

LEWISVILLE 2025

Supplemental Appendix E

Committee Recommendations



Committee Structure

Input from the Big Ideas activities was analyzed and grouped. The team identified four key character-based topics for the Vision 2025 Plan: Diversity, Connectivity, Growth and Resource Management. Four character-based topic areas were organized into four committees. Each committee was tasked to address their respective key recommendations, formulate a vision statement and prepare results that need to occur to realize the committee's vision. To support the results, the committees developed a prioritized list of actions that must be taken to achieve the results. The following is a review of committee meetings.

Committee Kickoff Meeting, October 15, 2013

Following City Council appointment, committee members gathered to begin creating a vision, goals and strategies for the four focus areas: Diversity, Connectivity, Growth and Resource Management. The meeting began with an overview of the project, challenges facing Lewisville and review of public input. USB-drives were distributed with electronic versions of all the past plans and relevant documents. Then, members broke out into their committees. During the breakout session, members were introduced, committee chairs were elected and each committee outlined their work schedule. Vision statements were refined and strategy discussions began. The meeting concluded with all attendees reconvening to introduce the newly elected chairs, who described their committees' outcome.

Committee Meetings, Multiple Meetings

Following the committee kickoff, each committee met numerous times at City facilities. During these meetings, committee members refined a vision statement and produced goals and key recommendations for each goal.

Committee Wrap Up Meeting, December 10, 2013

An all-committee wrap up meeting was conducted in December 2013. Committee chairs presented the outcome of the committees' hard work, including vision statements, goals and associated strategies. Meeting participants, the consultant team and city staff provided comments and questions for each committee. The committees' final working documents were compiled.

Charrette, January 10 and 11, 2014

To build upon the committees' work, the consultant team facilitated a multi-day charrette. After analyzing the vision, goals and key recommendations, synergies between the groups were identified for further analysis. Multiple breakout sessions and presentations during the two day event created additional strategies, Big Moves, priorities and preliminary strategies for the Vision Plan report. The meeting concluded with a presentation outlining the charrette's process and key findings.

Committee Meeting, February 25, 2014

Following the charrette, an all-committee wrap up was held to discuss implications from the committee recommendations, educate the committee on on-going City programs and clarify questions in relation to the Big Moves. City staff gave an educational overview of on-going efforts and highlighted committee recommendation that needed further thought or clarification. Then each committee broke into their groups to refine and finalize their recommendations.

Implementation Plan Tables

Implementation of the Vision Plan to achieve physical change requires a steady commitment from City leaders and staff, strong public/private sector cooperation and continued coordination with business and property owners, residents, and various agencies. Not all elements of the Vision Plan can be implemented at once. Setting priorities based on items that make the most impact should be the first focus of the implementation stage. While the tables in this appendix provide direction, not all recommendations and possible courses of action are contained within it.

The following tables include all the committees' visions, goals, key recommendations and priority rankings. Table elements are defined below:

Topic Areas

Diversity (blue), Connectivity (orange), Resource Management (green), and Growth (red).

Vision

A statement specific to each topic area.

Goals

Lewisville goals are set to guide decision-makers toward reaching their vision.

Strategies

Vision Plan strategies are key actions items to be accomplished.

Key Recommendations

These items support strategies, can be measured and have priority rankings.

Where Included in Big Moves

Identifies the Big Move(s) related to the strategy or key recommendation.

Diversity

Vision: “In 2025, Lewisville should be an inclusive community that values and appeals to people of all ages, ethnicities, income levels, backgrounds, abilities, and interests.”

Goal 1 – Improve the City’s Identity

Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Rehabilitate aging housing stock and promote upscale residential development	Authorize tax breaks or incentives for improvements with priority given to owner occupied homes; target aging neighborhoods with priority given to homes located along major thoroughfares and other highly visible gateways	Thriving Neighborhoods
	Provide incentives for the beautification of aging multi-family communities for such amenities as the addition of playgrounds and enhanced landscaping.	Thriving Neighborhoods
	Establish public/private partnerships to lower the costs of improvement materials (i.e. fencing)	Thriving Neighborhoods
	Establish an ordinance specifically addressing redevelopment	Thriving Neighborhoods
	Improve property maintenance through stronger code enforcement	Thriving Neighborhoods
	Expedite annexation of Castle Hills considering partial annexation on a district by district basis to expand housing options	New Neighborhood Choices

