

# Lewisville 2025



*“Creating a vision for a bright future.”*



Adopted on July 14, 2014

# acknowledgments

Special thanks to the City of Lewisville's elected and appointed officials, the City's staff, the citizens and stakeholders who provided knowledge, assistance and insight throughout the process of developing this plan. Their contributions are appreciated and helped to make Lewisville 2025 possible.

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## MESSAGE FROM THE CITY MANAGER

There are two traits common to all successful cities – a detailed plan for the future and a citizenry that cares enough to play an active role in creating that future. The year-long research and planning process at the heart of Lewisville 2025 vision proved that Lewisville has both.

The shared vision created by the Lewisville 2025 plan, and the itemized priority actions that will realize this vision, were the product of ideas, suggestions and discussion involving hundreds of local residents, business operators and volunteers. The plan was developed through the work, dedication and desires of everyday people who choose to live and work in Lewisville.

In a way, their spirit reflects that of the first settlers back in the 1840s. Churches and a school were built first since they were creating not just a place to linger for a while – they were creating a home for their children and grandchildren. Their forward-looking vision helped shape the Lewisville of today; this plan, and the people behind it, are helping shape the Lewisville of tomorrow.

An endeavor such as the Lewisville 2025 visioning process does not happen without help from a lot of people. I want to thank the 600 people who attended one of our public meetings or listened to a presentation made to one of our local civic groups, and the 450 people who took the time to complete and submit online surveys. We received nearly 1500 ideas and comments, many of which can be found in some form in the final Lewisville 2025 recommendations.

The process also benefited greatly from the professionals at Freese and Nichols, our project consultant, and Karen Walz of Strategic Community Solutions. They brought in nationally known experts in such fields as land

use, development and place-making who graciously shared their knowledge and expertise. I also was delighted with the great deal of hard work by City staff, who put in countless hours researching the ideas that were submitted.



Credit also should be given to the Lewisville City Council who supported, funded and participated in the Lewisville 2025 visioning effort. The benefits this plan will produce in coming years are tribute to an elected council that was willing to invest in the long-term future of our community.

Special thanks go to the 49 volunteer members of the Lewisville 2025 Committees who met multiple times over a six-month period to process all the public input, review existing plans, talk with consultants, and ultimately submit a detailed list of recommendations. Those recommendations were fashioned into the nine Big Moves that make up the Lewisville 2025 vision plan.

Change and growth can be very exciting for a city, but positive change does not happen by accident. It happens as a result of many voices speaking up, being heard, and calling out for a shared vision that can unite a community. This is your plan, Lewisville, and I am privileged to have the chance to help bring it to life.

Sincerely,

Donna Barron  
*City Manager of Lewisville, 2014-Present*

# executive summary

## OVERVIEW OF LEWISVILLE 2025

Lewisville 2025 is a strategic plan designed to guide the development of the City of Lewisville over the next 10-15 years. This plan's function is to serve as a vision for the future and framework for investment decisions. The document also serves as a non-traditional, comprehensive plan that methodically and intentionally builds on all previous plans to validate and prioritize recent, relevant initiatives.

In 2025, the City of Lewisville will celebrate its 100th birthday. The overarching idea of Lewisville 2025 is to look at where Lewisville wants to be when it turns 100 years old. Lewisville 2025 is geared toward implementation that can be achieved by the time the City reaches this milestone.

## PROCESS

The plan is compiled in a way to address three major themes:

- **BIG ISSUES** - Describes the current state of Lewisville, problems facing the community, and the positioning of Lewisville within the greater DFW area.
- **BIG IDEAS** - Depicts a host of wants, needs and wishes collected from the community. These ideas reflect the kind of character citizens would like to see established in the city.
- **BIG MOVES** - These are the major recommendations that will help

move Lewisville forward. The Big Moves do not encompass everything that is desired nor are they the only things to be done. They simply represent areas of focus that can have the biggest impact on the city in the shortest amount of time. In other words, they represent those big changes that can have the biggest bang for the buck. The Big Moves are not projects as much as initiatives that incorporate many projects and desired outcomes.

An inclusive public involvement outreach effort was employed throughout the plan. While Lewisville 2025 is a high-level strategic document, implementation items represent well-vetted actions. A steering committee, made up of 49 residents, was actively engaged. The committee debated, challenged, and elevated ideas. Its tireless efforts formed a consensus plan beyond anything that has been accomplished in Lewisville in years. In addition to an active committee, City staff played a significant role in making resources available, and explaining current and proposed projects and initiatives. All departments within the City participated in the plan and contributed to the overall success of the planning process.

## BIG ISSUES

Like many cities that experienced tremendous growth during the 70s, 80s and 90s, Lewisville is faced with aging housing and an older retail product. While its standards are similar to those that you see in newer cities, many of the uses are "grandfathered" and present redevelopment challenges, particularly along major corridors. Sentiments were expressed about Lewisville being seen as an older community and lacking appeal compared

to newer, adjacent cities. However, some of Lewisville’s strengths are its transportation options, authentic Old Town, and tremendous natural resources.

Situated at the crossroads of Interstate 35E and State Highway 121, Lewisville is well-connected and well-situated near DFW International Airport. Additionally, a proactive buy-in to Denton County Transportation Authority (DCTA) has contributed to three stops for commuter rail stations. The city’s greatest natural asset is that it is adjacent to Lake Lewisville, with a wealth of land designated as open space.

### BIG IDEAS

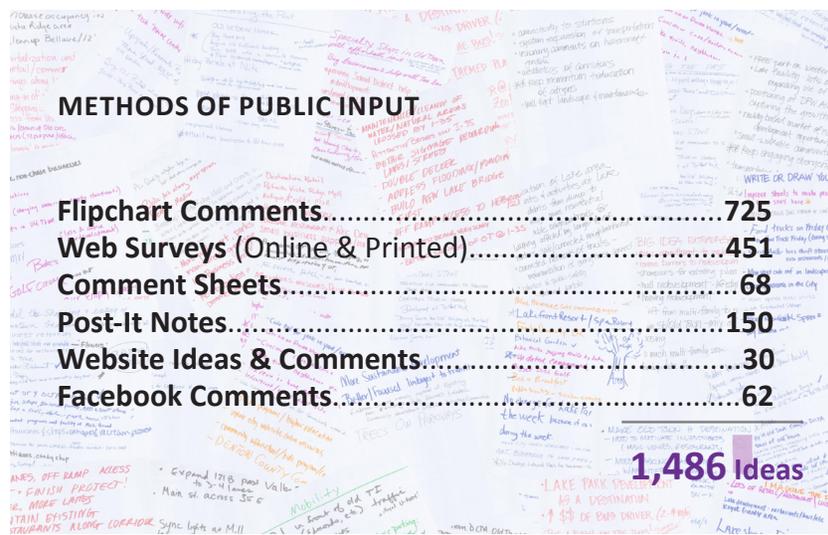
The City held a series of public workshops and meetings, hosted a Lewisville 2025 website and made surveys available online. More than 1,400 ideas were submitted through the various methods of public input. Major themes developed and were formed into committee topics.

#### Diversity

- Facilities and activities for children, young adults, seniors
- A range of housing choices (design, location, ownership, price, etc.)
- Retail and services to meet diverse needs close to home
- An identity that is ‘open and modern’ yet builds on the city’s history
- Opportunities for life-long learning
- A strong focus on arts and culture

#### Growth

- Businesses that benefit from proximity to DFW International Airport
- Resort tourism without leaving the Metroplex
- A distinctive signature event or sporting venue
- Opportunities for small businesses and start-ups
- Refreshed and revitalized business locations along IH 35E
- A vibrant Old Town that attracts the 21st-century innovator
- Job skills and connections
- Infrastructure, facilities and partnerships that support growth in targeted sectors and locations



### Connection

- Technology and systems for easy, flexible communication
- Ability to reach destinations by all modes (walk, bike, transit, auto)
- Convenient and coordinated timing between various transportation systems, such as bus, DCTA trains and Dallas Area Rapid Transit (DART)
- Gateways (physical and online) that communicate Lewisville’s distinctive character
- Transportation facility design that contributes to adjacent areas’ desired character in addition to improving access
- Organizations and communications to connect people and businesses

### Resource Management

- New development and revitalization that are more energy- and water-efficient
- Reinvestment in older neighborhoods and business/shopping areas (including Vista Ridge Mall) in order to remain desirable and valuable
- Sustainability fostered by the everyday actions and choices of residents, businesses and the public sector
- The lake and its floodplain as a green centerpiece
- Places to work, play and study surrounded by nature and within walking distance of trails
- Improved health results from investments such as trails, recreation facilities and community gardens
- Natural materials to ‘soften’ streets and developments

The goal of each committee was to address a key aspect of the character citizens desire for Lewisville in 2025. All committees considered interdisciplinary issues, broke down “silos” and built on the results of relevant recently completed plans. Committees also developed implementation priorities that will translate Lewisville 2025 into actions.

## VISION

### OVERALL VISION

By 2025, Lewisville will be a community characterized by diversity, connectivity, resource management and growth.

#### Diversity

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

#### Growth

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

#### Connection

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

#### Resource Management

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

01

Green Centerpiece

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Extending the Green

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Old Town

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Thriving Neighborhoods

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## BIG MOVES

There are nine Big Moves, indicating nine areas of focus, with each representing big-ticket items that will have the greatest impact to move Lewisville forward by 2025. Each Big Move is characterized by two elements:

1. *What does the Big Move mean in Lewisville?*
2. *What are the top priorities for this Big Move?*

While the recommendations within the Big Moves are not the only things to accomplish, they represent a culmination of the top nine areas in which Lewisville could have the most impact over the next 10 years and accomplish many of the desires reflected by the community throughout the process. The Big Moves are:

1. **Create a Green Centerpiece** within the large natural floodplain area below the dam and along the Elm Fork of the Trinity River.

- Make Lewisville distinctive by focusing the community around a special Green Centerpiece.
- Take advantage of Lewisville Lake and its floodway to give Lewisville a natural open space and urban wilderness that can be part of everyday life for all Lewisville residents.
- Use this Green Centerpiece to position Lewisville as a unique community within the DFW Metroplex.

2. **Extending the Green** by expanding the Green Centerpiece and trail system, both physically and visually, with other parts of the City.

- Connect the Green Centerpiece to Lewisville's neighborhoods and business areas so the benefits of this distinctive center translate to all the places where people live and work in Lewisville.

- Prioritize City investments to provide aesthetic, health and other benefits throughout the community, as well as enhancements to the City’s parks and recreation system.
- Attract the new businesses and people who want a healthy green lifestyle through public investments and the design of new private developments

### 3. Continue investment in **Old Town**.

- Old Town, the City’s historic center, provides a primary opportunity to define and expand Lewisville’s regional identity over the next 10 years through coordinated investment delivering memorable urban living, restaurants, entertainment and downtown workplace environments.
- Encourage development to solidify the core and clearly define the boundaries of the urban district.
- Establish a clear branding strategy for the district that solidifies its identity.

### 4. Maintain and enhance Lewisville’s **Thriving Neighborhoods**.

- Maintain the relevance and property values of existing neighborhoods.
- Develop strategies to reinvest in residential properties and encourage upkeep.
- Create a cohesive and connected group of neighborhood leaders who help keep existing neighborhoods thriving in the future.

### 5. Create **New Neighborhood Choices**.

- Provide expanded neighborhood choices to make Lewisville the location of choice for all ages and incomes.
- Concentrate future loft and mixed-use residential choices near Denton County Transportation Authority (DCTA) stations.
- Support new neighborhoods for those desiring more upscale housing by considering Castle Hills and Town of Hebron area (150+ acres) annexations.

### 6. Enhance existing and accommodate future **Employment Centers**.

- Take strategic advantage of Lewisville’s prime location within the region and its access to regionally significant activity centers.
- Enhance existing employment center sites and accommodate future businesses that provide a stable tax base for the City.
- Promote Lewisville as a community that provides a variety of employment options for residents who want a range of housing and neighborhood choices.
- Provide options for redevelopment/development for properties impacted by right-of-way acquisitions along IH 35E corridor.

### 7. Focus reinvestment on three primary **Identity Focal Points**.

- A series of special development events, or Identity Focal Points, should be implemented at the most highly visible intersections and gateways to form a new identity for Lewisville. These nodes of development will create interesting pulse points, destinations and a sense of place for the city.

- Encourage developments at Southern Gateway, Northern Gateway and Business 121/IH 35E. Focus implementation of recommendations related to the IH 35E Redevelopment Plan towards these three areas.
- Consider a master developer for each focal point area.

8. Communicate Lewisville's values and offering through a **Marketing and Communications** strategy.

- As Lewisville grows during the next 10 years and beyond, it should implement consistent communication and marketing plans.
- Provide stability in communicating what Lewisville values.
- Take advantage of existing community communication resources.
- Attract new residents, visitors and businesses.
- Communicate Lewisville's values and offerings to market to future residents and investors.

9. Create a community that embraces **Sustainability**.

- Create a community that is sustainable – desirable and thriving – over the long term.
- For Lewisville, sustainability means that limited resources (such as land, water, energy, clean air, natural assets and public funds) are used efficiently to provide a desirable quality of life and business climate that today's residents and businesses need and want, without reducing Lewisville's ability to provide that same quality of life and business climate to support the success of future generations of residents and businesses.

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# INTRODUCTION

# CHAPTER 01 introduction

## OVERVIEW AND PURPOSE

Lewisville 2025 sets the course for the City of Lewisville for the next 10 years and beyond. The City of Lewisville is beginning a new era of planning in a fortunate position. Building on the success of Lewisville 2010, a 15-year community plan adopted in 1994, the City once again has the opportunity to take advantage of its strategic location and regional growth, and determine its own path. Incorporated in 1925, Lewisville will be celebrating its 100th birthday in 2025. Lewisville 2025 helps to answer numerous critical issues addressing the question: “What do we want Lewisville to be when it turns 100 years old?”

Lewisville 2025 represents an accumulation of public participation, volunteer work, stakeholder discussions, client work, and city initiatives. Community engagement was a huge success for Lewisville 2025, providing the foundation for all work, ideas and recommendations. This planning process resulted in a clear vision for Lewisville, identified opportunities and challenges, and defined methods of prioritizing implementation of the vision over time. Through this massive public involvement initiative, Lewisville 2025 captures a reflection of community values and aspirations. The plan is a guide for the management of growth, and a reference point for future decision-making. It provides actions regarding regulations, communication, investments and implementation strategies, and adds necessary refinement to prioritize existing plans. Lewisville 2025 should be used by all citizens, City officials, City staff, community leaders, business owners and stakeholders. Lewisville 2025 is a multi-year “to-do” list for the City and those making investment decisions, all who help shape this great community.

Lewisville 2025 examines realities of existing conditions and the marketplace, demographic implications, areas of growth potential and strategies for improving quality of life. The plan does not focus on only the physical development of the city, but rather the overall goals for Lewisville as a livable and economically vibrant community. While the plan is visionary and outlines citizens’ desires, it is also measurable. Implementation-focused recommendations were developed into four critical topics: connectivity, diversity, resource management and growth. The final strategies balance expectations from multiple existing plans and create specific priorities with accompanying action items.

With recent planning efforts and motivated staff, Lewisville is on the brink of tremendous opportunity. Now is the time for Lewisville to take advantage of its unique position to choose the city’s own path. Lewisville 2025 anticipates change and proactively addresses major issues. Planning defines how investments help to shape the city. This vision process and related documents minimize conflicts in decision-making, saving time, money and resources. Lewisville 2025 will increase coordination and will result in vibrant goals with clear paths for improvement.

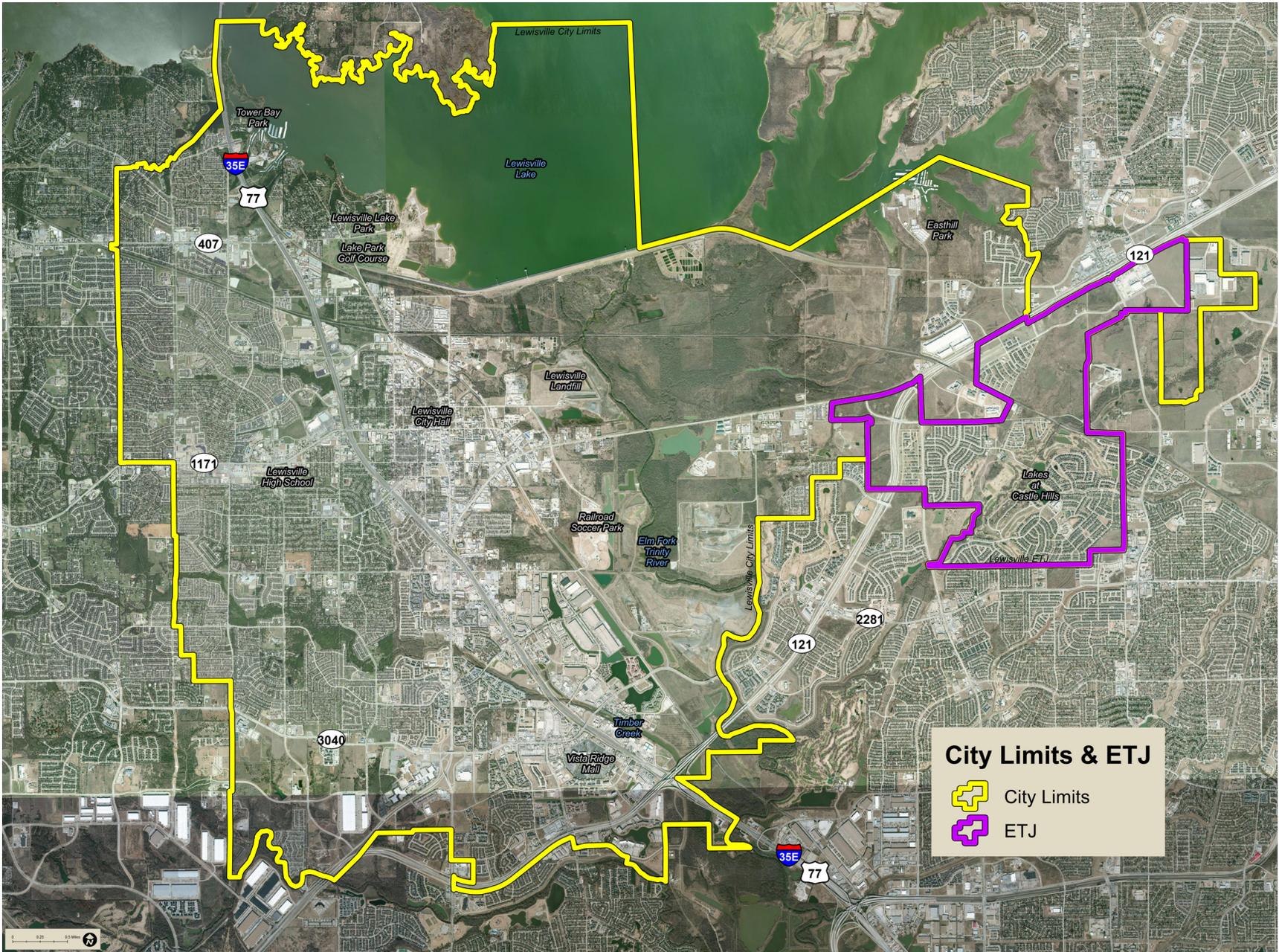


Figure O1: Lewisville City Limits and ETJ

# THE PLANNING PROCESS

Lewisville 2025 was commissioned by the City Council in early 2013 and kicked-off in March 2013. The planning process spanned 16 months and the final plan was adopted on July 14, 2014. During the course of the project, extraordinary amounts of input were received, generating ample ideas and opportunities for the future. The consultant team was led by Freese and Nichols, Inc. with support and teamwork from Strategic Community Solutions, Catalyst Urban Development and Townscape, Inc. The planning process was conducted in three critical phases: Data Gathering and Engagement; Collaboration and Analysis; and Recommendations, Review and Adoption.

