deficit)
For the Period September 30, 2016 (Unaudited)
With Comparative Totals for September 30, 2015, 2014, 2013, and 2012 (Audited)

	ITD	2016	2015	2014	2013	2012	2011
Revenues:							
Tax increment-Governmental	$8,294,856	$1,324,054	$972,026	$667,459	$811,126	$433,545	$516,230
Tax increment-Intergovernmental	$6,767,746	$299,110	$270,426	$169,546	$1,586,058	$836,965	$997,827
Interest income	$406,803	$3,886	$1,329	$386	$3,549	$5,010	$1,584
Grant from City/Developer contribution	$309,480	$0	$0	$0	$0	$0	$184,480
Net increase(decrease) in fair value of investments	$6,321	$242	$335	($67)	($1,135)	($188)	$1,374
Total revenues	$15,785,207	$1,627,292	$1,244,117	$837,323	$2,399,598	$1,275,332	$1,701,495
Expenditures:							
Administrative expenses	$938,502	$78,940	$98,407	$60,694	$36,132	$38,141	$52,465
Non-Capital outlay	$9,156,854	$1,096,625	$1,096,386	$438,290	$2,360,317	$177,398	$0
Capital outlay	$4,037,524	$146,235	$83,884	$375,000	$0	$1,507,602	$0
Interest and fiscal charges	$1,376,146	$0	$0	$0	$0	$0	$106,359
Total expenditures	$15,509,026	$1,321,801	$1,278,676	$873,984	$2,396,449	$1,723,141	$158,824
Excess (Deficiency) of Revenues over Expenditures	$276,181	$305,491	($34,559)	($36,661)	$3,149	($447,809)	$1,542,671
Fund balance (Deficit) at beginning of year as previously reported	$0	($29,122)	$5,437	$42,098	$38,949	$486,758	($1,055,914)
Prior period restatement	$188	$0	$0	$0	$0	$0	$0
Fund balance (Deficit) at beginning of year, as restated	$188	($29,122)	$5,437	$42,098	$38,949	$486,758	($1,055,914)
Fund balance (deficit) at end of year	$276,369	$276,369	($29,122)	$5,437	$42,098	$38,949	$486,758

Note: Fiscal year 2015-16 unaudited financial statements are based on preliminary close numbers and are subject to review by the City Controller's Office prior to approval by the City Council. In case of any material changes, TIF board will be provided with the updated financial statements.

City of Dallas, Texas
Oak Cliff Gateway Area Tax Increment Financing District
Notes to Financial Statements for the Year Ended September 30, 2016
(Unaudited)

1. The measurement focus used for the TIF Zone fund is a flow of financial resources. The financial statements are prepared using the modified accrual basis of accounting. Under the modified accrual basis of accounting, tax increment revenues and interest are recognized as revenue when they become both "measurable" and "available" to finance expenditures of the current period. Expenditures are recognized when the liability is incurred.

2. State statute requires that each taxing jurisdiction remit its ad valorem taxes to the Zone by May 1 of each year (remittance to occur no more than 90 days after taxes for the jurisdiction become delinquent).

3. The Zone's cash balances are invested in the City's investment pool and include amounts in demand deposits as well as short-term investments. Pooled investments and short-term non-pooled investments are treated as cash equivalents. Investment income on the pooled investments is prorated monthly based upon the average daily cash balance in each fund.

4. The Zone's Financial Plan permits expenditures not to exceed $2,822,064 (in current $) over the life of the TIF to reimburse the City for administrative costs. The Zone began reimbursing the General Fund in fiscal year 1998-99. Any future remittance for administrative expenses would come from excess cash as tax increment revenue increases as a result of increased assessed values.

5. All project costs resulting in capital improvements that are owned by the City of Dallas are capitalized.

6. "Due to general fund" amount of $32,516 at September 30, 2016 represents the TIF administration costs that have been earned but will be reimbursed to the General Fund in future years based on the availability of TIF funds.

Nuisance Abatement Program

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Recap of 2013 Retreat Discussion

- Create a Hotel/Motel ordinance and fee schedule patterned after the multi-family inspection program to reduce calls for police services
  - Mandatory inspections triggered by the ratio of calls for police service to number of rooms
  - Complete inspection of every hotel/motel twice per year
  - Inspect 100% of rooms at least once per year
- Areas of Inspection
  - Grounds – litter, abandoned vehicles, exterior lighting, illegal signs, fencing, drainage, structural integrity
  - Units - cleanliness, insects, rodents, working fixtures, HVAC, plumbing, electrical and lighting
  - Fire Protection – smoke detectors, fire sprinklers and alarms, safe exiting and smoking ordinance
- Required additional personnel to complete inspections

Recap of 2013 Retreat Discussion cont.

- Proposed hotel inspection met with strong resistance from the majority of the hotel owners/managers.
  - Most were already required to adhere to hotel flag requirements
  - Hoteliers believed “City” was picking on all hotels because of a problem with a few

- Program placed on hold pending review of litigation results from area cities on alternative hotel programs

Nuisance Abatement Statutes

- Successful area programs focus on Nuisance Abatement

- Chapter 125, Texas Civil Practice and Remedies Code
  - Property can be closed down by court order
    - Being used as a crack house
    - Brothel
    - Gang headquarters, or
    - Other base of operations for criminals

  - Holds property owners and managers responsible for what happens on their property

Positive Results

- Positive effect on locations that law enforcement agencies have spent many man-hours policing
- Large monetary savings by reducing the need to respond to these locations in the future
- Businesses that have permitted illegal activity for years have been successfully closed, reducing the burden on law enforcement and the immediate community

Goals of Nuisance Abatement

- Gain compliance of the property owner
- Displace that criminal element from the city
- Safer environment for the public

Neighborhood Revitalization

- Neighborhood revitalization can become a reality
  - Deny criminal offenders the use of real property as a base of operations
  - Secure the property owner's cooperation in the removal of criminal offenders

Specific Crimes Included in Nuisance Abatement Statute

- Prostitution
- Obscenity
- Gambling
- Engaging in Organized Criminal Activity
- Delivery, Possession, Manufacture, or use of a controlled substance
- Discharge of a Firearm
- Commercial Manufacture, Distribution or Exhibition of Obscene Material
- Aggravated Assault or Sexual Assault
- Robbery
- Unlawful Carrying of Weapons
- Murder
- Continuous Sexual Abuse of a Child
- Massage Therapy or Services in Violation of Occupations Code
- Alcohol Violations
- Gang Activity

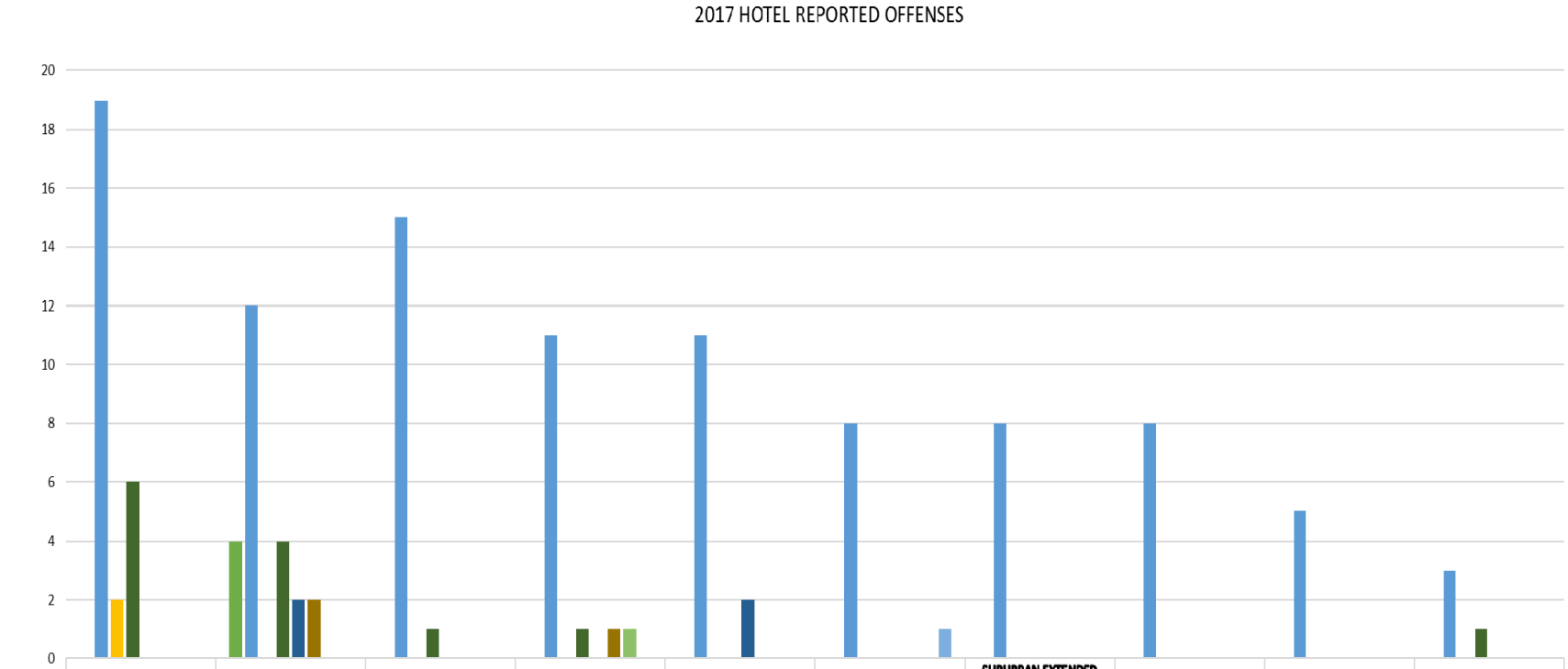
Examples of Standards (Attorney General's Handbook)

- Documentation of illegal activity on the property for a 2 to 3 year time period
- An inordinate number of calls for police service and 6 or more arrests for the same type of illegal activity within in the last six months to a year
- Definite determination can only be made through the court

2017 Hotel Crimes

HOTEL	AGA	DRUGS	DWI	PI	ROB	SXA	UCW	WEAPON	Grand Total
MOTEL 6		19	2	6					27
BUDGET SUITES	4	12		4	2	2			24
TEXAN INN		15		1					16
SELECT INN		11		1		1	1		14
ECONO LODGE & SUITES		11			2				13
INTOWN SUITES (Previously Sun Suites)		8						1	9
SUBURBAN EXTENDED STAY		8							8
EXTENDED STAY AMERICA		8							8
BAYMONT INN & SUITES		5							5
INTOWN SUITES		3		1					4
Grand Total	4	100	2	13	4	3	1	1	128

2017 Hotel Crimes



	MOTEL 6	BUDGET SUITES	TEXAN INN	SELECT INN	ECONO LODGE & SUITES	SUN SUITES	SUBURBAN EXTENDED STAY	EXTENDED STAY AMERICA	BAYMONT INN & SUITES	INTOWN SUITES
AGA		4								
DRUGS	19	12	15	11	11	8	8	8	5	3
DWI	2									
PI	6	4	1	1						1
ROB		2			2					
SXA		2		1						
UCW				1						
WEAPON						1				

Four-Year Comparison

	2014	2015	2016	2017	TOTAL
Budget Suites	34	34	48	24	140
Texan Inn	18	36	20	16	90
Motel 6	10	21	19	27	77
Econo Lodge	5	18	27	13	63
Suburban Ext. Stay	2	5	15	8	30
Intown Suites (Previously Sun Suites)	9	5	3	8	25
Select Inn	3	4	3	14	24
Extended Stay America	1	8	6	8	23
Intown Suites	4	2	3	4	13
Baymont	0	2	4	5	11

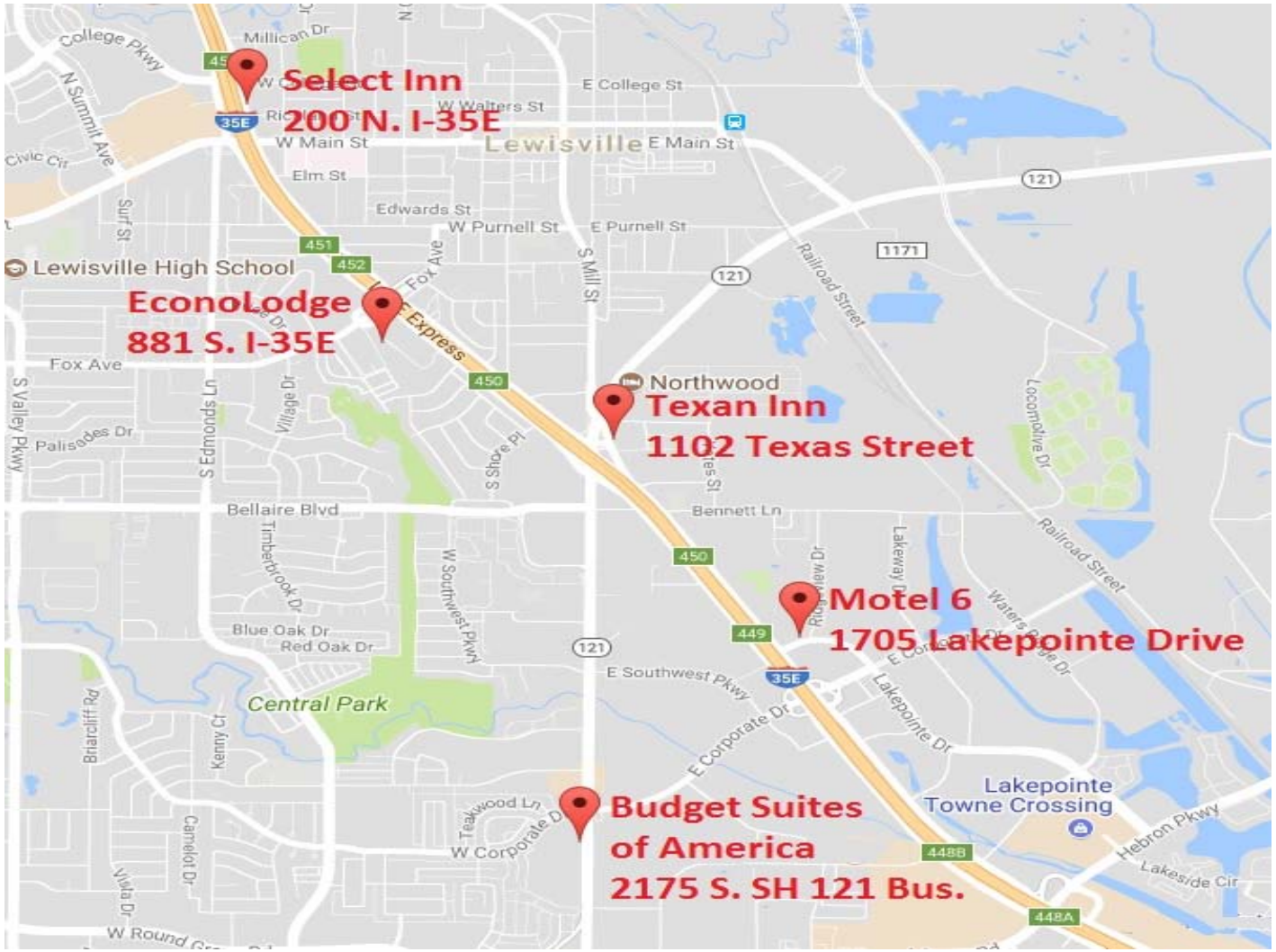
Highest Crime Hotels

EconoLodge Inn & Suites™

BY CHOICE HOTELS

Econo lodge & Suites Lewisville TX

Hotel Locations



Recommended Action Plan

- PD/City Attorney's Office will initiate contact with the property owner to seek compliance
- Ask property owner to stipulate to crime reduction strategies
- Evaluate for compliance and crime reduction
- As a last resort, pursue civil lawsuit against the property owner

Crime Reduction Strategy Examples

- Institute a “Rules of Conduct” for guests
- Abide by recommendations of crime prevention survey
- Criminal record check for all guests over the age of 18
- Evict guests who are arrested for illegal activities
- Remove any and all graffiti from premises
- Remove inoperable vehicles
- Repair and maintain all fences
- Do not allow loitering in common areas or outside of rooms
- Trespass non-guests for committing illegal activities

Benefits of Approach

- Allows the property owner to work with the City before any legal action
- Develops a partnership between the property owner and the Police Department
- If no cooperation, a lawsuit can be filed

Downside of Approach

- Significant staff time to accomplish, initially
- Could be several months resolution
- May be perceived as “unfriendly” to business

Program Expansion

- This statute can be expanded to any property where a nuisance is identified:
  - Being used as a crack house
  - Brothel
  - Gang headquarters, or
  - Other base of operations for criminals
- Could be expanded to:
  - Apartment Complexes
  - Trailer Parks
  - Residences
  - Businesses

Future Considerations

- Potential program costs:
  - 3rd party contract with law firm for litigation costs
  - Neighborhood Resources Officers will be used – no new staff required
- A future step might be to pass an ordinance that would require inspections of hotels and motels that fall into the "nuisance" category

Questions/Comments?

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Public Engagement Update

City of Lewisville

What is Public Engagement?

"Public engagement is a process that brings people together to address issues of common importance, to solve shared problems, and to bring about positive social change. Effective public engagement invites average citizens to get involved in deliberation, dialogue and action on public issues that they care about. And, it helps leaders and decision makers better understand the perspectives, opinions, and concerns of citizens and stakeholders."

- Helps people weigh a variety of perspectives and listen to each other's views;
- Builds common understanding, manages differences, and establishes direction for moving ahead on tough issues;
- Builds trust and improves communication between the public and leaders;
- Creates new opportunities for residents to become involved in public problem-solving and decision-making.
- Active vs. passive engagement (residents engaging the City vs. City engaging the residents)

Role of Community Outreach Specialist in Community Engagement

Plans, initiates, implements, and coordinates the delivery of city services, programming, training, and education to Lewisville area residents – including mobile and online formats. Acts as a liaison, builder, and connector for the community on behalf of the City of Lewisville. Also contributes to the successful planning and execution of tourism-related marketing and special events.

- Community liaison to Lewisville residents and customers
- Informs residents about citywide programming, initiatives, and services
- Helps resolve resident issues related to City services and systems
- Senior administrator for GovQA system
- Manages all aspects of mobile and online engagement initiatives
- Assists with tourism-related marketing projects and special events

What is GovQA?

The Lewisville Customer Support Center (GovQA) is a way for Lewisville residents to submit requests for service from City departments. These requests are received and routed to appropriate departments and staff within the City, via a determined workflow, for completion and follow-up with the resident.

The City of Lewisville also uses a Frequently Asked Questions (FAQ) section on the City website via the Lewisville Customer Support Center (GovQA) to provide answers to resident questions quickly and efficiently.

The GovQA platform allows City of Lewisville staff to engage with Lewisville residents in a way that is very practical and service delivery focused.

How are GovQA service requests handled?

- Service requests are submitted through the GovQA system and the designated staff is alerted via email.
- A work order is generated in GovQA
- The designated staff member updates the status of the request and/or assigns the request to another staff member
- Each work order has a designated completion time, and will be escalated to a supervisor if not closed in a sufficient amount of time
- Residents can check the status of a request at any time by logging into their GovQA portal (unless submitted anonymously)
- Once the request is completed, and closed in the GovQA system, an email is automatically sent to the resident

How are we improving the GovQA system?

- Updating the mobile app to be more useful, responsive, and targeted
- Auditing and updating all workflow for service requests, and public records requests
- Updating all citywide FAQs (Frequently Asked Questions)
- FAQs will be searchable, filterable, and linked from each department home page
- Service request workflow and FAQs will be updated on a quarterly or semi-annual basis
- Using ITS activation and termination notices for City staff user updates
- Training City staff to better utilize GovQA system

Mobile City Hall Mission/Vision & Goals

- The Mobile City Hall concept is very developmental, and many cities, such as Boston and Dallas, have struggled with a focused mission/vision and objectives.
- Proposed Vision: A well-informed, thriving, and **engaged** Lewisville Community
- Proposed Mission: To **engage** the Lewisville Community in a mobile format by providing education, training, programming, and service delivery, with special attention to underserved populations.
- Strategic Goals (should compliment Lewisville 2025 vision plan)
  - Goal 1: Reach underserved populations within the City of Lewisville (Diversity).
  - Goal 2: Extend service delivery beyond the traditional city hall (Resource Management)
  - Goal 3: Increase civic engagement and awareness of City programs and services (Growth)
  - Goal 4: Promote and create public/private partnerships (Connectivity)

Mobile City Hall Objectives (Annual)

- Objective 1: The Mobile City Hall unit will interact with a minimum of 3 unique Lewisville major demographic groups. (A demographic group may include race, age, religion etc.)
- Objective 2: The Mobile City Hall unit will be deployed to a minimum of 5 unique Lewisville locations.
- Objective 3: The Mobile City Hall unit will engage in a minimum of 3 unique critical information initiatives. (Examples: Castle Hills Annexation; Weather-related events etc.)
- Objective 4: The Mobile City Hall unit will partner with a minimum of 3 unique City of Lewisville departments and 3 unique community partners during deployments.
- Objective 5: The Mobile City Hall unit will engage the Lewisville public in a minimum of 8 unique special programs. (Examples: Spanish story time, yoga, movie in the park, etc.)
- Objective 6: The Mobile City Hall Unit will deploy to a minimum of 3 unique large (citywide) events. (Examples: Western Days, Christmas Parade, etc.)

Mobile City Hall Action Steps

- Action Step 1: Research existing MARTY program and similar national programs - DONE
- Action Step 2: Meet with City department stakeholders – DONE
- Action Step 3: Determine how to best facilitate deployments
- Action Step 4: Assess functionality of current vehicle
- Action Step 5: Determine deployment locations, programming, and scheduling
- Action Step 6: Determine steps for branding and marketing
- Action Step 7: Determine annual performance measures

Action Steps 1 & 2 Summary: Research existing program and meet with City staff

- Met with 45 staff representing 12 departments. Feedback was mixed. Some departments struggled with current action plan.
- Many staff said MARTY name was not easily understood by the public. Name should be Recognizable, Marketable, Relevant – which will require more concentrated marketing of the MARTY brand.
- Most departments stated we should move away from basic service delivery and toward education, training, programming, and engagement (consistent with 2017 Resident Satisfaction Survey results)
- *Proposed: Consult with a group of diverse Lewisville residents regarding the Mobile City Hall program. (Topics to discuss could include services provided, locations, scheduling, programming, etc.)*

Action Step 3: Determine how to best facilitate deployments

- Currently, very difficult to naturally attract residents to the unit. We must answer the question of "**WHY** would residents want to come to a deployment?"
- *Proposed: The Mobile City Hall program will primarily be a Mobile Rec Center and/or Mobile Library, with deployments on a regular basis. City departments and City partners will support the Rec and Library programming.*
- *Proposed: Deployments should have three components to be successful: Food, Fun, and Facts (something to eat, something to do, something to learn). Without all three present, there should be no deployment.*
- *Proposed: The Mobile City Hall unit should deploy to a combination of under-utilized locations (e.g. neighborhood parks), AND highly visible locations (e.g. Wayne Ferguson Plaza) with regular, ongoing, and pre-determined programming.*
- The Specialist will continue to act as a liaison to the community and assist with scheduling, site location, marketing, program development, etc.

Action Step 4: Assess functionality of current vehicle

- The program currently uses a ~28' modified RV. The RV was selected because it was an existing City asset with very low mileage. Challenges with the vehicle include: ease of use, not ADA compliant, limited storage, limited loading/unloading. Because of grant restraints, the RV cannot be sold.
- At a minimum, vehicle should be easy to drive/maneuver, ADA compliant, adequate loading/unloading access and storage, tables/chairs, WIFI, sound system, flat screen TVs, iPads, physical/visual presence, food options
- Deployments could potentially operate with hitch-pull trailer, tent, feather banners, etc. on a TEMPORARY basis for 12 months while program is evaluated and more fully developed.
- Grants are being researched for future potential funding sources.
- *Proposed: Assess functionality of the current vehicle to determine if a different vehicle would better meet the primary goals and objectives. Possibilities include a box truck, small bus, or food truck style vehicle that better facilitates Mobile Library and Mobile Rec Center programming.*

Action Steps 5 & 6 Summary: Determine location, programming, scheduling, and branding/marketing

- When determining locations, programming, and scheduling, special attention should be given to whether they are cohesive with the Lewisville 2025 vision, the Mobile City Hall mission, and the Mobile City Hall strategic goals.
- Marketing and branding for the program should be recognizable to users and City staff, easily spoken about in media (brandable/marketable), and relevant to the public.
- Meeting with a diverse group of residents may help direct this conversation (see action steps 1 & 2 proposal.)

Action Step 7: Determine annual performance measures

- The program should be measured both quantitatively (did it meet or exceed the proposed goals/objectives) and qualitatively (feedback from residents, City staff, and community stakeholders). During deployments, a staff member or volunteer will be designated for resident feedback via iPad or paper. Performance measures will be presented to City leadership and council on an annual basis.
  - Quantitative measures will be on a pass/fail basis – did the program meet the minimum objectives? (e.g. 5 deployments; 8 unique programs, etc.)
  - Various performance statistics also will be tracked (attendance, staff hours, etc.) as an annual comparison of effectiveness and growth.
  - Qualitative measures will include resident and staff feedback on 5-10 questions on a Likert scale that aligns with expanded program goals (see strategic goals).
  - In addition, the program will be evaluated with qualitative feedback from all primary City stakeholders – including the Specialist, Directors, and front-line staff.

More Considerations to Enhance Public Engagement

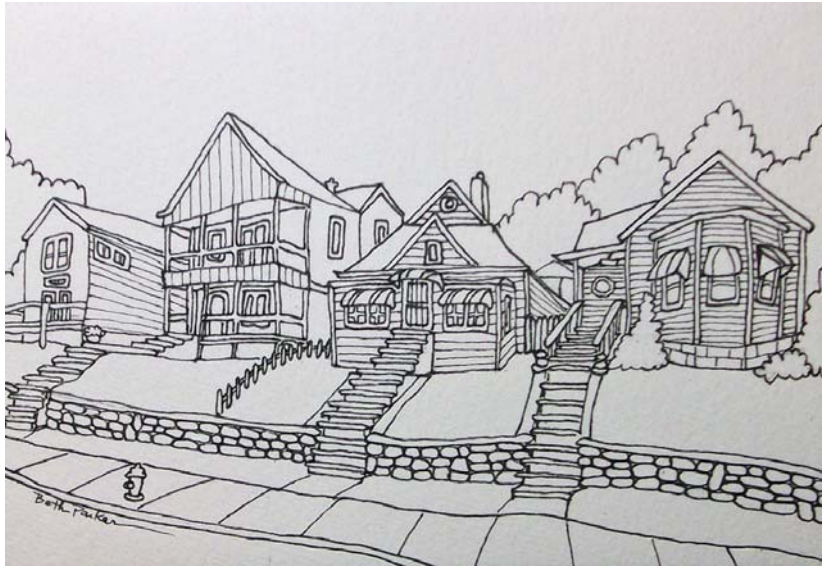
- More interactive, efficient, and useful mobile formats (e.g. enhanced social media presence, upgraded mobile app, interactive restaurant guide)
- Public engagement software package. Staff is identifying needs, researching options, and determining budgetary impacts
- Public engagement strategic plan and evaluation. Staff will develop a master engagement plan
- Inclusion Plan. Work with Community Inclusion Task Force on how MARTY can engage better with different Lewisville cultural groups and under-served populations. Dallas is currently developing a similar plan ("Working together to create a more vibrant cultural community in Dallas").
- Citywide volunteer recruitment and management. McKinney has a very good model for this, and there are many online volunteer management options.

Neighborhood Services

Lewisville City Council

2018 Retreat

2017-18 Goals & Accomplishments



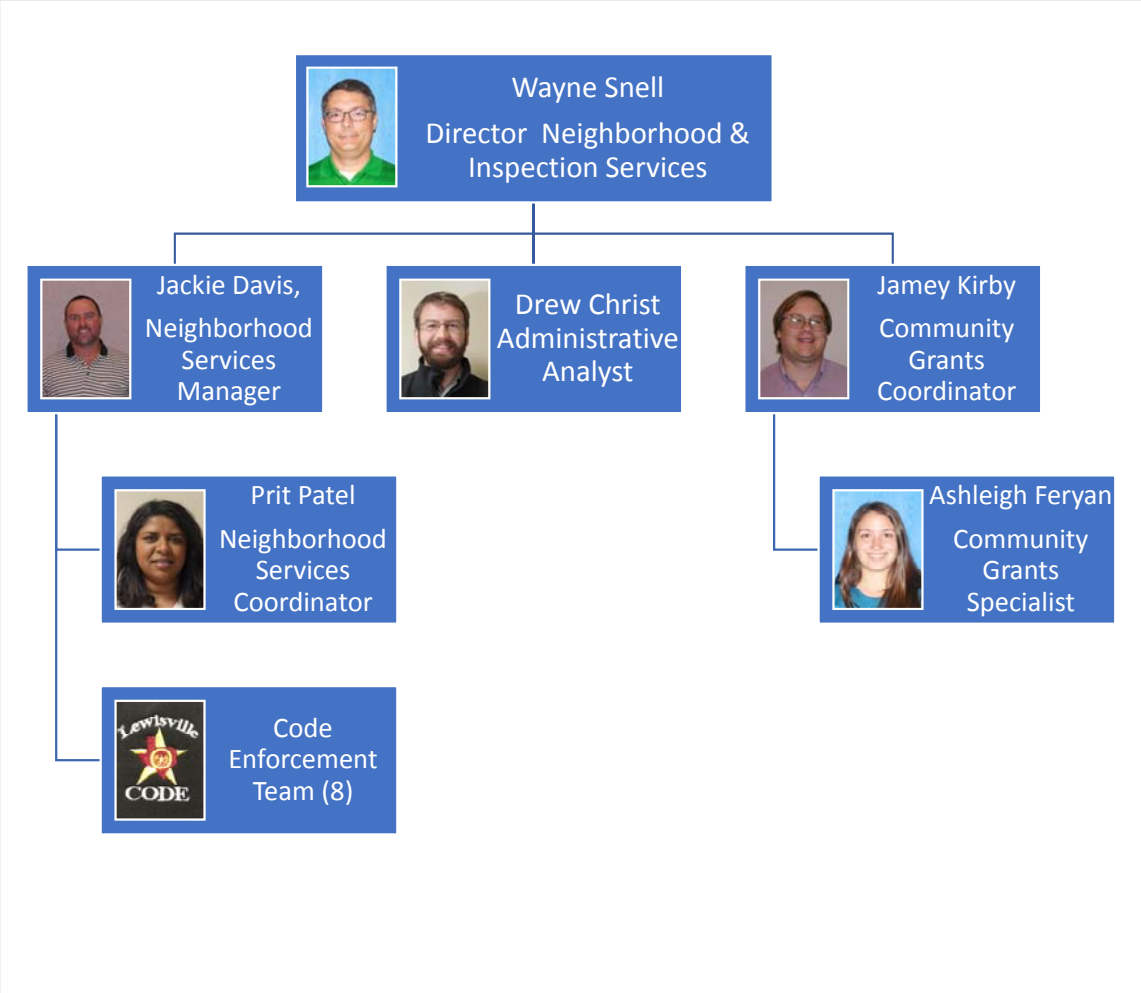
*Best Neighborhood Program - On Hold Per Council Direction
*Sustainability - To be discussed at April Special Workshop

Goals & Accomplishments	Completed	In-Progress
Proactive Enforcement of Zoning		✓
Old Town Assessment	✓	
Holford's Prairie Ring Road Rehab	✓	
Poydras-Decker Street Rehab	✓	
NLN "Go-Fund Me" Service Project Website (2018)		✓
Together Lewisville Coalition (ongoing)		✓
Make-A-Difference Day (2019)		✓
Revisions to PEP Grant Program	✓	
Abandoned Building Ordinance	✓	
Timbercreek Buyout	✓	
New Software for Code Enforcement (in house development)	✓	

CODE ENFORCEMENT

- New staff and organizational structure
- New software system (developed in house for inspectors)
- Documenting when nonconforming uses cease operations
- Enforcement of required landscaping
- New internal reporting system
- Engineering site plans/as built drawings

NEIGHBORHOOD PROGRAMS



TOGETHER LEWISVILLE COALITION

Vision Statement

The TLC is a coalition of government entities, social service agencies, faith-based institutions, and businesses with an interest in making Lewisville a better place.

Mission Statement

The primary aim of the TLC is to create connections, sync efforts, and expand the reach of our local community support network all while recognizing the unique missions of each member of TLC. In doing so, we increase efficiency, boost community good-will, unify the community in resolving social issues, and enhance community resilience.

- ❑ Meetings with Nonprofits & Faith-Based Institutions
- ❑ Received input from stakeholders
- ❑ Website Development
- ❑ Implementation & Strategy Plan

TLC STRATEGY & IMPLEMENTATION PLAN

STRATEGY 1:
CONNECT PEOPLE AND ORGANIZATIONS

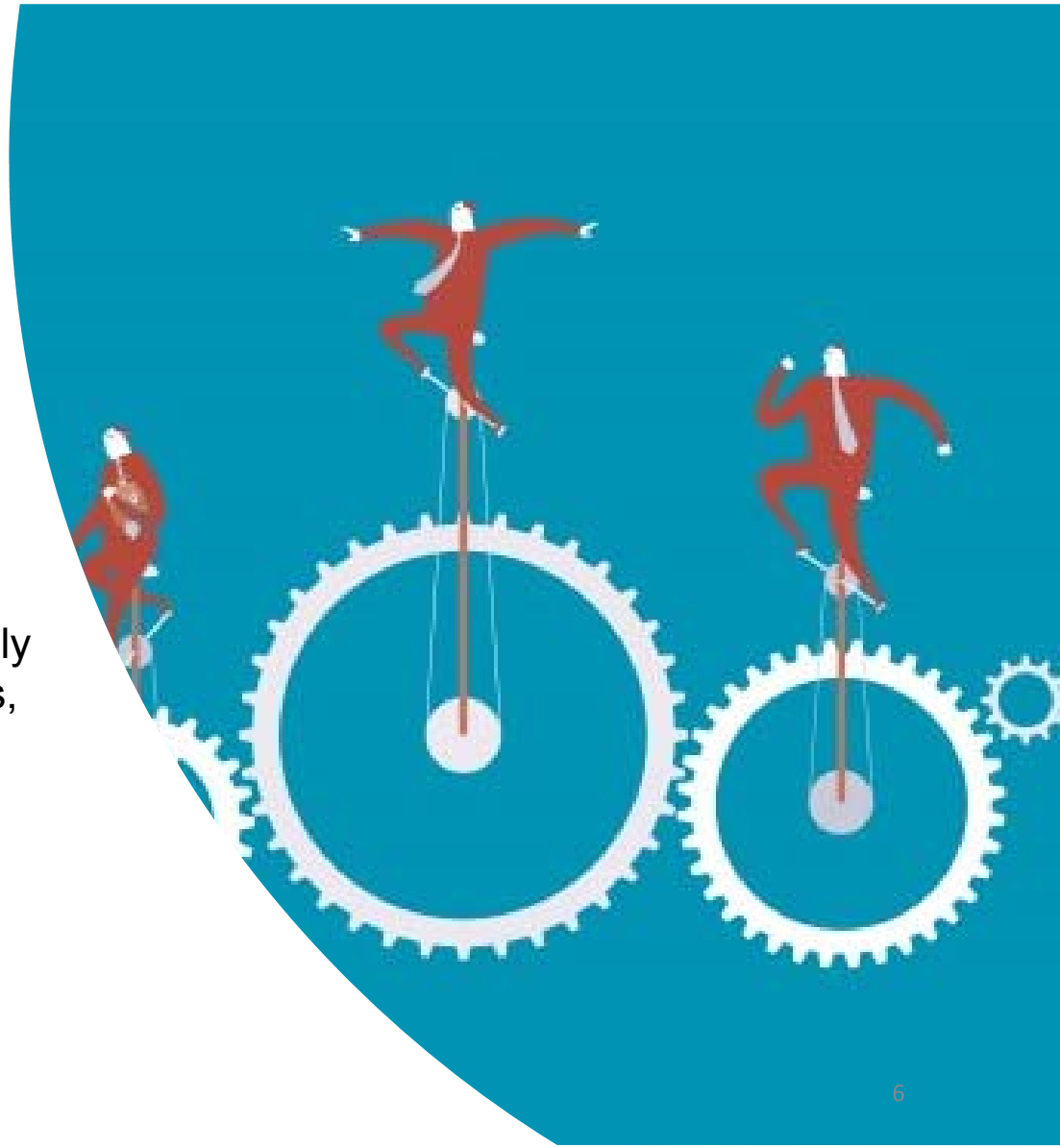
- ❑Objective 1 - Build relationships across sectors
- ❑Objective 2 - Assist organizations in connecting resources to the community
- ❑Objective 3 - Conduct annual review of TLC accomplishments to foster a collaborative community and the continued relevance of the committee.

TLC STRATEGY & IMPLEMENTATION PLAN

STRATEGY 2:
INTEGRATE ACTIVITY ACROSS LEWISVILLE

- ❑Objective 1 - Create great impact by strategically convening government, social service agencies, faith-based, and businesses

- ❑Objective 2 - Prioritize and support project integration through data and thorough documentation



TLC STRATEGY & IMPLEMENTATION PLAN

STRATEGY 3:
BUILD CAPACITY OF THE COMMUNITY

- ❑Objective 1 - Invest in emerging community leaders across the city through skill and knowledge building
- ❑Objective 2 - Promote collaboration between partners around community
- ❑Objective 3 - Bridge residents with resources

TOGETHER LEWISVILLE
COALITION

NEXT STEPS

- Continue Growing Program
- “Pop-Up, One-Stop-Shop”
- Expansion to Businesses?
- Promotional Video with Council Members?

OLD TOWN ASSESSMENT
NEXT STEPS

Continue public improvements in Old Town. Work on right-of-way landscaping, roadway improvements, continue land banking as funding allows and work with developers to develop consistent with our vision.

- Main & Mill Street (March 2018 start)
- College Street (Mill to Station) ($3 million grant money from NTCOG)
- Private development

Outreach and Education to properties in the TOD area to try to build partners that also share our vision.

- Community visioning exercise and education with real estate brokers, current property owners, and developers interested in developing in Old Town.

Incentivize Old Town relocations elsewhere in our city.

- Case-by-case and tied to the new investment they make elsewhere in the City.

Create areas in city limits where targeted uses (i.e. auto related uses) may relocate by right rather than by SUP.

- Adopt a Light Industrial 2 Zoning District, which would allow auto related uses by right so long as they meet heightened landscaping and building design requirements. We would target only certain areas in town where this zoning would be appropriate (see next slide). We can then proactively rezone property within those targeted areas once a property owner wants to relocate their auto use.

OLD TOWN ASSESSMENT
NEXT STEPS: APPROPRIATE LI-2 ZONING DISTRICTS

1 Off North Cowan Street. Possible with or without frontage on E. Jones Street
2 Southeast Quadrant of HWY121 and Business 121. No frontage on either.
3 E. Main Street and Purnell. No frontage on Business 121.
4 Bunker Hill Area

0 0.25 0.5 1 1.5 2 Miles

N

Potential Automotive Relocation Areas

OLD TOWN ASSESSMENT
NEXT STEPS

- Require all non-residential buildings in Old Town to get a certificate of occupancy within the next year.
  - Send out letter to non-residential property owner in Old Town. Letter would require business to get a CO within one year. We would provide certificates of occupancy free of charge for businesses within Old Town. If businesses already have certificates of occupancy, they can provide a copy to the City and we will reissue with our current CO form.
- Add detailed nonconformity analysis on all new business certificates of occupancy
  - As new COs are issued, staff will include a nonconformity analysis with appropriate documentation.

OLD TOWN CERTIFICATE OF OCCUPANCY PROJECT

1 year to seek compliance

LEWISVILLE

Deep Roots. Broad Wings. Bright Futures.

February 14, 2018

To whom it may concern,

The City of Lewisville has identified the business(es) and/or other use(s) on your property may be operating without a Certificate of Occupancy (CO). The Zoning Ordinance requires that the operator, owner, or occupant of any use obtain a CO issued by the Building Official. A CO is an official certificate issued by the City through the Building Official that indicates conformance with or approved conditional waiver from the zoning regulations and authorizes legal use of the premises for which it is issued. We will provide the CO free of charge for businesses within Old Town and if a CO already exist, please provide us a copy and we will reissue it with our current form.

In addition to the above, CO's shall be required for any of the following:

A. Occupancy and use of a building hereafter erected or structurally altered
B. Change in use of an existing building to a use of a different classification
C. Occupancy and use of vacant land, except agricultural use
D. Change in the use of land to a use of a different classification
E. Any change in the use of a nonconforming use
F. Change in ownership regardless of a change in use.

No such use, or change of use, shall take place until a CO has been issued. Every CO shall state that the building or the proposed use of a building or land complies with all provisions of the building and fire laws and ordinances. A record of all CO's shall be kept on file in the office of the Building Official and copies shall be furnished upon request to any person having proprietary or tenancy interest in the building or land affected. Please fill out the application for Certificate of Occupancy and return to the Building Inspections Division as soon as possible, but no later than one (1) year of the date of this letter.

If you have any questions, please contact us at 972.219.3470.

Sincerely,

Wayne K. Snell Jr.
Director Neighborhood & Inspection Services
CBO, CPM, MPA

151 W Church St • Second Floor
PO Box 299002 • Lewisville, Texas 75029-9002
[P] 972.219.3470
www.cityoflewisville.com

Current Lewisville CO Process

- Certificate of Occupancy is issued for new non-residential buildings or for tenant changes IF the new tenant's use changes the building code/fire code occupancy designation.
- Do not require new Certificate of Occupancy for other tenant changes. Instead, we require normal fire inspections for new tenant changes.
- Fire Inspectors check for fire hazards and advise that they cannot issue fire inspection certificate unless the new business registers with the city.
- You do not get a certificate if you register your business with the city. All it means is that we update the business's information in our computer system.
- No code provision requires business registration. We register businesses free of charge despite the staff time required to process. If a business is not registered, we have minimal enforcement authority.
- A business registration or fire inspection is not required to be posted like a certificate of occupancy.
- No business registrations are required for uses without buildings (i.e. contractor yards), which means we have not tracked the spread of outdoor storage on their lots, nonconformities, or what uses are permitted. Instead we rely on code enforcement.
- Departments sign off on new business registrations. Chief Building Inspector confirms compliance with development regulations and building code regulations but only with regard to the reported information. No inspections are done by building inspection staff when registering. No floor plans are provided by applicant, and without prior documentation

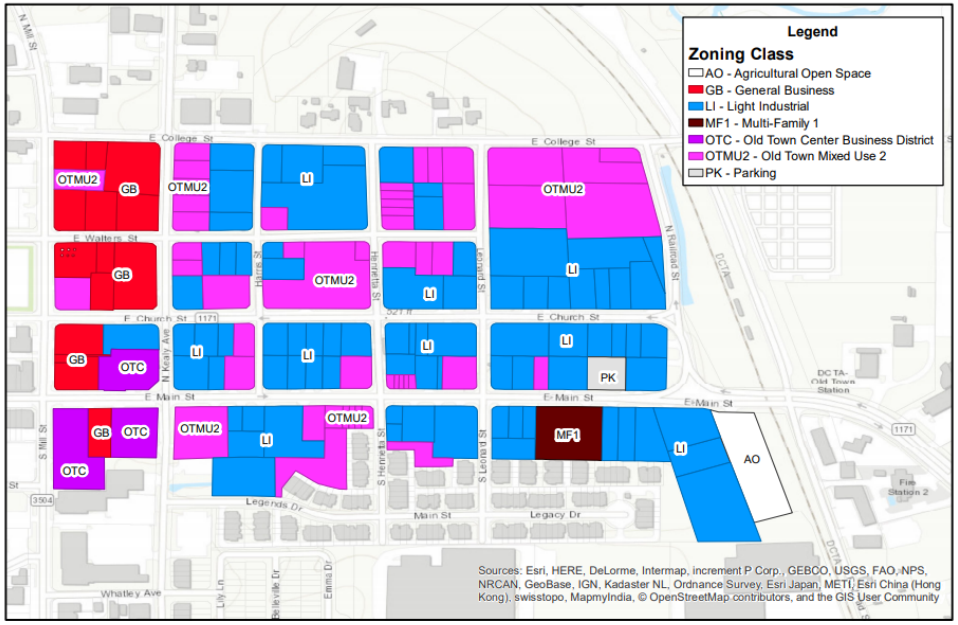
POSITIVES FOR EXISTING PROCESS: Theoretically it should keep the building construction history clean because we don't issue new COs for all new tenants. It reduces the number of inspectors that have to inspect a building, because currently only one fire inspector is visiting the building prior to registration. It generally reduces staff time. It is free for business owners.

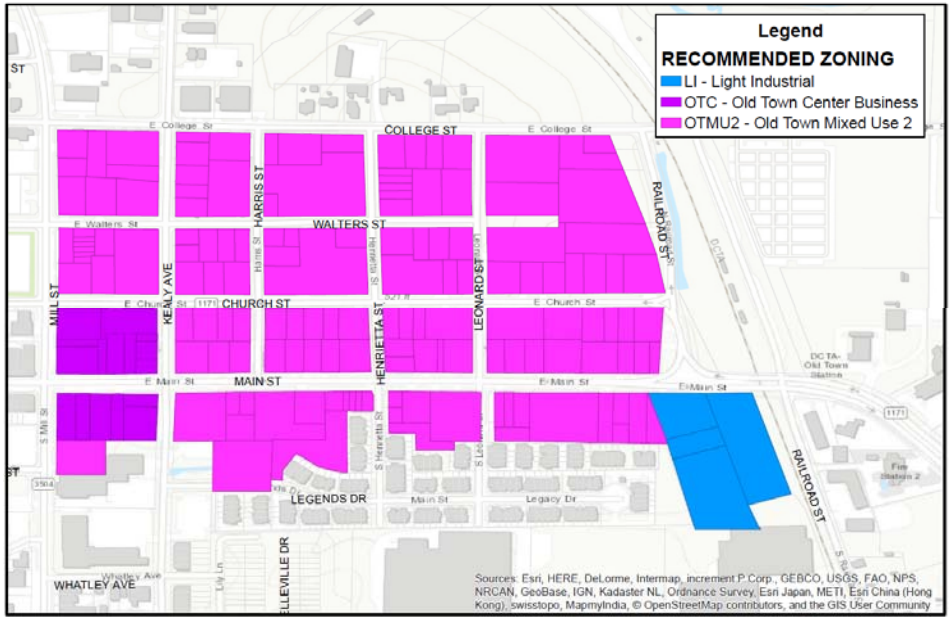
NEGATIVES FOR EXISTING PROCESS: Historical data many times is lost because one CO may have been issued 20 or more years ago and software programs have changed over the years and are no longer supported. We are failing to require, capture, and maintain data that will help us determine changes in uses and building renovations. Our process is different than other Texas cities. We have potential enforcement problems under our current process.