2. Revitalize major transportation corridors	Prioritize the acquisition, demolition, and redevelopment of highly visible properties (such as the Pines Motel) through a land banking program; Prioritize acquisition and redevelopment of highly visible properties along I-35 corridor.	Identity Focal Points
	Consider creating a program to fund the undergrounding of utilities	Identity Focal Points
	Implement the I-35 Corridor Redevelopment Overlay Plan. Fund and coordinate I35 Aesthetics Plan elements with TXDOT on re-constructed intersections along I-35 corridor.	Identity Focal Points; Employment Centers
	Work with businesses impacted by the I-35 widening to redevelop or relocate (I-35 Corridor Redevelopment Overlay Plan)	Employment Centers
	Recruit and provide incentives for targeted businesses such as grocery stores and anchor retailers (I-35 E Corridor Redevelopment Overlay Plan)	Identity Focal Points; Employment Centers
	Create Tax Increment Finance and/or Business Improvement District zones to enhance or redevelop existing shopping centers (I-35 E Corridor Redevelopment Overlay Plan)	Identity Focal Points; Employment Centers
	Provide incentives to shopping centers to consider mixed-use zoning to increase activity	Identity Focal Points
	Provide incentives to encourage improved landscaping in existing centers and require enhanced landscaping in new centers	Identity Focal Points
	Consider placing limitations on the proliferation of specific uses (i.e. payday loans, pawn shops, and thrift stores) when legally allowable.	Identity Focal Points
	Consider amortization of grandfathered, incompatible commercial land uses and for grandfathered structures under the General Development Ordinance	Identity Focal Points
Place time limits for repair on rundown and/or non-conforming signs	Identity Focal Points	

3. Prioritize infrastructure replacements and upgrades within residential neighborhoods	Appoint Citizen Blue Ribbon CIP Committee to evaluate residential neighborhood infrastructure needs	Thriving Neighborhoods
	Consider new GO Bond Program to fund CIP needs.	Thriving Neighborhoods
	Encourage green infrastructure and smart landscaping (i.e. the use of permeable pavers and native, drought-tolerant plants)	Thriving Neighborhoods; Sustainability
	Review median landscaping along residential thoroughfares and fund enhancements utilizing native, drought-tolerant plants and hardscaping (smartscaping).	Thriving Neighborhoods; Sustainability
4. Concentrate density around transit stations	Support and develop higher density housing in areas around DCTA stations.	Old Town; New Neighborhood Choices
	Fund and develop key aspects of Trail Master Plan and Lake Master Plan in vicinity of DCTA stations. Review Old Town TOD Plan and develop incentive program for land assembly and mixed-use zoning changes.	Extending the Green - Citywide Trails & Parks; Old Town; Thriving Neighborhoods

Goal 2 – Build on Lewisville’s Natural Assets		
Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Create unique destinations centered around amenities	Continue effort to implement the Lake Master Plan (boutique hotel, restaurants, music venues, shopping)	Green Centerpiece - Lewisville Commons; Identity Focal Points
	Develop a nature trail along the Elm Fork to promote eco tourism	Green Centerpiece - Lewisville Commons; Extending the Green Citywide Trails & Parks
	Recruit niche events that utilize natural assets (Lewisville Lake and Trinity River)	Green Centerpiece - Lewisville Commons
	Initiate discussion with LLELA and Corps of Engineers regarding enhanced public utilization of property, combination with additional land tracts, governance/operations/funding for LLELA or modified entity, etc.	Green Centerpiece - Lewisville Commons
	Establish places where people can congregate	Green Centerpiece - Lewisville Commons; Extending the Green Citywide Trails & Parks; Identity Focal Points
	Develop self-sustaining amenities and facilities	Sustainability
	Promote the increased use of facilities such as Lewisville Lake, Railroad Park, the canoe/kayak trail, the campgrounds, and East Hill Park	Green Centerpiece - Lewisville Commons; Communications & Marketing
	Enhance signage and marketing for special events	Communications & Marketing
	Evaluate park fees (primarily for non-residents) annually to assist with funding improvements	Green Centerpiece - Lewisville Commons; Extending the Green Citywide Trails & Parks
	Direct advertising toward outdoor enthusiasts	Green Centerpiece - Lewisville Commons; Communications & Marketing

Goal 3 – Create an Environment that Supports all Business Types		
Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Continue to enhance Old Town	Offer incentives targeting locally-owned, destination businesses such as restaurants, coffee shops, and boutiques	Old Town
	Develop incentive program to attract grocery store, dry cleaner, bank, etc. to Old Town area.	Old Town
	Prioritize residential development in key locations	Old Town; Thriving Neighborhoods; New Neighborhood Choices
2. Revitalize Vista Ridge Mall	Work with Rouse Properties to redesign elements of the mall in order to incorporate outdoor features	Identity Focal Points
	Develop tenant attraction incentive program with Rouse Properties to recruit high quality future tenants and to position the mall as a regional retail destination	Identity Focal Points