## 1 *Data Gathering and Engagement Phase*

During the Data Gathering and Engagement Phase, the project was introduced, expectations set, schedules outlined, and a working plan produced. Consultants' work began with data collection, baseline analysis and a market study. Information critical to a successful Lewisville 2025 was dispersed throughout many resources. Key challenges were identified as the planning team compiled data through interviews, ordinances, previous plans, census data and existing conditions maps, and conducted site visits to organize essential baseline information. Once organized, this baseline data formed the **Big Issues** facing Lewisville and created the knowledge base from which the analysis and recommendations were measured. A thorough review of demographics and existing conditions was necessary to identify the Big Issues. Based on Lewisville's trends and its surrounding region, the Big Issues topics offer unique and important opportunities for Lewisville between now and 2025.

This phase established a further understanding of Lewisville's unique challenges. This phase included heavy public engagement to identify the **Big Ideas**, which represent the accumulation of all the community's desires. Big Ideas were drawn from surveys, staff interviews, Big Ideas public workshops, lunch forums and stakeholder meetings.

## 2 *Collaboration and Analysis Phase*

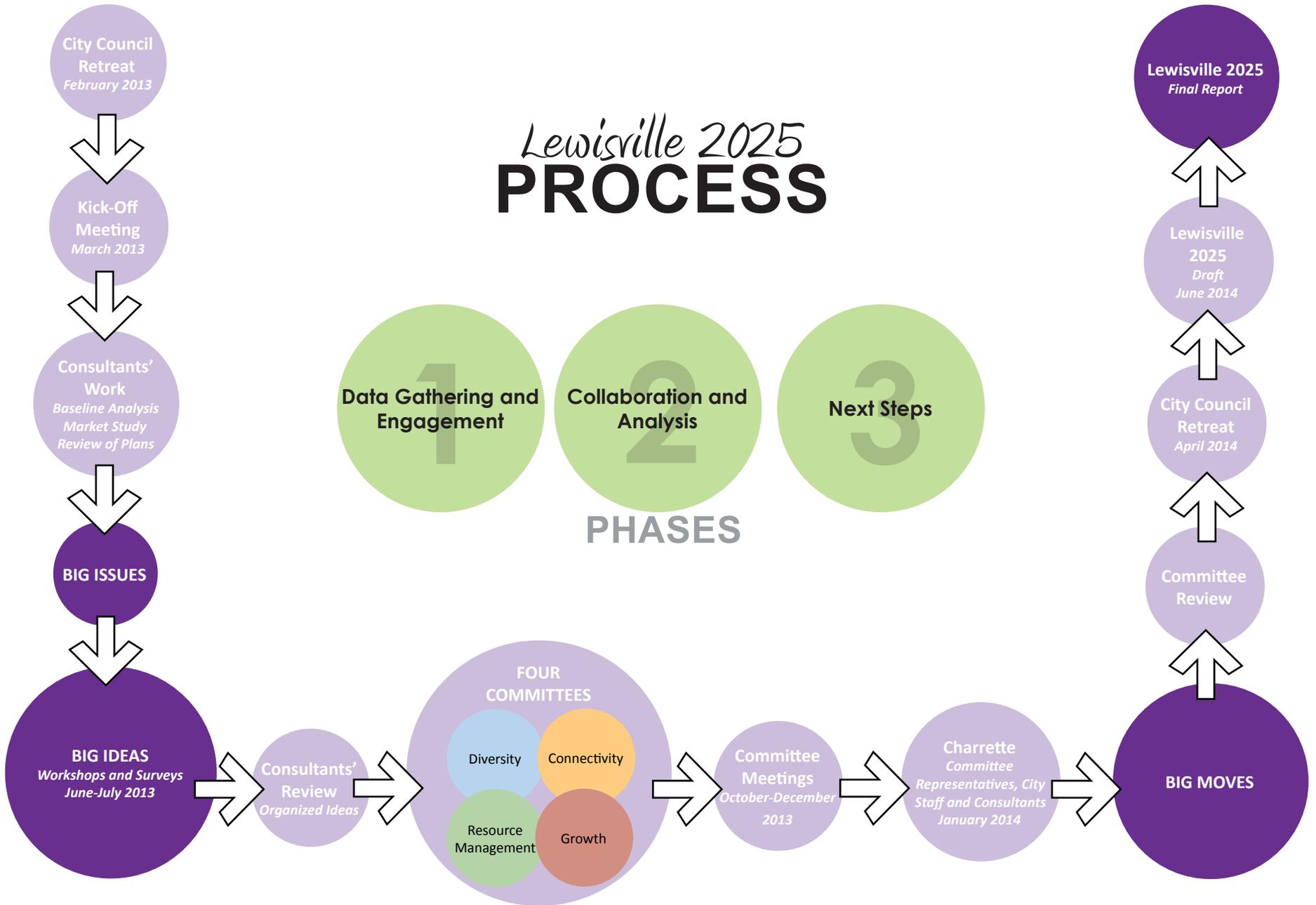
During the Collaboration and Analysis Phase, the consultant team reviewed and gave thorough consideration to existing conditions gathered from the previous phase. Issues and ideas were summarized, which led to identification of four critical areas of focus: Diversity, Resource Management, Connectivity, and Growth. **Committees** were formed to explore each of the four topic areas. The committees were tasked with creating a clear vision for their associated topics with goals supporting the visions. In addition, the committees worked hard to sort through public comments and ideas to identify key strategies and recommendations for each of their goals. The committees organized their recommendations into working documents that included hundreds of recommended items.

The consultant team analyzed and identified synergies between the committees' work to create **Big Moves**, which are the organized commonalities between committee recommendations that will have the greatest impact on Lewisville by 2025. A multi-day charrette followed, and strategies and priorities were identified to support the individual Big Moves and committee goals.

## 3 *Recommendations, Review and Adoption Phase*

The information developed and refined during the Collaboration and Analysis Phase was then blended into implementable solutions. The consultant team worked to organize action items with priority-ranking categories. The initial strategies and priorities were then presented to the committee members, staff and public for review. The consultant team received feedback regarding critical vision elements and further refined Lewisville 2025 and presented for City Council review. During a two-day Council retreat, Council members heard all of the recommendations and gave feedback on minor edits and details to add to the plan. Following the retreat, the consultant team prepared the plan for adoption.

# Lewisville 2025 PROCESS



## COMMUNITY ENGAGEMENT

Visioning is a process by which a community decides the future it wants and then plans how to achieve that future. It was important for this plan that everyone who has a stake in Lewisville's future to be invited to participate in this process in order to achieve a vision that can be shared and supported. The foundation for the plan is community input from people who know Lewisville the best. Public participation was imperative to the planning process and Lewisville 2025 was inclusive to all citizens, stakeholders, elected officials, and City staff. All interested individuals were encouraged to help imagine Lewisville's future.

Lewisville 2025 was a vehicle to bring together the Lewisville community, which, in return, offered valuable insight from diverse backgrounds, experiences and expertise. Participants were informed about trends facing their community and allowed a platform to discuss common goals, differences and ideas for solutions. Throughout the process, community engagement was conducted with media outlets and input forums, such as surveys, websites, public workshops, committee meetings and local events. Numerous consultant and staff meetings were held to collaborate, track progress and review results. In total, 11 meetings were conducted with hundreds participating and providing thousands of ideas. *See Supplemental Appendix B Big Ideas Workshop Summary and Supplemental Appendix C Big Ideas Workshop Input.*

A major goal of the community engagement effort was to build champions for implementation. With a focused effort on committees who are educated in all facets of Lewisville, this plan has done just that. It has built champions who spent countless hours diving into issues and familiarizing themselves with current and future initiatives. Leaders emerged who hopefully will stay involved with implementation items and continue to spread Lewisville's opportunities throughout the community.



*Nika Reinecke, Director of Economic Development & Planning Department, speaks out to a large audience during the first Big Ideas Workshop on June 4, 2013.*



Big Ideas Workshop



Committee Kick-Off Meeting



Committee Wrap-Up Meeting



Charrette

2013

JUN 4

JUN 19

JUL 18

OCT 15

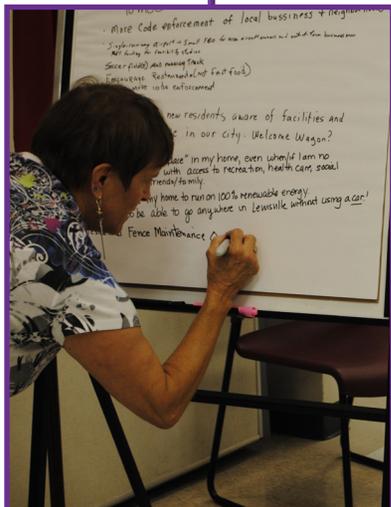
NOV

DEC 10

JAN 10-11

FEB 25

2014



Big Ideas Gathering 1



Big Ideas Gathering 2



Committee Meeting



Committee Review Meeting

Should Lewisville seek to **attract** future residents, the people who will **work** in this DFW commercial development?

How could Lewisville Lake and its related natural areas become a large and distinctive 'Green Centerpiece' that would make this a community of **choice** for future residents?

What development designs and uses will bring the best **return on investment** to property owners and the community, and what steps will make these developments more likely?

Which steps are most important so Lewisville becomes a more **sustainable** and **resilient** community?

What types of housing, community features and services will continue to **strengthen** Lewisville's appeal to households with or without children?

What sort of **character** should Lewisville have by 2025, and what design ideas or features will help make this a community cherished by its residents?

What uses will be of greatest and how can Lewisville encourage investment so these areas are **re**

What features would a distinctive **idea** appeal so more County residents choose Lewisville?

Can Lewisville take advantage of these **international opportunities** as part of its economic development strategy?

benefit to the community  
encourage private owners to  
**re-invigorated?**

and give Lewisville  
**entity** and  
are new Denton  
choose to live in  
Lewisville?

part of its  
strategy?

What steps should the City  
and the private sector take so  
Lewisville can offer **livable** and  
**walkable** neighborhoods  
near DCTA stations?

How should Lewisville - the City, the ISD, arts groups,  
the business community and others - help Lewisville  
residents get the education and training they need  
so they and this community can be successful in the  
future?

# What should **Old Town Lewisville** (and its adjacent neighborhoods) be like when the City celebrates its 100th birthday?

What are the **best strategies**  
to ensure that the homes and  
neighborhoods in Lewisville today will  
still be thriving and valuable in 2025?

In what ways can Lewisville be a **regional  
leader** in accommodating growth coming to  
North Texas that is better for our region's resource  
demands and long-term success?

# 02

## BIG ISSUES

# CHAPTER 02 big issues

## EMERGING ISSUES AND QUESTIONS FACING LEWISVILLE FOR 2025

### CHANGING DEMOGRAPHICS

The City of Lewisville is a community that is expected to expand in both population and density. The city experienced its biggest population growth from 1970, with a population of a little more than 9,000 residents, to 1980 with more than 24,000 residents. Rapid suburban growth took place between 1980 and 1990, with a population growth of 91 percent. The 2010 Census recorded 95,290 people living in Lewisville, a 23 percent increase from 2000. The city continues to grow today. There are 95,185 more people today than there were when Lewisville was incorporated in 1925 with a population of 815. *The full baseline analysis is provided in Supplemental Appendix A. How can Lewisville continue to attract a fair share of DFW’s population growth?*

There have been fluctuations in each age group. The largest segments of the population comprise Prime Labor Force, Young, and Older Labor Force groups. It should be noted that those in age group 20-24 will be between the ages of 32-36 in 2025 and will be in the prime years of their working careers. Those in group 35-39 will be between the ages of 47-51 in 2025. Those in age group 40-44 will be between the ages of 52-56 in 2025 and will be looking towards retirement. *How should Lewisville factor in these age groups to provide job opportunities for the labor force and housing options to meet the demands of everyone?*



Figure 02: Historic Population Growth for the City of Lewisville. The percentage displays the growth between each Census period. \*The 2012 population is an estimate from the North Central Texas Council of Governments.

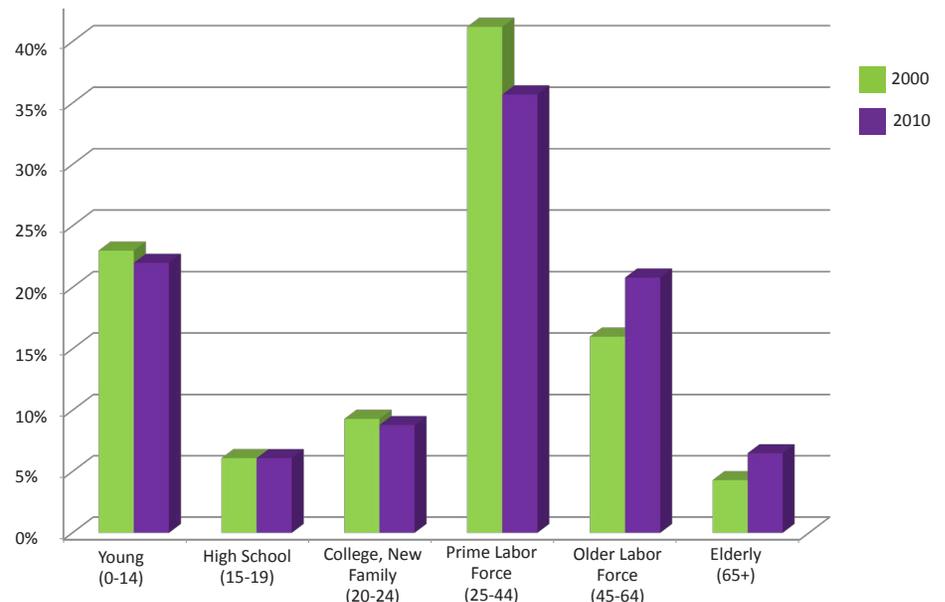


Figure 03: Age Distribution - 2000 and 2010.

## DEFINING LEWISVILLE AS A DISTINCTIVE DENTON COUNTY COMMUNITY

From 1970 through 2000, the City of Lewisville experienced an annual population growth faster than Denton County's. Since 2000, the city's population growth has been slower than the county's. During the decade of the 2000s, many people moving to Denton County chose to live somewhere other than Lewisville. *What features would give Lewisville a distinctive identity and appeal so more new Denton County residents will choose to live in Lewisville?*

## ENSURING THAT LEWISVILLE NEIGHBORHOODS CONTINUE TO THRIVE

Most of the land in Lewisville is occupied by neighborhoods where people live in single family homes. As these homes and neighborhoods age, they become less desirable unless homeowners, residents and the City continue to invest to keep the neighborhoods appealing. *What are the best strategies to enable the homes and neighborhoods in Lewisville today will still be thriving and valuable in 2025?*

## BUILDING ON TODAY'S OLD TOWN LEWISVILLE

The City of Lewisville has invested in buildings and improvements in Old Town Lewisville. Private property owners and businesses have invested here, too. Old Town and its adjacent neighborhoods have a character that is different from the other parts of Lewisville. Old Town also is the place for major events and gatherings for the Lewisville community. *What should Old Town Lewisville (and its adjacent neighborhoods) be like when the City celebrates its 100th birthday?*



Source: City of Lewisville



Source: City of Lewisville

## HELPING THE PEOPLE OF LEWISVILLE BE SUCCESSFUL

Research clearly shows how important education, arts and culture are for individuals and for the economic well-being of their communities. As the share of a region's population with college degrees rises 10 percent, per capita gross metropolitan product rises 22 percent. Though a greater percentage of Lewisville's residents in 2010 were high school graduates than in 2000, a lower percentage of residents had a bachelor's degree or higher. The chart below shows Lewisville educational attainment. *How should Lewisville – the City, the Independent School District, the arts groups, the business community and others – help Lewisville residents get the education and training opportunities they need so they and this community can be successful in the future?*

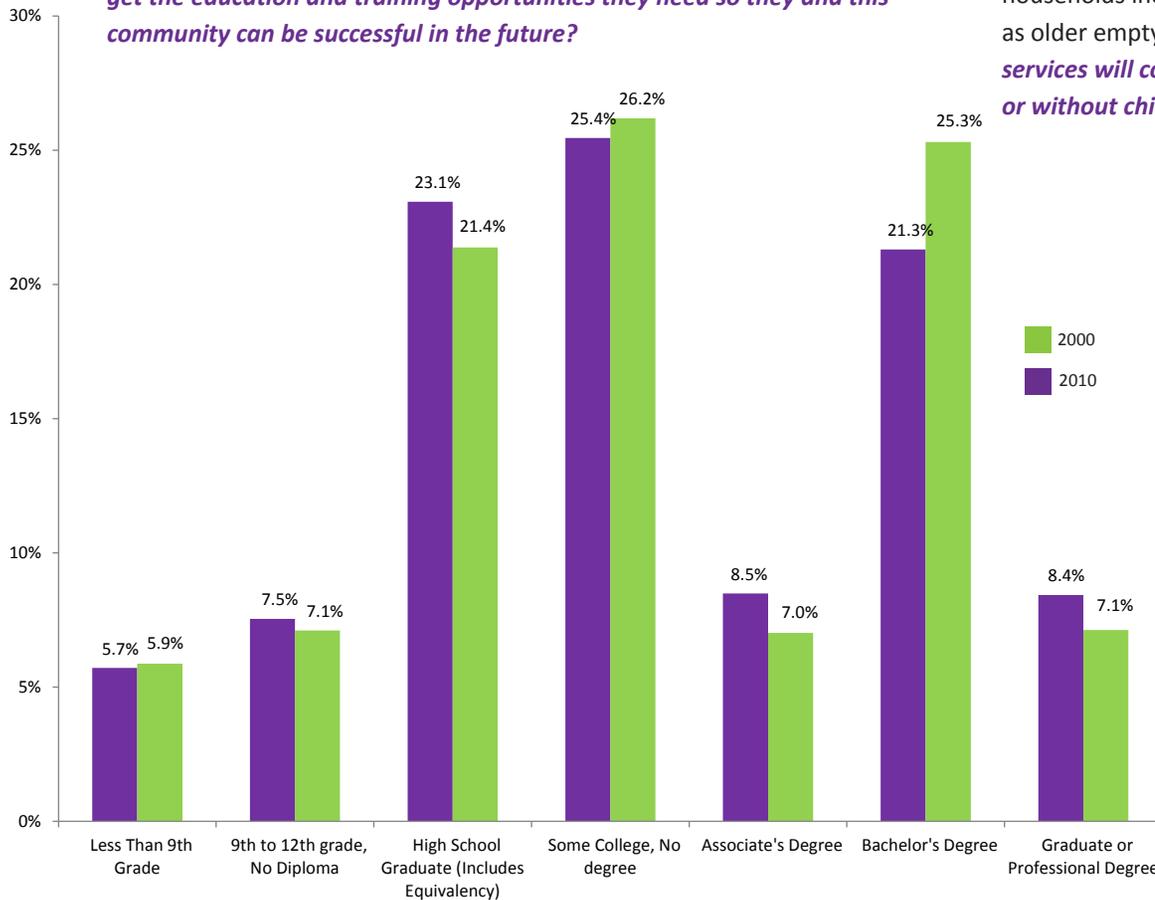


Figure 04: Educational Attainment - 2000 and 2010; Source: 2000 U.S. Census, 2007-2011 American Community Survey

## APPEALING TO PEOPLE AT ALL STAGES OF THEIR LIVES

Lewisville and other nearby communities place a high priority on being family friendly. This is an important part of a community's appeal. But recent information about the people who live in Lewisville tells us that Lewisville also must appeal to people at other stages of their lives.

