



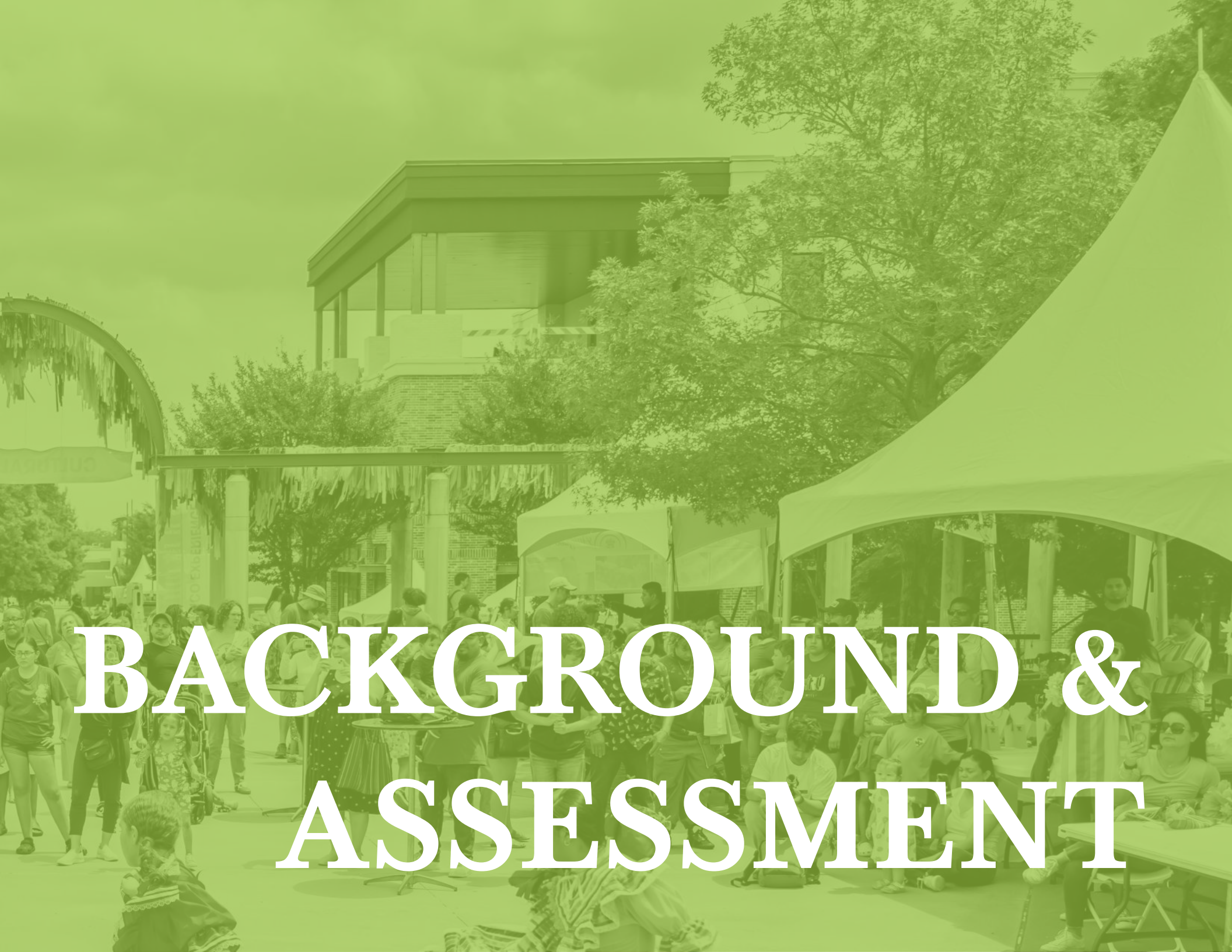
Lewisville 2035 Technical Chapters



LEWISVILLE
Deep Roots. Broad Wings. Bright Future.







BACKGROUND & ASSESSMENT

CHAPTER OVERVIEW

The Background and Assessment Chapter establishes the foundation for understanding Lewisville's existing conditions and the factors that shape daily life in the community. It brings together information on the city's vision, regulatory environment, physical form, demographic shifts and emerging planning trends to explain how Lewisville has grown and where future opportunities and challenges may arise. Together, these insights help frame the BIG Issues by providing clear context for current conditions, guiding community priorities and informing the choices that will shape Lewisville's next phase of growth.

This chapter includes:

- Overview of the *Lewisville 2025* plan
- Planning and Regulatory Framework
- Physical Framework
- People and Demographics
- Planning Trends



Note: Input context is covered in the next chapter.

LEWISVILLE 2025 VISION PLAN

As the city embarks on the *Lewisville 2035* planning journey, it is important to consider previous local and regional planning efforts to facilitate recommendation coordination and alignment. This section offers an overview of relevant plans.

Lewisville 2025 Vision Plan

In 2014, the City of Lewisville adopted the *Lewisville 2025* plan, a comprehensive document that captures the community's vision for the year 2025. Through an extensive public input process and input from the 2025 Steering Committee, *Lewisville 2025* outlined nine BIG Moves expected to have the greatest impact on Lewisville's future. These BIG Moves helped guide the City's internal operations, community programs and decisions on development and redevelopment efforts over the past decade. During the plan's update in 2020, the BIG Moves were refined in response to the City's progress. The City's commitment to implementing *Lewisville 2025* resulted in its receipt of the 2020 National Planning Achievement Award, Gold for Implementation from the American Planning Association (APA).

The following BIG Moves came out of the *Lewisville 2025* planning process:

1. **Green Centerpiece:** Preserve the large natural area of the Elm Fork floodplain and around Lewisville Lake to promote and protect the area as a public amenity, and develop a plan for landfill closure.
2. **Extending the Green:** Expand the Green Centerpiece and trail system, both physically and visually, to connect with neighborhoods and businesses in the city.
3. **Old Town:** Continue investment in Downtown Lewisville as the core of the city's identity.
4. **Diverse and Thriving Neighborhoods:** Support Lewisville's existing neighborhoods through investments and make Lewisville the location of choice for all ages and income by expanding housing choices.
5. **Economic Vitality:** Promote Lewisville's economic growth by supporting its residents and businesses and enhancing its major employment centers.
6. **Identity, Place and Communications:** Share Lewisville's unique identity and special places with the rest of the region, state, nation and world.
7. **Sustainability:** Use a holistic approach to create a community that is resilient, desirable and supportive of all residents now and in the future.

Alongside the BIG Moves, the City also identified 3 Strategic Moves to guide internal operations:

1. **Values-Driven Organization:** Maintain and promote values throughout City operations.
2. **Data-Driven Organization:** Promote data-driven decision-making in the city.
3. **Connected City:** Ensure reliable access to people, services and information to enhance connectivity using technology and design.



PLANNING CONTEXT

Many of the BIG Moves and Strategic Moves from the Lewisville 2025 plan are still applicable today and relevant to the BIG Issues presented in the BIG Issues chapter. The relevant BIG Moves and Strategic Moves are noted in each BIG Issue table.

The Lewisville Way

One of the key components of the “Value-Driven Organization” Strategic Move is The Lewisville Way philosophy. The Lewisville Way was developed in 2018 through an employee-driven process to define the City’s organizational culture. A Values/Culture Committee representing departments across the organization gathered employee input and identified the shared values that became the foundation of The Lewisville Way. The Lewisville Way defines how the City works and serves the community. It is centered on three principles:

- **Value People:** We are stronger together because our relationships and diversity create the foundation for commitment and success
- **Serve Every Day:** We take pride in serving our community through teamwork, communication and integrity
- **Build Our Future:** We create positive change, embrace innovation and develop our people to grow and thrive.

These principles are integrated into the City’s daily operations and guide decision-making across departments. During the *Lewisville 2035* planning process, the Steering Committee emphasized the importance of incorporating The Lewisville Way more intentionally into the vision plan. In addition to serving as an internal framework for the City’s work, its principles support the goals and implementation of *Lewisville 2035*.

Rather than existing as separate efforts, The Lewisville Way is woven throughout the plan, helping ensure that implementation reflects the City’s values and advances the community’s vision.



Lewisville 2025 Accomplishments

The following items detail some of the major accomplishments of *Lewisville 2025* since its adoption in 2014 and subsequent update adopted in 2021:

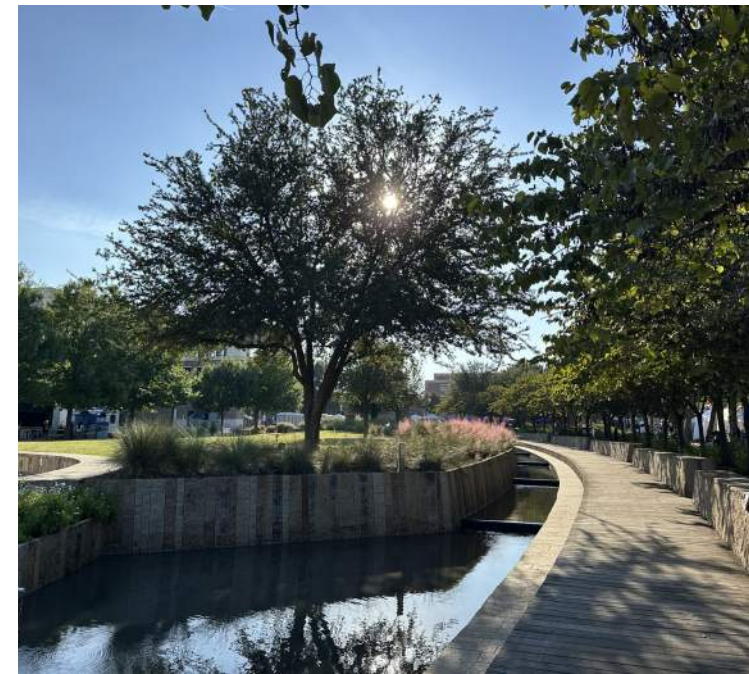
- The City adopted the *I-35E Corridor Redevelopment Plan* in 2014 and the *I-35E Corridor Overlay District* in 2018. The Overlay District enhances the quality of development and promotes sustainable design practices.
- In 2015, voters passed a bond package of \$135 million for projects over a 10-year period. The bond package focused on streets, parks, an aquatic center and public safety projects.
- In 2020, the City opened Thrive, an 87,000-square-foot multi-generational recreation center with an indoor aquatic center, indoor walking track and more than 14,000 square feet of space dedicated to activities for senior adults.
- In 2020, the City began efforts to develop the *Lake Park Master Plan* to guide the future of the Lake Park area near Lewisville Lake. The plan was conceptually approved by the U.S. Army Corps of Engineers (USACE) in 2025.
- In 2021, Castle Hills was annexed into the city, adding approximately 18,000 people and 44 park sites to Lewisville.
- In 2024, the City opened Glory Park/Parque La Gloria, supporting citywide efforts that have resulted in 83 percent of residents living within a 10-minute walk of a park.
- In 2024, voters passed the largest municipal bond package in the city’s history. The \$263 million bond package will fund public safety, an animal shelter, parks and street projects in the next 10 years.
- In 2025, the City adopted the *Business 121 Corridor Plan*, which included recommendations addressing mobility improvements, aesthetic enhancements and economic vitality policies to welcome new development.



The opening of Thrive, continuous parks and recreation improvements and arts and cultural programs help Lewisville advance its livability goals.



The City’s business plans identify infrastructure improvement projects, while voter-approved bond programs provide funding to support their implementation.



PLANNING & REGULATORY FRAMEWORK

Small Area Planning

The City of Lewisville has pursued small area planning over the last several years. As a key recommendation from *Lewisville 2025*, these efforts reflect the City's commitment to achieving the "Thriving Neighborhoods" BIG Move from *Lewisville 2025* and ensuring that redevelopment and new investment align with community priorities. The following list provides an overview of the City's more localized planning efforts:

- The *Northern Gateway* and *Southern Gateway Plans*, both adopted in 2015, serve as development guides for site-specific locations on the north and south ends of Lewisville, focused on promoting mixed-use development in these areas. The plans have led to 1,108 new residential units, new trails and open spaces and mall redevelopment efforts.
- The *Old Town North Small Area Plan*, adopted in 2018, focuses on strengthening the area's unique character, supporting neighborhood and business organizations and guiding future residential development. The plan also focuses on infrastructure improvements and pedestrian connectivity within the area. The plan has resulted in improvements in Bill Weaver Arena, and Wayne Frady Park, as well as sidewalk improvements on West College Street.
- The *Southwest Lewisville Small Area Plan*, adopted in 2018, includes recommendations to maintain the area's role as a major employment center, preservation of natural features, mobility networks and future development patterns. It has led to key sidewalk connections from the Creekside Manufactured Home Community to Valley Parkway and the trail network and open space in Valley Parkway business park.

Old Town Planning

Old Town is the historic heart of Lewisville and a defining element of the community's identity. As one of the BIG Moves of *Lewisville 2025*, the City has made deliberate investments over the past decade to transform Old Town into a vibrant destination for residents and visitors. Major accomplishments include the creation of Wayne Ferguson Plaza, streetscape improvements along Main and Mill Streets, new public art and catalytic residential and mixed-use projects that expanded the community's housing stock.

The City has also completed multiple transit-oriented development plans and studies to analyze market conditions and guide strategies for growth, redevelopment and business vitality. Events such as Western Days and First Fridays (soon to be Second Saturdays) have continued to strengthen Old Town's brand as the "heart of Lewisville," and have expanded its regional draw.

At the time of this plan's drafting, the City is currently updating the *Old Town Master Plan* to reflect changing economic trends and the community's evolving needs.



Different City initiatives target young professionals by promoting mixed-use urban housing.



Various City plans, such as small area plans and the Sustainability Action Plan, identified community engagement and partnerships as a core focus area.



Small area, corridor and various department business plans support continued investment in Lewisville's identity and Old Town.



Various small area plans reflect desired safety improvements in key activity areas.

Planning Sustainability

Sustainability is a core value for the people of Lewisville. Since the adoption of *Lewisville 2025*, the City has made concerted efforts to advance sustainability, centered on resiliency, health, wellness and the environment. In 2019, the City developed a short-term *Sustainability Action Plan (SAP)* that established action steps and measurable targets across eight focus areas: energy, water, waste and resource management, equity and inclusiveness, health and wellness, transportation, green space, and community outreach and education.

The action items identified in the SAP will continue to serve as the City's roadmap for sustainability over the next several years and will form the basis for the resilience framework of *Lewisville 2035*.

Corridor and Major Roadway Plans

Lewisville has pursued several major corridor and roadway plans to guide future mobility and economic growth. These plans include the *Thoroughfare Plan*, which outlines the city's long-term street network, and the *I-35E Corridor Identity and Redevelopment Plans*, which provide frameworks for improvements and development along the corridor. The Mill Street Corridor Plan further supports these efforts by reimagining Mill Street as a safer, more walkable, and economically vibrant gateway into Old Town through enhancements to mobility, streetscape design, and redevelopment opportunities. Most recently, the *Business 121 Plan*, adopted in 2025, builds on these efforts by enhancing the function and character of State Highway 121 Business (SH-121 Business) through mobility improvements, placemaking and strategies to strengthen economic vitality.



PLANNING CONTEXT

The Sustainability Action Plan calls for energy-efficient facilities, renewable energy generation and resilient stormwater infrastructure.



PLANNING CONTEXT

The "Connected City" Strategic Move and technology projects, Park Design Standard, and the Sustainability Action Plan support strong protection of Lewisville's natural assets.



PLANNING CONTEXT

The City's coordinated efforts on Complete Streets, pedestrian and bike network and infrastructure upgrades help improve walkability within Lewisville.

Planning for Public Health

The City's *Healthy Infrastructure Plan*, adopted in 2023, establishes a vision for the future of parks, recreation, trails, open space and the tree canopy in Lewisville. The plan positions these assets as essential infrastructure that strengthens community health, livability and resilience. By providing a long-term vision for expanding access to healthy infrastructure for all Lewisville residents, the plan provides specific goals to improve access to recreation, enhance connectivity and protect the city's tree canopy. Building on this direction, the Parks and Recreation Department (PARD) has made significant progress in recent years, including expanding park access so that 84 percent of residents now live within a 10-minute walk of a park. These efforts reflect the City's commitment to ensuring that high-quality outdoor and recreational amenities are distributed equitably and continue to support the physical, mental and social well being of all residents.



DATA CONTEXT

As of 2024, 84 percent of residents currently live within a 10-minute walk to a park, up from 77 percent in 2023 and 60 percent in 2019.



PLANNING CONTEXT

The Healthy Infrastructure Plan links wellness, physical activity and nature exposure to mental health outcomes.

PLANNING CONTEXT

The Healthy Infrastructure Plan includes multiple strategies for trail connectivity, bike networks, Complete Streets and walk-to-park initiatives.



Planning for the Green Centerpiece

The Green Centerpiece is one of the City's BIG Moves from *Lewisville 2025*, highlighting the natural areas that are central to Lewisville's identity. Within the Green Centerpiece is the Lewisville Lake Environmental Learning Area (LLELA) that is owned by USACE. This area is leased to operating partners, which include the University of North Texas (UNT), the City of Lewisville and the Lewisville Independent School District (LISD). Other places within the Green Centerpiece are the Lewisville Independent School District Outdoor Learning Area (LISDOLA), Lake Park, a Denton County Transit Authority (DCTA) transit station, Railroad park and the Trinity River kayak launch.

Due to the area's scale and coordination required among multiple partners, the City of Lewisville initiated an update to the *Green Centerpiece Master Strategy* in 2022. This work continued the original implementation efforts that began after it was first adopted in 2016. Since 2022, many of the recommended actions have been achieved or are currently underway. To reflect this progress and guide next steps, the City launched a second update to the document in June 2025. The updated *Master Strategy* was subsequently adopted by the City of Lewisville, USACE, LISD Board of Trustees and the University of North Texas in December 2025.

The following items highlight some of the key actions for the City of Lewisville from the 2025 update:

- Plan, design and construct a Nature Center.
- Launch a new volunteer platform for the Green Centerpiece.
- Expand accessibility and themed seasonal events.
- Launch commercial expansion of the "Roots for Wings" programming in 2026.
- Integrate sustainability action items from the SAP into the *Lewisville 2035* plan.

Planning for the Green Centerpiece has also advanced through the *Lake Park Master Plan*, which was approved in December 2024. In 2014 voters approved \$7.7 million for improvements to the Day Use and RV Campground areas, initiating the *Lake Park Master Plan* process. The *Master Plan* evaluated the park's four program areas, existing conditions, access, flood impacts and opportunities for new recreation and commercial activities.

As a 662-acre lakefront destination, Lake Park experiences recurring flooding that affects roads, trails, boat ramps and shoreline stability. The *Master Plan* addressed these challenges while identifying strategies to expand recreation and enhance the park's role in the region. The plan was approved by the USACE and was supported by voters in 2024 through additional bond funding to implement early phases.

Next steps for Lake Park include an environmental assessment and 30 percent design for improvements to the Day Use Area, RV Campground and Marina.

PLANNING CONTEXT

Lewisville's sustainability and planning initiatives, such as the Healthy Infrastructure Plan, Green Centerpiece Master Strategy and Sustainability Action Plan, collectively promote access to green spaces and trail networks, enhanced lakefront connectivity and expanded recreation opportunities for all residents.

LISD Planning

The LISD is currently implementing its *Long-Range Plan*, a districtwide framework that guides future investments in school facilities, instruction environments, safety enhancements and operational efficiency. While LISD leads this planning effort, the City of Lewisville plays an important supporting role by coordinating on issues that overlap with city services, infrastructure and community priorities. The City is not responsible for developing or implementing the *Long-Range Plan* itself, but rather, collaborates with LISD to help advance shared goals that benefit students, families and broader community.



PLANNING CONTEXT

LISD and different City departments encourage youth leadership, educational partnerships, mentoring and learning programs.



PLANNING CONTEXT

City and LISD plans support initiatives to use smart infrastructure and integrate emerging technologies into existing systems.

Revitalization of The Vista Mall

The revitalization of Vista Ridge Mall, also known as The Vista mall, represents one of the most significant redevelopment opportunities in Lewisville. In 2023, the City approved a \$200 million development plan that envisions transforming the aging mall property into a vibrant mixed-use district. The redevelopment concept focuses on creating a walkable and contemporary environment that blends retail, entertainment, housing and public spaces, positioning the site as a major activity center for the region. This investment reflects the City's commitment to reimagining underperforming commercial areas and strengthening long-term economic vitality.

Although the redevelopment plan has been approved, the City of Lewisville does not own the mall property and therefore can only participate as a supporting partner in its redevelopment. Coordination among the current property owners, future development partners and the City is ongoing and will be essential to establishing a coordinated vision, defining responsibilities and aligning market-driven opportunities with community goals. As these pieces come together, the project has the potential to introduce a mix of uses that replace the traditional enclosed mall format with a more adaptable and community-focused district.



PLANNING CONTEXT

Plans for The Vista mall support its redevelopment into a vibrant, mixed-use center

Business Plans and Annual Reports

The City of Lewisville prepares business plan reports for each municipal department to operationalize adopted plan goals, outlining recommended actions, identifying responsible parties and establishing measurable metrics to track progress and align resources. Many of these business plans address issues that directly relate to the BIG Issues identified in this planning process, demonstrating that implementation efforts are already underway across the organization. Annual reports complement this work by providing transparency and public accountability, documenting progress toward the goals of the *Lewisville 2025* plan and reflecting community input.



PLANNING CONTEXT

Various departmental initiatives focus on revitalizing key corridors through mixed-use redevelopment.



PLANNING CONTEXT

The city's ongoing business recruitment efforts, retail corridor redevelopment and other departmental plans encourages neighborhood-scale retail.

Planning for Housing

In 2022, the City of Lewisville created the Public Facility Corporation (PFC) to address affordable housing needs. The City utilizes PFC as a tool to incentivize developers to build affordable housing by creating tax savings. The PFC is partnering with a developer to create an affordable housing project with 600 units on the east side of Old Town. Half of these units are reserved for households making 50 to 80 percent of the Area Median Income (AMI).

In 2023, the City developed the *Housing Strategy Plan and Gaps Analysis* to conduct a comprehensive analysis of the city's housing market. It focused on identifying housing issues for different population groups in Lewisville. Key findings include:

- Lewisville's housing profile reflects an undersupply of both low and high-income units. A lack of both can impact low-income housing seekers because higher-income households compete with low and moderate-income households for a greater share of available properties and reduce the share of properties that are available or attainable for low and moderate-income households.
- Housing cost burden is generally higher for households of color and senior households.
- Lewisville's rental market offers a diverse range of housing options, while homeownership opportunities are heavily concentrated in single-family detached homes.
- While housing units are affordable to residents with middle incomes (50-80 percent and 80-120 percent AMI), rents are subject to change due to a variety of factors, including going up disproportionately to incomes.

Following the housing strategy plan, the City developed the *Affordable Housing Toolkit* to help Lewisville achieve its vision of housing affordability by aligning resources, following a unified strategic direction and facilitating partnerships. The City identified its housing problem as rooted in its imbalanced housing market, which puts existing residents at risk of displacement and prevents new workers from moving to the city when their income cannot keep pace with rising housing costs.

The toolkit highlighted three primary approaches to retaining existing affordable housing and developing new affordable housing opportunities: preservation, development and economic mobility. These approaches will help the city improve housing options for all income levels.

The preservation approach aims to prevent homeowners, renters and residents of manufactured home communities from being displaced from their homes due to a lack of maintenance, physical disabilities or rising costs.

- Low-cost repairs and accessibility modifications program for low-income homeowners.
- Low-Income Housing Tax Credit (LIHTC) provides incentives for developers to make equity investments in affordable housing programs.
- Identify Naturally Occurring Affordable Housing (NOAH) that is appropriate for acquisition or rehabilitation.
- Conduct outreach to manufactured home residents and develop specific strategies to prevent displacement based on collected data.

The development approach aims to address the significant deficit of affordable rental units for low-income residents. Development strategies include revising the UDC to streamline the development of missing middle housing and direct assistance to homebuyers.

The economic mobility approach supports homebuyers and renters in meeting their housing needs in Lewisville. Key strategies include:

- Direct assistance to low-income homeowners through down payment assistance programs, soft second mortgages and mortgage interest rate reductions.
- Encourage landlords to accept federal housing vouchers from low-income renters.
- Provide funding for local service providers for housing navigation services and maintain a list of available affordable units.
- Expand access to supportive services, such as job training, workforce development, childcare, transportation and other resources that help households achieve greater financial and housing stability.



The City's Housing Strategy Plan and Gaps Analysis identifies key housing issues in Lewisville. This effort led to the Affordable Housing Toolkit that proposes preservation, development and economic mobility strategies to make housing more attainable.



The City's Housing Strategy Plan and Gaps Analysis suggests that senior households, especially low-income households, are more likely to experience housing cost burden than non-senior households.

Regulatory Context

Like other communities across the state, Lewisville's control of land development and policy is authorized by the state legislature. Recent legislative sessions have resulted in a changing regulatory landscape, including expedited development review timelines, voluntary annexation policies and expanded staff-level approval authority. The changing landscape of municipal authority in Texas should be closely monitored for its impact on the findings and implementation strategies of *Lewisville 2035*.

Lewisville shares its regulatory authority with several other agencies throughout the city. For example, the Texas Department of Transportation (TxDOT) and the North Texas Tollway Authority (NTTA) maintain control of regional thoroughfares, ranging from various farm-to-market roads to the Sam Rayburn Tollway (SRT). Additional agencies, such as DCTA, also influence mobility within and surrounding the city. The USACE, a federal agency within the United States Department of Defense, is responsible for the ownership of the Lewisville Lake reservoir, associated spillway and LLELA nature preserve properties. Given their influence on residents' day-to-day lives, coordination with these agencies is paramount to ensuring the findings and recommendations of this plan are not only achievable but also align with regional planning objectives and forecasts.



The UDC, City and LISD plans encourage local enterprise expansion, adaptive reuse and workforce preparation.



The City's UDC specifically addresses redevelopment and infill to support mixed-use development.

Unified Development Code

In 2022, Lewisville adopted a new Unified Development Code (UDC) to consolidate zoning, subdivision and design-related standards into a single, streamlined document. The UDC was developed to:

- Implement the Lewisville 2025 plan and adopted Small Area Plans.
- Adjust to new development conditions.
- Specifically address redevelopment and infill on challenging properties.
- Eliminate conflicts within previous ordinances.
- Streamline the development process.

By modernizing and organizing these regulations, the UDC strengthens predictability for residents, developers and staff while supporting a more efficient review process. As state-level regulations continue to evolve, a clear and adaptable UDC remains essential for carrying out the long-term strategies of *Lewisville 2035*.

Tax Increment Reinvestment Zones

Lewisville also utilizes Tax Increment Reinvestment Zones (TIRZs) as a strategic financing tool to support redevelopment, infrastructure investment and long-term economic growth. TIRZs allow the city to reinvest the tax increment, which is the additional property tax revenue generated from new development, back into public improvements within the designated zone. The purpose of Lewisville's TIRZ program is to encourage redevelopment in targeted or underperforming areas, attract private investment through improved infrastructure, support strategic growth aligned with adopted plans and increase the overall taxable value of land within each zone.

Lewisville currently maintains four active TIRZs created between 2001 and 2019, each focused on a distinct part of the community ranging from Old Town to major commercial corridors to newer districts like Castle Hills. The County's participation in the four TIRZs is integral to development activities and have greatly benefited the city. Annual reports track growth in taxable value, verify reinvestment activity and show how these zones contribute to the city's broader development goals.



The UDC's commercial districts and supplemental standards encourage local enterprise expansion and adaptive reuse, with added adjacency protections for residential neighborhoods.

PHYSICAL FRAMEWORK

Table 1. Existing Land Use Breakdown

Land Use	Acres	% of City
Agricultural	0.74	<0.1%
Single-Family Residential	4,780.66	22.1%
Multi-Family Residential	1,478.81	6.8%
Mobile Home	259.27	1.2%
Institutional/Semi-Public*	1,751.19	8.1%
Office/Retail	1,892.07	8.7%
Industrial	2,530.47	11.7%
Landfill	1,380.15	6.4%
Parks/Recreation	2,291.18	10.6%
LLELA	3,601.75	16.6%
Railroad	65.69	0.3%
Transit	129.96	0.6%
Parking	35.45	0.2%
Utilities	210.21	1.0%
Undeveloped/In Development Process	1,221.72	5.7%
Totals**	21,642.73	100.00%

Source: City of Lewisville

*Institutional and semi-public uses include properties that provide civic, education, religious or community services, whether operated by public agencies or private organizations.