Goal 4 – Provide Services, Programs, and Facilities to Serve Residents		
Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Improve access to the arts	Prioritize the acquisition of public art for key locations (i.e. the Plaza) in order to become an “art destination”; identify funding source for purchase of art pieces	Old Town
	Assist in the establishment of art collectives/studios/incubators	Old Town
	Create a city-sponsored facility for “pop-up shops” or “Maker-Space” location	Old Town
	Negotiate with shopping center owners to utilize vacant spaces at a reduced rate in order to provide art-themed lessons, studios, shops, etc.	Old Town
2. Expand living options for seniors	Work with developers to ensure that rents for age-restricted communities are consistent with the median income for retirees in Lewisville. Consider voucher program for elderly tenants.	Thriving Neighborhoods
3. Provide educational and recreational opportunities for all interests and age groups	Hold summer camps on LLELA property	Extending the Green - Citywide Trails & Parks
	Prioritize the construction of an expanded trail system over the construction of a new recreation center. Also prioritize the remodel of Herring Recreation Center as well as expansion of Memorial Sr Center via combining with Memorial Recreation Center.	Extending the Green - Citywide Trails & Parks
	Host city-wide educational events (i.e. the Amazing Race)	Extending the Green - Citywide Trails & Parks
	Work with LISD to expand or replicate the Dale Jackson facility	Employment Centers
	Recruit a higher-learning institution to locate a satellite campus in Lewisville	Employment Centers
	Partner with area colleges to offer expanded programming	Employment Centers

4. Utilize varied methods of marketing to maximize public awareness	Experiment with different marketing avenues in order to reach a diverse population (i.e. apartment residents, Castle Hills residents, cultural groups)	Communications & Marketing
	Advertise local events through the city's website and social media channels (make the website a more dynamic source of up-to-date information)	Communications & Marketing
	Promote the development of a show spotlighting local businesses on the city's television channel/youtube/facebook/website/etc.	Communications & Marketing
	Create an application "app" featuring information on destinations/events within Lewisville	Communications & Marketing; Sustainability
	Publicize contact information for the Convention and Visitors Bureau	Communications & Marketing
	Encourage the use of historical markers to denote significant locations	Communications & Marketing
	Make marketing and outreach efforts more inclusive of other cultures	Communications & Marketing

Connectivity Subcommittee

Vision: “In 2025, Lewisville should offer choices that enable its people to connect effectively and that reinforce the community’s desired character.”

Goal 1– Improve Public Transportation

Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Increase the use of, and convenient access to, public transit options provided by DCTA and other agencies.	Fund and develop key aspects of trail master plan and Lake Master Plan in vicinity of DCTA stations	Extending the Green - Citywide Trails & Parks; Sustainability
	Work with DCTA on design of bus stops to include enhancements when feasible and to ensure ADA compliance. Request funding of enhancements from DCTA	Sustainability
	Work with DCTA or an independent contractor to explore the feasibility of limited bus service north of College Street and east of Interstate 35E	Sustainability
	Work with DCTA to research options for a bus transit connection to DFW Airport. Continue to support DART and regional efforts to fund and construct train access between Red Line and DFW.	Sustainability
	Research, fund, and implement a limited service free shuttle connecting Old Town Station with key visitation points, such as MCL Grand, Old Town Park Plaza, Lake Park and Railroad Park	Extending the Green - Citywide Trails & Parks; Old Town; Sustainability
	Work with DCTA to expand bus service to Railroad Park and Lake Park.	Extending the Green - Citywide Trails & Parks; Sustainability
	Prioritize development and funding of the three-point trail system	Extending the Green - Citywide Trails & Parks; Old Town; Sustainability

Goal 2– Enhance the City’s Physical Appearance		
Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Use a combination of active code enforcement, stricter development standards, and public-private investment to enhance the City’s image by presenting a pleasant and charming appearance to residents and visitors	Implement mobile application that allows citizen reporting of code violations. Explore development of neighborhood coordinator program to work with neighborhoods on aesthetics, codes, neighborhood infrastructure enhancements.	Thriving Neighborhoods
	Expand the City’s façade grant program (retail redevelopment grant) to include opportunities for commercial properties (especially multi-tenant shopping centers) of a non-historical nature to receive partial funding for significant structural and aesthetic improvements	Thriving Neighborhoods; Employment Centers
	Expand the City’s grant program for SF residential properties to provide an incentive for owners to make significant structural and aesthetic improvements	Thriving Neighborhoods
	Research options for creating a fund the City could use to purchase “undesirable” uses in key corridors, such as Main Street, Mill Street, State Highway 121 Business, and Interstate 35E	Thriving Neighborhoods