Figure 05 shows that households with children are currently only one-third of Lewisville's households. The largest share of Lewisville households are those with more than one adult but no children; and households with only a single adult make up 30 percent of all Lewisville households. These households include young adults who have not started families, as well as older empty-nesters. *What types of housing, community features and services will continue to strengthen Lewisville's appeal to households with or without children?*

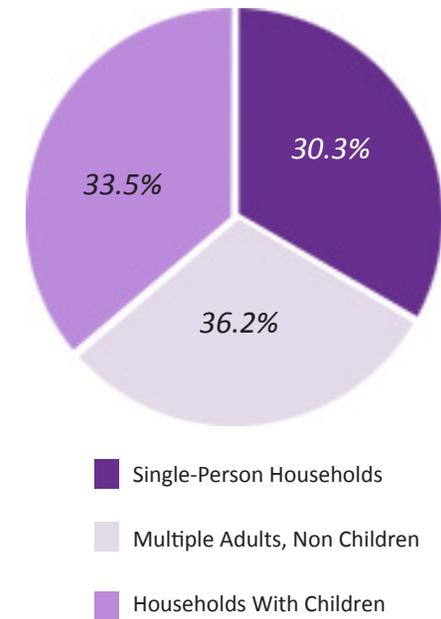


Figure 05: Lewisville's Households; Source: 2007-2011 American Community Survey

## MAKING LEWISVILLE MORE SUSTAINABLE

Communities that are sustainable use limited resources efficiently, so those resources are available to the children and grandchildren of today's residents. They also are resilient, adapting to changes in the economy and culture so they can remain desirable places to live and work.

Sustainability or green initiatives include steps like making city buildings more energy-efficient or using renewable energy sources. They also include green infrastructure – designs that use natural systems to improve stormwater quality, or tree plantings to reduce air-conditioning demand. City government can be a leader in helping residents and businesses make more sustainable choices for themselves. *Which steps are most important so that Lewisville will become a more sustainable and resilient community?*

## ENHANCING COMMUNITY CHARACTER

Every community has its own character based on its history, the design styles of its neighborhoods and public places, and its natural setting. Character helps set one community apart from another. It is one of the reasons people feel connected to the place where they live. *What characteristics should Lewisville have by 2025, and what design ideas or features will help make this a community cherished by its residents?*



Source: City of Lewisville



Source: City of Lewisville

## OFFERING LIVABLE NEIGHBORHOODS NEAR DCTA STATIONS

DCTA's A-Train and its three Lewisville stations represent major public investments in Lewisville. These investments will have the most benefit if people want to live nearby. Research suggests more and more people want to live in neighborhoods where they can walk to transit, shopping, services and entertainment. The areas around the DCTA stations could be very desirable locations for them. *What steps should the City and the private sector take so that Lewisville can offer livable and walkable neighborhoods near DCTA station?*

## MAKING THE MOST OF DALLAS-FORT WORTH INTERNATIONAL AIRPORT

DFW Airport is the fourth busiest airport in the world based on operations, and the eighth busiest based on passengers. Lewisville is located in close proximity to this airport, with typical non-peak travel times of under 30 minutes. Lewisville could seek to build a stronger future connection to DFW Airport.

As part of its 2012 Strategic Plan, DFW airport states an objective of becoming the most preferred Super Global Hub in the world. With its growing international market, DFW will be a prime port-of-entry for people, goods and ideas from around the world. *How can Lewisville take advantage of these international opportunities as part of its economic development strategy?*

The airport has more than 6,000 acres of land designated for future commercial development in its recently adopted Land Use Plan. *Should Lewisville seek to attract the people who will work in this DFW commercial development as future residents?*



Figure 06: Mill Street Corridor  
Courtesy of the City of Lewisville's Mill Street Corridor Plan

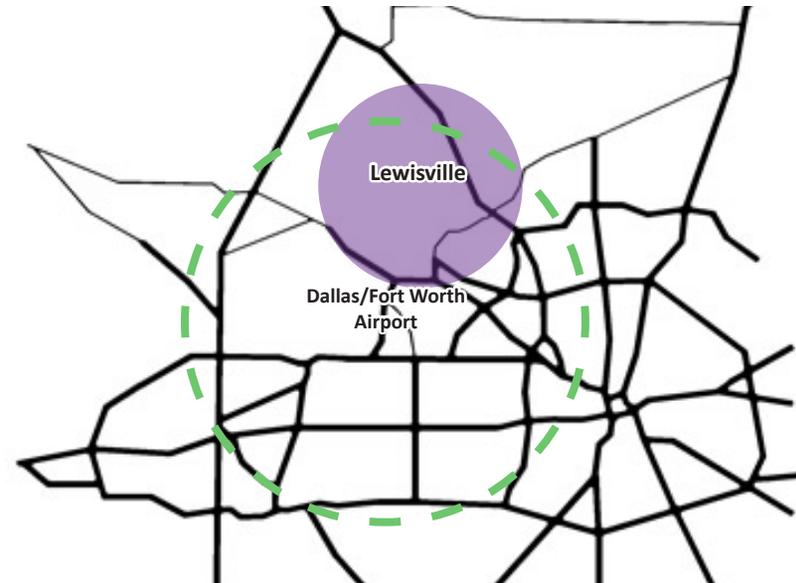


Figure 07: DFW Airport's Geographical Relationship to Lewisville

## CREATING A GREEN CENTERPIECE FOR LEWISVILLE

Part of the Lewisville Lake shoreline is in Lewisville, as are the floodplains and streams below the dam. The community's past growth has focused away from these areas and toward Old Town and major highways.

Today, the value of green space to communities is well-known. Polls consistently show that people want to live near parks and open spaces. Property values are higher near parks and open spaces. Research also documents the health benefits of everyday activity. Increasingly, communities seek to provide trails and sidewalks that enable residents to walk from their neighborhoods to enjoyable natural areas. *How could Lewisville Lake and its related natural areas become a large and distinctive Green Centerpiece that would make this a community of choice for future residents?*

## INVESTING FOR 'BEST FIT' NON-RESIDENTIAL CENTERS

There are relatively few undeveloped areas of Lewisville in prime locations for major new office or commercial centers, so it is a good idea for property owners and the community to get the best possible return on future development of remaining sites. The best development will be able to attract companies and customers over the long term, not just in today's marketplace. Support for the best return on investment might involve changes to existing zoning or development expectations, and it might require some public investment in infrastructure. *What development designs and uses will bring the best return on investment to property owners and the community, and what steps will make these developments more likely?*



Source City of Lewisville



Figure 08: Old Town TOD

Courtesy of the City of Lewisville's Old Town Transit-Oriented Development Plan

## PROVIDING ADEQUATE RESOURCES FOR GROWTH

Vision North Texas, the regional partnership focused on accommodating North Texas' future growth, has evaluated the demands for water, energy, land and other resources as the region continues to grow. The partnership's analysis shows that by 2050, there will not be enough water or electricity supply to meet anticipated needs. With current growth trends, by 2030, we will have spent \$71 billion on transportation improvements, but congestion will be worse than it is today. And a big part of that growth will have occurred in places that create concerns for our use of land and resources. *In what ways can Lewisville be a regional leader in accommodating growth coming to North Texas that is better for our region's resource demands and long-term success?*

## IMAGINING CHANGES THAT REVITALIZE TIRED PLACES

Like most cities, Lewisville has areas of older shopping centers, homes and apartments that are showing their age. Developments constructed soon after World War II are now more than 50 years old and, for some of these buildings, they have passed their expected useful life. People have different expectations for their homes, offices and stores than they did when these buildings were constructed. Since some of these 'tired' uses are in desirable locations, it makes sense to expect that there will be new uses on some of these sites by 2025. *What uses will be of greatest benefit to the community and how can Lewisville encourage private owners to invest so these areas are re-invigorated?*



Railroad Park Athletic Complex.



Source: City of Lewisville

## MARKET POTENTIAL

While Lewisville faces issues and challenges, there is potential for the city to grow and advance. A market assessment was conducted in 2013 to identify market conditions and programming opportunities for Lewisville. The market assessment included a 10-year programming analysis for three individual trade areas in Lewisville: Northwest, Southwest and East. The assessment was based on demographic trends, retail gaps, office potential, and vacant land use patterns. The 10-year market potential is important in order to take advantage of the achievable market-based implementation

An important element for the market assessment is that the trade areas are not bound by municipal boundaries such as city limits. Rather, Lewisville's trade opportunities and identified program acreage and units are based on drive times. Lewisville has the potential to attract new retail and office space based on drawing employees and shoppers from surrounding areas. This will help transform Lewisville into a preferred destination, including the community's desire for mixed-use pedestrian-oriented places. *The complete market assessment is provided in Supplemental Appendix G.*

### TOTAL POTENTIAL PROGRAMMING SUMMARY

Figure 09 identifies Lewisville's trade area boundaries and Figure 10 summarizes the total opportunity within Lewisville for each programming use, compared with the demand for the program as identified through data evaluation. An important consideration is that mixed-use allows for commercial, office, retail and (higher-density) residential uses.



Source: City of Lewisville



Source: City of Lewisville



Source: Tierney

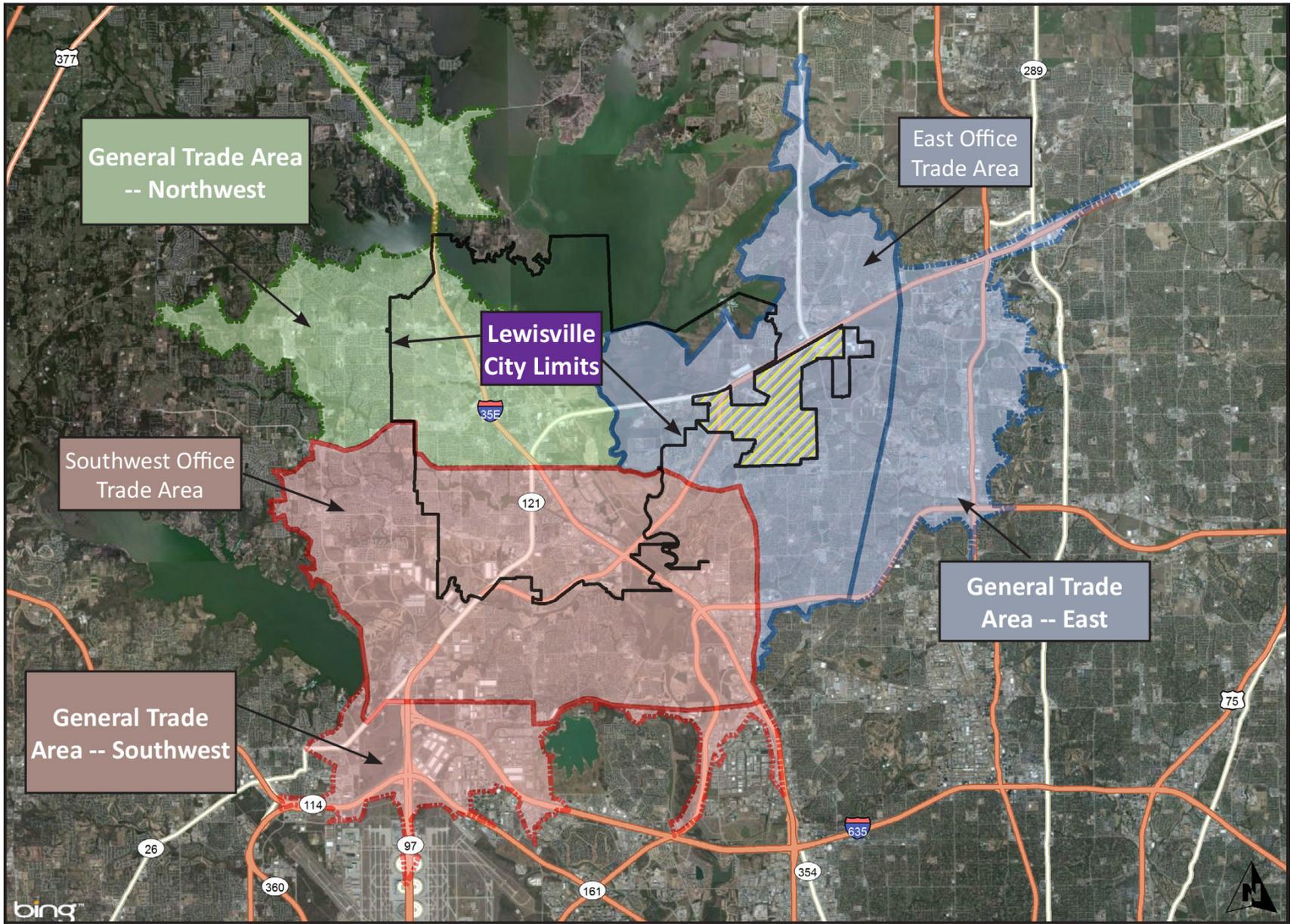


Figure 09: Lewisville Trade Area

Future Land Use Supply / Demand Analysis			
	Northwest	Southwest	East
Single Family Supply (High & Low Density)	126 acres	140 acres	27 acres
Single Family HH Supply (3 DU / acre)	377 HH	419 HH	82 HH
<b>Single Family HH Demand</b>	<b>350 HH</b>	<b>373 HH</b>	<b>505 HH</b>
	<b>Northwest</b>	<b>Southwest</b>	<b>East</b>
Mixed-Use Residential Supply <sup>1</sup>	150 acres	63 acres	10 acres
Mixed-Use Residential HH Demand	549 HH	738 HH	632 HH
<b>Mixed-Use Residential Demand (28 DU / acre)</b>	<b>20 acres</b>	<b>26 acres</b>	<b>23 acres</b>
	<b>Northwest</b>	<b>Southwest</b>	<b>East</b>
<i>Mixed-Use Supply</i>	430 acres	188 acres	- acres
<i>Mixed-Use Transit Oriented Development Supply</i>	429 acres	- acres	- acres
<i>Total Non-Designated Residential Mixed-Use Supply</i>	859 acres	188 acres	- acres
	<b>Northwest</b>	<b>Southwest</b>	<b>East</b>
Retail Supply	70 acres	5 acres	10 acres
Mixed-Use Supply	859 acres	188 acres	- acres
Total Potential Retail Supply	929 acres	193 acres	10 acres
Retail Supply SF (0.25 FAR)	10,116,810 SF	2,101,770 SF	108,900 SF
<b>Retail Demand SF</b>	<b>262,719 SF</b>	<b>184,576 SF</b>	<b>862,464 SF</b>
	<b>Northwest</b>	<b>Southwest</b>	<b>East</b>
Office Supply	109 acres	91 acres	59 acres
Mixed-Use Supply	859 acres	188 acres	- acres
Total Potential Office Supply	968 acres	279 acres	59 acres
Office Supply SF (0.25 FAR)	10,541,520 SF	3,038,310 SF	642,510 SF
<b>Office Demand (220 SF / Employee)</b>	<b>178,175 SF</b>	<b>326,385 SF</b>	<b>172,527 SF</b>
<b>Projected Office Development Resulting from Demand</b>	<b>7.65 acres</b>	<b>13.70 acres</b>	<b>7.41 acres</b>

1 - Mixed-Use Residential Supply in the East trade reflects the net of +23 acres of demand, +241 acres of supply in the trade area east of Castle Hills, -254 acres of supply allowed in pipeline (Castle Hills, etc.)

2 - Office Supply in the East trade area reflects the net of +7.41 acres of demand, +172 acres of supply in the trade area, -120.77 acres of supply allowed in Castle Hills

Figure 10: Future Land Use Supply/Demand Analysis



# UNIQUE RESTAURANTS + REC. DEVELOPMENT. Small business support (Old Town)

- Redevelop OT density w/ shopping, arts, rest.  
Residential - Rowing - Brownstone Apts.
- Perfect DTP station of OT.
- Full service Hotel - no more limited service properties

Attractions - museums, Drive-In movie theater.

Revitalize Shopping in LWSU.

For 7 Ks

higher quality jobs to Lewisville.

# 03

## BIG IDEAS

# CHAPTER 03 big ideas

## SUMMARY OF BIG IDEAS

Big ideas were a result of an extensive outreach to solicit input from citizens of Lewisville. The City held a series of public meetings, beginning with the Big Ideas Workshop on June 3, 2013, where the consultant team introduced the Big Issues currently facing Lewisville. The event had a successful participation of 150 people. Over the stretch of two months, two more Big Ideas meetings were held for more input from the general public. Flipcharts, Post-It Notes and surveys were available at all three events to document a wide range of public input that included the importance of Main Street beautification, pedestrian-friendly environment, and shifting from multi-family residential construction to single-family residential.

In addition to public workshops and meetings, a website dedicated to Lewisville 2025 was created to provide updates and access to existing plans. People were also able to send in their ideas and comments through the website and email. Over the course of three months, comments were submitted electronically, including suggestions for the redevelopment of the SH 121 corridor and Old Town, and preserving Lake Lewisville.

Major themes were pulled from each category that resulted in 451 ideas from online surveys, 725 ideas from flipchart comments, 30 ideas from website comments, and 150 ideas from Post-It Notes. The extensive outreach to the broader public resulted in more than 1,400 ideas.



*Drawings created by students from the LISD.*

725

**FLIPCHART COMMENTS**

Topics include Lewisville Future, Mobility, IH 35E, Old Town, Natural Assets, Business Development, Lewisville Past & Present, Imagine Your Vision.

451

**ONLINE SURVEYS**

Surveys were accessible online and as hard copies that were available at all three Big Ideas events.

68

**COMMENT SHEETS**

These sheets were available during the Big Ideas events to allow for a variety of comments.

150

**POST-IT NOTES**

Big Ideas events attendees used these Post-It notes to contribute their ideas and thoughts on display boards.

30

**WEBSITE IDEAS AND COMMENTS**

Online users had the opportunity to share their ideas and comments via Lewisville 2025 homepage.

62

**FACEBOOK COMMENTS**

There was an active page on Facebook that was dedicated to Lewisville 2025, where people could share their ideas.

Comments overlap across the different public input methods. The following generally summarizes the comments from each medium.

***Flipchart***

Input had shown that there is an awareness for design sensibilities throughout the city. Along with that, there was also a desire for a more walkable community and alternative transportation options. Across many flipcharts, there were numerous ideas for bringing the eatery and shopping experience back into Old Town. Some negative comments insisted that the vacant buildings should be demolished and make way for new buildings that are more modern. Contrary to that, there were comments that recommended that the buildings be preserved and retain their historic materials.

***Online Surveys***

There were three sets of online surveys: 1) a detailed survey for the public, 2) a detailed survey for City employees, and 3) an open-ended question survey. A total of 324 individuals filled out at least part of the detailed survey, including 41 who were City employees. 72 percent of survey-takers voted that aggressive efforts to remove dilapidated or condemned structures were very important to sustain strong and viable residential neighborhoods in Lewisville. Working directly with property owners to upgrade and fill vacant commercial buildings, such as shopping centers and office buildings, was ranked the most important to the economic future of Lewisville. For a complete summary of online surveys, see *Supplemental Appendix D Online Surveys*.

***Comments Sheets***

Comment sheets include questions such as “How would you describe the Lewisville you would most like to see and experience in 2025?” Input for this question includes family friendly, student-friendly, transit-oriented, and a combination of old town charming shops mixed with modern technological executive offices and corporations. Another question that was asked is “What changes would do most to make Lewisville an even better place

to live and work by the year 2025?” Input for this question ranges from suggestions for targeting crime and narcotics activity to improving lakefront properties to making Lewisville a more walkable community.

### Post-It Notes

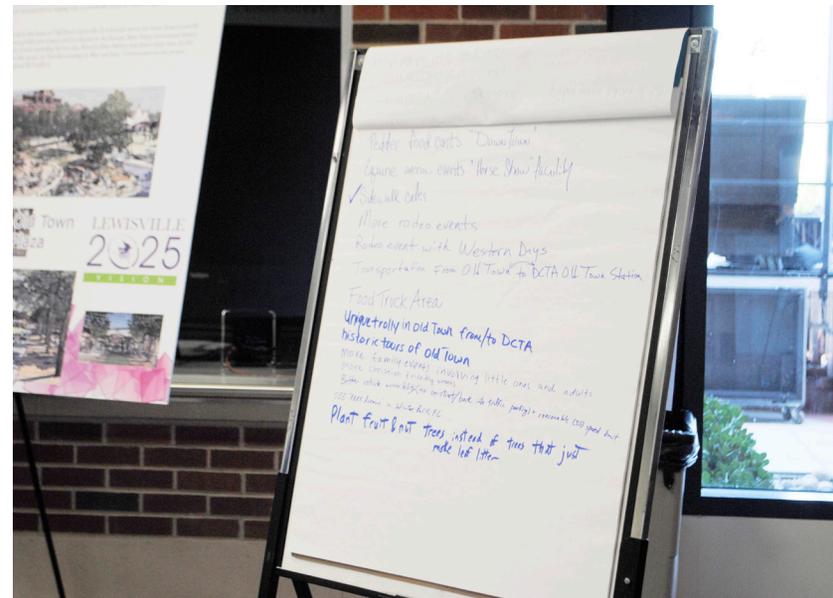
Each station at the Big Ideas events displayed a different map that allowed for Post-It notes to be placed in a location that referenced the comments. General comments resemble those found on flipcharts. Input included the need for signalized lighting, beautification of Main Street, having more unique retail and restaurants in Old Town, having a bike-share program and having more connectivity.