**Totals reflect land area only and do not include Lewisville Lake or other waterbodies located within the City limits.



The largest land use in Lewisville is Parks and Recreation (including LLELA), accounting for 27.2 percent.

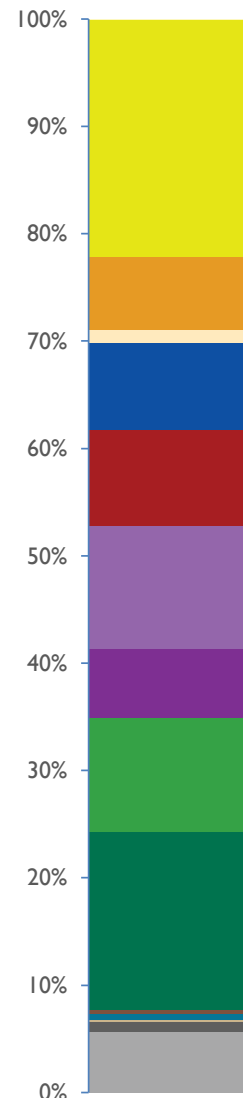
Existing Land Use

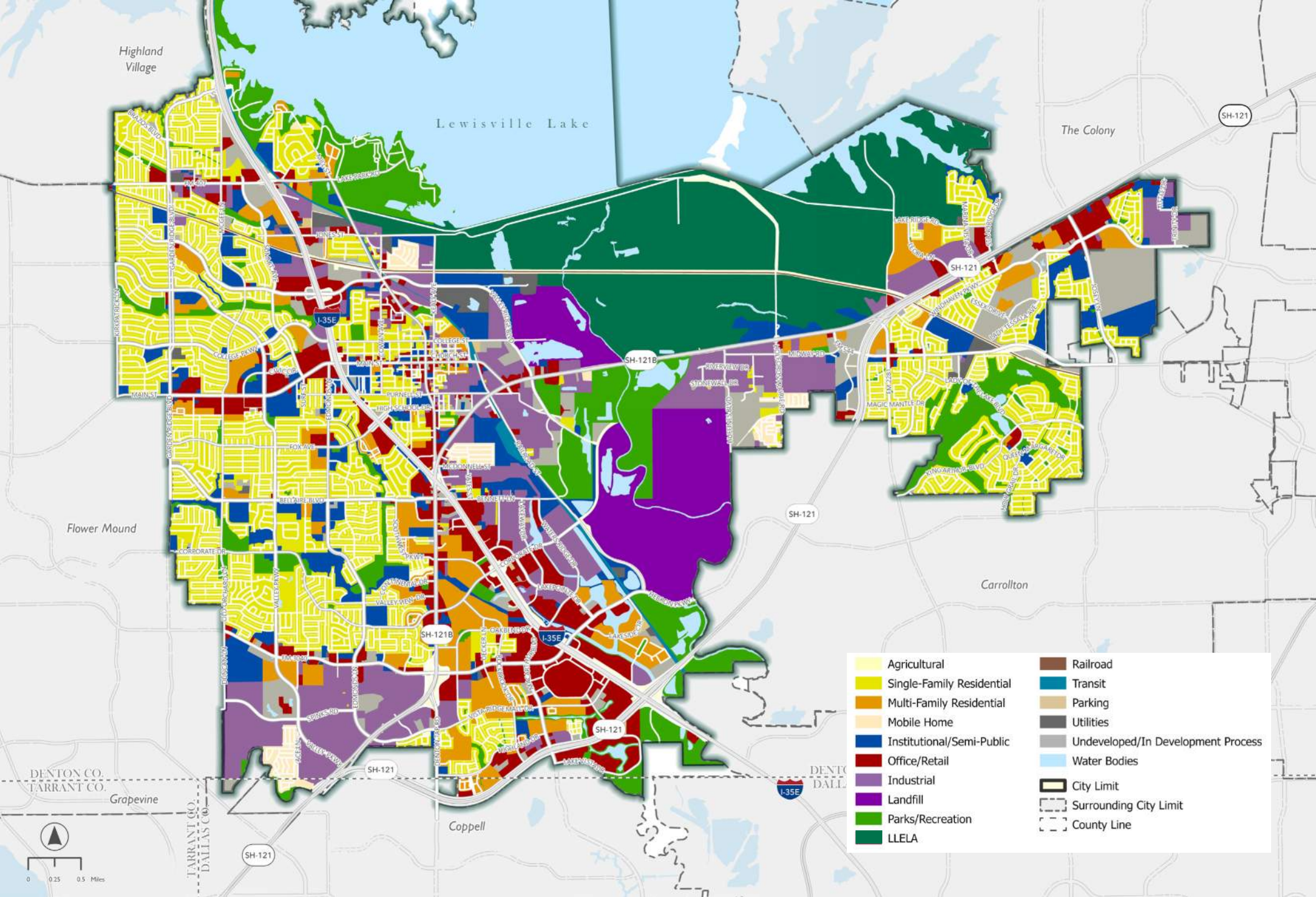
Land use and development are critical influences on the day-to-day lives of current and future Lewisville residents. Community members are inherently aware of new and existing development projects and their anticipated and observable impacts on quality of life, available amenities and property values. The city's existing land use composition is illustrated in Table 1 and Map 1.

Areas of significance include the Lewisville Lake Environmental Learning Area (LLELA) and floodplains of the Elm Fork of the Trinity River. These land uses provide residents with convenient access to natural amenities, habitats and recreational and educational opportunities that are not frequently found across the Dallas-Fort Worth Metroplex.



Only 5.7 percent of the city's land is undeveloped, which includes some that is actively in the development process. Given the limited area for greenfield development, redevelopment and revitalization will need to be a primary focus for future growth.





Map 1. Existing Land Use Map

Physical Context

Natural Considerations

The city's natural landscape is defined by Lewisville Lake and the floodplains and habitats that surround it, as illustrated in Map 2. The lake serves as a regional attraction, impacting Lewisville's local economy and culture as a lakeside community and destination. While the Elm Fork of the Trinity River ultimately feeds into Lewisville Lake, this occurs north of the lake and outside of the city limits. Creeks within Lewisville, such as Prairie Creek and Timber Creek, flow into the Elm Fork downstream of the dam, so they do not feed into Lewisville Lake. These waterways provide residents and visitors with ample opportunities to fish, paddle and connect with natural habitats, and are strategically supported by the network of Lewisville parks and open spaces.

Map 3 shows that Lewisville's most substantial and contiguous tree canopy is concentrated within LLELA, along Lewisville Lake and within major creek corridors. More urbanized central and southern areas show thinner, more fragmented canopy patterns shaped by development intensity and roadway networks.

Understanding this distribution offers an important baseline for evaluating ecological health, neighborhood livability and resilience, since tree canopy plays an important role in mitigating heat, managing stormwater and supporting habitats. As Lewisville continues to grow, canopy coverage can serve as a valuable metric to guide conservation efforts, target planting and shade initiatives and ensure that natural assets remain integral to the city's identity and environmental goals.

Infrastructure Considerations

The city is served by a network of highways and thoroughfares that connect Lewisville residents locally and to communities beyond, including Interstate 35E (I-35E), SRT and SH-121 Business. Commuter rail is provided within Lewisville via the DCTA A-train, connecting Denton County to the Dallas Area Rapid Transit (DART) system. There are three rail stations within Lewisville, including the Highland Village/Lewisville Lake, Old Town and Hebron Station platforms.

Three waste management sites are centrally located within the city, Lewisville, Camelot and DFW Landfills. The DFW Landfill is anticipated to cease operations prior to 2035, while the Lewisville and Camelot Landfills are expected to remain operational through the planning horizon. Over time, these sites may present opportunities for reinvention through strategic brownfield remediation, planning and community engagement efforts.

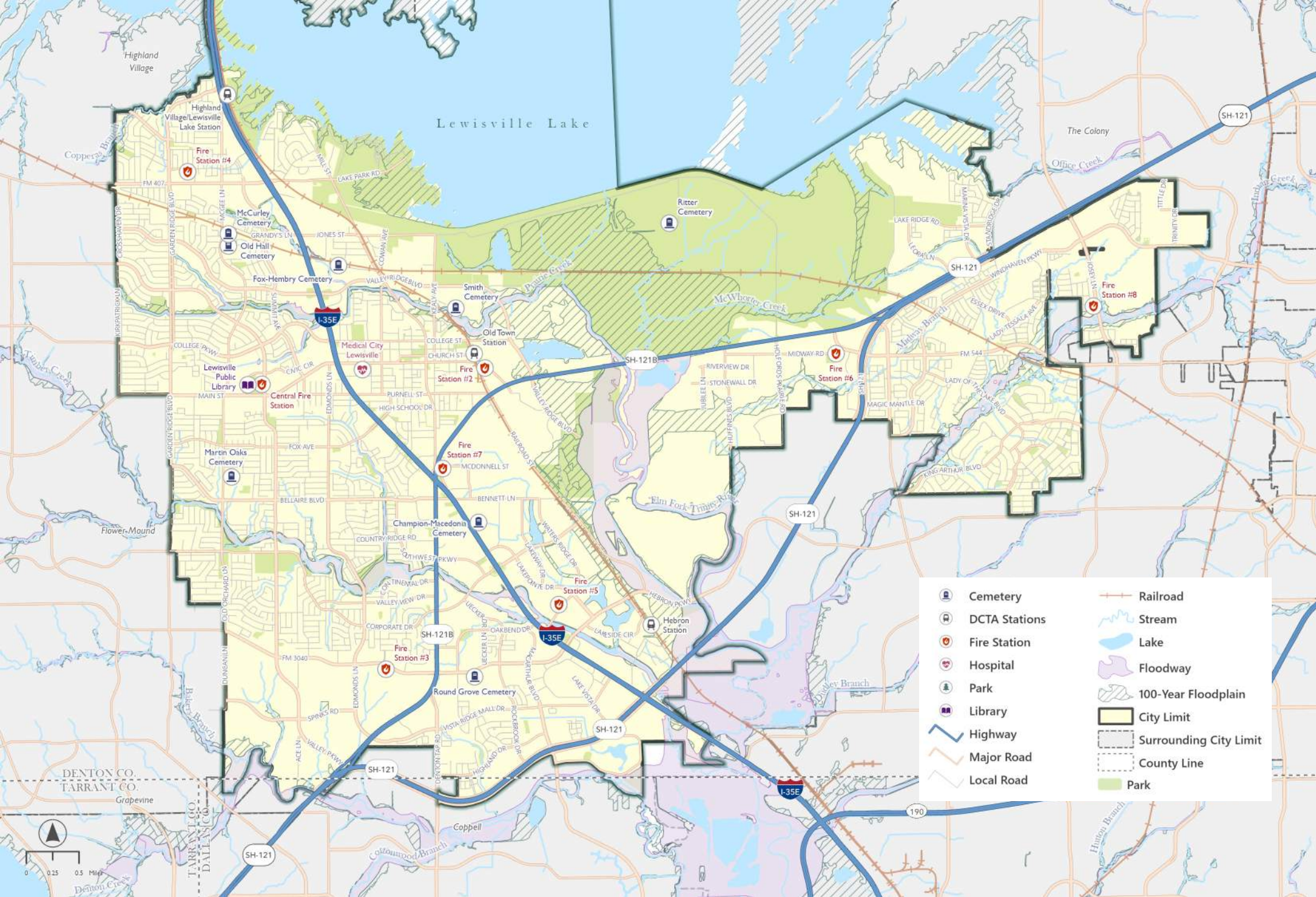


The Tree Canopy Coverage Map shows that approximately 37.15 percent of Lewisville is covered by tree canopy and identifies where this natural coverage is concentrated. Areas with established canopy should continue to be preserved and remain accessible to the community, while areas with limited canopy can be prioritized for targeted tree planting and greening initiatives.

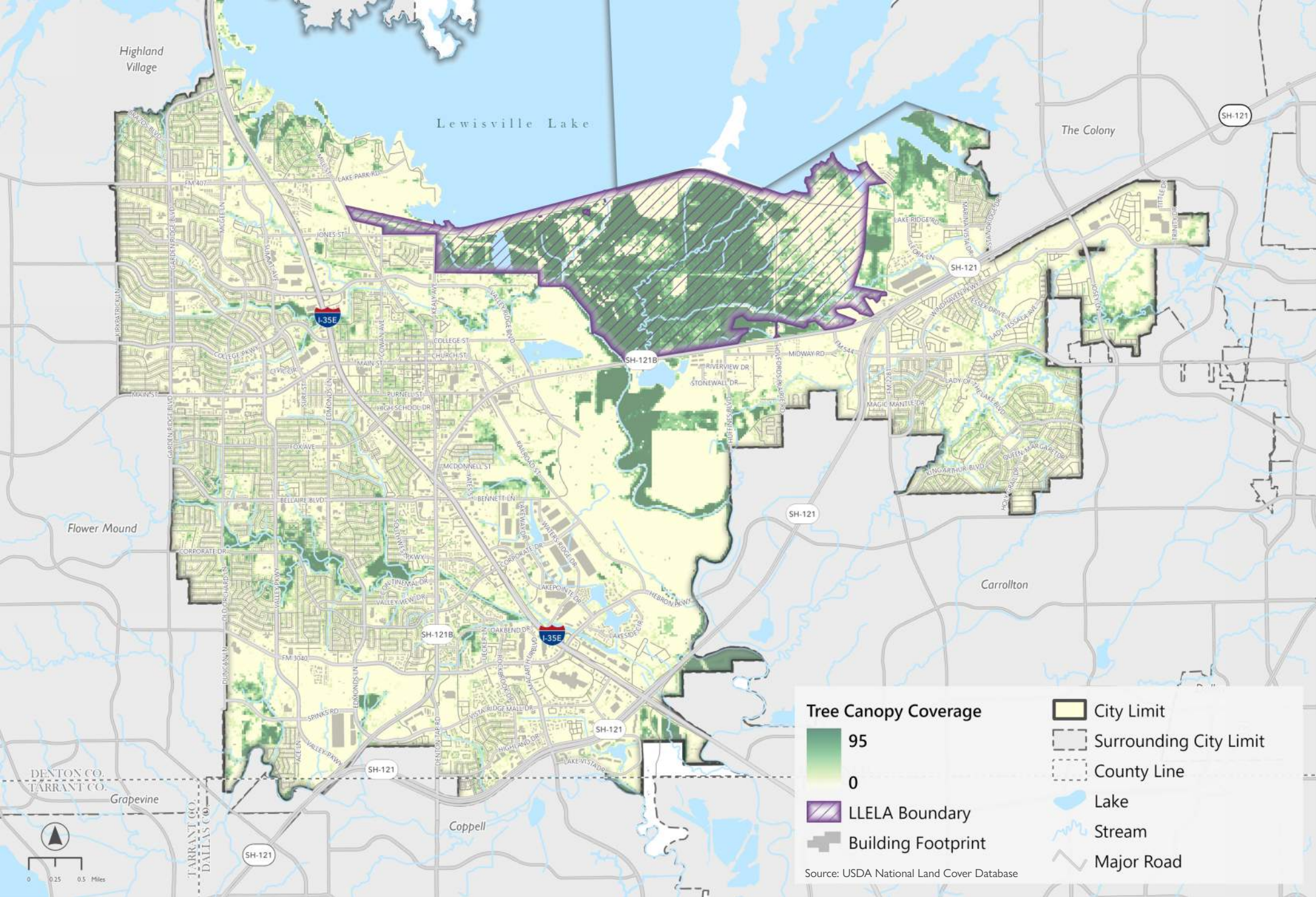


About 16 percent of the city is in the floodplain, excluding Lewisville Lake and LLELA.





Map 2. Physical Features Map



Map 3. Tree Canopy Coverage

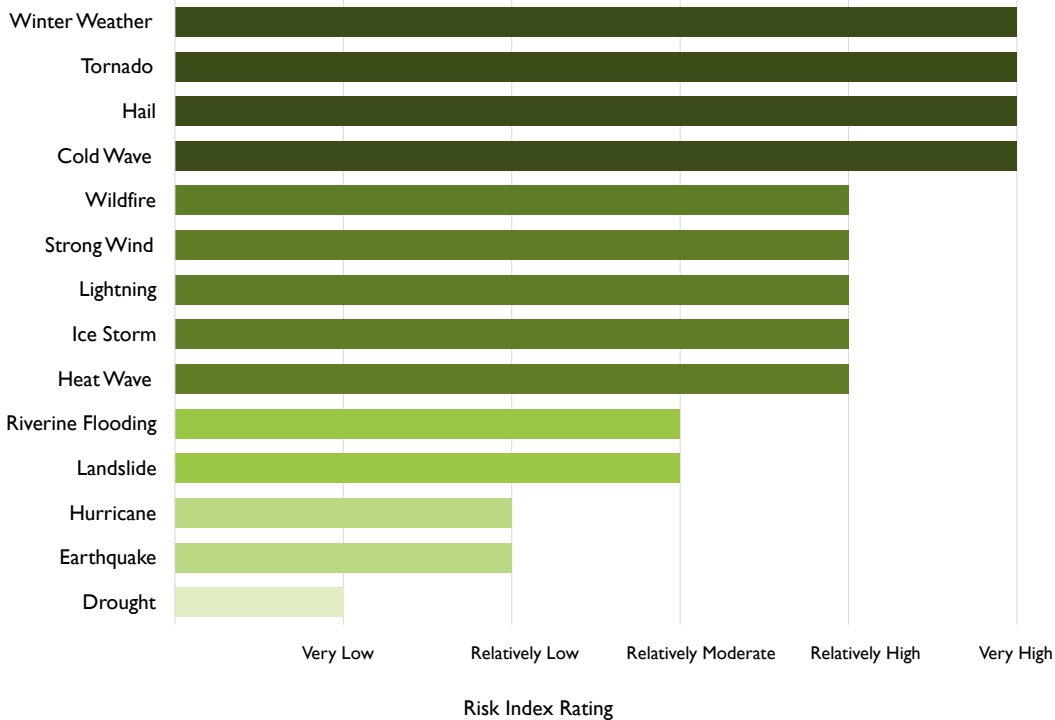
Resilience Assessment

Resiliency is the ability to prepare for threats and hazards, adapt to changing conditions and withstand and recover rapidly from disruptions. In planning, resilience considers both sudden shocks, such as extreme weather events, and ongoing stressors, like increasing extreme heat. It also involves identifying the potential social, economic and environmental impacts of these challenges and exploring strategies for mitigation or adaptation to reduce their effects.

Resilience involves traditional emergency preparedness and response, alongside strengthening the city’s physical infrastructure and social networks. This assessment provides a snapshot of Lewisville’s current risk landscape and the factors shaping its ability to adapt and recover. Resilience should be a lens through which all City plans, projects and infrastructure are planned, designed, constructed, operated and maintained. Applicable City plans and processes should consider exposure, assess vulnerability and address risks as identified in the assessment and other risk data and tools.

The FEMA Risk Index shows a community’s vulnerability to hazards by combining data on risk, impacts, and resilience. The graphic on the right shows Denton County’s Hazard Type Risk Index scores, which are calculated using data for only a single hazard type and reflect a community’s Expected Annual Loss value, community risk factors, and the adjustment factor used to calculate the risk value. The FEMA risk index shows that winter weather, tornadoes, hail and cold waves are the top four risks for Denton County. While droughts are not recognized as contributing to a high economic loss, these events, together with watering restrictions, regularly impact Lewisville residents.

Figure 1. FEMA Hazard Type Risk Index

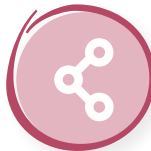


Note: The drought risk score is based solely on crop loss data, which results in a comparatively lower risk rating.
Source: FEMA



DATA CONTEXT

According to the FEMA risk index, winter weather, tornadoes, hail and cold waves are the top four risks for Denton County.



DATA CONTEXT

Annual infrastructure condition assessments and routine investment analyses inform needed improvements and identify opportunities to enhance funding levels.

PLANNING CONTEXT

The Denton County HMAP outlines several strategies that will support proactive planning for community resilience.

Denton County's adopted *Hazard Mitigation Action Plan* (HMAP) (2023) outlines several strategies that are relevant to the City of Lewisville. The plan documents progress the City has already achieved while identifying additional measures that may strengthen local resilience. Given that the plan was adopted in 2023, many of the recommended strategies remain applicable today and are not addressed in some of the City's earlier planning efforts.

Some of the relevant strategies identified in the County HMAP include:

- Establishing a city facility shelter equipped with a backup generator.
- Expanding the outdoor warning system to ensure full coverage for LLELA.
- Developing saferoom shelters at community centers or manufactured home parks.
- Updating critical facilities to incorporate drought-resilience and mitigation measures.
- Conducting and implementing a study to identify storm shelter areas in the city.

Continued review and coordination during the *Lewisville 2035* planning process helped determine which strategies should be prioritized for future implementation.

The historical timeframes for each hazard in the following sections reflect the available data used in the Denton County HMAP. Timeframes vary by hazard based on data availability and are retained for consistency with the County's analysis.

Thunderstorm Wind

According to the Denton County HMAP, Denton County recorded 155 thunderstorm wind events, 34 of which occurred within the city of Lewisville between 1955 and 2022. These events include both the storm itself and associated non-rotating winds. Assessing the impact of these events varies depending on local vulnerabilities, with trees, power lines, signage, windows and manufactured homes being particularly susceptible to damage. As of 2022, Lewisville contained 1,663 manufactured homes and 7,387 single-family homes constructed before 1980, many of which face elevated risk from high winds due to their age and dated construction methods.

Residents participating in the first Community Vision Workshop also expressed concern regarding the power outages that frequently accompany severe thunderstorm wind events, underscoring the importance of strengthening local infrastructure and preparedness measures. While these outages affect daily life and response efforts, it is important to note that the City does not operate or control the electrical grid, which limits its ability to directly prevent or manage service interruptions.

Extreme Heat

Extreme heat is a recurring and long-term weather-related hazard in Texas and a growing concern for residents of Lewisville. According to the National Weather Service, between 2020 and 2024, the Dallas–Fort Worth Metroplex experienced 147 days with temperatures exceeding 100 degrees. As regional temperatures continue to rise, it is important for community facilities to be equipped with reliable

cooling systems and to serve as public relief hubs during heatwaves. Hydration stations, shaded cooling areas and medical assistance are essential services that can reduce health risks and support vulnerable populations during periods of extreme heat.

Winter Storm

There were 54 recorded winter storm events in Denton County between 1996 and September 2022. The most severe was the historic 2021 Winter Storm Uri, which brought extreme cold, freezing precipitation, snow and ice, resulting in widespread power outages and extensive damage to buildings, pipes and infrastructure. Lewisville received 3 to 6 inches of snow during this event.

While power outages during the storm were outside the City's control, the 2021 event also caused widespread water loss due to burst pipes in homes and apartments. The City was able to maintain system pressure in part because staff actively monitored unoccupied properties, identified leaks and shut off water to prevent further system-wide losses.

Many critical facilities across Denton County and the city are vulnerable to power outages caused by downed trees and ice-laden power lines. To improve resilience, facilities should incorporate high-quality insulation, energy-efficient heating systems, backup power sources and well-sealed building envelopes that minimize heat loss and maintain functionality during prolonged outages.

INPUT CONTEXT

Winter freezes, power outages and extreme heat are noted as the most pressing shocks experienced by residents.

PEOPLE & DEMOGRAPHICS

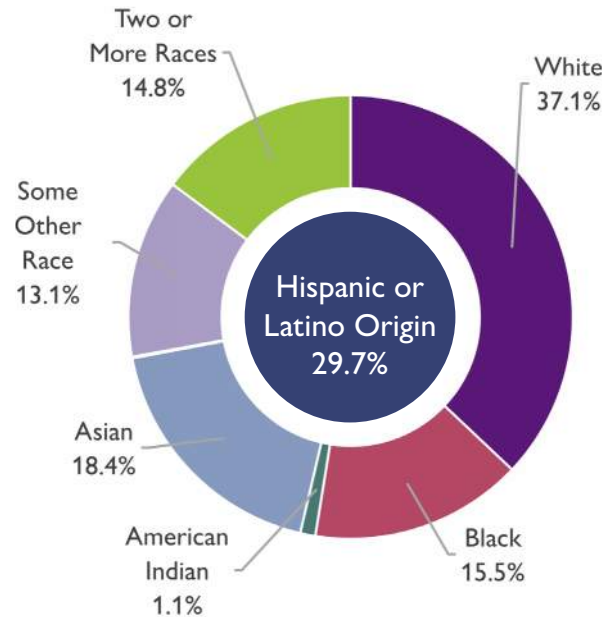
Population Growth

The city of Lewisville's population has experienced consistent growth throughout its history, although the rate of growth has varied depending on the economic environment of the time. In 2020, the population of Lewisville was 107,740 people. By 2025, the population has reached approximately 137,635 people. While this may suggest a sudden surge in growth, much of the increase is attributed to the 2021 annexation of the Castle Hills community, which added more than 18,000 residents to the city's population base overnight. Since then, the city of Lewisville has maintained a consistent growth rate, averaging between 2,000 to 3,000 new residents every year.

Table 2. Lewisville Population in the Last 10 Years

Year	Population	Change
2015	101,151	-
2016	102,327	+1.2%
2017	103,638	+1.3%
2018	104,789	+1.1%
2019	106,386	+1.5%
2020	107,740	+1.3%
2021	110,077	+2.2%
2022	125,028	+13.6%
2023	128,313	+2.6%
2024	135,181	+5.4%
2025	137,635	+1.8%
Overall Growth	-	+36.1%

Figure 2. Lewisville Demographic Breakdown (2025)



Source: Esri 2025

*Races under 1 percent not displayed (Pacific Islander: 0.1 percent)



The city's multi-ethnic identity supports greater engagement and connection across the community.

Demographic Breakdown

One of the defining characteristics of Lewisville's identity is its multi-ethnic identity, which was consistently highlighted by residents during community engagement efforts. In 2025, the city's population reflects a broad mix of racial and ethnic backgrounds. White residents make up 37.1 percent of the population, a change from 42.2 percent in 2020. The Asian population has grown significantly, now representing 18.4 percent of residents, an increase of 4.3 percent since 2020. Hispanic/Latino residents continue to represent a large share of the community, remaining steady at 29.7 percent over the same period. Figure 2 represents the broader racial and ethnic breakdown of Lewisville in 2025.

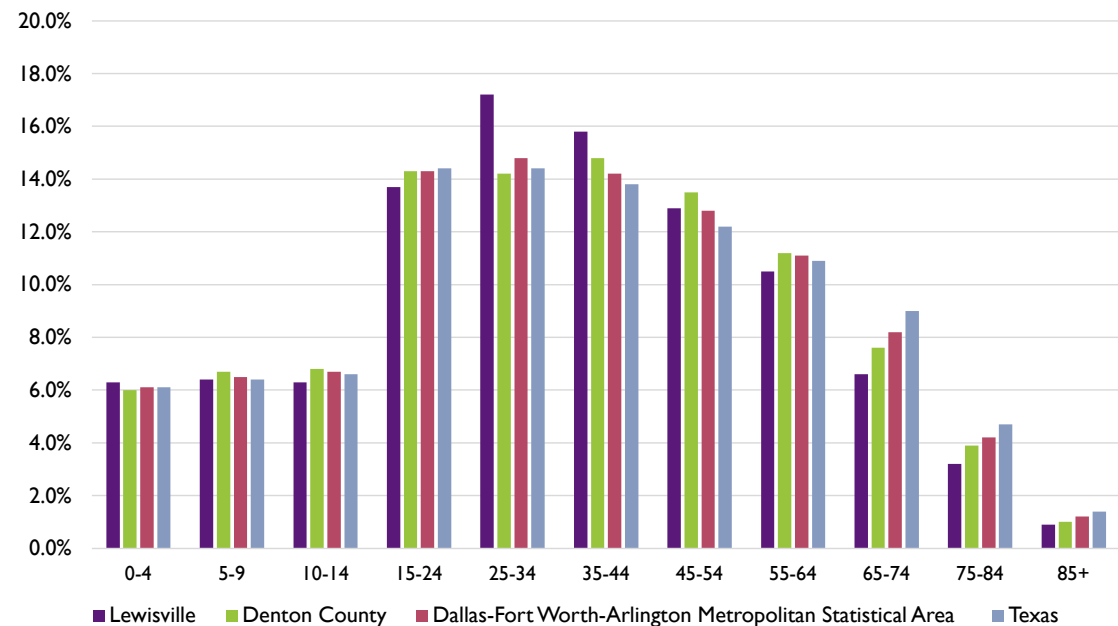
Lewisville's diversity is also reflected in the languages spoken by its residents. In 2024, 36.3 percent of residents age 5 and older, or approximately 44,450 people, spoke a language other than English at home. Of the city's population age 5 and older, approximately 17,700 residents (14.4 percent) spoke English less than "very well," highlighting the importance of language access in ensuring residents can effectively engage with City programs, services, resources and community initiatives.