	Prioritize design, funding, and construction of local enhancements to interchanges along Interstate 35E as part of the planned highway widening, which may include: aesthetic elements clearly identifying Lewisville, safe and convenient pedestrian/bicycle connections between east and west sides of highway, roadway access to key visitation points that are clearly marked.	Thriving Neighborhoods; Identity Focal Points; Sustainability
	Expand the boundaries and design standards of the Old Town district to include Mill St. corridor between Main and SH121	Thriving Neighborhoods; Old Town
	Explore the feasibility of using city-initiated land acquisition and development incentives to create an appealing first impression of Old Town when approaching from the 35E/121Business interchange	Thriving Neighborhoods; Old Town; Identity Focal Points
	Prioritize design, funding, and construction of the Mill Street improvements from Business 121 to Church Street, and ultimately north to Lake Park Road	Thriving Neighborhoods

Goal 3 – Provide safe and convenient pedestrian and bicycle access to major hubs in Lewisville as an alternative to vehicular commuting

Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Act on the Park Plan Trail recommendations	Prioritize design, funding, and construction of a north-south trail along the DCTA rail, between Garden Ridge Station and Hebron Parkway	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks; Sustainability
	Prioritize design, funding, and construction of a north-south trail system along Garden Ridge, from the DCTA Station to College Street, (as described in the Parks and Open Space Master Plan)	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks; Sustainability
	Study the feasibility of limited land acquisition to create space for a fully developed parkway system that would include enhanced trail features, aesthetic amenities, and underground utilities	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks; Sustainability
	Prioritize design, funding, and construction of an east-west trail system along College Street, from Garden Ridge to the DCTA Old Town Station	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks; Sustainability
	Design, fund, and construct a pedestrian/bicycle bridge over Interstate 35E to connect the two sides of College Street	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks; Sustainability
	Establish a policy that parkway enhancements - including trails, trail amenities, and aesthetic enhancements - will be part of all future arterial roadway construction projects undertaken by or within the City	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks; Sustainability
	Prioritize design, funding, and construction of three kayak/canoe access points on the Elm Fork of the Trinity River below the Lewisville Lake Dam (as described in the Parks and Open Space Master Plan)	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks
	Create an annual event (with the option of increased frequency based on response) to encourage pedestrian and bicycle visitation in the Old Town area similar to the Ciclavia event currently held several times in year in the Los Angeles area	Green Centerpiece - Lewisville Commons; Extending the Green - Citywide Trails & Parks; Sustainability

Goal 4 – Enhance the City’s Image		
Strategies (Action Items)	Key Recommendations	Where Included in Big Moves
1. Prioritize citywide communication and marketing efforts in order to boost the city's image internally and externally	Broaden the use of the City’s logo and brand in connection with advertising materials, signage, facilities, parks, water towers, entry monuments, vehicles, and City events	Communications & Marketing
	Work with Lewisville ISD, DCTA, Chamber of Commerce, and other local partner organizations to broaden use and exposure of the City logo and brand	Communications & Marketing
	Fund, develop, and launch an interactive mobile application useable by all major software platforms as a means for distributing information from the City and receiving input from Lewisville residents, workforce, and visitors	Communications & Marketing
	Identify under-served populations within the city (e.g. seniors, youth, apartment residents, ethnic groups) and work with those groups to determine the best way to deliver information to each group	Communications & Marketing
	Explore the use of non-traditional communication methods and tools as needed to reach different audiences, including meetings and other communication efforts, within individual communities or neighborhoods	Communications & Marketing
	Increase the diversity of City events such as festivals, concerts, and MCL Grant programming, both by adding elements to existing events and by researching, funding, and creating either one large annual multi-cultural celebration or a series of smaller cultural activities that would appeal to Lewisville residents, workforce, and visitors	Communications & Marketing
	Consider hiring a professional marketing firm to develop a communication plan for the City. The plan could be for general communications, targeted populations, or selected programs and events	Communications & Marketing

Growth Sub-Committee

Vision: “In 2025, Lewisville should be a unique community that attracts and welcomes businesses and residents positioned for growth and success.”

Goal 1– Maintain current parks and trails

Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Use the 2011 Parks, Recreation & Open Space Vision Plan as a guide-line.	Renovate the Herring Recreation Center to include an expanded cardiovascular fitness area, development of adequate staff work area, redesign of the control desk to better control flow of visitors, increased security, and enlargement/renovation of restrooms including ADA accessibility issues	Extending the Green – Citywide Trails & Parks; Thriving Neighborhoods;
	Further evaluate and perform study on re-positioning of Senior Center and Memorial Park Rec Center as larger combined facility	Extending the Green – Citywide Trails & Parks; Thriving Neighborhoods
	Fund upgrades to Hedrick House through 4B	Identity Focal Points