### Website Ideas and Comments

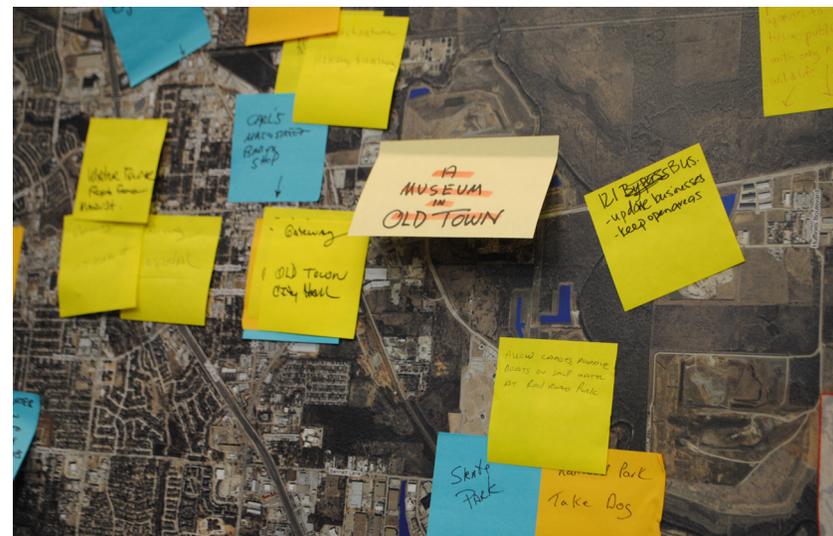
There were several suggestions of cleaning up and redeveloping the SH 121 corridor and Old Town. Comments suggest that maintenance is critical to revamping the corridors and bringing in new businesses. Input also suggests that Lake Lewisville should be utilized more frequently, and amenities near the lake should be improved.

### Facebook Comments

Input received through Lewisville 2025 Facebook page covers topics from new business development to better parks and transportation alternatives. Deputy Mayor Pro Tem TJ Gilmore was very proactive about replying and encouraging the posts to go on. Interactive Facebook input led from one entry to another as Facebook users continue to comment on each other’s comments.



Flipchart at the Old Town station.



Post-It notes at the Transportation station.

## COMMON THEMES

Based on all combined summaries of public comments, there were common themes found among them. Lewisville is faced with new demands as the demographics continue to change. The people of Lewisville suggest that they want higher-income housing products, more institutions for higher education, and, overall, a better quality of life. Four different topics were created to help guide Lewisville 2025 Committee Groups. These topics are character-focused and consist of 1) diversity, 2) growth, 3) connection, and 4) resource management.

The goal of each committee was to address a key aspect of the character citizens desire for Lewisville in 2025. All committees considered interdisciplinary issues, broke down “silos” and built on the results of relevant, recently completed plans. Committees also developed implementation priorities that will aid Lewisville 2025 into actions.

The following are consolidated ideas that set the foundation for each committee.

### DIVERSITY

- Facilities and activities for children, young adults and seniors
- A range of housing choices (design, location, ownership, price, etc.)
- Retail and services to meet diverse needs close to home
- An identity that is open and modern, yet builds on the city’s history
- Opportunities for life-long learning
- A strong focus on arts and culture

### GROWTH

- Businesses that benefit from proximity to DFW Airport
- Resort tourism without leaving the Metroplex
- A distinctive signature event or sporting venue
- Opportunities for small businesses and start-ups

- Refreshed and revitalized business locations along IH 35E
- A vibrant Old Town that attracts the 21st-century innovator
- Job skills and connections so Lewisville residents can succeed
- Infrastructure, facilities, and partnerships that support growth in targeted sectors and locations

### CONNECTION

- Technology and systems for easy, flexible communication
- Ability to reach destinations by all modes (walk, bike, transit, auto)
- Convenient and coordinated timing among various transportation systems, such as bus, DCTA trains and DART
- Gateways (physical and online) that communicate Lewisville’s distinctive character
- Transportation facility design that contributes to adjacent areas’ desired character in addition to improving access
- Organizations and communications so people and businesses feel they are part of this community

### RESOURCE MANAGEMENT

- New development and revitalization to make all Lewisville buildings more energy- and water-efficient
- Reinvestment so older neighborhoods and business/shopping areas (including Vista Ridge Mall) remain desirable and valuable
- Sustainability fostered by the everyday actions and choices of residents, businesses and the public sector
- The lake and its floodplain as a green centerpiece
- Places to work, play and study surrounded by nature and within walking distance of trails
- Improved health results from investments such as trails, recreation facilities and community gardens
- Natural materials to soften streets and developments



Images courtesy of the City of Lewisville's Mill Street Corridor Plan



04

VISION

# CHAPTER 04 vision

## VISION FOR LEWISVILLE

*By 2025, Lewisville will be a community characterized by diversity, connectivity, resource management and growth.*

*Each of these characteristics is an important part of the Vision and each is amplified by its own Vision Statement.*

**DIVERSITY**

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

**CONNECTIVITY**

*In 2025, Lewisville should offer choices that enable its people to connect effectively and that reinforce the community's desired character.*

**RESOURCE MANAGEMENT**

*By 2025, Lewisville's natural, human, energy, and capital assets should be the foundation for a distinctive, desirable, and efficiently-managed sustainable community.*

**GROWTH**

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

# GOALS

Based on the vision statement for each of the four categories, goals are defined to help achieve each vision. These goals are as follows:

## DIVERSITY

*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

Goal 2: Build on Lewisville’s natural assets

Goal 3: Create an environment that supports all business types

Goal 4: Provide services, programs, and facilities to serve residents

## CONNECTIVITY

*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

Goal 2: Enhance the City’s physical appearance

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

Goal 4: Enhance the City’s image

## RESOURCE MANAGEMENT

***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

Goal 2: Create places to work, play, and study surrounded by nature and within walking distance of trails

Goal 3: Improve energy and water efficiency in existing and future public and private development

Goal 4: Reinvest in older neighborhoods and business/shopping areas (including Vista Ridge Mall) in order for them to remain desirable and valuable

Goal 5: Improve access to Lewisville resources and reduce traffic congestion

Goal 6: Inform residents of goals through education, marketing and public involvement

## GROWTH

***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

Goal 2: Create and fund new parks and trails

Goal 3: Improve the perception of Lewisville

Goal 4: Develop and enforce stronger ordinances

Goal 5: Maintain fiscal responsibility

Goal 6: Enhance City character

Goal 7: Attract transit-oriented, empty nester, and senior residents

Goal 8: Focus on long-term economic development

Goal 9: Identify desirable businesses

Goal 10: Determine the best funding sources for economic development



05

BIG

MOVES



marketing

# CHAPTER 05 big moves

## EXPLANATION OF BIG MOVES

The Lewisville 2025 committees and consultant team developed key recommendations to implement the goals in Chapter 04. In many cases, synergies exist across the committees' recommendations. Lewisville 2025 builds on these synergies by bringing common strategies together in a coordinated way called **Big Moves**. Big Moves represent organizing principles of Lewisville 2025 themes, actions, and priorities.

This Big Moves approach is designed to add emphasis to these shared recommendations and to communicate shared actions more clearly. Lewisville's Big Moves include nine areas of focus, each representing big ticket items that will likely have the greatest impact for Lewisville by 2025. Big Moves are the elements most likely to be implementable over the next 10 years and will give the community the best return on their investment. The nine big moves are depicted in the graphic on the right and are summarized in the following chapter.



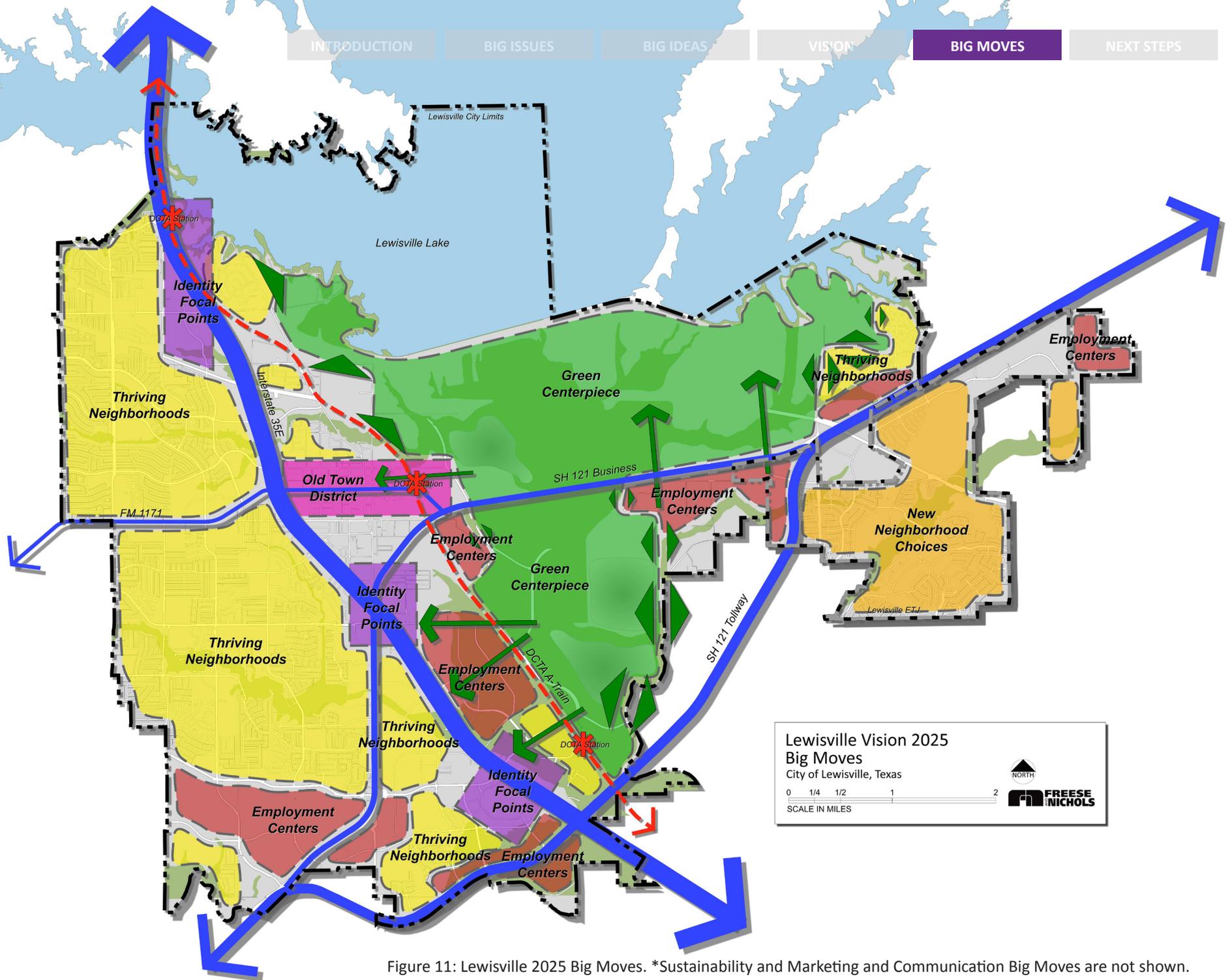


Figure 11: Lewisville 2025 Big Moves. \*Sustainability and Marketing and Communication Big Moves are not shown.

## GREEN CENTERPIECE

### WHAT DOES A GREEN CENTERPIECE MEAN IN LEWISVILLE?

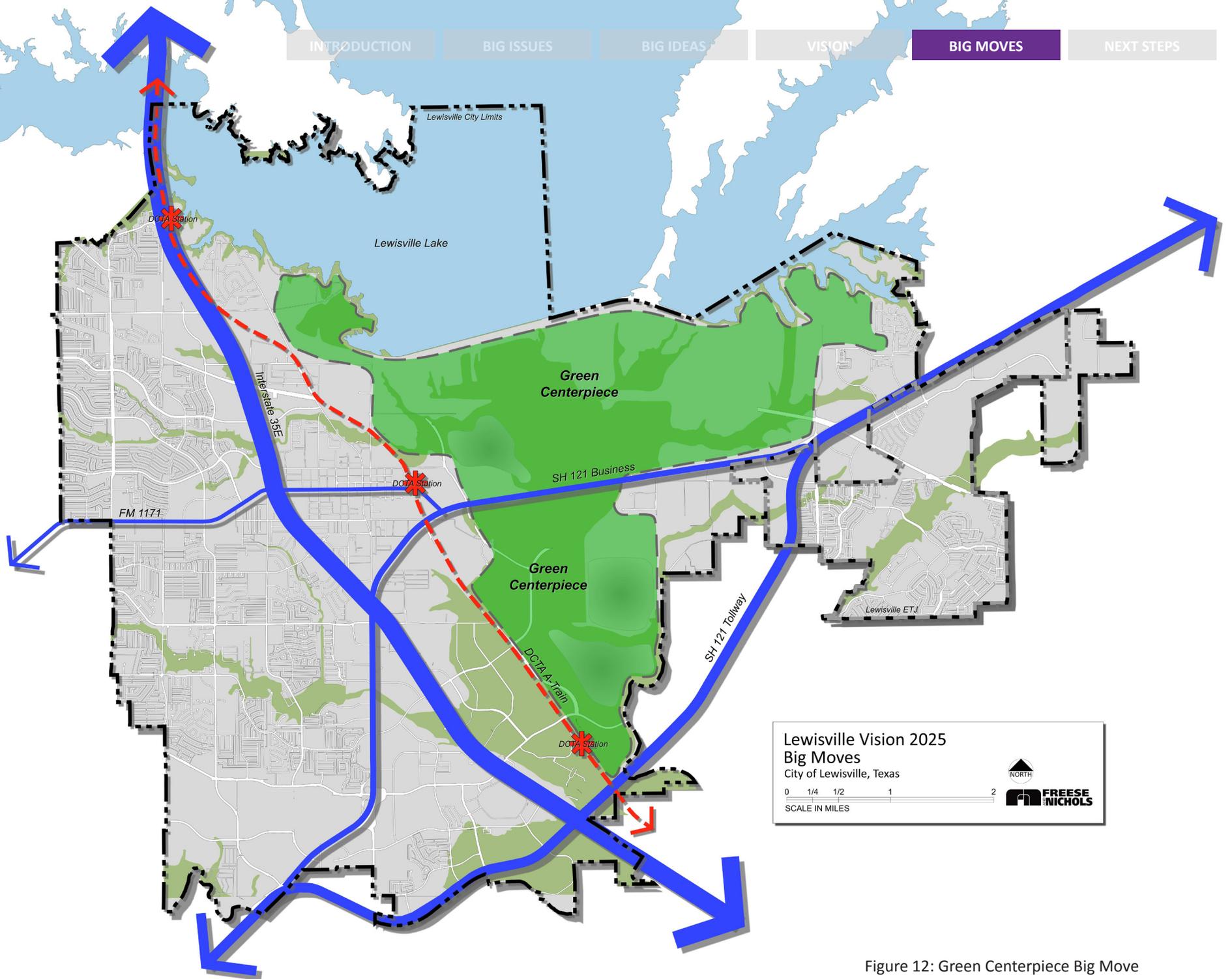
Lewisville has a treasure in its backyard that few Metroplex communities have. The central part of Lewisville is largely flood plain that contains the Elm Fork of the Trinity River and diverse habitats, including bottom-land forest, prairies and many species of wildlife. The City should take advantage of Lewisville Lake and its floodway to give Lewisville a natural open space at the center of the community. This urban wilderness can be part of everyday life for all Lewisville residents. This central green space is currently home to extraordinary views, recreational activities and the Lewisville Lake Environmental Learning Area (LLELA), a consortium of local, state, and national government agencies, which has obtained a 25-year management lease from the U.S. Army Corps of Engineers (Corps). The area provides visitors with opportunities for fishing, hiking, camping, canoeing and botanical/wildlife research in the heart of a city.

This Big Move supports compatible initiatives in the Green Centerpiece area, such as existing research and ongoing preservation of natural resources underway at Lewisville Lake. LLELA, in which the City and the University of North Texas (UNT) are participants, manages Corps land below the dam south to Business 121. It conducts research and opens access to the area on weekends for the general public. Also, Lewisville Independent School District (LISD) currently has an outdoor learning facility adjacent to LLELA. Additionally, the City has a plan for establishing canoe launches and take-out areas on the Elm Fork that will open up a scenic river trail through the city at minimal cost.

The vision for the Green Centerpiece is to promote and take advantage of the area as a public amenity. It will provide a distinguishable natural feature that differentiates Lewisville in the region. The City should uphold this Green Centerpiece to position Lewisville as a unique community within the DFW

Metroplex. This will serve to enhance the quality of life for residents, and to establish Lewisville as a regional attraction for recreation. The area's opportunities are recreation-focused but represent much more than simply open space and recreation. It is about sustainability, community identity, preservation, research, restoration, education, volunteerism and connection with the natural environment

Markets for residential and non-residential uses are looking for locations connected to natural areas and open spaces, so this strategy helps Lewisville attract and keep residents and businesses. Making it the centerpiece of the future Lewisville community prevents this open space from dividing the neighborhoods to the east and west. This Big Move can position Lewisville as an extraordinary city with an urban wilderness at its core, and it will be easily accessible by a citywide network of trails as well as transit and automobile. The centerpiece has the potential to frame future surrounding land use and allow its edges to serve as site amenities for adjacent uses. Assets that relate to a community's natural setting can set it apart over the long term, supporting sustained desirability and success.



Lewisville Vision 2025  
Big Moves  
City of Lewisville, Texas

0 1/4 1/2 1 2  
SCALE IN MILES

NORTH  
FRESE NICHOLS

Figure 12: Green Centerpiece Big Move

## WHAT ARE THE TOP ACTION PRIORITIES FOR THE GREEN CENTERPIECE?

### 1 Convene partners to create and implement a Master Strategy for the Green Centerpiece and surrounding areas.

- The City should take the lead in convening the effort to create this Master Strategy since its successful implementation will involve economic development, infrastructure, community involvement and other aspects, in addition to outdoor recreation, environmental management and education.
- This strategy should create a vision, development/investment framework and action plan for unique destinations within the areas of the floodway, public land and adjacent private lands.
- The strategy should identify areas for private uses (such as housing, employment centers and resorts), active recreation (such as marinas or beaches), natural asset enjoyment (such as trails, interpretive centers and overlooks) and environmental preservation (for restoration or enhancement of habitat).
- Partners should include LLELA, the Corps, LISD, University of North Texas (UNT), Texas A&M AgriLife Research and Extension Center, Upper Trinity Regional Water District and Lewisville Aquatic Ecosystem Research Facility (LAERF).

### 2 Ensure that the institutional structures and financial support for the Green Centerpiece will support implementation through 2025.

- Work with LLELA and the other partner organizations to create an institutional structure that can implement the Green Centerpiece as well as continue LLELA's current research and educational activities.
- With partners, secure funding for the institutions and organizations that will implement this Green Centerpiece Master Strategy, including its design, construction, management and programming.

- Structure a range of funding sources, including user fees, funding from local, state and federal governmental agencies, and contributions from non-profit organizations, private donors, and public and private trusts (Trust For Public Land).
- Include a strategy for acquisition of important parcels.
- Create a component of this structure that allows Lewisville residents and businesses to be partners and stakeholders in this Green Centerpiece.