Age

Understanding age is an important factor in shaping future decisions, as it reflects the diverse needs of residents across health care, education, transportation and housing. Today, Lewisville's largest age group is 25 to 34, followed by 35 to 44, reflecting a strong working-age base. Noticeably, Lewisville has higher percentage of residents aged between 25 and 44 than Denton County, the Dallas-Fort Worth-Arlington MSA and the State of Texas. About one-fifth of residents are under 15 (see Figure 3), emphasizing the importance of quality schools, parks and youth activities. At the same time, declining birth rates among Millennials and Generation Z, reflected in smaller younger cohorts, suggest that natural population growth through births may be limited and that the city's population could gradually skew older as these generations age.

When compared to earlier trends from 2000 to 2019, Lewisville is still seeing growth in older adults, but the 25 to 44 age group has remained more stable than past patterns suggested. This likely reflects people moving in and out of the city over time, especially given Lewisville's large number of renters and its location within a fast-growing region. Adults 45 to 64 make up nearly one-quarter of the population, and seniors 65 and older account for about 11 percent. While Lewisville's senior population is smaller compared to Denton County, the Dallas-Fort Worth region and the state, it indicates that the city may face an increasingly aging population in the future. With more than three-quarters of residents over the age of 18, Lewisville is largely a working-age community that is ideal for raising families but also preparing for future aging trends.

Figure 3. Lewisville Age Distribution (2025)



Source: Esri 2025



As adults age 65 and older account for approximately 10.7% of Lewisville's population, continued growth in this age group underscores the importance of planning for the evolving needs of older adults.



With a median age of 35 and 17.2% of the population between ages 25 and 34, Lewisville has a notable population of young adults, highlighting the importance of resources and amenities that support this age group.

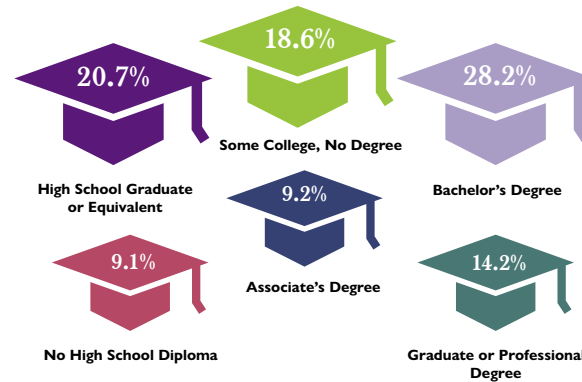
Education

Understanding the educational attainment of a community is a crucial aspect of understanding the city's future. Education provides access to better job opportunities and fosters economic mobility. In Lewisville, approximately 28.2 percent of residents hold a bachelor's degree, followed by 18.6 percent who have some college education, but no degree (see Figure 3). When compared to surrounding geographies, Lewisville stands above both the county and the state. Denton County has approximately 11.3 percent of residents with a bachelor's degree and Texas as a whole is at 16.9 percent. This indicates a strong foundation of educational attainment that supports the workforce development of the city and can attract higher-paying employment industries.

Lewisville is served primarily by the LISD, one of the largest districts in North Texas. LISD enrolls more than 49,000 students across 68 campuses and offers a variety of career and technical education programs, advanced coursework and range of extracurricular opportunities that help prepare students for higher education and in-demand careers.

Academic performance data from the Texas Education Agency (TEA) shows that while many LISD campuses perform well, several schools within the Lewisville city limits currently score below a C grade, even as other LISD schools in neighboring communities achieve higher ratings. Although the City does not control LISD operations or academic decisions, it actively collaborates with the district as a key partner to improve student success and support community-wide educational goals. As Lewisville plans for the future, identifying ways the city can help create conditions that support higher-performing schools will be important to support the city's youth and economy.

Figure 4. Lewisville Educational Attainment (2025)



Source: Esri 2025



Academic performance data from the Texas Education Agency shows that several LISD schools located within the city limits are performing below a C grade, while other LISD campuses in neighboring cities achieve higher scores.



Educational attainment data reveals that 9.1 percent of the city's adult population (ages 18 and older) do not have a high school diploma. As the city's younger residents continue to mature, maintaining a strong and equitable educational foundation is an area to focus on given the current school ratings.

Housing Characteristics

Income and Home Values

Since the adoption of the *Lewisville 2025* plan, the city's housing landscape has experienced notable change, reflecting both regional growth pressures and shifting market dynamics. The median household income in Lewisville is \$89,765, which remains below both Denton County at \$112,855 and the Dallas-Fort Worth-Arlington MSA at \$91,813. This disparity highlights the growing challenge for Lewisville households to keep pace with escalating housing prices across the region.

The median home value in Lewisville is \$399,065, marking a substantial increase from the \$209,000 median value recorded in 2019. Part of this increase is due to the annexation of Castle Hills in 2021, which added approximately 18,000 new homes to the city's housing stock and contributed to the overall upward shift in the city's median home value.



Nearly 1 in 3 Lewisville homeowners with a mortgage (32.4%) spend 30 percent or more of their household income on housing costs, indicating that a substantial portion of the city's mortgaged homeowners may be housing cost burdened.

Housing Cost Burden

As home values have risen, mortgage payments now average 27.8 percent of household income, slightly higher than Denton County at 26.9 percent and the regional average at 26.6 percent. While mortgage payments alone remain below the commonly used housing affordability threshold of 30 percent, this threshold considers total housing costs, including expenses such as utilities and insurance. The upward trend suggests that housing costs are increasingly outpacing income growth for moderate-income residents. It is also useful to interpret these figures alongside housing tenure, since a high proportion of Lewisville homeowners are in the 35-65 age range, many of whom likely purchased their homes when prices and interest rates were lower. This long-term tenure can suppress current mortgage-cost percentages compared to households purchasing more recently.

Table 3. Households with a Mortgage (2023)

Cost Burden Category	Lewisville	Denton County	Texas
Less than 20% of income	47.7%	46.9%	45.4%
20% to 24.9%	15.7%	16.0%	15.9%
25 to 29.9%	11.3%	11.2%	10.6%
30% to 34.9%	7.1%	6.5%	6.9%
35% or more	18.2%	19.3%	21.2%

Table 4. Households without a Mortgage (2023)

Cost Burden Category	Lewisville	Denton County	Texas
Less than 20% of income	79.3%	76.5%	75.3%
20% to 24.9%	6.1%	7.1%	6.7%
25 to 29.9%	3.2%	5.2%	4.2%
30% to 34.9%	4.6%	2.7%	2.9%
35% or more	6.7%	8.5%	10.9%

Source: U.S. Census Bureau, ACS 5-Year Estimates 2023



Mortgage payments account for approximately 27.8 percent of household income among Lewisville homeowners with a mortgage.

Cost burden data provides additional context. Among mortgaged homeowners in Lewisville, 18.2 percent spend 35 percent or more of their income on housing compared to 19.3 percent in Denton County and 21.2 percent in Texas (see Table 3). Another 7.1 percent of Lewisville homeowners pay between 30 percent and 34.9 percent of their income, meaning roughly one quarter face some level of cost burden. For homeowners without a mortgage, 6.7 percent in Lewisville spend 35 percent or more of their income on housing compared to 8.5 percent in Denton County and 10.9 percent statewide (see Table 4).

When considered alongside tenure patterns, these lower citywide percentages likely reflect the presence of many long-term homeowners with stable, lower monthly costs, which can mask attainability challenges faced by newer homeowners and renters. Given that the data indicates that the majority of people in Lewisville spend less than 20 percent of their income, multifamily housing is generally affordable; however, costs are masked by long-term homeowners/renters and may not reflect the current housing market. Multifamily attainability is a recurring theme during engagement events.

Commute time information also reveals that average commute times are lower in Lewisville compared to the state average, which may reduce the combined impact of transportation and housing cost burden for some households. These comparisons show that although affordability pressures are increasing in Lewisville, the city continues to have a slightly lower share of severely cost burdened homeowners than the broader county and state.

DATA CONTEXT

Although attainability pressures are increasing in Lewisville, the city continues to have a slightly lower share of severely cost burdened homeowners than the broader county and state.

Housing Variety and Household Trends

Housing variety contributes significantly to a city's desirability as a place to live. A mixed housing stock allows residents to age in place, meaning residents have options within their existing community to meet their changing needs. Lewisville's current housing mix reflects this variety. The city's housing mix also supports the idea of life-cycle housing, where current renters have opportunities to become homeowners when they are ready.

Since 2019, the city's total housing stock has increased from 43,238 units to 56,596 units in 2024. Much of this growth is attributable to the annexation and development of Castle Hills, which significantly expanded the city's single-family detached housing supply. During the same period, the city also experienced notable increases in its multifamily housing types, which include duplexes, townhomes and mixed-use buildings, adding new options for residents seeking diverse and attainable housing choices (see Table 5).

At the same time, demographic trends point to a growing share of family-oriented households, with households with children now comprising roughly 45 percent of all households in Lewisville (see Figure 5). Given Lewisville's strong family-oriented character, the importance of remaining an affordable place to live remains a core issue to address in the following years.

DATA CONTEXT

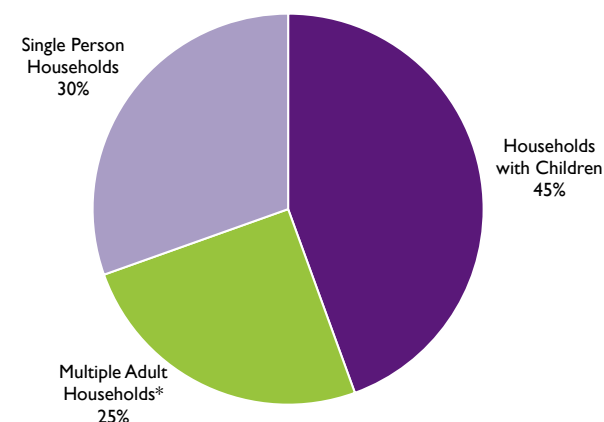
Since 2019, Lewisville's multifamily housing mix has increased by approximately 26.4 percent, reflecting continued evolution within the city's already varied housing stock.

Table 5. Housing Mix Comparison (2019-2024)

Housing Type	2019 Units	2024 Units	% Change
Single Family	17,772	24,855	+39.9%
Multifamily	23,364	29,538	+26.4%
Other (Mobile or Manufactured Homes)	2,102	2,203	+4.8%
Total	43,238	56,596	+30.9%

Source: City of Lewisville Building Permit Data (2019-2024)

Figure 5. Existing Household Composition (2025)



Source: Esri 2025

*Of multiple adult households, 1/3 are unrelated roommates and 2/3 are related family members

Community Access to Work and Services

Workforce and access conditions in Lewisville shape how residents move through the community, reach employment and meet daily needs. Understanding commute patterns, the distribution of food and grocery access and the industries that support the local economy provides important insight into the quality of life and the types of investments that can strengthen the city's long-term stability.

Employment Industry

Lewisville's employment base includes 80,228 workers and is supported by several major activity centers identified in the *Lewisville 2025* plan. These centers include Southwest Lewisville, Waters Ridge, Lake Vista, First Park 121, Crossroads Lake Pointe and Austin Ranch. Together these areas form the core of the city's job market and anchor a mix of office, industrial, technology, warehouse, health care and service-related employment. With an employee-to-population ratio of 37.3 percent, Lewisville maintains a significant base of local jobs relative to its size, reinforcing its role as both an employment destination and a contributor to the regional economy. In Lewisville, there are 1,477 businesses employing 100 or fewer people. These small businesses collectively employ 10,953 workers, accounting for around 21 percent of the city's workforce.

The largest employment sectors in Lewisville include retail trade at 11.9 percent, health care and social assistance at 10.6 percent and professional, scientific and technical services at 9.7 percent (Esri, 2025). These three sectors together account for 32.2 percent of total employment, demonstrating a strong presence

of service-oriented and knowledge-based jobs. Finance and insurance at 9.9 percent and manufacturing at 8.4 percent further diversify the local economy by providing professional and production-based employment.

The distribution shown in the employment table highlights a balanced mix of sectors, with representation across retail, office-based industries, logistics, administrative support and production, creating a broad economic foundation that supports resilience.

Several industries show concentrations above national averages based on their location quotient. Notable sectors include management of companies at 2.08, finance and insurance at 2.04 and administrative support and waste management at 1.28 (see Table 6 on page 26). These elevated concentrations indicate competitive advantages and areas where Lewisville outperforms typical U.S. employment patterns. Higher-than-average representation in these industries suggests that Lewisville attracts specialized firms and maintains strengths in financial services, corporate operations and administrative support. Additionally, there may be opportunities to partner with Texas State Technical College (TSTC), who is interested in opening a campus in Denton County. Attracting a college campus may help maintain a strong regional pipeline of technical and high-skill workers and provide continuous job training opportunities for residents. This growing workforce capacity supports the city's economic diversity and long-term stability for residents and workers in the broader region.



DATA CONTEXT

Businesses with 100 or fewer workers currently employ around 21 percent of Lewisville's workforce, indicating that small businesses account for a relatively small portion in the economy.



DATA CONTEXT

The health care and social assistance sector employs only 10.6 percent of workers, reflecting both demand and opportunity for expanded community health infrastructure.



DATA CONTEXT

Professional, scientific and technology jobs comprise 9.7 percent of the workforce, which is higher than the national average. This suggests local demand for high-skill technology jobs.

Table 6. Employment by Industry

Industry	Employed	Percent	US Percent	Location Quotient*
Agriculture/Forestry/Fishing	216	0.3%	1.1%	0.25
Mining/Quarrying/Oil & Gas	186	0.2%	0.3%	0.70
Construction	4,936	6.2%	6.9%	0.88
Manufacturing	6,724	8.4%	9.6%	0.88
Wholesale Trade	1,767	2.2%	1.9%	1.13
Retail Trade	9,512	11.9%	10.3%	1.14
Transportation/Warehousing	4,501	5.6%	5.0%	1.13
Utilities	441	0.6%	0.9%	0.61
Information	1,665	2.1%	1.8%	1.14
Finance/Insurance	7,933	9.9%	4.9%	2.04
Real Estate/Rental/Leasing	1,418	1.8%	1.7%	1.06
Professional/Scientific/Tech	7,753	9.7%	8.4%	1.15
Management of Companies	259	0.3%	0.2%	2.08
Admin/Support/Waste Management	4,651	5.8%	4.5%	1.28
Educational Services	5,805	7.2%	9.4%	0.77
Health Care/Social Assistance	8,524	10.6%	14.5%	0.73
Arts/Entertainment/Recreation	1,655	2.1%	2.2%	0.94
Accommodation/Food Services	6,245	7.8%	6.6%	1.18
Other Services (Excluding Public)	3,832	4.8%	4.7%	1.01
Public Administration	2,205	2.8%	5.0%	0.55
Total	80,228	100.0%	100.0%	-

Source: Esri 2025

*Location Quotient is a measure of a city's industrial specialization relative to the nation. A location quotient greater than one means the city has a higher concentration of a particular job than the national average.



Arts, entertainment and recreation represent 2.1 percent of total employment, which is near national averages.



Community-serving industries and non-profits (arts, recreation, social assistance) account for approximately 12.7 percent of employment.

Commute Characteristics

Lewisville residents experience shorter commute times than Denton County, the Dallas-Fort Worth region and the Texas average. The average commute in Lewisville is 25.2 minutes, compared to 26.7 minutes statewide, 28.0 minutes in the Dallas Fort Worth metropolitan area and 28.2 minutes in Denton County (see Table 7). A total of 62.6 percent of Lewisville workers commute less than 30 minutes and only 12 percent travel 45 minutes or more. These patterns indicate relatively strong access to nearby employment and support daily travel efficiency.

Commute mode patterns further illustrate how most residents travel to work and highlight opportunities to improve mobility options. In 2023 the vast majority of Lewisville workers drove alone, with 51,381 residents commuting by personal vehicle and another 7,195 carpooling. Only 456 workers used public transportation and fewer than 500 walked to work, indicating very low transit and active transportation mode shares across the city. These patterns suggest that while Lewisville benefits from relatively short commute times, most trips still rely on personal vehicles, underscoring the importance of strengthening multimodal connections, improving local and regional transit accessibility and connectivity as well as expanding safe walking and bicycling routes to support future mobility needs.



DATA
CONTEXT

The vast majority of workers in Lewisville drive to work, indicating the importance of maintaining roadway capacity and diversifying mobility options.

Table 7. Comparison of Commute Times Across Regions

Commute Bracket	Lewisville	Denton County	Dallas-Fort Worth-Arlington MSA	Texas
Short Commutes (<15 min)	22.4%	24.5%	20.2%	13.4%
Moderate Commutes (15–29 min)	40.2%	26.5%	35.8%	41.7%
Long Commutes (30–44 min)	25.4%	25.4%	25.3%	25.4%
Very Long Commutes (45–89 min)	10.4%	21.5%	16.7%	16.7%
Extreme Commutes (90+ min)	1.6%	2.1%	2.0%	2.7%
Average Commute Time (minutes)	25.2	28.2	28.0	26.7

Source: Esri 2025



DATA
CONTEXT

Only 493 workers (0.8 percent) walk to work, indicating limited walking commute activity that may be influenced by job location, travel distance and perceptions of community safety.



DATA
CONTEXT

Shorter average commute times in Lewisville show that many residents already work within a reasonable distance, underscoring the benefit of expanding local job opportunities to further reduce long travel demands.

Old Town

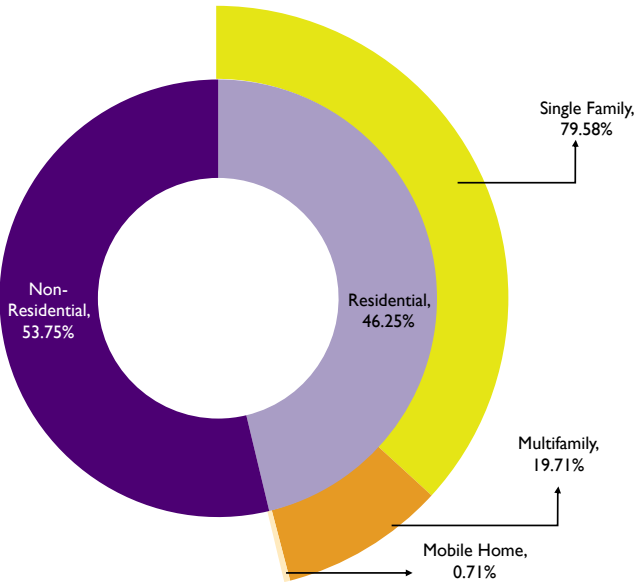
Old Town is one of the most distinctive areas in Lewisville and serves as a focal point for culture, small businesses and community life. As the city continues its efforts to reinvest in Old Town, understanding existing development patterns and the balance of residential and nonresidential uses helps illustrate both current conditions and opportunities for future growth. Residential land accounts for 46.3 percent of all developed land in Old Town, with single family homes making up the majority at 79.6 percent of all residential area. Multifamily housing represents 19.7 percent of the residential total and mobile homes account for 0.9 percent. This mix reflects Old Town’s long-standing role as a primarily non-residential center. While residential development has historically been limited and largely single-family, recent targeted reinvestment has introduced a broader range of housing options.

Non-residential uses make up 53.8 percent of all developed land, forming a slightly larger share of the Old Town footprint. This includes retail, office, restaurant, civic and industrial properties that support small businesses and draw visitors from across the city.

The combination of these land uses highlights the ongoing value of investing in Old Town. A balanced distribution of residential and nonresidential activity supports walkability, reinforces local business vitality and encourages reinvestment on underutilized sites. As new multifamily housing and commercial projects come online, Old Town will continue to evolve as a central gathering place that maintains its historic identity while supporting a growing and diverse community.



Figure 6. Residential vs Non-Residential Breakdown of Old Town (2025)



Source: City of Lewisville

DATA CONTEXT

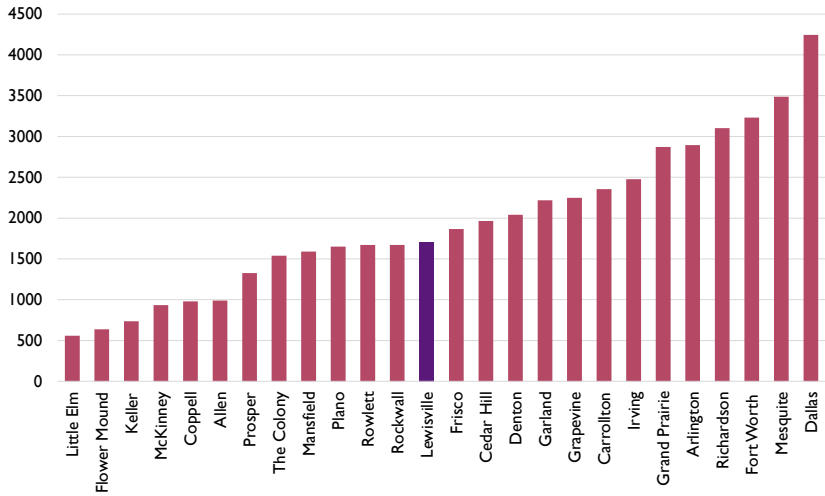
Residential development trends in Old Town highlight a balanced mix of housing and nonresidential activity that supports neighborhood vitality and strengthens the area as a destination for living, dining and community events.

Community Safety

Community safety plays a central role in supporting quality of life and influencing how residents experience their neighborhoods. According to the Texas Department of Public Safety, Lewisville recorded 1,711.5 offenses per 100,000 people between 2023 and 2024, indicating moderate to good safety conditions compared to other cities in the Dallas-Fort Worth region (see Figure 7). This data reflects a generally safe environment across much of the city, with stable crime levels and strong public safety services contributing to reliable day-to-day conditions for residents.

While reported crime rates suggest overall safety, residents' perceptions are shaped by additional factors that extend beyond crime statistics. Community feedback frequently referenced the need for improved lighting in public areas, clearer wayfinding and better visibility along trails, parks and key corridors. Perceptions of safety are also influenced by how comfortable residents feel using public spaces during

Figure 7. Crime Comparison Across DFW



Source: Texas Department of Public Safety

both day and evening hours. Understanding these concerns helps identify opportunities to strengthen community confidence and ensure that all residents feel safe and supported in the places they visit every day.

Food and Grocery Access

Access to food and grocery destinations plays an important role in meeting the daily needs of residents and supporting overall quality of life. Food and grocery access in Lewisville is concentrated along major commercial corridors, particularly near I-35E, SH-121 Business, along Main Street and the eastern portion of the city (see Map 4). These areas include supermarkets, specialty grocers and neighborhood markets that serve nearby multifamily neighborhoods and local commercial districts.

Lower access areas are located in the southwestern and eastern parts of Lewisville where residential development is less continuous and commercial nodes are limited. The northern area near Lewisville Lake contains parkland and low-density housing, which reduces the presence of food retail. Limited access near Hebron Parkway reflects development patterns and physical constraints created by major roadways and floodplain conditions. While residents can access grocery stores in other parts of the city using GoZone services, it is important to understand these gaps to help identify opportunities for improved access to daily services.



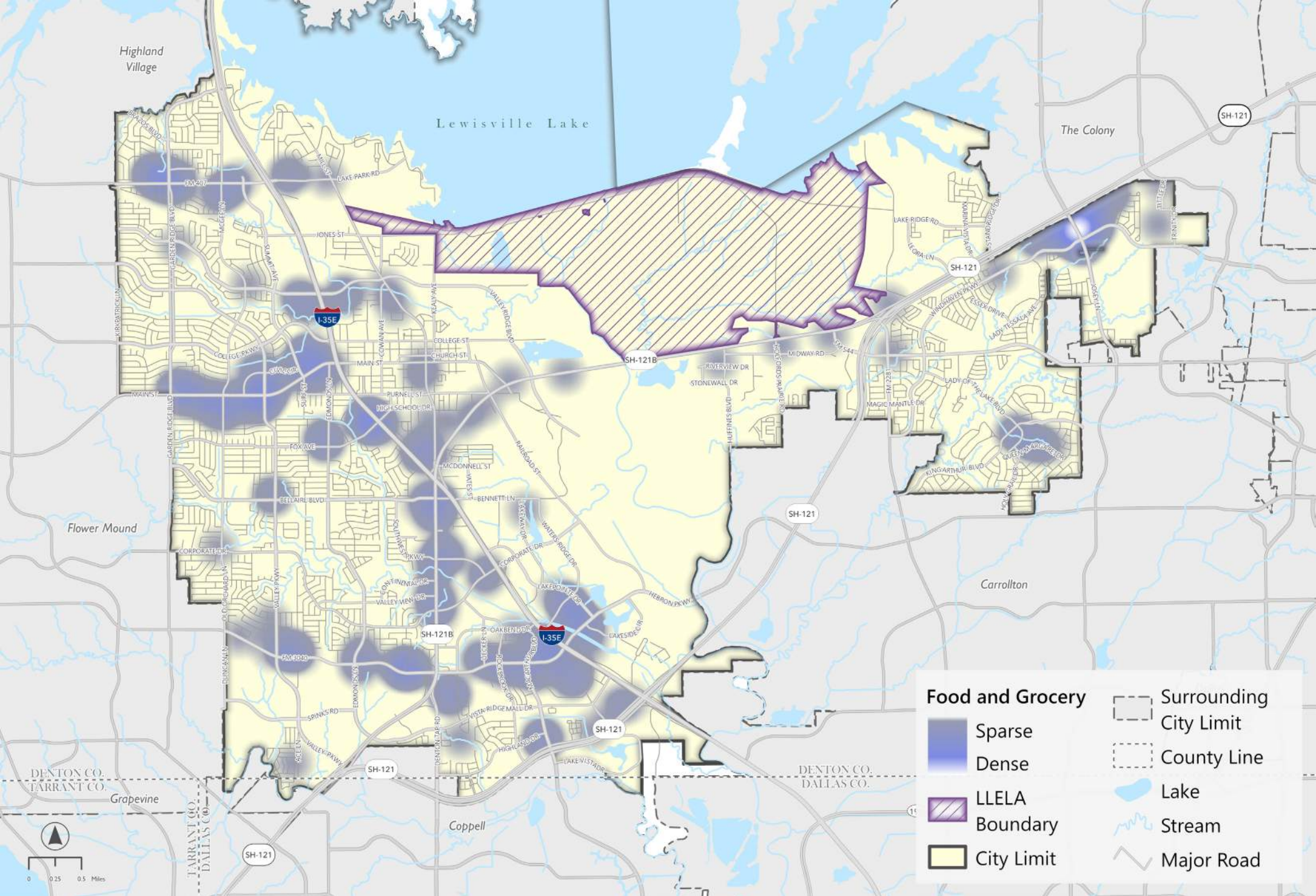
The Food and Grocery Access Map indicates areas where food and grocery access may not be as accessible, primarily in the southwest and eastern parts of Lewisville.



Lewisville recorded 1,711.5 offenses per 100,000 people in 2023-2024, indicating generally safe conditions compared to other cities in the Dallas-Fort Worth region.



Although the total number of vehicle crashes decreased by 6.7 percent from 2019 to 2024 in Lewisville, the number of crashes involving cyclists and pedestrians increased from 0.9 percent in 2019 to 2.2 percent in 2024 (TxDOT CRIS).



Map 4. Food and Grocery Access

EMERGING TRENDS

This section highlights several planning trends that have been identified as important to Lewisville by community members and the planning team. While not a comprehensive list of all emerging practices, these trends reflect areas where the city can adapt to changing needs, support long-term resilience and continue improving the quality of life for residents.