NEXT STEPS: Presenting City Council with Code Amendment for new CO Process

OLD TOWN ASSESSMENT
NEXT STEPS

- Rezone Old Town to match our land use plan (this would still allow nonconforming uses, but provide greater predictability for future development).
  - Community visioning exercise with real estate brokers, current property owners, and developers interested in developing in Old Town. The point of this meeting will also be to educate them on the benefits of up-zoning property to Old Town Mixed Use zoning.
  - Ordinance rezoning all properties to match the Old Town master plan.

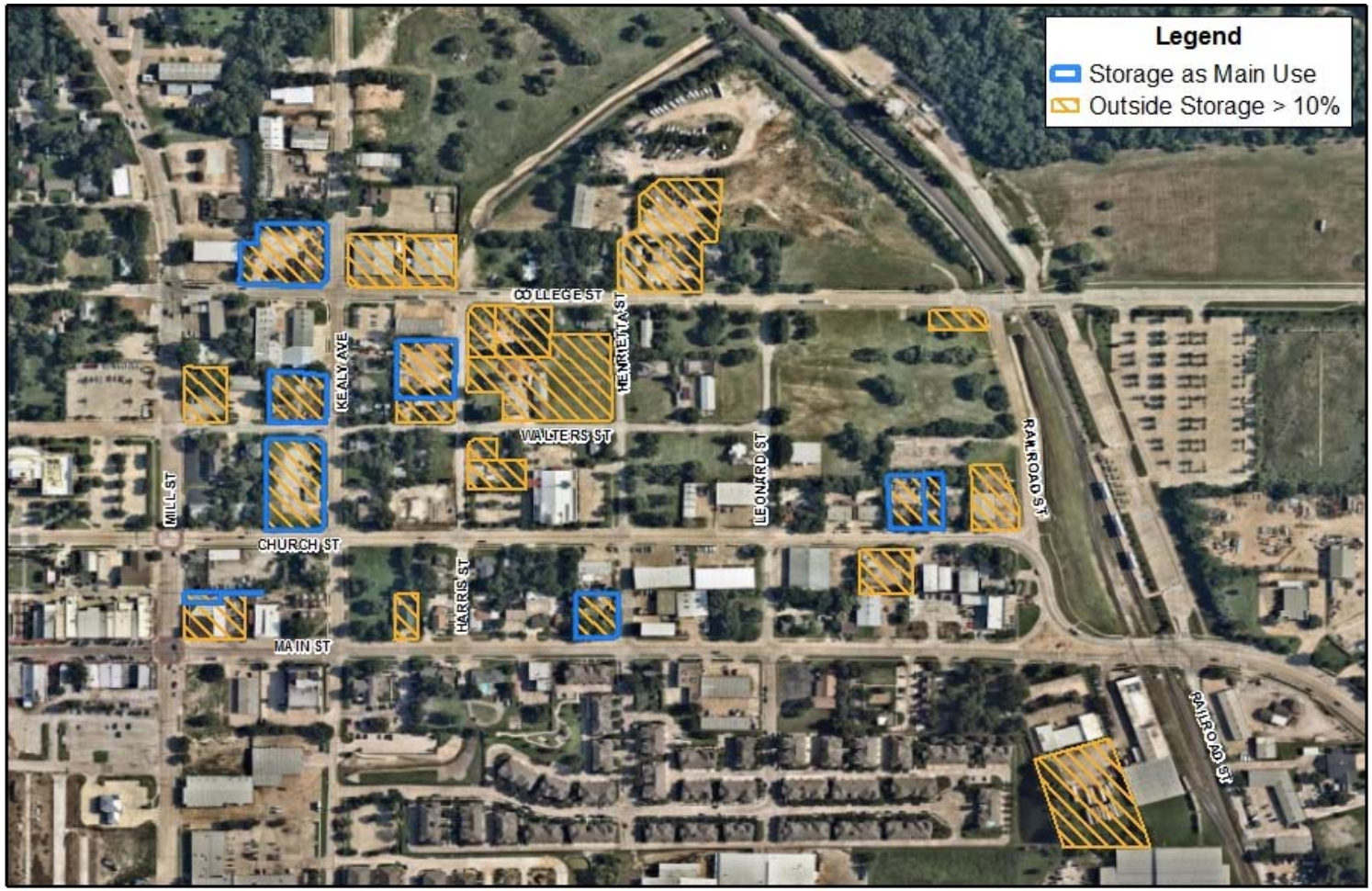




PROPOSED REZONING OF OLD TOWN

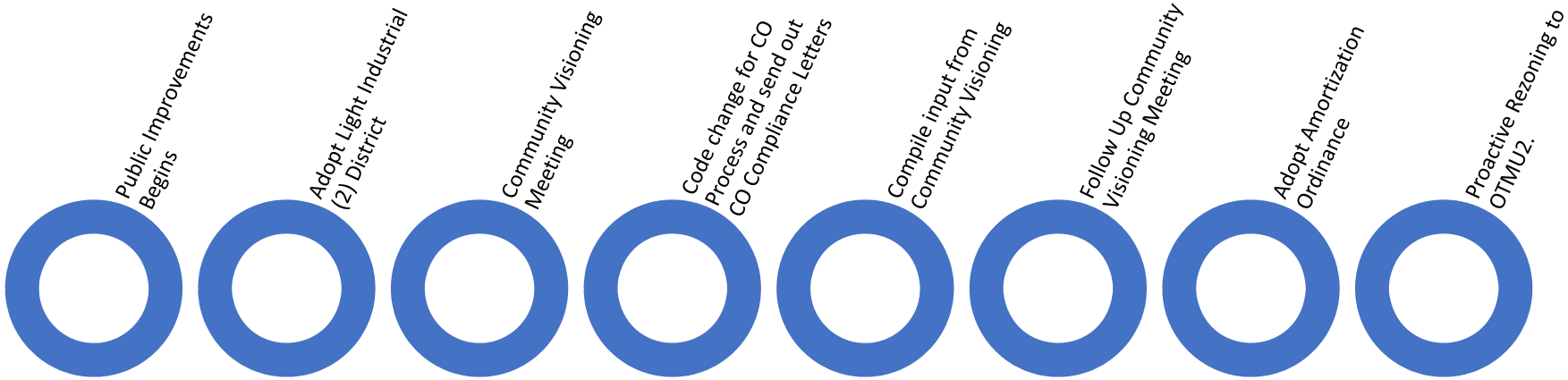
OLD TOWN ASSESSMENT
NEXT STEPS

- Amortize commercial outdoor storage >10 percent (10 years must come into full compliance).
  - Community visioning exercise with real estate brokers, current property owners, and developers interested in developing in Old Town.
  - Code change requiring compliance within 10 years, with a right to appeal based on evidence that they have not amortized their investment prior to becoming nonconforming.



NONCONFORMING OUTDOOR STORAGE USES TO BE AMORTIZED

Steps for Implementing Old Town TOD Strategy



Questions?

KLYDE WARREN PARK

About the Park

Heart of the City

Klyde Warren Park serves as a central gathering space for Dallas and its visitors. The 5.2-acre deck park, designed by The Office of James Burnett, is an urban green space built over the recessed Woodall Rodgers Freeway between Pearl and St. Paul streets in downtown Dallas. Klyde Warren Park is a highly active space, providing daily free programming for the public ranging from yoga to lecture series to outdoor concerts and films. The park is privately operated and managed by the Woodall Rodgers Park Foundation.

Open Daily from 6 a.m. to 11 p.m.

We look forward to seeing you at Klyde Warren Park! With four to five activities each day and a host of weekend activities, any time is a good time to visit the park.

Game Cart hours are 11 a.m. to 4 p.m. daily. For occasions of expected rain and temperatures under 40-degrees, Game Carts will not be open.

- Savor, full service restaurant
- Relish, walk-up kiosk
- Food Trucks
- Restrooms
- Family Restrooms
- Game tables
- Game carts
- Butterfly Garden
- Pedestrian Entry
- Handicapped Entry
- Drinking Fountains
- Bike Rack
- M-Line Trolley
- D-Link
- Information kiosk
- Emergency phone

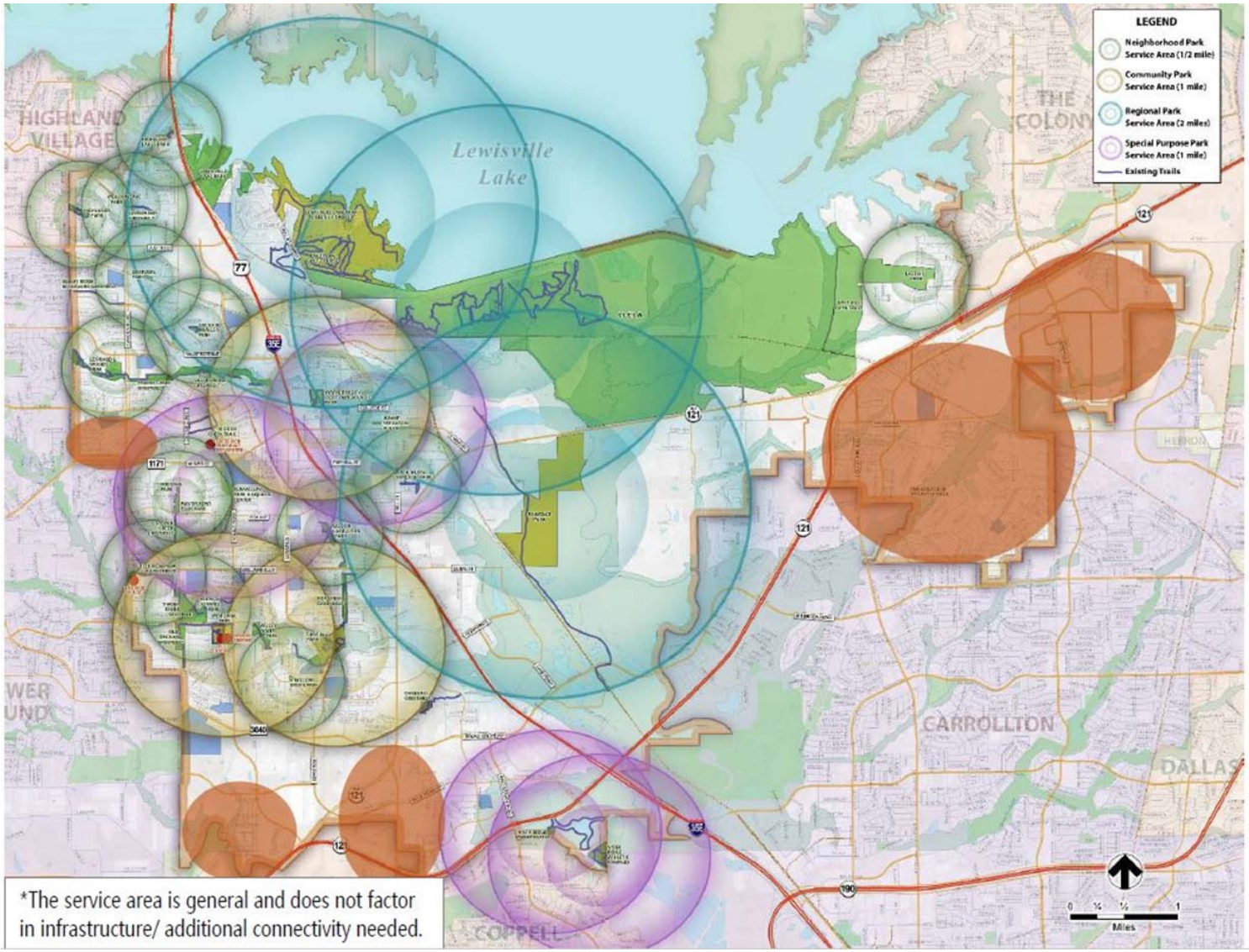
PARK DEVELOPMENT FEES

Park Development Fees

- Park development fees (also known as park dedication fees) are fees imposed on developers or builders
  - For acquiring and developing park facilities—*cannot be used for operations or maintenance*
  - For newly developed areas of the City without burdening existing City residents
  - Intent is that the cost of a new park should be paid by those responsible for creating the demand for the new park facilities
  - In Lewisville, historically a single fee was collected to cover both a development fee and a dedication fee
- First ordinance in Texas was enacted by Corpus Christi in 1955
- Courts have upheld the right of a City to charge a fee
  - Texas Supreme Court ruled fee to be constitutionally legal
  - US Supreme Court ruled the dedication requirements imposed on a developer should be "roughly proportional" to the increased demands of the proposed development on a city's park system

Lewisville History

- First park development ordinance adopted 1986
  - Timing of the fee—when **final plat is filed**
  - Applies to residential/multi-family only
  - Option to dedicate 1 acre for each 100 proposed dwellings or pay fee of $250 per dwelling unit
  - City was divided into zones and park fees were used for park facilities within zone collected
  - Fees were to be used within 3 ½ years or owners of the property would be entitled to a refund upon request
- In 2002, ordinance was amended by Council
  - Increased acre/fee to 3 acres for each 100 dwelling units or $750 per dwelling unit
- The current ordinance was adopted in 2007
  - Zones were no longer deemed an advantageous method of providing park facilities within the City
  - Extended term for fees to be used to 10 years
  - Ended option to dedicate acres
  - Changed timing of fees to occur at the time of **application for a building permit**



*The service area is general and does not factor in infrastructure/ additional connectivity needed.

Parkland deficiencies

- Based ¼ mile service area

Legend

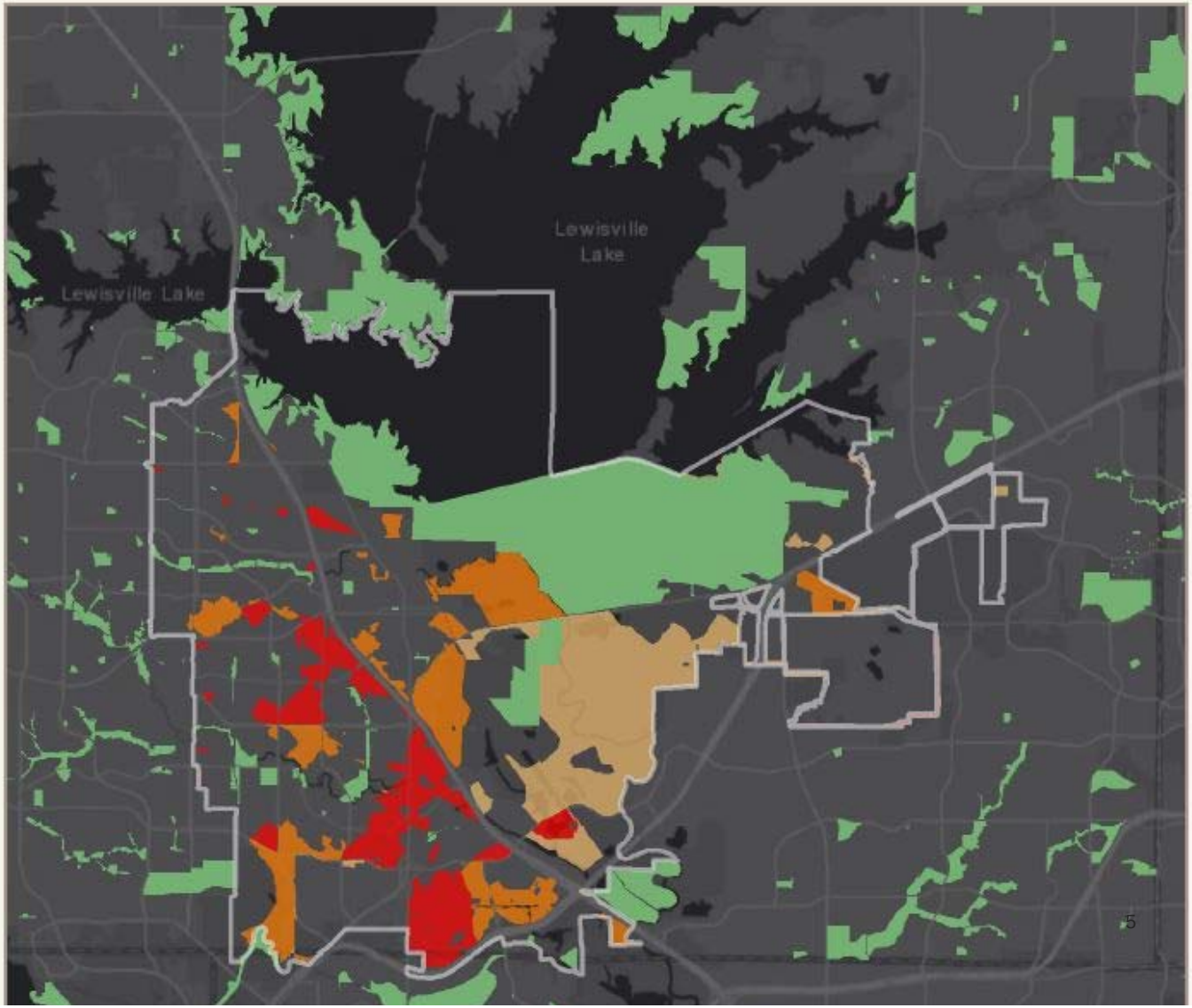
- Report Area
- Parks

Park Need (Places)

- High
- Moderate To High
- Moderate

Parkland deficiencies

- Trust for Public Land analysis
- 10-minute walk to a park



Update of Park Development Fee

- Clarifying two part approach
  - Horizontal
    - Dedication requirement – Land or money in lieu of land
      - Land requirement - Based on number of acres per dwelling unit proposed for development
      - Money in lieu of land requirement – market price per acre
  - Vertical
    - Development fee

Methodology

- Land appraisal – every 3 years
- Individual evaluation
- All will be collected at plat
- Includes residential/MF only

Internal Audit

- Internal audit requested by city management when it was noticed that a residential project was not charged park development fees
- Audit reviewed residential development activity from 2007-2016
  - March 19, 2007 date of ordinance change

Audit Findings

- 2007 ordinance revision changed billing/collection methodology
  - Changed from **time of plat** to **time of building permit issuance**
- Economic downturn in new construction and building contributed to masking the revenue decrease
- Implementation of new software in 2011 & 2015 further complicated the fee collection issue by fee not being established in systems correctly for billing and collection

Audit Findings, cont.

- Revenue Shortage
  - $981,750 in park development fees were unbilled
  - Of this amount, $420,750 was later collected
    - Developers had on-going developments
  - Unbilled balance stands at $561,000

Steps Taken since Audit

- Software programming was changed immediately when audit review was underway
- Staff was trained and procedures developed and implemented
- A check and balance approach is now in place
  - Fee revenue is now being reviewed by Budget and Finance at time of CIP long-term plan reviews, during CIP bi-monthly meetings, and during annual budget preparation for planning purposes
  - Fee is park in nature, so more ownership is being assumed by the Parks and Recreation Department
- Follow-up audits or reviews are performed on all internal audits to determine if recommendations were implemented
- Fee will be collected at plat so more ownership is being assumed by the Planning Department (change is in process)

Council Action

- Consideration of a Variance to the Lewisville City Code Section 2-201, Fee Schedule, Regarding a Waiver of Park Development Fees for Various Developers over Several Years

Strategic Plan

Council Priorities and Goals

Priorities and Goals

How did we get here?

First iteration of the priorities and goals blueprint that we now use.

- Citizen survey results compiled
- Departmental SWOT developed into overall City SWOT
- Council reviewed City SWOT and survey results to establish broad priorities and goals
- Each year SWOT was conducted internally and put into budget document (continues today)
- Financial plans were updated (continues today)
- Linkage of any new programs were made to priorities (continues today)

Initial goal was 5 year overall update with determination of high, medium, and low goals annually

2000

- Studied census demographics
- Reviewed and made edits to City SWOT Analysis
- The objective was better connection between Council desires and staff implementation.
- **Changed to our current listing of priorities** and created new goals – **approved March 7, 2005**
- Development of 2006-2010 goals

2005-2006

Reviewed existing priorities and goals; adapted existing goals to current needs and added new goals

2008

Priority and goal setting session with Mike Conduff

SWOT analysis update reviewed

Modifications to goals

2011

2013

Since 2013 the primary focus has been on development and then implementation of Lewisville 2025; updates have been made to goals as needed – Music City Hall, I-35 goals, etc.

Priorities

Where are we now?

Mission

The Mission of the City of Lewisville is to enhance the quality of life for our community and provide effective municipal service.

Current Priorities

To achieve the City's mission, the City Council has set nine fundamental priorities. Priorities are strategic versus operational. The Council priorities are:

Provide a well-developed and maintained infrastructure, and meet the demand for services.

Controlling cost of service delivery.

Maintain financial stability.

Provide opportunities for cultural/recreational activities for residents and visitors.

Provide a community where citizens/visitors are safe and secure.

Develop the City's economic base and improve aging/substandard areas.

Meet transportation and transit needs.

Maintain a stable, high performance workforce.

Enhance the community's image and citizen involvement.

Current Goals

Each City Council priority has one or more corresponding goals. Goals are more specific than priorities. Below are the goals (per priority) set by the City Council.

1) Provide a well-developed and maintained infrastructure, and meet the demand for services.

Goal: Maintain facilities to meet service demand

Goal: Improve street, sidewalk, alley and utility line condition ratings

Goal: Maintain adequate capacity in water/sewer systems

Goal: Maintain an effective technology infrastructure

Goal: Ensure high quality plan review and inspection services

Goal: Maintain staffing and service levels that match community expectations

Current Goals

2) Controlling cost of service delivery.

Goal: Increase energy conservation measures

Goal: Oppose unfunded state mandates

Goal: Use technology in lieu of manpower when possible

Goal: Control employee/retiree health insurance costs

Goal: Use alternative procurement methods for facility construction when cost effective

Goal: Increase interlocal service provision

3) Maintain financial stability.

Goal: Maintain a budget system that funds competing needs according to the entire organization's priorities

Goal: Maintain/improve revenue base

Goal: Ensure effective internal control systems

Current Goals

4) Provide opportunities for cultural/recreational activities for residents and visitors.

Goal: Increase participation in recreation and athletic programs

Goal: Utilize partnerships with outside entities to improve recreational opportunities

Goal: Improve the park and recreation system assets

Goal: Increase opportunities for recreation oriented visitation

Goal: Develop major tourist attraction

Goal: Develop sport-related tourist attractions

5) Provide a community where citizens/visitors are safe and secure.

Goal: Provide necessary public safety facilities and equipment

Goal: Involve the community more in safety and security

Goal: Match demand for public safety with the appropriate manpower

Goal: Ensure high compliance with community health and safety ordinances

Goal: Improve neighborhood security in aging areas

Goal: Ensure disaster preparedness and timely response

Current Goals

6) Develop the City's economic base and improve aging/substandard areas.

Goal: Improve the appearance of aging neighborhoods

Goal: Increase investment in Old Town

Goal: Increase re-development in other areas of the city

Goal: Reduce the impacts of retail competition during I-35 expansion

Goal: Stimulate retail development (existing shopping centers)

Goal: Work with Music City Mall on long-range market position

7) Meet transportation and transit needs.

Goal: Improve local thoroughfare system

Goal: Utilize outside resources for road construction funding

Goal: Develop transit (bus/rail) system in Lewisville

Goal: Facilitate funding for full length of I35 corridor

Current Goals

8) Maintain a stable, high performance workforce.

Goal: Develop the organization

Goal: Improve quality of job candidates

9) Enhance the community's image and citizen involvement.

Goal: Use the Visitors Bureau and other City resources to define and promote a positive City image among residents and visitors to the City

Goal: Increase opportunities for citizen and community participation

Goal: Work with local stakeholders, regional and state partners, and third-party entities to maximize Lewisville's potential as a tourist destination

Goal: Improve corridor appearance

Goal: Develop I35 corridor comprehensive plan overlay and incentive program

Goal: Improve communication with LISD

Priorities

Where do we want to be?

Where do we want to be?

18-19	• Staff will update goals for budget process next fiscal year to remove or modify goals based on current activity. • Continue to develop budget using current Priorities and Lewisville 2025 Big Moves
19-20 /20-21	• Begin Community Engagement Process to update priorities and Big Moves • Utilize Lewisville 2025 Committee to assess current City priorities and goals in relation to Lewisville 2025

Link Planning Process to "Lewisville Way"

18-19

- Also in 18-19, Staff will begin utilizing the City's values (Value People, Serve Every Day, and Build Our Future) as the basis for the annual SWOT Analysis:
  - Value People - personnel related processes and policies that we are currently doing well, what we don't do well and should change, and recommendations on what we could add/start doing. We could also include any staffing changes and volunteer opportunities.
  - Serve Everyday - services that we provide well, services that we are not doing well or should evaluate continuing to provide, and recommendations for new, different, or expanded services
  - Build for the Future - processes and policies (non-personnel related) that work well, those that should be changed, recommendations on new processes and policies, and discussion of future processes and policies that might be needed due to recent service additions, change in state law, etc. Would also include infrastructure and equipment related issues.
- The listing of services that result from the SWOT analysis will become the first step in generating a master list of all services provided by the City.
- Committees are being appointed to study the Employee Reward System, and the Performance Evaluation Systems (likely not available for budget consideration until FY 19-20 planning process)

Inventory of Services

1

Directly communicates programs and services provided

2

Can link to outcomes/priorities to assist in measuring attainment of community goals

3

Can be used to cost out programs/services

4

Can link performance measures to services to better communicate success of programs/services

Inventory of Services

CITY OF PLANO, TEXAS
Individual Department Program Scorecard
January, 2012

Department: POLICE
Evaluation Criteria - COMMUNITY PROGRAMS

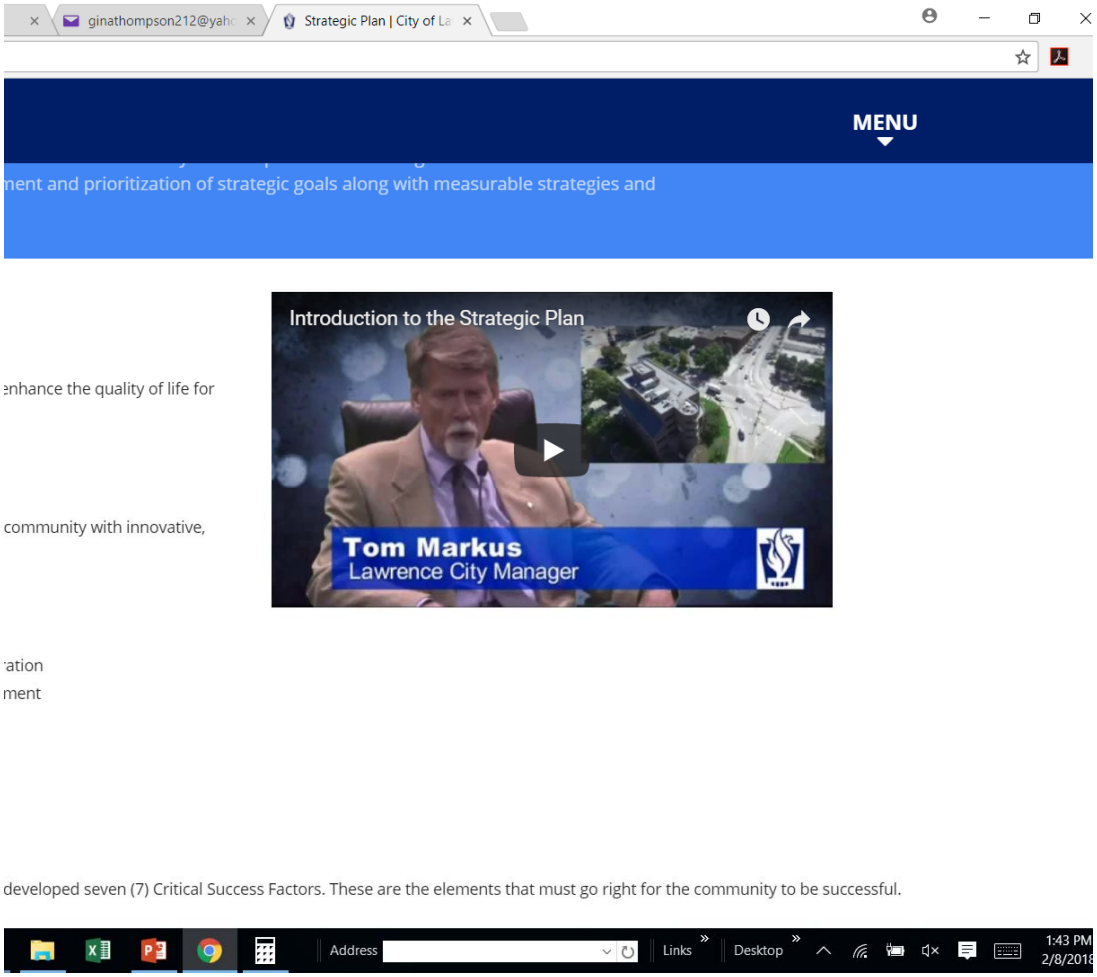
UPDATE AMOUNTS IN RED BASED ON FY 2012-13 ADOPTED BUDGET

ACCOUNTING FUND	DEPARTMENT PROVIDING PROGRAM	PROGRAM NAME	PROGRAM NUMBER	Core Business - "NO CHOICE"	Core Business - "CHOICE"	Quality of Life Demand for Service	Cost Recovery	EXISTING URBAN CENTERS	GREAT NEIGHBORHOODS	PARTNERING for COMMUNITY BENEFIT	SAFE LARGE CITY	STRONG LOCAL ECONOMY	FINANCIALLY STRONG with SERVICE EXCELLENCE	ADDITIONAL NOTES	FY 2012-13 Expenditure Budget		FY 2012-13 Annual Program Revenues	FY 2012-13 FTE	
General	POLICE	Records Management Services		4	4	4	1	3	3	3	3	2	4	Transcription, retention, release and sealing of police reports, citations and documents; compliance and filing of the Uniform Crime Report; ensured compliance with NCIC/TCIC policies and procedures	$ 1,024,896	3.4%	$ 88,300	20.00	Tow/Wrecker/Solicitor Permits $20,000; File Searches $10,000; Fingerprint Fees $20,000
General	POLICE	Training Services		4	3	4	1	1	2	2	3								
General	POLICE	Community Patrol Services		4	3	4	1	3	4	4	4								
General	POLICE	Criminal Investigative Services Program		4	3	4	1	3	4	4	4								
General	POLICE	Traffic Enforcement and Crash Investigation Program		4	3	4	1	3	4	4	4								
General	POLICE	Professional Standards		4	4	4	3	1	2	1	3								
General	POLICE	Emergency Services and Homeland Security		1	3	4	2	1	2	2	4								
General	POLICE	School Crossing Safety		2	3	2	4	3	3	4	4								
General	POLICE	Detention Services		3	3	1	3	3	3	3	3								
General	POLICE	Warrant Services		3	3	1	2	3	1	3	3								
General	POLICE	Citizen Promotion/Safety Education Services		1	3	4	1	2	3	4	3								
General	POLICE	Neighborhood Police Officer Program: Business District		3	3	3	3	3	3	4	4								
General	POLICE	Neighborhood Police Officer Program: Neighborhood		3	3	2	3	1	3	4	4								
General	POLICE	Neighborhood Police Officer Program: Problem Oriented Policing		3	3	1	3	1	3	4	4	2	4	"neighborhoods" with police officers.	$ 348,896	3.3%	$ -	3.00	
General	POLICE	Canine (K-9) Program		1	3	4	3	3	1	1	3	3	2	Assist in the prevention and detection of criminal activity, the apprehension of criminal suspects, locating of missing persons, and the search for narcotics by tracking and scenting (alerting).	$ 552,638	5.0%	$ -	5.00	
General	POLICE	School Liaison Officer Program		1	3	3	3	3	2	4	3	1	3	Contribute to a safe learning environment in each public school in students of PISD and FISD.	$ 1,080,616	3.3%	$ 888,000	11.25	PISD ($97,178) FISD ($1,111,638) [1]
General	POLICE	Accreditation and Compliance		1	3	4	3	3	3	1	3	1	3	Ensure ongoing compliance with department written directives, standards and accreditation standards.	$ 338,333	3.4%	$ -	3.00	
General	POLICE	Red Light Camera Program [K-1]		3	3	4	3	1	1	2	3	1	2	Enhance traffic safety in our community through the reduction of red light violation crashes.	$ 325,356	3.3%	$ 3,100,000	3.00	RLC Violation Revenue $2,700,000 [1]
Traffic Safety	POLICE			3	3	4	4	1	1	2	3	1	2		$ 2,134,455	3.4%		2.00	
General	POLICE	Alarm Management Program		2	3	2	4	3	1	3	3	3	1		$ 342,357	3.3%		3.00	Alarm Permit Fees $3,000,427
General	POLICE	Alarm Response Program		2	1	2	3	3	1	3	2	3	2	Schedule the City's alarm ordinance and respond to and investigate activated alarms requiring specific response.	$ 1,386,357	2.7%	$ 3,000,000	10.00	
General	POLICE	Court Security Services		3	3	1	4	3	3	3	1	3	1	Ensure security measures are identified when court proceedings	$ 338,357	3.3%		3.00	
General	POLICE	Victim Services												Provide assistance to ease the shock or and long-term effects arising to the humanity experienced by being victim of a violent crime.	$ 338,357	3.3%		3.00	
															$ 10,111,767	100.0%	$ 3,756,000	65.5	

FY 12-13 General Fund Total
Staffing 131 $ 10,746,841
Academy 136 $ 241,752
School Crossing Guards 116 $ -
Red Light Camera 262 $ 2,495,427
Traffic Safety Fund 264 $ 729,054
Combined Total $ 13,213,074
Difference $ (101)

Front Counter Services

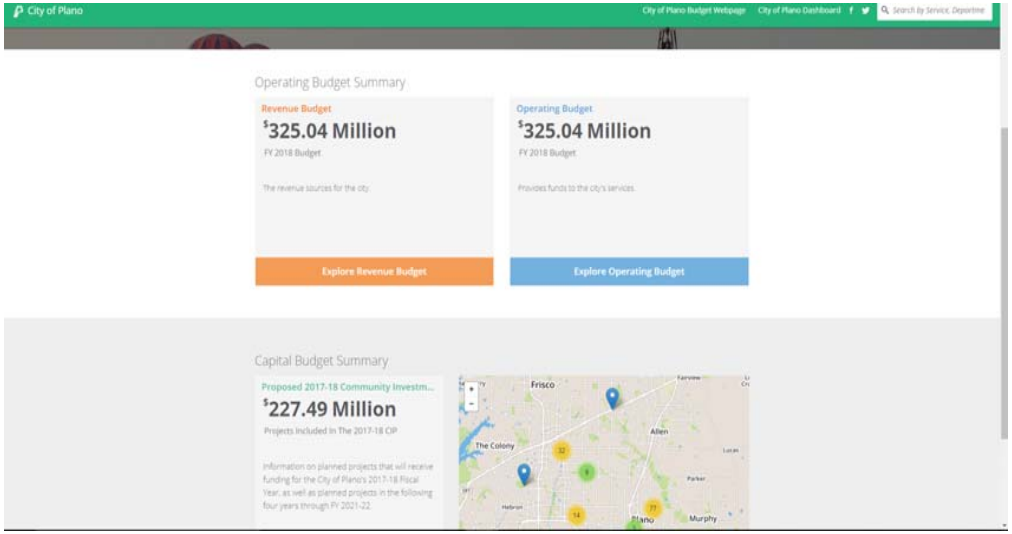
Ref #	Service Name	Service Definition	Service Component	Current Service Level
R.01.14 - R.01.20	Responding to Engineering Inquiries and Services	Respond to residents' engineering needs, requests, complaints and inquiries about developments, transportation and infrastructure inspections and repairs.	Providing infrastructure related information for development Drainage service Right of way needs responses Road markings Parking Traffic signals Signage	Emergent safety issues with existing operations (signs / signals) = 1 hr response time. Non-emergent traffic issues = 5 business day response time Traffic count data = annually (information summarized by December 31 of the calendar year) Collision Report = Annually completed by July 1 of the following calendar year Annual maintenance of assets = annual and priority scheduled for safety / need

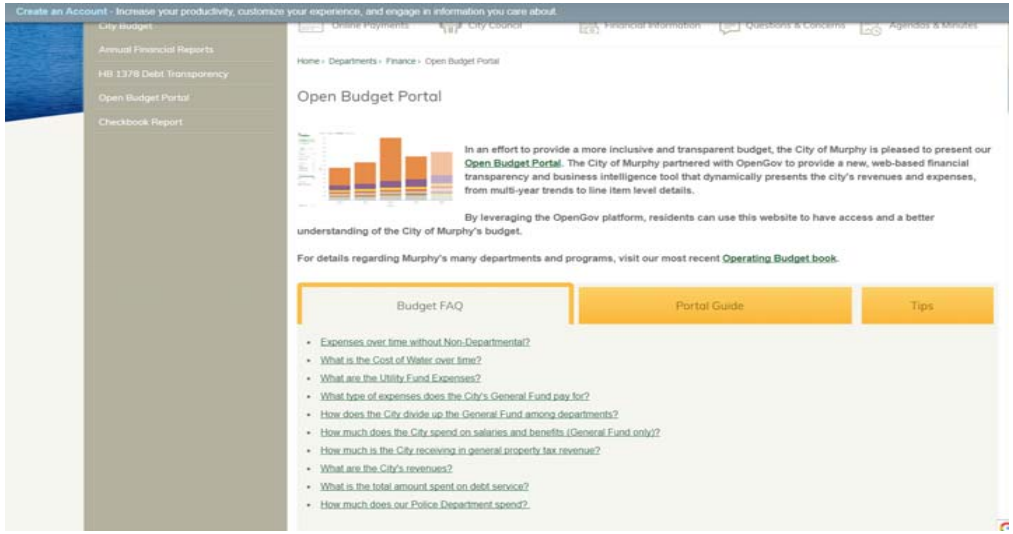


Strategic Planning

- Provide a citizen/council engagement platform to demonstrate the progress and work on the Lewisville 2025 Plan.

- City of Lawrence Kansas example





Budget Portal

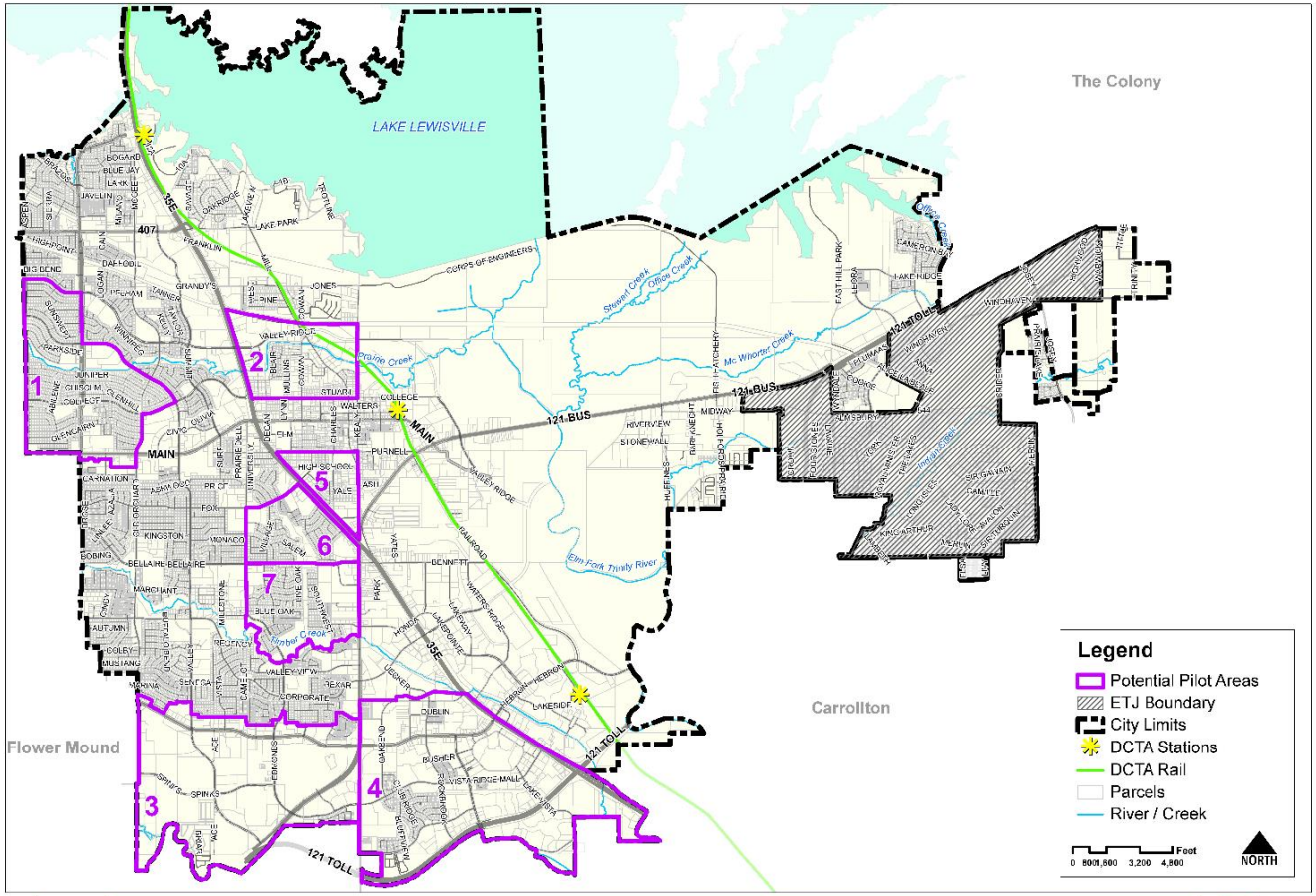
Future Steps

Interest in Creating an Inventory of Services?

Strategic Planning platform?

Open Budget Portal?

Future update of the Lewisville 2025 Plan to include current City priorities?



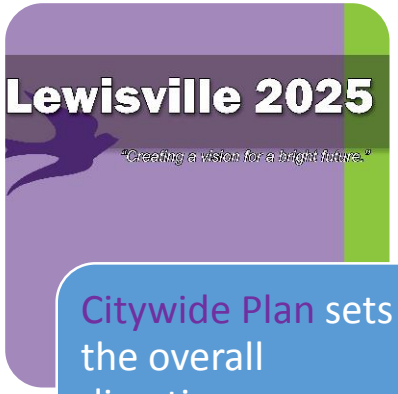
LEWISVILLE POTENTIAL PILOT AREA PLANS

Small Area Plans

Introduction

February 24, 2018

Role of Area Plans

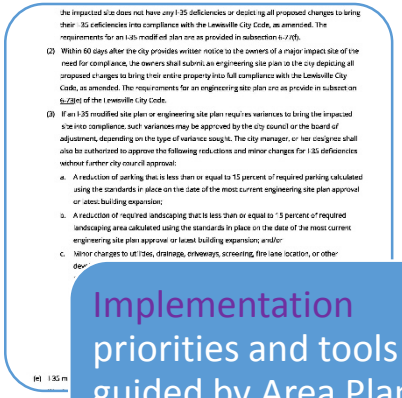


Citywide Plan sets the overall direction

- Vision
- Guiding Principles
- Development Pattern
- Action Steps

Area Plan applies direction to specific areas

- Area Vision or Identity
- Policy Direction
- Design
- Capital Projects
- Action Priorities



Implementation priorities and tools guided by Area Plan

- Public Investment
- Private Investment
- Design
- Community Engagement

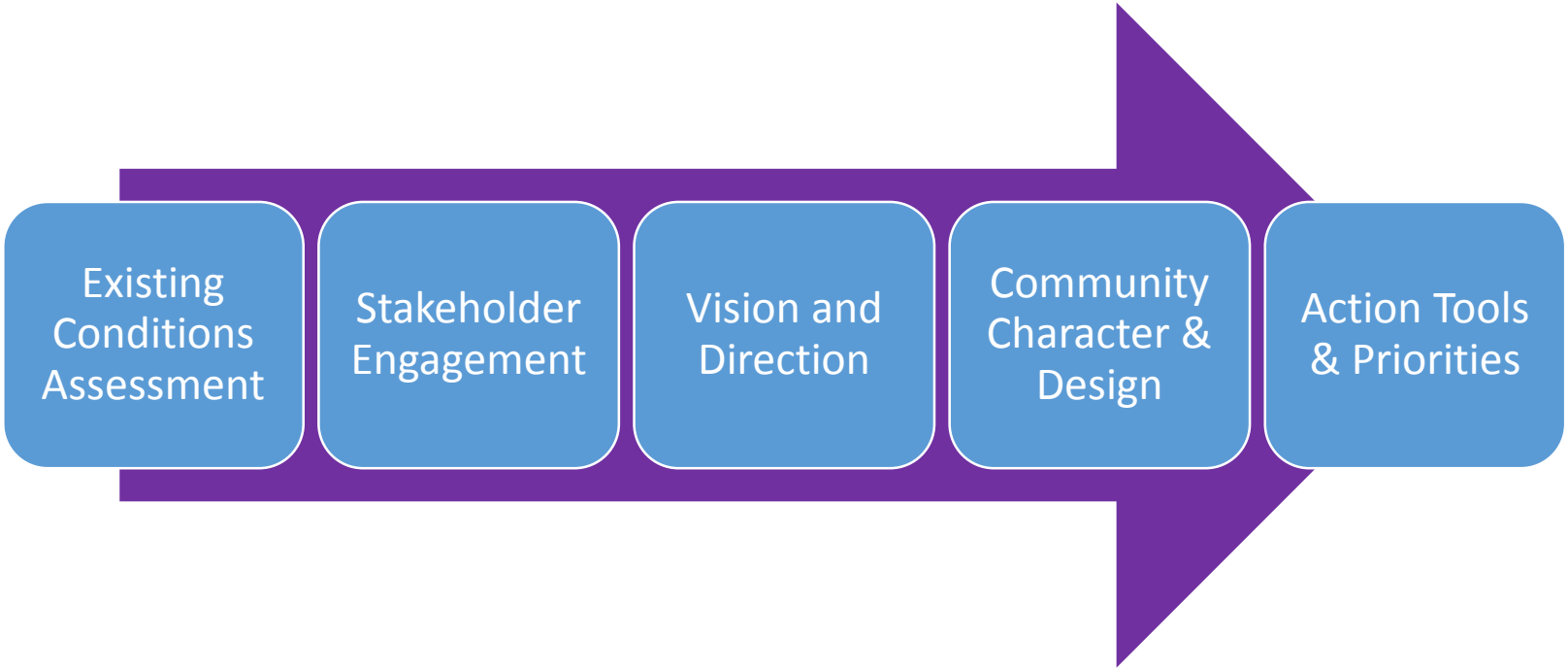
Why Area Plans?