### 3 Update Lake Park to be a key Green Centerpiece destination.

- Evaluate market opportunities for recreational activities and facilities within the Green Centerpiece area to obtain maximum benefit from this key asset.
- Create a financing program for Lake Park's uses and facilities that allows Lewisville to take advantage of these market opportunities.
- Establish an implementation plan to achieve these uses and activities through public and private investment.
- Develop any facilities (lodges, marinas, conference centers, etc.), using green building standards and designs that emphasize their unique Green Centerpiece location.
- Coordinate action on this item with creation of the Northern Gateway Identity Focal Point.
- The Lewisville community should be included in the efforts to update and enhance Lake Park (through a Park Board or other means).

### 4 Enhance and expand the educational and research programs in the Green Centerpiece area.

- Collaborate with LLELA and LISD to continue and expand the research programs now underway in this area.
- Collaborate with LLELA, LISD and Keep Lewisville Beautiful (KLB) on education and resident science programs that enable Lewisville

residents (adults as well as school children) to learn about these important natural assets and amenities.

- Seek grants and assistance from non-profits and other entities to support and expand these programs.

## **5 Update land use plans, zoning and other development regulations so neighborhoods and non-residential areas adjacent to the Green Centerpiece maximize benefits from it.**

- Establish a future land use plan for public and private development in and near the Green Centerpiece area.
- Put in place design standards for design of private uses using current green building and landscaping practices, benefiting from the Green Centerpiece as an amenity, reducing impacts on resources, and making linkages between development and the Green Centerpiece.
- Create incentives (financial, density bonus, etc.) for developments that provide increased levels of green design.
- Work with Waste Management and Lewisville Landfill to develop use and closure plans for the landfills that create environmentally desirable sites within the Green Centerpiece.

## **6 Develop infrastructure in and adjacent to the Green Centerpiece using ‘green infrastructure’ best practices and design standards that exemplify the Green Centerpiece.**

- Implement the trails in the Parks Master Plan that connect to and through the Green Centerpiece as a top priority, and with designs that exemplify Lewisville’s leadership in green design.
- Incorporate public art throughout the Green Centerpiece that reflects Lewisville’s natural setting, history and aspirations for the future.
- Use landscaping, drainage and design standards for SH 121 Business through the Green Centerpiece that are compatible with

this important natural asset and create a unique ‘address’ within Lewisville for private uses along this roadway.

- Plan for, and implement, connections from the Green Centerpiece to DCTA stations.
- Develop and Implement a Corridor Plan that focuses on creating an inviting gateway and adequate wayfinding for the Green Centerpiece.
- Create an Outdoor Nature Activity Center as part of the Green Centerpiece, so Lewisville residents and visitors can enjoy and learn about the natural areas found in the Green Centerpiece.
- Find innovative ways to use treated effluent as part of the natural systems in the Green Centerpiece.

## **7 Support programs and activities that connect the Lewisville community to the Green Centerpiece in the short term.**

- Place a high priority on construction of bike and pedestrian trails linking the Green Centerpiece to Lewisville neighborhoods.
- Implement canoe or kayaking trails, including the Elm Fork Paddling Trail, that provide these opportunities for connection from the Green Centerpiece’s waterways.
- Establish short-term programs for day use of Green Centerpiece natural areas by Lewisville residents.
- Recruit or create a variety of events that bring people to the Green Centerpiece (boat races, runs, etc.).
- Use communications, marketing and social media tools to engage Lewisville residents in everyday interaction with the Green Centerpiece and its assets.

## EXTENDING THE GREEN

### WHAT DOES EXTENDING THE GREEN MEAN IN LEWISVILLE?

Extending the Green is envisioned as expanding the Green Centerpiece both physically and visually, with other parts of the City. By connecting the Green Centerpiece to Lewisville's neighborhoods and business, the benefits of this distinctive center can translate to all the places where people live and work in Lewisville. As a key Big Move focus, City investments should emphasize and provide aesthetic and health benefits throughout the city, as well as enhancements to the City's parks and recreation system. While the Green Centerpiece redefines the community as a whole, daily connection to these green areas will make this identity even more valuable to Lewisville residents. These priority investments should attract the millennial generation of residents as well as businesses that rely on creative-class professionals. This strategy would blur the edges between the Green Centerpiece with surrounding uses and key nodes of the City. Extending the Green concepts should promote green corridors to influence site designs, streetscapes and development expectations. Through public investments and the design of new private developments, this Big Move can help to attract the new businesses and people who want a healthy green lifestyle.

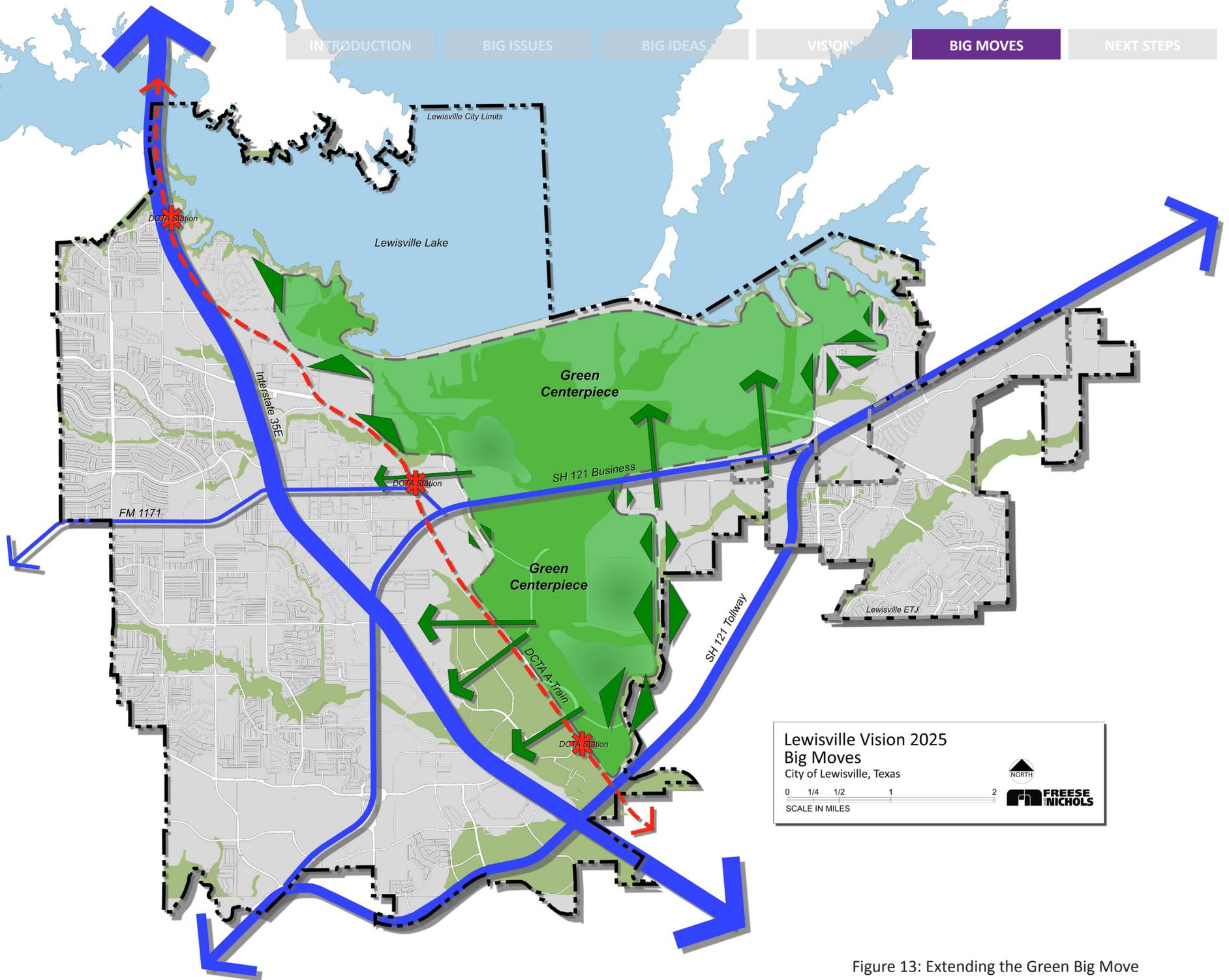
This Big Move will link pedestrian and bike trails throughout the city. It aims to connect neighborhoods and areas of employment to retail, recreation and education facilities, and to major destinations like Old Town and transit facilities. The city already contains segments of trails, significant parks and recreation areas. There is also an excellent trail plan to connect these facilities; however, a key issue is in prioritizing these connections. A vital component should be to make connections on the west side of IH 35E on an opportunity basis, with an eye on crossing the interstate and tying into Old Town, transit stations and the Green Centerpiece. On the east side of IH 35E, loop connections from Old Town to the Green Centerpiece should be identified and set as a high priority for implementation. Such connections will support new urban residential development in Old Town, and spur revitalization efforts.

This Big Move also includes creation of small open spaces that can provide local landmarks and gathering spaces for non-organized sports and recreation. As an added benefit, public open spaces and trails have a demonstrated impact on increased property value for homes and businesses. That benefit is measurable for at least one quarter of a mile away; and, when part of an interconnected system, it greatly enhances community image. This translates into higher property values and reinvestment in properties over the long term. The City's Parks Vision Plan builds on a strong existing system and provides guidance for an ambitious expansion over time. This Big Move sets the short-term priorities for these investments so that they help realize this new vision for the Lewisville community. By incorporating the City's parks and trails projects into this Lewisville 2025 Big Move, those public investments should bring even greater returns to the community.

### WHAT ARE THE TOP ACTION PRIORITIES FOR EXTENDING THE GREEN?

#### 1 Implement the City's adopted Trails and Parks Plans in ways that will achieve this Lewisville 2025 future.

- Review and confirm or refine the alignments, capacities and designs of the facilities included in these plans based on their role in Lewisville 2025. In particular, make strong connections between these trails between Old Town, the DCTA stations and destinations in the Green Centerpiece.
- Work with DCTA to implement the highest-priority trail segments in the DCTA right-of-way as quickly as possible.
- Adopt the IH 35E Corridor plans and use these to include the City's desired trail connections across IH 35E in TxDOT's design and construction projects.
- Explore community garden as entry point at new water treatment plant (entrance of LLELA).



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Figure 13: Extending the Green Big Move

## **2 Use park and trail investments to give Lewisville residents access to these systems within a reasonable walking distance of their neighborhoods by 2025 (or before).**

- Prioritize capital investments to build the extensions and linkages to the existing system that will achieve this standard.
- Develop and implement a strategy to retrofit parks and trails into existing Lewisville neighborhoods that do not meet this standard today.
- Prioritize facility investments (recreation centers, senior centers, etc.) to provide this access.
- Re-examine the design standards for trail (pedestrian, bike, canoe and other) and street improvements to maximize benefits for all modes of travel and compatibility with adjacent uses, existing and planned.
- Acquire land for open space and recreational development where needed and available.

## **3 Create special green destinations throughout Lewisville that extend the Green Centerpiece throughout the entire Lewisville community.**

- Include open spaces, plazas, parks and other green gathering places in designs for public and private development at key Lewisville locations, including Old Town, DCTA stations and the three Identity Focal Points discussed in Big Move 7.
- Use development standards, guidelines and incentives to include these destinations in non-residential development and redevelopment projects.
- Use communication, marketing and City programming to make Lewisville residents aware of this extended green network and to encourage them to use and enjoy it.
- Work with DCTA to achieve connectivity to community park destinations.

## **4 Develop a structure for private and non-profit engagement in funding, creating, managing and maintaining this green network.**

- Evaluate the potential for a non-profit foundation or other structure (corporate sponsorships, etc.) to work with the City on this network and the Green Centerpiece.
- Create or enhance existing programs that engage Lewisville residents, schools, businesses and civic leaders in using and celebrating the green network.
- Work with the Chamber of Commerce, Old Town Lewisville leadership, the development community and Lewisville neighborhoods to create a program for their involvement with the City in building, maintaining, marketing, programming and celebrating these parks, trail linkages and green destinations.
- Seek funding to provide a stable financial base for these activities.

## **5 Explore feasibility of cleaning up existing creeks and greenbelts to be more manicured.**

- Prune, maintain, and beautify existing greenbelt and creek areas to create a more welcoming and usable greenbelt.
- Focus on litter abatement in and around greenbelt and existing creeks.
- Implement stormwater fee to fund creek clean-up program.

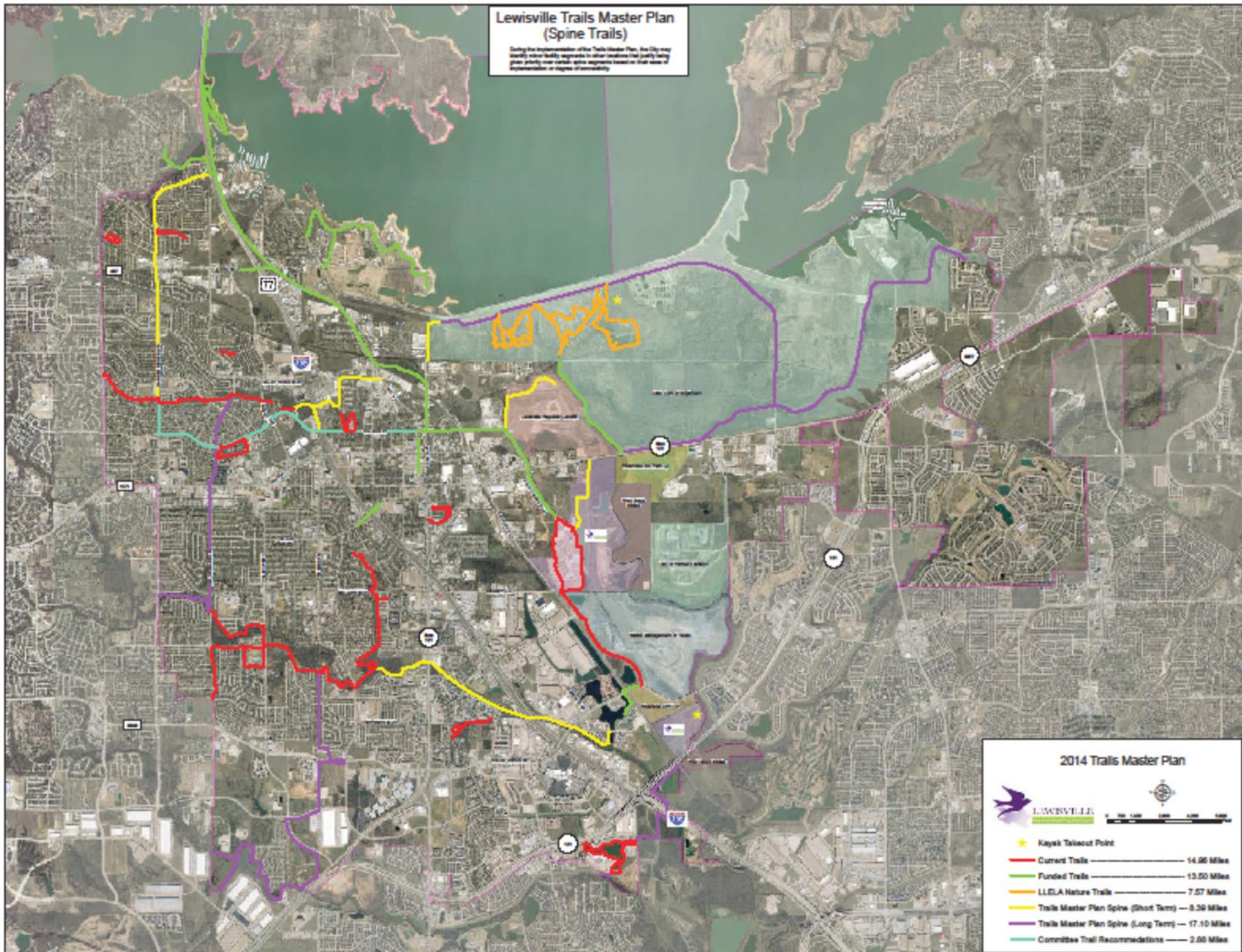


Figure 14: Lewisville Trails Master Plan

Image courtesy of the City of Lewisville

## OLD TOWN

### WHAT DOES OLD TOWN MEAN IN LEWISVILLE?

Downtown Lewisville, the City's historic center, possesses one of the City's largest opportunities to define and expand Lewisville's regional identity and market popularity over the next 10 years through coordinated investment in urban living, restaurants, entertainment and the downtown workplace. A continued focus on Old Town will strengthen the City's regional profile through an enhanced sense of the community's center development. This Big Move is a key piece to continue the focus on inducing reinvestment and continuing revitalization in Old Town. A redeveloped Old Town will provide the larger community with a destination for walking, entertainment and transit-oriented development. In addition, Old Town's redevelopment will expand Lewisville's programmatic offerings in the form of new housing, employment and restaurant format to expand its competitive position.

#### *Catalytic Projects*

One of the challenges with new development in Old Town is largely one of land assembly. Many of the parcels are very small, or the parcels closer to IH 35E are expensive. There is a need for land assembly strategies that focus on catalytic project areas to create an economic incentive program that developers can utilize to mitigate the cost associated with such assembly. There are a host of obstacles that have been encountered in pursuit of larger private investment in Old Town. Over time, the historic core of Lewisville has spread out and combined with more suburban land use patterns along IH 35E, Mill Street, and Business 121. As a result, it is not evident where Old Town starts and ends as the urban footprint bleeds out in these directions. There is a need for catalyst infill projects to solidify the core and boundaries of the urban district, while also better defining the gateway districts into Old Town (i.e. Medical District, Mill Street/Business 121, Main Street/Business 121, etc.).

Plans for Old Town should focus more on implementation and the inducement of new housing (led by rental lofts, followed with for-sale townhomes, etc.). New housing will increase nighttime activity, assist and attract restaurants, and create a stronger place around which office uses will ultimately cluster.

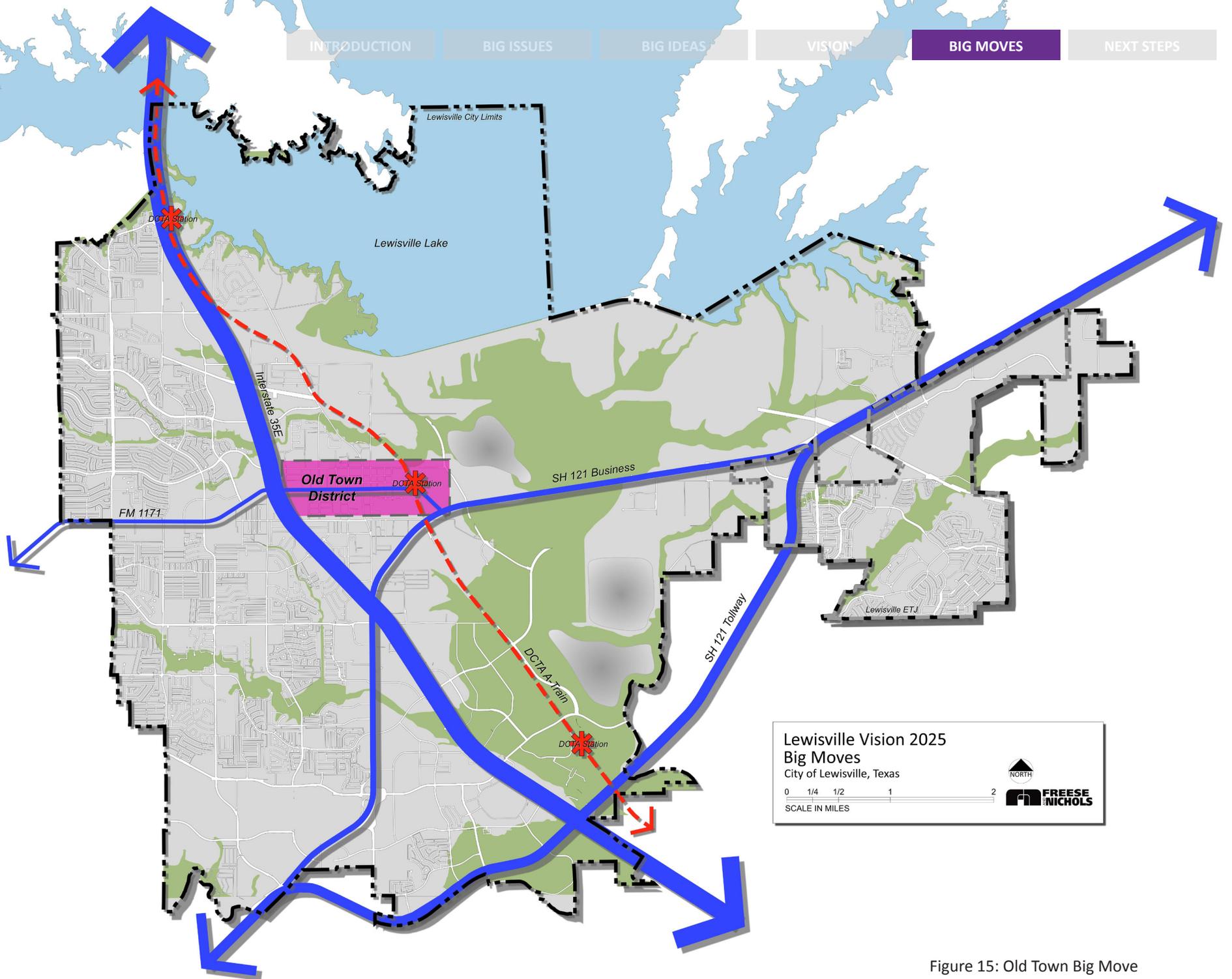
It will be important for the City to emphasize an implementation plan that focuses on specific projects for specific locations based on research of available property, underperforming properties and strategic locations. Projects should include residential infill and restaurant infill. These developments will come from private funding for the majority of the catalytic projects. Some public subsidy will likely be required to mitigate cost of land assembly, infrastructure, and site issues. Such subsidy may come from 380 agreements, Tax Increment Financing districts (TIFs), New Markets Tax Credits and Community Development Block Grants.