Artificial Intelligence

Artificial intelligence (AI) is an emerging technology that is reshaping how communities plan, grow and deliver services. The examples below highlight common ways cities across the country are incorporating AI into local government operations, although they are not specific to Lewisville.

- **Transportation management:** using AI for street network design and traffic analysis.
- **Urban design:** analyzing built environment features such as benches, streetlights and public spaces.
- **Waste management:** optimizing collection routes and disposal systems.

Simultaneously, research has also raised awareness regarding the environmental impact of AI, particularly its energy and water demands (*APA Trend Report for Planners*, 2025). As data centers rapidly expand in Texas, it is essential to weigh both the opportunities and challenges of AI and consider how this innovation must be balanced with the future of local communities.

In addition, the use of AI can affect employment opportunities and poses risks to the economy. Research suggests that jobs involving administrative and knowledge work, such as translators, historians and writers, have higher risks of being replaced by AI. Meanwhile, there may be an increase in jobs with low AI exposure such as health care (*Fortune*, 2025). It is vital for the city to monitor the impacts of AI on its employment market.

The City of Lewisville is leveraging AI to support daily operations. Various departments use AI to perform predictive traffic and infrastructure analysis and to assist with administrative functions, such as summarizing and translating large volumes of data. These applications have improved work efficiency and accuracy, allowing City staff to focus on higher-priority initiatives. As new AI tools continue to emerge, the City is actively exploring additional opportunities to use AI and other emerging technologies. Expanded use of AI is expected to enhance communication, improve public safety and streamline workflow across the organization.



*Artificial intelligence (AI) is reshaping how communities plan, grow and deliver services. Additionally, the demand for data center development brings environmental impacts, particularly related to energy and water demands (*APA Trend Report for Planners*, 2025).*

Third Spaces

“Third spaces” are settings that people frequent outside of their homes and workplaces, designed for individuals to gather, socialize and meet others, such as parks, libraries or even local coffee shops. In recent years, the concept of third spaces has gained popularity across various social media platforms, encouraging people to seek out and frequent these spaces. For example, during a *Lewisville 2035* engagement conducted with high school students at Lewisville High School (LHS) Harmon, students noted the need for more third spaces dedicated to teens, revealing the interest amongst younger generations. As the demand increases, cities should consider the distribution of third spaces across neighborhoods and age groups.



Community Health and Planning

Planning decisions directly influence community health by shaping daily behaviors, access to resources and exposure to environmental conditions. Land use patterns that place homes near parks, trails and healthy food options support active living and improve access to nutritious foods. Safe street networks that prioritize walking and bicycling reduce reliance on automobiles and encourage physical activity. Public spaces such as plazas and community gardens strengthen social connection and reduce isolation, which is an important factor in mental and social well being. The COVID-19 pandemic further underscored the importance of human connection to overall health, highlighting the value of accessible and welcoming public spaces that allow residents to remain engaged with their community.

The City of Lewisville has advanced these goals through several initiatives, including the *Healthy Infrastructure Plan*, which links mobility, parks and built-environment improvements to better health outcomes. Complete neighborhoods that bring housing, services and recreation closer together help reduce long commutes, lower stress and improve overall quality of life. Efforts that expand tree canopy, manage stormwater and improve air quality also support resilience during extreme weather. While planning cannot address all community health or mental health needs on its own, aligning land use, mobility, housing and environmental design helps create places that offer residents opportunities to feel connected and supported within their neighborhoods.



Denton County has approximately 1 mental health provider for every 510 residents, about half the recommended level of 1 provider for every 250 residents, highlighting a significant gap in access to mental health support.

Urban Air Mobility

As cities explore new transportation technologies, urban air mobility has emerged as an increasingly viable form of transportation for moving goods and people within and around cities. Interest in drone deliveries and “vertical take-off and landing” (VTOL) aircraft has expanded the thinking about traditional forms of transportation. While the Federal Aviation Administration (FAA) regulates the use of aerial vehicles when airborne, cities still hold responsibility for land use decisions related to ground operations. Any facility where drones launch, land, charge, store, load or interact with people or goods is fundamentally a land use consideration, subject to zoning, site planning and local review.

The growth of drone services, ranging from package delivery to emergency response services, reveals the need for communities to consider both local and federal regulations governing their use. In 2025, the City authorized two drone delivery companies to operate within the city limits in partnership with Walmart. These programs reflect Lewisville’s efforts in using new technologies to improve quality of life.

Many cities across the state, such as Austin and Houston, have reached agreements with advanced air mobility companies that are piloting VTOL services (*APA Trend Report for Planners, 2025*). These innovations have the potential to offer faster, alternative modes of travel that can reduce commuter times and reshape urban connectivity. During the first Community Vision Workshop, many participants expressed interest in utilizing these types of services in the future (see notes on page 33). Mentions of air taxis were popular as people envision how they would like to get around Lewisville in the future. The city may leverage its proximity to the Dallas-Fort Worth Airport to introduce these technologies to Lewisville.



Comments received on a board during the first Community Vision Workshop.



Example of an unmanned aerial vehicle.

Mixed-Use Development and Value

Mixed-use development continues to deliver significant community value by concentrating housing, employment and amenities within a walkable and compact footprint. These areas reduce transportation costs, shorten daily trips and strengthen the local economy by supporting small businesses and creating environments where residents can meet multiple needs close to home. An example of a mixed-use development in Lewisville is the Realm at Castle Hills. The fiscal implications of development patterns further reinforce the value of compact, mixed-use environments.

Understanding fiscal impacts is essential when planning future land uses because different development types produce different levels of tax revenue and require different levels of public investment. Mixed-use and higher-intensity development located near a city’s core tend to generate more revenue relative to their service demands, while smaller neighborhood nodes provide local access without overextending public infrastructure. Evaluating factors such as employment generation, market demand, diversification of uses, pressure on city services and private-sector interest helps ensure that new development supports long-term fiscal health.

Missing Middle Housing

Housing trends highlight the importance of “missing middle” housing as communities work to provide a range of attainable and context-sensitive options. Missing middle housing includes small lot single family homes such as cottage courts, duplexes, accessory dwelling units and contextually scaled multi-dwelling buildings that complement existing neighborhoods. These housing types offer attainable options for residents in different life stages, including young families, young professionals and empty nesters, and support the concept of complete neighborhoods by offering a mix of price points and models for rent or sale. Since the *Lewisville 2025* plan, the city has made significant efforts to expand housing diversity through changes made in the UDC and design standards.



Missing middle housing is a growing planning trend that Lewisville has kept up with in the last several years, indicating a growing housing mix.



Missing middle housing is a key to support aging in place by providing seniors with a variety of housing options that are attainable for all income levels.

Figure 8. Missing Middle Housing



Economic Mobility

Economic mobility is the ability of individuals or families to improve their economic status over time. Access to education, job training and life-cycle housing options plays a critical role in expanding opportunities and achieving economic mobility. The Urban Institute's Upward Mobility Framework defines upward mobility as individuals and communities having three elements: dignity and belonging, economic success and power and autonomy. Communities must strengthen five pillars to allow their residents to foster these outcomes:

- Rewarding work
- High-quality education
- Opportunity-rich and inclusive neighborhoods
- Healthy environment and access to good health care
- Responsive and just governance

The City recognizes the importance of these pillars and has made strategic investments to equip its residents to improve their economic well-being.

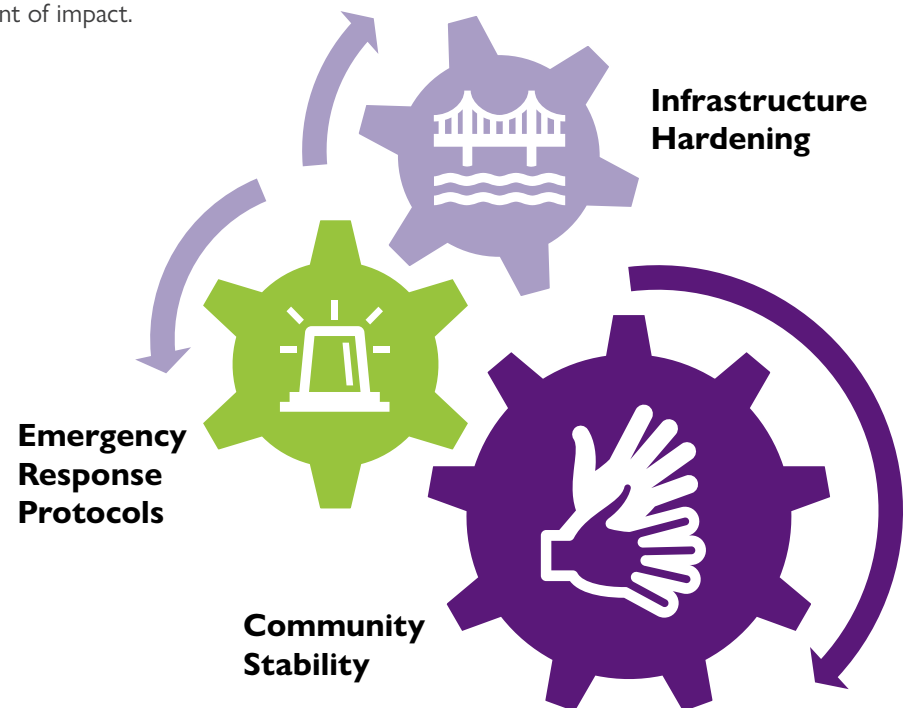
In 2025, Lewisville was named as one of 15 municipalities in the country as the ICMA 2025 Economic Mobility and Opportunity Peer Learning Cohort. Through this program, the City received grant funding to conduct a community needs assessment in the 75057 ZIP code, which had previously been identified as a childcare desert. The assessment confirmed a significant need for expanded childcare and continuing education opportunities to help residents advance their economic mobility. The City is currently evaluating existing programs to identify service gaps and exploring new resources and partnerships to support residents in achieving upward mobility.

Community Resilience

In addition to hardening infrastructure, resilience also requires strengthening community and social networks to help residents be better prepared and recover more quickly from major impacts. Community resilience encompasses the complete ability of a community to work together to relieve the effects of shocks and stressors. This effort is year-round and must begin with addressing the barriers and hardships residents face.

Social and economic issues, such as economic hardships, age, disability, chronic health issues, language barriers and a lack of transportation, are directly tied to resilience, as they shape how well residents can withstand and recover from disruptions. These shocks and stressors often impact low- and moderate-income (LMI) and marginalized communities "first and worst," placing them at the forefront of impact.

With this in mind, communities should develop and implement plans that prioritize increasing community resilience and access. For Lewisville, resilience planning must directly address the challenges identified by residents during engagement efforts, including the rising cost of housing, growing traffic congestion, limited access to grocery stores and food, frequent power outages and the intensifying impacts of extreme heat. As the city prepares for 2035, addressing these items will help Lewisville residents withstand and recover from impacts more easily.







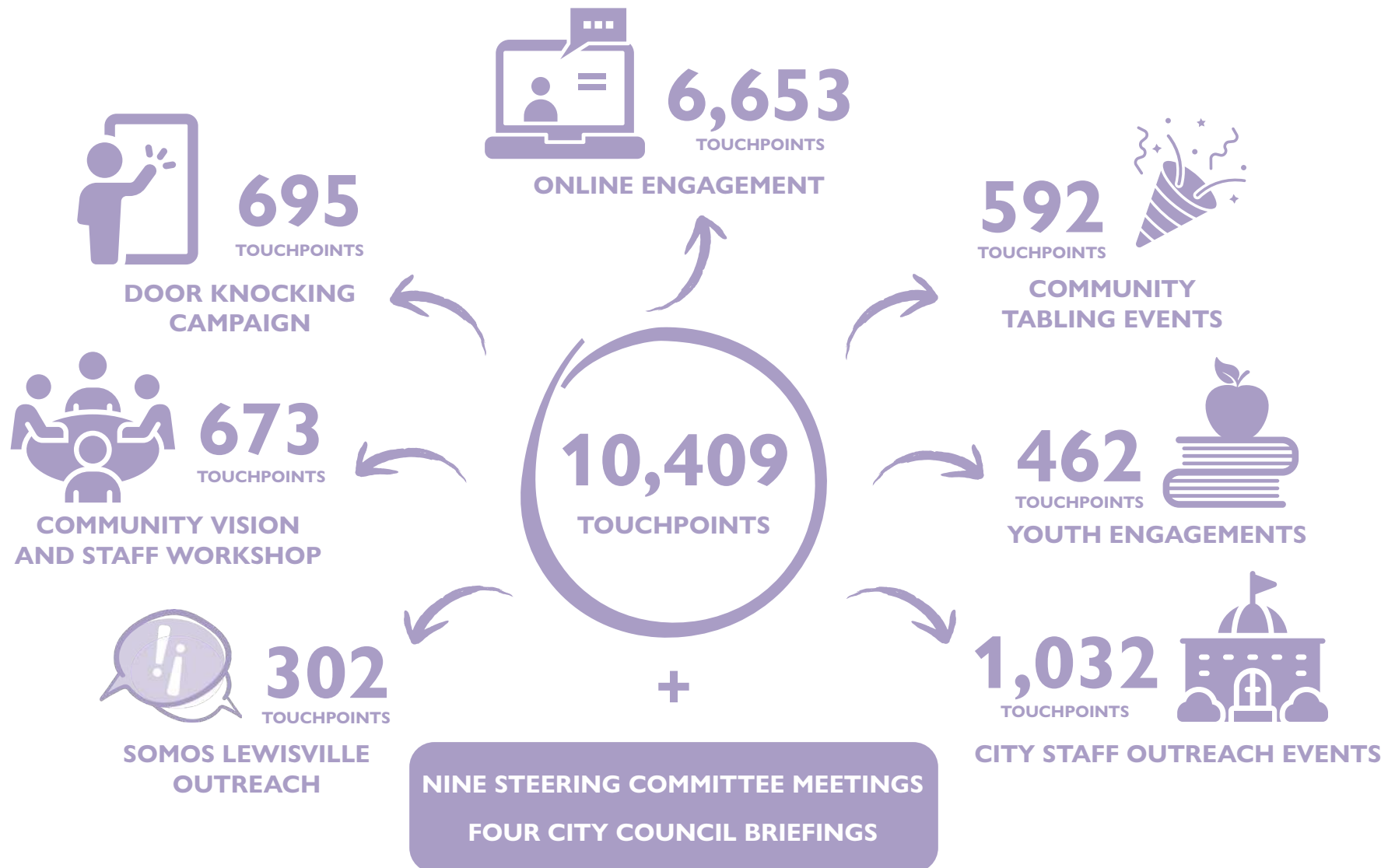
COMMUNITY INPUT

CHAPTER OVERVIEW

The Community Input chapter summarizes what residents, workers, students and stakeholders shared during the BIG Issues phase. This chapter highlights the themes, priorities and ideas gathered through workshops, surveys and community touchpoints that directly informed the identification of Lewisville's BIG Issues. While this section focuses on input collected specifically for the BIG Issues phase, additional engagement activities and detailed summaries will be included in the appendix for broader context.



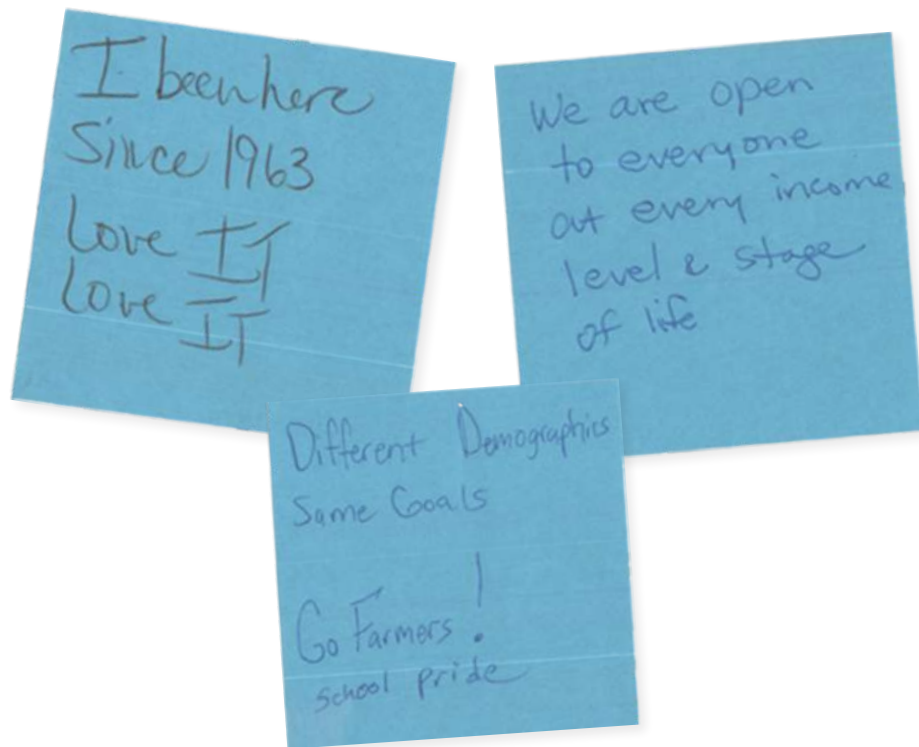
ENGAGEMENT SNAPSHOT



COMMUNITY FEEDBACK

Outreach Approach and Philosophy

For *Lewisville 2035*, community visioning involved providing stakeholders with a platform to guide the planning process and to inform their elected and appointed decision-makers about their ideal future. Throughout the BIG Issues phase of the planning process, residents and stakeholders were invited in various formats to provide input, contribute and support *Lewisville 2035*. This engagement philosophy was rooted in being convenient, welcoming, interactive and meaningful. This feedback is generally described and summarized in this section.



Comments received on a board from the first Community Vision Workshop.

Additionally, the City of Lewisville recognizes the importance of engaging all facets of its community. The *Lewisville 2035* engagement strategy included the ¡Somos Lewisville! (We Are Lewisville!) initiative to strengthen engagement with Latine, Hispanic and Spanish-speaking residents, businesses and community stakeholders. As outreach progressed, the City adapted its approach to focus on building relationships with local business owners, entrepreneurs and community leaders who serve as trusted community connectors.

Efforts included business outreach, a community outreach table near a local taquería and connections with Lewisville Unidos, a Lewisville Chamber of Commerce group supporting Spanish-speaking business owners and professionals. The City also created *Conectando Lewisville*, a bilingual social media platform sharing project updates, community information and local business stories. These efforts created new pathways for communication and elevated community voices.





2035 Steering Committee

To guide this plan's BIG Issues and subsequent findings and recommendations, the City assembled a group of 120 invested and passionate stakeholders as the 2035 Steering Committee. The Committee was tasked with providing input, reviewing community feedback and steering the overall findings and recommendations of *Lewisville 2035*. To further focus the Steering Committee's objectives and conversations, eight subcommittees were formed to cover all aspects of community life and experience in Lewisville. These eight subcommittees included:

- **Natural Lewisville:** Focused on green space, environment and sustainability.
- **Growing Lewisville:** Focused on shared economic prosperity, including job creation, workforce development, manageable population growth, new development, redevelopment and support for small businesses.
- **Connected Lewisville:** Focused on connecting people physically, digitally and socially through infrastructure such as streets, trails and by other means.
- **Safe Lewisville:** Focused on public and transportation safety.
- **Engaged Lewisville:** Focused on communication, public outreach, civic pride, community and diversity.
- **Livable Lewisville:** Focused on housing options, housing affordability and residential quality of life, including public services, like trash pickup and libraries, and private-sector amenities, such as grocery stores.
- **Playful Lewisville:** Focused on parks and recreation, vibrant public spaces, arts, culture and entertainment.
- **Innovative Lewisville:** Focused on education, technology, change and being "future-ready."

As part of their involvement, the 2035 Steering Committee members were asked to participate through a publicly available "What's Next Workbook," with questions including:

- What does a thriving Lewisville look like in 2035?
- What challenges are residents facing right now?
- What do you want to see Lewisville protect and grow?
- What are some changes you would like to see?

The answers to these questions were ultimately used to develop the subcommittees.



Participants at the Staff and Community Vision Workshops identified mental health and social services as essential safety components.



The Steering Committee noted that innovative technologies are necessary to keep Lewisville competitive.

Tabling and Community Touchpoints

A significant portion of community touchpoints involved *Lewisville 2035* tabling stations at various community festivals and meetings, where the project team was present to answer questions and solicit general feedback from the public through surveys, interactive boards and conversations. Boards posted at tabling events requested feedback using the following prompts in both English and Spanish:

- In 2035, I want Lewisville to be known for...
- Lewisville's greatest strength is...
- Lewisville is different from any other city because...
- If I could change or improve one thing about Lewisville, it would be...
- The most critical issue facing Lewisville is...
- The single most important thing the City could do to help me thrive in Lewisville is...

Fiesta Charra *¡Somos Lewisville!*

Fiesta Charra was held on May 25, 2025, at Bill Weaver Arena from 4:00 p.m. to 10:30 p.m. Approximately 88 people visited the table and provided input for the plan. Respondents expressed interest in the city expanding programs and opportunities for younger generations and families.



INPUT CONTEXT

Frequent mentions of sidewalks, bike lanes and safer crossings for pedestrians from the Western Days and Sounds of Lewisville events.

Sounds of Lewisville

Sounds of Lewisville was held on July 2, 2025, at Wayne Ferguson Plaza from 5:30 p.m. to 7:00 p.m. Approximately 50 people visited the table and provided input for the plan. Respondents appreciated existing high-quality community spaces and amenities, as well as the community events and people in the city. They identified road and highway construction and slow zoning processes as some of the most critical issues facing Lewisville. Lastly, respondents shared their desires for increased shops, restaurants and amenities.

First Fridays in Old Town

First Fridays was held on August 1, 2025, in Old Town Lewisville from 6:00 p.m. to 9:00 p.m. Approximately 60 people visited the table and provided input to the plan. Respondents highlighted the city's aspiration and strength as a trait of a good community. They also identified areas for improvement, including infrastructure, business retention and amenities.



INPUT CONTEXT

Residents also noted the importance of beautification for prosperity during community touchpoints.



INPUT CONTEXT

Family-friendliness, community events and small-town charm were also identified as defining characteristics of the city's character in the online survey and tabling activities.

Park(ing) Day *¡Somos Lewisville!*



Park(ing) Day was held on September 19, 2025, at the shopping center located at 1305 State Highway 121, Lewisville, TX 75067, from 11:00 a.m. to 3:00 p.m. Approximately four people visited the table and shared feedback on the plan. Participants highlighted the importance of affordable housing, bike and pedestrian safety and small business development. Several residents noted the need for improved infrastructure along I-35E and SH-121 Business, more green spaces with native plants and updates to the *Thoroughfare Plan*.



INPUT CONTEXT

Housing attainability and the need for more entry-level home options were frequently raised during the touchpoint campaign, especially by young families, single adults and seniors.



Western Days

Western Days was held on September 26th and 27th, 2025, in Old Town Lewisville. The project team set up interactive and informational boards from 4:00 p.m. to 8:00 p.m. on September 26th, and from noon to 8:00 p.m. on September 27th. The project team interacted with approximately 290 people across the two-day event. Respondents emphasized the importance of quality housing that contributes positively to the community's vision and entertainment spaces that attract tourism and recognition, similar to the city of Grapevine's Harvest Hall and Hotel Vin.



Festivals, music, public art and neighborhood gatherings are recurring themes in the online survey, steering committee, Staff and Community Vision Workshops and other community touchpoints.

National Night Out

National Night Out was held on October 7, 2025, across multiple neighborhoods and apartment communities. The project team and City staff 2035 engagement team joined Lewisville Fire and Police Department staff at various locations to engage residents in conversations about community safety and the city's future. Throughout the evening, the team spoke with approximately 250 residents across the city. Participants highlighted the importance of continued efforts toward neighborhood beautification, improving traffic safety and addressing traffic congestion. Many residents also expressed appreciation for the City's commitment to preserving green spaces and expanding trail connections to enhance walkability and reduce reliance on vehicles.

Hispanic Heritage Month *¡Somos Lewisville!*



The Lewisville Public Library hosted a Hispanic Heritage Month Celebration on October 4, 2025, at 11:00 a.m. Approximately 25 people of various ages visited the table and provided input for the plan. Residents shared a vision of a thriving Lewisville in 2035 that includes expanded parks and green spaces, park and trail conservation, more Spanish-language content and vibrant local landmarks. Some noted the importance of addressing traffic and freeway connections and maintaining accessible routes along I-35E and SH-121 Business. Participants mentioned crime near apartments along SH-121 Business as a current concern, while others emphasized reducing warehouse development in South Lewisville, expanding public transportation through DCTA and preserving and growing ethnic restaurants.



Participants of the Community Vision Workshop and tabling events desire safer crossings and bike infrastructure.

Staff & Community Vision Workshops

As part of the *Lewisville 2035* engagement effort, the City hosted a series of two workshops to give Lewisville staff and residents the chance to share their perspectives on the city's future. Spanish translation services were provided to attendees via a third-party application.

Eight different stations were set up at the events, each representing a subcommittee of the 2035 Steering Committee: Natural Lewisville, Growing Lewisville, Connected Lewisville, Safe Lewisville, Engaged Lewisville, Livable Lewisville, Playful Lewisville, and Innovative Lewisville.



Natural Lewisville

Staff emphasized the importance of protecting and enhancing the city's natural environment through more trees, shade, trails and sustainable practices. Protection of wildlife, better pollution management and education on environmental stewardship were also priorities. Winter weather, extreme heat and power outages were identified as the most significant stressors, underscoring the need for resilience and climate preparedness.

Public participants emphasized the importance of protecting and enhancing the natural environment. Top priorities included more trees and shaded trails, protection of wildlife areas and sustainable energy practices. Community members noted winter freezes, power outages and extreme heat as the most pressing shocks they have experienced.

INPUT CONTEXT

Power outages are cited as one of the most stressful effects of climate shocks by Community Vision Workshop participants, with similar themes highlighted in the Steering Committee.

INPUT CONTEXT

Better lake access and recreational connections to LLELA and Lake Park were common themes in the online survey, Steering Committee, Staff and Community Vision Workshops.

INPUT CONTEXT

Tree canopy, wildlife and environmental preservation are recurring themes from the Steering Committee, Staff and Community Vision Workshops and other community touchpoints.

INPUT CONTEXT

Online survey respondents, the Steering Committee, and participants at the Staff and Community Vision Workshops identified extreme weather events as critical issues that require preparation.

Growing Lewisville

Staff supported attracting technology, healthcare and municipal jobs while continuing to nurture small businesses. Balancing higher-density growth with housing affordability and sufficient infrastructure emerged as a key challenge for long-term prosperity.

Economic prosperity was closely linked to revitalizing aging corridors and supporting small businesses. Public participants expressed a desire for more diverse retail, dining and grocery options, while also encouraging job growth in technology, healthcare and education.



INPUT CONTEXT

Input from the Community and Staff Vision Workshops called for attracting higher-wage, technology and healthcare jobs.



INPUT CONTEXT

Revitalization of aging commercial areas and corridors (SH-121 Business, The Vista mall) was ranked as a top priority from the online survey, Steering Committee, Staff and Community Vision Workshops and other community touchpoints.



INPUT CONTEXT

More jobs, housing, and gathering spaces for young adults were mentioned in the online survey, Steering Committee, Staff and Community Vision Workshops.

• Affordable spaces for small businesses
• AI, IOT, Autonomous systems, 6G, tech

More technical training and jobs TSTC

Comments received on a board during the first Community Vision Workshop.



INPUT CONTEXT

Feedback from the online survey, Staff and Community Vision Workshops and other community touchpoints called for supporting small/local businesses and training programs.

Connected Lewisville

Improved walkability and safer intersections were central to staff feedback, alongside continued support for biking and mixed-use areas. While cars remain dominant, participants want better pedestrian environments and local transit options that reduce reliance on personal vehicles. Popular ideas for building community included neighborhood events, block parties and farmers markets that help residents connect in informal, organic ways.

Public participants expressed strong interest in improved walkability, safer intersections and more reliable transit options. Walking, biking and rail were all highlighted as future priorities, along with addressing congestion on major roads.



INPUT CONTEXT

According to community input from the Community Vision Workshop, the biggest challenges for getting around were congestion, unsafe intersections and a lack of bus and bike infrastructure. Most of the challenge areas were specifically identified near I-35E and Main Street, which is currently under construction by TxDOT.