- Establish a vision or goal for a particular part of Lewisville, and a coordinated approach to achieve it that is supported by area stakeholders
- Focus in more detail than possible during a citywide planning process
- Address areas with unique challenges and opportunities
- Create or enhance a distinctive identity
- Get stakeholders involved and engaged
- Serve as the basis for city programs, incentives, regulations, special districts that are important here but not needed citywide

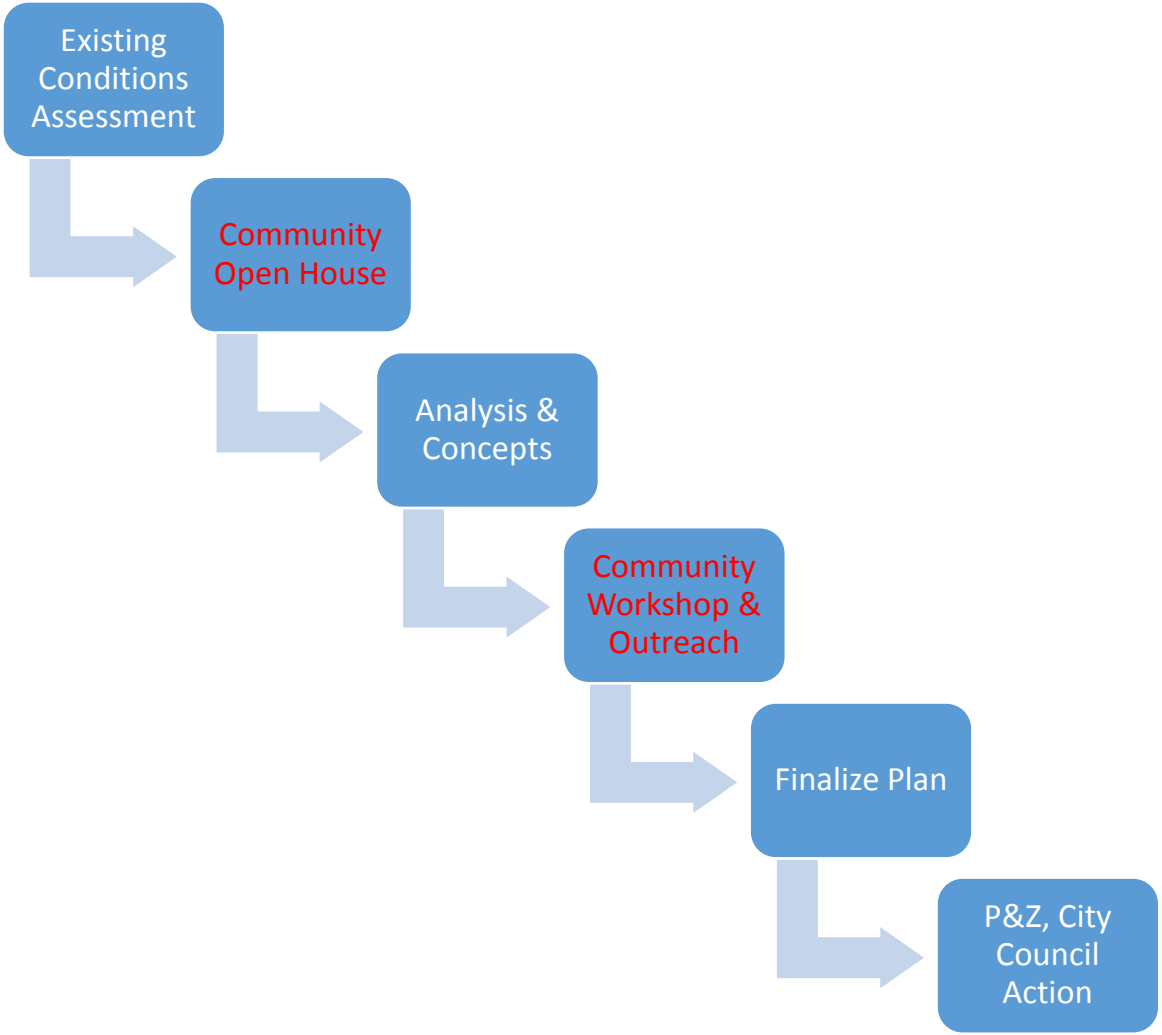
Area Plan Outline

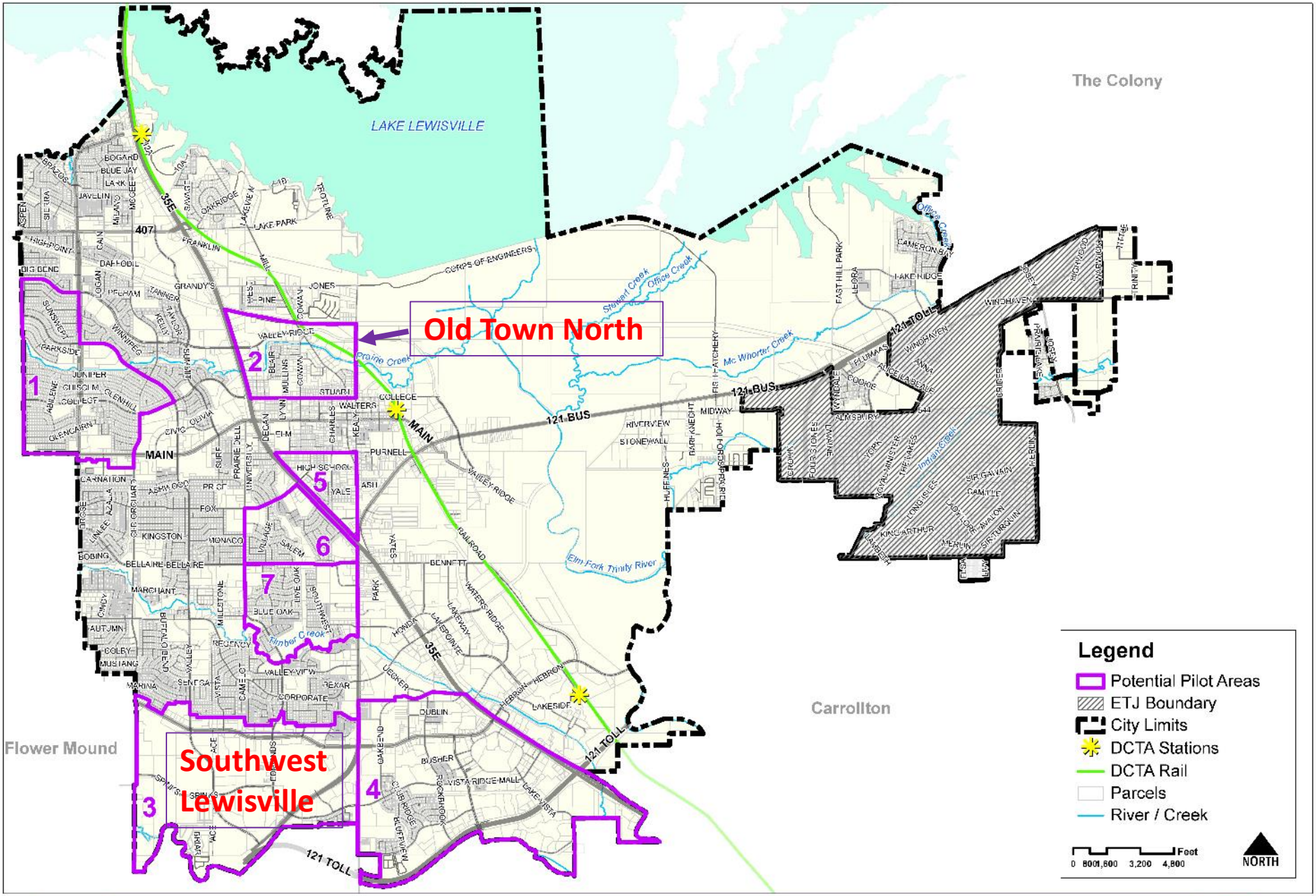
1. Executive Summary (to be completed last)
2. Area Highlights
3. Strategic Direction
4. Framework Plan
5. Community Character and Design
6. Action Steps

Process for 'Pilot' Area Plans



Area Plan Process





LEWISVILLE POTENTIAL PILOT AREA PLANS

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For each area ...

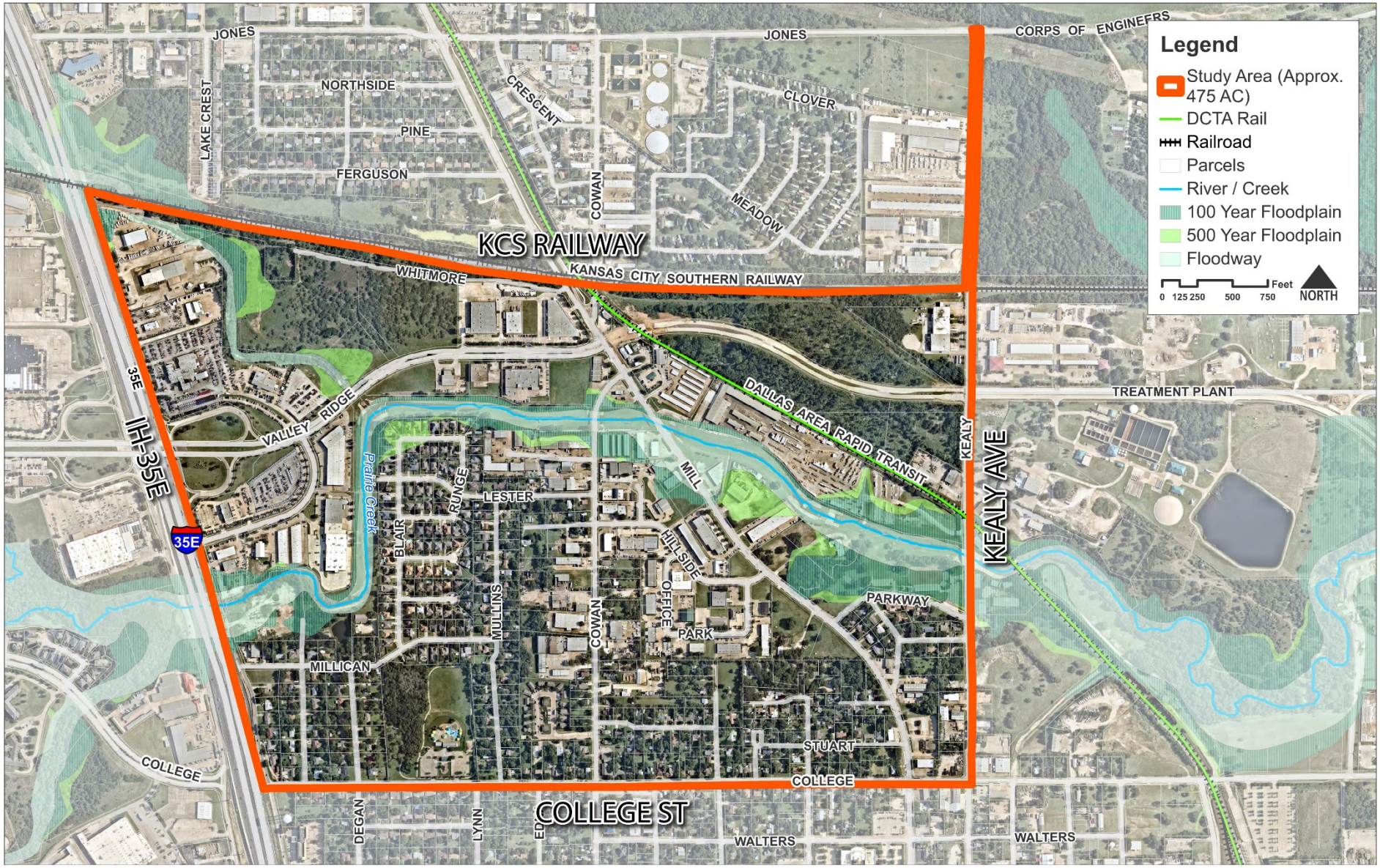
- Summarize input and issues identified
- Present key concepts in draft plan
  - Strategic Direction
  - Framework Plan
  - Community Character and Design
  - Action Steps
- Discussion and Council direction

Old Town North Small Area Plan

Plan Recommendations

February 24, 2018

Study Area



OLD TOWN NORTH

Lewisville, Texas

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Highlights of Community Input

- Desirable future?
  - Cultural, natural, walkable, unique interesting, desirable, family friendly, revitalized, hip, crunchy
- Very important features (100% of iPad surveys)
  - Walking and biking trails close to the neighborhood
  - Sense of safety
  - Public services and facilities
- Very important features (Over 80% of keypad polling)
  - Feeling safe
  - Good schools
  - Desirable community character
  - Sustainable and efficient water use

Highlights of Community Input

- Had in the past that doesn't have now?
  - Community
  - Grocery store, ice cream shop, barber shop, Sonic
  - Access to Rodeo Grounds
- Would like to see?
  - Trails and sidewalks
  - More local businesses
  - Better connections between neighborhood and parks
  - Natural Prairie Creek
  - New housing that maintains 'old growth' trees
  - Senior housing

Issues and Opportunities

1. Build on Old Town's success.
2. Use new transportation investments to create desirable new business locations.
3. Ensure that development in and around existing neighborhoods is compatible.
4. Attract 'creative' new businesses and entrepreneurs.
5. Expand and connect green spaces and corridors.
6. Make this a truly multi-modal area.
7. Build community capacity.

Strategic Direction

- Vision Statement
- Guiding Principles

Vision Statement for Old Town North

Go north of Old Town to find nature, charming neighborhoods and convenient business locations connected to the heart of Lewisville and the rest of the North Texas region.

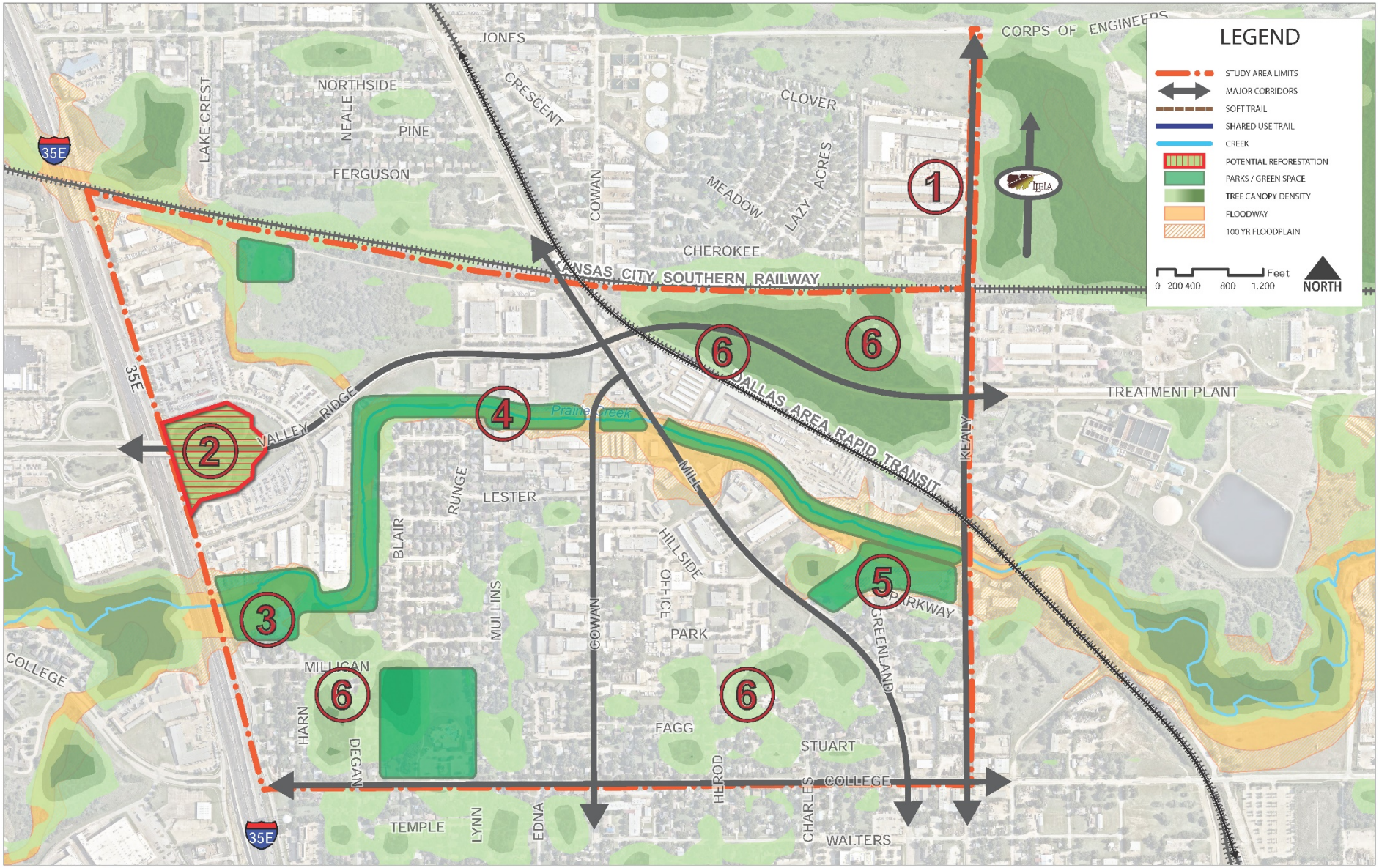
Draft Guiding Principles

1. Old Town North seamlessly extends Old Town's character north of College.
2. The scale, character and vitality of existing neighborhoods is retained and enhanced by compatible new investment.
3. The area appeals to people of diverse backgrounds and all ages.
4. Access to Old Town's destinations – on foot, by bike or in a car – is quick and easy.
5. New retail and employment offers convenient jobs and shopping for Lewisville residents.
6. Old Town North's neighborhoods are well-connected to the DCTA station and nearby emerging neighborhoods.
7. Public and private investments make Old Town North even more walkable and connected to nature so residents can enjoy healthy lifestyles and great access to Lewisville Lake, LLELA, City parks and other open spaces.
8. The people who live, work and play in Old Town North collaborate to improve and celebrate their community.

Framework Plan

- Natural Asset Network
- Mobility Network
- Future Development Pattern

NATURAL ASSET NETWORK



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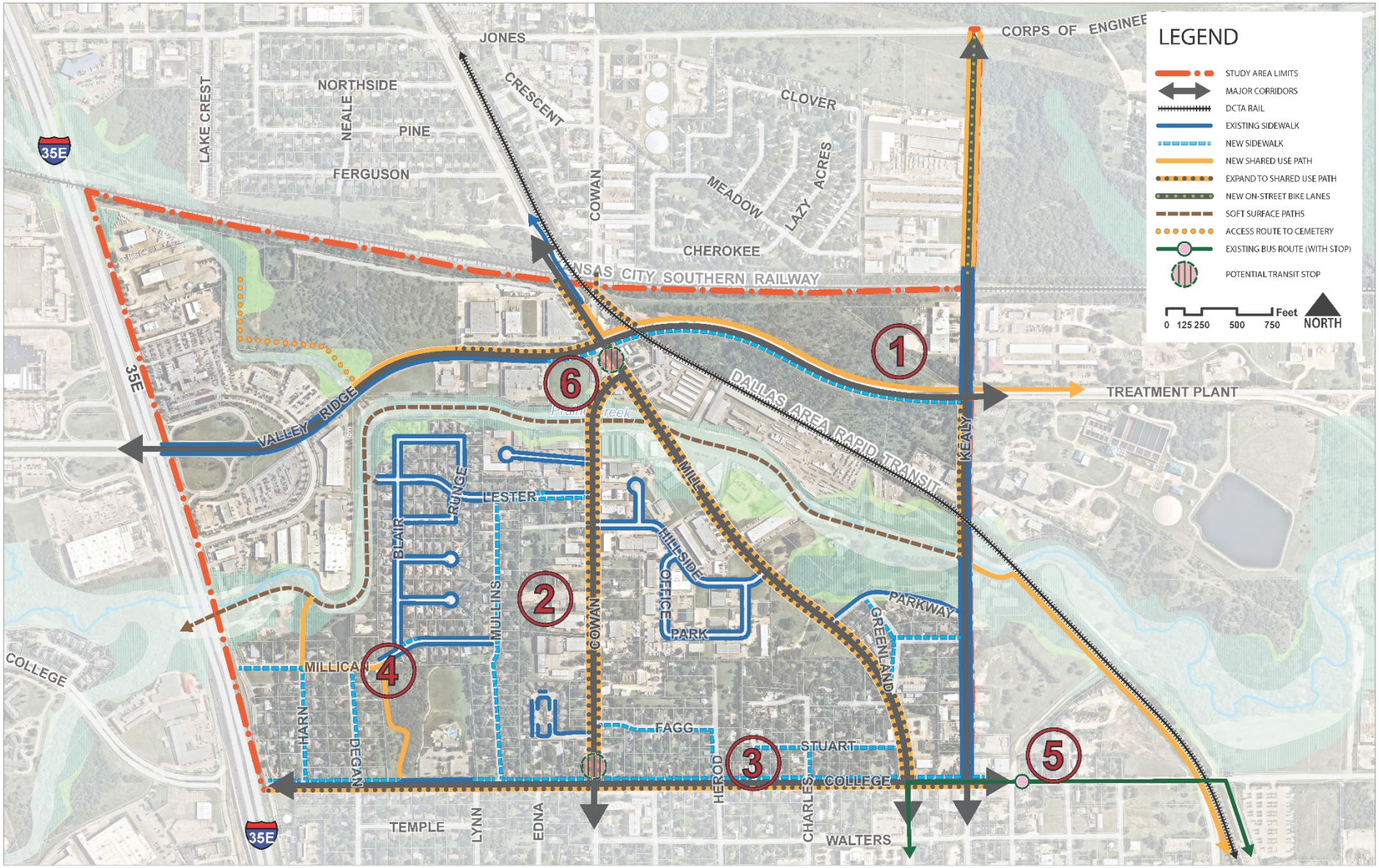
December 2017

Natural Asset Network Recap

1. Strengthen the connection to LLELA
2. Plant a new native forest at IH-35E and Valley Ridge
3. Create a community gardens or other neighborhood natural asset at IH-35E south of Valley Ridge
4. Make Prairie Creek a green 'spine' of trails and open space
5. Include the Rodeo Grounds in the community's open space network
6. Encourage a healthy tree canopy to support business & neighborhood vitality

MOBILITY NETWORK



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Mobility Network Recap

1. Continue investments in vehicular mobility
2. Complete the pedestrian and bike networks
3. Create an appealing College Street
4. Create an inviting connection from neighborhoods into Wayne Frady Park
5. Strengthen connection to DCTA station
6. Consider a new DCTA bus stop

Future Development Concepts

1. Keep existing neighborhoods lively and desirable
2. Add convenient commercial to serve residents
3. Enhance commercial value related to IH-35 and Valley Ridge
4. Add new employment opportunities
5. Establish a 'creative mix' entrepreneurial area

Place Types

- Suburban Living
- Employment Mix
- Commercial
- Creative Mix
- Parks / Green Space

Suburban Living

- Character and Intent
  - Suburban neighborhoods consist primarily of single-family detached homes, along with townhomes and some duplexes

Illustrative Images

Employment Mix

- Character and Intent
  - A range of professional and service jobs
  - Non-residential uses including offices, research and development facilities, medical clinics, logistics centers, distribution hubs and business incubators
  - Support services, such as retail or dining, that support other employment uses in the area

Illustrative Images

Commercial

- Character and Intent
  - Freestanding buildings containing one or more businesses
  - May include regional destinations like entertainment venues or lifestyle centers
  - Also local neighborhood services, such as restaurants, local retail, medical offices, banks, and other retail services

Illustrative Images

Creative Mix

- Character and Intent
  - Eclectic mix of uses
  - Mix of new and repurposed buildings and structures
  - Diverse uses such as lofts, retail, live/work spaces, studios, and coworking spaces

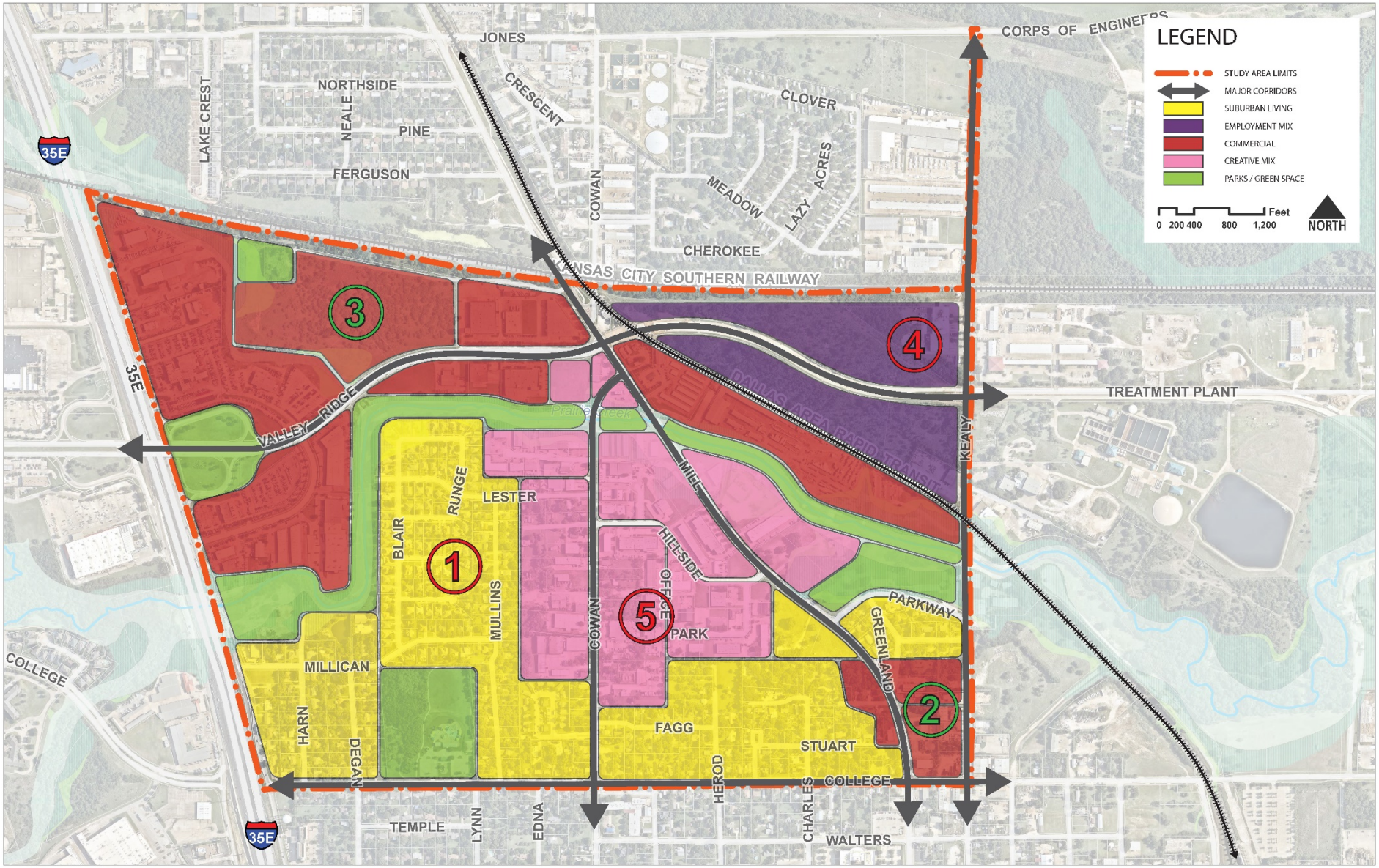
Illustrative Images

Parks and Green Space

- Character and Intent
  - Areas in public or non-profit ownership
  - Dominated by open space over time
  - Large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements
  - Not expected to develop with other uses

Illustrative Images

FUTURE DEVELOPMENT PATTERN



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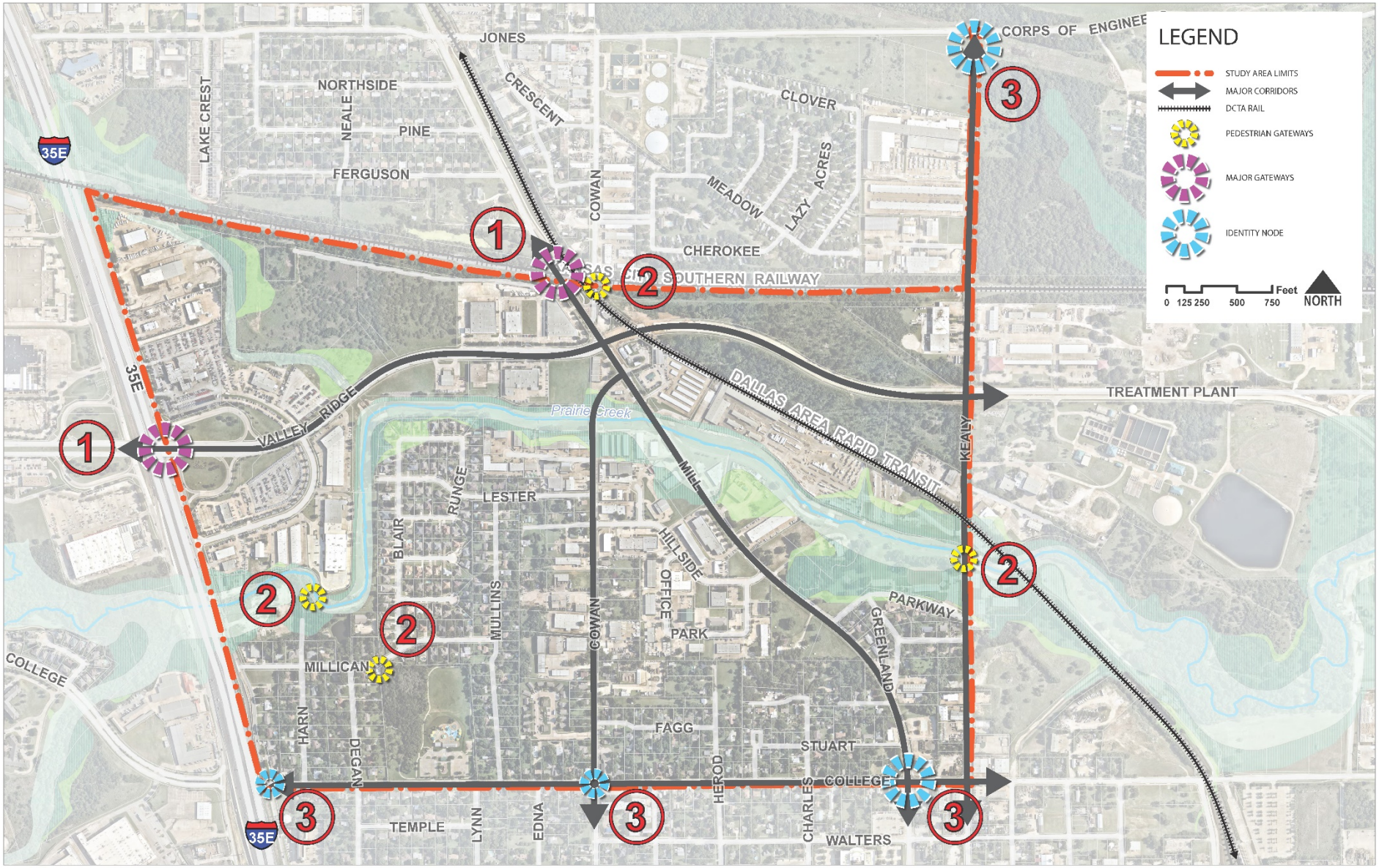
Future Development Pattern Recap

1. Keep existing neighborhoods lively and desirable
2. Add convenient commercial to serve residents
3. Enhance commercial value related to IH-35 and Valley Ridge
4. Add new employment opportunities
5. Establish a 'creative mix' entrepreneurial area

Community Character and Design

- Gateways and Identity Points
- Public Realm Corridors
- Design Overlays

GATEWAYS AND IDENTITY POINTS



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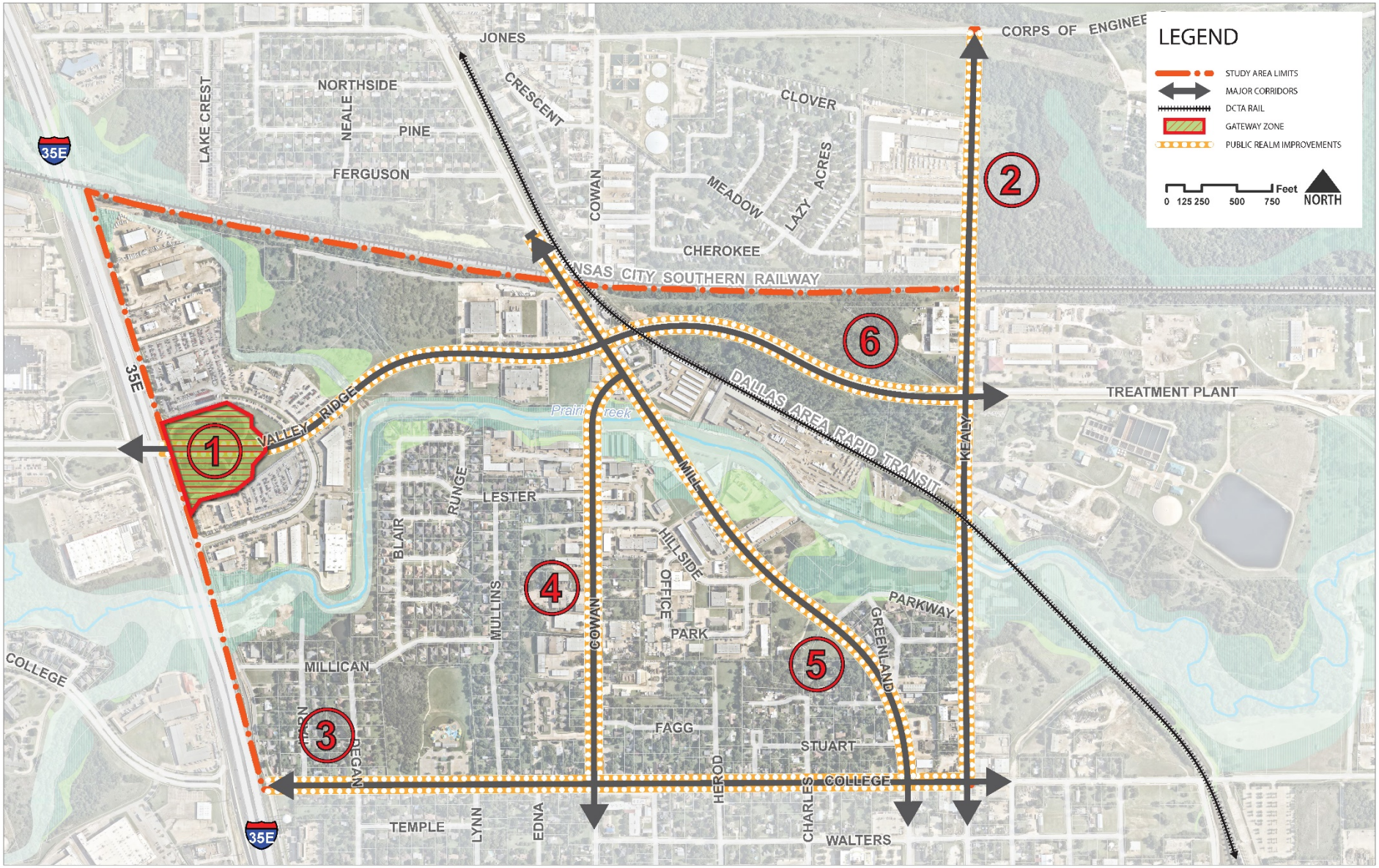
Gateways and Identity Points Recap

1. Major Gateways
   A. IH-35E & Valley Ridge
   B. Mill at KCSR
2. Pedestrian Gateways
   C. Cowan at KCSR
   D. Prairie Creek & Kealy
   E. Prairie Creek & Harn
   F. Millican & Wayne Frady Park
3. Identity Points
   A. Kealy & Jones (LLELA)
   B. College & Mill
   C. College & Cowan
   D. College & IH-35E

Insert images of examples

PUBLIC REALM CORRIDORS



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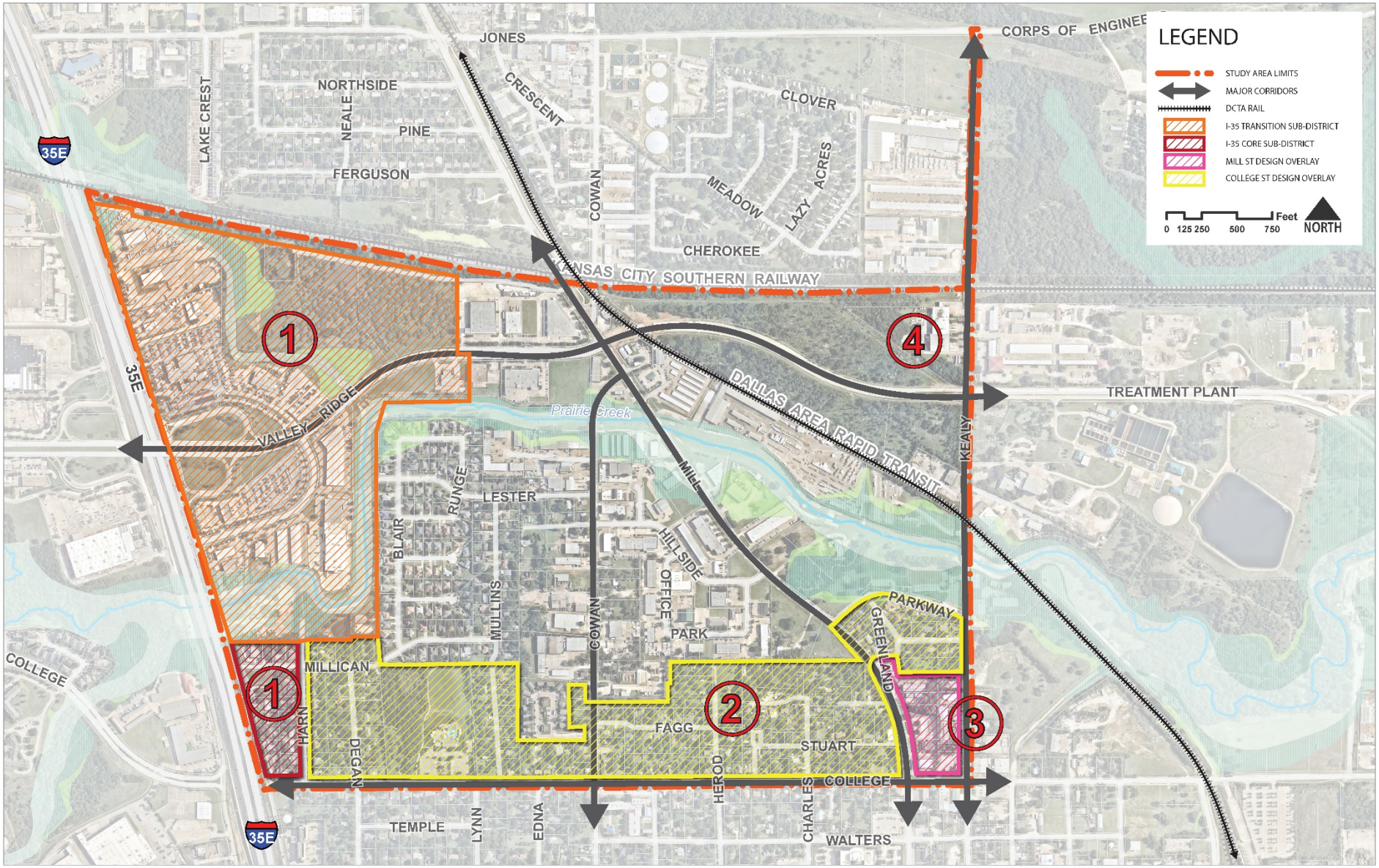
b. Public Realm Corridors

- Places where investments in the public realm (public sites and rights-of-way) need special design attention
- Key recommendations
  1. IH-35E Interchange at Valley Ridge Parkway
  2. Kealy Avenue
  3. College Street Corridor
  4. Cowan Avenue
  5. Mill Street
  6. Valley Ridge Boulevard

DESIGN OVERLAYS



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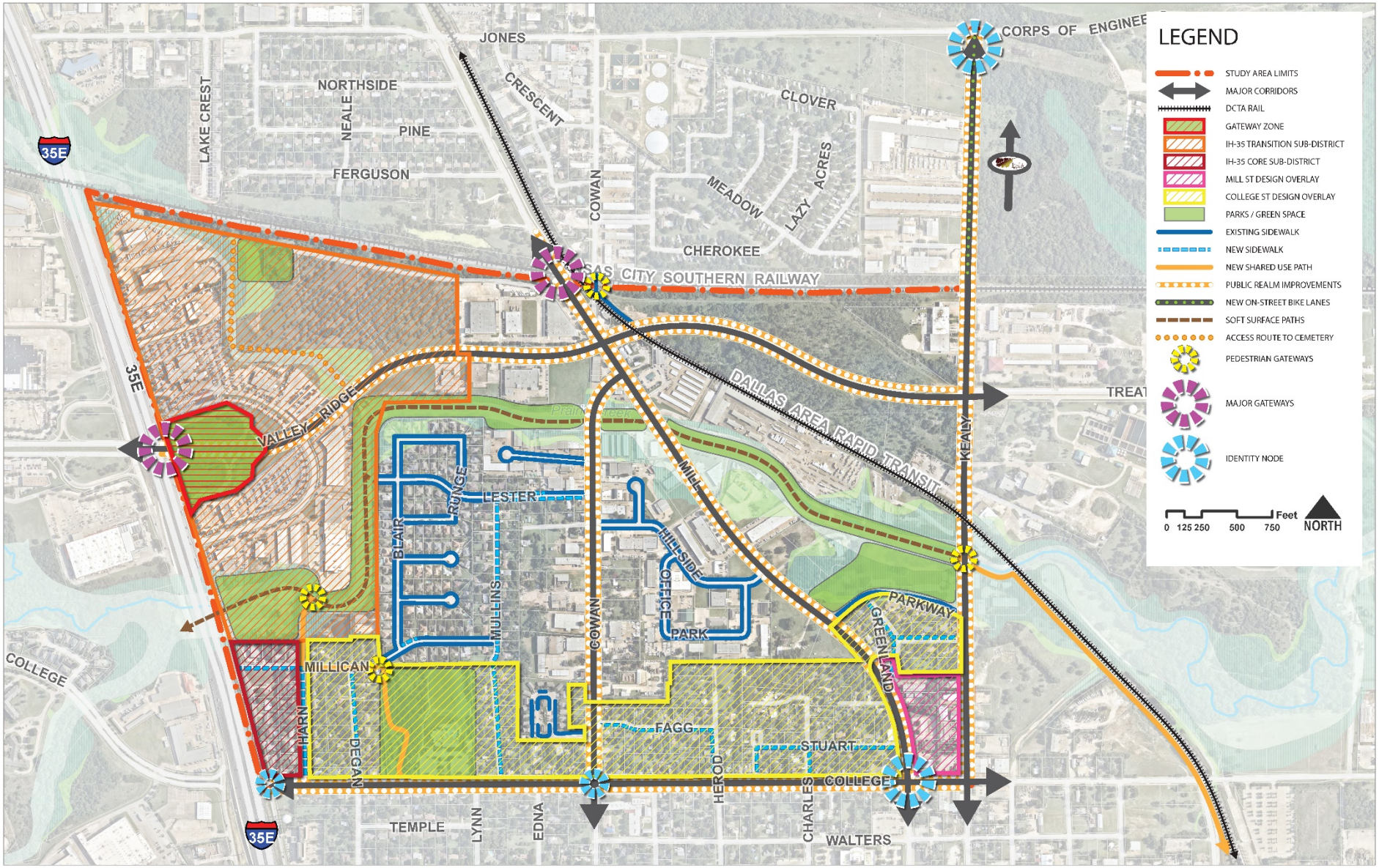
November 2017

Design Overlays

- Places where public and private investment need design guidance or direction
- Key recommendations:
  1. IH-35 Overlay (Core and Transition Areas)
  2. College Street Overlay
  3. College – Kealy Overlay
  4. Valley Ridge Overlay

FRAMEWORK PLAN



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Action Steps

Action Steps

- Next steps to make the plan a reality
- Public and private action included
- Groups
  A. Identity, Branding & Capacity-Building
  B. Development & Community Character
  C. City Capital Investments
  D. City Program/Service Initiatives
  E. Partnerships

IDENTITY, BRANDING, & CAPACITY BUILDING

1. Conduct a branding campaign to refine and communicate the area's identity.
   a. Meet with stakeholders to confirm or modify the brand 'Old Town North'.
   b. Develop materials to communicate the area's brand to residents, businesses and future investors.
   c. Conduct outreach targeted specifically to the 'creative class'.
2. Design area gateways and identity points to communicate the area's identity.
3. Engage stakeholders in building the 'creative mix' area character.
4. Increase the capacity of area neighborhood and business organizations.
   a. Assist residents in creating neighborhood organizations where these do not exist now.
   b. Use City programs and resources to conduct initial events for the area.
   c. Work with the Chamber of Commerce and local businesses to create an organization representing area business interests.

DEVELOPMENT & COMMUNITY CHARACTER

5. Develop design guidelines for identified Public Realm Corridors.
   a. IH-35 at Valley Ridge Boulevard
   b. Valley Ridge Boulevard
   c. Mill Street
   d. Cowan Avenue
   e. Kealy Street
6. Develop a design overlay for the College Street area.
7. Consider a design overlay for new development along Valley Ridge Boulevard.
8. Establish appropriate guidelines and regulations for higher density residential revitalization.
   a. Allow smaller single-family lots.
   b. Allow accessory units.
   c. Allow duplexes on corner lots.
9. Implement design initiatives that further the 'creative mix' area character.
   a. Hold an event to engage potential future stakeholders in refining this 'creative mix'.
   b. Amend the existing zoning to add a wider range of uses and increase flexibility.
   c. Use creative approaches to add design features to this area.
   d. Support the creation of an organization to represent and advocate for this area.