#### *Defining Singular Name or Multiple Districts Within Old Town*

An additional challenge is the Old Town area is known by several names, which dilutes its brand. A single identity should be defined, expanded upon through a clear marketing strategy, and advertised to the broader marketplace. A defined identity for the Old Town area provides a platform on which a clear marketing strategy can be executed.

#### **Old Town**

Lewisville's downtown district is identified by the name Old Town. Community input voiced concerns that this name conveys history and nostalgia rather than presenting a more active, current and hip sensibility. At the core of this concern was the perception that Old Town would not be attractive to the Millennial and Gen X markets that are fueling reinvestment in other North Texas communities such as the Bishop Arts District, North Oak Cliff, Uptown Dallas, West 7th Street in Fort Worth, Downtown McKinney, and others. As a result, it was suggested this name be abandoned.



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Figure 15: Old Town Big Move

### Main & Mill

Several participants during the community charrette identified a process that was recently undertaken by downtown property owners to define the district. They identified the name “Main & Mill” as the outcome of this effort. The efforts could define the downtown district within a market-based context through a strategy aimed at generating new investment and activity.

The Main & Mill name identifies the area through its primary street intersection, which would be well understood by those that know Lewisville. As these street names may not be known or appreciated by the larger regional population, the ongoing marketing strategy may position this name within the larger context of the city for better recognition (i.e., Main & Mill, at Lewisville) in the early years of this revitalization.

### Downtown Lewisville

Other community input refers to this area as “Downtown Lewisville.” This is a descriptive term that identifies the regional location while projecting an urban assumption. This name could be used as a larger reference for the overall commercial footprint, while also defining key neighborhoods within the downtown environment (i.e. Main & Mill being the restaurant/entertainment core of downtown, Lewisville Medical District being a defined area around the hospital, etc.). This approach is used in many urban settings around the country, including such places as Downtown Boston (containing unique branded neighborhoods such as Back Bay, Beacon Hill, Faneuil Hall, the North End, etc.) and Downtown San Francisco (having Marina District, Fisherman’s Wharf, North Beach, Market Street, Union Square, etc.). While these are much larger areas than Lewisville, they show the benefits behind having a collection of memorable districts within one larger identity.

### Old Town Programming Opportunities

- 36 acres of mixed-use residential
- 359 acres of mixed-use Transit Oriented Development

## WHAT ARE THE TOP ACTION PRIORITIES FOR OLD TOWN?

### 1 Prepare a real estate investment analysis to identify catalytic development sites.

- Develop a baseline map for future redevelopment opportunities and identify possible consolidation of parcels of land for more feasible projects.
- In conjunction with the baseline map, develop a market value assessment of each block to identify the possible phasing of developments.
- Map physical impediments by identifying infrastructure routings that do not allow full block redevelopment.
- Consolidate these findings to identify (a) primary and (b) secondary blocks holding redevelopment potential.
- Proactively seek out developers using this analysis as tools for discussions.

### 2 Identify medical and other employment infill project opportunities between Old Town and IH 35E.

- Special attention should be focused on creating a synergistic development pattern that creates a Medical District to build upon the hospital, and utilize landscape designs to help establish a clear sense of arrival and western gateway to Old Town.

### 3 Establish and implement a residential infill program for Old Town to support restaurant, retail and small businesses.

- Identify residential infill TOD opportunities, with particular emphasis in the area between City Hall and the rail station for medium- to high-density residential and the areas north and south of Old Town core for low- to medium-density infill.

- Continue to implement streetscape design strategy and Main & Mill enhancements that support this area as a walkable district.
- Prepare an implementation strategy that prioritizes key development sites and related market-based programming potential. This should include a detailed funding program that assists in land assembly, infrastructure expense, and economic development needs through public/private partnership.
- Update zoning to be consistent with desired outcomes.
- Consider engaging a master developer to implement.

#### 4 Identify restaurant infill project opportunities.

- Expand recent retail market analysis to include targeted restaurant programming analysis to identify market-supportable programming concepts.
- Identify specific locations in the core of Old Town and near the hospital that allow for the greatest potential for pedestrian activity.
- Undertake restaurant investor outreach around these concepts.
- Explore addition of an open-air marketplace to complement restaurant programming and the downtown experience.

#### 5 Identify potential targets for suburban-style supermarket or smaller-scale grocery store that can provide variety, quality, and price of supermarkets, while relying on a smaller customer base and fitting into smaller spaces.

#### 6 Prioritize improvements to Kealy Street including future consideration of Kealy as a Mill – Kealy couplet.

#### 7 Evaluate additional activities that would bring people to Old Town (such as higher education classes, training, makerspace, incubator business, pop-up stores).

#### 8 Expand and enhance Old Town events to create a unique identity (Western Week, Summer Music Series, Texas Tunes Series, Pet Parade, Chalk this Way/Arts Festival).

#### 9 Partner with existing non-profit organizations, such as Main/Mill Association, KLB, and Cloud 9 Charities, etc., to create a number of quality events that create a unique identity for the core (Brewfest).

#### 10 Encourage residential options including high-end lofts, live/work units and townhomes to increase density.



Photo courtesy of the City of Lewisville

## THRIVING NEIGHBORHOODS

### WHAT DO THRIVING NEIGHBORHOODS MEAN IN LEWISVILLE?

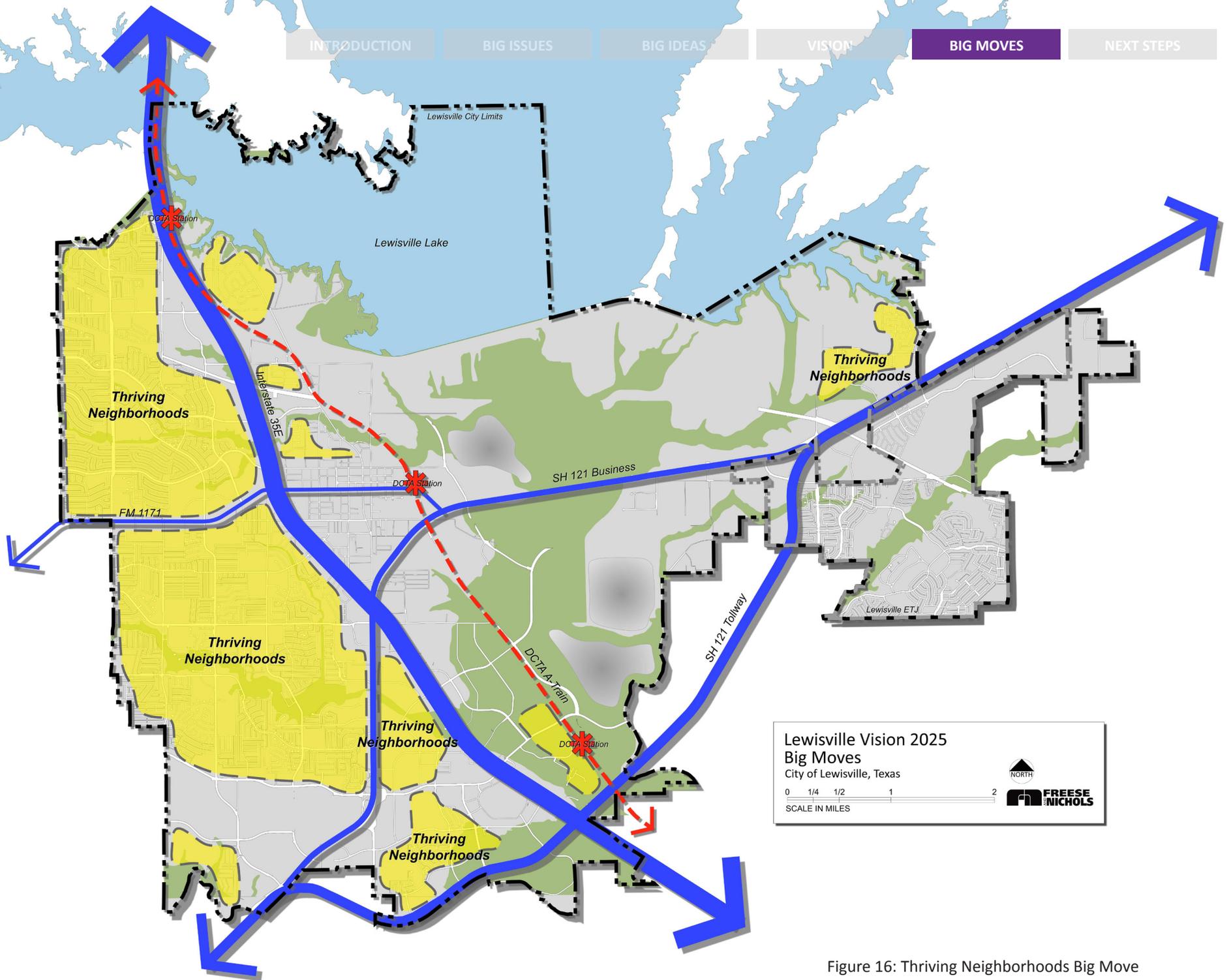
Lewisville is an established city. It needs to continue reinvestment in its existing neighborhoods in order to promote their long-term vitality. This Big Move is important because Lewisville's existing housing stock must remain competitive with surrounding cities' new residential developments. Lewisville needs to retain lifelong residents while attracting new families and residents. Thriving neighborhoods increase quality of life, support excellence in the education system and help to meet employment center needs. In addition, thriving neighborhoods are vital for positive visitor perceptions, and the ultimate image of Lewisville.

Some of the most important assets that exist in Lewisville today are its residents and existing neighborhoods. With many of the subdivisions showing signs of aging, it is important to develop strategies to maintain properties and encourage appropriate upkeep. As we look to the future and new choices, it is critically important to maintain the relevance and property values of the existing neighborhoods. This Big Move includes strategies to maintain properties physically with items such as fencing, mowing, landscaping, debris removal and painting; and it also includes strategies to encourage ownership and neighborhood renewal.

Lewisville's neighborhoods are facing critical issues common to many Metroplex cities. The City should be proactive in addressing issues facing its existing neighborhoods, including vacant properties, decreased values, absentee property owners, high rental counts, aging building stock, limited identity and deteriorating appearances. Several Lewisville neighborhoods are migrating to rental properties rather than ownership; therefore, upkeep and code enforcement become particularly important. Furthermore, many of the neighborhoods that exist today do not have an organized homeowners association, and dialogue with residents is often difficult due

to limited collaborative structures in place. In order for neighborhoods to thrive, especially those in multi-family units, targeted actions must take place in order to create a cohesive residential base with well-connected groups of neighborhood leaders.

Historically, Lewisville has not had a focus on neighborhood coordination or staff dedicated to neighborhood revitalization efforts. Going forward, in order to keep this strategic focus on neighborhood revitalization, the City should implement a neighborhood outreach program. This would likely require a new hire to be focused on getting to know each existing neighborhood association, acting as a voice for neighborhoods which do not have a neighborhood association, coordinating with partnership organizations, serving as the conduit for communication of neighborhood activities, hosting events to engage residents, and bringing a point of contact to the city that currently does not exist. In addition to the neighborhood coordinator, the neighborhood outreach program should incorporate activities to engage current residents in code enforcement and revitalization activities.



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Figure 16: Thrivng Neighborhoods Big Move

## WHAT ARE THE TOP ACTION PRIORITIES FOR THRIVING NEIGHBORHOODS?

### 1 Create neighborhood specific reinvestment strategies by defining zones and levels of improvements.

- Identify and categorize existing neighborhoods into the following neighborhood zones:
  - Preservation
  - Conservation
  - Rehabilitation
- After analyzing and defining neighborhoods based on the three categories, develop appropriate strategies for each zone.
- Most attention should be spent on rehabilitation zone. Identify dilapidated and aging multi-family apartments within rehabilitation zones and develop programs to seek developers for new uses and replacement units. Additionally, identify lots within residential areas with structures beyond repair. Consider acquisition of these lots for the purpose of pocket parks or community gardens.

### 2 Complete Neighborhood Preservation Committee (NPC) Recommendations, including property owner incentive programs and Formal Neighborhood Enhancement Program.

- Encourage organized formal network of neighborhoods that will focus on neighborhood identity, code enforcement, infrastructure and improvements, public safety, and aesthetics.
- Complete a neighborhood conditions inventory by neighborhood to identify issues.
- Create a Neighborhood Matching Grant Program and Developer Matching Grant Program to provide incentives for owners and developers to encourage significant structural and aesthetic improvements.

- Create Homeowners Tax Rebate Program to encourage investment in homes (if they invest \$25,000 in a year then they are eligible for one-time tax rebate).
- Strengthen neighborhood identity by using street toppers, monument signs, etc.
- Have liaison with Greater Lewisville Board of Realtors to identify particular issues in neighborhoods that need to be addressed.
- Identify and empower community organizations and other service groups to support the City in solving code issues including service clubs, youth groups, churches, adopt-a neighborhood, etc.
- Develop neighborhood identities, particularly with neighborhoods that do not have a defined neighborhood association.
- Create names for neighborhoods that do not have them.
- Utilize web-based application to connect neighborhoods. (Nextdoor, New World, etc.)
- Develop and administer a program that offers reduced costs, vouchers, etc. for construction materials for residential fencing, exterior paint, landscaping, exterior siding, etc. This type of program could be partnered through Home Depot and/or Lowe's to bring affordable options for homeowners, encouraging revitalization of neighborhoods.

### 3 Complete target demolition/rebuild strategies on homes requiring significant Investment.

### 4 Continue Multi-Family Inspection Program.

**5** Develop and implement hotel/motel inspection program.

**6** Work with neighborhood groups to evaluate, identify, and fund (private or public) needed improvements, such as screening walls or alternate methods of screening in their neighborhood.



## NEW NEIGHBORHOOD CHOICES

### WHAT DO NEW NEIGHBORHOOD CHOICES MEAN IN LEWISVILLE?

In response to shifting demographics trends and market potential, this Big Move concentrates on providing expanded neighborhood choices to make Lewisville the location of choice for all ages and incomes. With limited available land remaining, is it important for Lewisville to focus its residential development to provide a wider variety of choices than what currently exists. This includes housing for:

- Empty nesters seeking to downsize
- Millennials seeking urban, mixed-use residential
- Those seeking more upscale housing
- Expanding housing types for Lewisville including townhouses, condos, and lofts

As depicted in the baseline analysis in Supplemental Appendix A, the dominant majority seeking housing today are not traditional suburban dwellers. Many baby boomers are seeking to downsize to smaller, upscale units. Millennials are seeking urban, transit-oriented housing. Retirees are seeking age-restricted communities. Currently, Lewisville is 52 percent traditional single family housing and 48 percent multi-family. The Market Study showed demand for an additional 5,063 multi-family units. In a majority of comments received by the public, multi-family made sense near the three DCTA rail stations and future efforts should concentrate loft and mixed-use residential choices near DCTA stations.

Many of the homes in Lewisville are traditional single family neighborhoods built in the 1960s-1980s. According to the 2007-2011 American Community Survey, the average home value is \$151,000. In addition to traditional single family neighborhoods, Lewisville has 19,387 units of multi-family housing, mostly in garden-style apartments. Since DCTA has completed

rail stations, Huffines has developed more transit-oriented units near the Hebron Station, although these units still resemble garden-style apartments in layout. Due to excessive amounts of stand-alone multi-family units, future high-density projects should consider mixed-use forms in order for this Big Move to be successful. The City could explore converting older multi-family developments into higher density mixed-use. In addition, the City should encourage mixed-use residential infill of aging strip centers throughout the City into multi-use facilities that can incorporate work, living, and retail. Urban-style lofts should be encouraged, particularly in the Old Town and focal areas. In order for Lewisville to stay competitive with demographic trends, live-work units, granny flats, retirement communities and different product types should be promoted.

Additionally, a strong desire was expressed to build more upscale housing in Lewisville. A huge benefit to the City is the ability to annex Castle Hills. Castle Hills consists of several neighborhoods to the east with average prices ranging from \$150,000 to \$400,000. Annexation of these neighborhoods would automatically achieve part of the desired result for additional neighborhood choices within Lewisville.



*Example: a multi-family dwelling in an urban setting.*



*Example: modern condominium, Vancouver, Canada.*

## WHAT ARE THE TOP ACTION PRIORITIES FOR NEW NEIGHBORHOOD CHOICES?

### 1 Evaluate a plan for future annexation of Castle Hills and 150+ acres in Town of Hebron.

- Incremental annexation is important as to not affect the current debt service of the City.
- Adding Castle Hills would automatically add higher end housing to the City.

### 2 Support and promote high-density housing in mixed-use configuration in areas around the three DCTA stations.

- Similar to the Huffines Communities at Hebron 121 Station, encourage mixed use development with high density housing near the existing DCTA transit station.

### 3 Create incentives to bridge economic gaps preventing redevelopment, e.g. City involvement in land assembly.

### 4 Encourage creative residential options including townhomes, live/work units, high-end lofts, and age-restricted communities.

### 5 Target and prioritize key locations for new residential development.

- When developing new neighborhoods, encourage incorporation of community parks and community gardens.

### 6 Work with owners of remaining multi-family zoned land to create a plan for those parcels that provides a good return for the property owner and a housing mix and design quality that are desired by the community.