INPUT CONTEXT

Input received during engagements revealed that some residents are unaware of GoZone as a public transit option, highlighting an opportunity to increase awareness and better communicate the service and its availability to Lewisville residents.



INPUT CONTEXT

Public safety is ranked as one of the top priorities based on feedback from the online survey and the Steering Committee.

Safe Lewisville

Staff prioritized investments in lighting, mental health and social services and safer intersections. Many identified the I-35E and SH-121 Business areas as key locations where roadway design and pedestrian safety improvements are most needed.

A safer Lewisville was described as having well-lit streets, more visible policing, safe intersections and investments in mental health and social services. Public participants noted that safety also means being able to walk anywhere in the city without fear.



INPUT CONTEXT

Online survey and Community Vision Workshop participants desire community engagement opportunities and events in neighborhoods inside and outside of Old Town.

Engaged Lewisville

City employees expressed strong pride in Lewisville's culture of service. Old Town, Lake Lewisville and festivals were cited as important to the city's identity, but staff encouraged expanding outreach, events and art beyond central areas. Volunteerism, youth programs and multicultural events were viewed as key tools for strengthening civic pride and inclusion.

Public participants were proud of Lewisville's diversity, small-town feel and community events. Many called for more festivals, public art and outreach beyond Old Town into neighborhoods like Castle Hills and southern Lewisville to strengthen community spirit.



INPUT CONTEXT

Old Town, strong community pride and a rich mix of cultures emerged as core elements of Lewisville's identity through the Community Vision Workshop, Steering Committee discussions and the Staff Vision Workshop.



INPUT CONTEXT

A desire for more outreach, event-based engagement and volunteering opportunities was a recurring theme in the online survey and the Steering Committee.



INPUT CONTEXT

The need for more grocery stores, coffee shops, small-scale retail, and neighborhood gathering spaces is a strong recurring theme from the online survey, Steering Committee, Staff and Community Vision Workshops and other community touchpoints.

Livable Lewisville

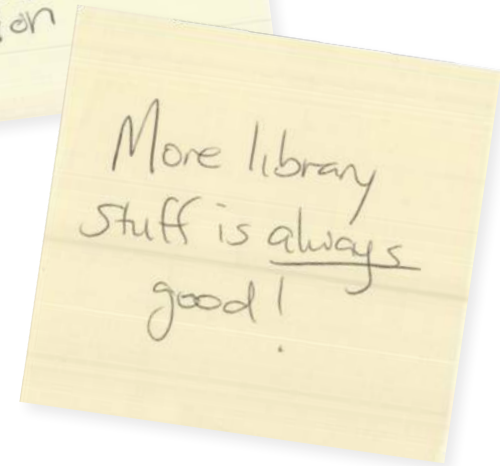
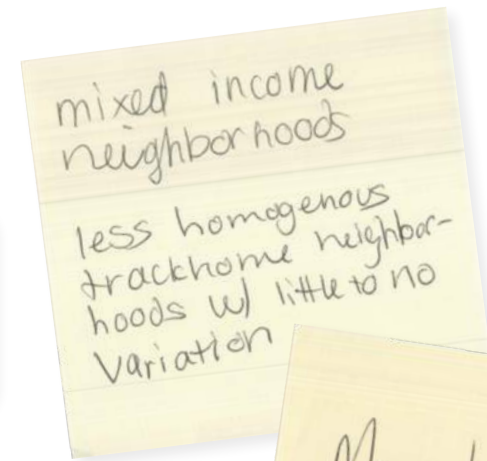
Amongst staff, livability was defined by convenient access to libraries, trails, recreation centers and parks. Staff expressed high demand for grocery stores, and family-friendly dining and gathering spaces. A preference for single-family homes and “missing middle” housing types, such as cottage courts and townhomes, highlighted the need for diverse, affordable and attainable housing options.

Amongst public participants, livability was defined by access to libraries, Thrive, LLELA, parks and trails. Residents identified a need for more grocery stores, coffee shops and affordable housing types. Overall, residents were open to seeing a more diverse housing mix, while ensuring that they were accessible to people of different incomes and stages of life.



INPUT CONTEXT

Feedback from the Community Vision Workshop called for adding additional affordable senior living options to the current housing mix.



Comments received on a board during the first Community Vision Workshop.



INPUT CONTEXT

Strong support for better lighting, walkable streets, visible policing, and mental health services from the Staff and Community Vision Workshops.



Playful Lewisville

Thrive, LLELA and Central Park remain highly valued facilities, though staff noted the need for better trail lighting, dog-friendly amenities and convenient park hours. Restaurants, breweries and the lakefront were favored venues for social and family celebrations.

Expanding music events, festivals and neighborhood gatherings was seen as a way to enhance vibrancy. Thrive, Central Park, and LLELA continue to be beloved spaces, and public participants want more teen-friendly and neighborhood-scale gathering places.



INPUT CONTEXT

Youth programs, education partnerships, and workforce development were highlighted in the online survey, Steering Committee, Staff and Community Vision Workshops.



INPUT CONTEXT

Feedback from the Community Vision Workshop identified the need for more teen-friendly and neighborhood-scale gathering spaces.



INPUT CONTEXT

Staff and Community Vision Workshop participants emphasized the need for “future-ready” investments for emerging technologies, smart infrastructure and STEM education.

Innovative Lewisville

Staff envisioned a smart, adaptable and connected Lewisville in the future. Redevelopment of the mall and lakefront, green technology and public art were top priorities. Investments in AI, drones, smart traffic systems and workforce training, alongside public Wi-Fi and Science, Technology, Engineering and Mathematics (STEM) education, were identified as crucial for positioning Lewisville as a technology-forward and resilient city.

To prepare for the future, public participants supported investments in green energy, STEM education, smart infrastructure and digital access. Smart infrastructure, renewable energy and public Wi-Fi were highlighted as investments that would help Lewisville remain “future-ready.”

Online Engagement

LewisvilleTX2035.com

The *Lewisville 2035* planning process included an extensive digital footprint, with tools ranging from a project website (LewisvilleTX2035.com) with interactive updates and engagement activities to publications on the City's social media profiles. The project website was used to publicize upcoming engagement opportunities, provide an ongoing method for submitting feedback and publish *Lewisville 2035* materials as the project progressed. Integrated translation functions allowed non-English-speaking website visitors instant access to the website's information. The website is viewed most frequently in English, Spanish and Chinese.



Attainable housing was ranked as one of the most critical issues and a top future priority in the online survey.



Online survey results identified the need for more family-friendly entertainment and community events.



The Lewisville 2025 plan's "Green Centerpiece" and "Extending the Green" BIG Moves received over 70 percent strong support in the online survey.

Online Survey

The project team launched an online survey from May 23 to July 18, 2025, to understand Lewisville residents' thoughts and visions for the city. 119 responses were received. Key findings include:

- Respondents envision the future of Lewisville as a city with diverse housing and business options, quality open space and amenities, strong community character and economic vitality.
- Lewisville's strengths lie in its strong community spirit, advantageous physical location in the Dallas-Fort Worth Metroplex and commitment from City leadership and staff.
- There is continued support for the *Lewisville 2025 BIG Moves*.
- Respondents believe that revitalization of aging commercial corridors and areas will be a high priority in the future, presenting an opportunity to increase shopping and entertainment options.



Online survey respondents and the Steering Committee supported attracting higher-paying jobs.



Pedestrian and bicyclist safety is a recurring theme in the online survey and the Steering Committee.

Conectando Lewisville ¡Somos Lewisville!



The *Lewisville 2035* planning process included a concerted effort to reach the city's Latine and Hispanic communities through social media platforms like Facebook and Instagram. Deemed *Conectando Lewisville* (or *Connected Lewisville*), this initiative provided a digital space for civic participation and ongoing dialogue around the plan, presented in a family-friendly format that incorporates entertainment, community resources and City updates. Twice a month throughout the planning process, the project team shared information, spotlighted local businesses and linked community stories to *Lewisville 2035* under the *Conectando Lewisville* initiative.

Youth Engagement

The City made a concerted effort to engage younger generations and their families during the *Lewisville 2035* planning process. The project team participated in several school-sanctioned activities to meet parents and students and discuss the plan, including:



Increasing youth-friendly amenities was brought up by parents and teachers at school tabling events.



LISD Back-to-School Fair ¡Somos Lewisville!



As part of the early engagement efforts for *Lewisville 2035*, the team participated in the LISD Back-to-School Fair on July 29, 2025 from 4:00 p.m. to 8:00 p.m. at Hedrick Middle School. The event provided an opportunity to introduce the *Lewisville 2035* plan and invite families to participate in shaping the future of Lewisville. Conversations with parents and students provided valuable insight into their experiences living in the city, what they appreciate about the community and opportunities they would like to see improved. Feedback highlighted community priorities such as housing needs, more walkable neighborhoods, continued investment in parks and recreation spaces, and additional programming and activities for youth. Approximately 120 people of various ages visited the table, and around 60 participants submitted a survey providing input for the plan.

Castle Hills Meet the Teacher Night

Castle Hills Elementary Meet the Teacher Night was held on August 12, 2025, from 5:30 p.m. to 6:30 p.m. The project team set up interactive and informational boards inside the school and manned a table with handouts, coloring pages and interactive toys. Interested parents and students were asked to provide feedback for the plan. Approximately 35 adults visited the table, with several encouraging their children to engage with the interactive boards and table handouts. Naturally, many families identified the Castle Hills area as their place of residence, with a few outside of the city limits.

Youth Action Council

On September 1, 2025, the City of Lewisville team presented to the Youth Action Council and their families about the *Lewisville 2035* plan. The team spoke with approximately 20 aspiring young leaders in Lewisville and encouraged them to participate in the planning process.

LHS Varsity Football Game

On September 4, 2025, the LHS Fighting Farmers took on the Byron Nelson Bobcats under the lights of Max Goldsmith Stadium. The project team attended the football game to engage with interested students and attendees and receive feedback for the plan. The team interacted with approximately 75 people, and the Farmers walked away with a 38-21 victory over the Bobcats.



Central Elementary Fiesta ¡Somos Lewisville!

Central Elementary Fiesta event was held on September 5, 2025, from 5:00 p.m. to 7:00 p.m. The project team set up interactive and informational



A consistent theme across community feedback was the need for more third spaces, with LHS Harmon students stressing the importance of free gathering places that are welcoming and accessible.



INPUT CONTEXT

During the LHS Harmon land use exercise, the YAC and other high school students expressed their desire to stay in Lewisville as they grow older. However, they emphasized that their ability to do so will depend on access to future job opportunities and amenities that appeal to younger generations.

boards inside the school and manned a table with handouts, coloring pages, and giveaways. Interested parents and students were asked to provide feedback for the plan. The project team interacted with approximately 50 people, who were encouraged to leave comments on the interactive boards and complete the “What’s Next Workbook” published on the project website.

LHS Harmon Land Use Activity

On September 29, 2025, the *Lewisville 2035* team presented to LHS Harmon students enrolled in classes geared toward marketing, entrepreneurship, and business, as well as the Student Council. Students received a brief presentation on the field of community planning, along with high-level demographic information about the City of Lewisville. Students were then asked to engage in a land-use activity using different-colored building blocks with associated population and job densities. Overall, approximately 100 students participated across three class periods.

City Council Input

The planning process began with a City Council work session, ensuring from the outset that the project moved forward with Council’s guidance and that Council members were involved from the very beginning. Throughout the process, the project team continued to provide periodic briefings to share progress and gather feedback at key stages of the plan’s development. Council members also participated directly in the community engagement process, attending many of the public events and Community Vision Workshops and hearing firsthand from community members.

Council input helped shape both the substance of the plan and how it communicates the community’s vision and priorities, including support for a shorter, more approachable plan format. Council also provided feedback on the BIG Ideas as they evolved and responded positively to the 2035 Vision Tapestry as a way to organize the BIG Moves and Threads into a connected framework. Council’s early guidance, ongoing feedback and participation in community engagement helped refine the plan’s content and structure and ensured its development remained connected to both Council direction and community input as it progressed toward implementation.

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Natural Lewisville
Lewisville's Natural Resources
2015



LEWISVILLE GRAND THEATER

B!G ISSUES

“Community thrives when people work toward common goals and solve problems together. It’s built on collaboration, open communication and respect among all members. Lasting communities are anchored by teamwork and shared responsibility.”

– Angela Self, FAICP, Community Vision Workshop #1 (2025)

“La comunidad prospera cuando las personas trabajan hacia metas comunes y resuelven problemas juntas. Se construye a través de la colaboración, la comunicación abierta y el respeto entre todos sus miembros. Las comunidades duraderas se sustentan en el trabajo en equipo y la responsabilidad compartida.”

– Angela Self, FAICP, Taller de Visión Comunitaria #1 (2025)

[Traducción propia]

CHAPTER OVERVIEW

The findings and recommendations within this plan, *Lewisville 2035*, are rooted in the city's demographic context, historical background and, perhaps most importantly, the community's aspirations for their own future. These contextual elements inform the plan's BIG Issues, which are the findings, opinions and statistics identified as critical to resolve, preserve or otherwise address throughout the *Lewisville 2035* planning effort. This chapter outlines the framework and approach used to identify the BIG Issues, which in turn guide the development of the plan's BIG Ideas Chapter.





ISSUE STATEMENTS

Based on the quantitative analysis and community input presented in the prior chapters, the following BIG Issues reflect on the most significant opportunities and challenges facing Lewisville today. These themes synthesize key findings from demographic trends, housing and economic data, mobility patterns, environmental conditions and extensive public engagement.

22 B!G
Issues

**Strengthening Old Town's Role:**

Ensure Old Town continues to serve as a vibrant center that celebrates Lewisville's identity and sense of belonging.

**Preserving and Enhancing Natural Systems:**

Strengthen conservation, tree canopy and water management to maintain a healthy and resilient environment.

**Supporting Diverse Housing Choices:**

Encourage diverse housing options that meet the needs of all residents while supporting balanced growth and affordability.

**Supporting Arts, Culture and Recreation:**

Build on Lewisville's recreational assets and community events to enrich community life.

**Enhancing Neighborhood Amenities:**

Invest in walkable centers and local services that improve daily convenience and quality of life.

**Revitalizing the Commercial Corridors:**

Reinvest in key corridors to attract new businesses, enhance image and create active, mixed-use destinations.

**Connecting to Lewisville Lake and Nature:**

Expand public access and recreation opportunities along natural features and the lakefront.

**Revitalizing The Vista Mall:**

Reimagine this underutilized center as a mixed-use hub to catalyze economic growth, attract diverse businesses and create a dynamic destination for residents and visitors.

**Supporting Small Businesses:**

Strengthen local entrepreneurship and expanding employment opportunities.

**Preparing for Climate and Weather Events:**

Build community resilience through proactive planning and adaptive infrastructure.

**Building Infrastructure Resilience:**

Invest in durable, efficient and sustainable systems for the long term.

**Expanding Local Employment:**

Attract diverse, higher-paying industries and support workforce training to strengthen Lewisville's economy, reduce the need for residents to commute and enhance overall quality of life.

**Promoting Safety and Community:**

Ensure that all residents feel safe, welcomed and supported in daily life.

**Improving Transportation Infrastructure:**

Respond to growth by enhancing capacity, connectivity and multimodal options.

**Investing in the Next Generation:**

Build partnerships in education, workforce training and leadership to prepare youth for future opportunities.

**Expanding Mental Health Support:**

Strengthen access to wellness and mental health resources across the community.

**Advancing Accessible Mobility:**

Expand transportation choices that are free, inclusive and easy to navigate by creating safer, more walkable and bikeable links between neighborhoods and local destinations.

**Providing Engaging Public Spaces:**

Design vibrant gathering places that foster social connection and community pride.

**Fostering Stronger Community Engagement & Collaboration:**

Encourage more community-wide and active participation in shaping Lewisville's future.

**Supporting Seniors at All Income Levels:**

Expand programs and services that support seniors at all income levels to age in place.

**Attracting and Retaining Young Professionals:**

Offer environments and opportunities that support career growth and active lifestyles.

**Adapting to Emerging Technologies:**

Leverage innovation to improve services, connectivity and quality of life.

How to Use This Section

Each BIG Issue page follows the same layout to clearly communicate the challenges and opportunities identified through the community engagement process. At the top of the page, an **Issue Statement** summarizes the central challenge or opportunity expressed by residents and stakeholders. This is followed by a **Challenge Summary**, a brief paragraph that describes why the issue matters, what conditions are driving it and how it affects Lewisville's future.

Below this, the **Source Table** highlights where the issue surfaced during the BIG Issues phase, referencing if the supporting information came from planning, engagement and/or data gathering. Every table also includes a cross-reference to the page number where the context is mentioned, making it easier for the reader to navigate each chapter.



PLANNING CONTEXT

The planning context callouts show how each BIG Issue is reflected in current City plans, supported through partner efforts or connected to emerging planning trends.



INPUT CONTEXT

The input context callouts identify which engagement touchpoints support the BIG Issue and highlight the comments shared by residents, staff and other stakeholders.



DATA CONTEXT

The data context callouts highlight quantitative information that supports the BIG Issue and provides measurable evidence of the conditions discussed.

On the right side of the page, the With Action/ Without Action scenarios illustrate the potential outcomes of addressing or not addressing the issue. These short statements show how City decisions can influence long-term community well being, identity and quality of life. This consistent structure across all 22 pages provides a clear, accessible framework for understanding every BIG Issue identified in this process.



WITH ACTION...

These statements reflect how proactive steps can improve community conditions and create positive long-term outcomes for Lewisville.



WITHOUT ACTION...

These statements reflect the potential consequences of inaction and how existing challenges may worsen if the BIG Issue is not addressed.

B!G ISSUE

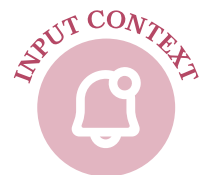
Strengthening Old Town's Role: Ensure Old Town continues to serve as a vibrant center that celebrates Lewisville's identity and sense of belonging.

Old Town remains central to Lewisville's identity as a welcoming, authentic and connected community. Years of focused investment have strengthened its historic character, walkability, gathering spaces and cultural assets, creating a strong foundation for its continued vitality. Moving forward, the City should sustain and build on these investments while balancing resources and attention with the needs and opportunities of other areas across Lewisville. Continued stewardship of Old Town will help preserve its distinctive character and sense of belonging while ensuring that the benefits of thoughtful investment extend throughout the community.



Advances the "Identity, Place & Communications" and "Old Town" BIG Moves from *Lewisville 2025* through ongoing planning efforts and Centennial Celebration initiatives (page 5).

Small area, corridor and various department plans support continued investment in Lewisville's identity and Old Town (page 7).



Old Town, strong community pride and a rich mix of culture emerged as core elements of Lewisville's identity through the Community Vision Workshop, Steering Committee discussions and the Staff Vision Workshop (page 46).

Family-friendliness, community events and small-town charm were also identified as defining characteristics of the city's character in the online survey and tabling activities (page 42).



Residential development trends in Old Town highlight a balanced mix of housing and nonresidential activity that supports neighborhood vitality and strengthens the area as a destination for living, dining and community events (page 28).



WITH ACTION...

Old Town will continue to be one of the core elements of Lewisville's identity and is celebrated by its residents.



WITHOUT ACTION...

Old Town risks becoming a less attractive destination, with increased business stagnation and loss of residents, weakening its vitality and reducing its importance to Lewisville's identity.

B!G ISSUE

Supporting Housing Choices: Encourage diverse housing options that meet the needs of all residents while supporting balanced growth and affordability.

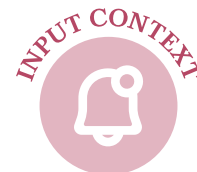
Rising housing costs are limiting options for young families, seniors and single-income households. Ensuring a wide range of attainable housing is critical to maintaining a balanced community and supporting Lewisville's long-term livability. These housing options are essential for retaining existing Lewisville residents and maintaining their quality of life, as well as attracting new residents.



Advances the “Diverse and Thriving Neighborhoods” BIG Move from *Lewisville 2025* (page 5).

Missing middle housing is a growing planning trend that Lewisville has kept up with in the last several years, indicating a growing housing mix (page 34).

The City's *Housing Strategy Plan and Gaps Analysis* identifies the key housing issues in Lewisville. This effort led to the *Affordable Housing Toolkit* that proposes preservation, development and economic mobility strategies to make housing more attainable (page 11).



Attainable housing was ranked as one of the most critical issues and a top future priority in the online survey (page 49).

Housing attainability and the need for more entry-level home options were frequently raised during the touchpoint campaign, especially by young families, single adults and seniors (page 42).



Since 2019, Lewisville's multifamily housing mix has increased by approximately 26.4 percent, reflecting continued evolution within the city's already varied housing stock (page 24).

Nearly 1 in 3 Lewisville homeowners with a mortgage (32.4%) spend 30 percent or more of their household income on housing costs, indicating that a substantial portion of the city's mortgaged homeowners may be housing cost burdened (page 23).

Mortgage payments account for approximately 27.8 percent of household income among Lewisville homeowners with a mortgage (page 23).



WITH ACTION...

Expanded housing choices can increase opportunities for attainable housing options that serve residents across a range of income levels, which helps Lewisville retain its unique identity.



WITHOUT ACTION...

Lewisville residents may face increasing housing cost burdens that limit disposable income and make it difficult to remain in the community.

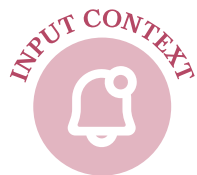
B!G ISSUE

Enhancing Neighborhood Amenities: Invest in walkable centers and local services that improve daily convenience and quality of life.

Access to grocery stores, cafes and neighborhood-serving retail remains uneven across Lewisville. Walkable centers, which are areas where everyday amenities are located within a comfortable walking distance of homes, help concentrate these uses in a way that supports daily needs without reliance on driving. Expanding everyday amenities helps reinforce livability, supports local businesses and reduces the need for residents to travel outside the city for daily needs. Good access to these resources is vital to maintaining a high-quality and healthy lifestyle.



Advances the “Economic Vitality” BIG Move from *Lewisville 2025* (page 5).



The need for more grocery stores, coffee shops, small-scale retail and neighborhood gathering spaces is a strong recurring theme from the online survey, Steering Committee, Staff and Community Vision Workshops and other community touchpoints (page 47).



The Food and Grocery Access Map indicates areas where food and grocery access may not be as accessible, primarily in the southwest and eastern parts of Lewisville (page 29).



WITH ACTION...

Residents in different parts of the city can conveniently access grocery stores and retail to meet their daily needs.



WITHOUT ACTION...

Lewisville residents may need to travel across the city or to surrounding communities to meet their daily needs, which increases their travel burden.





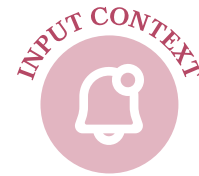
B!G ISSUE

Connecting to Lewisville Lake and Nature: Expand public access and recreation opportunities along natural features and the lakefront.

Although Lewisville Lake and LLELA are key regional amenities, physical and visual access to these natural assets is limited, due to safety and security concerns at Lewisville Lake dam and the need to protect sensitive ecosystems and research in parts of LLELA. Improving trails, wayfinding and recreation connections would help strengthen Lewisville's reputation as a nature-connected and active community. Improving access to these features presents more opportunities for residents to enjoy these natural assets and promote a healthier lifestyle.



Continues the “Green Centerpiece” and “Extending the Green” BIG Moves from *Lewisville 2025* (page 5).



Better lake access and recreational connections to LLELA and Lake Park were common themes in the online survey, Steering Committee, Staff and Community Vision Workshops (page 44).



As of 2024, 84 percent of residents currently live within a 10-minute walk to a park, up from 77 percent in 2023 and 60 percent in 2019 (page 8).

The Tree Canopy Coverage Map shows that approximately 37.15 percent of Lewisville is covered by tree canopy and identifies where this natural coverage is concentrated. Areas with established canopy should continue to be preserved and remain accessible to the community, while areas with limited canopy can be prioritized for targeted tree planting and greening initiatives (page 15).



WITH ACTION...

Improving trails, wayfinding and lakefront connections strengthens access to natural amenities, supports healthier lifestyles and reinforces Lewisville's identity as a connected and active community.



WITHOUT ACTION...

Limited access to Lewisville Lake and natural areas continues to restrict recreation opportunities, weaken community connections to outdoor assets and reduce the city's ability to promote a healthy and active lifestyle.



B!G ISSUE

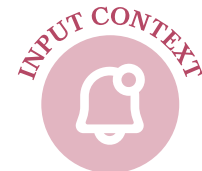
Preserving and Enhancing Natural Systems: Strengthen conservation, tree canopy and water management to maintain a healthy and resilient environment.

Lewisville’s natural systems, such as its lakes, trees, trails and wildlife, are under increasing pressure from development and climate impacts. Preserving and enhancing these assets protects environmental quality, provides recreation opportunities, and contributes to long-term resilience. If the necessary preservation measures are not implemented, the city will likely be at risk of more severe natural hazards in the future.



Advances the “Green Centerpiece” BIG Move from *Lewisville 2025* (page 5).

The “Connected City” resilience partnership and technology projects, Park Design Standards, and the *Sustainability Action Plan* support strong protection of Lewisville’s natural assets (page 8).



The *Lewisville 2025* plan’s “Green Centerpiece” and “Extending the Green” BIG Moves received over 70 percent strong support in the online survey (page 49).

Tree canopy, wildlife and environmental preservation are recurring themes from the Steering Committee, Staff and Community Vision Workshops and other community touchpoints (page 44).



About 16 percent of the city is in the floodplain, excluding Lewisville Lake and LLELA (page 15).



WITH ACTION...

Lewisville improves in environmental quality while the city continues to grow and leverages these natural assets to improve its resilience to climate events.



WITHOUT ACTION...

Natural assets are not sufficiently preserved due to new developments, which may intensify the impact on the city when experiencing severe weather events, such as winter storms and heat waves.

B!G ISSUE

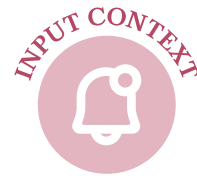
Supporting Arts, Culture and Recreation: Build on Lewisville’s creative and recreational assets to enrich community life.

Residents consistently value arts, music, festivals, and recreational activities that bring people together. Expanding cultural amenities and community events strengthens civic pride, supports tourism and enriches everyday life in Lewisville. These events create great opportunities for residents to connect with others and enhance their sense of belonging to their community.



Advances the “Identity, Place & Communications” and “Extending the Green” BIG Moves from the *Lewisville 2025 plan* (page 5).

The opening of Thrive, continuous parks and recreation improvements, and arts and cultural programs help Lewisville advance its livability goals (page 6).



Festivals, music, public art and neighborhood gatherings are recurring themes in the online survey, steering committee, Staff and Community Vision Workshops and other community touchpoints (page 43).

Feedback from the Community Vision Workshop identified the need for more teen-friendly and neighborhood-scale gathering spaces (page 48).



Arts, entertainment and recreation represent 2.1 percent of total employment, which is near national averages (page 26).



WITH ACTION...

Lewisville offers a diverse range of arts, culture, and recreational opportunities, fostering a vibrant community for its residents.



WITHOUT ACTION...

Residents may not be able to find entertainment and recreation opportunities that meet their needs, which may encourage them to search for other options in surrounding cities.





B!G ISSUE

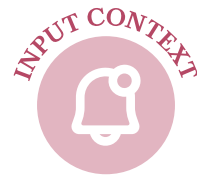
Revitalizing the Commercial Corridors: Reinvest in key corridors to attract new businesses, enhance image and create active, mixed-use destinations.

Aging commercial corridors and underutilized centers, such as SH-121 Business, are key opportunities for reinvestment. Revitalizing these areas will modernize Lewisville's image, attract new businesses and reinforce the city's position as a vibrant destination. The negative impression of these aging corridors or centers may hinder Lewisville's identity if no actions are taken.



Advances the "Identity, Place & Communications" BIG Move from the Lewisville 2025 (page 5).

Various departmental initiatives focus on revitalizing key corridors through mixed-use redevelopment, infrastructure upgrades and beautification (page 10).



Revitalization of aging commercial areas and corridors (SH-121 Business) was ranked as a top priority from the online survey, Steering Committee, Staff and Community Vision Workshops, and other community touchpoints (page 45).

Residents also noted the importance of beautification for prosperity during community touchpoints (page 42).