CITY CAPITAL INVESTMENTS

10. Evaluate the need for rehabilitation or replacement of aging water and sanitary sewer systems to support planned development.
11. Implement the streetscape designs for the Public Realm Corridors.
12. Design and construct the Prairie Creek trail.
13. Construct sidewalks and paths to complete the pedestrian and bicycle network.
14. Create the entry into Wayne Frady Park from the neighborhood.
15. Construct needed improvements at or adjacent to the Rodeo Grounds after agreement with Rodeo stakeholders (see Action Step #20).

CITY PROGRAMS AND INITIATIVES

16. Share the Area Plan's goals, action steps and progress with the community.
17. Consider new economic development incentives for the 'creative mix' area.
18. Housing assistance
19. Conduct a City "speaker series" for Old Town North.

PARTNERSHIPS

20. Engage Rodeo stakeholders in enhancing the Rodeo Grounds for expanded events and non-event recreational use.
21. Collaborate with Old Town stakeholders on initiatives that connect the two areas.
22. Working with the neighborhood and other partners, explore creation of a community garden on identified City property.
23. Partner with LISD to implement programs and activities for area residents.
24. Partner with volunteer groups to assist elderly or disabled residents with clean up, mowing and other minor property repairs.
25. Partner with local community and faith-based organizations to implement desired neighborhood programs and activities.
26. Work with the Fox-Hembry Cemetery stakeholders to appropriately manage that community asset.

Discussion and Direction

Southwest Lewisville Small Area Plan

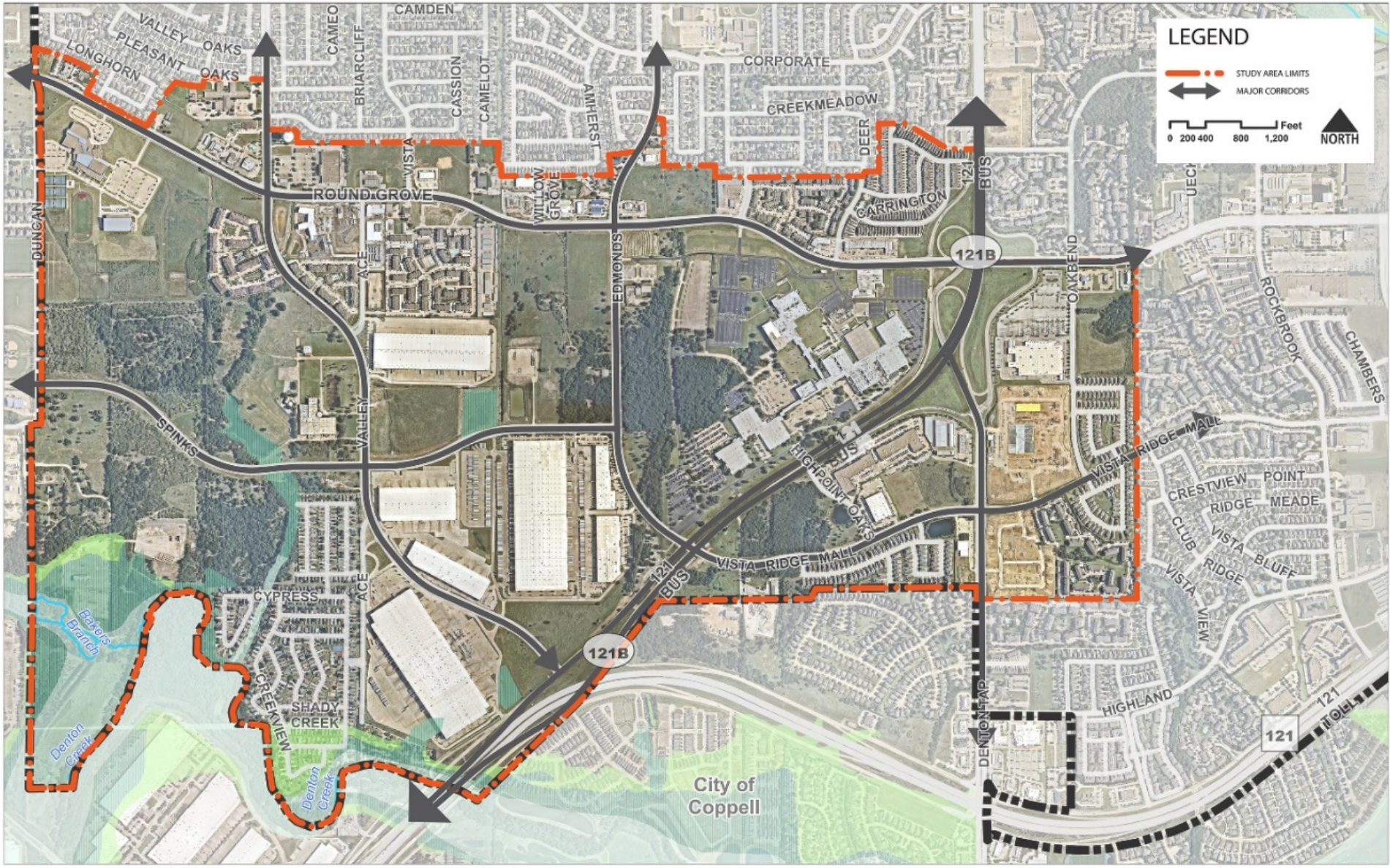
Plan Recommendations

February 24, 2018

Area Plan Outline

1. Executive Summary (to be completed last)
2. Area Highlights
3. Strategic Direction
4. Framework Plan
5. Community Character and Design
6. Action Steps

STUDY AREA



SOUTHWEST LEWISVILLE

LEWISVILLE

STRATEGIC COMMUNITY SOLUTIONS

Kimley»Horn

November 2017

Highlights of Community Input

- Desirable future?
  - Progressive, diverse, youthful, amazing, environmentally friendly, better maintained
- Important features (100% of iPad surveys were V.I. or S.I.)
  - Sense of safety
  - Good schools
  - Good public services, parks & facilities
- Important features (94% or more of keypad responses were V.I. or S.I.)
  - Feeling safe
  - Good schools
  - Having sidewalks and trails to get to jobs & shopping
  - Sustainable & efficient water use
  - Having good services & facilities for kids
  - Sustainable & efficient energy use

Highlights of Community Input

- Would like to see?
  - More trails, sidewalks, connectivity
  - Keep some of the green space
  - Restaurants
  - Build on existing business environment to attract more corporations

Issues and Opportunities

1. Continue and expand the employment opportunities in this area.
2. Make the most of the area's remaining undeveloped land by attracting market segments that aren't accommodated elsewhere in Lewisville.
3. Address the current needs and investments of area residents.
4. Address the future interests and investments of current residents..
5. Create more awareness of Lewisville when people enter this gateway to the community.
6. Apply Lewisville's signature initiatives to this area.
7. Build community capacity.

Strategic Direction

- Vision Statement
- Guiding Principles

Vision Statement for Southwest Lewisville

Southwest Lewisville attracts dynamic corporations and diverse residents because of its natural areas, regional transportation access, desirable jobs and labor force, convenient shopping and diverse neighborhood choices.

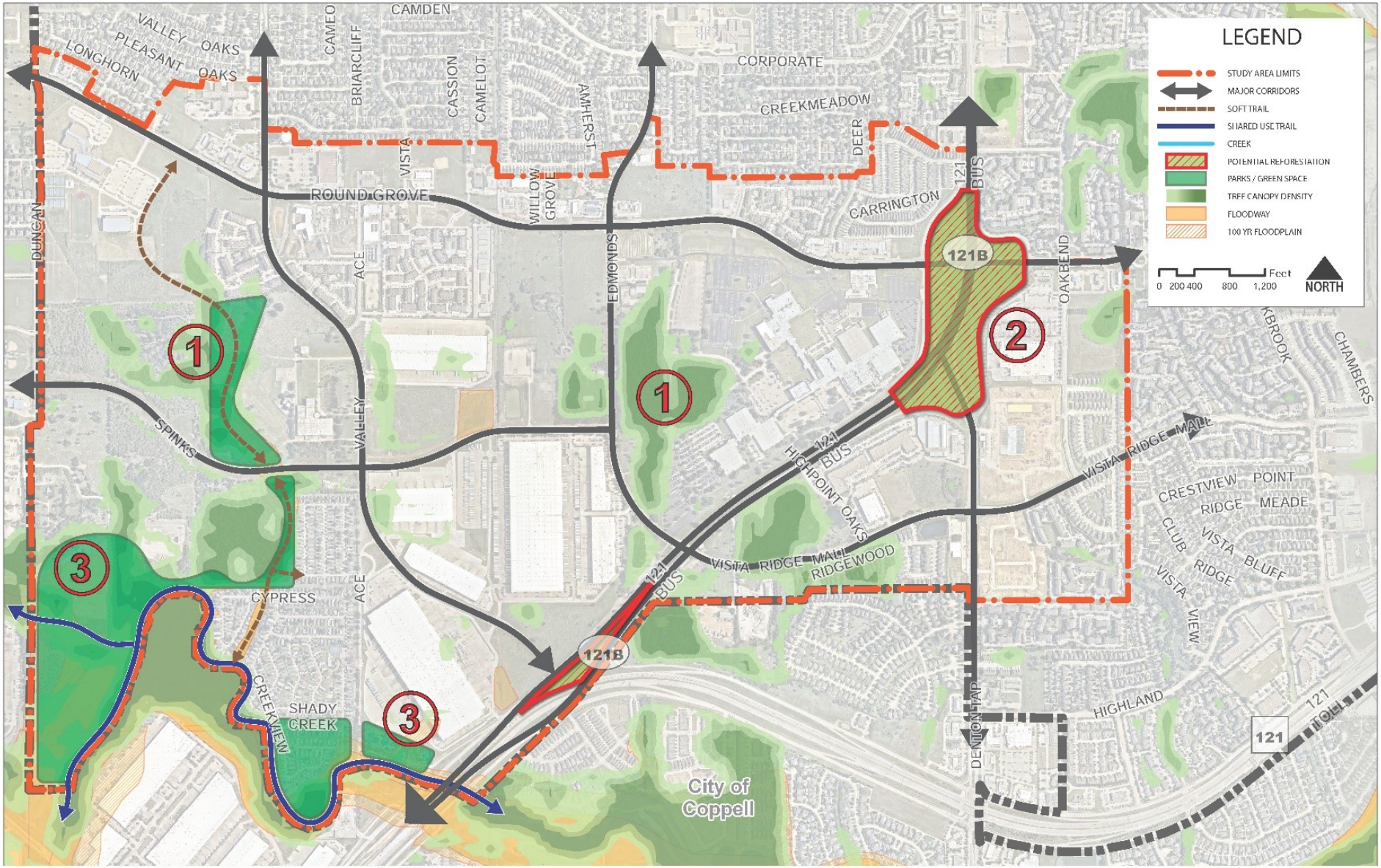
Guiding Principles

1. The gateway into Lewisville from the south and west, Southwest Lewisville introduces people to Lewisville as a green and diverse city.
2. This is a major employment center for the city, attracting businesses with support services and access to transportation systems and regional destinations.
3. Neighborhoods in this area contribute to Lewisville's mix of housing for people of all ages and incomes.
4. Natural areas provide focal points, amenities and recreation for area residents and employees.
5. Trails and sidewalks connect people to their schools, jobs and other daily destinations.
6. New development along Round Grove supports the area's character as a place for major businesses and green neighborhoods.
7. Neighborhood and community organizations help people in this area connect and support one another.

Framework Plan

- Natural Asset Network
- Mobility Network
- Future Development Pattern

NATURAL ASSET NETWORK



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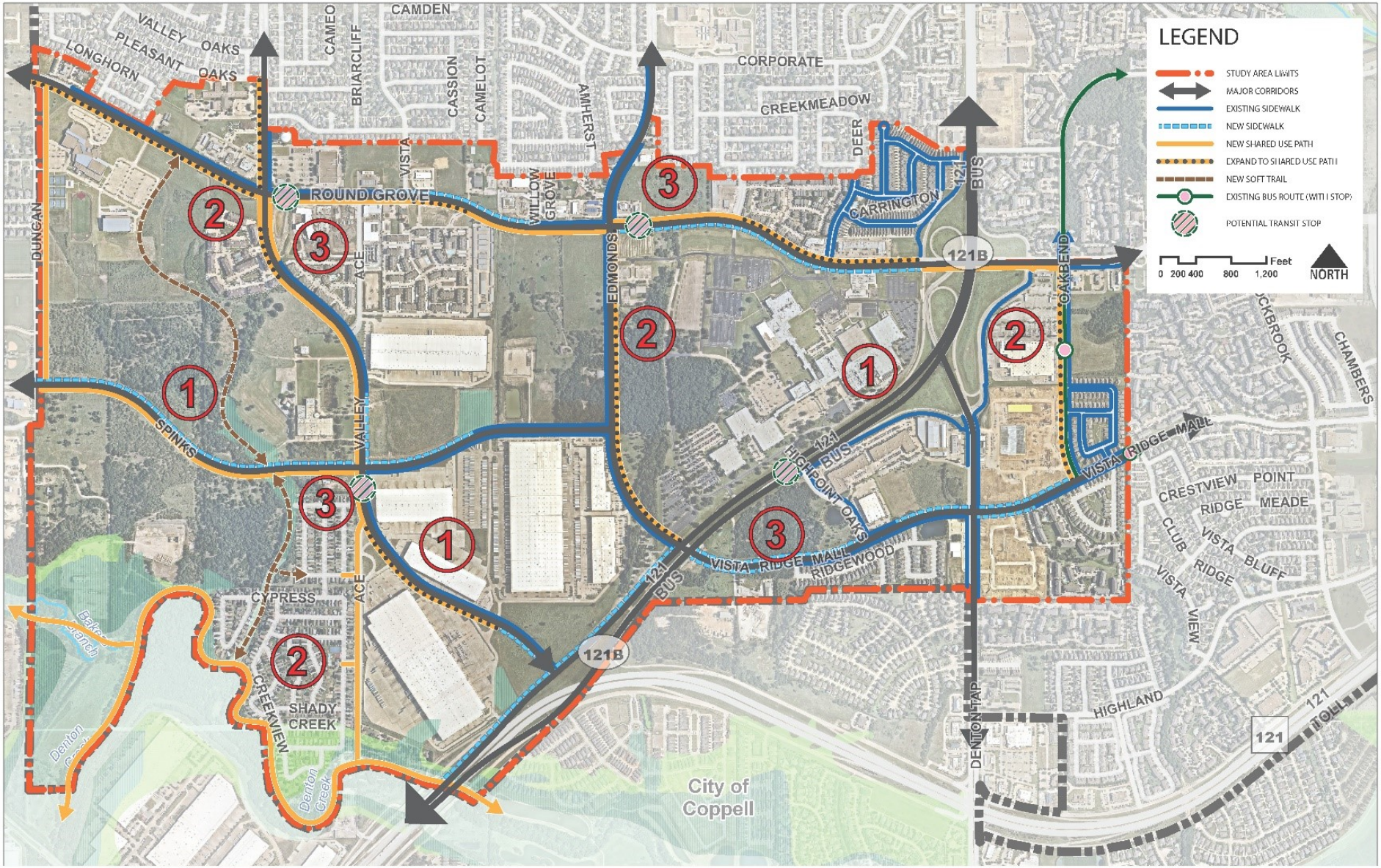
December 2017

Natural Asset Network Recap

1. Incorporate natural features in new development
2. Plant a new native forest
3. Use Denton Creek and Bakers Branch as assets and part of Lewisville's parks, trails and open space networks

MOBILITY NETWORK



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Mobility Network Recap

1. Continue investments in vehicular mobility
2. Complete the pedestrian and bike networks
3. Strengthen DCTA transit in the area

Future Development Concepts

1. Continue and enhance the area's strengths as an employment center
2. Keep existing neighborhoods lively and desirable
3. Enhance Round Grove as a valuable and distinctive retail, service and restaurant corridor
4. Maximize the benefits from development west of Valley (two options)

Place Types

- Neighborhood Revitalization
- Clustered Green Residential
- Suburban Living
- Urban Living
- Employment Mix
- Commercial
- Public and Educational
- Parks and Green Space
- (Existing Oil/Gas Well Development also shown)

Neighborhood Revitalization

- Character and Intent
  - Support reinvestment in existing neighborhoods
  - Focus on residential areas that may benefit from improvements to existing structures
  - Revitalization could also include other housing types such as cottages

Illustrative Images

Clustered Green Residential

- Character and Intent
  - Provide a clustering of smaller residential lots, but within large areas of green or open space
  - Same overall development density as a traditional suburban design
  - Preserves natural topography and vegetation in the area as an amenity

Illustrative Images

Suburban Living

- Character and Intent
  - Suburban neighborhoods consist primarily of single-family detached homes, along with townhomes and some duplexes

Illustrative Images

Urban Living

- Character and Intent
  - Supports a variety of housing types
  - Compact network of complete, walkable streets that are easy to navigate by bike, car, or foot
  - May also contain small amounts of retail or neighborhood services to serve the neighborhood

Illustrative Images

Employment Mix

- Character and Intent
  - A range of professional and service jobs
  - Non-residential uses including offices, research and development facilities, medical clinics, logistics centers, distribution hubs and business incubators
  - Support services, such as retail or dining, that support other employment uses in the area

Illustrative Images

Commercial

- Character and Intent
  - Freestanding buildings containing one or more businesses
  - May include regional destinations like entertainment venues or lifestyle centers
  - Also local neighborhood services, such as restaurants, local retail, medical offices, banks, and other retail services

Illustrative Images

Public and Educational

- Character and Intent
  - Public and educational facilities that support the community.
  - May include public or private schools, community recreational centers, libraries, or public safety facilities

Illustrative Images

Parks and Green Space

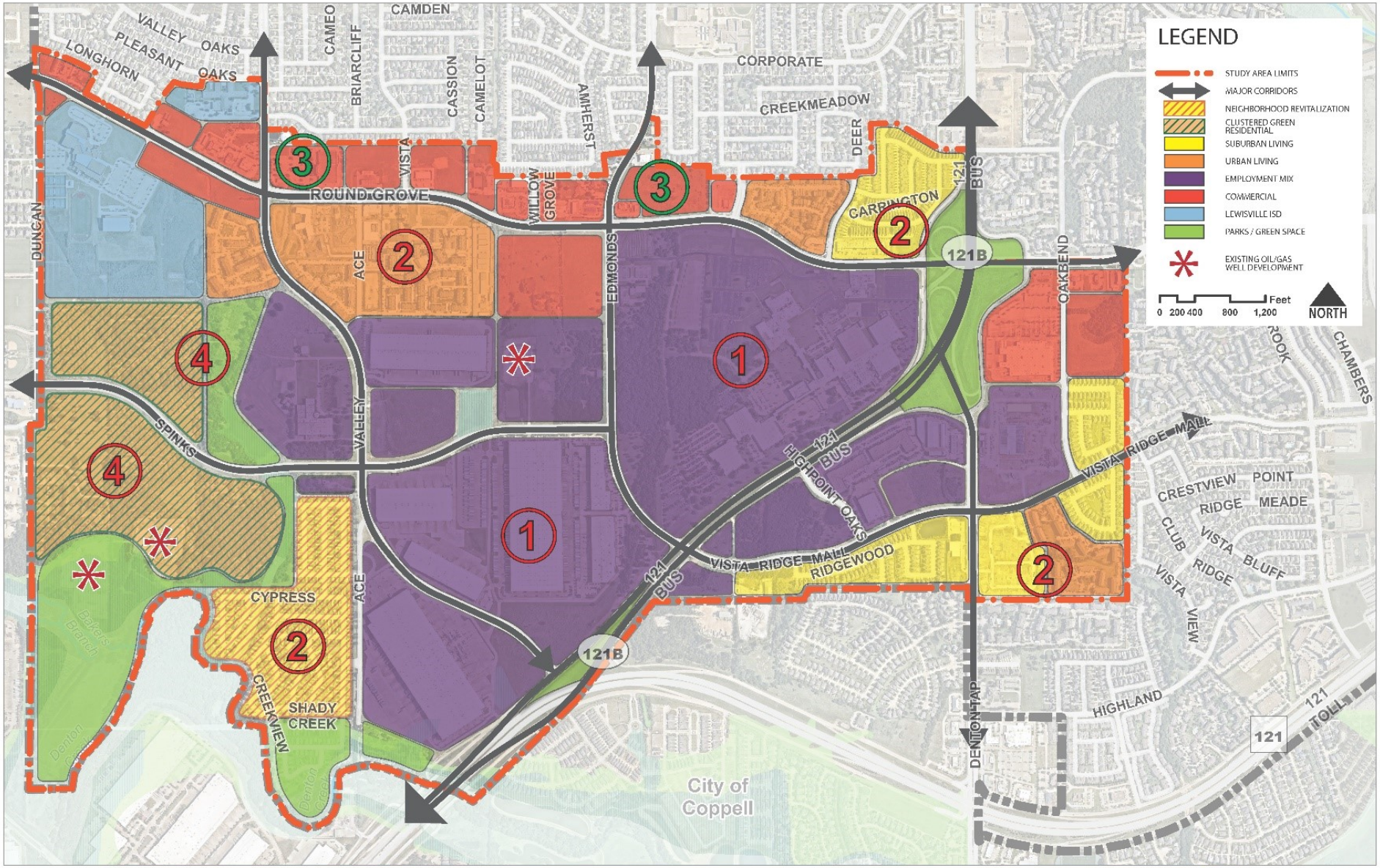
- Character and Intent
  - Areas in public or non-profit ownership
  - Dominated by open space over time
  - Large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements
  - Not expected to develop with other uses

Illustrative Images

Place Type Slides

- Similar slides with graphics, text for other Place Types

FUTURE DEVELOPMENT PATTERN - OPTION 1



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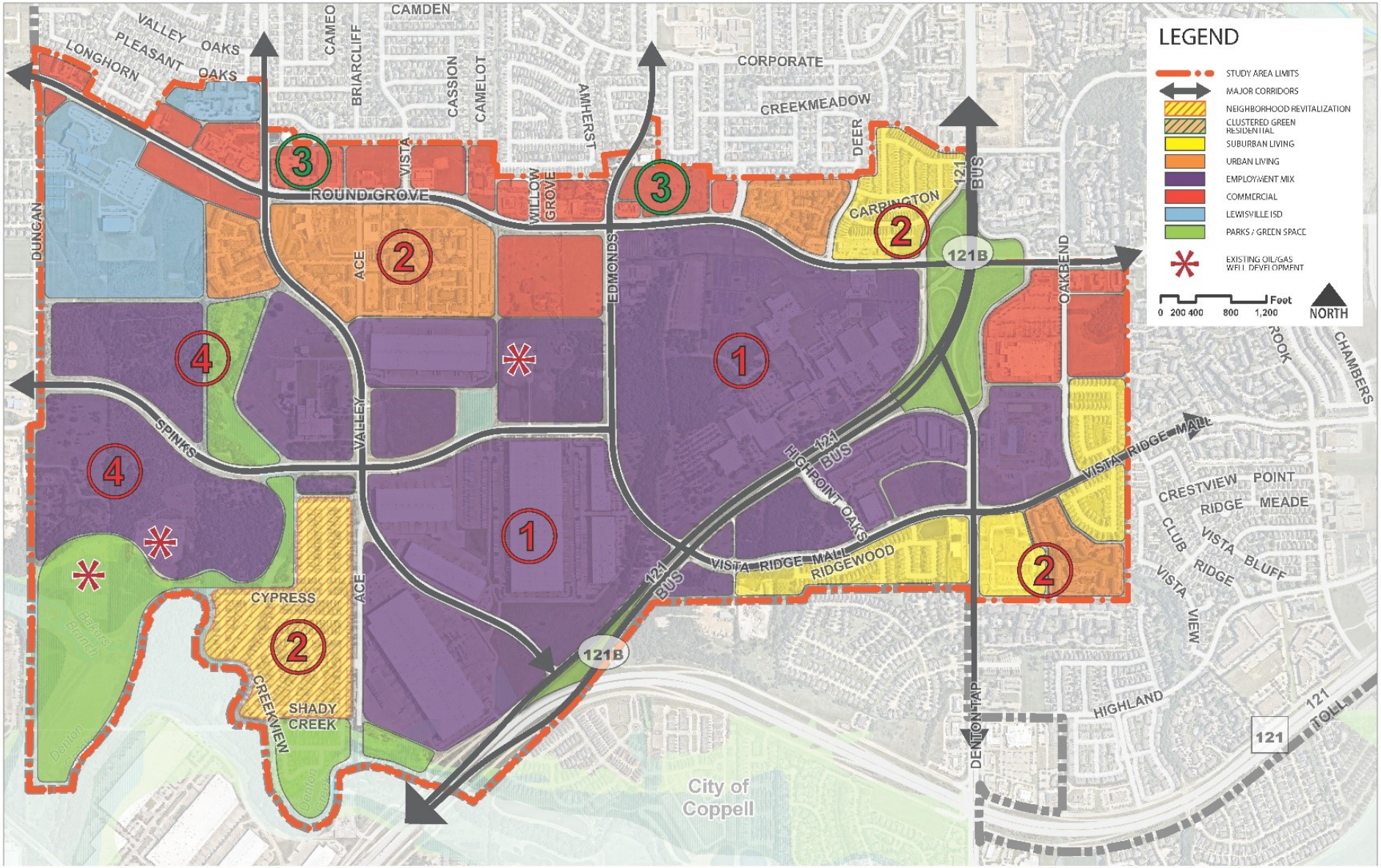
FUTURE DEVELOPMENT PATTERN - OPTION 2



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Future Development Pattern Recap

1. Continue and enhance the area's strengths as an employment center
2. Keep existing neighborhoods lively and desirable
3. Enhance Round Grove as a valuable and distinctive retail, service and restaurant corridor
4. Maximize the benefits from development west of Valley
   a. Clustered green neighborhoods
   b. Campus employment locations

Community Character and Design

- Gateways and Identity Points
- Public Realm Corridors
- Design Overlays

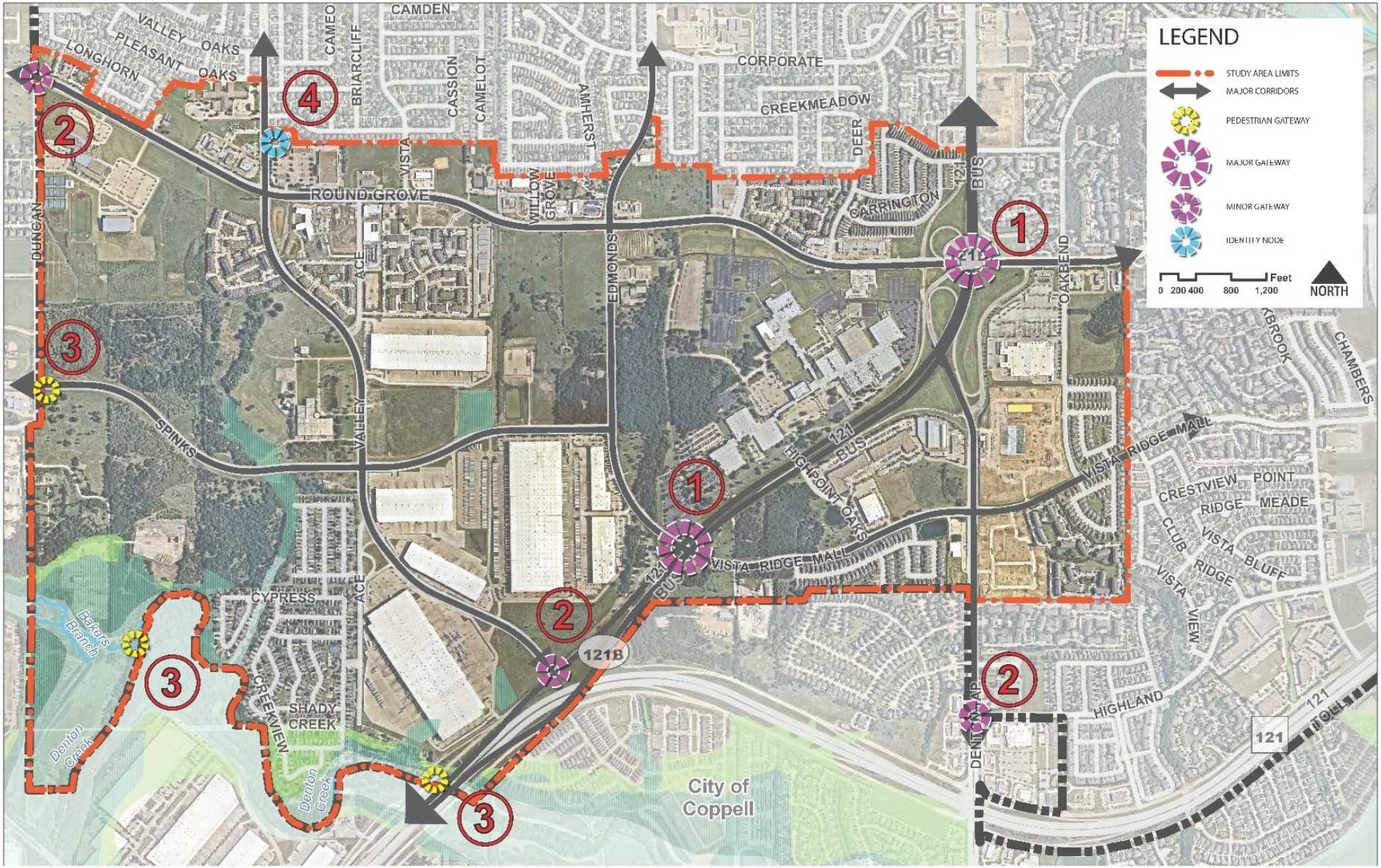
5. Community Character and Design Contents

a. Gateways and Identity Points

b. Public Realm Corridors

c. Design Overlays

GATEWAYS AND IDENTITY POINTS



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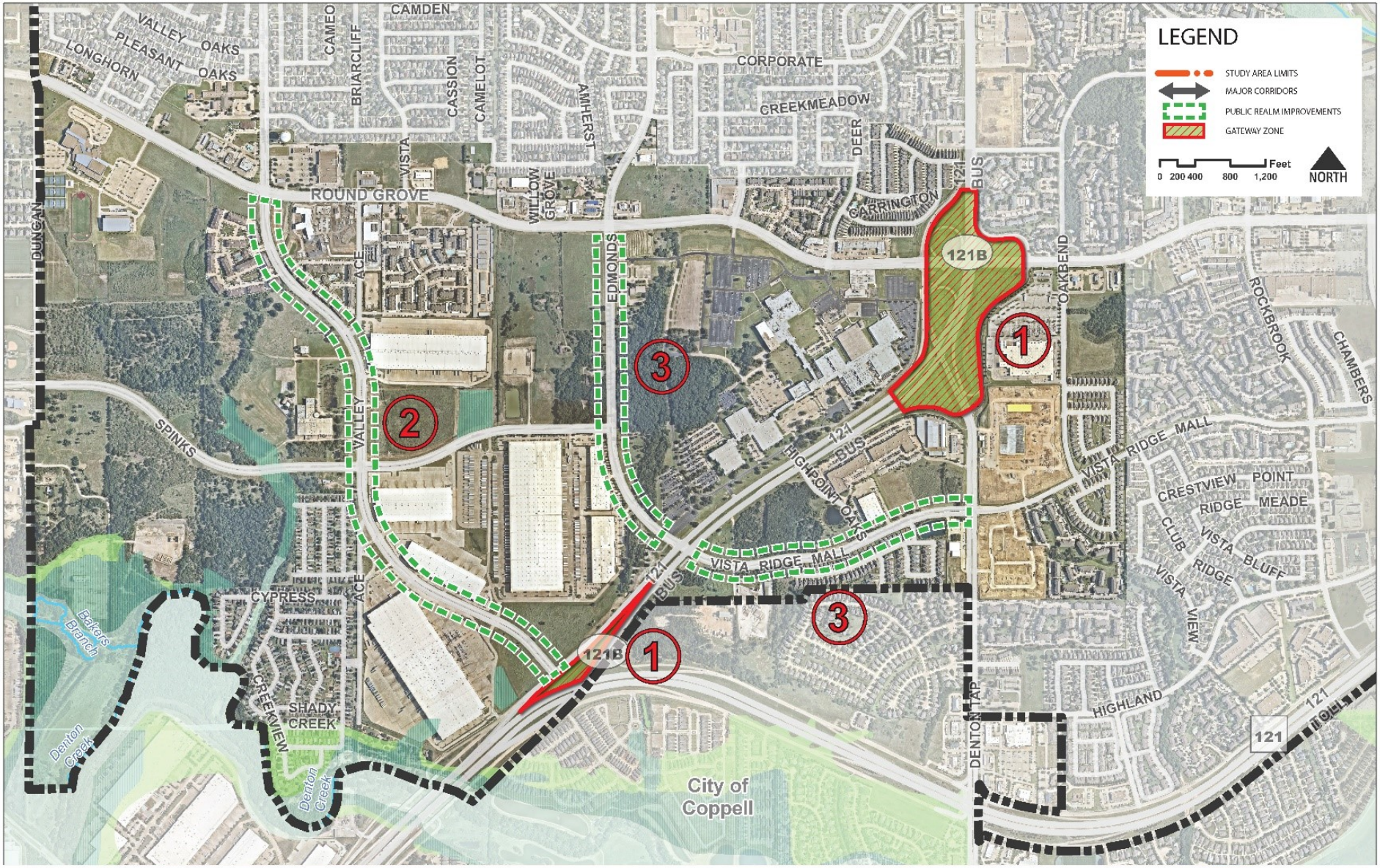
December 2017

Gateways and Identity Points Recap

1. Major Gateways
   a. 121 Business Sequence (at Edmonds and Round Grove)
2. Minor Gateways
   a. 121 Business Sequence (at Valley)
   b. Denton Tap at City limits
   c. Round Grove & Duncan
3. Pedestrian Gateways
   a. Denton Creek at City limits
   b. Spinks at City limits
4. Identity Points
   a. Round Grove & Valley (water tower)

Insert images of examples

PUBLIC REALM CORRIDORS



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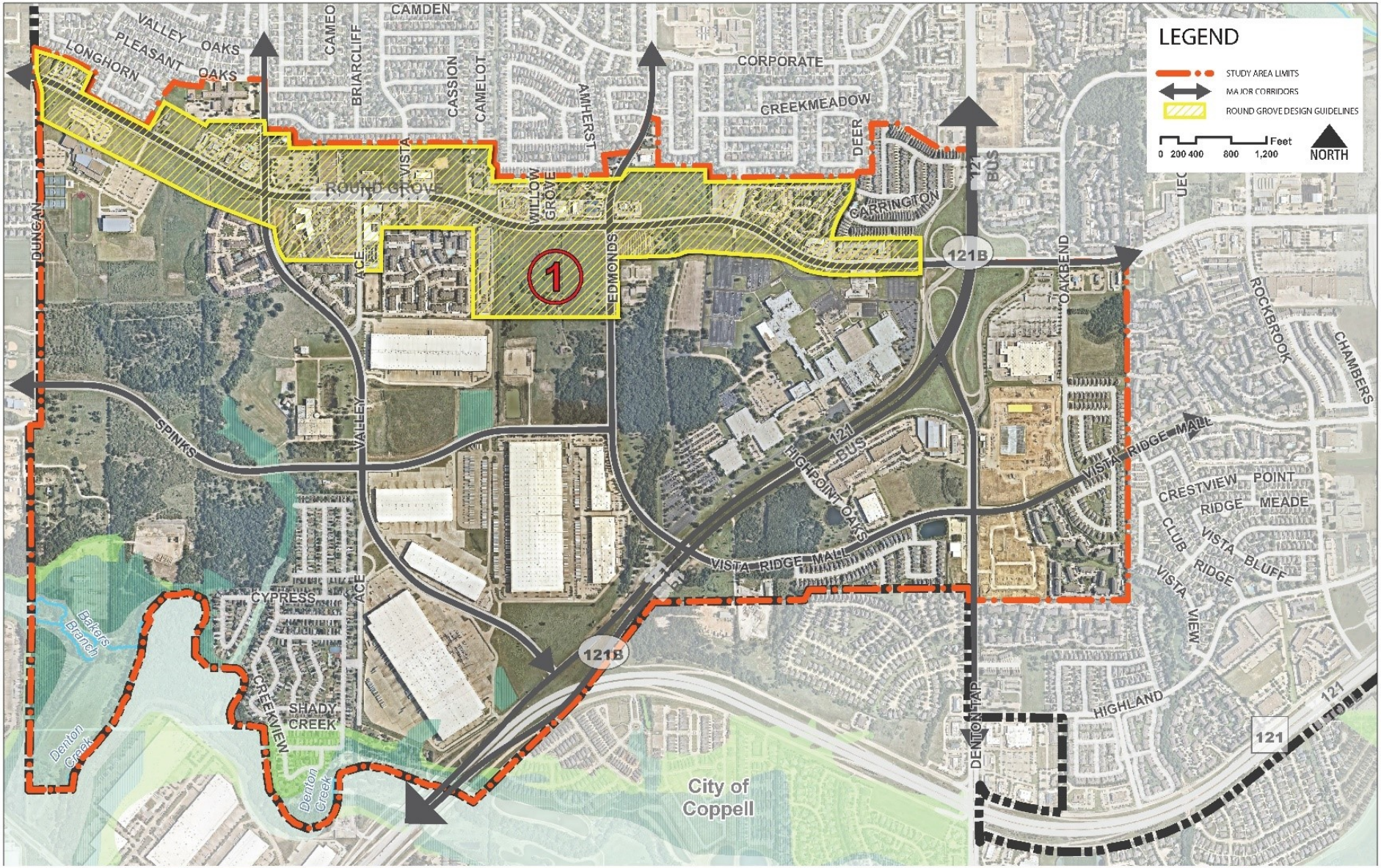
b. Public Realm Corridors

- Places where investments in the public realm (public sites and rights-of-way) need special design attention
- Key recommendations
  1. Gateway Zone "new forest"
  2. Valley
  3. Edmonds – Vista Ridge Mall

DESIGN OVERLAYS



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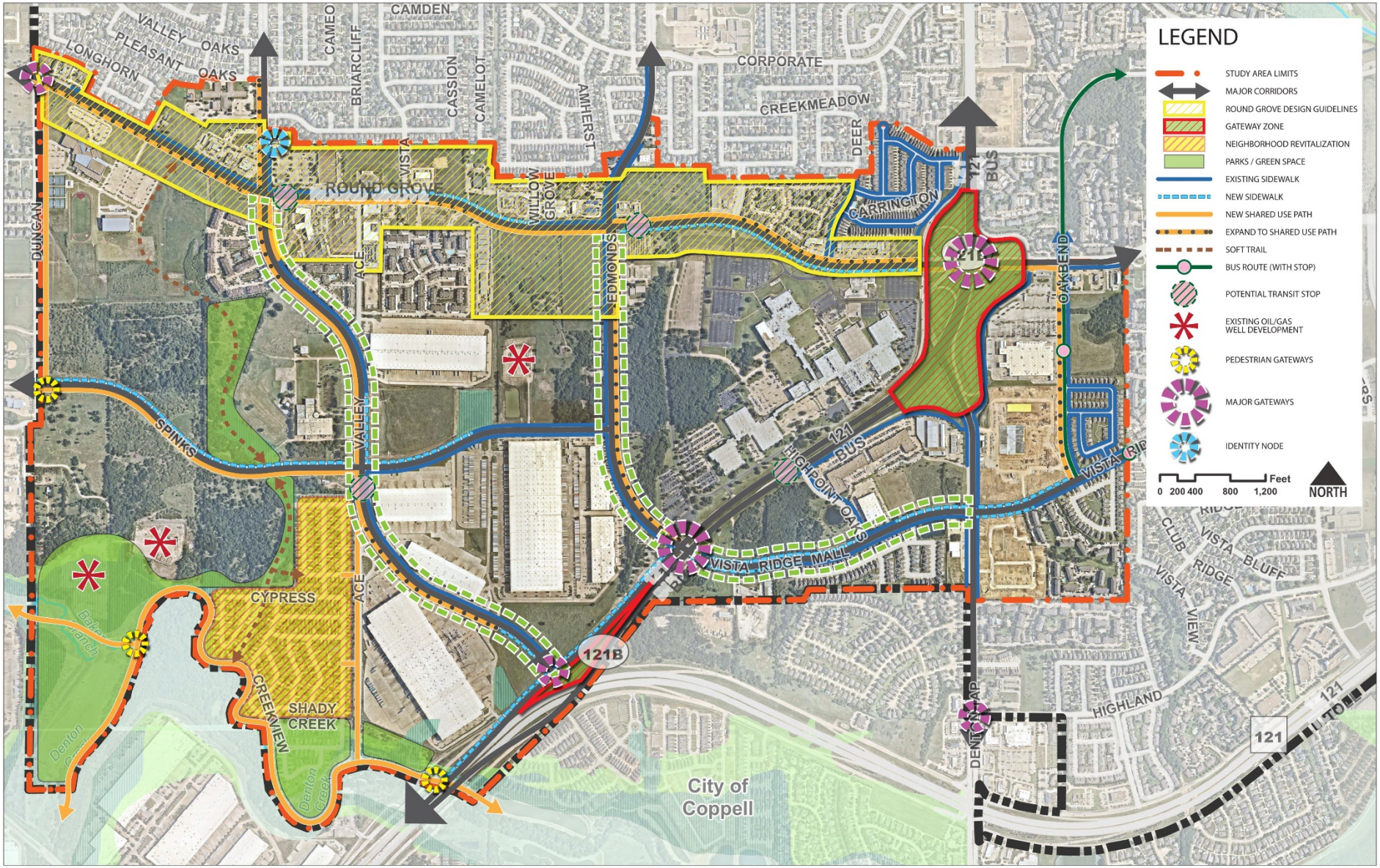
Design Overlays

- Places where public and private investment need design guidance or direction
- Key recommendations:
  1. Round Grove

FRAMEWORK PLAN



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Action Steps

Action Steps

- Next steps to make the plan a reality
- Public and private action included
- Categories
  A. Identity, Branding & Capacity-Building
  B. Development & Community Character
  C. City Capital Investments
  D. City Program/Service Initiatives
  E. Partnerships

Identity, Branding, & Capacity-Building

1. Lewisville Green Branding
2. Communicate Lewisville's identity
3. Neighborhood Collaboration
4. Strengthen Creekside's Neighborhood Organization
5. Create Business Associations

Development & Community Character

6. Adopt a design overlay for the Round Grove Corridor
7. Provide opportunities for multi-family revitalization
8. Establish a method to achieve clustered development
9. Plan for future reclamation of gas well sites
10. Provide incentives for upgrade of existing uses along Round Grove

City Capital Investments

11. Make sanitary sewer capacity investments
12. Create a continuous network of trails and sidewalks
13. Improve public realm corridors
14. Construct trails along creeks
15. Build gateways
16. Water supply looping

City Program and Service Initiatives

17. **Expand Crimewatch efforts**
18. **Invest in Creekside Quality of Life**

Partnerships

19. Collaborate with LISD
20. Collaboration for Creekside

Discussion and Direction

Next Steps

- March
  - Joint Meeting – Planning & Zoning Commission and Parks Board
  - Plan refinements
  - Outreach – online and in areas
    - Staff meets informally with area stakeholders or groups
    - Information on web, social media
    - Feedback opportunities
  - Staff confirms arrangements for April workshops
- April
  - Community Workshops
  - Area Plan Refinement/Notes based on Workshops
  - Planning & Zoning Commission consideration
- May - June
  - Area Plan Refinement/Notes based on P&Z
  - City Council consideration

Next Steps

- June – September
  - Begin implementation for Old Town North
  - Begin implementation for Southwest Lewisville
  - Begin overall development code revision project
    - Scoping
    - Process analysis
    - Areas for refinement
    - Areas for addition or deletion
- FY 18 – 19
  - Complete development code revision
  - Consider additional small area plans as appropriate

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OLD TOWN NORTH

DRAFT

SMALL AREA PLAN

PREPARED BY: STRATEGIC COMMUNITY SOLUTIONS · City Centric Planning · Kimley»Horn

FEBRUARY 2018

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EXECUTIVE SUMMARY

[An Executive Summary will be added here, following City Council discussion of this draft.]

AREA HIGHLIGHTS

STUDY AREA

The Old Town North Area Plan study area includes approximately 475 acres. The area is bounded by IH-35E on the west, N. Kealy Avenue on the east, College Street on the south, and the Kansas City Southern Railway on the north. The City's right of way along Kealy extending north of the railroad to Jones Street was also included in the study area due to Kealy's importance as a connection to the Lewisville Lake Environmental Learning Area (LLELA) and Lewisville Lake. Exhibit 1 shows the study boundaries that were used for the purposes of analysis in this plan.