Goal 2– Create and Fund New Parks and Trails		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Use the 2011 Parks, Recreation & Open Space Vision Plan as a guide-line.	Appoint Blue Ribbon Committee to study and assess priorities and financing for Park, Trail, Campground, Day Use, Beach, river access, ADA improvements, rec center/aquatic facility, Sr. Center, East Hill Park projects	Green Centerpiece – Lewisville Commons; Extending the Green – Citywide Trails & Parks
2. Wilderness Parks – areas that are devoid of facilities except for remote hiking and biking trails	Develop land East of Railroad Park into open areas with just trails without other amenities	Green Centerpiece – Lewisville Commons
3. Support the approval and funding for the Resort Development at Lewisville Lake.	Support efforts to attract hotel/conference center developers for marina area consistent with Master Plan. Support public participation in project for infrastructure and conf center as needed.	Green Centerpiece – Lewisville Commons
4. Develop a Ways and Means Committee to raise funds to continue to cover the maintenance of established parks and trails and to develop future recreational facilities.	Encourage formation of a private fundraising arm for the Lewisville Park system and applications for state grants such as the Texas Access Program.	Green Centerpiece – Lewisville Common; Extending the Green – Citywide Trails & Parks

Goal 3– Improve the perception of Lewisville		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Generate publicity	Target DFW print media	Communications & Marketing
	Increase use of social media	Communications & Marketing
	Develop a professional video to showcase the community	Communications & Marketing
	Work with DFW Realtors to promote the City	Communications & Marketing
	Promote the Lewisville convention center	Communications & Marketing
	Purchase billboard advertising during major DFW events	Communications & Marketing
	Install gateway signage when entering Lewisville on north and south ends of I-35	Communications & Marketing

2. Focus publicity on Lewisville features and benefits	Promote high quality schools	Communications & Marketing
	Bring in events that highlight Lake Lewisville such as boating competitions, which reach a statewide or national audience	Communications & Marketing; Green Centerpiece - Lewisville Commons
	Request additional marketing effort by DCTA to publicize local access and routes.	Communications & Marketing
	Request additional marketing effort by DCTA to publicize local access and routes.	Communications & Marketing
3. Work with LISD to Promote "Lewisville" schools	Market new/renovated facilities in LV and highlight positive test score results.	Communications & Marketing
	Promote the new LHS campus	Communications & Marketing
	Publicize the Greatest Homecoming Parade in the state	Communications & Marketing
	Promote past successes of our alumni	Communications & Marketing
	Get realtors to tour the new LHS campus and hear of the successes being made	Communications & Marketing

Goal 4– Develop and enforce stronger ordinances		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Consistently enforce residential ordinances	Develop fence Maintenance Incentive program and qualified contractor/material discount program. Develop better descriptive criteria for fences in disrepair for code enforcement purposes.	Thriving Neighborhoods
	Focus code enforcement personnel on alleyways and elimination of trash, illegal parking, and grass/weeds/vegetation	Thriving Neighborhoods
2. Consistently enforce commercial ordinances	Review current sign ordinance provisions for enforcement of awnings in disrepair	Employment Centers; Identity Focal Points
	Develop ordinance to require better maintenance of parking lot surfaces on commercial properties.	Employment Centers; Identity Focal Points
	Review current sign ordinance requirements for signs in disrepair and consider language for amortization/removal of legal non-conforming signs	Employment Centers; Identity Focal Points
	Use stricter enforcement timelines and procedures for any commercial code violations	Employment Centers; Identity Focal Points

Goal 5– Maintain Fiscal Responsibility		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Maintain a competitive residential tax rate	Keep our tax rate at a lower rate than surrounding cities such as Coppell and Flower Mound	Communication & Marketing
	Promote Lewisville as a "value community" with diverse events, programs and opportunities	Communication & Marketing
2. Issue bonds for substantial improvements	Appoint Blue Ribbon Committee to evaluate future needs and possible bond financing	Thriving Neighborhoods; Old Town; Extending the Green - Citywide Trails & Parks
3. Conservatively manage overall city finances (including Castle Hills ETJ)	Update city infrastructure and add desirable amenities while maintaining current fiscal policies that have been successful in the past.	Green Centerpiece – Lewisville Commons; Extending the Green – Citywide Trails & Parks; Old Town; Thriving Neighborhoods; New Neighborhood Choices; Employment Centers; Identity Focal Points; Communications & Marketing
	Evaluate future annexation options for Castle Hills to expedite process of bring the development into the city	New Neighborhood Choices