Only 5.7 percent of the city's land is undeveloped, which includes some that is actively in the development process. Given the limited area for greenfield development, redevelopment and revitalization will need to be a primary focus for future growth (page 13).



WITH ACTION...

These aging corridors and centers are transformed into new destinations that serve residents' needs, as well as becoming regional destinations. These improvements will strengthen Lewisville's character as an important destination in the DFW Metroplex.



WITHOUT ACTION...

These corridors and centers will continue to be underutilized and contribute to a negative aesthetic impression for residents.

B!G ISSUE

Revitalizing The Vista Mall: Reimagine this underutilized center as a mixed-use hub to catalyze economic growth, attract diverse businesses and create a dynamic destination for residents and visitors.

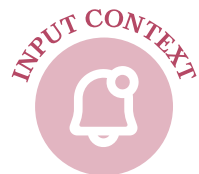
Revitalizing The Vista mall presents a challenge due to its size, aging infrastructure and complex ownership structure. Because the City of Lewisville does not own the mall, redevelopment requires close coordination among multiple property owners, development partners and the City. Transforming this underutilized center into a mixed-use hub will require substantial private investment, careful phasing and a shared vision that aligns public goals with private-market realities



Advances the “Identity, Place & Communications” and “Economic Vitality” BIG Moves from *Lewisville 2025* (page 5).

Plans for The Vista support its redevelopment into a vibrant, mixed-use center (page 10).

The City’s UDC specifically addresses redevelopment and infill to support mixed-use development (page 12).



Revitalization of aging commercial areas and corridors (SH-121 Business, The Vista) was ranked as a top priority from the online survey, Steering Committee, Staff and Community Vision Workshops and other community touchpoints (page 45).



Only 5.7 percent of the city’s land is undeveloped, which includes some that is actively in the development process. Given the limited area for greenfield development, redevelopment and revitalization will need to be a primary focus for future growth (page 13).



WITH ACTION...

Coordinated reinvestment transforms The Vista mall into a vibrant mixed-use district that attracts new businesses, expands housing options and strengthens Lewisville’s regional identity.



WITHOUT ACTION...

Continued inaction leaves the site underutilized, limiting economic growth and allowing one of Lewisville’s key commercial areas to decline further.



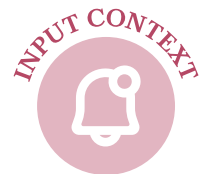
B!G ISSUE

Supporting Small Businesses: Strengthen local entrepreneurship and expanding employment opportunities.

Small businesses are facing challenges in sustaining growth and adapting to changing markets. Supporting entrepreneurship will help maintain economic vitality and ensure residents can live and work locally. These businesses play a crucial role in Lewisville's current economy and long-term economic growth.



Supports the "Economic Vitality" BIG Move from *Lewisville 2025* (page 5).



Feedback from the online survey, Staff and Community Vision Workshops and other community touchpoints called for supporting small/local businesses and training programs (page 45).



Businesses with 100 or fewer workers currently employ around 21 percent of Lewisville's workforce, indicating that small businesses account for a relatively small portion in the economy (page 25).



WITH ACTION...

Small businesses will thrive in Lewisville, creating additional job opportunities and supporting residents' diverse needs.



WITHOUT ACTION...

Small businesses will account for a smaller portion of Lewisville's economy, with existing small businesses struggling to remain sustainable.

B!G ISSUE

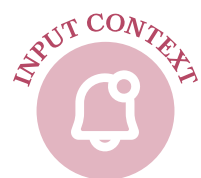
Expanding Local Employment: Attract diverse, higher-paying industries and support workforce training to strengthen Lewisville’s economy, reduce the need for residents to commute and enhance overall quality of life.

Retaining local talent and reducing long commutes is difficult when job options do not match residents’ skills or offer limited pathways for advancement. Strengthening workforce training and education partnerships is needed to prepare residents for emerging industries and ensure the local labor force is prepared to meet the demand for higher-paying jobs.



Supports the “Economic Vitality” BIG Move from *Lewisville 2025* (page 5).

The UDC’s commercial districts and industrial ordinance encourage local enterprise expansion and adaptive reuse, with added adjacency protections for residential neighborhoods (page 12).



Online survey respondents and the Steering Committee supported attracting higher-paying jobs (page 49).

Input from the Community and Staff Vision Workshops called for attracting higher-wage, technology and healthcare jobs (page 45).



Shorter average commute times in Lewisville show that many residents already work within a reasonable distance, underscoring the benefit of expanding local job opportunities to further reduce long travel demands (page 27).



WITH ACTION...

Expanding local job opportunities reduces long commutes, strengthens the workforce and supports higher household incomes that can be reinvested through local spending and economic activity.



WITHOUT ACTION...

Limited local employment growth forces more residents to seek jobs farther away, increasing commute burdens and weakening the city’s ability to retain talent.

B!G ISSUE

Investing in the Next Generation: Build partnerships in education, workforce training and leadership to prepare youth for future opportunities.

Opportunities for youth development and engagement are critical to Lewisville's future. Strengthening education partnerships, recreation programs and workforce pathways help prepare the next generation to lead and thrive in the community. It is important for the city to invest in the youth population and equip them with the necessary skills to thrive in the future.



WITH ACTION...

Lewisville will have an educated and engaged youth population that will lead and thrive in the future.



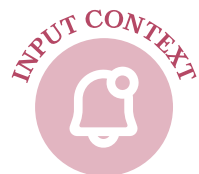
WITHOUT ACTION...

The youth population will be indifferent about the future of Lewisville and inactive in participating in community events.



Advances the "Economic Vitality" BIG Move and "Values-Driven Organization" Strategic Move from *Lewisville 2025* (page 5).

LISD and different City departments encourage youth leadership, educational partnerships, mentoring and learning programs (page 10).



Youth programs, education partnerships, and workforce development were highlighted in the online survey, Steering Committee, Staff and Community Vision Workshops (page 48).

Increasing youth-friendly amenities was brought up by parents and teachers at school tabling events (page 50).

During the LHS Harmon land use exercise, the YAC and other high school students expressed their desire to stay in Lewisville as they grow older. However, they emphasized that their ability to do so will depend on access to future job opportunities and amenities that appeal to younger generations (page 51).



Academic performance data from the Texas Education Agency shows that several LISD schools located within the city limits are performing below a C grade, while other LISD campuses in neighboring cities achieve higher scores (page 22).

Educational attainment data reveals that 9.1 percent of the city's adult population (ages 18 and older) does not have a high school diploma. As the city's younger residents continue to mature, maintaining a strong and equitable educational foundation is an area to focus on given the current school ratings (page 22).





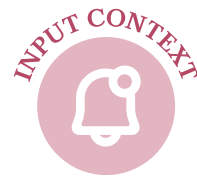
B!G ISSUE

Providing Engaging Public Spaces: Design vibrant gathering places that foster social connection and community pride.

Across the country, the demand for more public gathering spaces and “third places” that foster social connection is becoming more frequent. Creating more inclusive parks, plazas and entertainment spaces will enhance community interaction and civic life. These spaces contribute to residents’ vibrant lifestyle and help them build a sense of belonging to their community.



Continues the “Old Town,” “Extending the Green” and “Identity, Place & Communications” BIG Moves from Lewisville 2025 (page 5).



A consistent theme across community feedback was the need for more third spaces, with LHS Harmon students stressing the importance of free gathering places that are welcoming and accessible (page 50).

Online survey results identified the need for more family-friendly entertainment and community events (page 63).



WITH ACTION...

Lewisville residents feel socially connected and have convenient access to “third spaces” throughout the city that can be used for social gatherings and entertainment.



WITHOUT ACTION...

Residents will likely rely on social spaces in nearby cities, which may reduce opportunities for local connection and decrease community pride.

B!G ISSUE

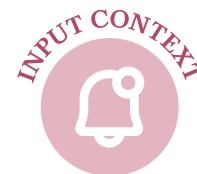
Attracting and Retaining Young Professionals: Offer environments and opportunities that support career growth and active lifestyles.

Young professionals are seeking affordable housing, quality jobs, and vibrant social experiences. Expanding career opportunities and lifestyle amenities tailored to this group will help retain emerging talent and diversify the city's workforce. Retaining and attracting these young talents is critical to Lewisville's long-term sustainability.



Advances the “Economic Vitality” and “Diverse & Thriving Neighborhoods” BIG Moves from *Lewisville 2025* (page 5).

Different City initiatives target young professionals by promoting mixed-use urban housing (page 7).



More jobs, housing, and gathering spaces for young adults were mentioned in the online survey, Steering Committee, Staff and Community Vision Workshops (page 45).

During the LHS Harmon land use exercise, the YAC and other high school students expressed their desire to stay in Lewisville as they grow older. However, they emphasized that their ability to do so will depend on access to future job opportunities and amenities that appeal to younger generations (page 51).



With a median age of 35 and 17.2% of the population between ages 25 and 34, Lewisville has a notable population of young adults, highlighting the importance of resources and amenities that support this age group (page 21).



WITH ACTION...

Lewisville will be able to retain and attract young professionals, who can find affordable housing options, job opportunities, and entertainment events within the city.



WITHOUT ACTION...

Young professionals may feel dissatisfied with the support and opportunities in Lewisville, leading them to seek better options in other cities.

B!G ISSUE

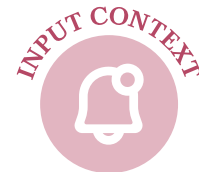
Preparing for Climate and Weather Events: Build community resilience through proactive planning and adaptive infrastructure.

Increasingly frequent extreme weather events, such as winter storms, flooding and heatwaves, pose growing risks to residents and infrastructure. Proactive resilience planning will safeguard public safety, ensure reliable services and reduce long-term recovery costs. It is vital for Lewisville to be well-prepared for the impacts of these weather events on its residents and infrastructure.



Advances the “Sustainability” BIG Move and “Values-Driven Organization” Strategic Move from *Lewisville 2025* (page 5).

The *Denton County HMAP* outlines several strategies that will support proactive planning for community resilience (page 19).



Online survey respondents, the Steering committee, and participants at the Staff and Community Vision Workshops identified extreme weather events as critical issues that require preparation (page 44).

Winter freezes, power outages, and extreme heat are noted as the most pressing shocks experienced by residents (page 19).



According to the FEMA risk index, winter weather, tornadoes, hail, and cold waves are the top four risks for Denton County (page 18).



WITH ACTION...

The City will be prepared for future climate events and have a detailed plan for mitigating the impacts from these events.



WITHOUT ACTION...

These natural hazards will severely affect Lewisville residents and businesses, often requiring long recovery periods and significant costs. Vulnerable and marginalized populations tend to be the first and worst impacted during such events.





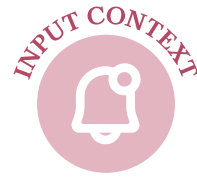
B!G ISSUE

Promoting Safety and Community: Ensure that all residents feel safe, welcomed and supported in daily life.

Perceptions of safety influence how residents experience their community. Strengthening neighborhood cohesion, community policing and collaborative engagement initiatives can enhance quality of life and economic confidence. When residents feel welcomed and included, they are more likely to stay engaged in their communities.



Continues the “Thriving Neighborhood” BIG Move and “Values-Driven Organization” Strategic Move from *Lewisville 2025* (page 5).



Public safety is ranked as one of the top priorities based on feedback from the online survey and the Steering Committee (page 46).

Strong support for better lighting, walkable streets, visible policing, and mental health services from the Staff and Community Vision Workshops (page 47).



Lewisville recorded 1,711.5 offenses per 100,000 people in 2023–2024, indicating generally safe conditions compared to other cities in the Dallas-Fort Worth region (page 29).

Only 493 workers (0.8 percent) walk to work, indicating limited walking commute activity that may be influenced by job location, travel distance and perceptions of community safety (page 13).



WITH ACTION...

Lewisville residents will feel safe, welcomed, and included, as well as have a strong sense of belonging to their community.



WITHOUT ACTION...

Residents who feel unsafe or unwelcome may move to other cities, resulting in a loss of talent and a declining economy.

B!G ISSUE

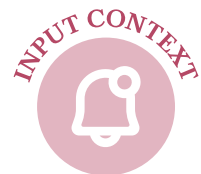
Expanding Mental Health Support: Strengthen access to wellness and mental health resources across the community.

Limited access to mental health services can affecting residents' well-being and public safety. Expanding partnerships and community-based programs will help address rising needs and build a stronger, more supportive community network. Different mental health services are important to support residents with varying needs and improve their overall well-being.



Supports the “Diverse and Thriving Neighborhoods” BIG Move and “Values-Driven Organization” Strategic Move from *Lewisville 2025* (page 5).

The *Healthy Infrastructure Plan* links wellness, physical activity and nature exposure to mental health outcomes (page 9).



Participants at the Staff and Community Vision Workshops identified mental health and social services as essential safety components (page 41).



Denton County has approximately 1 mental health provider for every 510 residents, about half the recommended level of 1 provider for every 250 residents, highlighting a significant gap in access to mental health support (page 32).

The health care and social assistance sector employs 10.6 percent of workers, reflecting both demand and opportunity for expanded community health infrastructure (page 25).



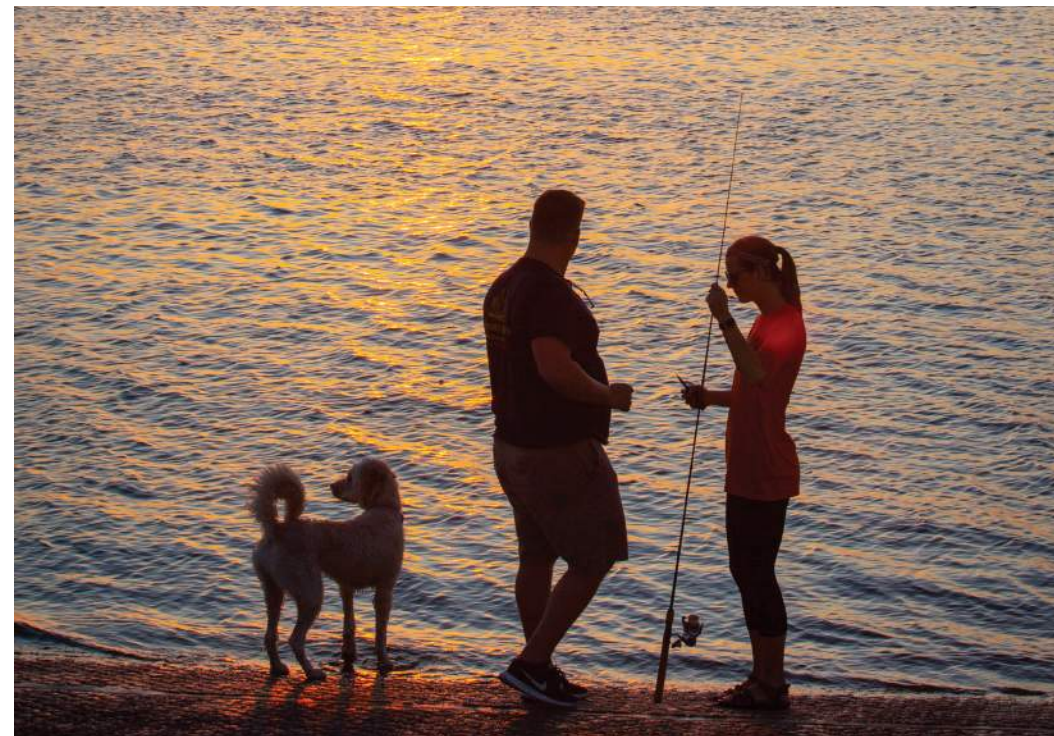
WITH ACTION...

Community members will maintain good overall mental well-being and will be supported by different services to meet their needs.



WITHOUT ACTION...

Residents may struggle to find the supporting services that they need.



B!G ISSUE

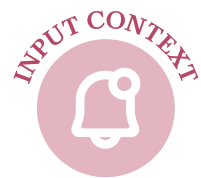
Fostering Stronger Community Engagement & Collaboration: Encourage more community-wide and active participation in shaping Lewisville's future.

While Lewisville has a strong sense of pride, participation in civic life varies across neighborhoods. Expanding outreach and engagement beyond central districts will ensure all residents have a voice in shaping the city's future. An active and engaged community is critical to Lewisville's overall identity and future growth.



Supports the "Identity, Place and Communications" BIG Move and the "Values-Driven Organization" Strategic Move from *Lewisville 2025* (page 5).

Various City plans, such as small area plans and the *Sustainability Action Plan*, identified community engagement and partnerships as a core focus area (page 7).



A desire for more outreach, event-based engagement and volunteering opportunities was a recurring theme in the online survey and the Steering Committee (page 46).

Online survey and Community Vision Workshop participants desire more community engagement opportunities and events in neighborhoods outside of Old Town (page 46).



Community-serving industries and non-profits (arts, recreation, social assistance) account for approximately 12.7 percent of employment (page 26).

The city's multi-ethnic identity fosters greater engagement and connection across the community (page 20).



WITH ACTION...

Lewisville residents will be actively involved in community events and voice their ideas through different engagement efforts.



WITHOUT ACTION...

Public participation will decline, with more residents being underrepresented to their community.

B!G ISSUE

Adapting to Emerging Technologies: Leverage innovation to improve services, connectivity and quality of life.

Adapting to emerging technologies can be challenging because it demands substantial investment, strategic planning and cross-departmental coordination. Integrating innovation, such as AI, autonomous systems and next-generation connectivity like 6G, requires the city to strengthen its education systems and infrastructure. Proactive planning efforts are essential to help Lewisville remain economically competitive, attract high-tech industries and talent and modernize the city's infrastructure for the future.



Advances the “Connected City” Strategic Move from *Lewisville 2025* (page 5).

City and LISD plans support smart infrastructure and the integration of emerging technologies into existing systems (page 10).



The Steering Committee noted that innovative technologies are necessary to keep Lewisville competitive (page 41).

Staff and Community Vision Workshop participants emphasized the need for “future-ready” investments for emerging technologies, smart infrastructure and STEM education (page 48).



Artificial intelligence (AI) is reshaping how communities plan, grow and deliver services. Additionally, the demand for data center development brings environmental impacts, particularly related to energy and water demands (APA Trend Report for Planners, 2025) (page 31).

Professional, scientific and technology jobs comprise 9.7 percent of the workforce, which is higher than the national average. This suggests local demand for high-skill technology jobs (page 25).



WITH ACTION...

Lewisville is prepared for emerging technologies, with supporting education programs and infrastructure to help the city remain competitive in the region and adapt to new changes brought about by these technologies.



WITHOUT ACTION...

Lewisville may not be able to keep up with and respond to the impact of new technologies, creating challenges for the city, residents and businesses.

B!G ISSUE

Building Infrastructure Resilience: Invest in durable, efficient and sustainable systems for the long term.

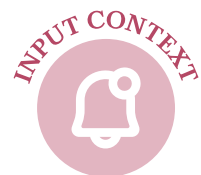
Aging infrastructure and energy systems are increasingly vulnerable to severe weather and population growth. Upgrading utilities and building resilient systems will strengthen reliability, sustainability, and community preparedness. Creating a more resilient system will reduce future stress on Lewisville's infrastructure and help the city to better prepare for severe weather events.



Supports the "Sustainability" BIG Move from *Lewisville 2025* (page 5).

The *Sustainability Action Plan* calls for energy-efficient facilities, renewable energy generation and resilient stormwater infrastructure (page 8).

The City's business plans identify infrastructure improvement projects, while voter-approved bond programs provide funding to support their implementation. (page 6).



Power outages are cited as one of the most stressful effects of climate shocks by Community Vision Workshop participants, with similar themes highlighted in the Steering Committee (page 8).



Annual infrastructure condition assessments and routine investment analyses inform needed improvements and identify opportunities to enhance funding levels. (page 18).

According to the FEMA risk index, winter weather, tornadoes, hail, and cold waves are the top four risks for Denton County (page 18).



WITH ACTION...

Lewisville's infrastructure and energy systems are resilient to weather events and future growth, so that the city will not be severely impacted when major events occur and as the city ages.



WITHOUT ACTION...

The city's infrastructure and energy systems will be experiencing high levels of stress when extreme weather events occur as the city ages, in addition to population growth. These systems may not be able to operate sustainably and reliably, which can seriously impact residents' lives.





B!G ISSUE

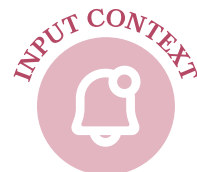
Improving Transportation Infrastructure: Respond to growth by enhancing capacity, connectivity and multimodal options.

Growing travel demand and development pressures are placing added strain on Lewisville's transportation network. Enhancing roadway capacity, improving system connectivity and expanding multimodal options will help maintain mobility and support safe, efficient travel for all users. Strengthening the transportation system now will reduce future congestion, improve access to key destinations and position the city to keep pace with continued growth.



Advances the “Extending the Green” BIG Move and “Connected City” Strategic Move from *Lewisville 2025* (page 5).

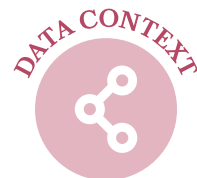
The *Healthy Infrastructure Plan* includes multiple strategies for trail connectivity, bike networks, Complete Streets and walk-to-park initiatives (page 9).



According to community input from the Community Vision Workshop, the biggest challenges for getting around were congestion, unsafe intersections, and a lack of bus and bike infrastructure. Most of the challenge areas were specifically identified near I-35E and Main Street, which is currently under construction by TxDOT (page 46).

Frequent mentions of sidewalks, bike lanes and safer crossings for pedestrians from the Western Days and Sounds of Lewisville events (page 42).

Input received during engagements revealed that some residents are unaware of GoZone as a public transit option, highlighting an opportunity to increase awareness and better communicate the service and its availability to Lewisville residents. (page 46).



The vast majority of workers in Lewisville drive to work, indicating the importance of maintaining roadway capacity and diversifying mobility options (page 27).



WITH ACTION...

Targeted transportation investments improve capacity, reduce congestion and create a more reliable and connected network that supports Lewisville's long-term growth.



WITHOUT ACTION...

Continued growth overwhelms the transportation system, leading to rising congestion, longer travel times and declining mobility for residents and businesses.



B!G ISSUE

Advancing Accessible Mobility: Expanding transportation choices that are free, inclusive and easy to navigate by creating safer, more walkable and bikeable links between neighborhoods and local destinations.

Incomplete sidewalks, unsafe crossings, and limited transit options restrict mobility for many residents. Enhancing pedestrian, bicycle and transit networks will improve safety, reduce congestion, and connect neighborhoods more effectively. It is crucial for the city to address these issues to ensure residents without vehicles can still access their daily needs without significant mobility challenges.



Continues the “Extending the Green” BIG Move and “Connected City” Strategic Move from *Lewisville 2025* (page 5).

The City’s coordinated efforts on Complete Streets, pedestrian and bike network, and infrastructure upgrade help improve walkability within Lewisville (page 8).



Pedestrian and bicyclist safety is a recurring theme in the online survey and the Steering Committee (page 49).

Participants of the Community Vision Workshop and tabling events desire safer crossings and bike infrastructure (page 43).



Although the total number of vehicle crashes decreased by 6.7 percent from 2019 to 2024 in Lewisville, the number of crashes involving cyclists and pedestrians increased from 0.9 percent in 2019 to 2.2 percent in 2024 (TxDOT CRIS) (page 29).



WITH ACTION...

Lewisville residents can walk or bike to local destinations safely through connected sidewalks and trails throughout the city.



WITHOUT ACTION...

Residents may be deterred from walking or biking to local destinations due to unsafe and disconnected conditions, which may create mobility hardships for those with limited transportation options.

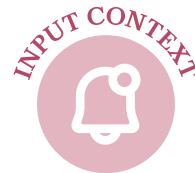
B!G ISSUE

Supporting Seniors at All Income Levels: Expand programs and services that support seniors at all income levels to age in place.

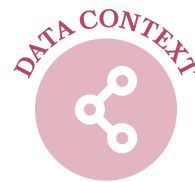
Aging in place is a growing interest among Lewisville residents who desire to remain in their current homes while having access to essential neighborhood amenities. Lewisville seniors often experience barriers to long-term housing affordability and may lack appropriate housing options and nearby services that meet their needs. Expanding programs, resources and services can help seniors age in place while maintaining convenient access to necessary amenities.



The City's *Housing Strategy Plan and Gaps Analysis* suggests that senior households, especially low-income households, are more likely to experience housing cost burden than non-senior households (page 11).



Missing middle housing is a key to support aging in place by providing seniors with a variety of housing options that are attainable for all income levels (page 34).



Feedback from the Community Vision Workshop called for adding affordable senior living options to the current housing mix (page 47).

As adults age 65 and older account for approximately 10.7% of Lewisville's population, continued growth in this age group underscores the importance of planning for the evolving needs of older adults (page 21).



WITH ACTION...

Lewisville seniors are able to age in place and have adequate, affordable access to appropriate housing and supporting amenities.



WITHOUT ACTION...

Lewisville seniors may struggle to find appropriate housing options that are financially attainable with adequate supportive amenities.



WILKB
OK

A teal-tinted photograph of a lakeside scene. A large, leafy tree dominates the right side of the frame. In the background, a pickup truck is parked on a sandy or rocky shore next to a small boat. A person is standing near the boat. The lake extends to the horizon under a clear sky.

BiG IDEAS

“People held the door open for me, so I had better hold it open for the next person.”

– Wayne Ferguson, former City of Lewisville mayor, rancher and developer.

“La gente me sostuvo la puerta abierta, así que yo debería sostenerla abierta para la siguiente persona.”

– Wayne Ferguson, exalcalde de la Ciudad de Lewisville, ganadero y desarrollador.

[Traducción propia]

CHAPTER OVERVIEW

Following the identification of the community's most important challenges and opportunities, the planning process shifts toward defining a shared direction for Lewisville's future. The BIG Ideas phase focuses on synthesizing community input to clarify values and long-term aspirations, moving beyond individual topics to a unified vision for the city.

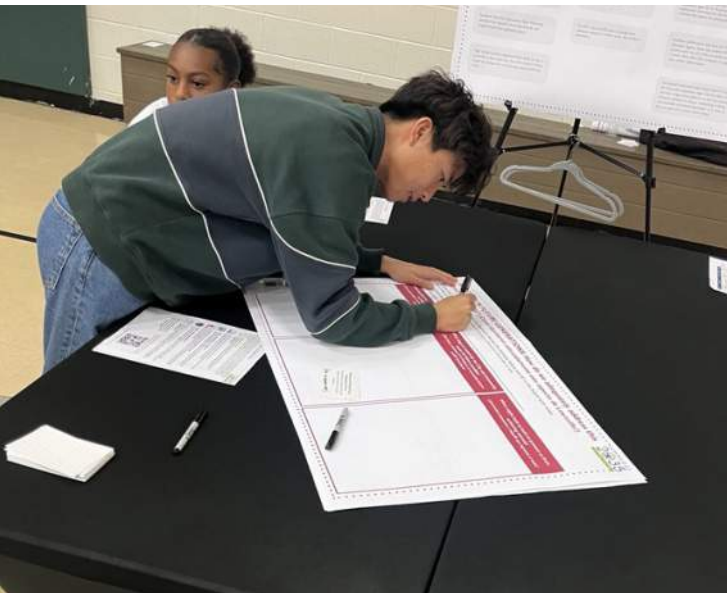
This chapter presents the outcomes of the BIG Ideas phase, highlighting how community perspectives informed the development of the community's vision statement and BIG Ideas. These ideas establish a framework that reflects what community members value most and guide future BIG Moves and BIG Actions across the plan.



BIG IDEAS INPUT SUMMARY

Engagement activities conducted during the BIG Ideas phase were designed to move beyond identifying individual issues and toward understanding what they mean when considered together. Rather than evaluating topics in isolation, participants were asked to weigh potential impacts, reflect on future conditions and discuss how different challenges may shape Lewisville over time.

This input provides important perspective on which issues carry the greatest significance, where priorities align across the community and where difficult tradeoffs may exist. The following section provides an overview of the engagements conducted during this phase.



Community Vision Workshop

As a part of the BIG Ideas phase of the *Lewisville 2035* plan, the City of Lewisville hosted a Community Vision Workshop on December 4, 2025, from 5 to 8 p.m. at Independence Elementary School. This workshop was designed to identify the BIG Ideas that will shape the future of the city and build on the momentum of the first Community Vision Workshop, where the community helped define the BIG Issues facing Lewisville.