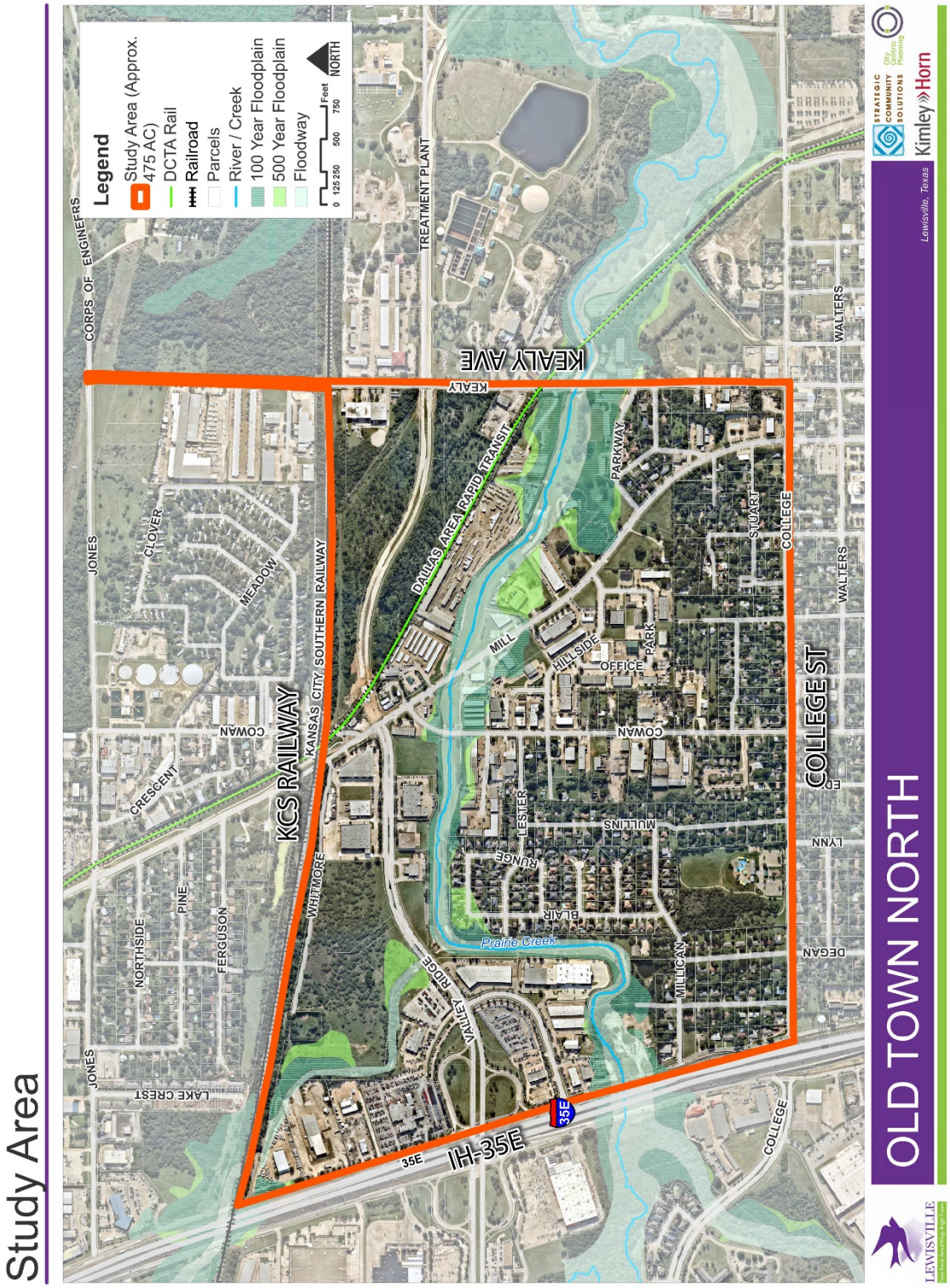

Exhibit 1: Study Area

COMMUNITY CHARACTERISTICS

Residents and Households

Old Town North is home to 1,063 residents as of 2017. Most housing units are single family, over 63% of which are owner occupied, and the median household has lived at their current residence for over 13 years. While the median age is higher than that of Lewisville as a whole, the study area has both more residents over 65 and more households with children than the city average. Approximately 36 percent of residents are of Hispanic origin, which is only slightly above the city average.

Indicator	Citywide	Old Town North
2017 Housing Units	44,643	392
2017 Households	41,883	382
2017 Total Resident Population	106,741	1,063
2017 Average Household Size	2.54	2.78
2017 Total Daytime Population	101,241	2,391
Resident: Daytime Population Ratio	1.05	0.44

Exhibit 2: Housing and Population

Indicator	Citywide	Old Town North
2017 Median Household Income	$57,956	$45,136
2017 Median Age	32.2	37.5
Population 65 and older	4.6%	7.2%
All Households w/ Children	35.5%	36.0%
Single-Person Households	30.1%	24.1%
Hispanic Origin	32.2%	35.8%
Unemployment Rate	4.0%	2.2%

Exhibit 3: Resident Characteristics

Housing and Neighborhoods

Residential development in the study area is concentrated south of Prairie Creek, and while there are several distinct neighborhoods, there are few neighborhood or homeowners' associations in the area. Most housing units in the area are single family. The median age of housing units is 25 years older and the median value is approximately 29% lower than the city average. However, most housing units in the study area are owner-occupied, in contrast to the lower rate of homeownership in the rest of Lewisville.

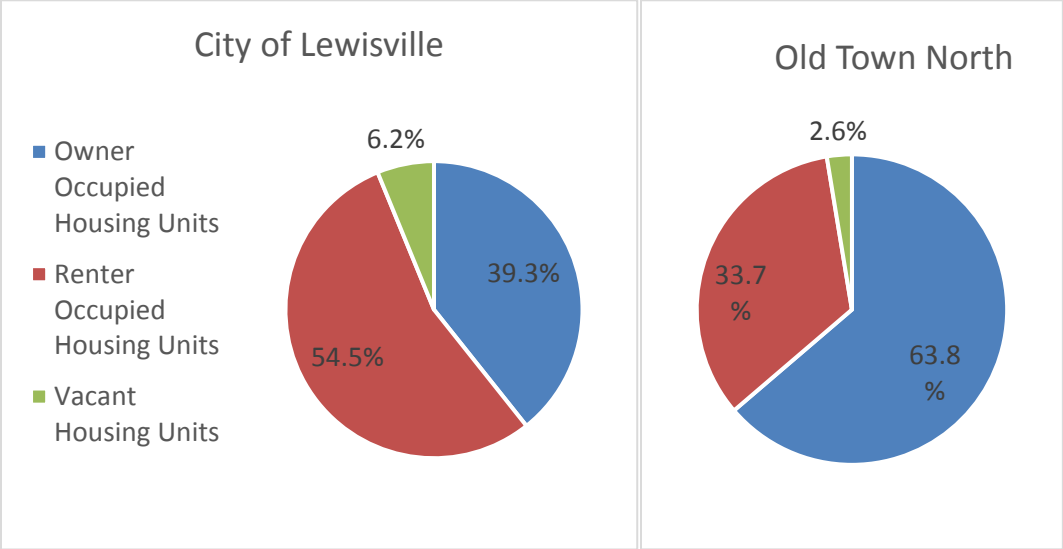

Exhibit 4: Homeownership

Indicator	Citywide	Old Town North
2017 Median Home Value	$173,806	$120,495
Median Year Structure Built	1992	1967

Exhibit 5: Housing Characteristics

Businesses and Employment

Old Town North has a large number of businesses, concentrated primarily along IH-35E, Cowan Avenue, Mill Street, and Valley Ridge Parkway. Businesses are generally commercial or industrial in nature, with a high number of workers employed in manufacturing, retail trade, or service. The large employment base means that the area's daytime population of nearly 2,400 is more than double the resident population of 1,000.

Indicator	Citywide	Old Town North
Total Businesses	3,663	199
Total Employees	46,921	1,686
Total Residential Population	106,741	1,063
Employee/Residential Population Ratio (per 100 Residents)	44	159
Retail Trade Leakage/Surplus	-27.4	-83.7
Food & Drink Leakage/Surplus	-12.6	49.7

Exhibit 6: Business Characteristics

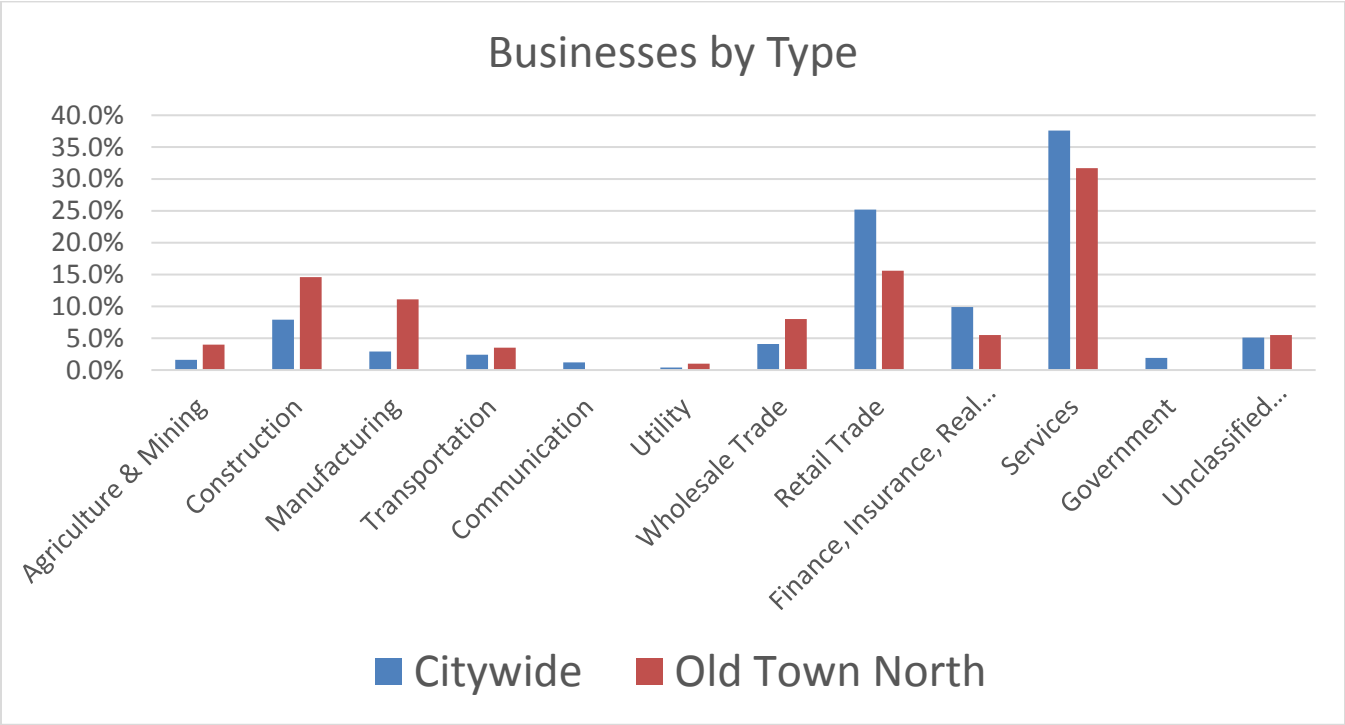

Exhibit 7: Businesses by Type

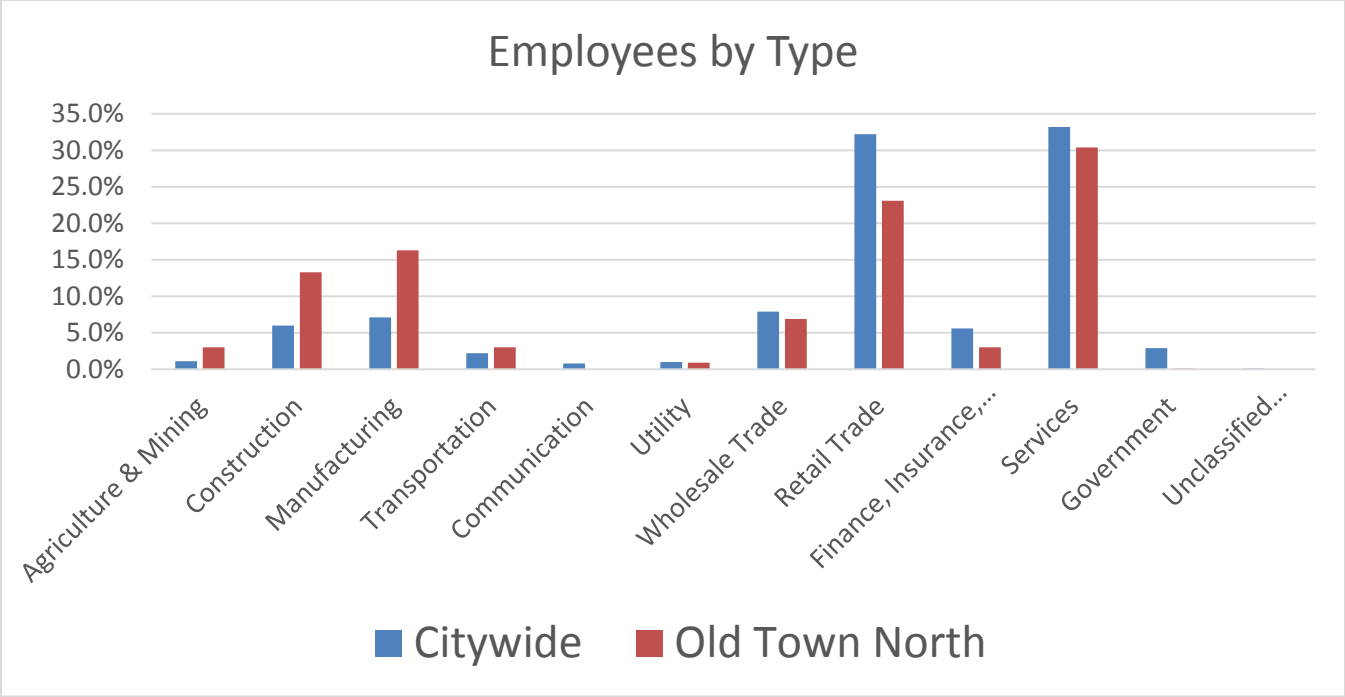

Exhibit 8: Employees by Type

EXISTING DEVELOPMENT PATTERNS

Old Town North has developed with a mix of single family residential, commercial, and industrial uses. Much of the housing stock is located within a few blocks of College Street, and many of these units are older bungalow homes similar in style to those found in the Old Town District immediately to the south. There are also a substantial number of single family homes located north of Millican Street, most of which have been built since the year 2000 and are constructed of the brick and masonry typically found in new DFW area housing.

The City's Target Reinvestment and Improvement Neighborhoods program (TRN) identifies residential areas in need of assistance because of housing conditions and a concentration of homes with moderate or major repair needs. Exhibit 9 shows that the study area's easterly neighborhoods are included in this designation.

In the TRN area, a variety of programs provide assistance for home repairs, property enhancement and homebuyer assistance. This area is also a CDBG priority. In the 18 years of the City's CDBG program, most residential streets in the study area and about 42 households have received assistance.

Cowan and Mill have developed into a small business district with a mix of service, industrial, and commercial uses.

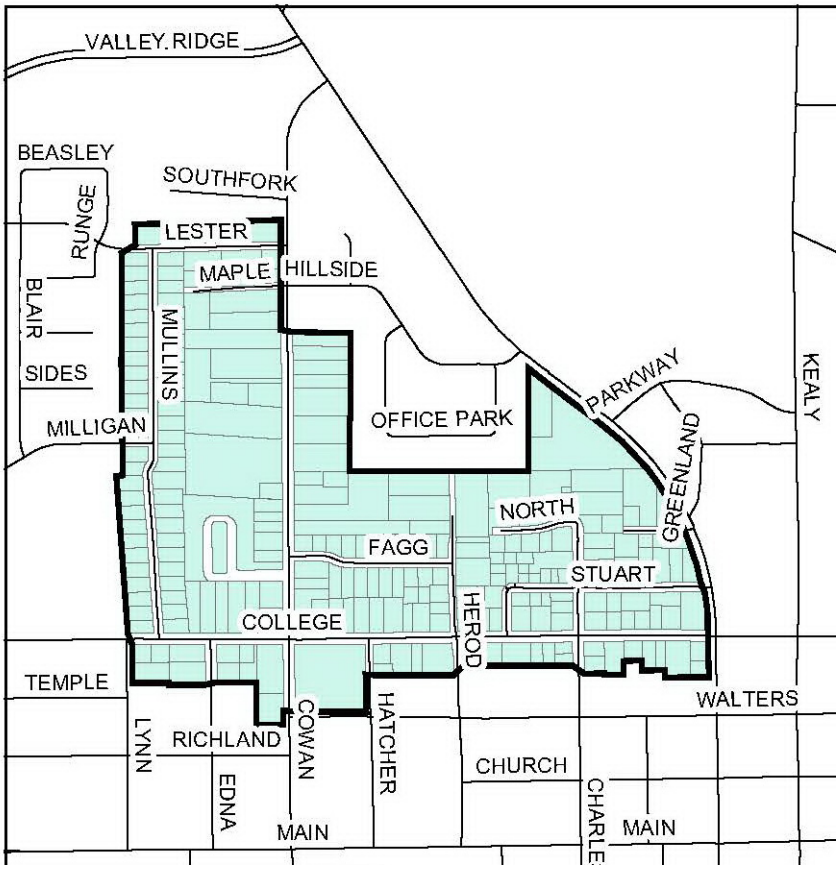

Exhibit 9: Target Reinvestment and Improvement Neighborhood

Commercial uses also dominate along the IH-35E Frontage Road, especially at the interchange with Valley Ridge Boulevard. There are a few commercial buildings on Valley Ridge Boulevard between IH-35E and Cowan Avenue, but the parcels in the northeastern part of the study area are currently undeveloped. This part of the study area has historically been somewhat cut off from other parts of the city by the Kansas City Southern Railway (KCSR) to the north and Prairie Creek to the south, but the recent completion of the Valley Ridge Boulevard extension has improved accessibility and made these vacant parcels ripe for future development. Some of these parcels are already in the process of being subdivided into smaller lots, creating opportunities in the near future for new development that could bring additional employment into the study area.

In addition to residential and commercial uses, the study area also has several community green spaces. These include Wayne Frady Park on College Street, the Rodeo Grounds on Kealy Avenue just south of Prairie Creek, and the Fox-Hembry Cemetery next to KCSR.

The Rodeo Grounds property, and some improvements, are owned by the City. The arena improvements are owned by the Lewisville Saddle Club, the non-profit that manages the rodeo. The rodeo is held here every Labor Day. It is also used for other events during the year. Residents in the study area were interested in being able to use the grounds during days when there are no events; neighbors were unclear about whether that was permissible. Area Plan participants were interested in improvements that could include walking paths, a gazebo, seating or picnic areas and similar passive recreational amenities. Recent discussions suggest the Saddle Club may be interested in working with the City in a new partnership to manage the rodeo activities and provide additional neighborhood access to the property. This change could open up new opportunities that would enhance the area.

The Fox-Hembry Cemetery is located in the northern part of the study area, just south of the KCSR line. It is accessed by a dirt road and has reportedly had problems in recent years with illegal dumping. The families associated with the cemetery still use it. The ownership of the site and its access are unclear.

Prairie Creek bisects the district from east to west, and while currently underutilized, it could be improved to serve as a major focal point for the area.

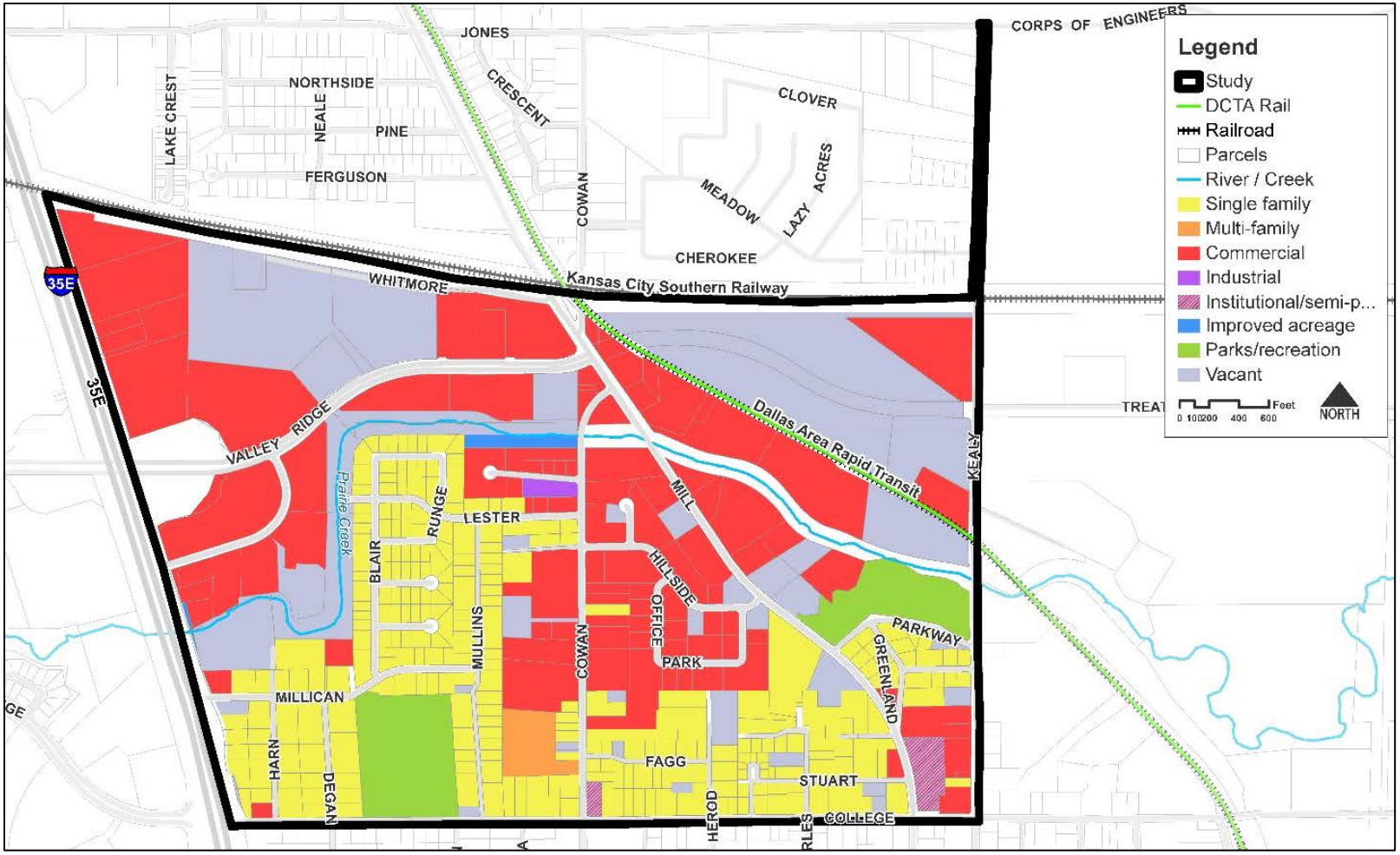

Exhibit 10: Existing Land Use

ISSUES AND OPPORTUNITIES

The analysis and public input during this process identified a range of issues that will affect the future of the Old Town North area. Based on those discussions, the Plan identifies seven unique opportunities that could support the desired transformation of Old Town North.

1. **Build on Old Town's success.** Lewisville has made significant investments in Old Town over the past decade and these are now bearing fruit in terms of new restaurant and business development. This success makes the neighborhoods close to Old Town more desirable for people who want to live close to this emerging center. By focusing on design, character, amenities and other assets, this Old Town North area can expand Old Town's vitality but with a larger residential component.
2. **Use new transportation investments to create desirable new business locations.** Few areas benefit from major investments and expansions of two major transportation routes at the same time. Old Town North will gain access and visibility from the IH-35E enhancement project as well as the recently-completed Valley Ridge extension. This is a crucial time for planning and economic development initiatives that emphasize the area's improved access and attract targeted new businesses to the area.
3. **Ensure that development in and around existing neighborhoods is compatible.** The mix of residential and non-residential areas within Old Town North is one of the reasons the area has the potential to achieve its desired vision. This mix must be continued and fostered. At the same time, uses immediately next to neighborhoods should be compatible with residential use so the neighborhoods are vital and desirable.
4. **Attract 'creative' new businesses and entrepreneurs.** One Open House participant described this area's character as 'crunchy' – a term suggesting the sort of creative, environmentally-aware environment that appeals to many innovators and young entrepreneurs. This characteristic should be enhanced so these entrepreneurs and their businesses locate here and grow along with Lewisville.
5. **Expand and connect green spaces and corridors.** Old Town North has parks and natural open spaces in and near it, yet they do not yet form a network that is readily accessible and a strong feature of the area's identity. Making these connections will further distinguish Old Town North from other parts of Lewisville and the North Texas region.
6. **Make this a truly multi-modal area.** People who live or work here have easy and convenient choices for travel by car to destinations throughout North Texas. But closer to home, they should not need to drive a car to reach Old Town's shops, restaurants and public places. The DCTA station's proximity offers another option for travel throughout the region. Within Old Town North, the sidewalks, trail, bike and bus routes should be designed so these multi-modal choices are realistic and practical for residents, business employees and business customers.
7. **Build community capacity.** The people who participated in the Open House are very proud of their area. The vision for Old Town North can be more readily achieved if these residents and property owners play an active role in action to improve the area. New or strengthened neighborhood or business organizations, improved communications and a clearer identity for the area are among the

tools that can increase the ability of the people in Old Town North to accomplish the goals for their community.

STRATEGIC DIRECTION

The area plan's strategic direction includes three important components: A Vision Statement, a set of Guiding principles, and a Framework Plan.

VISION STATEMENT

The Vision Statement for Old Town North is based on a shared community vision for the future of the study area. A Vision Statement is, by its nature, aspirational; It does not describe the study area as it currently exists. Rather, it is a vision of the future that participants wish to achieve. This foundational statement should be memorable, describing where the community wants to go and what the community wants to be. The following statement has been developed based on discussions and feedback from community members and City staff:

> Go north of Old Town to find nature, charming neighborhoods, and convenient business locations connected to the heart of Lewisville and the rest of the North Texas region.

GUIDING PRINCIPLES

The Guiding Principles provide the overall direction that will be used to guide decisions and investments so they achieve the community's vision. They guide the development of the overall plan, and they shape the individual details and policies for each specific plan component, such as natural asset networks or community character and design. These guiding principles have also been developed in conjunction with city staff and members of the community.

1. Old Town North seamlessly extends Old Town's character north of College.
2. The scale, character, and vitality of existing neighborhoods is retained and enhanced by compatible new investment.
3. The area appeals to people of diverse backgrounds and all ages.
4. Access to Old Towns destinations – on foot, by bike, or in a car – is quick and easy.
5. New retail and employment offers convenient jobs and shopping for Lewisville residents.
6. Old Town North's neighborhoods are well-connected to the DCTA station and nearby emerging neighborhoods.
7. Public and private investments make Old Town North even more walkable and connected to nature so residents can enjoy healthy lifestyles and great access to Lewisville Lake, LLELA, City parks, and other open spaces.
8. The people who live, work, and play in Old Town North collaborate to improve and celebrate their community.

FRAMEWORK PLAN

The Framework Plan is a graphic representation of the desired future development pattern that will be implemented using the Guiding Principles in order to realize the community's vision. The framework plan, like the Guiding Principles, provides direction for decision-makers as they consider ordinances and make decisions that impact private and public investment in the study area. The Framework Plan for the Old Town North Study Area includes three components: the Natural Asset Network, the Mobility Network, and the Future Development Pattern. These components work together to create a unified vision of the built and natural environment, shaping the development of the area in accordance with the Plan's Guiding Principles.

NATURAL ASSET NETWORK

Existing Assets

The Old Town North study area has several green spaces and natural assets within its boundaries. The largest of these is Prairie Creek, which bisects the study area from west to east. There are currently no locations for public access to the creek and it now functions as little more than a drainage ditch in this area, but the potential exists to transform the creek into a 'green spine' that functions as a centerpiece of Old Town North. There are also opportunities near the creek to restore riparian zones and rebuild natural habitat. Along the creek are several large areas of floodplain, some of which have been developed, placing businesses in these areas at risk of potential flooding

In addition to Prairie Creek, the study area has several other green assets that enhance the natural quality of the district. Wayne Frady Park is a major neighborhood resource that includes a heavily wooded area providing natural habitat for mammals, egrets and other birds. A recently acquired property along Prairie Creek and the IH-35E frontage road has a large area that could be used for community gardens or additional habitat restoration. The study area also has a wealth of mature tree canopy in its older neighborhoods, which should be celebrated, mapped, and retained.

Concepts to Shape the Future

Old Town North's desired future relies heavily on integrating natural assets into the community. Six key concepts are reflected in the Natural Asset Network Diagram.

1. Strengthen the connection to LLELA

Beyond the natural assets within the study area itself, Old Town North also has convenient access to larger natural community assets – LLELA and Lewisville Lake. Kealy Avenue and Mill Street, and the DCTA rail/DCTA Shared-Use Trail provide access to these resources. This area's proximity to these resources should be emphasized through wayfinding and signage in the study area.

2. Plant a new native forest at IH-35E and Valley Ridge

There are several opportunities to plant new areas of tree canopy in Old Town North, one of the largest of which is at the interchange of Valley Ridge Parkway and IH-35E. The vast expanse of right of way could be planted with

new trees to create an urban forest, similar to replanting initiatives along I-10 in Houston, creating a major gateway element for the area. A forest composed of native trees would create a community asset that is low maintenance and that emphasizes Old Town North's connection to the environment.

3. Create a neighborhood natural asset at IH-35E south of Valley Ridge

The City of Lewisville has recently acquired a parcel of undeveloped land adjacent to IH-35 on the south side of Prairie Creek. Since it does not have access from a regional roadway, future users would need to access the property from within the neighborhood. For this reason, the parcel should be used to create a natural asset primarily benefitting the adjacent neighborhoods. It could have access to both a proposed trail along the creek and Millican Drive to the south. Among the possible uses are a pollinator garden, pocket prairie, community garden, a new trailhead, or unprogrammed natural space.

4. Make Prairie Creek a green 'spine' of trails and open space

There are several green spaces in the study area, including Wayne Frady Park, the Rodeo Grounds, Fox-Hembry Cemetery, and Prairie Creek. These assets are currently disconnected and to some degree isolated. While Prairie Creek does not currently have any trails or access points in Old Town North, the development of a trail system along the creek (consistent with the Trails Master Plan) could knit these civic spaces together and reconnect residents and businesses back to nature, creating a network of green spaces connected to each other and the neighborhood, and functioning as an extension of the natural character provided by LLELA to the north. Several areas along the creek are also prime locations for the restoration of the riparian zones that used to exist along many of North Texas's waterways, and the restored habitat could be used as an outdoor classroom to educate local students about the habitats of North Texas. Some of these areas contain development that is located within the creek's floodplain, and efforts should be made to acquire these properties and restore them to a more natural state, enhancing the natural vitality of the creek and reducing risk to the community.

5. Include the Rodeo Grounds in the community's open space network

City staff and Lewisville community members have identified the Lewisville Rodeo grounds as a community asset that is currently under-utilized. While the grounds do host the annual Labor Day Rodeo and several 'Play Days' throughout the year, the site could play host to many more community events such as movie nights or small concerts during the times when there are not rodeo activities. Additionally, the large areas of open space could be opened to allow residents of adjacent neighborhoods to use the space for passive activities such as walking, relaxing under a gazebo or holding small family or neighborhood picnics and gatherings. The Rodeo's location along Prairie Creek would allow it to be easily connected the rest of Lewisville's open space network via the proposed Prairie Creek Trail. As mentioned previously, there may be some new opportunities for an expanded partnership with the Lewisville Saddle Club for enhanced use of this property.

6. Encourage a healthy tree canopy to support business & neighborhood vitality

While Old Town North already has several areas with large, mature tree canopy, there are opportunities for expansion of the study area's tree canopy through the planting of street trees along major corridors like Valley Ridge Parkway, Cowan Avenue, and Mill Street. Expansion of the urban tree canopy has many potential benefits

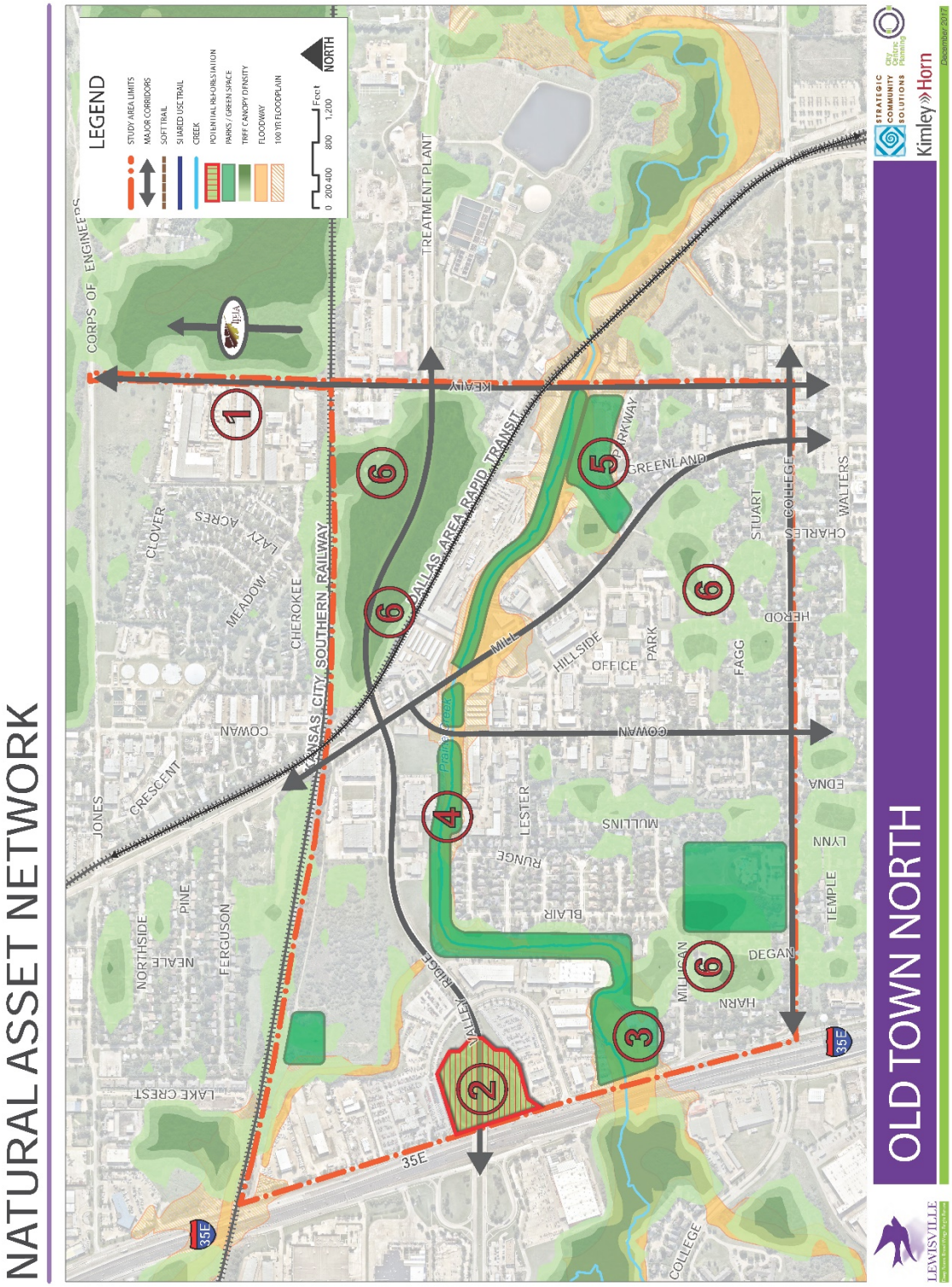

Exhibit 11: Natural Asset Network

for residents and business owners of the area, including reduced electricity costs for summer cooling, a reduction in pollution, a reduction in the urban heat island effect, and increased property values.

MOBILITY NETWORK

Existing Assets

The Old Town North Study area is relatively developed, with several strengths playing in its favor. One of the greatest of these is its location immediately adjacent to Old Town, with access to IH-35E to the west, LLELA to the north, and the DCTA rail alignment along the eastern edge. Old Town North has strong vehicular transportation network, with major thoroughfares connecting it to the rest of Lewisville and the DFW region. The study area also benefits from close proximity to Old Town. Many of the major corridors currently have some level of pedestrian access via sidewalks. However, some of the sidewalks along the largest corridors are too small to support a high level of pedestrian activity, and many of the smaller streets in the area have no pedestrian infrastructure at all. The strongest portions of the current pedestrian network, which could serve as a model for upgrades throughout the study area, are the DCTA trail connection along Mill Street north of Valley Ridge Boulevard and the new pedestrian access linking Valley Ridge Boulevard to Cowan Street north of the KCS Railway. While there are currently no DCTA stops within the study area boundaries, parts of the southeastern portion of the study area are within a ten-minute walk of the Old Town DCTA station.

Existing Corridors

The Old Town North Study Area has several major thoroughfares that provide vehicular access to the rest of the city and the DFW region. IH-35E is the western boundary of the district, with access provided by a major interchange at Valley Ridge Parkway. With the completion of the Valley Ridge Parkway extension, this thoroughfare is now the primary east/west route within the district, and vacant parcels along its length will be very desirable as locations for future development. The other major east/west route is provided by College Street along the southern boundary of the district, which also serves as the connection point between Old Town North and Old Town. Kealy Avenue is the district's eastern boundary and the study area's primary connection to LLELA, while the Cowan Avenue and Mill Street corridors are the primary north/south thoroughfares, providing access to Old Town to the south and neighborhoods, businesses, and Lake Lewisville just north of the Kansas City Southern Railway.

Concepts to Shape the Future

An effective multi-modal transportation system is an essential part of Old Town North's desired future. Six key concepts are reflected in the Mobility Network Diagram.

1. Continue investments in vehicular mobility

Vehicular infrastructure is currently far and away the strongest and most developed component of Old Town North's mobility system, and the recent extension of Valley Ridge Boulevard has greatly enhanced mobility in the northern part of the study area. Vehicular trips are currently the dominant mode of transportation in the study area, and the city should continue to make investments that maintain and enhance vehicular mobility in the area, both by maintaining the existing street network and by extending this network when necessary to

ensure that all parcels within Old Town North have convenient access to the rest of the city and region. This could include road expansions in areas that suffer from excessive traffic, or road diets and a reduction in lane widths where roads are overbuilt to reduce maintenance cost and foster alternative mobility modes.

2. Complete the pedestrian and bike networks

The component of the area's mobility network that would most benefit from greater investment is bicycle and pedestrian infrastructure. Old Town North currently has some sidewalks and bike lanes within its boundaries, but there is a lack of pedestrian connectivity due to gaps in the sidewalk, trail, and bicycle network. Filling in these gaps and widening sidewalks along important corridors would improve mobility for workers and residents in the area, enhancing non-vehicular transportation options and strengthening connections between the study area and other parts of the city.

There are several routes that cross through Old Town North which are identified as "Spine" routes in the 2011 Trails Master Plan. These are the high priority routes that function as lynchpins in the envisioned pedestrian and bike networks, knitting the rest of the trails and sidewalks in Lewisville into a comprehensive system that allows for easy mobility between various parts of the city and DFW region. A proposed trail along Prairie Creek is designated as a pedestrian "Spine" route, while the DCTA trail is designated as a "Spine" route for both the pedestrian and bicycle networks. These routes should have a minimum width of 10', with a preferred width of 12', to accommodate pedestrian and bicycle traffic.

In addition to these "Spine" routes, several additional corridors in Old Town North are identified for sidewalk enhancements or as future bike routes to enhance neighborhood connectivity. Routes identified for sidewalk enhancements include Mill Street, College Street, and Blair Drive, and routes identified for future bike routes include Mill Street and the extension of Valley Ridge Boulevard east of Mill Street. In addition to these corridors, Cowan Street should also receive enhancements due to its location in the heart of the district and the numerous businesses adjacent to it. Enhancements along these routes could take the form of a shared-use path, with a preferred width of 12' to provide continuity with the 12' sidewalks required in the IH-35E overlay plan that will cover the western portion of the district. Additionally, the existing sidewalks and bike route on Kealy Avenue should be extended north of Valley Ridge Boulevard all the way to Jones Street, connecting the pedestrian and bike network in Old Town North to LLELA. While Blair Drive is identified for sidewalk enhancements in the 2011 Trails Plan to create a connection between Wayne Frady Park and the future Prairie Creek Trail, these enhancements may not be necessary with an alternative connection from the Park to the Trail via Millican Drive. and Harn Drive.

Several residential streets in Old Town North do not currently have any sidewalks, especially areas developed before the year 2000. Older streets, such as Mullins, Degan, and Stuart, have low traffic levels that are conducive to the mixing of bike and vehicular traffic, but the construction of sidewalks would give pedestrians their own secure path of travel and enhance access to services and facilities in the area.

3. Create an appealing College Street

College Street runs along the southern edge of Old Town North, forming the boundary between the study area and Old Town to the south. Because of this location between two historic neighborhoods, the street should serve as a unifying corridor between the two districts. Today, College Street does have a small sidewalk on the south side of the corridor, but there is a gap in the sidewalk between Charles Street and Mill Street intersections, and there are no sidewalks on the north side of the street. To unify the two districts with an appealing streetscape, sidewalks should be added to both sides of the corridor, along with upgrades to the streetscape that could include bump-outs, street trees, or street furniture.

The City has two projects that will address some of these issues. From IH-35 to Mill, the City is designing street improvements. From Mill to the DCTA station, a Sustainability Grant from the North Central Texas Council of Governments is helping fund pedestrian and streetscape improvements. The details of these designs should be coordinated and implemented as part of this Old Town North initiative.

4. Create an inviting connection from neighborhoods into Wayne Frady Park

Wayne Frady Park is a major asset for residents of Old Town North. However, the community has voiced concern that the northern entrance into the park is somewhat secluded, and the lack of visibility could present a safety hazard. The 2011 Lewisville Trails Master Plan recommends an enhanced sidewalk connecting the future Prairie Creek Trail and Wayne Frady Park via Blair Drive. and Millican Drive. This would provide a larger and more substantial connection between the park and neighborhoods to the north, but an extension of the sidewalk west of the park along Millican Drive. as well would further enhance connectivity to the surrounding neighborhoods a new community green space at the junction of N. Stemmons Freeway and Prairie Creek. Upgrades to the northern park entrance to create a more substantial and inviting gateway would enhance safety and encourage more residents to use this civic space.

5. Strengthen connections to the DCTA station

The close proximity of the Old Town DCTA rail station, which connects the surrounding area to the DCTA rail system and by extension the greater DFW region via DART, has the potential to be a major asset for study area. However, to fully leverage the mobility provided by the rail station, enhancements must be made to the pedestrian and bike network to link the station to residences and businesses in Old Town North. The most important component of that network, with respect to the rail station, is the DCTA trail. This trail, already constructed in some portions of the city, is identified as a “Spine” for both the pedestrian and bike networks running roughly adjacent to the DCTA rail for the entirety of its length through Lewisville. Within the study area, the trail will detour from the rail alignment at Kealy Avenue, run north along the west side of Kealy Avenue, then west along Valley Ridge Parkway back to the rail alignment at the intersection of Valley Ridge and Mill Street.

6. Consider a new DCTA bus stop

The Old Town North study area does not currently contain any transit stops within its boundaries. However, there is one bus stop on College Street just east of the study area, and the Old Town DCTA rail station is within a quarter mile of the southeastern corner of the study area. To improve transit options to residents and

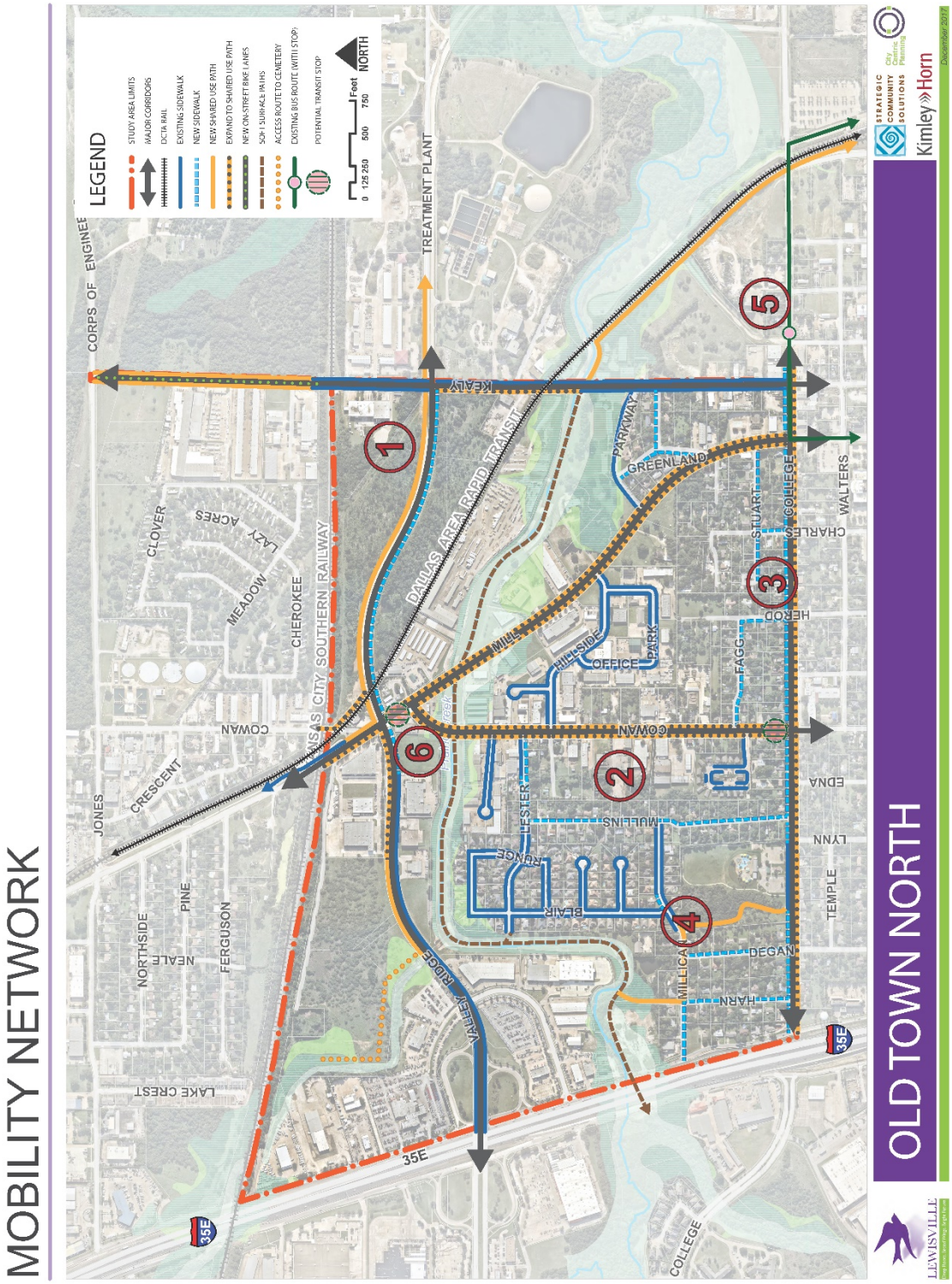

Exhibit 12: Mobility Network

businesses, consideration should be given to extending route 22 into the district, with potential stops located near the intersection of Mill Street and Cowan Avenue, and College Street and Cowan Avenue.

FUTURE DEVELOPMENT PATTERN

Concepts to Shape the Future

The character of the places that will be part of Old Town North's future will be determined by the uses and places that remain as they are today, those that are changed or revitalized, and those that will be created in the future. Five key concepts inform the character of places shown in the Future Development Pattern Diagram.

1. Keep existing neighborhoods lively and desirable

The residential neighborhoods Old Town North are an attractive and desirable place to live. Consisting primarily of single family homes, the eclectic mix of architectural styles, from historic bungalows to modern brick ranches, should be protected to maintain the visual and historic appeal of the area. Additional assistance in the Target Reinvestment Neighborhood could assist existing and future residents and support the vitality of these areas.

Additional residents could be accommodated through the allowance of ancillary dwelling units, which could be regulated to match the existing character of the neighborhood. The preservation of green space is also an important part of maintaining the neighborhood character, and the development of ordinances and incentives to preserve mature tree canopy should be explored.