Goal 6– Enhance City Character		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Update and continue current plans	Develop and maintain qualified contractor and material discount program for property owners (residential and commercial) in older neighborhoods and shopping centers. Implement remaining Neighborhood Preservation Committee recommendations.	Green Centerpiece – Lewisville Commons; Extending the Green – Citywide Trails & Parks; Old Town; Thriving Neighborhoods; New Neighborhood Choices; Employment Centers; Identity Focal Points; Communications & Marketing
	Fund and construct Mill St. and Main St. Corridor Enhancement project	Old Town
	Continue and improve events in Old Town such as Western Days, Holiday Stroll, and LHS Homecoming Pep Rally, which are instrumental in building community	Old Town; Communications & Marketing
	Continue to promote daily activities in Old Town such as the GLCT, the work being done at the MCL Grand, and a “new and improved” Farmer’s Market	Old Town; Communications & Marketing
	Add a Tourist Center and Museum in Old Town	Old Town; Communications & Marketing; Sustainability
2. Create Special Green Spaces	Develop incentives for commercial properties to create "special green spaces or gathering spaces" within existing parking lots. Grant parking variances as necessary to accommodate improvements.	Extending the Green – Citywide Trails & Parks
3. Create Upscale Neighborhoods and Attract “upper end” home developers	Pursue opportunities for higher end housing development through aggressive incentives, continued low tax rate, and improved schools	New Neighborhood Choices
	Provide incentives to new SF home developers to build higher quality and higher price point housing. Negotiate agreements with Hebron landowners east of city limits to annex such developments into the city.	New Neighborhood Choices

Goal 7– Attract Transit Oriented, Empty Nester, and Senior residents		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Implement Old Town TOD, Old Town and Mill Street plans	Implement Old Town TOD, Main and Mill aesthetic plans	Old Town
2. Develop a Marketing Plan	Develop a specific marketing and cip plan to attract transit oriented, empty nester and senior residents	Communications & Marketing
Goal 8–Focus on Long-term Economic Development		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Develop a 5-7 member citizen board to focus on Economic Development	Council should appoint an advisory board to study business and economic growth, expand the tax base, attract unique retail for Old Town, improve current retail sites, determine incentive policy recommendations.	Green Centerpiece – Lewisville Commons; Extending the Green – Citywide Trails & Parks; Old Town; Thriving Neighborhoods; New Neighborhood Choices; Employment Centers; Identity Focal Points; Communications & Marketing; Sustainability
2. Define Lewisville’s business climate	Develop Mission statement for economic development; process and procedures, what business growth is desirable, who will initially approach entities to come to Lewisville, review business ordinances	Employment Centers

Goal 9– Identify Desirable Businesses		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Focus on businesses including retail, family-friendly restaurants, manufacturing-electronics, environmentally friendly services, health, and legal professions, as well as an education-technical school	Create a City promotional division-to promote Lewisville as a place to do business;	Employment Centers; Identity Focal Points; Communications & Marketing; Sustainability
	Promote Lewisville area (i.e., MCL area) as a professional district;	Employment Centers; Communications & Marketing
	Attract and promote facilities for technical education for training-auto, HVAC, electronics, manufacturing	Employment Centers; Communications & Marketing
2. Keep desirable businesses	Chamber of Commerce to maintain a website to show available business space, size, contact person, etc.	Employment Centers
	Develop consistent relationship with Greater LV Board of Realtors.	Employment Centers
Goal 10—Determine the best funding sources for Economic Development		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Evaluate tools such as TIFs, bond programs, tax abatements, tax credits, and matching grants to incentivize improvements	Continue to use all tools such as TIFs, bond programs, abatements, rebates, and grants to incentivize business location in LV	Green Centerpiece – Lewisville Commons; Extending the Green – Citywide Trails & Parks; Old Town; Thriving Neighborhoods; New Neighborhood Choices; Employment Centers; Identity Focal Points; Communications & Marketing; Sustainability

Resource Management Subcommittee

Vision: “By 2025, Lewisville’s natural, human, energy, and capital assets should be the foundation for a distinctive, desirable, and efficiently-managed sustainable community.”

Goal 1 - Improve and Protect the Lake, Floodplain, and Natural Areas as a Green Centerpiece

Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Lake Park’s camping and day use areas become a destination for lake recreation for both residents and visitors	Complete a master plan for Lake Park Day Use, including improved amenities, such as pavilions and party space, fish cleaning stations, sandy beaches, and walking trails	Green Centerpiece – Lewisville Commons
	Develop and implement a corridor plan that helps to make an inviting gateway and streamline access to Lake Park’s recreational area with adequate roads and way finding	Green Centerpiece – Lewisville Commons; Communications & Marketing
	Develop and implement a campground improvement plan, including ADA Compliance, modern utility and sewer hookups, larger and more level campsites, improved roads and sidewalks, and possibly basic rental cabins	Green Centerpiece – Lewisville Commons
	Economic development staff should seek quality retail outlets outside of park to build compatible stores to serve lake visitors and help define the corridor to Lake Park	Green Centerpiece – Lewisville Commons
2. Develop the Elm Fork Trinity River for low-impact recreation that increases interest in nature while preserving and protecting the natural character	Increase the city’s participation in LLELA to ensure its financial stability and future	Green Centerpiece – Lewisville Commons
	Locate river access points near major thoroughfares and public transit points	Green Centerpiece – Lewisville Commons
	Improve kayak and canoe put-in at LLELA below the dam, addressing parking needs	Green Centerpiece – Lewisville Commons