The evening opened with a performance by the Independence Elementary School Choir, followed by a light dinner sponsored by Buffalo Hirsch and served by Lewisville Police officers. After the performance, renowned author and urbanist Peter Kageyama joined the event to share insights on fostering more connected, vibrant public spaces that reflect a city's unique identity. Following his presentation, participants took a short break before transitioning into the interactive BIG Ideas workshop session.



For this phase of work, 21 BIG Issues were identified through previous engagement activities and data analysis. These issues were organized into six categories, each represented as an interactive station at the workshop. Participants rotated through two rounds of stations during the event and engaged in two collaborative activities.

The first activity involved a ranking exercise where groups used a diagram to determine the likelihood and level of impact each BIG Issue may have on Lewisville's future. The second activity asked participants to answer a set of guiding questions about their selected issues. Insights collected from these activities will inform the development of the BIG Ideas that are presented in this chapter.

Meetings-in-a-Box (MIAB)

Following the Community Vision Workshop, members of the Steering Committee hosted a series of "Meetings-in-a-Box" (MIAB) to replicate the workshop's activities in smaller, community-based settings. These meetings were designed to reach residents who were unable to attend the in-person workshop while maintaining consistency in format and materials. Across the MIAB sessions, 10 meetings were held, engaging 76 participants, including 31 ambassadors.



Holiday Stroll

Lewisville's Holiday Stroll was held on December 5 and 6, 2025, in Old Town Lewisville. The project team set up interactive and informational boards from 5 p.m. to 7:30 p.m. on December 5 and from 9 a.m. to 1 p.m. on December 6. Community members were asked to provide direction on the BIG Ideas chapter of the Lewisville 2035 plan through the BIG Ideas Worksheet. For ease of reference, the questionnaire was provided physically at the tables and was accessible via a QR code located at the tabling booth. On December 5, the project team interacted with approximately 60 people. On December 6, the project team interacted with approximately 30 people, and capped off the event by broadcasting the website QR code during the event's parade finale.

BIG Ideas Worksheet

In addition to in-person engagement, a digital BIG Ideas worksheet was created and shared with the community through the project website, social media and tabling events. The worksheet invited participants to imagine what Lewisville could look like in the future and then select one of the BIG Issue categories to respond to. Participants were asked to share a BIG Idea that could help address that issue and move the city closer to the future they would like to see.

Tabling at La Nueva de Zacatecas Tortillería

¡Somos Lewisville!



As part of the *¡Somos Lewisville!* engagement strategy, the team used La Nueva de Zacatecas Tortillería as a community touchpoint to connect with residents in a familiar setting. The high-traffic location provided an opportunity to share information about *Lewisville 2035* and encourage participation. On November 23, 2025, the team connected with approximately 44 Spanish-speaking residents and distributed flyers promoting the BIG Ideas Worksheet.



VISION STATEMENT

The Vision Statement below was crafted in response to community feedback and residents' aspirations for the future. To help implement this vision, five BIG Ideas have been created to ensure the BIG Issues are addressed by the plan's BIG Moves and subsequent BIG Actions.

**By 2035 and beyond, Lewisville
is welcoming, authentic, bold,
connected and built to last. It is a
place that grows with intention,
protects what matters and delivers a
quality of life people feel every day.**

The BIG Ideas



Welcoming **Lewisville is for everyone.**

No matter who you are, where you're from, how you move through the world or what stage of life you're in – there's room for you to live, work, and thrive here.



Quality of Life **Safety, health and nature matter here.**

Lewisville builds places that feel alive where everyday life is easier, fuller and deeply connected to the heart of the community.



Connectivity **This is a city that connects.**

People, places, and services aren't just close, they're reachable. Streets, sidewalks, technologies and spaces all work together to keep the community moving forward.



Intentional Growth **Growth doesn't happen by accident.**

Lewisville shapes change with purpose, revitalizing where it counts and planning for the long game so prosperity and well-being stick around.



Resource Stewardship **Lewisville takes care of its own.**

From natural spaces to people to public investment-resources are protected, respected and managed effectively so the city stays strong, resilient and ready for whatever comes next.

BIG IDEAS ACTIVITY

Participants who engaged in the second Community Vision Workshop and MIAB exercises were tasked with evaluating how key challenges may influence Lewisville's future. Through facilitated discussion, participants considered both the likelihood of addressing each issue and the level of impact each of the 22 BIG Issues may have on Lewisville's future. Discussions were facilitated across six topical stations, with two rounds of discussion each:

- Quality of Life
- Nature, Environment and Recreation
- Revitalization and Economy
- Investing in Future Generations
- Safety and Community
- Infrastructure and Mobility

Participants responded to a set of guiding questions related to a BIG Issue, or Issues, of their choice:

- What does life look like in Lewisville in the future if we address this issue?
- What steps or actions by the City and community made this future possible?
- What might hold us back or prevent us from achieving success?

This chapter documents the feedback gathered during the BIG Issues input work phase, and graphically represents the responses based on the likelihood of addressing or fulfilling the issue against the level of impact the issue has on Lewisville's future. This exercise helps prioritize actions that are perceived as the most impactful and achievable.

BIG Ideas Matrix and Activity Diagram

The following pages illustrate how participants plotted the BIG Issues during the Community Vision Workshop and MIAB exercises. The BIG Ideas Matrix and Diagram reflect public input and represent one of several ways the relationships and overlaps among the BIG Issues may be understood. Participants' explanations are presented in BIG Idea Activity Diagrams, organized by topical station. The key below explains how to read each spread, with Figure 10 providing more visual detail on how to read the BIG Ideas Activity Diagram.

1 BIG Ideas Matrix

The BIG Ideas Matrix illustrates how participants interpreted the alignment between the BIG Issues and the BIG Ideas. The letters at the top correspond with the BIG Issues displayed on the matrix on the following page.

2 Key

The key lists out the BIG Issues that fall under the topic area. Each BIG Issue is listed out with a letter which corresponds with its placement on the BIG Ideas.

3 BIG Issue Location

Each BIG Issue has a designated location on the diagram. This placement represents the average location of where the BIG Issue plotted based on feedback from engagements that occurred during the BIG Idea phase. This location is represented by a letter that is explained in the key.

4 Location Description

The placement for each BIG Issue is explained in call out boxes, revealing why participants placed this BIG Issue in this place on the diagram. Potential strategies on how to move this BIG Issue further are also provided in this call out.

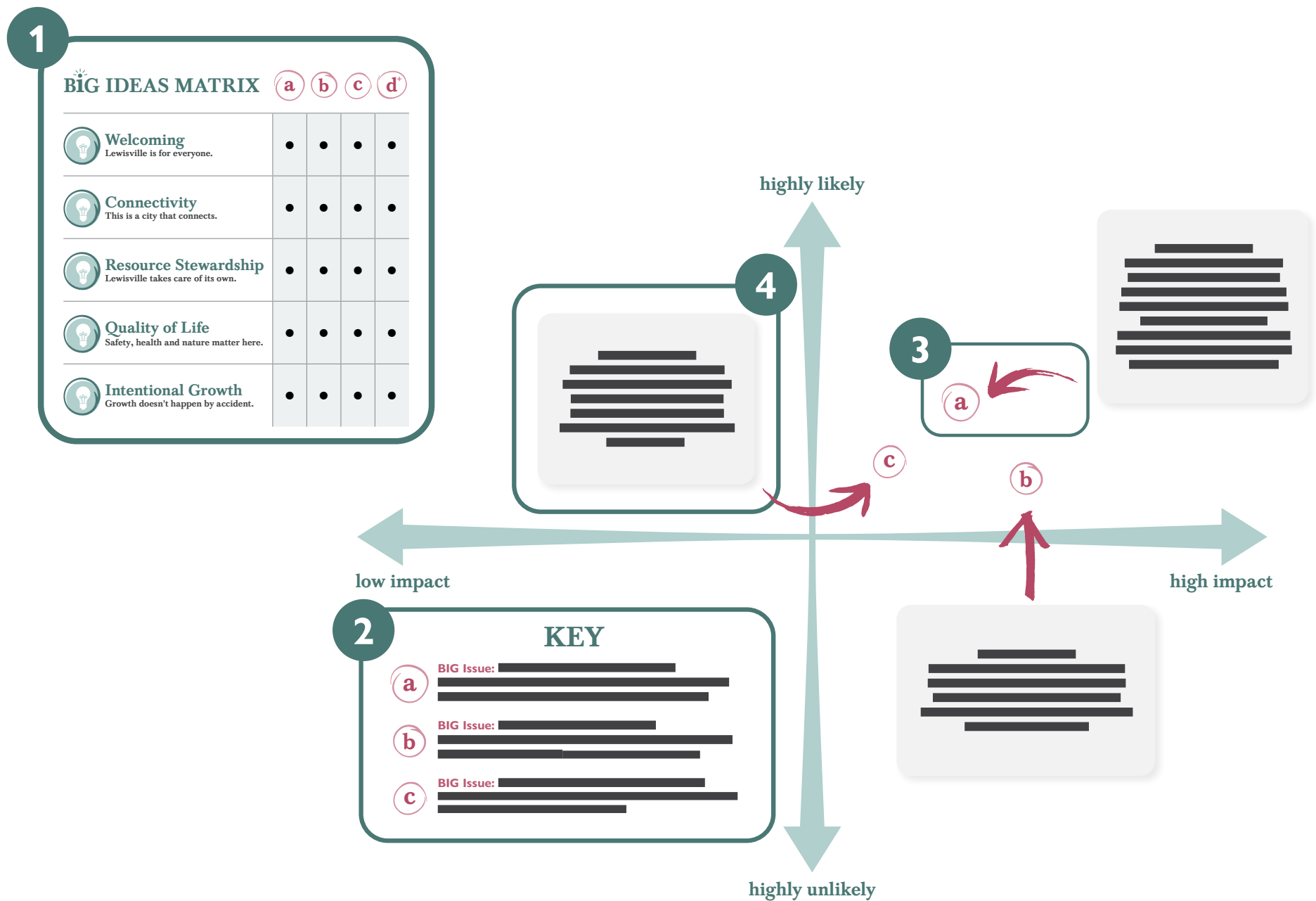


Figure 9. BIG Ideas Matrix and Activity Diagram Guide

QUALITY OF LIFE

Community Vision Workshop Results

At the Community Vision Workshop, both rounds of discussion identified “Enhancing Neighborhood Amenities” as the most important issue in this topic area. Participants connected this issue to grocery access, recreation, library services and broader opportunities for community gathering. Old Town was discussed as an important destination, particularly for youth, families and residents living nearby. While housing diversity was recognized as important, some participants felt the city is already making progress in that area and they focused more on amenities and services.

Meetings-in-a-Box Results

MIAB discussions reinforced many of the same themes, with participants again highlighting grocery access, daily convenience and neighborhood-scale amenities. Old Town remained a focal point in these conversations, along with ideas such as market spaces, food truck areas and expanded event programming to support community activity and local businesses.

Three additional issues were raised during discussions: “Improving Safety in Old Town,” “Establishing a Community Garden Program” and “Supporting Seniors at All Income Levels.” The first two proposed BIG Issues were incorporated under existing BIG Issues, “Strengthening Old Town’s Role” and “Enhancing Neighborhood Amenities,” respectively. The third issue, “Supporting Seniors at All Income Levels” addressed a need not reflected in the current framework, and was therefore introduced as a new BIG Issue.

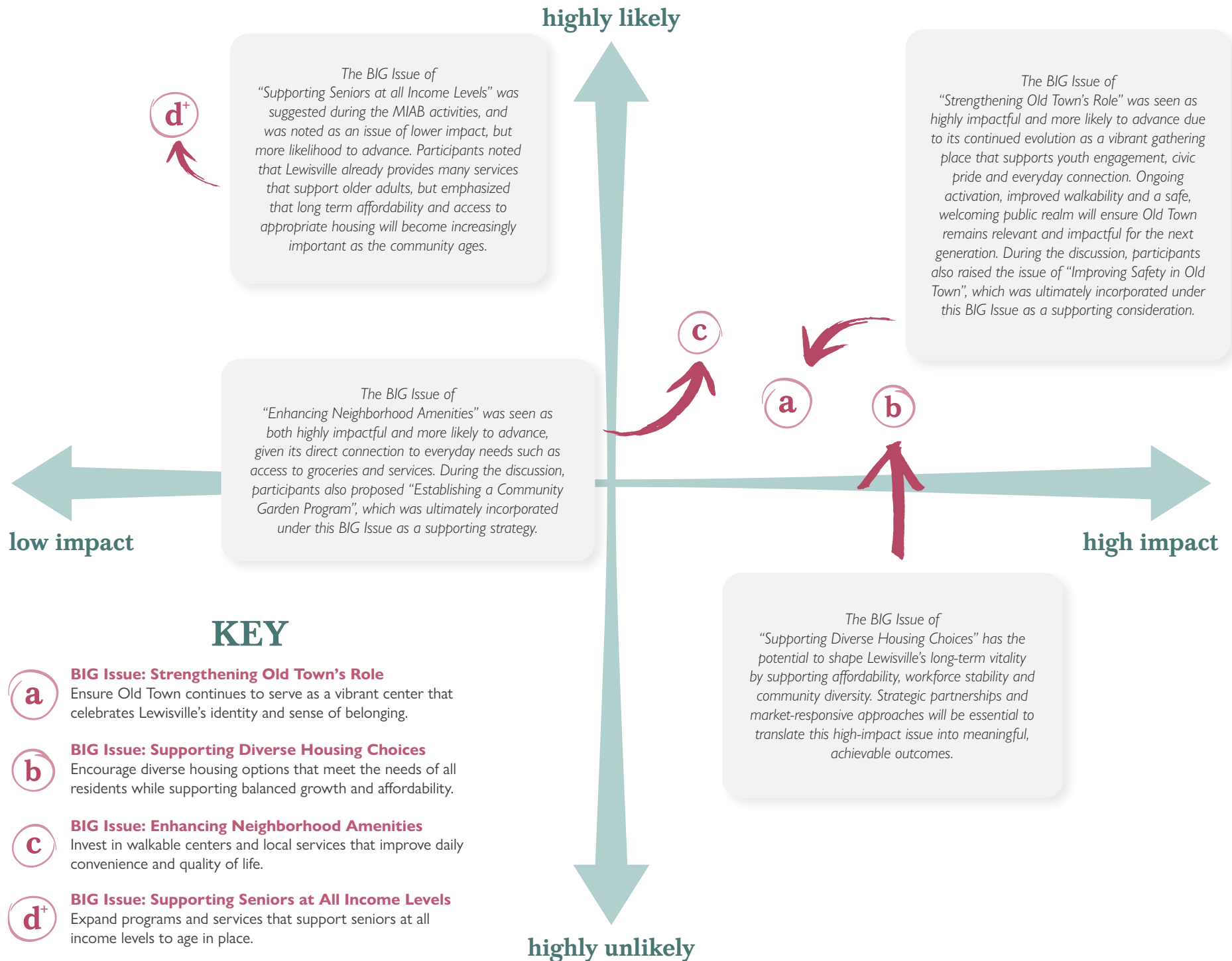
BIG Ideas Worksheet Results

Responses from the BIG Ideas worksheet continued to support existing themes, with many participants connecting quality of life to housing affordability, stability for families and the ability for residents to remain in Lewisville long term. Several responses highlighted concerns about rising housing costs as well as the importance of maintaining a community where people at different stages of life, including seniors and young families, can continue to live and thrive.

BIG IDEAS MATRIX a b c d⁺

 Welcoming Lewisville is for everyone.	●	●	●	●
 Connectivity This is a city that connects.	●		●	
 Resource Stewardship Lewisville takes care of its own.	●		●	
 Quality of Life Safety, health and nature matter here.	●	●	●	●
 Intentional Growth Growth doesn't happen by accident.	●	●		●

+ This BIG Issue, “Supporting Seniors at All Income Levels”, was discovered during the MIAB activities conducted during the BIG Ideas work phase of this plan.



NATURE, ENVIRONMENT AND RECREATION

Community Vision Workshop Results

At the Community Vision Workshop, participants focused on the BIG Issues of “Preserving and Enhancing Natural Systems” and “Connecting to Lewisville Lake and Nature.” One group emphasized protecting and restoring natural areas while expanding access to parks, trails and destinations such as LLELA, while also discussing opportunities to incorporate greenery and shade into redevelopment areas to strengthen the city’s open space network. The second group focused on Lewisville Lake, highlighting its importance as a defining community asset and emphasizing opportunities to expand recreation, waterfront activity and gathering spaces near the lake.

Meetings-in-a-Box Results

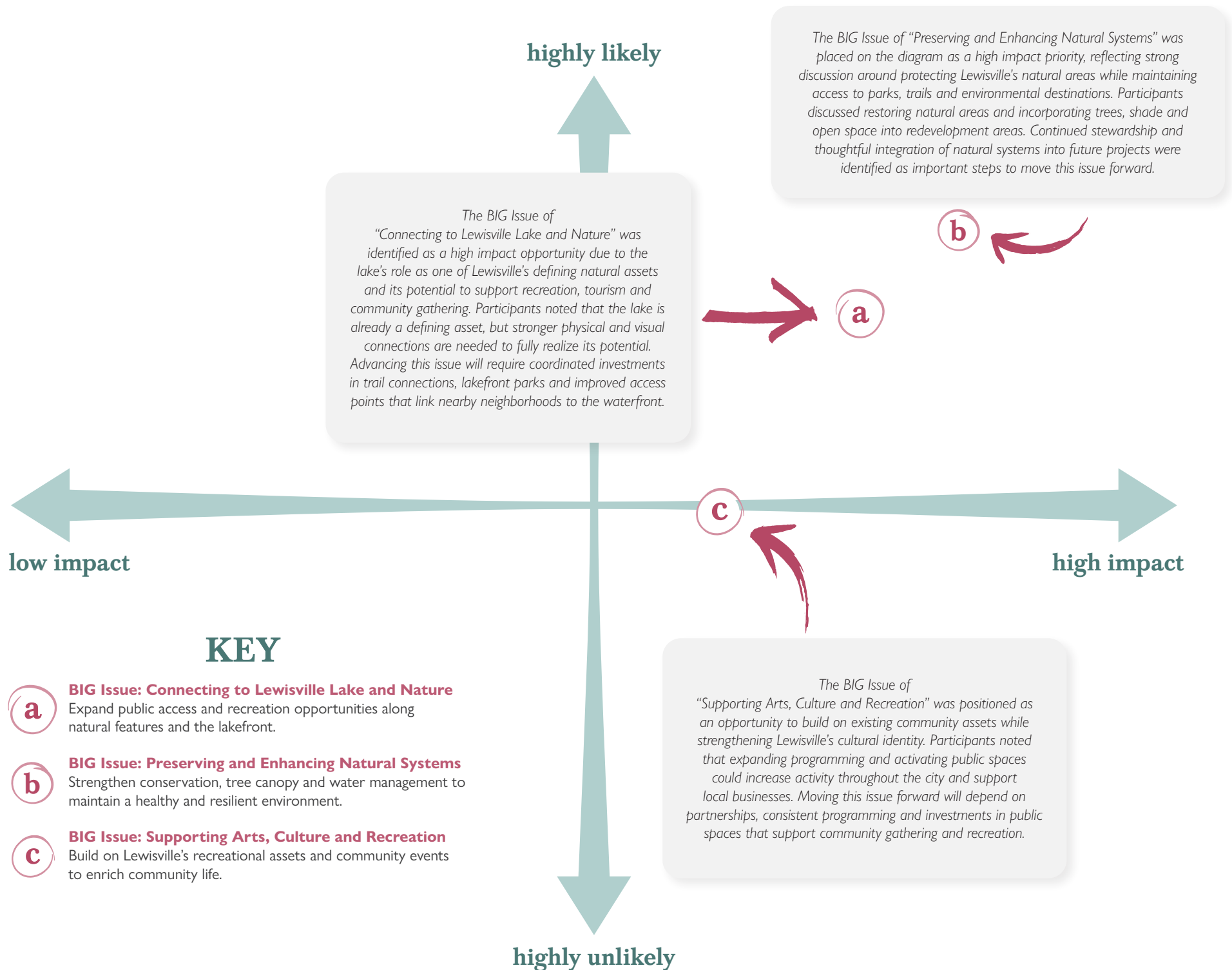
MIAB conversations continued to build on these themes, but narrowed the focus on leveraging the lake as a recreational asset. Specifically, conversations about the BIG Issue of “Supporting Arts, Culture and Recreation” noted that outdoor spaces and cultural programming could work together to strengthen Lewisville’s identity while attracting residents and visitors. Participants specified that hosting city events near natural areas and the lake could allow the lake to function as both a recreational asset and an economic driver that supports tourism and year-round activity. During one discussion, participants proposed an additional issue focused on “Improved Lake Park Access,” which closely aligned with the broader conversation around lake connectivity and was thus incorporated under the existing BIG Issue of “Connecting to Lewisville Lake and Nature.”

BIG Ideas Worksheet Results

Responses from the BIG Ideas workbook reinforced the importance of nature and recreation as key components of Lewisville’s quality of life. Participants described parks, trails and outdoor spaces as places that support health, relaxation and community connection, while noting that access to nature will become increasingly important as daily life becomes more technology focused.

BIG IDEAS MATRIX a b c

 Welcoming Lewisville is for everyone.	●	●	●
 Connectivity This is a city that connects.	●	●	●
 Resource Stewardship Lewisville takes care of its own.	●	●	
 Quality of Life Safety, health and nature matter here.	●	●	●
 Intentional Growth Growth doesn't happen by accident.	●	●	●



REVITALIZATION AND ECONOMY

Community Vision Workshop Results

At the Community Vision Workshop, conversations centered on strengthening the local business environment and reinvesting in commercial areas. One group, primarily composed of small business owners, emphasized the importance of reliable infrastructure such as internet access, transportation and utilities. The group also identified the Vista mall site as a major redevelopment opportunity because of its visibility along I-35E and its location at a key entry point into the city.

Meetings-in-a-Box Results

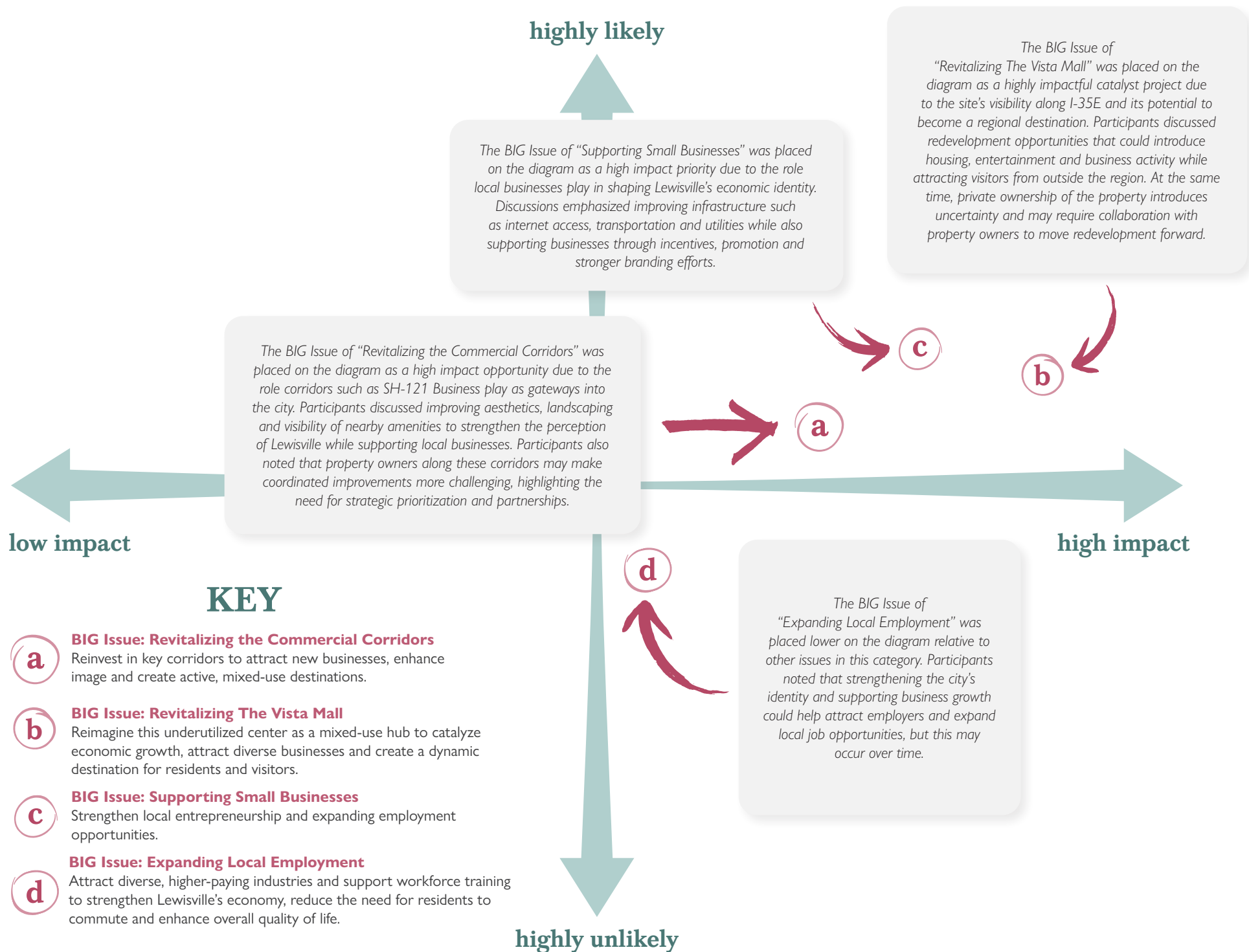
Another group also focused heavily on the mall site, noting its potential to compete with regional destinations such as Grandscape and Grapevine Mills. Participants described the site as having the ability to attract visitors from outside the region, while also expressing uncertainty about redevelopment because the property is privately owned. Attention was also given to corridors such as SH-121 Business, which participants described as an important gateway that currently lacks landscaping and a clear sense of place.

BIG Ideas Worksheet Results

MIAB conversations built on these themes and focused on the importance of improving commercial areas and strengthening Lewisville's economic identity. Participants frequently referenced The Vista mall and SH-121 Business as locations where reinvestment could influence broader perceptions of the city. Discussions also highlighted strategies such as façade improvements and stronger promotion to support existing businesses. Responses from the BIG Ideas workbook similarly emphasized the role of locally grown businesses and distinctive destinations in shaping Lewisville's economic future, while also highlighting the city's lakefront setting and regional accessibility as assets that could help attract visitors and new investment.

BIG IDEAS MATRIX a b c d

 Welcoming Lewisville is for everyone.	•	•	•	
 Connectivity This is a city that connects.	•	•		•
 Resource Stewardship Lewisville takes care of its own.			•	
 Quality of Life Safety, health and nature matter here.	•	•	•	•
 Intentional Growth Growth doesn't happen by accident.	•	•	•	



INVESTING IN FUTURE GENERATIONS

Community Vision Workshop Results

At the Community Vision Workshop, attention often turned to the role of public spaces in shaping how younger residents experience the city. Engaging gathering areas were viewed as one of the most achievable opportunities within this category, particularly because Lewisville has already invested in parks and civic spaces.

Another theme focused on the challenge of retaining young professionals after they leave for college or early career opportunities. High school participants noted that their decision to return would depend on the availability of meaningful career paths, appealing housing options and a lifestyle that balances work and community life. A potential City-led internship program pairing students with local employers was identified as a way to help young residents explore career opportunities.