### 7 Consider plan for residential mixed-use as a revitalization tool for under-performing strip commercial centers.



Hebron 121 Station

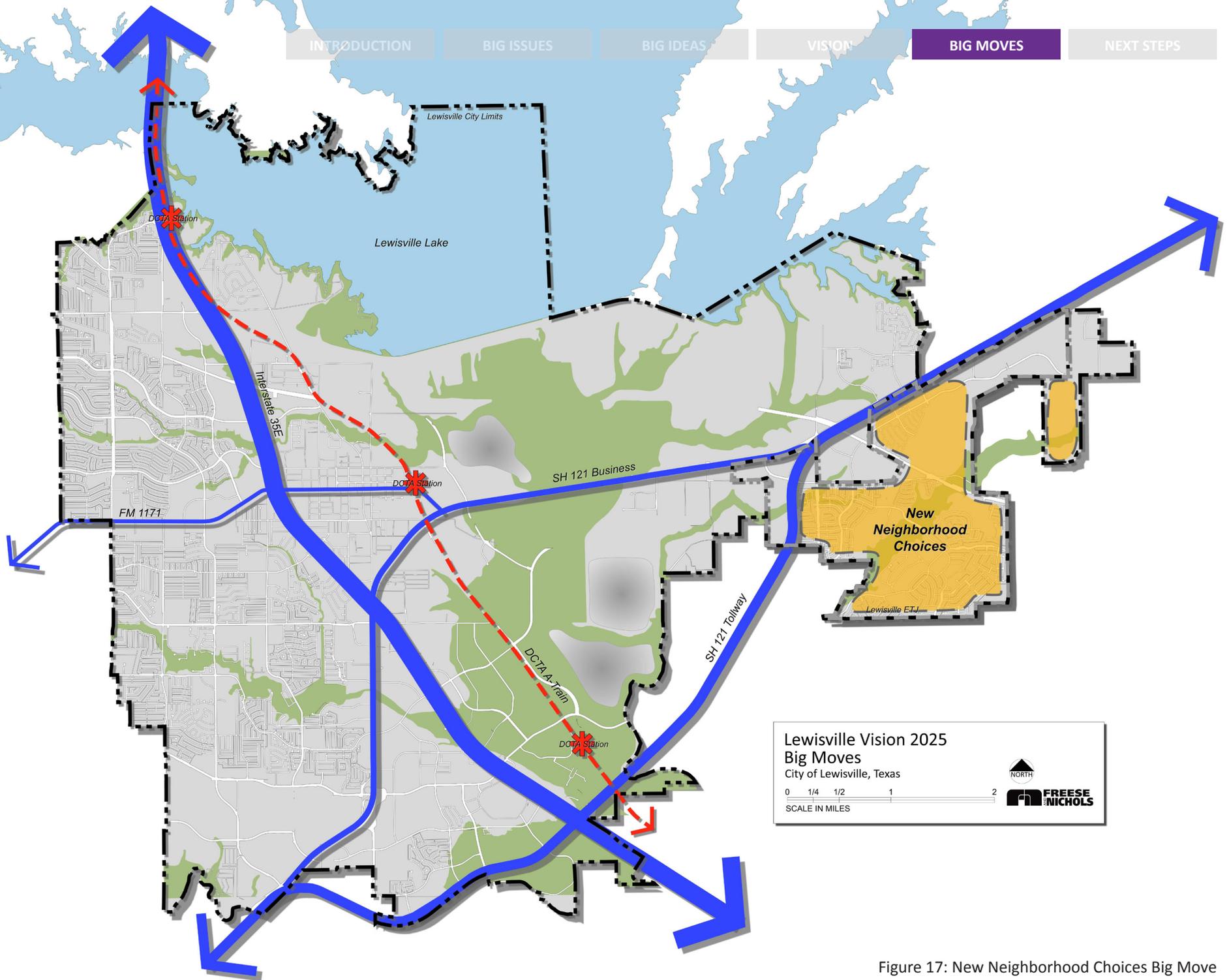


Figure 17: New Neighborhood Choices Big Move

## EMPLOYMENT CENTERS

### WHAT DO EMPLOYMENT CENTERS MEAN IN LEWISVILLE?

Lewisville should take strategic advantage of its prime location within the region. Interstate 35E is one of the most heavily traveled roadways in the DFW area and provides access to regionally significant activity centers. Additionally, the SH 121 Sam Rayburn Tollway provides quick access to rapidly growing areas along the Dallas North Tollway corridor. These two roadway systems position Lewisville in an enviable location for economic activity. Lewisville's proximity to DFW International Airport gives it an advantage in attracting national and international businesses.

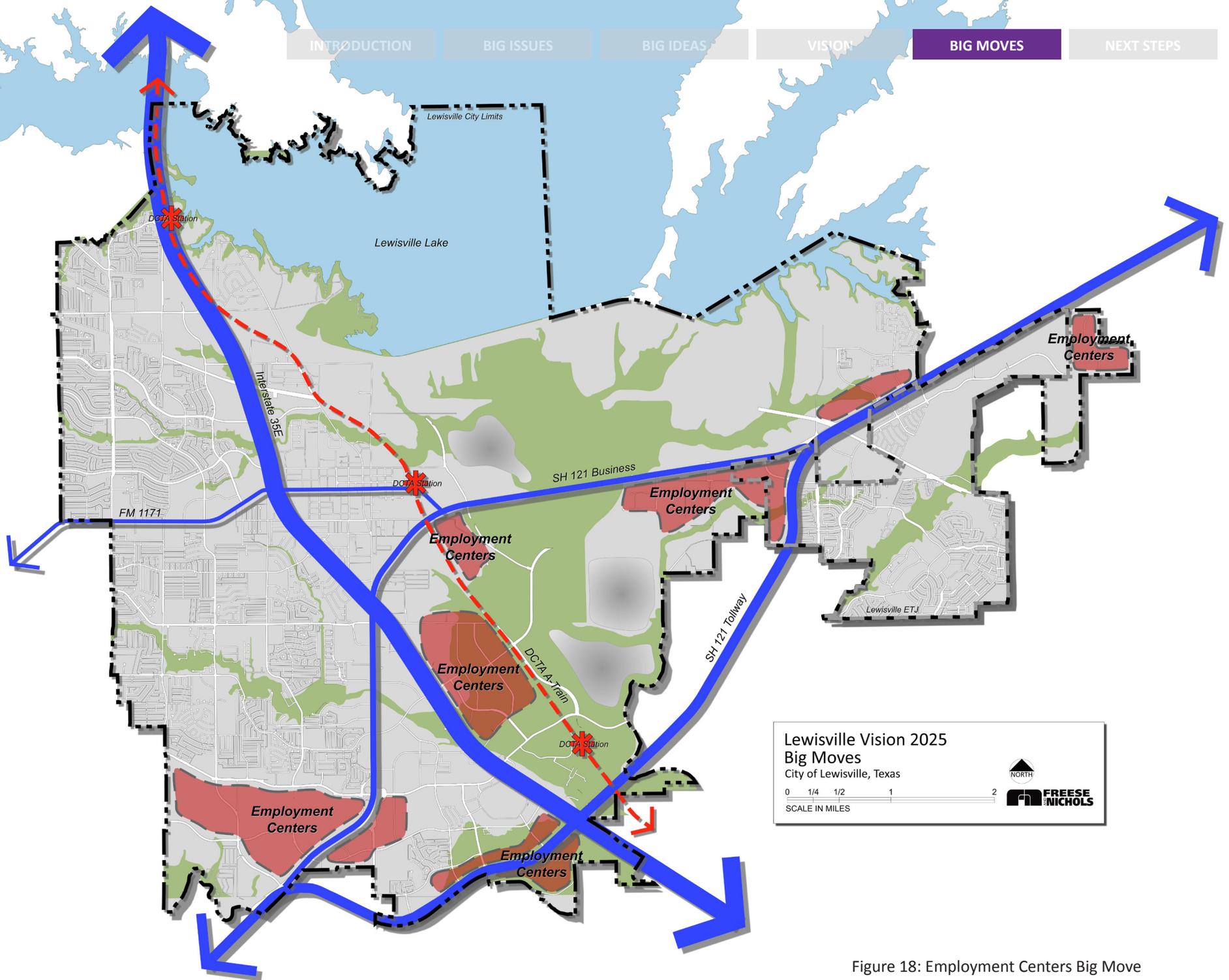
In addition to these transportation systems, Lewisville is now linked to the regional transit system by participation in the Denton County Transit Authority (DCTA). The City's multimodal transportation infrastructure, including three A-Train commuter rail stations, positions it to be competitive. In today's environment, prospective commercial interests place significant emphasis on a community's quality of life. Ultimately, communities that provide an attractive environment for employees to live, work and play are the areas that position themselves as the most competitive for commercial interests.

Rapid growth within the Metroplex has placed Lewisville in a central location. For this reason, the City must define preferred types of development and redevelopment in a changing environment. As IH 35E widens and impacts properties for right-of-way acquisitions, new development and redevelopment of existing properties will be ripe for improvements that fit in with a more modern appealing design. Development with a more urban flavor will allow the City to identify itself as a community that provides a variety of employment options to meet a range of lifestyles. This will make the City more attractive to the creative class of young professionals, a group viewed as a positive in attracting economic

development. The City must promote Lewisville as a community that provides a variety of employment options for residents who want a range of housing and neighborhood choices. Having a mix of good jobs located close to Lewisville's neighborhoods (existing and future) makes them more desirable locations for people who want to reduce their commute times.

This strategic advantage is already reflected in the nearly 45,000 existing jobs, already making Lewisville a major employment location within the Dallas-Fort Worth Metroplex. Lewisville's existing employment centers are home to major companies and offer sites for new corporate locations that will grow Lewisville's economy. This Big Move builds on these existing strengths, to create stronger and more diverse businesses to further strengthen Lewisville's economy and tax base. In order to ensure the City's long-term financial stability, development patterns should accommodate additional major employment centers. In addition, Lewisville must include the enhancement of existing employment center sites and implementing those sites ready to build. Remaining vacant land should accommodate not only development; it should accommodate development that ensures a stable and reliable tax base for the City in the future.

Economic development must play a vital role in employment center growth through training, development and redevelopment incentives, and the development review process. In the future, the City must place emphasis on workmanship and emphasize that average income matters, both ultimately impacting the community and retail potential. Actively marketing Lewisville's incentives will help to attract additional key employers. The City should also partner with LISD to promote its success of the schools, particularly the new Lewisville High School, as a key ingredient to attracting new businesses.



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Figure 18: Employment Centers Big Move

## WHAT ARE THE TOP ACTION PRIORITIES FOR EMPLOYMENT CENTERS?

### 1 Review current economic incentive programs and funding, aligning their resources to support Lewisville 2025 objectives.

- Evaluate economic development tools to determine their past effectiveness, potential refinement to support Lewisville 2025, and the role of new or expanded economic development tools and funding sources.
- Focus on businesses with high tax value and income thresholds in targeting incentives.
- New incentives should be targeted to desired industries such as healthcare, research and development, 'green' businesses and tourism.
- In addition, grocery stores and anchor stores (mall/power centers) were identified as needed by Lewisville 2025 participants; incentives for these uses might be appropriate.

### 2 Support the long-term success of these employment centers through City policies and investments.

- Collaborate with the major employers and employment center companies to identify and address infrastructure (new, expanded or rehabilitated), services or programs needed to support these centers' vitality.
- Use the City's land use planning, zoning, design and other development tools to ensure that the employment centers continue to attract compatible, high-quality employers.
- Communicate with the management of employment center companies about Lewisville 2025 vision and engage them in achieving this vision.
- Invest in "mid-market" redevelopment along aging corridors.

### 3 Partner with education providers to help Lewisville residents gain the skills they need to succeed in the workforce.

- Collaborate with LISD on strategies that prepare tomorrow's workforce, including knowledge-based employees and workers.
- Explore opportunities for a higher education or vocational campus in Lewisville.
- Work with the Chamber to identify skills sought by employment center companies; collaborate in providing necessary training so Lewisville residents can fill these jobs.
- Meet with LISD to determine what the City could assist the school district in achieving the outcome that the community as a whole wants: students with higher test scores and skills that is needed for success. This could be achieved in a number of ways and successful models exist around the country to emulate. Programs to explore include:
  - Business partners providing incentives, discounts and employee perks on purchases and services to LISD employees.
  - Workforce development to provide resources for qualified workforce and workforce training.
  - Consider supplementing LISD with financial strategies and grants to encourage the recruitment and retention of the best employees.
    - » Explore possibilities such as incentives, signing bonuses, fee elimination, loan forgiveness, tuition reimbursement, and even assistance with relocation and housing costs.

### 4 Work with businesses impacted by the IH 35E widening to retain, redevelop or relocate affected locations.

**5** Review sign, awning and parking lot maintenance codes for commercial properties; enhance code enforcement related to these issues.

**6** Promote sense of pride between businesses and community services whereby employment centers get involved and are connected with various service opportunities, charity events, and community involvement.



## IDENTITY FOCAL POINTS

### WHAT DO IDENTITY FOCAL POINTS MEAN IN LEWISVILLE?

A key concept behind this Big Move is to recognize Lewisville’s enormous expanses of commercial corridors. Due to the scale of existing commercial corridors and challenges along their lengths, it is recommended that portions of the City be addressed individually. This is not to say existing corridors should be ignored. Rather, a “one size fits all” broad brush for the entire City is not practical.

Public investments for aesthetic enhancements and redevelopment strategies for all commercial corridors within the City are extremely costly endeavors and not feasible with existing resources. In addition, redevelopment of commercial corridors is a very long term commitment, likely taking decades to accomplish. Thus, a series of special development events, or Identity Focal Points, should be implemented at the most highly visible intersections and gateways to form new identity. The nodes of development would create interesting pulse points, destinations and sense of place for the City. Identity Focal Points can help to establish regional gateway into the City and when combined with Old Town, provide a hierarchical system of mixed use community centers. These nodes of redevelopment will create focal areas in which new investment can be directed.

This Big Move is closely related to other identity, new housing and employment strategies. Private development should be coordinated with public investment to create unique mixed-use and redevelopment sites at targeted locations. These targeted node locations would include a concentrated mix of new development and redevelopment, both scenarios offering retail, employment and residential uses. Their site plans would promote walkable destinations with emphasis on the pedestrian scale. First floor non-residential uses could be located with vertically-mixed uses above,

such as mixed-use type residential units. The areas between these Identity Focal Points would continue to redevelop over time. Lewisville should consider a master developer for each and encourage developments at three identity focal points:

1. A Southern Gateway at the Intersection of SH 121 and IH 35E
2. A Northern Gateway just past the Lake Lewisville bridge
3. A Central Node at Business 121 and IH 35E.

The following sections describe these three areas and the top action priorities to help achieve these Big Moves.

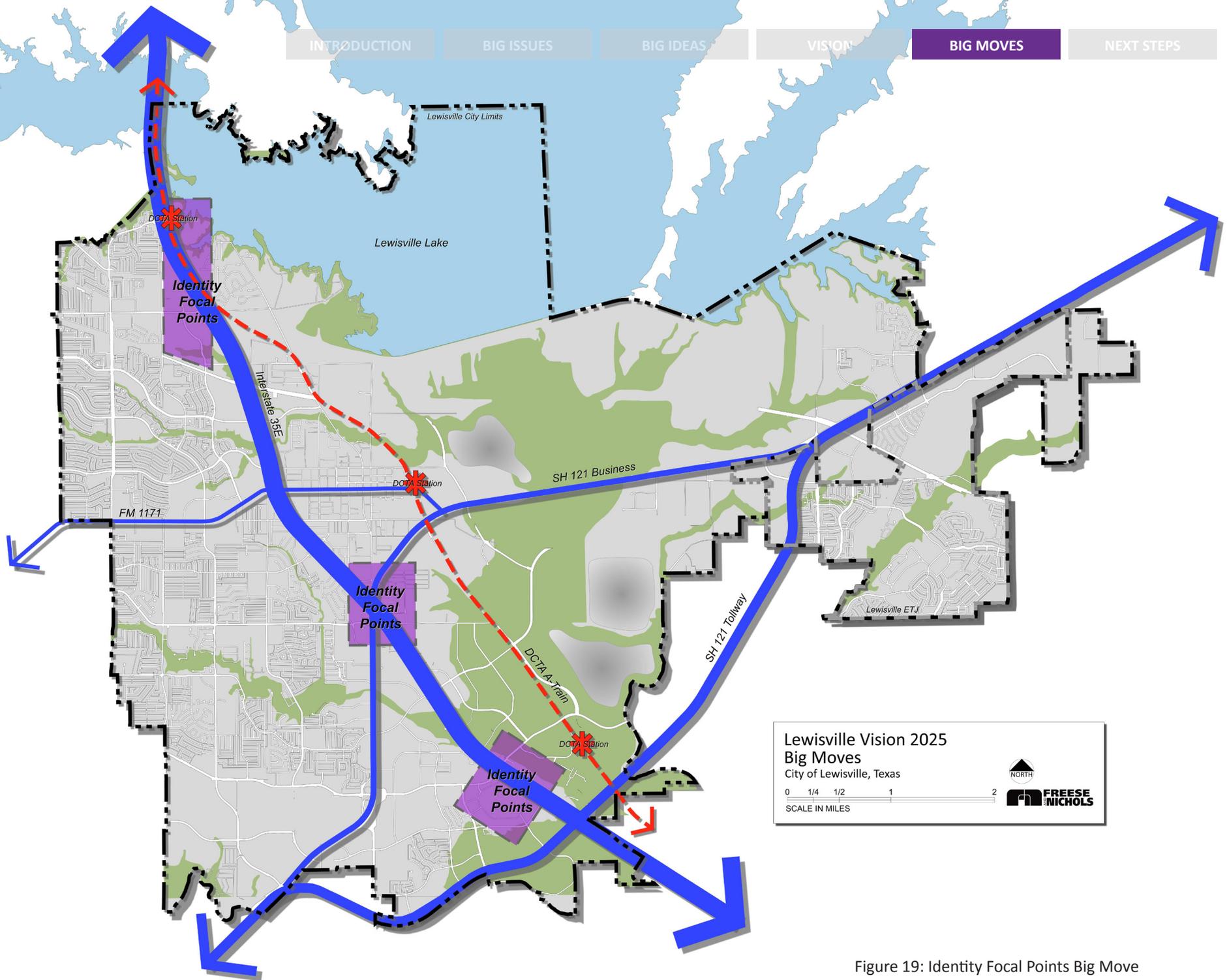


Figure 19: Identity Focal Points Big Move

## SOUTHERN GATEWAY

The intersection of SH 121 and IH 35E is a major architectural and land-use regional gateway into Lewisville. There was consensus that efforts should be taken to support the strengthening of this district through new investment in existing buildings, new development, and area landscaping. Specifically, this would involve the addition of a denser pattern of mixed-use development on the southern portion of the retail strip east of IH 35E, and the densification of land use on the mall property.

Currently, this area is defined by suburban-style pad sites, commercial strip development, and large green aprons within the IH 35E right of way. Vista Ridge Mall no longer is directly visible from IH 35E, and the aging pad site experience dominates this district. As this is cash-flowing real estate, redevelopment would be costly and existing ownership may not be motivated.

There should be an economic incentive program established to help mitigate the cost of infill development aimed at improving the Corridor experience. The City is encouraged to work with TxDOT in a landscaping regimen for the right-of-way aprons to better define the visual design of the highway edges.

### *Southern Gateway Programming Opportunities*

- 46 acres of mixed-use

## WHAT ARE THE TOP ACTION PRIORITIES FOR THE SOUTHERN GATEWAY?

- 1 Discuss with Lake Point Shopping Center owners the addition of new allowable uses in the center’s southern portion.**
  - This strategy could concentrate current tenants and make land available for new development.
  - It is intended to create a series of development “blocks” from south to north that can be phased over time, redeveloping with higher densities of mixed uses.
- 2 Promote/support Huffines construction of new bridge into this area (staff is moving forward on this project).**
- 3 Create a strong graphic landscape presence for this gateway along IH 35E.**
  - Seek TxDOT implementation of design and funding concepts in IH 35E Corridor Identity Plan.
  - Encourage adjacent private property owners’ consideration of heightened and more consistent landscape presence along the service road.
- 4 Explore public improvement district and/or TIF financing to maintain improvements.**
- 5 Prepare an incentive strategy for each concept noted.**

## 6 Strengthen and support the vitality of Vista Ridge Mall.

- Encourage mall densification.
- Develop a strategy to strengthen tenant mix.
- Integrate additional uses through densification strategy and diversification plan.
- Explore new site and parking concepts to allow for more active, entertaining and synergistic experience to drive a greater value, sale and activity.
- Approach owners to initiate analysis above and strategize incentive program to accomplish.