2. Add convenient commercial to serve residents

While the study area has many single-family homes and a variety of construction, trade, and service businesses, there are few commercial developments catering to the everyday needs of neighborhood residents. The northwest corner of College and Kealy could be a prime location for such development. Elsewhere in the study area, conversion of some single-family homes to small boutique businesses could be supported and the development of neighborhood commercial services along Mill and Cowan should be encouraged. These could include a diversity of commercial uses such as coffee shops, pharmacies, or a neighborhood grocer.

3. Enhance commercial value related to IH-35 and Valley Ridge

The interchange of IH-35 and Valley Ridge is currently developed with regional scale commercial. With the extension of Valley Ridge Boulevard, the entire Valley Ridge corridor east of IH-35 has become a much more accessible and desirable location for new development, especially commercial development. This corridor could support a variety of new commercial uses, such as restaurants, local retail, medical offices, or entertainment venues. The IH-35 Design overlay will encourage a higher aesthetic standard for new construction, and the city should expect a high caliber of design to enhance property values and promote quality development.

4. Add new employment opportunities

Old Town North supports a high number of jobs relative to its population. However, with the completion of the Valley Ridge Boulevard extension, the study area could support a number of new businesses and employment opportunities. These could vary from new retail and commercial developments near the IH-35 interchange, to a

variety of service and professional uses along the eastern portion of Valley Ridge. There are numerous undeveloped parcels in this area that could be developed to support businesses offering a range of professional and service jobs, including offices, medical facilities, or business campuses. These types of development generally have high quality design and landscaping, increasing property values and generating a healthy level of tax revenue.

5. Establish a 'creative mix' entrepreneurial area

Because of its proximity to the natural assets such as LLELA as well as the eclectic local businesses and historic residences of Old Town, Old Town North is well positioned to attract a variety of entrepreneurs, artisan/makers, and creative types to the area. Enhancements to the trails and natural systems in the area, coupled with the development of a multimodal transportation network, will only enhance the areas appeal to the creative demographic, which is attracted to environmentally conscious living and local production. Some of the existing commercial and industrial buildings in the area could be easily converted to creative spaces and live/work studios for artists, and these repurposed structures, coupled with strategic infill and an enhanced public realm, could be leveraged to create a vibrant and dynamic business corridor along Cowan Avenue and Mill Street.

Future Development Pattern Diagram

The Future Development Pattern Diagram graphically represents the mix of land uses and the desired future character in the study area. While much of Old Town North has been largely built out, there are still significant tracts of undeveloped property along the northern edges of the study area. These areas, historically less amenable to development because of limited access, are now much more accessible due to the completion of the Valley Ridge Boulevard extension. This diagram should guide decisions on future development proposals in these areas. In addition to guiding development for these unbuilt parcels, the Future Development Pattern Diagram also gives guidance to redevelopment within the study area.

Developed through numerous meetings and conversations with community participants, stakeholders, and city staff, this diagram should serve as a reference point when considering whether future development proposals are in alignment with the community's vision. It will guide future decisions on proposed zoning changes, development applications, and changes to development standards.

Place Types

Place Types represent the different sorts of places that could exist in the Old Town North of the future. Instead of referencing a single land use, they describe the character of the place – the mix of land uses, the scale, how a pedestrian experiences the area, and other features. Place Types are valuable because they communicate what's important – the character or quality of the place to be created. They give the community more flexibility in addressing development proposals for specific properties and in responding to changing market conditions. The Place Types are used as the 'color palette' for the Future Development Pattern Diagram that depicts desired development patterns in Old Town North.

This Small Area Plan uses six (6) Place Types to represent the places that could be a part of Old Town North's future. Each of these Place Types is described below. For each Place Type, the description includes:

- Place Type name;
- A brief description of the intent behind this Place Type;
- Discussion of the primary and secondary land uses expected in the place that is created;
- Where appropriate, information on the range of development density or intensity expected; and
- Illustrative images that illustrate the character represented by the Place Type.

SUBURBAN LIVING	ILLUSTRATIVE PHOTOS
Character and Intent Suburban neighborhoods will continue to be the dominant residential place type in the study area. Neighborhoods would consist primarily of single-family detached, with some ancillary dwellings and duplexes allowed *Land Use Considerations* <u>Primary Land Use</u> Single Family Detached, Duplex, Ancillary units <u>Secondary Land Uses</u> Civic and Institutional Uses, Parks *Indicators & Assumptions* Lot size less than 1/2 acre	

EMPLOYMENT MIX	ILLUSTRATIVE PHOTOS
Character and Intent Employment Mix provides a location for businesses offering a range of professional and service jobs. This type of development may support a variety of non-residential uses including offices, research and development facilities, medical clinics, business incubators, and distribution and logistics centers. The street frontages of the businesses are appealing and have an increased level of aesthetic design and landscaping. *Land Use Considerations* <u>Primary land use</u> Offices, Professional Services, Office Parks, Flex-Office <u>Secondary Land Uses</u> Civic and Institutional Uses, Parks and Open Space *Indicators & Assumptions* Lot size (range) N/A	

COMMERCIAL MIX	ILLUSTRATIVE PHOTOS
Character and Intent The Commercial Place type is typically characterized by freestanding buildings containing one or more businesses. May include regional destinations like entertainment venues or lifestyle centers as well as local neighborhood services, such as restaurants, local retail, medical offices, banks, and other retail services *Land Use Considerations* <u>Primary land use</u> Retail and Commercial <u>Secondary Land Uses</u> Civic and Institutional Uses, Parks and Open Space *Indicators & Assumptions* Lot size (range) N/A	

CREATIVE MIX	ILLUSTRATIVE PHOTOS
Character and Intent The Creative Mix Place Type is characterized by an eclectic mix of uses. Buildings are often a mixture of new and repurposed structures, and house a diverse mixture of uses such as lofts, retail, live/work spaces, studios, and co-working spaces *Land Use Considerations* <u>Primary land use</u> Retail and Commercial <u>Secondary Land Uses</u> Civic and Institutional Uses, Parks and Open Space *Indicators & Assumptions* Lot size (range) N/A	

PARKS AND GREEN SPACE	ILLUSTRATIVE PHOTOS
Character and Intent Permanent Open Space is used to indicate areas that are in public or non-profit ownership and that will be dominated by open space over time. Examples include large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements or similar protections. These areas are not expected to develop with other uses. *Land use Considerations* Primary land use Parks, Open Space, Cemeteries, Ranching, Agriculture, Wildlife Management, Rodeo Grounds Secondary Land Uses Civic Uses *Indicators & Assumptions* Lot size (range) N/A	

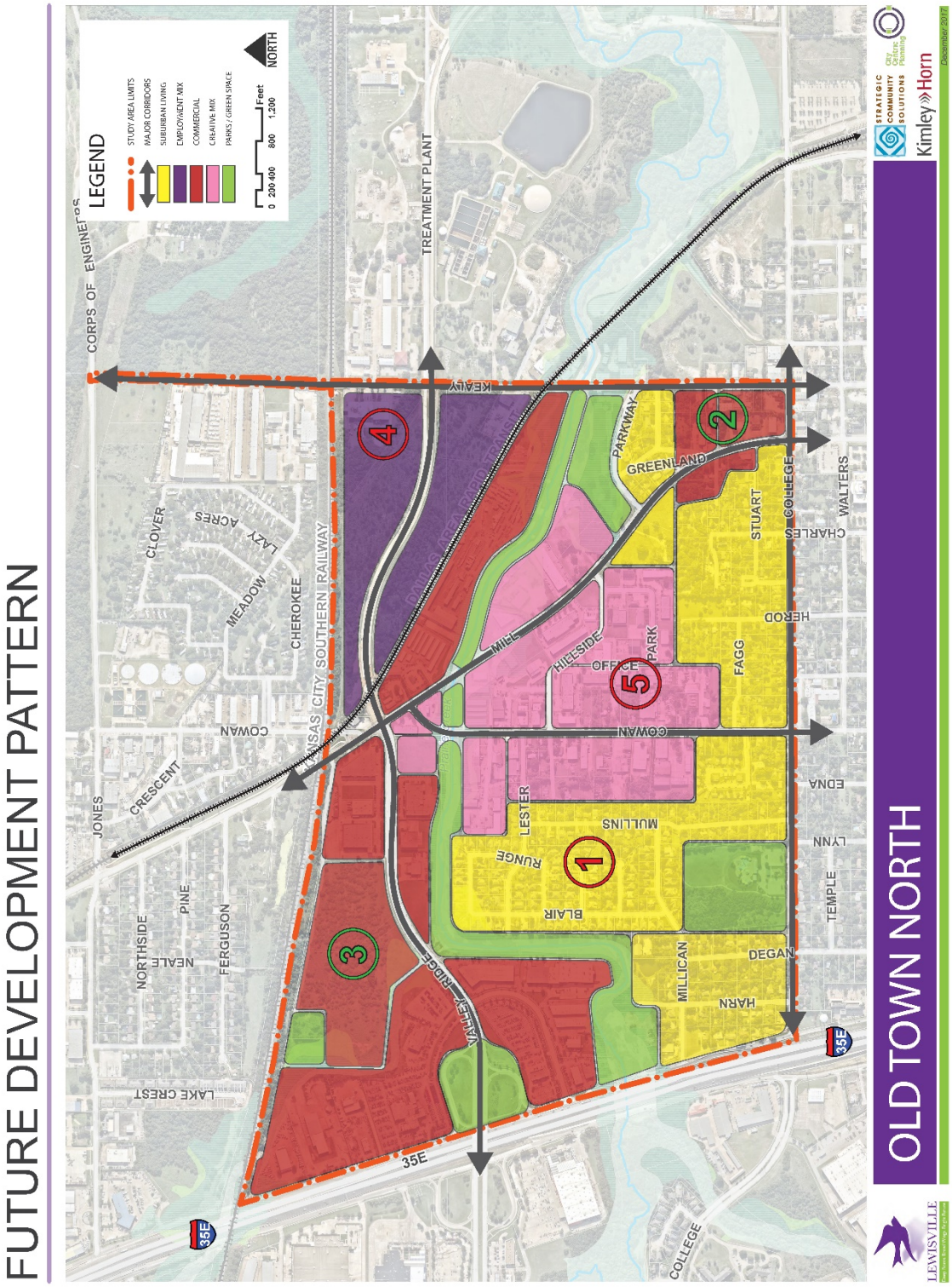

Exhibit 13: Future Development Pattern

COMMUNITY CHARACTER & DESIGN

Community character and good urban design are essential components of successful placemaking. Good design takes into account community attributes such as topography, vegetation, land use, buildings, culture, and history to strengthen the character and appeal of the community. To be successful, good community character and design policies use distinctive character, good spatial organization, and high aesthetic standards to enhance social equity, strengthen community interactions, and improve quality of life.

This Area Plan addresses important elements of community character and design in three categories:

- Gateways and Identity Points
- Public Realm Corridors
- Design Overlays

Each of these aspects of design are discussed in detail below.

GATEWAYS AND IDENTITY POINTS

Gateways and Identity nodes make a district more successful by enhancing the imageability of the place. These elements also establish a hierarchy of importance for intersections, corridors, and public spaces, making an area more legible to visitors and residents alike. These gateways and nodes can play an important role in the establishment of an identity, or brand, for the study area as well, and can come in a wide variety of shapes and sizes. These may take the form of signage and monumentation, but can also include large art pieces, ornamental landscaping, or even large stands of trees.

The Gateways and Identity Points proposed for Old Town North are listed below and are shown on Exhibit 14.

1. Major Gateways
    a. IH-35E & Valley Ridge
    b. Mill at KCSR
2. Pedestrian Gateways
    c. Cowan at KCSR
    d. Prairie Creek & Kealy
    e. Prairie Creek & Harn
    f. Millican & Wayne Frady Park
3. Identity Points
    g. Kealy & Jones (LLELA)
    h. College & Mill
    i. College & Cowan
    j. College & IH-35E

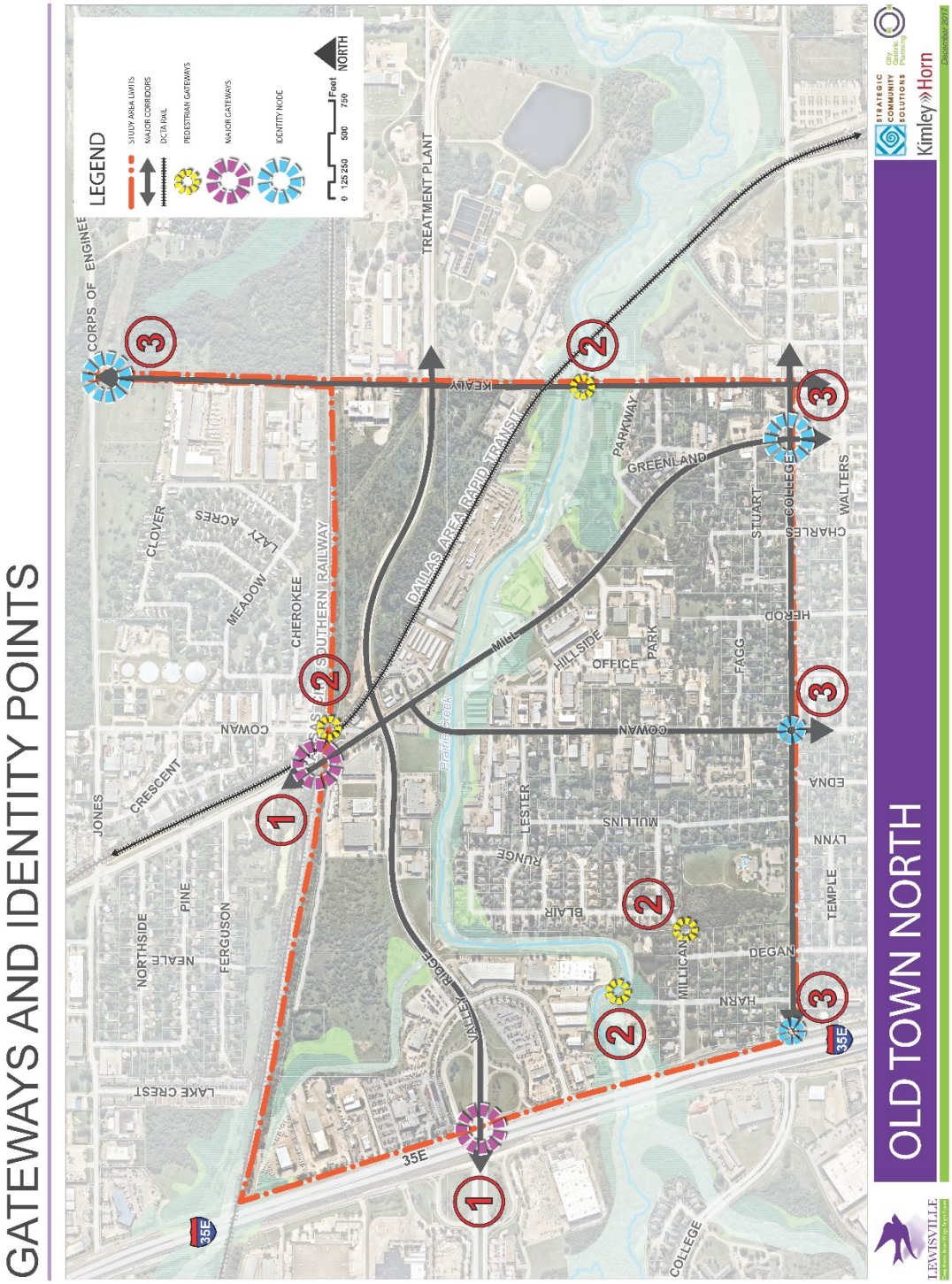

Exhibit 14: Gateways and Identity Points

Major Gateways

There are two locations identified as major gateways into Old Town north that would benefit from Gateway features. The first of these is the interchange of Valley Ridge parkway and IH-35E. The interchange is the only major connection between the interstate and the study area, and the large ROW presents an opportunity for Old Town North to have a memorable feature that identifies the area to the rest of the region. The open space could be an opportunity for reforestation, which would reinforce the area's green space network and ties to LLELA.

The other major gateway location identified is the northern boundary of the study area at Mill Street, where the road passes under the KSC Railway. Mill street is the primary connection between the study area and neighborhoods and businesses north of the district, and as such, is already functioning as a major gateway. Art or monumentation would enhance this gateway and strengthen perception of Old Town North as a defined and specific place.

Pedestrian Gateways

There are four areas identified for pedestrian gateways in the Old Town North. Pedestrian Gateways are generally smaller in scale than major gateways, and are used primarily to signify entry or transition points for cyclists and pedestrians. The first location identified for a pedestrian gateway is the pedestrian connection that is being built between Valley Ridge Parkway and the cul-de-sac on Cowan north of the KCS rail. This gateway will be a major entry point for pedestrians and cyclists into the business strip along Cowan, and should be built to complement a proposed major gateway on nearby Mill Street. This is also one of the only pedestrian connections between Old Town North and development on the opposite side of the KCS rail, and as such serves as an important link between the study area and the neighborhoods and LLELA to the north.

A second location identified for a pedestrian gateway is the entry into Wayne Frady Park from Millican Street. Members of the community have expressed concern that the entryway to the park is not easily visible, and that the dense tree coverage growing up to the path creates safety concerns for visitors. The construction of a gateway that enhances visibility of the entry trail and creates a sense of safety should be considered to make the park more accessible to community members. This location has also been highlighted as a gateway location in the 2011 Lewisville Trails Master Plan.

The other two pedestrian gateways proposed for the area are located on a proposed trail along Prairie Creek. One of these gateways would be located at the junction between the Prairie Creek Trail, Kealy Avenue, and the DCTA trail, joining the creekside trail to the city's overall bike and pedestrian network, and providing a link between the trail and the Lewisville Rodeo grounds. The other gateway would be located along the creek where a trail spur would connect the trail to Wayne Frady park, serving as a gateway for residents of the neighborhood and park goers who are entering the Prairie creek trail.

Identity Points

Three areas have been identified by city staff and the community as appropriate locations for identity points along the southern boundary of the district. These nodes do not signify gateways between different districts so much as recognize that there is a transition zone. These three nodes link Old Town North with Old Town, and as such should serve to celebrate and reinforce the shared connections between the two areas. The largest of these is the Mill Street – College Street intersection, as Mill Street is the largest corridor between the two areas. The other identity points are located at the Cowan Avenue and N. Stemmons Freeway intersections on College. These are also major intersections that connect Old Town North with Old Town, but are of secondary importance to the Mill Street intersection. In addition to the Identity points along College Avenue, an additional identity point was identified at the intersection of Kealy and Jones. This point marks the transition from Old Town North to LLELA, one of the community's most celebrated assets.

PUBLIC REALM CORRIDORS

City investments to upgrade areas of the public realm can make an important contribution to enhanced neighborhood character and increased private investment. These public investments in design enhancements can set the groundwork for further development within the immediate area or corridor. The public realm, which usually consists of the spaces within and around buildings that are accessible to the public, including streets, squares, parks, and open spaces, is intended here to refer to areas within the public right of way that influence public life and facilitate social interaction. Within the Old Town North study area, six areas have been identified for this design attention within the public right of way. These corridors are shown on Exhibit 16 and discussed below.

1. IH-35E Interchange at Valley Ridge Parkway

The first public realm corridor is the interchange at IH-35E and Valley Ridge Parkway, where the large expanses of TxDOT right of way do nothing to enhance the area. The Valley Ridge Parkway corridor has been built with large medians that have been interspersed with trees, creating the foundation for a greener and more natural corridor. Within the TxDOT system of roadways, many examples exist of "Green Ribbon" landscape enhancements utilizing native plantings to establish attractive, low maintenance landscape improvements. TxDOT often will provide funding for the improvements to support the overall look of their corridors, while reducing longer-term maintenance costs. This interchange could be improved with a "Green Ribbon" theme through the planting of trees and native understory plantings to create a new 'urban forest' that would function as a major gateway and a landmark for travelers along the IH-35E corridor.

2. Kealy Avenue

The corridor currently has sidewalks along most of its length, as well as the only bike lanes currently built within the study area, but this infrastructure ends north of Valley Ridge Parkway, well short of the entry to LLELA at the intersection of Kealy and Jones Road. This infrastructure should be extended northward to Kealy's terminus, enhancing connectivity to the nature area. There are also sections of the corridor that are visually unappealing and physically uncomfortable to traverse during the hot summer months. Investments should be made to enhance the pedestrian experience, which could include elements such as wider

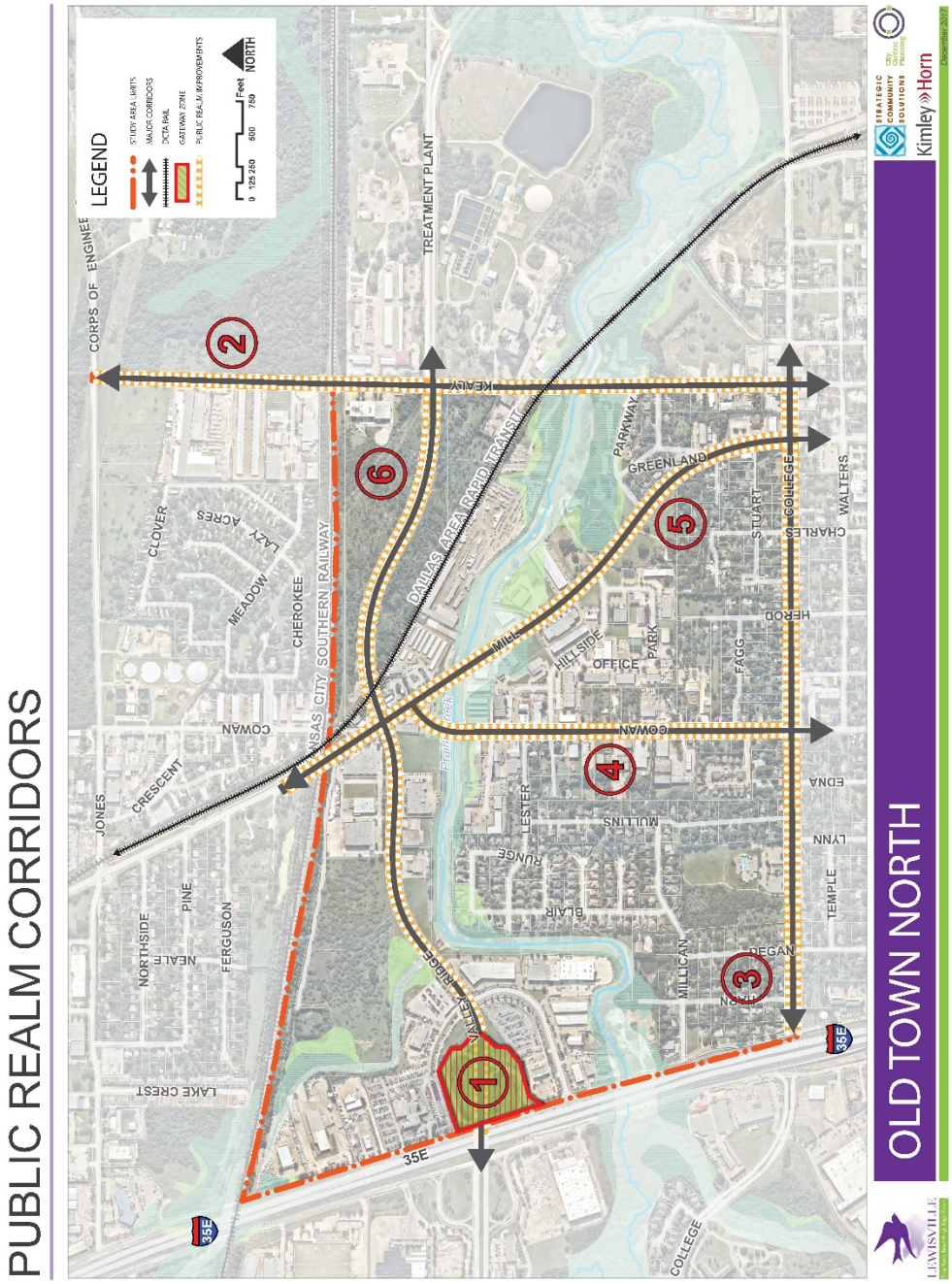

Exhibit 15: Public Realm Corridors

sidewalks where necessary and street trees where possible. There should also be attention given to the interface between Kealy and other public facilities, such as LLELA, the Rodeo grounds, and the future DCTA trail.

3. College Street Corridor

College Street currently has a ROW of only 50'. While most of the corridor has sidewalks along the south side of the street, the sidewalk is only 4' wide. This sidewalk could be expanded to a larger shared-use path, or bicycle lanes could be added to complement the existing sidewalk. These changes could be accomplished by reclaiming some of the right of way from the street. The current 36' width provides both a travel lane and a parking lane in each direction, an amount of parking which is excessive for a residential street where every home has a private driveway. The removal of one of these parking lanes and reduction in street width to 30' would allow for large sidewalks on both sides of the street, with room for new street trees and a planted buffer between the street curb and the sidewalk. The remaining parking lane could also be enhanced with bump outs to allow for additional street trees and reduce speeding along the residential street.

The two streetscape projects that are currently under design should be revised to maximize benefits for pedestrians and strength the identity of Old Town North.

4. Cowan Avenue

Cowan Avenue, like College Street, has a limited ROW of only 50'. However, also like College, the street is excessively wide, and portions of the existing street could be reclaimed to create a more inviting public realm. This street is also 36' wide, yet has only two travel lanes. The street pavement could be reduced to 30' here as well, maintaining a single lane of travel each direction while adding a dedicated parking lane demarcated with bump outs. Most businesses along this corridor already have dedicated parking located on their own property, but street parking would provide a visual 'safety' barrier for pedestrians and may become more heavily utilized if existing off-street parking is replaced with new development in the future. With the reduced street width, sidewalks could be expanded to 10' on both sides of the street, enhancing pedestrian mobility and creating space for street furniture elements, such as benches, lighting, or trash cans. Because the west side of the street is lined with large utility lines, the parking lane with planted bump outs would ideally be located on the eastern side to give new street trees room to grow, providing shade from the hot summer sun for pedestrians and business patrons.

5. Mill Street

This corridor is identified as a "spine" route for both the pedestrian and the bicycle network in the 2011 Lewisville Trail Master Plan. The ROW width is 60' along much of its length, which widens to 90' north of Prairie Creek. The street width is currently 44', but because this street has four lanes and higher traffic volumes than College Street or Cowan Avenue, the street width cannot be reduced. Because of this corridor's importance in the district, as well as the relatively less compact streetscape as compared to College Street and Cowan Avenue, the city should consider purchasing an easement or additional right of way south of Prairie Creek to allow for wider sidewalks. Ideally these sidewalks would be a minimum of 12', allowing them to function as shared use paths for both pedestrians and bikes (in accordance with the bike

route map in the Lewisville 2011 Trails Master Plan). Ideally, these enhanced sidewalks would be separated from the street curb by a vegetated buffer, providing both protection for pedestrian and a location for new street trees. North of Prairie Creek, where the existing ROW is 90', no additional ROW would be required, but the additional public space could be used for a new DCTA transit stop or additional plantings.

6. Valley Ridge Boulevard

The Valley Ridge Boulevard extension was opened in 2017, and provides an important east/west connection in the district. However, the newer portions do not yet have any sidewalks or shared use trails, and the older section of the corridor an incomplete network of narrow sidewalks, with gaps on the both the north and south sides of the parkway. These gaps in the pedestrian network should be completed, and sidewalks large enough to serve as shared use paths (consistent with the 2011 Lewisville Trails Master Plan) should be built along the Valley Ridge Boulevard extension. While wider sidewalks may not be necessary to accommodate the limited number of pedestrians near the IH-35 interchange due to the existing auto-centric land uses, much of the western portion of Valley Ridge Boulevard will be covered by the IH-35 Design Overlay that is currently being developed, which requires new sidewalks to have a width of 12'. To keep the corridor consistent, existing sidewalks that are expanded and new sidewalks that are constructed should match this 12' width. In addition to new sidewalks, existing street trees along the corridor west of Mill Street should be preserved. East of Mill Street, new street trees should be planted to complement the existing median plantings and provide shade for the new shared use path.

DESIGN OVERLAYS

Design overlays are a tool to guide public and private investment within defined corridors or districts. These guidelines establish standards that direct new development in order to make the corridor or district more uniform in appearance and function. Design overlays may address a broad array of design considerations, including building uses, building setbacks, materials, window percentages, parking, signage, lighting, sidewalks, street trees, and landscape plantings. These types of overlays can be used to ensure that new development within existing neighborhoods conforms with the existing built environment, or they can be structured to guide development in a new direction from what is currently on the ground.

This area plan identifies four areas where design overlays would be useful to help guide design considerations for public and private investment. They are discussed below and shown on Exhibit 16.

1. IH-35 Overlay

While there are currently no design guidelines in effect within the district, this will change when the IH-35 Zoning Overlay District ordinance is adopted. This document identifies 2 distinct district types along the IH-35E corridor, both of which will overlap parts of the Old Town North study area. Any new design guidelines adopted for the Old Town North study area should be carefully crafted to ensure that they complement the IH-35 guidelines and minimize any jarring transitions that could occur at design overlay boundaries.

2. College Street Overlay

The residences in the neighborhoods adjacent to College Street have similar development patterns, land uses, and architecture to the neighborhoods on the south side of College Street in Old Town. However, there are currently no design standards in place to ensure that new housing fits in with the existing neighborhood, and current city design standards have material requirements that are not consistent with the existing architecture. Creation of a design overlay for this area will allow the City to establish appropriate design guidelines to maintain the character of the area.

3. College – Kealy Overlay

The area at the intersection of College and Kealy could become a site for neighborhood-serving retail, restaurant and service uses. These uses would benefit the residents of Old Town North; they would also serve residents and employees in Old Town and people using the DCTA station nearby. This area would benefit from design standards that would guide future development to ensure high quality design. While this overlay could be developed as a sub-district of the College Street Overlay, its intent is rather different – focused on non-residential rather than residential uses and emphasizing the character of a newly-created place rather than maintaining existing character. For this reason, it could be considered as a separate overlay.

4. Valley Ridge Overlay

This corridor is relatively undeveloped, but is expected to develop now that the extension has been completed. Consider creating design guidelines that guide new development to a high aesthetic standard. Design guidelines or requirements should address orientation of bay doors, screening of vehicles, building façade materials, streetscaping and tree planting. It could be similar in nature to the design guidelines laid out in the IH-35E transitional sub-district guidelines.

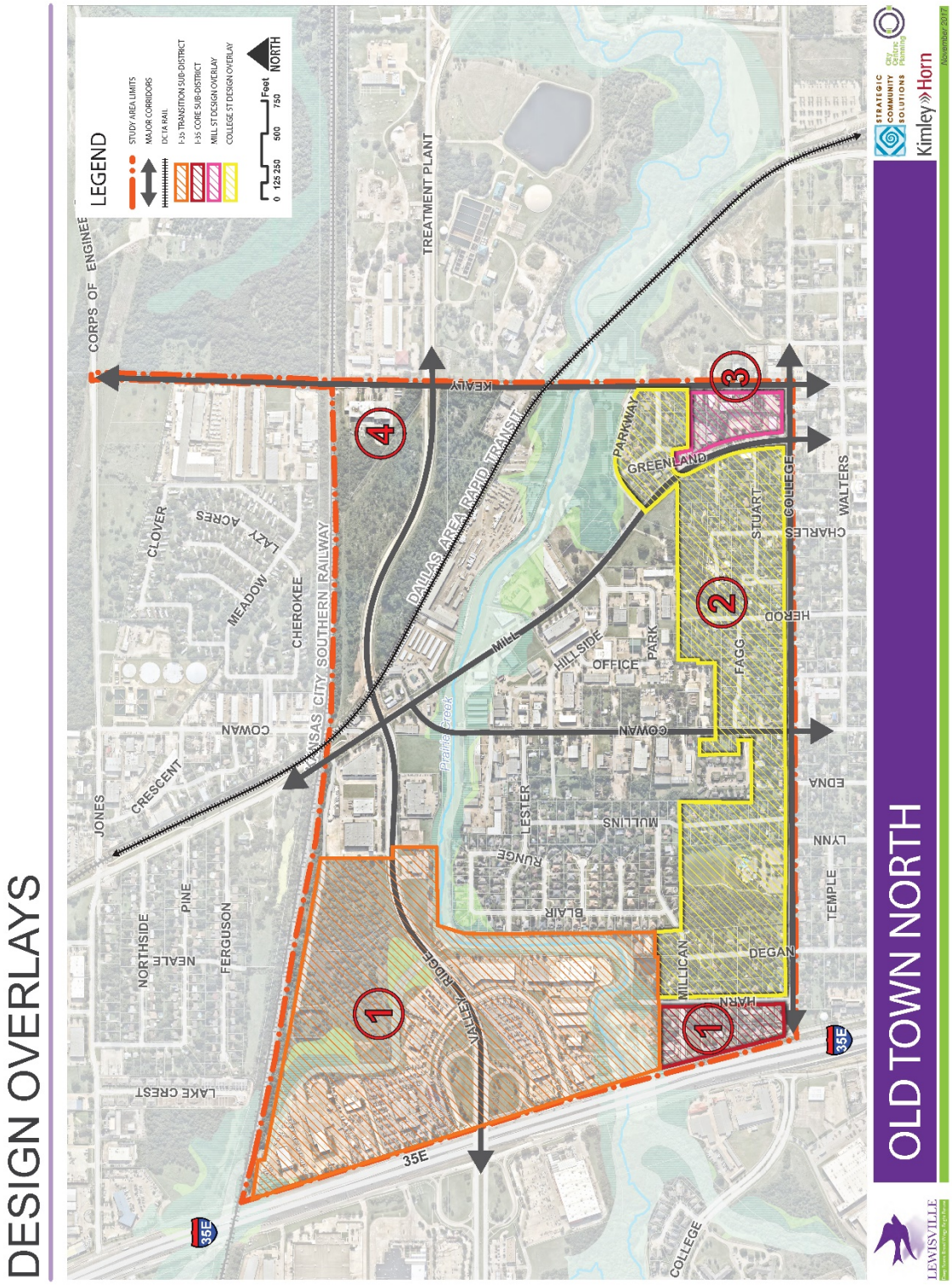

Exhibit 16: Design Overlays

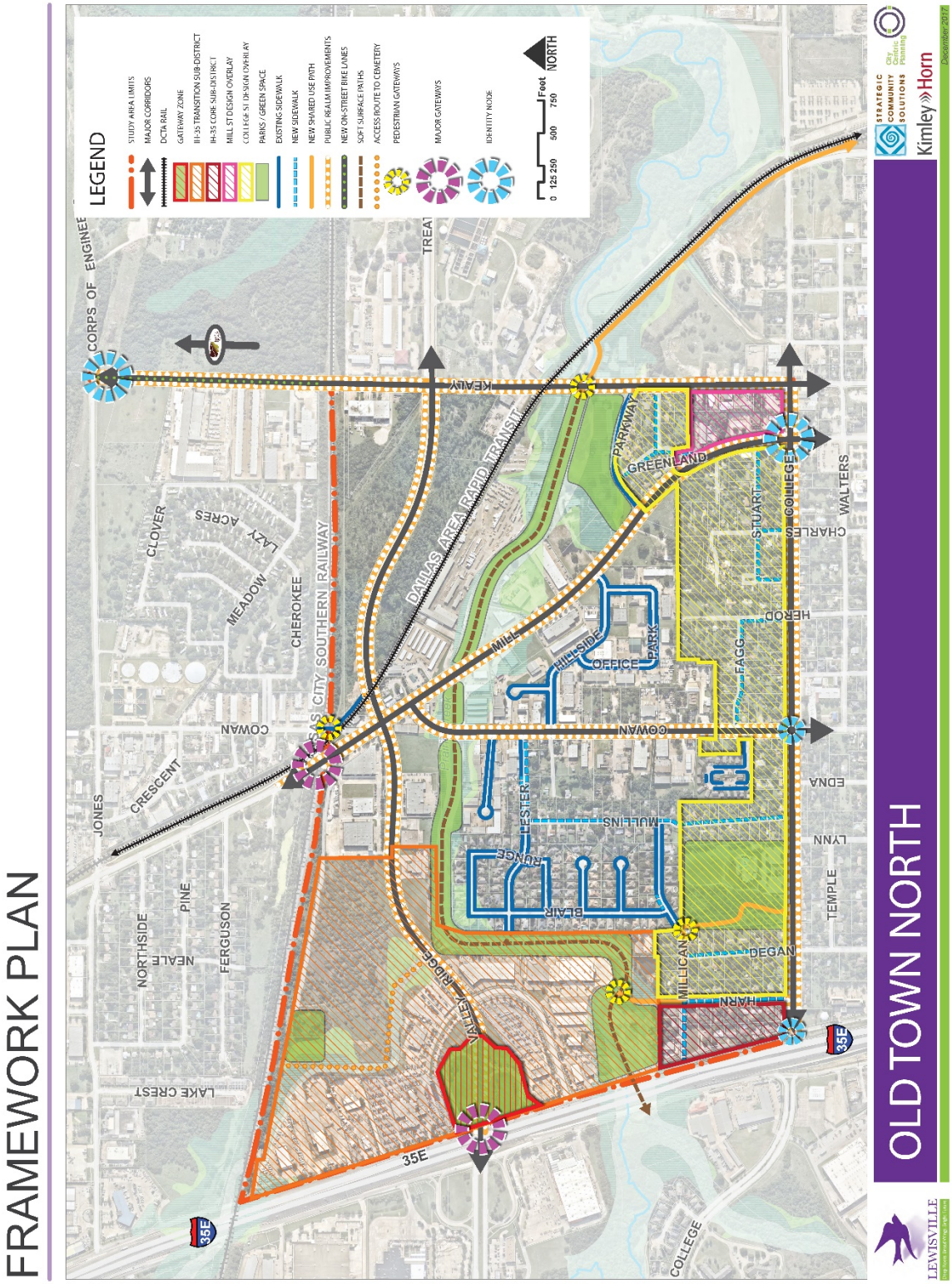

Exhibit 17: Framework Plan

ACTION STEPS

A crucial part of any plan is its implementation. Without a clear and realistic approach to action, the vision expressed by a community through its plan may never be realized. While a plan cannot mandate all the specific actions that will be taken during the many years of its implementation, an implementation program should give a community's leaders and stakeholders a set of priorities for immediate action. This section of the plan identifies important action steps to achieve the desired future for Old Town North. Following public review and discussion of these Action Steps, a matrix will be added to this section, indicating the highest priority Action Steps and providing other information to allow tracking of progress on Area Plan implementation.

IDENTITY, BRANDING, & CAPACITY BUILDING

During this planning process, residents of the Old Town North area shared the many features of the area they value and enjoy. But many of these assets are unknown to people who do not already live or work here. A clear and positive identity for the area is an important ingredient in attracting new residents and businesses. Capacity building means that the people who live, work or own property in Old Town North will be better equipped to decide on programs for the area and to then implement them.

1. Conduct a branding campaign to refine and communicate the area's identity.

a. Meet with stakeholders to confirm or modify the brand 'Old Town North'.

This name for the area was suggested by participants at the Open House for this area plan. It should be further discussed with a larger range of the area stakeholders to build support for this name or to decide on another brand.

b. Develop materials to communicate the area's brand to residents, businesses and future investors.

Once the area's name is confirmed, materials should be designed that communicate this brand. This includes a graphic logo that reflects the area's identity. Communications materials should be targeted for a range of audiences, such as area residents, customers of Old Town businesses, and young entrepreneurs. These materials could include brochures, flyers, banners, street sign toppers, inclusion on the City's web site and social media platforms.

c. Conduct outreach targeted specifically to the 'creative class'.

The central part of the Old Town North area is identified as a location for 'creative mix' development. This concept builds on the existing character, which has been described as eclectic and 'crunchy'. The plan envisions this 'creative mix' area as a location for artist studios, lofts, live-work arrangements, start-ups, co-working offices and maker spaces. Outreach is needed to introduce Old Town North to the people and businesses who will be attracted by this character.

2. Design area gateways and identity points to communicate the area's identity.

People need to know when they enter Old Town North. The gateways and identity points recommended in this plan should reflect the brand developed in Action Step #1. A gateway design study should establish the basic features for all these locations so the design concepts can be included in capital improvement projects as those are funded.

3. Engage stakeholders in building the 'creative mix' area character.

The desired character of the 'creative mix' area cannot be established simply by a City decision; it needs the creativity and innovation of the people who are a part of the area. The outreach described in Action Step #1c and the initial event recommended in Action Step #9a should identify people who can be part of this effort. A forum for their continuing engagement should be established, whether this is an area organization, a periodic event/gathering, an online group or some other form.

4. Increase the capacity of area neighborhood and business organizations.

a. Assist residents in creating neighborhood organizations where these do not exist now.

Neighborhood organizations help address issues and concerns that many residents have in common; they also make it easier for communication from the City to reach all the individual households and residents in an area. The City's Neighbors Leading Neighbors program could assist in the creation of these organizations.

b. Use City programs and resources to conduct initial events for the area.

An area event should give Old Town North a way to come together, learn about this plan's Action Steps and connect with other City resources. A 'Rock the Block' event including MARTY and other City resources is an example of this initial event. A community clean-up day is another possibility.

c. Work with the Chamber of Commerce and local businesses to create an organization representing area business interests.

The businesses in the area now, and those that will be attracted in the future, could benefit by an organization that represents their interests and conducts coordinated marketing and other efforts. Discussions with these business owners and the Chamber could lead to creation of such a business group.

DEVELOPMENT & COMMUNITY CHARACTER

Old Town North's future character will be shaped by new development and the redevelopment or reuse of existing buildings in the area. Development guidelines and regulations provide the City with the tools to ensure that these new investments are consistent with the area's desired character.

Guidelines provide decision-makers and investors with direction and information about the community's desired development pattern and design, community character or priorities. They are recommendations, not requirements. For this reason, City Council, Planning and Zoning Commission and City staff will consider them

but must use judgment to determine whether an individual development proposal is consistent with the community's desires reflected in the guidelines.

Unlike guidelines, regulations are adopted by City ordinance and do establish requirements to be followed in the design and construction of public or private developments. The City's zoning and subdivision ordinances are important tools for implementing this Area Plan, so refinements or amendments to these or other regulations may be needed to encourage the development envisioned by the plan.

5. Develop design guidelines for identified Public Realm Corridors.

Public improvements in the plan's Public Realm Corridors should be designed to enhance and communicate the area's identity. Design guidelines are needed for each of the corridors listed below.

a. IH-35 at Valley Ridge Boulevard

This Public Realm Corridor is focused solely on the interchange at IH-35 and Valley Ridge. This is the location where a new urban forest should be created inside TXDOT's cloverleaf. Native tree species should be selected that are appropriate for the area's soils and should be planted closely together with understory plantings consisting of native plant materials. Irrigation systems in this area should be temporary and should be removed once the plant materials are established. Additionally, mulch beds should be specified beneath the trees to minimize future maintenance requirements in these areas. Coordination with TXDOT will be needed to complete this Action Step.

b. Valley Ridge Boulevard

The recent extension of Valley Ridge through the study area provides access that should lead to new development in the northern part of Old Town North. The road itself has been completed and has the potential for establishing a "green" theme for the area through the installation of new plant materials in the median and along the edges of the corridor. Additionally, the roadway was built through a heavily wooded area, so there could be an opportunity to enhance the character of the area by preserve existing trees. The City could consider establishing wider setbacks than the usual 10' or acquiring wider landscape easements along the edges of the right of way. Easements could extend a minimum of 50' from the edge of the right of way, and could undulate depending on the presence of large specimen trees within close proximity to the roadway. By maintaining the existing green edge of this corridor, natural screening is established which could allow for less of a focus on future land uses and zoning in the area.

c. Mill Street

Changes to Mill Street are needed to make this area truly multi-modal. Mill should be a more inviting route for people traveling on foot or bicycle. While it will continue to provide good access for vehicles, changes to its design will result in a better balance for travel by all modes. Two recommendations should receive further evaluation:

ii. Consider narrowing Mill Street to two lanes on the southern end (adjacent to the Rodeo Grounds) and where residences face the street.

Narrowing the street should still provide adequate capacity for vehicular traffic but will slow the traffic as it enters the residential part of the street. This change will also make it easier for residents and visitors to access the Rodeo Grounds.

ii. Improve the sidewalks along Mill Street so they are more inviting to pedestrians.

Narrowing Mill Street could allow the sidewalks, which are currently right on the curb, to be reconfigured to make the street corridor more pedestrian-friendly. Moving the curb would allow a landscape buffer or rain garden between people and cars, to make the street safer and more appealing to pedestrians. If this is not feasible, an alternative could be simply widening the sidewalks to at least 10 feet width.

d. Cowan Avenue

Although the right-of-way is limited along Cowan Street, the existing sidewalks are set back from the curb which provides an opportunity for landscape enhancements between the curb and sidewalk. The limited width of this area makes it an ideal location for landscape treatments with drought tolerant grasses such as fountain grass. A mixture of these types of grasses can provide a low cost, low maintenance landscape that can have a high visual impact for this corridor.

e. Kealy Street

Kealy Street is the connection from Old Town North (and much of Lewisville) to LLELA. The streetscape along this route should communicate this important Green Centerpiece connection and Kealy's design should enhance and invite pedestrian and cyclist access to LLELA. Currently, the sidewalks and bike lanes on Kealy end north of Valley Ridge Boulevard. These improvements should be extended north to Jones Road and the LLELA entrance. Other streetscape enhancements, such as trees for shade, should also be considered.

6. Develop a design overlay for the College Street area.

The homes on the north side of College Street, in this Old Town North area, are very similar in character to the ones one the south side of the street. The south side of College Street is subject to the design requirements of the Old Town Design District and review by the Old Town Design Committee. The character of the properties on the north side of the street should be preserved and new development should be designed in a compatible character. To manage this process, a design overlay should be established. This overlay, and its review process, can likely be simpler than the ones used in Old Town itself. The Area Plan depicts the area to be covered by this Design Overlay. This preliminary boundary may be refined in the process of establishing the Design Overlay.

7. Consider a design overlay for new development along Valley Ridge Boulevard.

Valley Ridge Boulevard now offers convenient access to IH-35. As a result, the future development along this boulevard is likely to include commercial, industrial and other employment uses that need access to IH-

35 for distribution and shipping. With the possibility of such development along Valley Ridge, a design overlay may be needed to reduce the visual impact of trucks and other vehicles. The overlay could incorporate specific requirements for orientation of bay doors, landscaped edges, signage, screening of vehicles staged for repair, and building façade material requirements. In addition, the City's normal requirements for screening of vehicle staging areas, wrecking and impound lots should be enforced here.