Goal 2 - Create Places to Work, Play, and Study Surrounded by Nature and Within Walking Distance		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Create park space and green-space that will integrate nature into our everyday lives	Develop regional destination park with unique amenities	Green Centerpiece – Lewisville Common
	Provide Wi-Fi in all parks	Green Centerpiece – Lewisville Common; Extending the Green – Citywide Trails & Parks
	Acquire land for open space and recreational development	Green Centerpiece – Lewisville Common; Extending the Green – Citywide Trails & Parks; Sustainability
	Create pocket parks within the trail system	Extending the Green – Citywide Trails & Parks

Goal 3 - Improve Energy and Water Efficiency in Existing and Future Public and Private Development		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Encourage Energy Efficiency and Renewability	Conduct a code audit to ensure City ordinances do not interfere with most commonly used methods and practices of achieving efficiency and renewability in our region	Sustainability
	City ordinances governing efficiency and renewability must apply to both city facilities and homes/businesses. City facilities are expected to show leadership and provide examples of best practices and practical modern solutions	Sustainability
	Adopt building codes such as International Green Construction Code or equivalent	Sustainability
	City facilities should strive to use 100% renewable energy resources	Sustainability
	City fleet meets top standards in efficiency and operational standards and reduction of idling, using the right vehicle for the right job, including hybrid and electric cars where practical	Sustainability
	Continue to examine PACE (Property-assessed Clean Energy) Financing and implement when practical	Sustainability

2. Encourage Water Conservation and Water-Conserving Landscaping	City parks, facilities, and city-maintained public spaces will utilize smartscaping for new construction and renovations	Sustainability
	Revise City ordinances and development standards requiring smartscaping and rainwater usage plan for new development and redevelopment that require a new site plan	Sustainability
	New and updated city facilities will make use of rainwater collection for landscape usage	Sustainability
	Tiered water rates will encourage conservation using market forces	Sustainability
3. Encourage Reduction of Municipal Waste, reuse of materials, and Increase in Recycling	Mandate recycling for all residential (including multi-family), business and city facilities.	Sustainability
	Reduce Garbage production through education about recycling.	Sustainability
	Market the Jones Street Recycling/Reuse facility.	Sustainability
	Residential garbage pricing should reflect volume.	Sustainability
	Promote Composting through education.	Sustainability

Goal 4 - Reinvest in Older Neighborhoods and Business/Shopping Areas (Including Vista Ridge Mall) in Order for Them to Remain Desirable and Valuable

Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Encourage the owners of existing strip centers to revitalize, redevelop, and/or restructure their property	Encourage the redevelopment of aging strip shopping centers throughout the city into multi-use facilities that can incorporate work, living, and retail within an established open setting which will serve many functions in one destination. Utilize tax incentives and TIF funding.	Thriving Neighborhoods; New Neighborhood Choices
2. Revitalize older neighborhoods through beautification in order to enhance visual aesthetics throughout Lewisville	Install smartscaping along streets	Thriving Neighborhoods
	Increase street light energy efficiency and possibly increase street light coverage	Thriving Neighborhoods; Sustainability
	Build screening walls where there are none present in high traffic areas	Thriving Neighborhoods
3. Re-energize Old Town area	Promote an open air type market place to attract artisans to Old Town	Old Town
	Provide tax incentives to entice a small home-town type grocery store to locate in Old Town	Old Town
4. Create a retail environment that will act as a "destination" shopping area	Accelerate the development of river/boardwalk	Identity Focal Points; Thriving Neighborhoods
	Develop the remaining open space in the SE area of the city with high-end loft type units, quaint shops, open air plazas that focus on the arts with fountains and gardens that will entice foot traffic	Identity Focal Points; New Neighborhood Choices
	Have theme gardens (Japanese etc.) and trails with park vendors connecting the individual retail areas	Identity Focal Points; Extending the Green - Citywide Trails & Parks
	Build a foot traffic bridge linking the east and west 35E shopping corridor	Identity Focal Points; Extending the Green - Citywide Trails & Parks
5. Create gateways on major thoroughfare entrances into Lewisville	Construct gateway signage with decorative stonework and native vegetation	Marketing & Communications