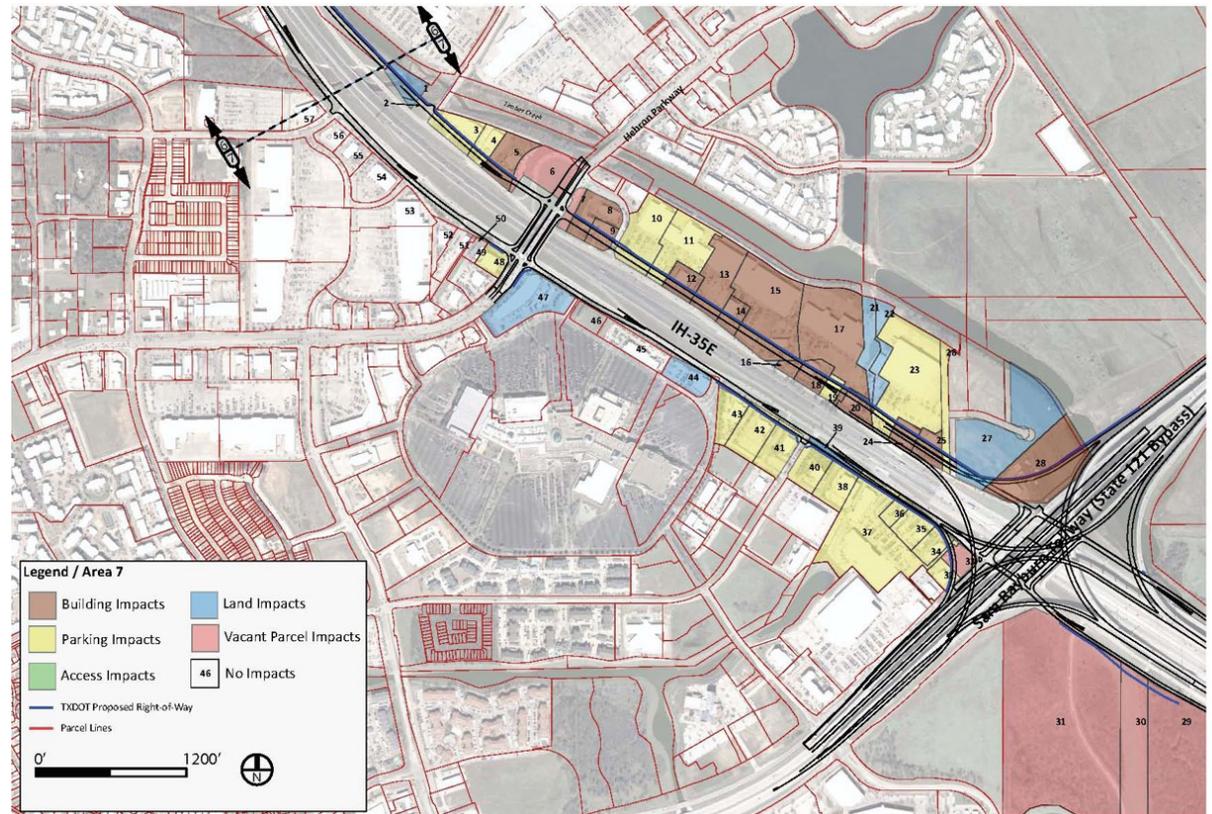


Figure 20: Southern Gateway  
Map courtesy of the City of Lewisville

# NORTHERN GATEWAY

This area of Lewisville is perceived as one with the biggest potential for development due to proximity to surrounding amenities, including Lewisville Lake and the transit station.

The entrance of IH 35E into the City of Lewisville is a major landscape and land use regional gateway. There was consensus that efforts should support strengthening this district through new investment, new development and area landscaping. Specifically, this involves working with the private sector to create a mixed-use district on the west side of the gateway that would be marked by residential, retail and office uses, as well as a major regional hospitality development on land along the lake.

There are several funding opportunities including Public Bonds, PIDs, TIFs, New Markets Tax Credit (NMTC), and the 380 Agreement. The City is encouraged to work with related property owners and developers to achieve the following action items.

### *Northern Gateway Programming Opportunities*

- 14 acres of low density single family
- 143 acres of Lewisville’s Green Centerpiece
- 81 acres of mixed use



Figure 21: Northern Gateway  
Courtesy of the City of Lewisville’s Lake Lewisville Development Conceptual Master Plan

## WHAT ARE THE TOP ACTION PRIORITIES FOR THE NORTHERN GATEWAY?

### 1 Work with master developer and land owners to help incentivize Lewisville's potential to create a waterfront resort such as Horseshoe Bay/Marble Falls.

- Horseshoe Bay of Lewisville (east side of highway)
  - Reposition community
  - Maintain public access
  - Multiple hotels
  - Restaurants
  - Resort residential
  - Incentives to facilitate implementation
  - Art and landscape presence
- Mixed-use community (west side of highway)
  - Retail
  - Employment
  - Residential
  - Greenery and art features along highway
  - Take advantage of small lake on west side of freeway for water feature

### 2 Work with private property owners and interested developers in a collective approach to achieve these two development districts.

### 3 Apply aggressive use of available financial incentive mechanisms to initiate these concepts.

## BUSINESS 121/IH 35E

This intersection is key to Lewisville's regional profile as it marks the center of the City from the regional view, and is in the midst of TxDOT right-of-way acquisition that has opened up new property for reinvestment. As such, the real estate community should be incentivized to redevelop the broader properties around this intersection to provide a stronger sense of identity and physical improvement.

This area of Lewisville is considered one of the greatest catalyst's for change due to the Business 121/IH 35E interchange. The convergence of these two regional corridors give rise to many redevelopment opportunities.

The City is encouraged to work with related property owners and developers to achieve a new land use plan, connection concept to the Green Centerpiece, improved transportation flow, and key redevelopment on catalytic sites. There are several funding opportunities including Public Bonds, PIDs, TIFs, New Markets Tax Credit (NMTC), and the 380 Agreement.

### *Business 121/IH 35E Programming Opportunities*

- 128 acres of industrial park
- 56 acres of mixed-use residential
- 110 acres of mixed use

## WHAT ARE THE TOP ACTION PRIORITIES FOR BUSINESS 121/IH 35E

*On the east side of IH 35E:*

- 1 Work with TxDOT to create a design and funding concept allowing the planting of additional pine trees at the intersection to create a green identity point.
- 2 Work with property owners to define a new land use and investment concept for the intersection area.
- 3 Consider engaging a master developer to coordinate redevelopment.
- 4 Identify potential barriers to private land assembly in this area and address any the City can remove.

*On the west side of IH 35E:*

- 5 Keep/attract the best of current retail tenants or those being moved by TxDOT as a tool for new development tenaning.
- 6 Work with owners and offer incentives to redo/improve centers.
  - Redevelopment
    - Market analysis to identify new program/highest and best use program
    - Lease/ownership study to determine steps and timing
    - Owner outreach and work sessions
    - Partnering potential
  - Revitalization
    - Market analysis targeted at category voids
    - Physical analysis (building, landscape, signage, security, etc.)
    - Legal and operating constraint analysis
    - Merchandising strategy
    - Economic tool analysis
- 7 Review number and types of “legal/non-conforming” uses and property structures/infrastructure along 121 Corridor from IH 35E to Elm Fork and develop programs to incentivize performance.
- 8 Consider road rerouting at Mill and Business 121 and engage in discussion with TxDOT to eliminate confusing roadway intersection.

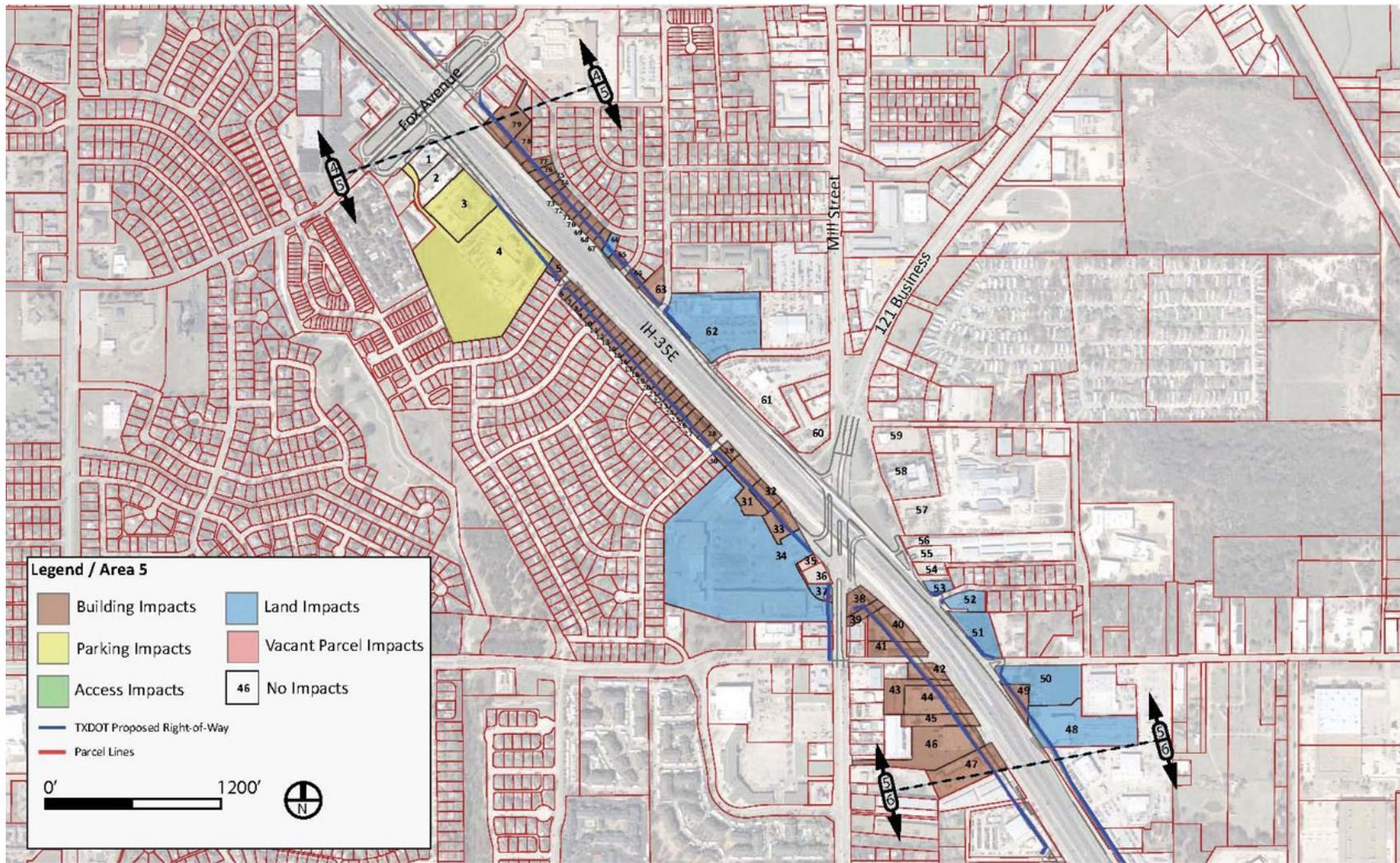


Figure 22: Business 121/IH 35E  
 Courtesy of the City of Lewisville's IH 35E Corridor Redevelopment Plan

## MARKETING AND COMMUNICATIONS

Throughout Lewisville 2025 planning process, City staff and residents have expressed concerns about cohesive identity and the need for better communication and marketing of the City. As Lewisville grows over the next 10 years and beyond, it should have implemented consistent communication and marketing plans. This can help to provide stability in communicating what Lewisville values and take advantage of existing community resources. Ultimately, a stable and consistent message can clearly communicate Lewisville’s values and offerings to market future residents, visitors, and investments. During the input planning phase it was obvious that citizens desire more connection with and awareness of current events and activities. The City offers great amenities and opportunities but few know about the full range of programs.

More and more, Lewisville is in competition with surrounding cities and regions in attracting quality developments, and providing community amenities and destinations. In turn, branding and marketing play a key role in expanding Lewisville’s image in the DFW region. Through retaining its existing residents, the City will attract new opportunities in jobs and developments. Also, communicating Lewisville’s values and offerings will be vital for the City in the decades to come as redevelopment will play a key role in how the City grows. Challenges for consideration that are both positive and negative include an expanding number of communication outlets, from print to social media to television to City website. In addition, the City does not currently have dedicated resources or a City-wide marketing plan. The City’s image and identity is often in question about “Who are we?” and “How do others see us?”. Several logos within the City exist both old and new and dilute the overall brand. The current branding plan needs to be fully implemented or otherwise reworked for continuity in City logo placement and rollout.

A critical step will be to conduct a branding evaluation for continuity in logo, placement and rollout. In addition, a City-wide marketing plan is needed to help coordinate the efforts of individual City departments. The marketing plan would incorporate existing marketing plans and clearly identify timing and actions for annual marketing elements. A communication audit would also be productive in assessing current communication gaps, needed resources and trends. In addition, the City and its partners need to market to future residents to attract the desired diversity in housing products and income levels identified during the Big Idea events.

### WHAT ARE THE TOP ACTION PRIORITIES FOR THIS BIG MOVE?

#### 1. Adopt and implement a three-year Communication Plan.

- The communication plan is currently being drafted.
- Most elements of that plan are consistent with recommendations made by Lewisville 2025 Committee, including many of the items detailed in this presentation.

#### 2. Conduct a Communications Audit.

- Hire a professional firm to examine all current City communication efforts and assess their effectiveness.
- Identify communication opportunities not being met.
- Project communication opportunities likely to arise during the next three to five years.
- Make recommendations for changes, additions or deletions to the current City communication program.

### 3 Conduct a Brand Assessment.

- Hire a professional marketing firm to examine the current City brand and its implementation. Assess the effectiveness and marketing potential of the current brand.
- Make recommendations for ongoing use of the current brand or development of an amended or new brand.

### 4 Develop a citywide Marketing Plan.

- Marketing Plan should incorporate existing plans for tourism, special events and MCL Grand.
- Add a component for general marketing efforts.
- Consider Resident Recruitment initiative to attract new residents.



## SUSTAINABILITY

Throughout Lewisville 2025 planning process, people in Lewisville have said that they want to live in a community that is thriving and desirable over the long term – in other words, a community that is sustainable. A Big Move to accomplish before Lewisville’s 100th birthday is to create a community that is sustainable enough so it will still be desirable to people and businesses when Lewisville celebrates its 150th birthday.

This plan uses Lewisville’s definition of the term sustainability. For Lewisville, sustainability means that limited resources (such as land, water, energy, clean air, natural assets, and public funds) are used efficiently to provide a desirable quality of life and business climate that today’s residents and businesses need and want, without reducing Lewisville’s ability to provide that same quality of life and business climate so future generations of residents and businesses can succeed here too.

Along with the Green Centerpiece Big Move, sustainability can change the perception of this community’s character. This Big Move places emphasis on green to help differentiate Lewisville from other communities. This new sustainable focus is very desirable to the younger residents Lewisville seeks to attract. Sustainability also relates to many aspects of City operations and community design, so this Big Move provides a framework for all areas of City business and reduces the City’s demands on limited resources. Ultimately, it preserves Lewisville’s competitiveness for those aspects of sustainability that the market now expects to see.

Action on all four character topics helps Lewisville make this Big Move. Steps to achieve Diversity Goal 2, Build on Lewisville’s Natural Assets, directly support this Big Move. Goal 1 for Connectivity, Improve Public Transportation, is important to this Big Move because current and future residents want mobility choices, and because trips taken on public transportation will help reduce energy use (compared to trips in single-occupancy automobiles). Steps to achieve Resource Management Goal

3, Improve Energy and Water Efficiency in Existing and Future Public and Private Development, make Lewisville’s use of these limited resources more sustainable. Finally, Growth Goal 2, Create and Fund New Parks and Trails, uses natural assets and development patterns to give Lewisville residents access to healthy lifestyles, while retaining important natural assets.

## WHAT ARE THE TOP ACTION PRIORITIES FOR THIS BIG MOVE?

- 1. Conduct an audit of existing City sites, facilities and vehicle fleet.**
  - Identify the potential for more efficient energy and water use, on-site energy generation and water collection, and site enhancements (such as sidewalks or bike lockers) that help City customers and users access services and facilities in a more sustainable way.
  - The audit should identify changes that provide the best results (reduced resource use and cost savings).
  - Begin implementing those changes that are cost-effective.
  
- 2. Establish or enhance design standards for new City sites and facilities, as well as private developments.**
  - Investments in new City sites and facilities designed so they are more sustainable.
  - The City can set an example for other new public and private development.
  - Design standards could be based on Green Code or similar systems; they should address buildings, landscaping (smartscape), green infrastructure, transportation access and site design.
  - Enact changes that increase the sustainability of new private development and redevelopment.
  - Use a mix of education, incentives, guidelines and changes to building codes & development requirements.

- Include information about Lewisville’s ‘green’ building in economic development attraction efforts.
- A task force or working group of community members, development and design professionals and City staff could take the lead on this effort.

### **3 Evaluate and revise City rates and service procedures to encourage sustainability.**

- Evaluate and, if appropriate, implement strategies such as tiered or seasonal water rates that provide incentives for conservation.
- Evaluate and, if appropriate, modify solid waste programs to create financial incentives to recycle and reduce waste.

### **4 Enable Lewisville residents and businesses to make sustainable mobility choices.**

- Use ‘complete street’ design elements in new and rehabilitated transportation system improvements.
- Enhance ‘transportation system management’ and ‘transportation demand management’ to reduce energy and air quality impacts of transportation in Lewisville.
- Work with DCTA to increase the share of trips to, from and within Lewisville that use public transportation.
- Begin investing in a network of bike and walking routes that connect all Lewisville neighborhoods to key Lewisville destinations.
- Evaluate the creation of new transportation options, such as local area trolley services, bike sharing programs, ZipCar-style auto use and others.

### **5 Use economic development to make Lewisville’s economy more resilient.**

- Determine the business sectors and types that are appropriate here and will give Lewisville’s economy more ability to adapt and thrive as economic change occurs.
- Create and implement programs to support existing Lewisville businesses and entrepreneurs in these sectors. Solicit input from the Chamber of Commerce. Update policies and programs to attract these types of businesses to Lewisville.

### **6 Find creative ways to engage the community, particularly children and young adults, to take advantage of their ideas and interest in sustainability.**

- Collaboration with LISD, competitions through professional young leaders groups, social media and other approaches could be used to encourage Lewisville residents to make their own choices more sustainable.
- Communicate and market these initiatives to attract the ‘Millennial Generation’ to Lewisville.
- Use these experiences and participants’ energy to help the entire Lewisville community become more sustainable.

### **7 Include sustainable living in the educational programs offered by the City, LISD, KLB and others.**

- Classes and training programs can educate residents so they make more sustainable choices for themselves.
- Training can provide new business opportunities too.
- Topics could include smartscaping, recycling, home food production, water and energy conservation, and others.





06

NEXT STEPS

# CHAPTER 06 next steps

Implementation of Lewisville 2025 into physical change will require 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 Lewisville 2025 can be implemented at once, thus on-going implementation will need to be phased over the next 10 years. Many recommendations within the plan can be implemented through simple refinement of existing City regulations or processes, while others may require the establishment of new positions, funding, regulations, programs, or processes. The Big Moves in Chapter 5 outline items that include the best course of action for implementation. Additionally, the following list contains important tools to help achieve the vision set forth in the plan.

## TOOLS TO ACHIEVE LEWISVILLE 2025

- Appoint Lewisville 2025 Standing Committee
  - Meet quarterly to review plan implementation
  - Outline responsibilities for on-going updates to plan and action items
  - Schedule annual review
- Appoint Blue Ribbon Task Force
  - Task Force to consider capital projects included in Lewisville 2025 as well as other capital projects needed city-wide
  - Task Force may consider GO Bonds, CO's, storm water utilities and cash funding alternatives
- Develop a Future Land Use Plan
  - Future Land Use Plan should include strategic area plans for vacant land and redevelopment areas as well as proposed pattern of land use within the City and ETJ
- Review and update existing regulatory and incentives structure
  - Update Zoning Ordinance, Zoning Map and other development incentives to create a regulatory environment that is consistent with Lewisville 2025 vision and Future Land Use
  - Review, update and maintain economic development incentives
- Explore what is necessary to dedicate staff resources to oversee Lewisville 2025
- Celebrate outcomes and achievements of Lewisville 2025 as they occur
  - Display “Your Lewisville 2025 Plan at Work” as projects, actions, and implementation items are achieved
  - Communicate regularly with the community on the progress of the Plan