8. Establish appropriate guidelines and regulations for higher density residential revitalization.

The Old Town North area could benefit from new residential revitalization that is compatible with the area's existing character. To encourage this new investment, the City should consider refinements to the existing single-family zoning that applies to most residential parts of Old Town North. Three zoning revisions are suggested:

a. Allow smaller single-family lots.

With property owner input, consider creating an Urban Residential zoning classification that would allow smaller single-family lots. This would allow larger properties to be subdivided for construction of new single-family infill homes. (Note that the residential areas are now uniformly zoned SF-7.5, with a 7,500 square foot minimum lot size. The majority of lots in the neighborhood meet or greatly exceed this minimum, with the exception of several lots on Stuart Street, which has lots as small as 3,500 square feet.) Concerns to be considered during the zoning process could include changes to the traditional street grid, utility capacity, and narrow streets.

b. Allow accessory units.

Accessory units allow a smaller second unit on a single-family lot when design concerns are met. This approach offers the option of a 'mother-in-law' unit for multi-generational families, a small unit for a care-giver's residence or a similar purpose.

c. Allow duplexes on corner lots.

Duplexes can add additional housing in the area while maintaining a similar scale and character to the existing neighborhoods.

9. Implement design initiatives that further the 'creative mix' area character.

The central core of Old Town North is envisioned as an eclectic area that attracts residents and businesses. The new private investment here will come from entrepreneurs and business owners who want to grow their businesses in a setting with opportunities for creative interaction and business support. Uses such as residential, restaurants and arts – not typical components of a commercial or industrial use area – will be important to the character and mix desired here. Three initiatives should be explored to follow through on this concept.

a. Hold an event to engage potential future stakeholders in refining this 'creative mix'.
Future stakeholders include the people who live, work and own property here now. They also include the entrepreneurs, artists and small business owners who will become part of the area's future. An evening event with food and entertainment could provide the opportunity for networking, introducing this concept and identifying possible leaders for the effort.

b. Amend the existing zoning to add a wider range of uses and increase flexibility.
Some of the uses that will add interest and diversity here are not allowed under the area's current zoning. By making the zoning more flexible and inclusive, obstacles to this desired new character are removed. The existing LI zoning could be amended to allow artisan workshops, art studios, live/work arrangements and galleries. The parking requirements should not be increased for these uses, however; the existing parking arrangements should be "grandfathered" to encourage the conversion of existing buildings.

c. Use creative approaches to add design features to this area.
The existing development pattern along Cowan and Mill does not leave a great deal of area for introduction of new streetscape, design features or other amenities. Instead, other creative approaches are needed. Property owners could be encouraged to add landscaping where this can be done without impacting the property's parking and access. Murals on building walls could all artistic flair without requiring additional public land acquisition for art. Banners could be hung on existing poles to promote the area. These and other ideas should be considered and implemented by organizations and stakeholders in the area with City assistance as needed.

d. Support the creation of an organization to represent and advocate for this area.
A business or area association should be the voice of this area's stakeholders and a partner to the City in achieving this vision. The City could work with the Chamber of Commerce and local businesses to create an association to represent business interests in the area.

CITY CAPITAL INVESTMENTS

The public sector itself makes significant investments that help implement this plan. Facility master plans that determine major capital improvements in Old Town North, such as water or sewer system rehabilitation or expansion, should locate and size facilities in accordance with this Framework Plan. Individual capital projects should support the plan in both their location and their design. By following this plan in making capital investments, the community can be sure that its limited funds are used in a fiscally responsible matter to achieve the community's established goals. Efficient and effective capital investment gives the community essential infrastructure for its future, and if this infrastructure is designed and sized according to the plan, it will also achieve the community's desired character.

10. Evaluate the need for rehabilitation or replacement of aging water and sanitary sewer systems to support planned development.

New development in Old Town North will place additional demand on the area's water and sewer systems. The existing systems should be evaluated to identify any needs for rehabilitation or increases in capacity to support new development.

11. Implement the streetscape designs for the Public Realm Corridors.

The Public Realm Corridors discussed in the plan will require City investment in design, construction, maintenance and potentially the acquisition of land or easements. Since design has begun on the projects for College Avenue, this corridor should be a top priority for completion. The second priority should be on the projects that can have a high level of impact with limited cost to the City (IH 35 at Valley Ridge partnering with TxDOT, and the Valley Ridge Extension with a landscape easement), followed by landscape improvements along Cowan Ave. and Kealy Street. The improvements along Mill Street will require the highest capital cost due to the required street reconfiguration, so is recommended as a longer-term capital project.

12. Design and construct the Prairie Creek trail.

This trail has been included in the City's Parks and Trails plans for several years. Since it is a key connection within Old Town North and then on to LLELA, it should have a high priority for completion.

13. Construct sidewalks and paths to complete the pedestrian and bicycle network.

Many parts of Old Town North have sidewalks or paths, but there are gaps in these networks. Completion of these systems is important so the area's residents can easily choose to walk or bike.

14. Enhance the entry into Wayne Frady Park from the neighborhood.

This entry feature should make access from the neighborhood inviting. A wider trail opening, signage, interpretive information and other improvements should be considered.

15. Construct needed improvements at or adjacent to the Rodeo Grounds after agreement with Rodeo stakeholders (see Action Step #20).

If there is agreement on steps to make the Rodeo Grounds more usable to nearby residents during times when it is not hosting events, construction of improvements will likely be needed. These could include some sort of passive recreational amenities (like a gazebo or seating area), trails or paths, or other improvements.

CITY PROGRAMS AND INITIATIVES

The programs and operations provided by local government or the private sector also play a role in implementing the community's plan. Activities and programs create the attractions and excitement that bring people to events in a revitalized gathering place. Maintenance of streets and parks demonstrates the City's commitment to ensure that its residents enjoy the quality of life envisioned by the plan. Annual budgets are

usually the means to fund these programs, so decisions must be made each year about the appropriate level of investment in this aspect of plan implementation.

16. Share the Area Plan's goals, action steps and progress with the community.

Once this plan is completed and adopted by City Council, it should be communicated to the residents, businesses and property owners in the area. In addition, it should be shared with the general business community and other Lewisville residents. Information should be provided on the City's website and through its social media platforms.

17. Consider new economic development incentives for the 'creative mix' area.

Lewisville has a robust set of economic development incentives that apply in various parts of the city. A tailored package of incentives should be considered for the 'creative mix' area. This could include assistance for entrepreneurs and small businesses as well as incentives to support construction or modification of existing buildings to serve businesses locating here.

18. Housing assistance

The City has assistance programs that are available to residents in Old Town North. Many of these programs are available to qualified residents or homeowners throughout the city. These programs could provide more assistance in Old Town North as part of a coordinated effort to carry out this Area Plan. Some initiatives could consider a location incentive that would increasing the rating of applications from properties in Old Town North. Also, marketing of these programs to Old Town North might make more residents aware of these opportunities.

19. Conduct a City "speaker series" for Old Town North.

Develop a "speaker series" for City departments to provide information to residents and business owners on topics such as crime watch, property standards and code enforcement, traffic management and non-profit assistance organizations.

PARTNERSHIPS

Some plan implementation programs require a partnership with organizations in addition to the City of Lewisville. These partnerships bring additional types of expertise, resources and volunteer enthusiasm and energy.

20. Engage Rodeo stakeholders in enhancing the Rodeo Grounds for expanded events and non-event recreational use.

The Rodeo has played a role in the Lewisville community for many years. The City should meet with the Lewisville Saddle Club that operates the Rodeo to discuss its plans and resources, and to opportunities for expanded use of the area by the community. An agreement on future uses and responsibilities should be completed to direct this new approach.

21. Collaborate with Old Town stakeholders on initiatives that connect the two areas.

While Old Town North is not intended to be an expansion of the same activities and uses in Old Town, it is intended as an area that can extend the success of Old Town in a more residentially-focused way. A workshop to bring together Old Town stakeholders and leaders with the Old Town North residents and businesses should identify opportunities to ensure that each area supports the success of the other. As one example, artists and galleries located in Old Town could establish the production part of their operations in the 'creative mix' part of Old Town North.

22. Working with the neighborhood and other partners, explore creation of a community garden on identified City property.

The City now owns the piece of property between Prairie Creek and Millican Drive just east of the IH-35 frontage road. This property should be used in a way that enhances the natural environment and creates an asset for the adjacent neighborhood. A community garden could provide such an opportunity. This and similar possibilities should be explored here.

23. Partner with LISD to implement programs and activities for area residents.

Since students in Old Town North attend LISD schools, the district is already involved in providing educational opportunities in the area. Discussions with LISD could identify opportunities for additional programs and activities. These might include additional after-school programs, job- and skills-training, and educational programs for the parents of LISD students.

24. Partner with volunteer groups to assist elderly or disabled residents with clean up, mowing and other minor property repairs.

The Old Town North area has residents of all ages and many residents who have lived in the area for a long time. As the area's long-term residents age, they may need help maintaining their homes. Volunteers from the neighborhood (or from other larger volunteer organizations) could provide assistance so these residents can remain in their homes and maintain the quality of the neighborhood. This assistance could include clean-up of properties, removal of overgrown landscaping or minor building repair.

25. Partner with local community and faith-based organizations to implement desired neighborhood programs and activities.

These organizations can work with the City and the area's residents to provide activities that strengthen the sense of community in Old Town North and enhance the neighborhood's character and desirability. Together with the City, they could schedule a community clean-up day or similar event. The City has had such a partnership with Christian Community Action (CCA) in the past; similar efforts with various organizations can provide assistance in the future.

26. Work with the Fox-Hembry Cemetery stakeholders to appropriately manage that community asset.

This cemetery is currently accessed from an unmarked dirt road, and reportedly has had problems with illegal dumping. As part of action on this Area Plan, the City could meet with cemetery stakeholders to clarify the existing situation and the concerns these family members may have. Increased visibility and better access control could protect the cemetery from dumping and other problems. When development is proposed in the commercial area to the south and east of the cemetery, the site plan should include an access road to the cemetery that can be gated to prevent unauthorized entry. Discussions with the families may identify other opportunities to protect the site and to interpret its history to the larger Lewisville community.

LEWISVILLE
Deep Roots. Broad Wings. Bright Future.

SOUTHWEST LEWISVILLE

SMALL AREA PLAN

PREPARED BY: STRATEGIC COMMUNITY SOLUTIONS, City Centric Planning, Kimley»Horn

FEBRUARY 2018

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EXECUTIVE SUMMARY

[An Executive Summary will be added here, following City Council discussion of this draft.]

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AREA HIGHLIGHTS

STUDY AREA

The project area for the Southwest Lewisville Area Plan is bounded generally by the parcels fronting Round Grove Road to the north, the Lewisville City limits to the west and the south, and the properties adjoining Oakbend Drive to the east. Exhibit 1 shows the study area boundaries that were used for the purposes of analysis in this plan.

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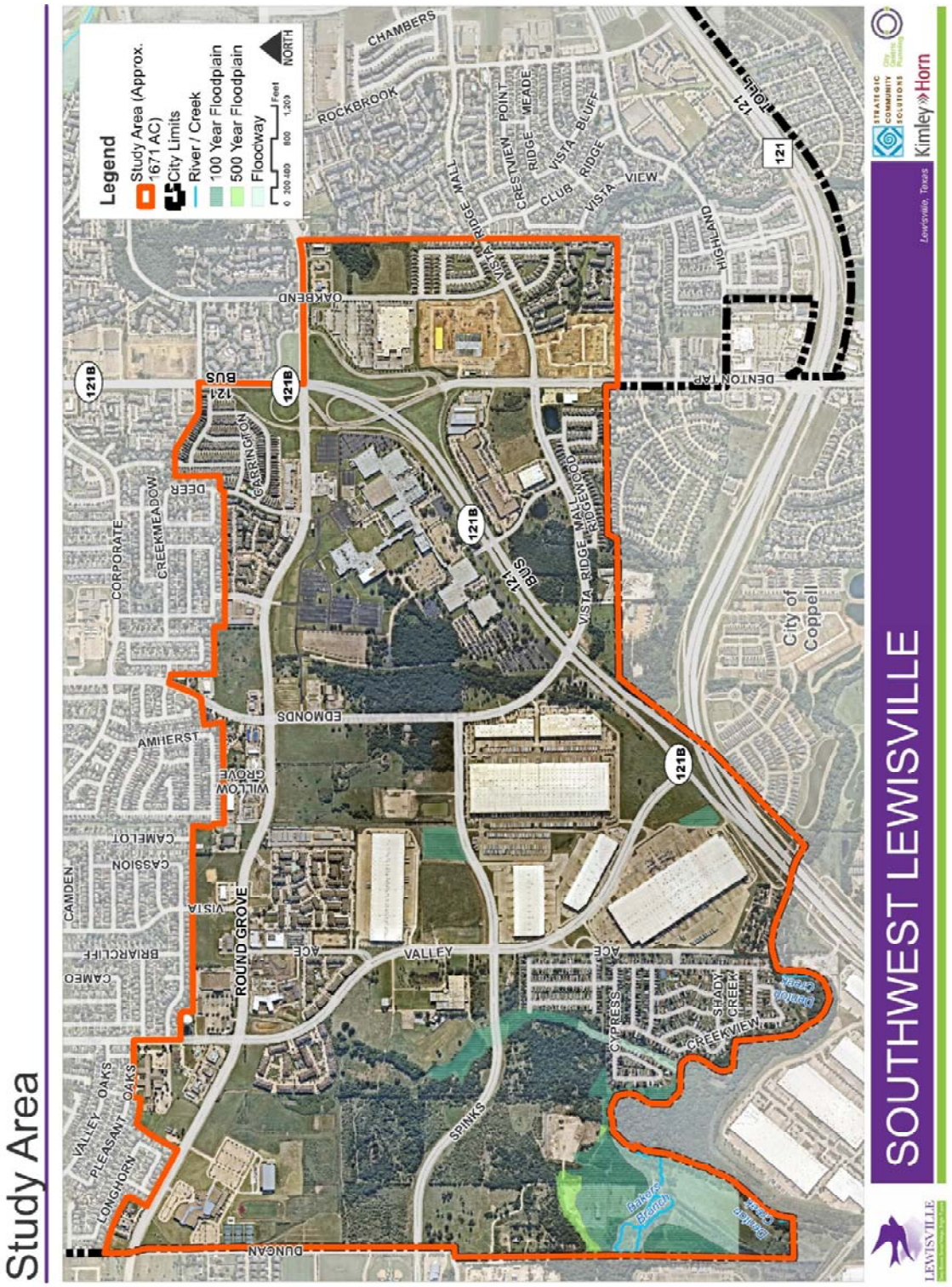

Exhibit 1: Study Area

COMMUNITY CHARACTERISTICS

Residents and Households

The residents of the Southwest Lewisville study area represent a broad range of income levels and variety of ethnic backgrounds. The area is home to many young professionals and renters, as well as a large population of young families. While the district has a median household income over 20 percent higher than the City overall, the median home value is approximately 14 percent lower than the city median. This disparity could be due to the relatively large number of higher income residents in the area who are choosing to rent. Southwest Lewisville has a higher percentage of households with children and a larger average household size than the rest of Lewisville. Nearly 39 percent of residents are of Hispanic origin, which is also slightly higher than the citywide average.

Indicator	Citywide	Southwest
2017 Housing Units	44,643	1,996
2017 Households	41,883	1,910
2017 Total Resident Population	106,741	5,148
2017 Average Household Size	2.54	2.69
2017 Total Daytime Population	101,241	5,312
Resident: Daytime Population Ratio	1.05	0.97

Exhibit 2: Housing and Population

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Indicator	Citywide	Southwest
2017 Median Household Income	$57,956	$68,476
2017 Median Age	32.2	31.1
Population 65 and older	4.6%	3.8%
All Households w/ Children	35.5%	38.7%
Households with 1 Person	30.1%	27.1%
Hispanic Origin	32.2%	37.6%
Unemployment Rate	4.0%	3.6%

Exhibit 3: Resident Characteristics

Housing and Neighborhoods

There are several moderate income single family developments on the eastern edge of the study area, a large mobile home park along Denton Creek to the south, and a new retirement community on Round Grove. The study area has a much higher percentage of owner occupied housing than the rest of the city, despite the presence of several large multifamily developments, and the median unit is nearly a decade newer than the citywide median. Even so, home values are approximately 15 percent lower than the city median.

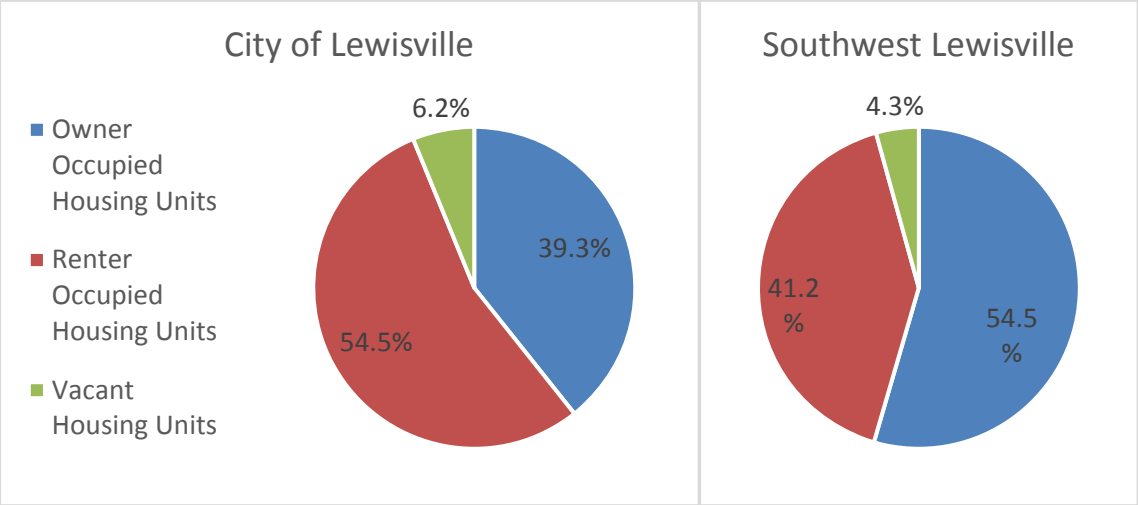

Exhibit 4: Homeownership

Indicator	Citywide	Southwest
2017 Median Home Value	$173,806	$146,296
Median Year Structure Built	1992	2001

Exhibit 5: Housing Characteristics

Businesses and Employment

Southwest Lewisville has a large employment base, with concentrations in the retail trade and service sectors. Round Grove Road is a retail corridor for the area. The central and eastern portions of the district, near Denton Tap Road and 121 Business, have some large corporate developments, such as the Digital Realty data center and the Mary K office, production and distribution campus. The area is also home to several large distribution centers due to the area's excellent vehicular transportation infrastructure and easy access to the rest of the DFW region.

Indicator	Citywide	Southwest
Total Businesses	3,663	160
Total Employees	46,921	2,489
Total Residential Population	106,741	5,148
Employee/Residential Population Ratio (per 100 Residents)	44	48
Retail Trade Leakage/Surplus	-27.4	-4.2
Food & Drink Leakage/Surplus	-12.6	21.5

Exhibit 6: Business Characteristics

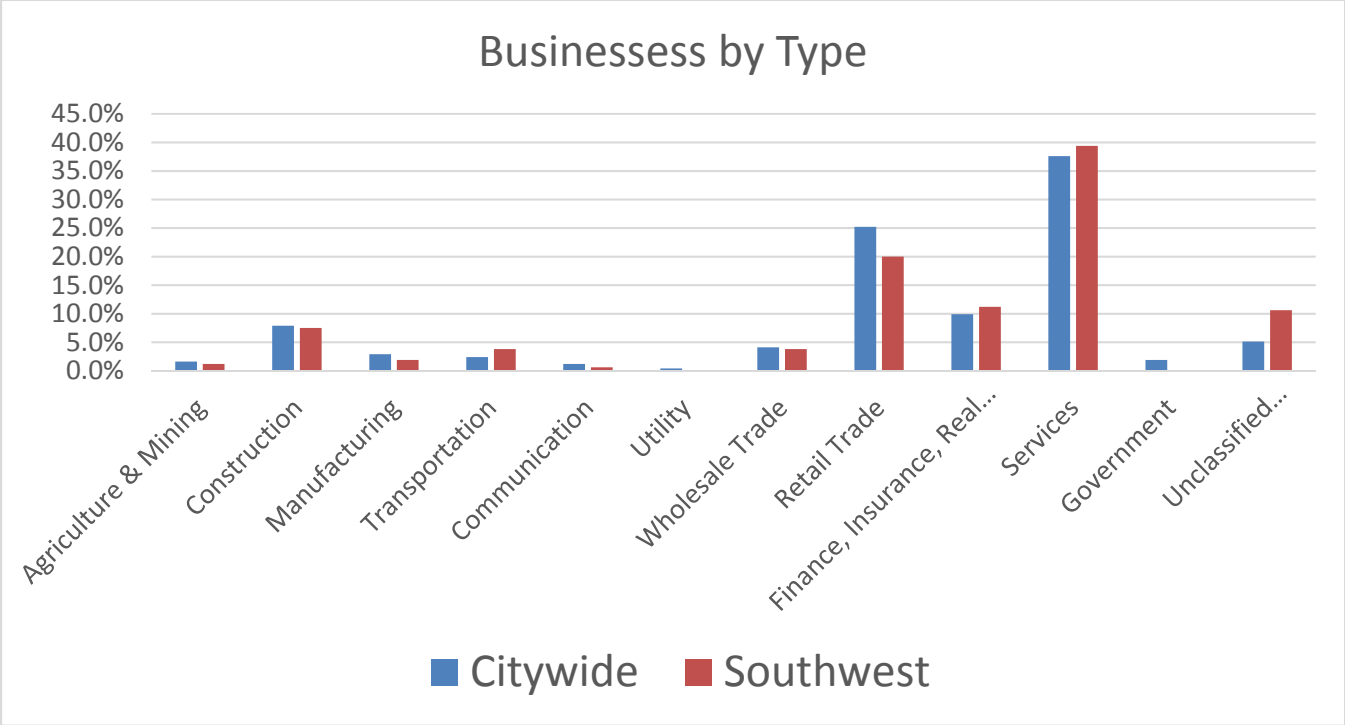

Exhibit 7: Businesses by Type

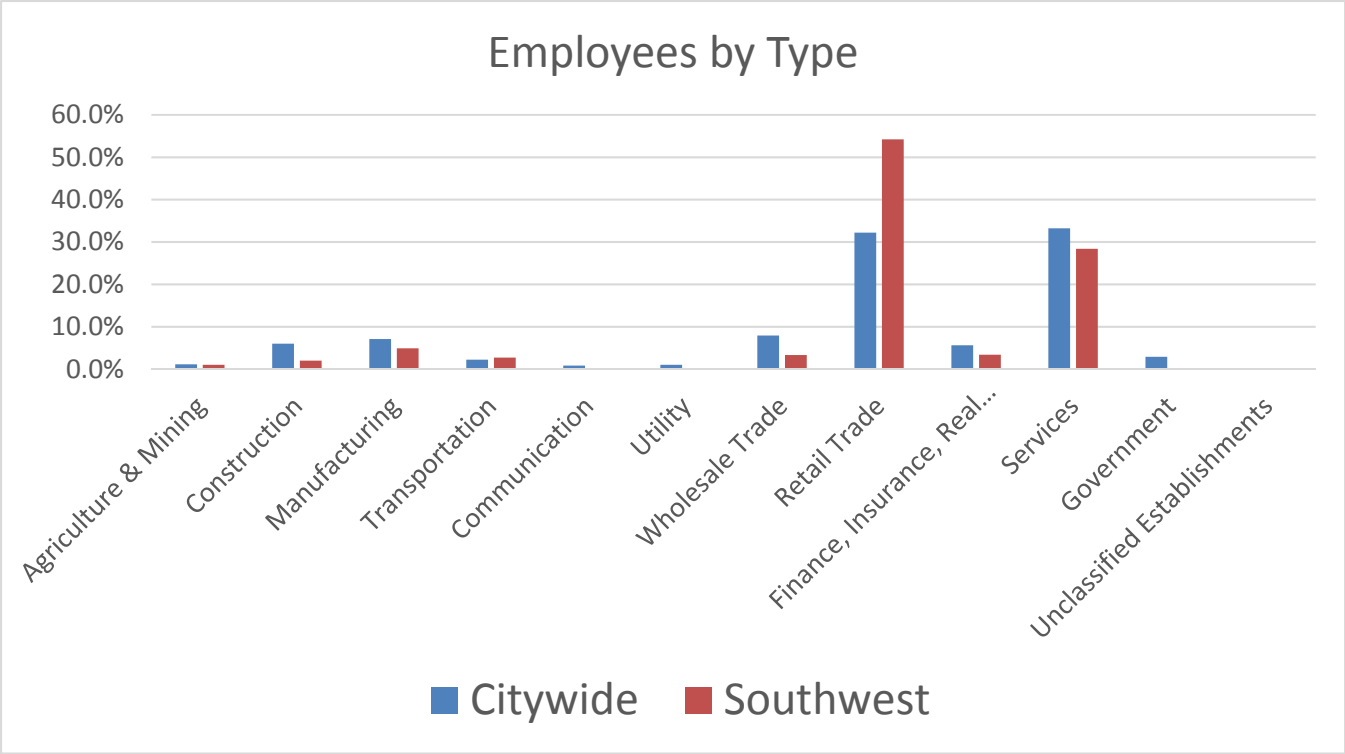

Exhibit 8: Employees by Type

EXISTING DEVELOPMENT PATTERNS

Existing Land Uses

The study area has a variety of different land uses, driven largely by the excellent transportation connections to the rest of Lewisville and the greater DFW region. There are several distribution centers along Valley Parkway and Spinks Road, and a large business campus area between Edmonds, 121 Business, and Round Grove. Round Grove currently functions as a major commercial corridor. There is additional commercial development along Vista Ridge Mall Drive and Oakbend Drive as well.

Within the study area there are three general housing types. Multifamily neighborhoods have been developed along Round Grove Road; they cater to a variety of age and income brackets. Creekview, a large mobile home park, is located along Denton Creek on the southern edge of the district. It provides affordable housing choices to residents of the city. There are also several single-family neighborhoods in the study area that have developed along the southeastern corner of the district near Vista Ridge Mall Drive.

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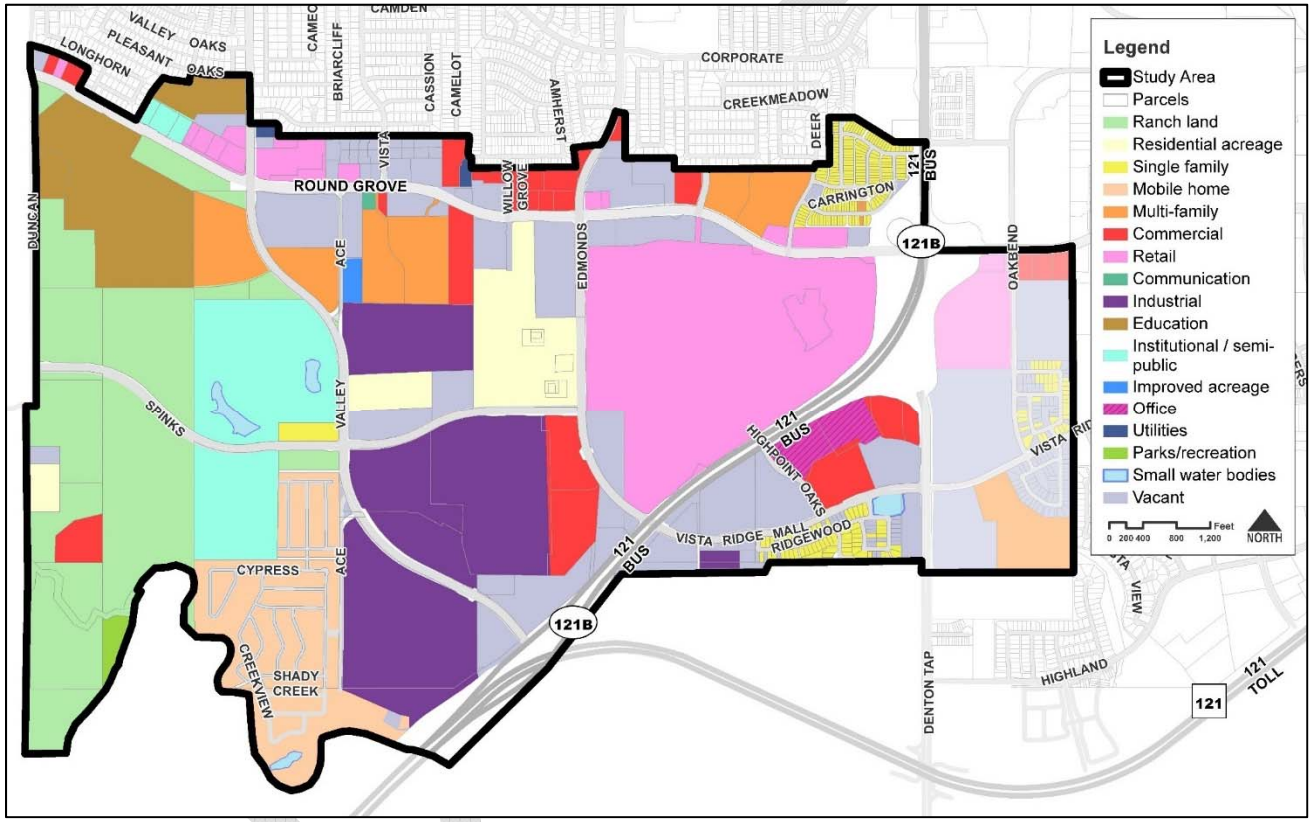

Exhibit 9: Existing Land Use

ISSUES AND OPPORTUNITIES

The analysis and public input during this process identified a number of issues that will affect the future of the Southwest Lewisville area. Based on those discussions, the Plan identifies seven unique opportunities that could support the desired transformation of Southwest Lewisville.

1. **Continue and expand the employment opportunities in this area.** Southwest Lewisville has one of the largest concentrations of jobs in the city. The businesses locating here value the area's transportation access and other feature. City initiatives and collaboration with the private sector should be focused on maintaining the appeal of this area as an employment center. Improvements in the future should help make the area even more desirable as a business location, with changes in the desired character of the area attracting corporate locations and higher wage jobs as well.
2. **Make the most of the area's remaining undeveloped land by attracting market segments that aren't accommodated elsewhere in Lewisville.** This is the last area in Lewisville with significant vacant parcels remaining for development. As a result, this is the best place to plan for market segments that desire large areas and the strong, coherent design characteristics that are most common in developments of larger land holdings or in planned developments. Southwest Lewisville's creeks and tree canopy could become a part of such design. The area should be considered for both residential and non-residential developments that will add diversity to Lewisville's housing and business offerings.
3. **Address the current needs and investments of area residents.** As discussed above, Southwest Lewisville's residents have some demographic characteristics that are different from residents in other parts of the community. Two aspects of these demographics should play a role in planning a future that improves quality of life for current residents and maintains or increases their own investments in the area. First, the area has a larger share of homeowners than Lewisville overall. These residents generally own more affordable homes than the citywide average. To meet their needs, the plans for the area should include programs and initiatives that help maintain or add value to these neighborhoods. Second, some households have lower- and moderate-incomes, including many in the Creekside mobile home community. Meeting their needs means addressing existing infrastructure and housing quality concerns. Other transportation connections, job training and similar support may help with the quality of their lives.
4. **Address the future interests and investments of current residents.** Southwest Lewisville's residents include a segment of higher-income residents who rent their housing. There may be several reasons for this option. Addressing these needs involves providing amenities and services that appeal to higher income residents. Building a strong connection with the Lewisville community may also mean that these residents choose to stay in Lewisville when and if they decide to purchase a home in the future.
5. **Create more awareness of Lewisville when people enter this gateway to the community.** Today, people driving along 121 Business may not realize when they enter the City of Lewisville. Drivers on arterial streets may also be less aware of their entrance into Lewisville from adjacent communities. Since Lewisville seeks to strengthen its distinctive identity, this area plays a significant role as a gateway.

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Signage and gateway features should clearly show when someone leaves another city and enters Lewisville.

6. **Apply Lewisville's signature initiatives to this area.** *Lewisville 2025* establishes a new direction for Lewisville. Its initiatives, including the Green Centerpiece and Extending the Green, are designed to differentiate Lewisville. The gateway features and the design of development and public places in Southwest Lewisville should carry out these initiatives and reinforce this new direction.
7. **Build community capacity.** The people who participated in the Open House value their neighborhoods and community. The vision for Southwest Lewisville can be more readily achieved if these residents and property owners play an active role in action to improve the area. New or strengthened neighborhood or business organizations, improved communications and a clearer identity for the area are among the tools that can increase the ability of the people in Southwest Lewisville to accomplish the goals for their community.

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STRATEGIC DIRECTION

The area plan's strategic direction includes three important components: A Vision Statement, a set of Guiding principles, and a Framework Plan.

VISION STATEMENT

The Vision Statement for Southwest Lewisville is based on a shared community vision for the future of the study area. A Vision Statement is, by its nature, aspirational; It does not describe the study area as it currently exists. Rather, it is a vision of the future that participants wish to achieve. This foundational statement should be memorable, describing where the community wants to go and what the community wants to be. The following statement has been developed based on discussions and feedback from community members and City staff:

> Southwest Lewisville attracts dynamic corporations and diverse residents because of its natural areas, regional transportation access, desirable jobs and labor force, convenient shopping, and diverse neighborhood choices.

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GUIDING PRINCIPLES

The Guiding Principles provide the overall direction that will be used to guide decisions and investments so they achieve the community's vision. They guide the development of the overall plan, and they shape the individual details and policies for each specific plan component, such as natural asset networks or community character and design. These Guiding Principles have also been developed in conjunction with city staff and members of the community.

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FRAMEWORK PLAN

The Framework Plan is a graphic representation of the desired future development pattern that will be implemented using the Guiding Principles to realize the community's vision. The framework plan, like the Guiding Principles, provides direction for decision-makers as they consider ordinances and make decisions that impact private and public investment in the study area. The Framework Plan for the Southwest Lewisville Study Area includes three components: The Natural Asset Network, the Mobility Network, and the Future Development Pattern. These components work together to create a unified vision of the built and natural environment, shaping the development of the area in accordance with the Plan's Guiding Principles.

NATURAL ASSET NETWORK

Existing Assets

Southwest Lewisville is an area with tremendous opportunities, one of the biggest of which is the large number of undeveloped parcels. These properties give the area a strong natural character as well as flexibility in attracting a range of new businesses and residential developments. The study area has several natural assets within its boundaries: Denton Creek and Bakers Branch merge and flow along the city's southwestern border, where a shared use trail could link into current trail systems along the creeks in the cities of Flower Mound, Grapevine, and Coppell. A floodplain makes much of the area near the creeks unsuitable for intensive development, but this area could serve as a new public green space for the community as there are currently no public parks within the study area. Adjacent to these floodplains are several large parcels along Spinks Road that have rolling topography and stands of dense tree coverage, which could become assets for new business or residential development seeking people and companies who value the character of these natural areas.

Along Edmonds Lane and Vista Ridge Mall there are several heavily wooded areas that enhance the natural beauty of the study area. These stands have been identified by community members as an important part of the natural character of the area, which the community would like to see retained.

The Southwest Lewisville study area, like most of Dallas county, is located in the Texas Blackland Prairie. The Blackland Prairie is an area of rich dark clay, with expansive soils and an alkaline pH. The tree and shrub species that thrive in this soil create a distinctive plant palette that is unique to this region of Texas. Retaining natural vegetation and using these or similarly-adapted plants in new landscaping will likely reduce water consumption and increase plant survival rates, as well as creating a distinct natural character.

Concepts to Shape the Future

The natural features of Southwest Lewisville don't play a significant role in the everyday experience of people who live, work or travel through this area today. These features can help create an identity for this area that reinforces Lewisville's citywide vision of a green and sustainable community. Three key concepts are reflected in the Natural Asset Network Diagram.

1. Incorporate natural features in new development

Southwest Lewisville's natural character can strengthen the area's future vitality. Denton Creek, the floodplain and trees along the creek and the rolling topography created by the smaller streams that drain to Denton Creek all contribute to an area that is attractive and reflective of North Texas' natural ecology. The floodplain, tree canopy and areas of steep slopes can serve the community's future as an open space network and as amenities defining distinctive neighborhood and business areas.

Denton Creek and Bakers Branch can become visual and natural connections through this study area and to other parts of Lewisville and the region. Due to the potential flooding hazard, floodplain areas along these creeks are generally inappropriate for intensive development. But as open space, they provide locations for trails as well as natural habitat.

A second aspect of Southwest Lewisville's natural area is the extent of mature tree canopy. These trees add to the beauty of the area and provide other air quality and cooling benefits. The stands of trees in floodplain areas can be retained and continue to support the area's natural character. The tree canopy outside floodplains is mostly on private property. Future developments can benefit from these features. The area plan's development concepts should encourage development designs that locate buildings, streets and parking outside major tree canopy. Clustered residential development and campus-style employment centers can result in the same density or intensity of development, but they can be more distinctive and sustainable, thus retaining their value over the long term. It will also help retain the rolling topography that gives the area interest and unique design opportunities.

2. *Plant a new native forest.*

In addition to these wooded corridors, there are opportunities for significant reforestation at the interchange of 121 Business and Round Grove and at the intersection of 121 Business and Valley Parkway. New tree plantings would further enhance the corridors and strengthen Lewisville's reputation as green city.

3. *Use Denton Creek and Bakers Branch as assets and part of Lewisville's parks, trails and open space networks.*

A major issue the study area faces is a lack of dedicated public parks and open space – there are no City parks in the area. However, there is a large floodplain along Denton Creek that could be used for open space and recreational purposes, providing opportunities for new recreation areas and for trail linkages to neighboring cities along the creek. This would preserve the natural areas and create space for a soft trail network along Denton Creek connecting, the Creekview Mobile Home Park, Lewisville High School's Harmon campus and future employment destinations.

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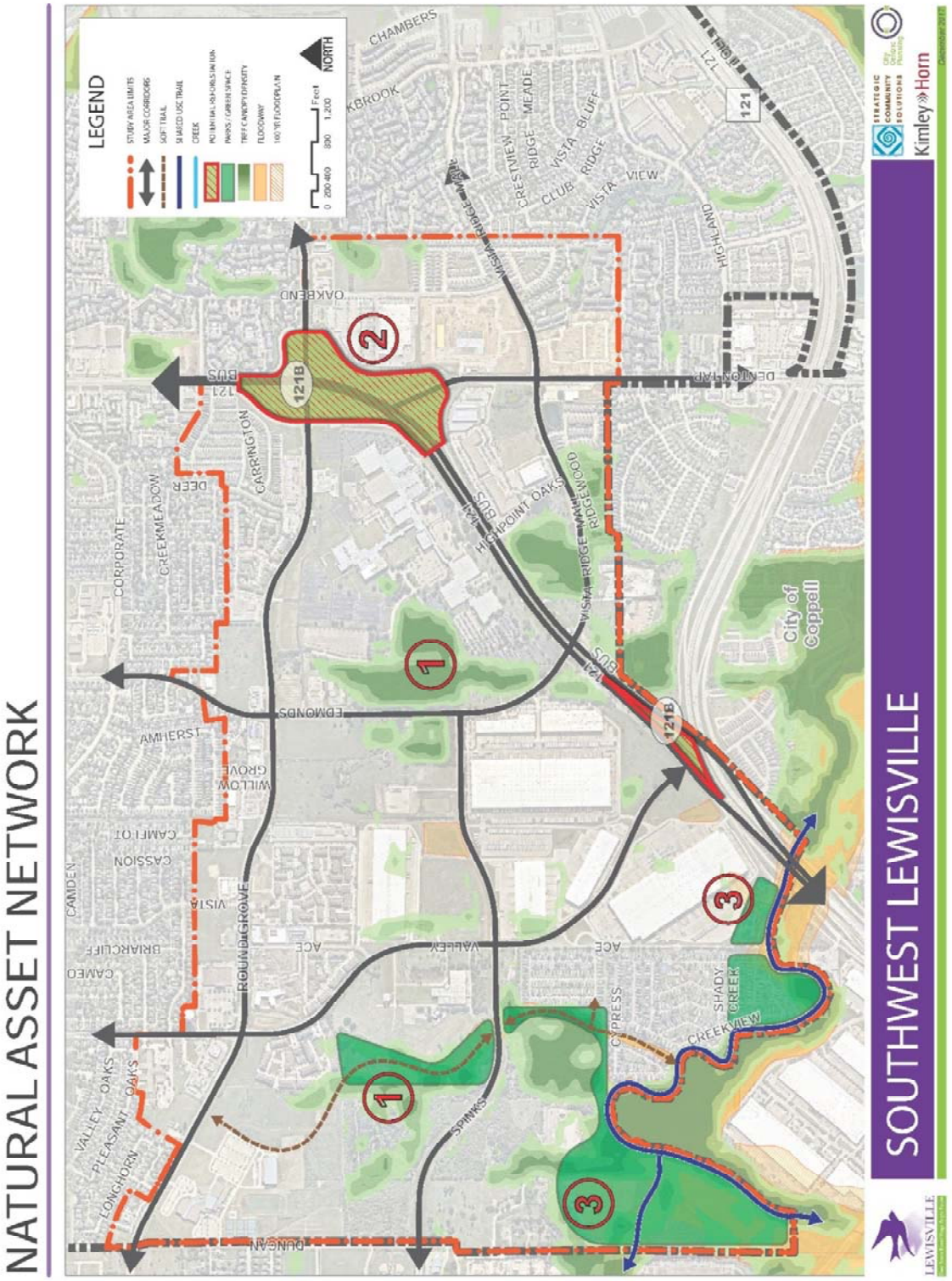

Exhibit 10: Natural Asset Network

MOBILITY NETWORK

Existing Assets

The Southwest Lewisville study area has excellent vehicular connectivity to the rest of Lewisville and the DFW region. Thanks to the presence of several major thoroughfares, the area is primed for growth as the region continues to attract new residents and businesses.

The study area is connected to the rest of Lewisville and the DFW region by several large corridors. Route 121 Business splits from the Sam Rayburn Tollway at the edge of the City limits, connecting the study area with Old Town Lewisville to the northeast and the rest of the region to the south. Valley Ridge and Edmonds are also major north/south corridors that connect the district with 121 B, while Spinks, Vista Ridge Mall, and Round Grove are the primary east-west thoroughfares. Denton Tap also connects the district to the south and serves as a secondary gateway into the City of Lewisville.

While the road network is robust, the study area currently has an incomplete pedestrian and bicycle network. Many of the major corridors already have some level of pedestrian service, but most existing sidewalks are narrow, and there are numerous gaps. Along Valley Parkway, the lack of sidewalks forces residents of the Creekview Mobile Home Park to walk directly along the shoulder of the road when traveling north to Round Grove, creating a safety issue.

Currently, the Southwest Lewisville study area does not have any bike lanes or shared use paths, though there are recommendations for a new trail along Edmonds and Vista Ridge Mall in the future. Public transportation options are extremely limited in the study area, with a single bus stop located in front of the Walmart on Oakbend Drive. Greater investment in the expansion of the pedestrian, bike, and public transportation networks will increase the number of viable transportation options within the study area, boosting quality of life, enhancing safety, and improving connectivity.

Concepts to Shape the Future

An effective multi-modal transportation system is an essential part of Southwest Lewisville's desired future. Three key concepts are reflected in the Mobility Network Diagram.

1. *Continue investments in vehicular mobility*

Southwest Lewisville's vehicular transportation network is one of the study area's greatest assets, and the primary reason it has become an attractive location for distribution and logistics centers. Highway 121 connects the area to the rest of DFW, while a framework of large arterials provides a variety of north-south and east-west transportation options. The city should continue to maintain the road network to ensure that area remains an attractive location for both current and future development.

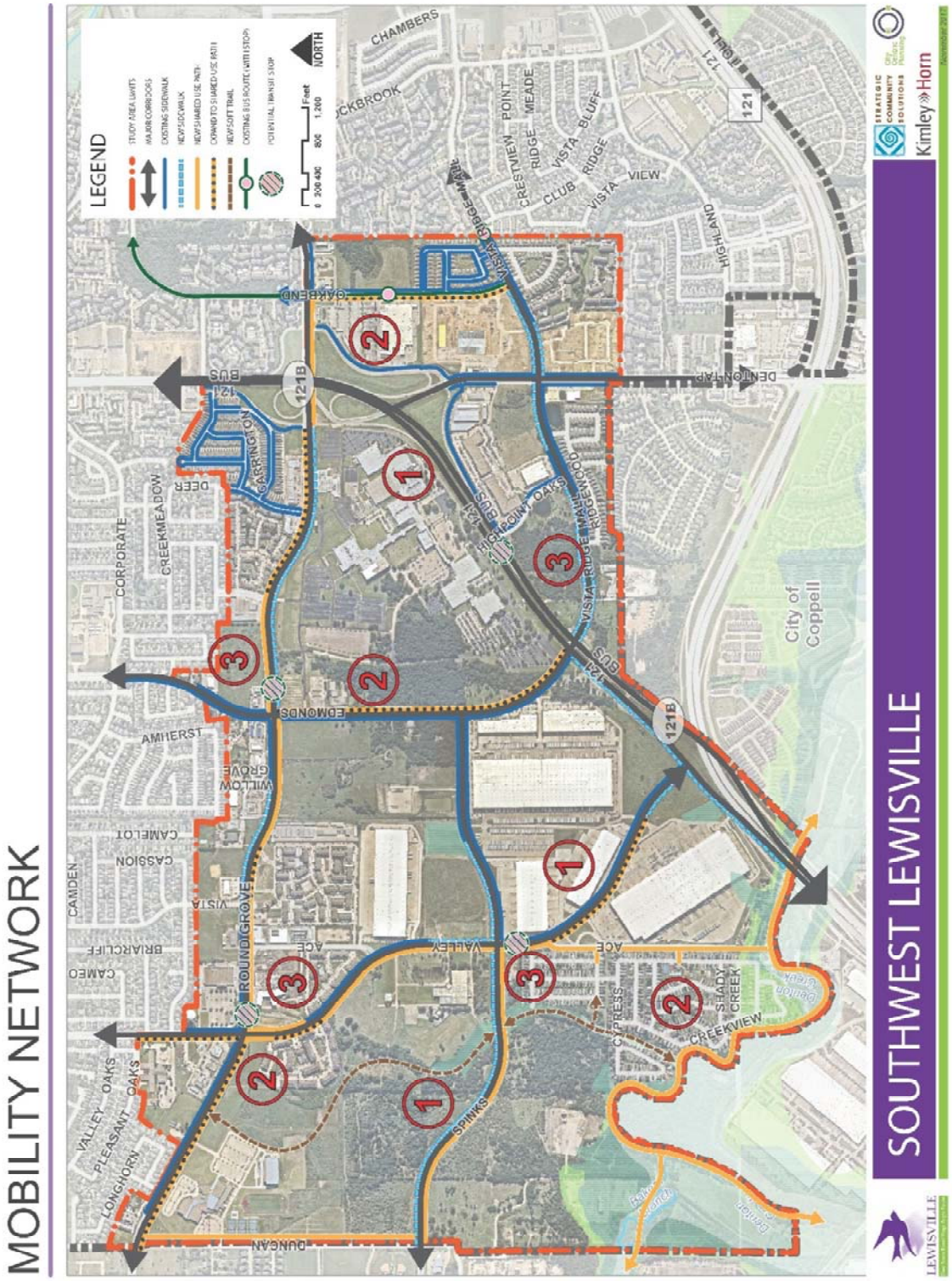

Exhibit 11: Mobility Network

2. *Complete the pedestrian and bike networks*

While the area's thoroughfares provide excellent vehicular mobility that makes this a preferred location for distribution and office locations, the bike and pedestrian network is much less developed. Several of the major thoroughfares have sections of sidewalk along portions of their routes, but there are significant gaps. Filling these gaps and building a network of shared use paths would enhance connectivity and provide alternative routes for residents and workers to access services and jobs, as well as provider safer means for students in the area to walk to school. Locations are shown graphically in Exhibit 11 as a dashed blue line. Additionally, sidewalks along at least one side of all major corridors should be expanded to serve as a shared use path, enhancing mobility by providing safe routes for bicyclists as well as pedestrians.