Goal 5 - Improve Access to Lewisville Resources and Reduce Traffic Congestion		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Encourage and provide alternative transportation modes	Develop a no fee trolley or shuttle type service between the Hebron Train Station, Hebron 121 Station, and Vista Ridge Mall	Sustainability; Thriving Neighborhoods
	Develop a no fee trolley or shuttle type service from the Old Town Station to Old Town shops and restaurants, Lewisville Lake attractions, LELLA, Railroad Park and Lake Park, and the Main Street rehabilitated strip shopping centers on the west side of I-35	Old Town; Sustainability; Extending the Green - Citywide Trails & Parks; Marketing & Communications
	Develop a bike sharing program with stations along the transportation lines above and at other strategic locations throughout the city	Sustainability; Thriving Neighborhoods
2. Improve traffic flow	Improve traffic signal synchronization to improve traffic flow	Sustainability
	Work with TxDOT to prohibit semi-tractor trailer trucks from driving in the left lane on I-35	Thriving Neighborhoods; Employment Centers
	Work with TxDOT to install signage directing slower traffic to the right lane on I-35	Thriving Neighborhoods; Employment Centers
	Expand DCTA service to south Lewisville	Thriving Neighborhoods; Employment Centers; Sustainability
	Provide information on where DCTA access in the city	Thriving Neighborhoods; Employment Centers; Sustainability
	Continue efforts to improve traffic flow at intersections by strategically setting turn/no turn lanes	Thriving Neighborhoods; Employment Centers; Identity Focal Points
	Consider one side street parking in residential areas	Thriving Neighborhoods

Goal 6 - Inform Residents of Goals Through Education, Marketing and Public Involvement		
Strategies (Action Items)	Key Recommendations	Where Included In Big Moves
1. Expand the marketing of and education about city programs and activities	Encourage better grass-maintenance practices, move away from "golf course" type front yards. Encourage high and infrequent mowing.	Sustainability
	Encourage, through education and example, the planting of perennial food-producing plants and plants that support them (nitrogen-fixing legumes, non-grass cover crops, etc.).	Sustainability
	Promote the use of back yard chickens as an ecologically-friendly method of insect/weed control that also produces food.	Sustainability
	Offer and promote classes at the appropriate times for: Composting, back yard chickens, home food production, etc. List these in the WOW! Flyer and other official sources so that they have good visibility.	Communications & Marketing; Sustainability
	Consider adding a citizen academy similar to what is done with Citizens' Police Academy and Citizens' Fire Academy, but focused on the other operations of the city such as Parks and Leisure, Public Works, Finance, Community Development, Code Enforcement, Economic Development, Tourism, and so on.	Communications & Marketing
	Promote late afternoon nature walks during the spring to see and learn the trails in Lewisville with activities at the end to encourage conservation of water and waste.	Communications & Marketing; Identity Focal Points
	Identify unique "spots" in Lewisville. Use these to give our city its own personality. Market these "spots" to the local community and visitors. If these don't exist, create them	Communications & Marketing; Identity Focal Points
	Develop maps posted at trailheads/sections indicating distances to specific points/restrooms/water fountains/rest areas.	Communications & Marketing

	Use schools or Rec Centers to deliver programs for public health, etc.	Communications & Marketing
	Increase visibility of Lewisville-area opportunities to volunteer. The current website does not list hours available, duties required, location, or much else beyond "Contact X". Http://www.cityoflewisville.com/index.aspx?page=350 . If possible, provide volunteer opportunities that are kid-friendly so that mothers with small children have the opportunity to help.	Communications & Marketing
	Establish citizen advisory committee on natural resource management issues.	Communications & Marketing; Sustainability
	Update the City website to have a master map showing the locations of all parks on one page. Currently, the only way to find out where a park is located is to look it up by name. The Lewisville Trails Master Plan already has such a map.	Communications & Marketing
	Use unique signage and "viral" marketing to gain citizen's attention. Citizens see the marketing from the city and ignore it because it is boring or something they have seen before.	Communications & Marketing
	Utilize alternative ways to market through groups and organizations that already exist to reach niche markets.	Communications & Marketing
	City staff will reach out using email, social media, and the website, continuing to provide a connection between residents and their city government, and providing opportunities for citizens to stay informed with what is going on in their city.	Communications & Marketing

	Marketing of local Lewisville business by having a weekend between October-December as Shop Local & Small Business weekend.	Communications & Marketing
	Offer a class, Discover Lewisville, for new and potential residents to learn about the city. It should be announced in the city's water bill. This class should contain all the highlights of Lewisville and statistics that promote living and affordability for residential and commercial growth.	Communications & Marketing
	Educate residents about water conservation using a variety of outreach methods, including working with LISD.	Communications & Marketing; Sustainability
	Educate residents about recycling using a variety of outreach methods, including working with the LISD.	Communications & Marketing; Sustainability
	Encourage and train volunteers to groom the trails, similar to what is already done with cleanups, etc. under the leadership of Keep Lewisville Beautiful.	Communications & Marketing