There are several areas that should be targeted as high priority for pedestrian improvements. A shared use path should be built along Valley Parkway with an extension to the Creekview Mobile Home Park via Ace Lane. This would provide greater mobility to residents who currently walk to jobs, services, and schools along Round Grove Road. A soft-surface trail, shown in Exhibit 11 as a dashed brown line, should also be considered to link the Lewisville High School Harmon campus with residential areas along Round Grove and to Creekview by way of the trails along Denton Creek. Another area of high importance is the completion and expansion of pedestrian/bike paths along the Round Grove corridor. This road currently functions as the primary commercial corridor for the study area, but substantial portions of the corridor do not have any pedestrian routes. Additionally, pedestrian/bike paths should be extended along Round Grove over the 121 interchange to reconnect the eastern and western sides of 121B.

As new development occurs in the western part of the study area, the designs should include pedestrian and bicycle routes as well as vehicular routes. Not only will these routes benefit people who live in the area, they will also benefit the people who work in the employment areas. The ability to walk during lunch or breaks and the choice of walking or biking to eat or run errands will reduce the number of auto trips in the area during the day and during the evening rush hour.

3. *Strengthen DCTA transit in the area*

The Southwest Lewisville study area currently has only one transit stop along DCTA's Route 22, located on the extreme eastern edge of the study area in front of the Walmart along Oakbend Drive. The route could be extended, or a new route created, to serve population and job centers throughout the study area. Areas where stations should be considered include:

- Valley and Round Grove – This location would serve the large number of apartments and the senior living center that are located near this intersection. It would also enhance transit access to Lewisville High School Harmon and Parkway Elementary. Additionally, a new transit stop here would provide access to commercial services north of Round Grove, and access to a new community identity point at the Lewisville Water Tower.
- Valley and Spinks – A transit stop at this intersection would provide access to the residents of Creekside Mobile Home Park as well as workers at the distribution centers that are concentrated in the area. It

would also provide convenient access to a new park/trail system linked to Lewisville High School Harmon and new green spaces along Denton Creek and Bakers Branch.

- 121B and Highpoint Oaks – This area is a major employment center, and a transit stop at this location would provide access both to the Digital Realty Campus to the north, and to existing and future business development to the south.
- Edmonds and Round Grove – This location would serve commercial developments near the intersection, as well as provide access to future development on the Digital Realty campus to the southeast. A stop here would also provide transit access to residents in the neighborhoods immediately north of the Round Grove corridor.

FUTURE DEVELOPMENT PATTERN

Concepts to Shape the Future

The character of the places that will be part of Southwest Lewisville's future will be determined by the uses and places remain as they are today, those that are changed or revitalized, and those that will be created in the future. Four key concepts inform the character of places shown in the Future Development Pattern Diagram.

1. *Continue and enhance the area's strengths as an employment center.*

As noted previously, Southwest Lewisville is an important employment center and business location in Lewisville. The development concepts for the area should support the continuation of this role.

2. *Keep existing neighborhoods lively and desirable.*

Since Southwest Lewisville has such a diverse range of neighborhoods, public investments and services should keep these areas vital.

3. *Enhance Round Grove as a valuable and distinctive retail, service and restaurant corridor.*

Round Grove has become the location of many businesses used by nearby residents and employees in the business areas. But it does not have a clear identity and many uses are auto-oriented. The long-term viability of these commercial uses (and their adjacent neighborhoods) would be strengthened if the area had a distinct character and was seen as a destination for shopping or dining, particularly one that can be accessed on foot, by bike or transit, eliminating the need to drive and park at multiple destinations. Future development should emphasize retail, business services, restaurants and similar uses that serve area residents and employees of nearby businesses. Design guidelines should create a consistent human-scale character for the area.

4. *Maximize the benefits from development west of Valley.*

The future of the large undeveloped areas generally west of Valley will shape the long-term identity of Southwest Lewisville. Instead of responding to the most immediate market interests here, Lewisville should seek development that will be more valuable over the long term. The Natural Area Network should be incorporated into future development so the area benefits from a unique identity.

This plan proposes two options for this future development, both of which build on the area's natural character. The first option would create clustered, 'green' neighborhoods. The character of these areas would benefit

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from shared open spaces, the existing mature trees and locations for trails or natural area recreation. Such neighborhoods could offer a higher-value residential product that is not found elsewhere in Lewisville (or in much of North Texas).

The second option would focus on non-residential uses. It too would design street networks and building sites to avoid steep slopes, floodplains and major stands of trees. While some sites might appeal to distribution uses, like those closer to 121B, other sites could attract corporate uses.

Future Development Pattern Diagram

The Future Development Pattern Diagram graphically represents the mix of land uses and the desired future character in the study area. This diagram should guide decisions on future development proposals in these areas. In addition to guiding development for the area's unbuilt parcels, the Future Development Pattern Diagram also gives guidance to redevelopment within the study area.

Developed through numerous meetings and conversations with community participants, stakeholders, and city staff, this diagram should serve as a reference point when considering whether future development proposals are in alignment with the community's vision. It will guide future decisions on proposed zoning changes, development applications, and changes to development standards.

Place Types

Place Types represent the different sorts of places that could exist in the Southwest Lewisville of the future. Instead of referencing a single land use, they describe the character of the place – the mix of land uses, the scale, how a pedestrian experiences the area, and other features. Place Types are valuable because they communicate what's important – the character or quality of the place to be created. They give the community more flexibility in addressing development proposals for specific properties and in responding to changing market conditions. The Place Types are used as the 'color palette' for the Future Development Pattern Diagram that depicts desired development patterns in Southwest Lewisville.

This Small Area Plan uses eight (8) Place Types to represent the places that could be a part of Southwest Lewisville's future. Each of these Place Types is described below. For each Place Type, the description includes:

- Place Type name;
- A brief description of the intent behind this Place Type;
- Discussion of the land uses that are expected to be primary or secondary components of the place that is created;
- Where appropriate, information on the range of development density or intensity expected; and
- Supporting images that illustrate the character represented by the Place Type.

There are two options for Southwest Lewisville's future development. They are shown in Exhibits 12 and 13 and are discussed below.

NEIGHBORHOOD REVITALIZATION

Character and Intent
This Place Type is intended to support reinvestment in existing neighborhoods. These are residential areas that may benefit from improvements to existing structures. Revitalization could also include other housing types such as cottages.

Land Use Considerations
Primary Land Use
Single Family Detached Homes, Townhomes, Other Single Family Attached Homes
Secondary Land Uses
Civic and Institutional Uses, Parks and Open Space

Indicators & Assumptions
Lot size less than 1/4 acre

ILLUSTRATIVE PHOTOS

CLUSTERED GREEN RESIDENTIAL

Character and Intent

Clustered residential neighborhoods are intended to provide a clustering of smaller residential lots, but within large areas of green or open space. They provide the same overall development density as a traditional suburban design, but preserve the natural topography and vegetation in the area as an amenity for the neighborhood. Typically formed as small subdivision clusters buffered from surrounding uses by greenbelts, natural, or landscaped areas

Land Use Considerations

Primary Land Use

Single Family Detached Homes, Townhomes, Other Single Family Attached Homes

Secondary Land Uses

Civic and Institutional Uses, Parks and Open Space

Indicators & Assumptions

Lot size less than 1 acre, but overall development densities are comparable to Suburban Living

ILLUSTRATIVE PHOTOS

SUBURBAN LIVING

Character and Intent

Suburban neighborhoods will continue to be a component residential place type in the study area. Neighborhoods would consist primarily of single-family detached homes, along with townhomes and some duplexes.

Land Use Considerations

Primary Land Use

Single Family Detached, Townhome, Duplex, Ancillary Units

Secondary Land Uses

Civic and Institutional Uses, Parks

Indicators & Assumptions

Lot size less than 1/2 Acre

ILLUSTRATIVE PHOTOS

URBAN LIVING

Character and Intent

Urban Living areas can support a variety of housing types in a compact network of complete, walkable streets that are easy to navigate by bike, car, or foot. This Place Type may also contain small amounts of retail or neighborhood services to serve the neighborhood.

Land Use Considerations

Primary Land Use

Townhomes, Duplex, Condominiums, Urban-Style Apartments

Secondary Land Uses

Civic and Institutional Uses, Parks and Open Space, Retail / Commercial

Indicators & Assumptions

Densities of 6-40 units per acre

ILLUSTRATIVE PHOTOS

EMPLOYMENT MIX

Character and Intent

Employment Mix provides a location for businesses offering a range of professional and service jobs. This type of development may support a variety of non-residential uses including offices, research and development facilities, medical clinics, logistics centers, distribution hubs and business incubators. This Place Type may include support services, such as retail or dining, that support other employment uses in the area. The street frontages of the businesses are appealing and generally have an increased level of aesthetic design and landscaping.

Land Use Considerations

Primary Land Use

Offices, Professional Services, Office Parks, Flex-Office, Distribution Centers, Logistics

Secondary Land Uses

Civic and Institutional Uses, Parks and Open Space, Retail and Commercial

Indicators & Assumptions

Lot size (Range) N/A

ILLUSTRATIVE PHOTOS

COMMERCIAL

Character and Intent
The Commercial Place Type is typically characterized by freestanding buildings containing one or more businesses. May include regional destinations like entertainment venues or lifestyle centers as well as local neighborhood services, such as restaurants, local retail, medical offices, banks, and other retail services

Land Use Considerations
Primary Land Use
Retail and Commercial
Secondary Land Uses
Civic and Institutional Uses, Parks and Open Space

Indicators & Assumptions
Lot size (Range) N/A

ILLUSTRATIVE PHOTOS

PUBLIC & EDUCATIONAL

Character and Intent
The Public and Educational Place Type contains public and educational facilities that support the community. These may include uses such as public or private schools, community recreational centers, libraries, or public safety facilities

Land Use Considerations
Primary Land Use
Civic and Institutional Uses
Secondary Land Uses
Parks and Open Space

Indicators & Assumptions
Lot size (range) N/A

ILLUSTRATIVE PHOTOS

PARKS AND GREEN SPACE

Character and Intent
Parks and Green Space is used to indicate areas that are in public or non-profit ownership and that will be dominated by open space over time. Examples include large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements or similar protections. These areas are not expected to develop with other uses.

Land Use Considerations
Primary land use
Parks, Open Space, Cemeteries
Secondary Land Uses
Civic Uses

Indicators & Assumptions
Lot size (range) N/A

ILLUSTRATIVE PHOTOS

Employment Mix

The study area currently has a large concentration of distribution, employment, and commercial uses, and these uses will remain critical to the study area's future success. The road network and good accessibility to the rest of the DFW region have made the area an appealing location for corporations and distribution businesses.

Both Future Development Pattern options show an expansion of distribution uses, with vacant parcels along Spinks Road developed similarly to the existing distribution centers in the area. They also reflect the continued appeal of the Digital Realty campus as an employment center, and a significant portion of the campus remains available for future development. Vacant parcels along Round Grove and Vista Ridge Mall would experience infill with commercial or business development for suppliers or service providers to larger companies, as well as to support corporate workers and area residents.

Residential Mix

Southwest Lewisville currently has several different housing products within its boundaries, including single family, multifamily, and a mobile home park. Some of the older multifamily units in the area could benefit from redevelopment and replacement with newer, market-based urban housing. The Creekview Mobile Home Park would also benefit from reinvestment, as the park is not connected to city water or sewer, and aging infrastructure will pose reliability and sanitary issues in the future. Portions of the mobile home park are also located within the Denton Creek floodplain, and affected units should be removed or relocated to less vulnerable locations.

Alternatives for Western Part of Study Area

In addition to the existing mix of housing in the area, there is potential for the development of another housing typology, cluster residential, that is not yet available in Lewisville. The undeveloped parcels along the western end of Spinks Road have rolling topography and are heavily wooded, characteristics that are uncommon in North Texas. Clustered residential development would allow for the preservation of much of this landscape, creating a high end, sustainable housing product that would expand the housing choices available to Lewisville residents. These neighborhoods are generally formed as subdivisions with homes clustered in small pods, with residential uses oriented towards the interior of the site and natural areas preserved as greenbelts around them. The locations for these new development products is illustrated by the Clustered Green Residential Place Type in the Future Development Pattern Option 1, shown in Exhibit 12.

Alternatively, should demand for employment mix exceed the need or demand for new housing products, the parcels along Spinks Road could be developed based on the Employment Mix Place Type, illustrated in the Future Development Pattern Option 2, shown in Exhibit 13. In this case, the potential still exists for new development to occur in clusters to preserve some of the areas unique topography, similar to developments just to the west in the city of Flower Mound.

A Planned Development (PD) zoning should be used for future development of this area to ensure that the design and character are appropriate and create new neighborhoods or employment areas that will be distinctive, adding to the options available today in Lewisville and providing long-lasting value.

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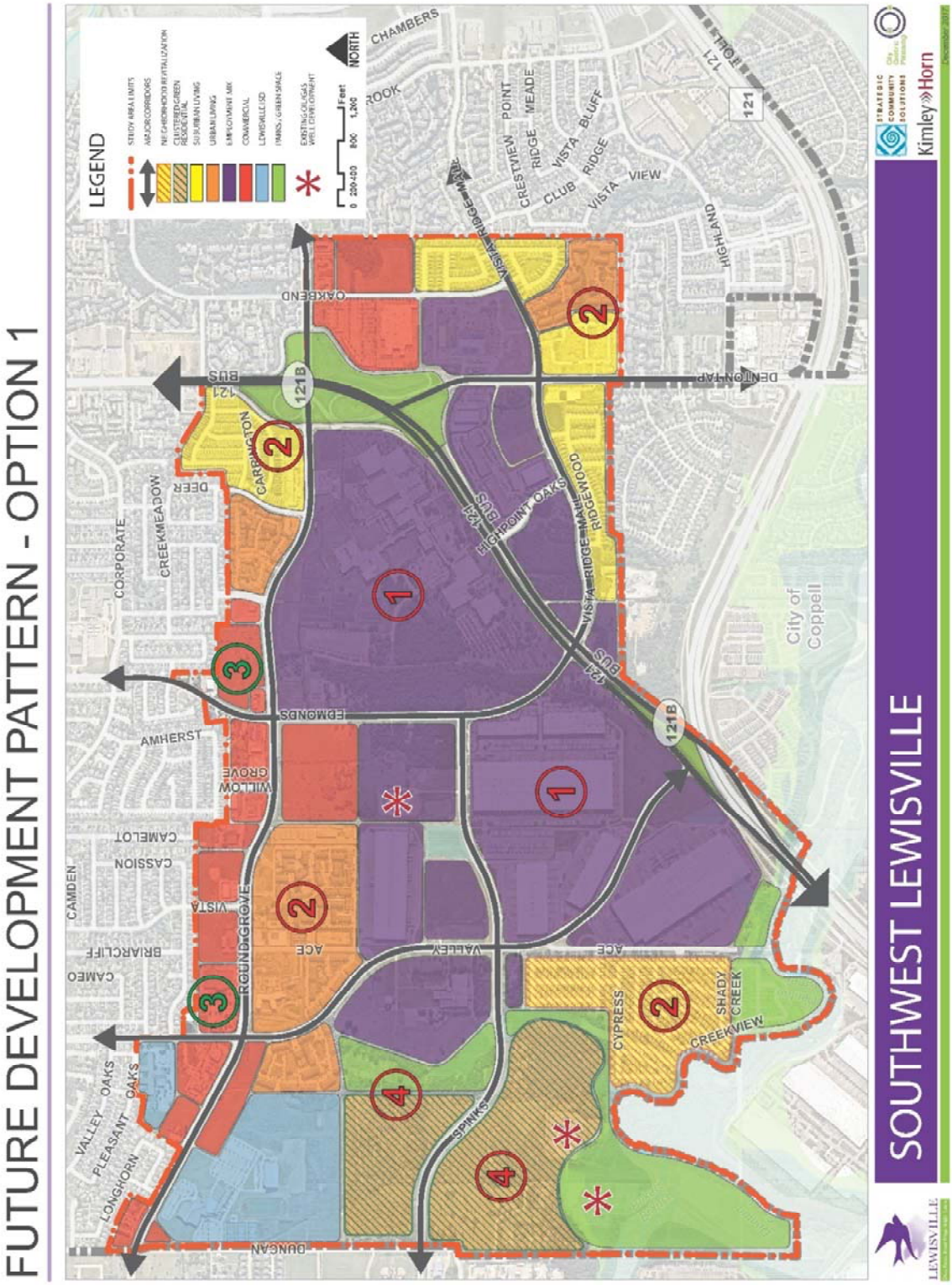

Exhibit 12: Future Development Pattern, Option 1

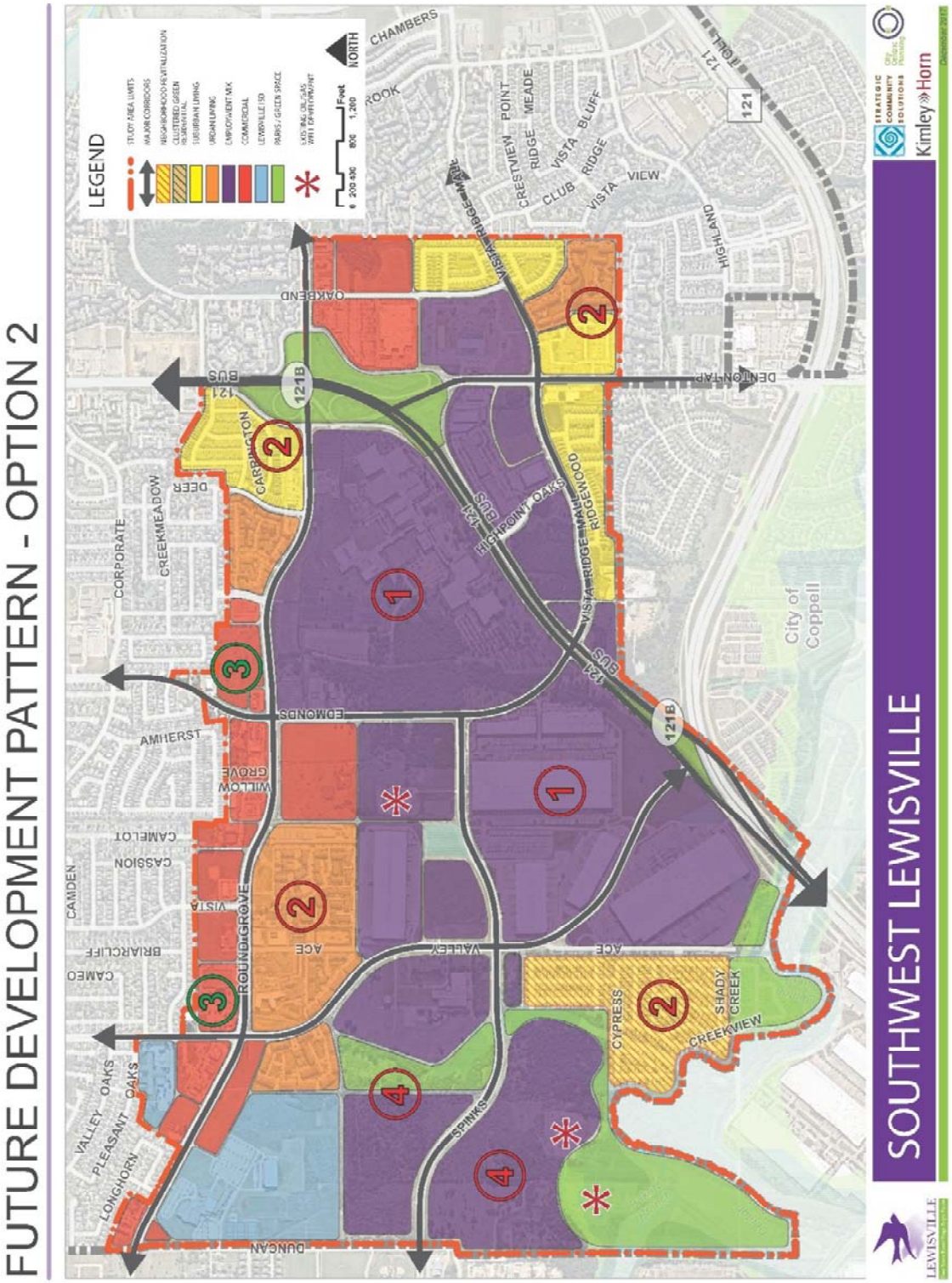

Exhibit 13: Future Development Pattern, Option 2

COMMUNITY CHARACTER & DESIGN

Community character and good urban design are essential components of successful placemaking. Good design considers community attributes such as topography, vegetation, land use, buildings, culture, and history to strengthen the character and appeal of the community. To be successful, good community character and design policies use distinctive character, good spatial organization, and high aesthetic standards to enhance social equity, strengthen community interactions, and improve quality of life.

This Area Plan addresses important elements of community character and design in three categories:

- Gateways and Identity Points
- Public Realm Corridors
- Design Overlays

Each of these aspects of design are discussed in detail below.

GATEWAYS AND IDENTITY POINTS

Gateway and Identity nodes help make a district more successful by establishing the boundaries and character of the area and enhancing imageability. These elements also establish a hierarchy of importance for intersections, corridors, and public spaces, making an area more legible to visitors and residents alike. These gateways and identity points can play a vital role in the establishment of an identity for Southwest Lewisville. They would also, because of the study area's location on the Lewisville City boundary, signify that one is crossing into or out of the City of Lewisville, creating an opportunity for the community to strengthen its brand and represent itself to the wider region. Gateways and Identity points come in a large variety of shapes and sizes. These may take the form of signage and monumentation, but can also include large art pieces, ornamental landscaping, or even large stands of trees.

The Gateways and Identity Points proposed for Southwest Lewisville are listed below and are shown in Exhibit 14.

1. Major Gateways
    a. 121 Business Sequence (at Edmonds and Round Grove)
2. Minor Gateways
    a. 121 Business Sequence (at Valley)
    b. Denton Tap at City limits
    c. Round Grove and Duncan
3. Pedestrian Gateways
    c. Denton Creek at City limits
    d. Spinks at City limits
4. Identity Points
    g. Round Grove and Valley (City water tower)

Major Gateways

This area plan identifies two locations for major gateways for the Southwest Lewisville Study Area. The first is the intersection of Edmonds and Vista Ridge Mall with 121 B. This is one of the largest intersections in the study area, and is a major point for entry for those entering and leaving the district via the Sam Rayburn Tollway. The other major gateway identified is the large interchange between 121B and Round Grove. The large expanses of right of way at the interchange provides an opportunity for a large gateway statement, like an urban forest, that reflects the community's character as a green city. These gateways, together with a third location on 121B described in the next section, would create a sequence of features for those entering and exiting the city. This sequencing of related features could be used to create a very strong identity that showcases the City of Lewisville to the rest of the region.

Minor Gateways

There are several locations in the study area where minor gateways are appropriate. These areas may function as entries into the city or study area, but are of secondary importance to areas designated for major gateways. The first location identified for a minor gateway is the intersections of Denton Tap Road with Highland Drive, where new City gateway signage is already under construction. The second minor gateway location is the intersection of Round Grove Road and Duncan Lane at the Lewisville city limits. Finally, the last major gateway location identified for the study area is the intersection of Valley Parkway and 121 B Southbound. This intersection is the third location described in the previous section as part of a sequence of gateways that together would establish a distinctive regional identity feature.

Pedestrian Gateways

Pedestrian Gateways are generally smaller in scale than the previously described gateways, and are used to signify entry into the district to cyclists and pedestrians. One pedestrian gateway identified in Southwest Lewisville is the intersection of Spinks Road and Duncan Road at the City limits. A second pedestrian gateway is suggested for the proposed shared use trail along Denton Creek and Bakers Branch. These gateways would be located at connection points between the Lewisville trail extension and trail systems in Coppell, Flower Mound, and Grapevine.

Identity Points

The water tower on Valley Parkway just north of Round Grove Road has been identified by the community as a major identity point, signifying to those in the area that they are in Lewisville. This water tower and the property on which it sits could be upgraded to serve as a gathering space for residents with the incorporation of a small park or public art and decorative lighting. The site could also serve as a location for a bike station if the City were to initiate a bike share program in the future.

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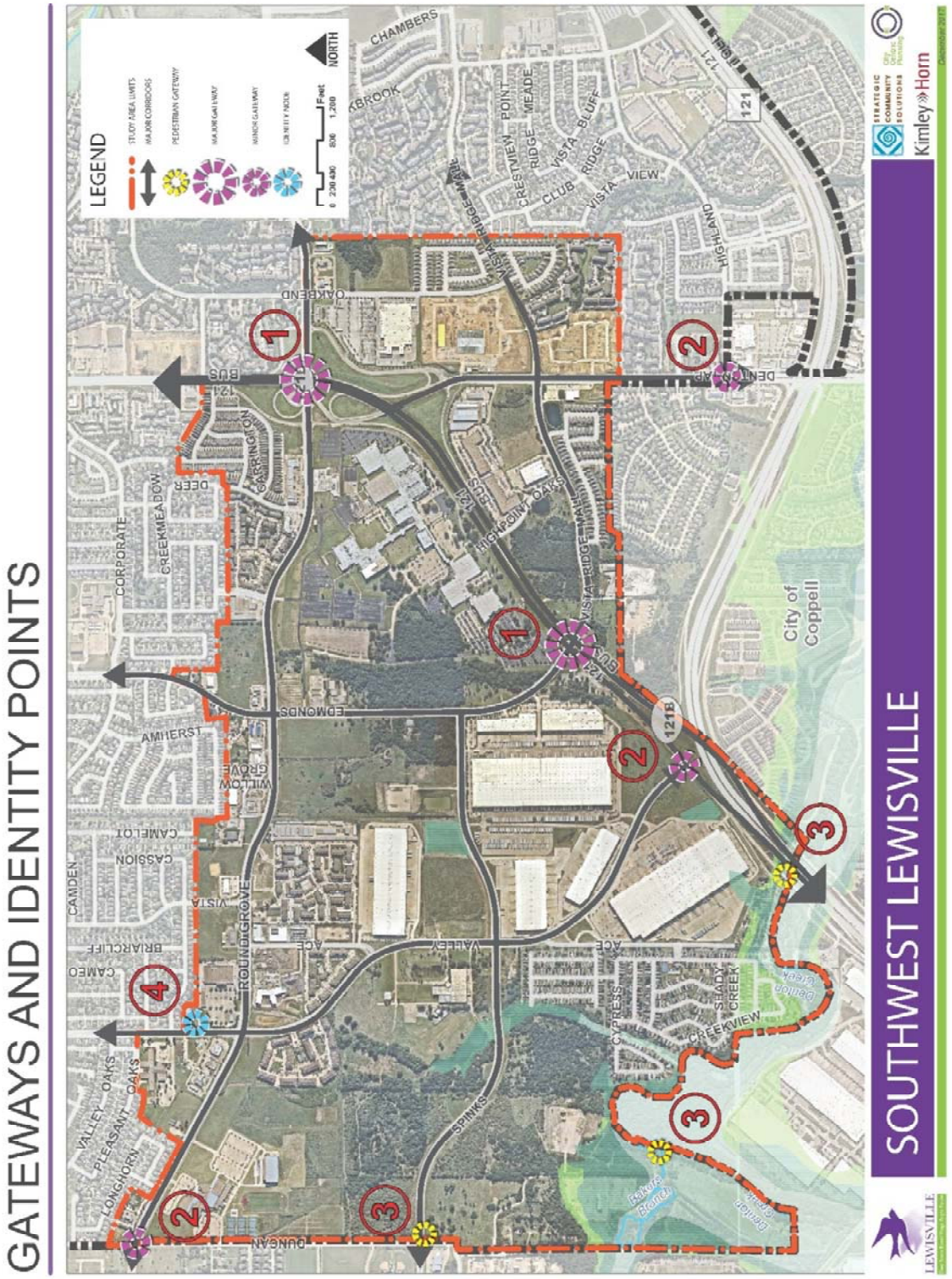

Exhibit 14: Gateways and Identity Points

PUBLIC REALM CORRIDORS

Public Realm Corridors are areas where investments may be needed in public areas and along rights of way to preserve and enhance community character. As shown in Exhibit 15, three Public Realm Corridors are proposed:

- A "new urban forest" as part of the entrance to Lewisville along 121B
- Valley
- Edmonds – Vista Ridge Mall

New Urban Forest

In Southwest Lewisville, one of the defining characteristics of the area is the natural environment. This theme could be communicated to people entering Lewisville by planting additional forests in the public right of way. Locations that would be suited to this 'reforestation' include the interchange of 121B and Round Grove and the open median between the north and southbound lanes of 121B where it splits from the Sam Rayburn Tollway. This right of way is owned by TxDOT, which created numerous "Green Ribbon" enhancements in areas throughout the state to reduce maintenance costs and improve the look of their corridors, notably along the I-10 corridor in Houston.

The study area, like most of Lewisville, is located in the Texas Blackland Prairie. This region runs from north to south in a narrow band from the Oklahoma border to Travis County, and is characterized by rich black soils of expansive clay with a high pH. There are a limited number of trees that thrive in the unique conditions presented by these soils and the extremes of the North Texas climate, but these limitations have created a plant palette that is distinctive to the region. Some of the most successful large species include well known trees such as Cedar Elms, Pecans, Bald Cypress, Cottonwood, and Hackberry, and a variety of oaks, including Burr, Chinquapin, Red, and Live.

Valley

Valley Parkway is a major north-south corridor for the district, carrying traffic from adjacent distribution centers and providing a connection between Round Grove and 121B. The corridor has wide medians, with attractive planting at intersections and trees interspersed throughout. The only major investment in the public realm envisioned for this route is the completion of the pedestrian network along the entire corridor. While much of the eastern side of the corridor has already received sidewalks as parcels have been developed, most of the western side of the corridor does not have any pedestrian facilities. The west side of the corridor is more heavily trafficked by pedestrians, especially by school children, who are traveling between the Creekside Mobile Home Park and Lewisville High School Harmon campus. This side of the corridor should receive a shared-use path along its entire length to facilitate both pedestrian and bicycle traffic along the corridor. In sections where the path is not under large utility lines or adjacent to forested areas, street trees should be planted to provide shade during the summer months.

One of the aspects of the corridor most appreciated by local residents is the forested areas along the route, which create a natural character for the area. Streetscape design that retains forested sections along the roadway to preserve this tree canopy would ensure that the character of the area is maintained in the future.

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Edmonds – Vista Ridge Mall

The Edmonds – Vista Ridge Corridor is one of the longest corridors in the district. Much of the public realm in this corridor has wide medians with numerous tree planting, and sidewalks have been constructed along nearly the entirety of the route, providing good connectivity for pedestrians. However, the most beloved feature of the corridor by members of the community is the natural character of the area provided by the dense trees growing along both sides of the corridor. Streetscape requirements, incentives or investments should be considered to preserve these trees, even as the interiors of the parcels fronting the road are developed. In areas where the trees have already been removed, the planting of new trees would eventually form a similar shaded area.

The other major investment that should be made in the public realm for this area is an upgrade to the intersection at 121B. Currently, this intersection only has sidewalks on the north side, and there are no crosswalks in the median. Crosswalks should be added for pedestrians and cyclists to cross the road, and curb ramps should be installed in the medians and south side of the intersection.

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Exhibit 15: Public Realm Corridors

DESIGN OVERLAYS

Design overlays are a tool to guide public and private investment within specific corridors or districts. These guidelines establish standards that direct new development to make the corridor or district more uniform in appearance and function. Design overlays may address a broad array of design considerations, including building uses, building setbacks, materials, window percentages, parking, signage, lighting, sidewalks, and street trees.

Round Grove Corridor

The Round Grove corridor, shown in Exhibit 16, is identified as an area that would benefit from the establishment of a design overlay. This commercial corridor is currently experiencing development pressure, and it is important to establish standards that will guide development in the area so that the corridor develops in a way that contributes, rather than detracts, from the character of the community. The design should emphasize human scale, consistent identity and character. Design dominated by autos and other vehicles (extensive parking areas in front of buildings, bay doors, etc.) should be discouraged.

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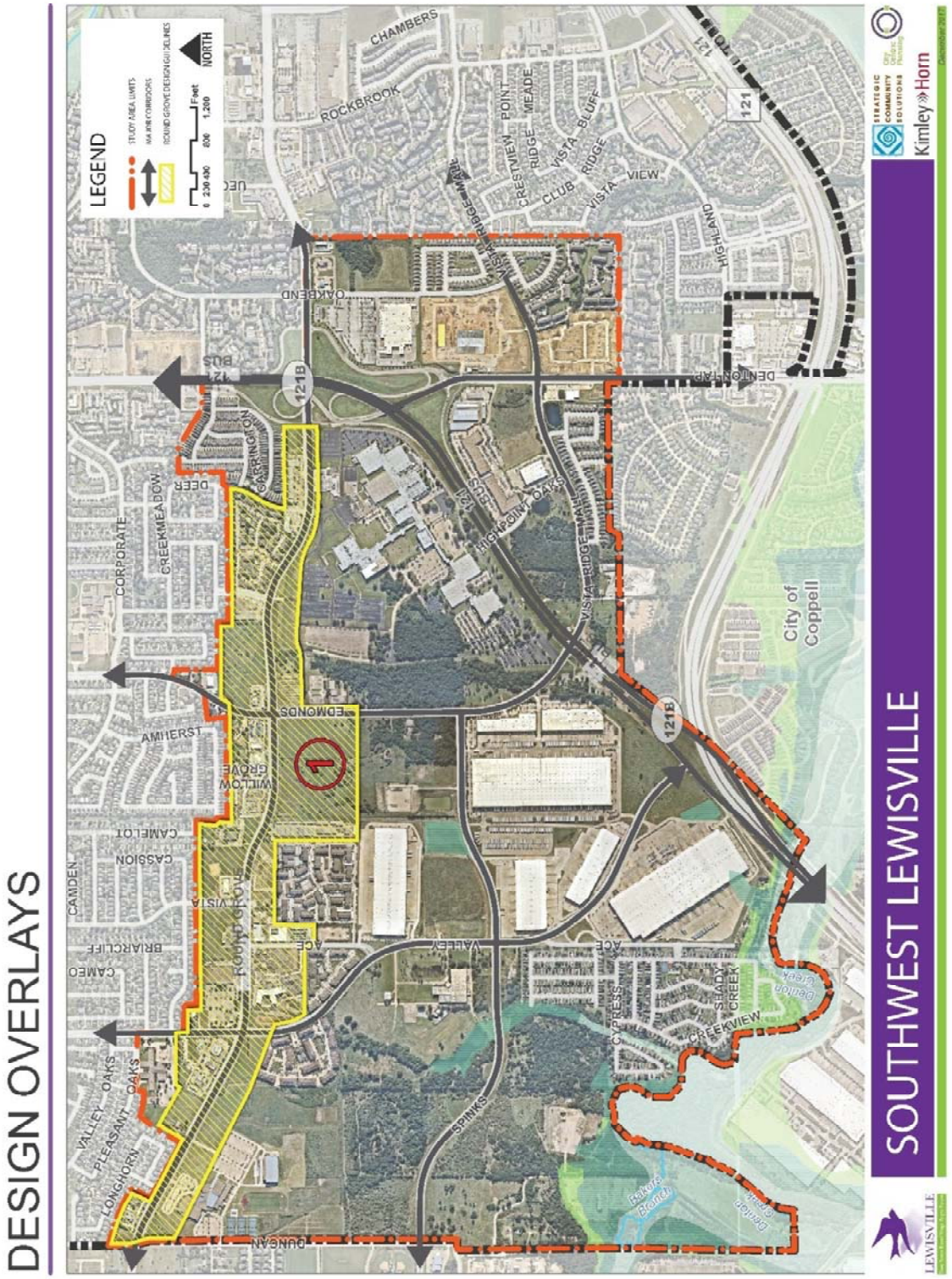

Exhibit 16: Design Overlays

ACTION STEPS

A crucial part of any plan is its implementation. Without a clear and realistic approach to action, the vision expressed by a community through its plan may never be realized. While a plan cannot mandate all the specific actions that will be taken during the many years of its implementation, an implementation program should give a community's leaders and stakeholders a set of priorities for immediate action. This section of the plan identifies important action steps to achieve the desired future for Southwest Lewisville. Following public review and discussion of these Action Steps, a matrix will be added to this section, indicating the highest priority Action Steps and providing other information to allow tracking of progress on Area Plan implementation.

Identity, Branding, & Capacity-Building

During this planning process, residents of the Southwest Lewisville area shared the many features of the area they value and enjoy. But many of these assets are unknown to people who do not already live or work here. A clear and positive identity for the area is an important ingredient in attracting new residents and businesses. Capacity building means that the people who live, work or own property in Southwest Lewisville will be better equipped to decide on programs for the area and to then implement them.

1. Lewisville Green branding

Lewisville 2025 includes several Big Moves related to a 'green identity' for Lewisville. This area has the potential to reflect this identity and, because of its location in the southwest corner of the city, can communicate this identity to people just entering the city. Implementation of the gateways, clustered developments, open space and trails proposals for this area will support this effort.

2. Communicate Lewisville's identity

When Lewisville markets itself within the North Texas region and across the nation, this identity can be a strong differentiator. The vision for Southwest Lewisville supports this identity. As development occurs, these features should be part of the City's communication to these local, national and even international audiences.

3. Neighborhood Collaboration

The scattered pattern of residential development in this area makes it difficult to form one single neighborhood-oriented entity – it also underscores the fact that these different neighborhoods may well have different interests and needs. Some neighborhoods in this area are likely to have mandatory HOA's that can serve as a starting point for neighborhood participation and advocacy. The City should consider forming an umbrella group that includes existing HOA's and apartment residents. The City and its Neighbors Helping Neighbors initiative can assist residents in forming associations for the areas where none exist today.

4. Strengthen Creekside's Neighborhood Organization

The Creekside mobile home park has many residents and many infrastructure-related issues. The City should endeavor to communicate with the property owner about steps to address these issues. In addition,

partnership with the residents will be necessary to identify the improvements that are of greatest concern. Close cooperation and communication with Creekside residents will be necessary to undertake improvements to the park and to make sure correct information is provided and any rumors (of displacement or other changes) are addressed quickly.

5. Create Business Associations

The City should meet with non-residential property owners and tenants to discuss objectives that could be served by coordinate action on marketing, transportation, workforce, design and other issues. The city and its partners could consider forming two separate business associations in this area – one that represents the tenants/property owners of the former TI campus and the distribution centers, and a second that represents the Round Grove Road retail corridor.

Development & Community Character

Southwest Lewisville's future character will be shaped by new development and the redevelopment or reuse of existing buildings in the area. Development guidelines and regulations provide the City with the tools to ensure that these new investments are consistent with the area's desired character.

Guidelines provide decision-makers and investors with direction and information about the community's desired development pattern and design, community character or priorities. They are recommendations, not requirements. For this reason, City Council, Planning and Zoning Commission and City staff will consider them but must use judgment to determine whether an individual development proposal is consistent with the community's desires reflected in the guidelines.

Unlike guidelines, regulations are adopted by City ordinance and do establish requirements to be followed in the design and construction of public or private developments. The City's zoning and subdivision ordinances are important tools for implementing this Area Plan, so refinements or amendments to these or other regulations may be needed to encourage the development envisioned by the plan.

6. Adopt a design overlay for the Round Grove Corridor

This is the only corridor within the study area for which a design overlay is recommended. The overlay should promote high quality, human-scale development, allow for creative flexibility and reflect sustainability. The design requirements for Round Grove Road should include focus on a consistent landscaped edge, parking extent and orientation, monument signage, bay orientation and building materials.

7. Provide opportunities for multi-family revitalization

Along Round Grove, there are some areas with aging apartment complexes. Revitalization of these properties could increase the property's value and offer a more appealing and sustainable residential option. For these areas, the City should consider increasing multi-family densities to facilitate redevelopment of aging apartment complexes, potentially to the 30 unit per acre range. This increase could create an economic incentive for the property owner to reinvest. This density will still allow surface parking.

8. Establish a method to achieve clustered development

Under option 1, the clustered green residential concept will not be easily realized using traditional zoning. Design criteria for inclusion in a future planned development zoning will ensure that houses are clustered to

preserve the landscape. Smaller lot sizes should be allowed to result in the same lot yield as a typical residential subdivision.

Under option 2, the City should prioritize development patterns that retain the existing topography and tree cover as part of the project's design. This may mean that office or flex uses are more feasible than large distribution buildings. Planned developments, design criteria or incentives should be used to encourage development that retains tree cover and natural areas. In areas that are appropriate for large distribution buildings, the city should focus on consistent landscaping and minimal façade and design requirements.

9. Plan for future reclamation of gas well sites

The City should establish policies and procedures to provide a clear process to ensure the best community outcomes as gas well operations decline, change or close.

10. Provide incentives for upgrade of existing uses along Round Grove

The City can consider incentives that may be effective to encourage changes in use and improvements to existing uses and structures.

City Capital Investments

The public sector itself makes significant investments that help implement this plan. Facility master plans that determine major capital improvements in Southwest Lewisville, such as water or sewer system rehabilitation or expansion, should locate and size facilities in accordance with this Framework Plan. Individual capital projects should support the plan in both their location and their design. By following this plan in making capital investments, the community can be sure that its limited funds are used in a fiscally responsible matter to achieve the community's established goals. Efficient and effective capital investment gives the community essential infrastructure for its future, and if this infrastructure is designed and sized according to the plan, it will also achieve the community's desired character.

11. Make sanitary sewer capacity investments

Anticipated growth will require more sanitary sewer capacity than currently exists. The City's sewer plans should be updated to identify additional capacity and distribution lines needed to support the Place Types in this plan.

12. Create a continuous network of trails and sidewalks

The gaps in the existing networks need to be filled so there is a continuous set of routes for people on foot or bicycle. This will be particularly important in locations where these paths assist area residents in reaching school, jobs and daily shopping.

13. Improve public realm corridors

Over time, the City should make the streetscape improvements described in this plan. Improvements to Edmond and Vista Ridge Mall can be considered as part of city capital improvement programming. Improvements along Valley may be accomplished through development plans.

14. Construct trails along creeks

The 'soft surface' trails along creeks and tree canopy in the western part of the area will help complete the pedestrian network for the area. Much of this trail may need to be included in discussions on development deign when properties in the western part of the area are proposed for development.

15. Build gateways

The gateways identified in this plan should be design & constructed. The City should meet with TXDOT to discuss design, funding and timing of the proposed new urban forests.

16. Water supply looping

The objective of looping is to provide a reliable, redundant water source for both emergency services and area consumption. The City's water plans should be reviewed and updated as necessary to consider this service enhancement.

City Program and Service Initiatives

The programs and operations provided by local government or the private sector also play a role in implementing the community's plan. Maintenance of streets and parks demonstrates the City's commitment to ensure that its residents enjoy the quality of life envisioned by the plan. Annual budgets are usually the means to fund these programs, so decisions must be made each year about the appropriate level of investment in this aspect of plan implementation.

17. Expand Crimewatch efforts

A Crimewatch should be established in the Creekside Mobile Home Park. This will improve coordination with the Police Department and could help address concerns of residents. The property owner should be contacted to seek involvement in this effort and other improvements to the area.

18. Invest in Creekside Quality of Life

A multi-pronged approach is needed for the Creekside mobile home park. It will likely be subjected to more extreme flooding events in the future. Also, the electrical service and water and sewer services are currently insufficient. A team from several departments – Code Enforcement, Public Works, Police, Fire, Planning, LISD – should be formed to explore:

a. How to get the mobile home park on city water and sewer, including fire hydrants
b. Grant and loan programs that the owner could pursue to upgrade electrical service
c. Buy-out programs for units in the flood plain and relocation assistance for their residents
d. Better pedestrian and fire access/coverage to the property
e. Sustained code enforcement efforts if there are code violations and the owner is not taking care of the property
f. Use of CDBG funding/loan for improvements
g. Issues with school bus pickup
h. Preservation of affordable housing and displacement of residents may become issues.

The mobile home park owner, RHP Properties, is one of the largest privately held owners of mobile home communities in the US. This owner should be contacted to seek involvement in improvements for current residents and coordination on any long-term plans for reinvestment or change in the property. City facilitation of grants and loans may not be necessary, however, since the company may have the capacity to make improvements without this assistance.

Partnerships

Some plan implementation programs require a partnership with organizations in addition to the City of Lewisville. These partnerships bring additional types of expertise, resources and volunteer enthusiasm and energy.

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19. Collaborate with LISD

Since LISD has a major campus in this study area, it should be contacted about partnership on a variety of programs that support LISD students and their families. These programs could include:

a. Additional support or assistance to students from the area
b. After-school or community programs that strengthen the communities in this study area
c. Job training for area residents who need skills to secure the jobs available in the area
d. Employee training and recruitment programs to support area businesses

20. Collaboration for Creekside

A number of potential City programs and investments are included in previous Action Steps. But resources from other organizations can supplement and enhance the resources available from the City. The City could meet with community organizations, non-profits, faith-based communities and others to seek volunteers, expertise and resource to help improve quality of life for Creekside residents.

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