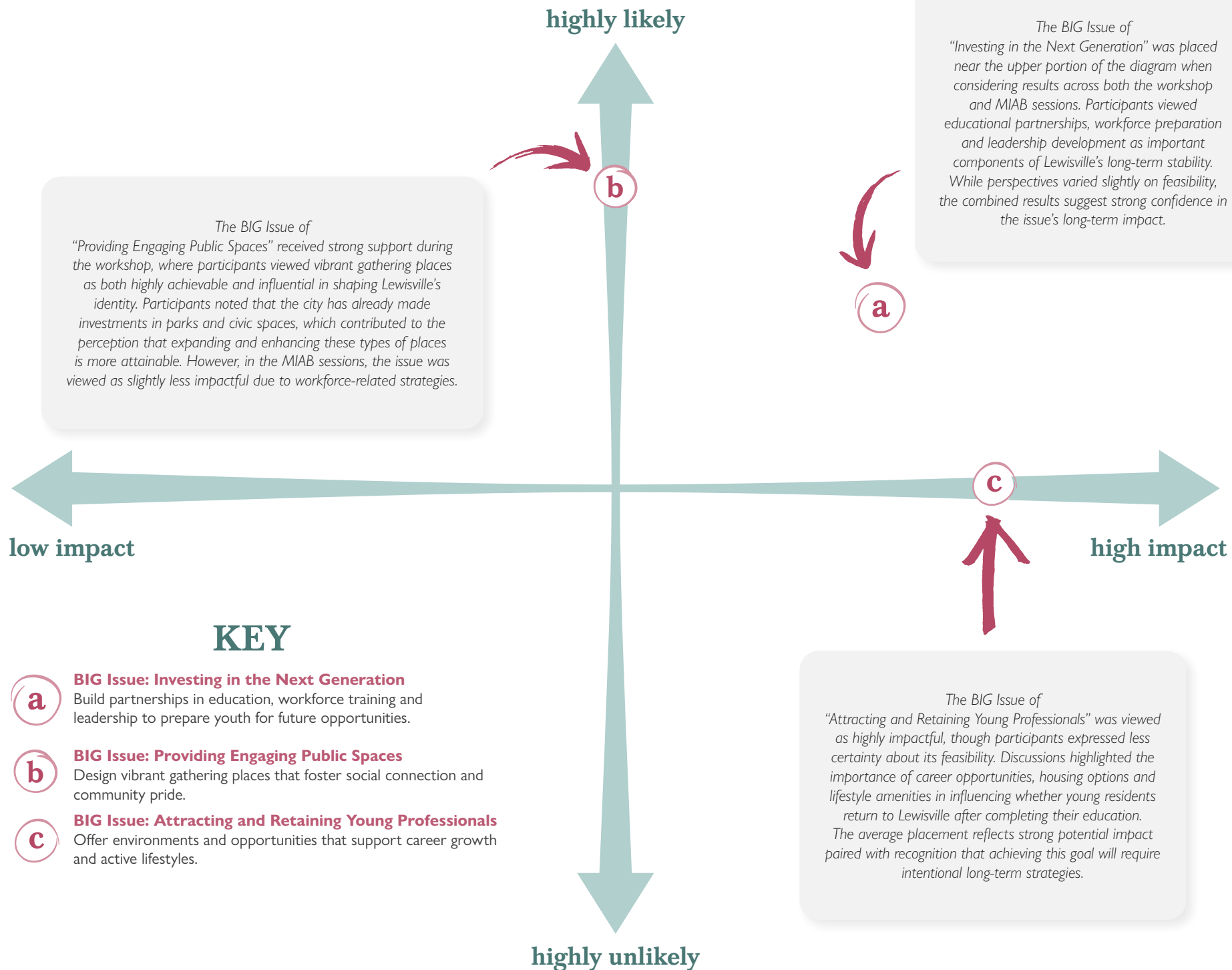
Meetings-in-a-Box Results

The diagram results revealed differing perspectives across engagements. During the MIAB sessions, “Investing in the Next Generation” and “Attracting and Retaining Young Professionals” were generally placed as higher impact strategies, while “Providing Engaging Public Spaces” appeared less impactful. Workshop participants, however, viewed engaging public spaces as both highly achievable and influential in shaping Lewisville’s future. MIAB discussions also expanded the conversation around workforce readiness and practical skill development. Additional BIG Issues for “Youth Recreation Leagues” and “Create Teen Friendly Social Spaces” were proposed. While new BIG Issues were not added to capture these ideas directly, they introduce new considerations related to youth engagement and social infrastructure moving forward.

BIG Ideas Worksheet Results

Responses from the BIG Ideas workbook similarly reflected the importance of creating communities where young people can build their futures, linking youth opportunity and long-term economic strength as closely connected priorities.

BIG IDEAS MATRIX a b c			
 Welcoming Lewisville is for everyone.	●	●	●
 Connectivity This is a city that connects.	●	●	
 Resource Stewardship Lewisville takes care of its own.			
 Quality of Life Safety, health and nature matter here.	●	●	●
 Intentional Growth Growth doesn't happen by accident.	●	●	●



SAFETY AND COMMUNITY

Community Vision Workshop Results

At the Community Vision Workshop, the conversation centered on fostering stronger community engagement and collaboration as one of the most achievable ways to improve this topic area. Participants described a future where neighbors know one another, feel comfortable asking for help and see local police as trusted partners. Suggestions such as neighborhood watch groups, block-style gatherings and “meet your neighbor” efforts were framed as ways to strengthen neighborhood identity and encourage residents to get out of their bubble and connect with other parts of the city.

Meetings-in-a-Box Results

MIAB discussions reinforced many of these themes while adding context to how participants evaluated issues on the diagram. Community engagement was still seen as valuable, though participants noted that turnout can be difficult to sustain and that communication gaps often limit participation. Traffic safety emerged as a more visible and actionable concern, with suggestions including lighted stop signs, solar speed signs, tree trimming, traffic calming measures and stronger enforcement in school zones. Mental health support was also viewed as highly impactful, though participants acknowledged that progress may depend on partnerships and can be harder to address locally.

Across activities, workshop participants emphasized community engagement as a practical way to improve perceptions of safety, while MIAB participants showed more confidence in issues tied to direct action. In one session, participants proposed “Traffic Safety and Enforcement” as an additional BIG Issue, though it aligns with an existing issue within the *Infrastructure and Mobility* topical section.

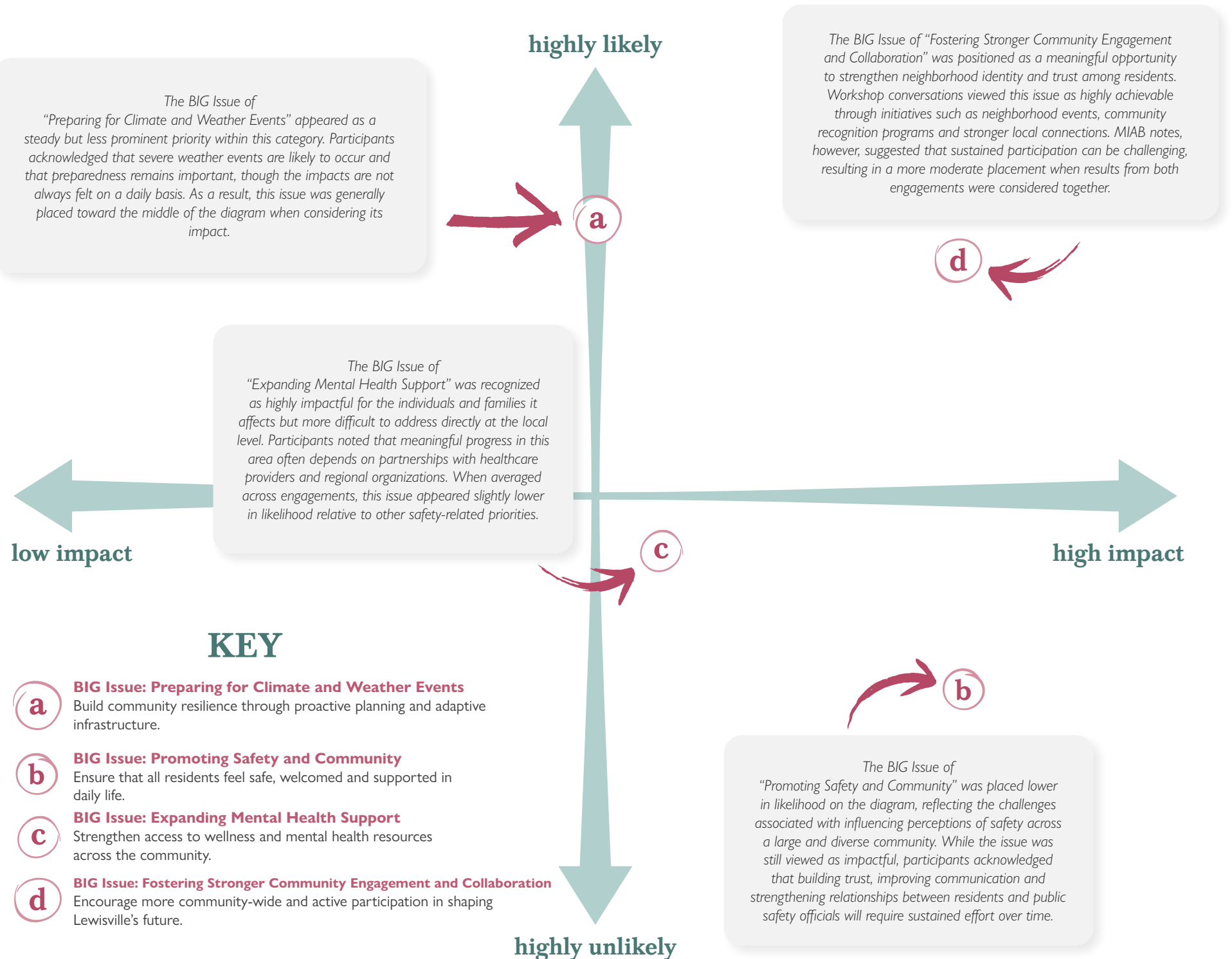
BIG Ideas Worksheet Results

Responses from the BIG Ideas workbook also reinforced the importance of safe, welcoming neighborhoods and strong community relationships as key components of Lewisville’s quality of life.

BIG IDEAS MATRIX

a b c d

 Welcoming Lewisville is for everyone.		●	●	●
 Connectivity This is a city that connects.			●	●
 Resource Stewardship Lewisville takes care of its own.	●			
 Quality of Life Safety, health and nature matter here.	●	●	●	●
 Intentional Growth Growth doesn't happen by accident.	●			



INFRASTRUCTURE AND MOBILITY

Community Vision Workshop Results

At the Community Vision Workshop, participants spoke about the need for stronger connections both within Lewisville and to regional destinations such as Downtown Dallas and DFW Airport. Some ideas centered on improving local access, including the possibility of shuttle connections between DCTA stations and Old Town to make travel easier during events and daily trips. Lack of pedestrian access within the city was also raised, particularly around major roadways. Additional BIG Issues, such as, “Pedestrian Crossing at I-35E into Old Town” and “Manage Population Growth” were proposed during the discussion. These suggestions reflected concerns about safe access across major roadways and infrastructure capacity. Rather than being introduced as new BIG Issues, they were considered strategies and considerations that could inform the existing BIG Issues within this topic area.

Meetings-in-a-Box Results

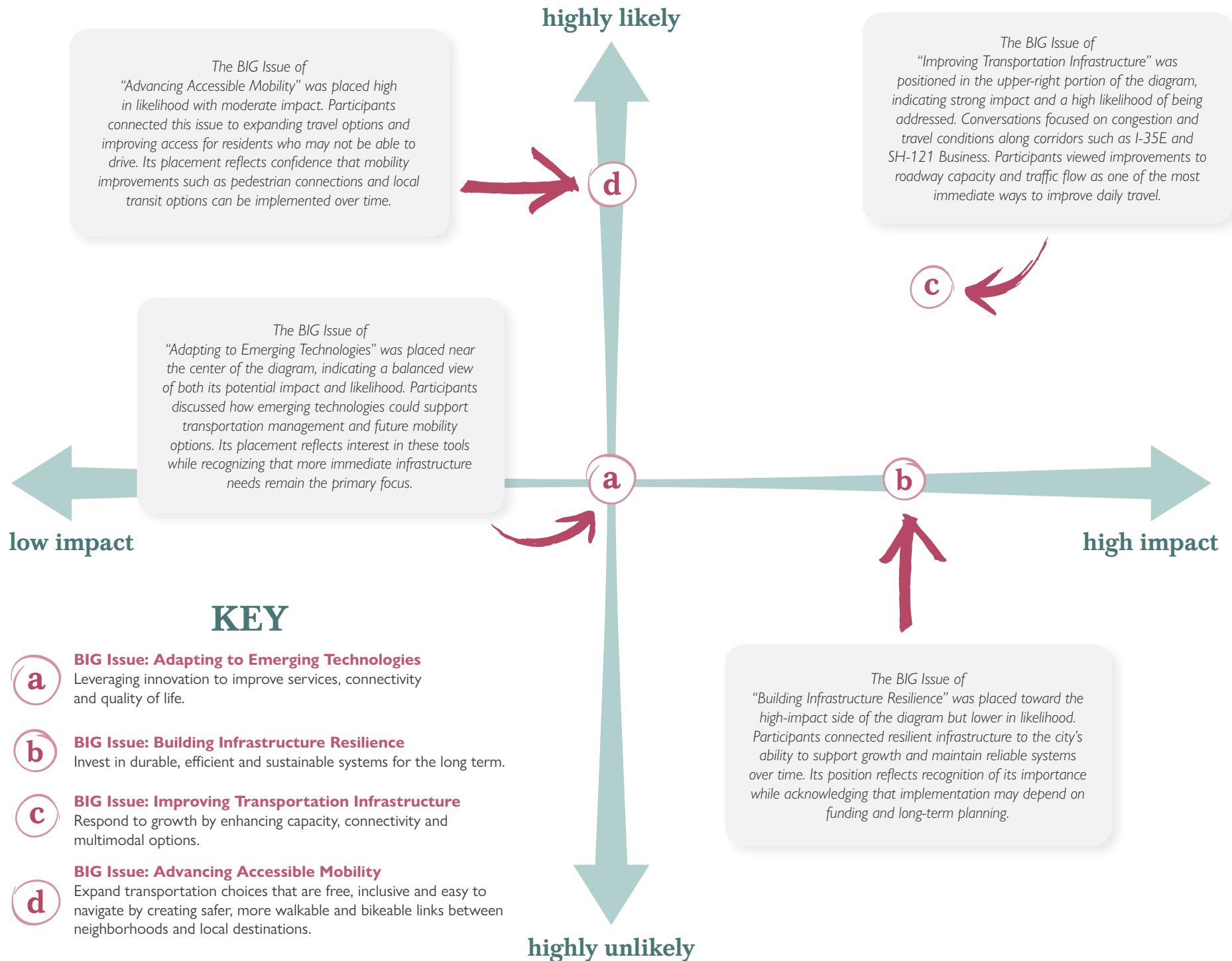
MIAB discussions that addressed infrastructure and mobility returned to everyday travel conditions. Participants spoke about congestion, commute time and the reliability of major corridors such as I-35E and SH-121 Business. Conversations also noted that large transportation improvements depend on coordination with regional partners and available funding.

BIG Ideas Worksheet Results

Responses from the BIG Ideas workbook also referenced transportation as part of daily convenience. Participants linked infrastructure improvements to safer travel and shorter commutes.

BIG IDEAS MATRIX a b c d

 Welcoming Lewisville is for everyone.				●
 Connectivity This is a city that connects.	●	●	●	●
 Resource Stewardship Lewisville takes care of its own.		●		
 Quality of Life Safety, health and nature matter here.	●	●	●	●
 Intentional Growth Growth doesn't happen by accident.	●	●	●	●





An aerial photograph of a park area, featuring a playground with a large circular structure and a building with a corrugated metal roof. A parking lot is visible in the foreground. The image is overlaid with a semi-transparent blue filter.

BIG MOVES

“When we love our city, as when we love another person, we will go to extraordinary lengths for them. We will sacrifice for them; we will push ourselves for them; we will tolerate their shortfalls; we will forgive their excesses — all because we see their true nature. When we have an emotional connection to our place, we are less likely to leave it and far more likely to champion and defend it in the face of criticism.”

– Peter Kageyama, “For the Love of Cities: The Love Affair Between People and Their Places” (2011)

“Cuando amamos nuestra ciudad, así como cuando amamos a otra persona, hacemos esfuerzos extraordinarios por ella. Nos sacrificamos por ella; nos esforzamos por ella; toleramos sus defectos; perdonamos sus excesos, todo porque vemos su verdadera naturaleza. Cuando tenemos una conexión emocional con nuestro lugar, es menos probable que lo abandonemos y mucho más probable que lo defendamos y abogemos por él frente a las críticas.”

– Peter Kageyama, “For the Love of Cities: The Love Affair Between People and Their Places” (2011)

[Traducción propia]

CHAPTER OVERVIEW

During the BIG Moves phase, the City pursued a process to review, refine and create new BIG Moves that serve the current needs and desires of the Lewisville community, while considering changes in the wider political, economic and social landscape. As a result, five new BIG Moves and five new Threads were created to guide decision-making in Lewisville.

Within this framework, the BIG Moves represent the tangible and geographically identifiable systems most important to the community, while the Threads

represent cross-cutting priorities that are integrated across each BIG Move to shape how solutions are identified, evaluated and implemented. When woven together, they create the 2035 Vision Tapestry, creating a multidimensional approach to planning and implementation. At the intersections of the BIG Moves and Threads, sets of actions emerge, providing a roadmap for projects, policies and investments that advance Lewisville's vision.

This chapter provides an overview of the different engagement methods that guided the creation of the BIG Moves and Threads, as well as information on what the concepts actually are and how they work together. The BIG Moves map is also presented, revealing the geographic areas where the BIG Moves have the greatest impact and how they should inform future land use decisions. This framework provides a structure to guide future decisions and organize the actions presented in the next chapter.



BIG MOVES INPUT SUMMARY

Engagement activities during the BIG Moves phase focused on reviewing and refining the *Lewisville 2025 BIG Moves* to reflect the community's progress, changing conditions and emerging priorities since the previous plan. Participants were asked to consider what the City has accomplished under each BIG Move and share their perceptions of where progress has been made, where continued work is needed and where new or updated priorities should be reflected.

This input helped shape the new BIG Moves and Threads by identifying themes that remain important and opportunities to consolidate or reframe priorities, so they better capture the community's current and future needs. The following section provides an overview of the engagements conducted during this phase.

Staff & Community Vision Workshops

During the BIG Moves phase, the City hosted a Community Vision Workshop to gather feedback on the existing *Lewisville 2025 BIG Moves* and generate ideas for new BIG Moves that reflect the community's current priorities. The workshop included two sessions on April 9, 2026: a staff workshop from 12 p.m. to 3 p.m. at Lewisville City Hall and a community workshop from 5 p.m. to 8 p.m. at Valley Ridge Church, the First Baptist Church of Lewisville. Lunch and a light dinner were provided during the events.

The staff workshop included 107 City staff members, while the community workshop welcomed 158 participants, reflecting strong involvement in the *Lewisville 2035* planning effort. The evening workshop also included a Ballet Folklórico performance and the *Lewisville 2035* Mayor's Challenge, which encouraged attendees to help reach a goal of more than 100 participants by 7 p.m. When the community met the challenge, Mayor Gilmore was pied in the face, creating a fun and memorable moment for participants.



The workshop was organized into five interactive stations, allowing participants to move through activities at their own pace. During the community workshop, each station was duplicated on both sides of the room to improve flow and make it easier for attendees to participate. Activities included:

- Reviewing the 22 BIG Issues and selecting the five that were most important to them.
- Reflecting on the proposed vision statement and BIG Ideas and considering how they supported participants' selected BIG Issues.
- Reviewing the *Lewisville 2025* BIG Moves and Strategic Moves and rating how much progress they believe has been made, as well as how much additional investment should continue to be made for each one in the future.
- Suggesting potential BIG Moves or approaches to address the five BIG Issues they selected.
- Identifying where specific improvements should be made geographically, including improvements related to nature and preservation, street and trail connections, redevelopment and small business support, and improved neighborhood amenities and housing options.



Meetings-in-a-Box (MIAB)

Similar to the BIG Ideas phase, Steering Committee members and City staff hosted a series of Meetings-in-a-Box to engage the greater Lewisville community in smaller, more intimate settings. This set of meetings was held before the Community Vision Workshop to give residents more time to complete the activities and to allow those who were unable to attend the in-person workshop to participate. For ease of facilitation, the MIAB activities were condensed into three worksheet activities, replicating a similar format of the in-person community workshop. Across the MIAB sessions, eight meetings were held, engaging 58 participants in total.





BIG Moves Worksheet

In addition to the MIAB activities, the City created a digital BIG Moves worksheet to share with the community through the project website, social media, tabling events and a door-knocking campaign. The worksheet invited participants to select their top five BIG Issues and consider approaches or BIG Moves to address them. The worksheet was available throughout the end of March and the month of April, with a total of 871 responses collected. The City also shared the worksheet at the following tabling events:

- Door-knocking, conducted by Grade A Hire between April 6 and April 22 in different Lewisville neighborhoods
- LISD Elementary Art Show
- St. Paddy's Texas Style
- Colorpalooza
- Various neighborhood block parties and events



Comments received on a board asking "What is one thing you think the City of Lewisville has made good progress on in the past 10 years?" at Colorpalooza.



Internal BIG Moves Workshop

Following the Community Vision Workshop, the project team held a two-day internal BIG Moves Workshop to analyze and synthesize feedback from community members and City staff and begin shaping the updated BIG Moves.

On April 10, 2026, City planning staff and the consultant team met to review the input gathered during the previous day's workshops and identify key themes, priorities and potential directions for the BIG Moves. These initial takeaways were further refined and presented to City directors on April 11, 2026, and later that day to the City Manager's Office for additional discussion and feedback.





Steering Committee Meetings

As the BIG Moves were developed, two Steering Committee meetings were held to gather feedback on the community's initial priorities and explore ideas for new and refined BIG Moves.

The first Steering Committee meeting of this phase took place on March 26, 2026, and focused on the BIG Issues that had the fewest votes in the MIAB activities and BIG Moves Worksheet responses received to date. Although these issues ranked lower in relative importance, Steering Committee members recognized that they still warranted attention and discussed how they could be addressed through existing BIG Moves or new approaches. The meeting included approximately 40 participants, who worked in small groups of three to five people to discuss ideas.

A second Steering Committee meeting took place on April 11, 2026. At this meeting, the project team presented the emerging concept of the 2035 Vision Tapestry, along with raw community input gathered from the Community Vision Workshop. Steering Committee members provided feedback on the draft BIG Moves and Threads, helping refine and solidify the Tapestry concept presented in this chapter.

Hispanic Outreach

¡Somos Lewisville!



The project team partnered with local businesses, the Lewisville Public Library and the Lewisville Chamber of Commerce to promote *Lewisville 2035*. Across all tabling events, the team spoke to approximately 150 Spanish-speaking community members, distributed flyers about the BIG Moves Worksheet and encouraged them to participate in the process. These outreach efforts include:

- Four tabling events at the Lewisville Public Library, including their Dia de los Niños event on March 18, 2026
- Three tabling events at La Nueva de Zacatecas Tortillería
- Two Latinos Unidos Mixer hosted by the Lewisville Chamber of Commerce



2035 VISION TAPESTRY

The 2035 Vision Tapestry is a new way to organize the *Lewisville 2035* plan so that the actions presented in this plan feel connected rather than separate. The 2035 Vision Tapestry brings the BIG Moves and Threads together by linking the major areas of focus with the values that guide decision-making. At each intersection, specific actions are created, showing a clear connection between the Moves presented in this chapter and the implementation steps that follow. Like the threads of a tapestry, these elements work together so that one project or decision can advance multiple priorities at once, weaving the BIG Moves and Threads into the fabric of Lewisville's future.

BIG Moves

BIG Moves are the systems that can have the biggest positive impact on Lewisville's future. Representing the framework's tangle, place-based elements, each BIG Move has a physical presence within the community and can be mapped geographically. The five BIG Moves build on a Lewisville strength and responds to priorities expressed by Lewisville residents and stakeholders. They include groups of related action items that the City, partner groups and the Lewisville community will carry out between now and 2035.

The five BIG Moves are:

- Economic Engines (EE)
- Natural Network (NN)
- Lifelong Livability (LL)
- Integrated Infrastructure (II)
- Distinctive Destinations (DD)

Threads

The Threads weave through all five of the BIG Moves and help explain the values that shape action in Lewisville. Because each Thread applies across the framework, every BIG Move includes actions related to each of the five Threads. The five Threads are:

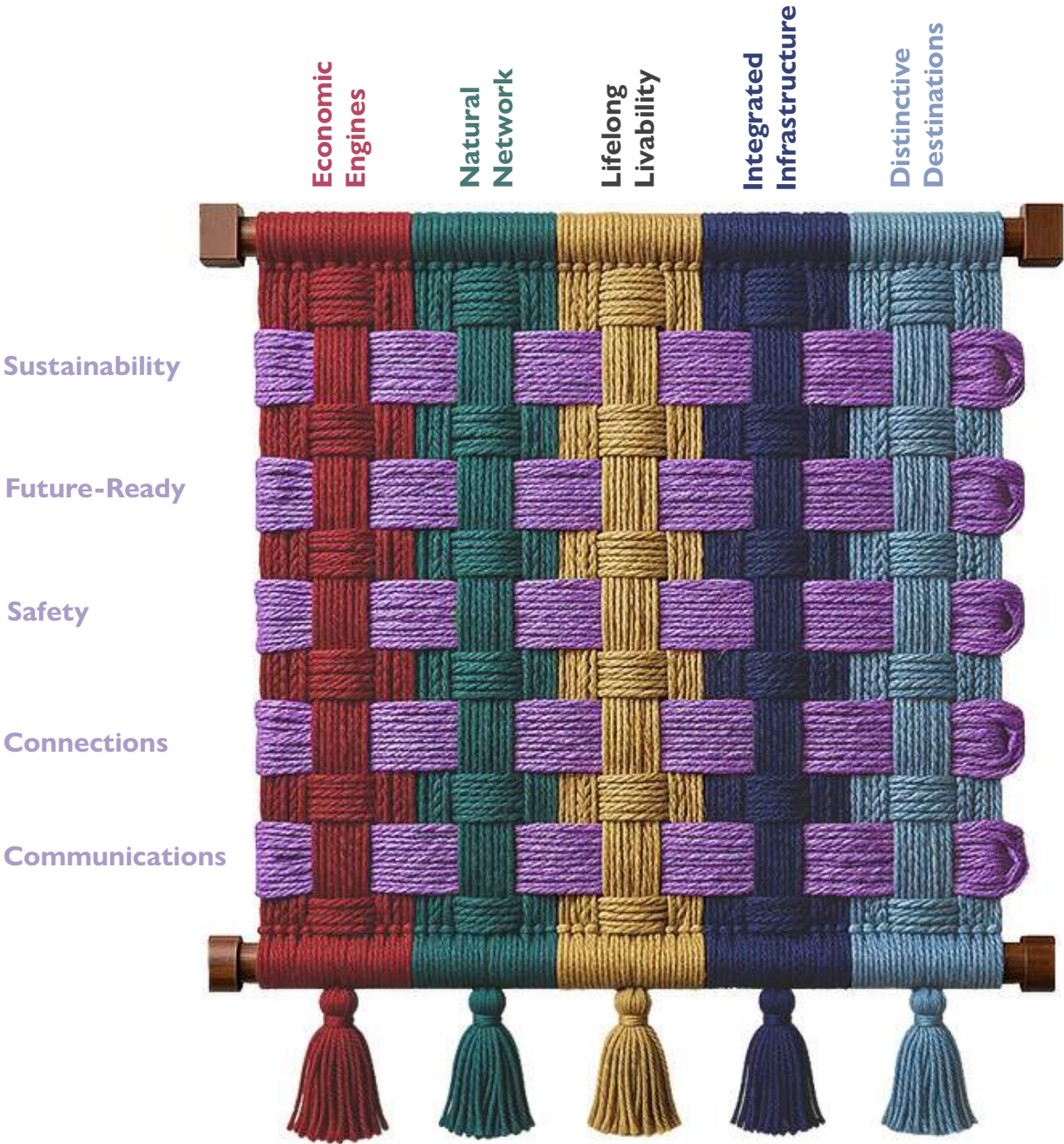
- **Sustainability (Su):** Lewisville's relationship to the environment and the care of the natural resources that support the community.
- **Future-Ready (Fr):** The ability to anticipate change and build resilience through the use of technology and decisions that serve future generations.
- **Safety (Sa):** The everyday sense of comfort and security that allows people to fully use and enjoy the city.
- **Connections (Cn):** The ability to move through Lewisville easily and reach the places, services and people that support daily life.
- **Communication (Cm):** The clear exchange of information that helps people contribute to and understand the decisions made by the City.



BIG Moves

Figure 10. 2035 Vision Tapestry

Threads





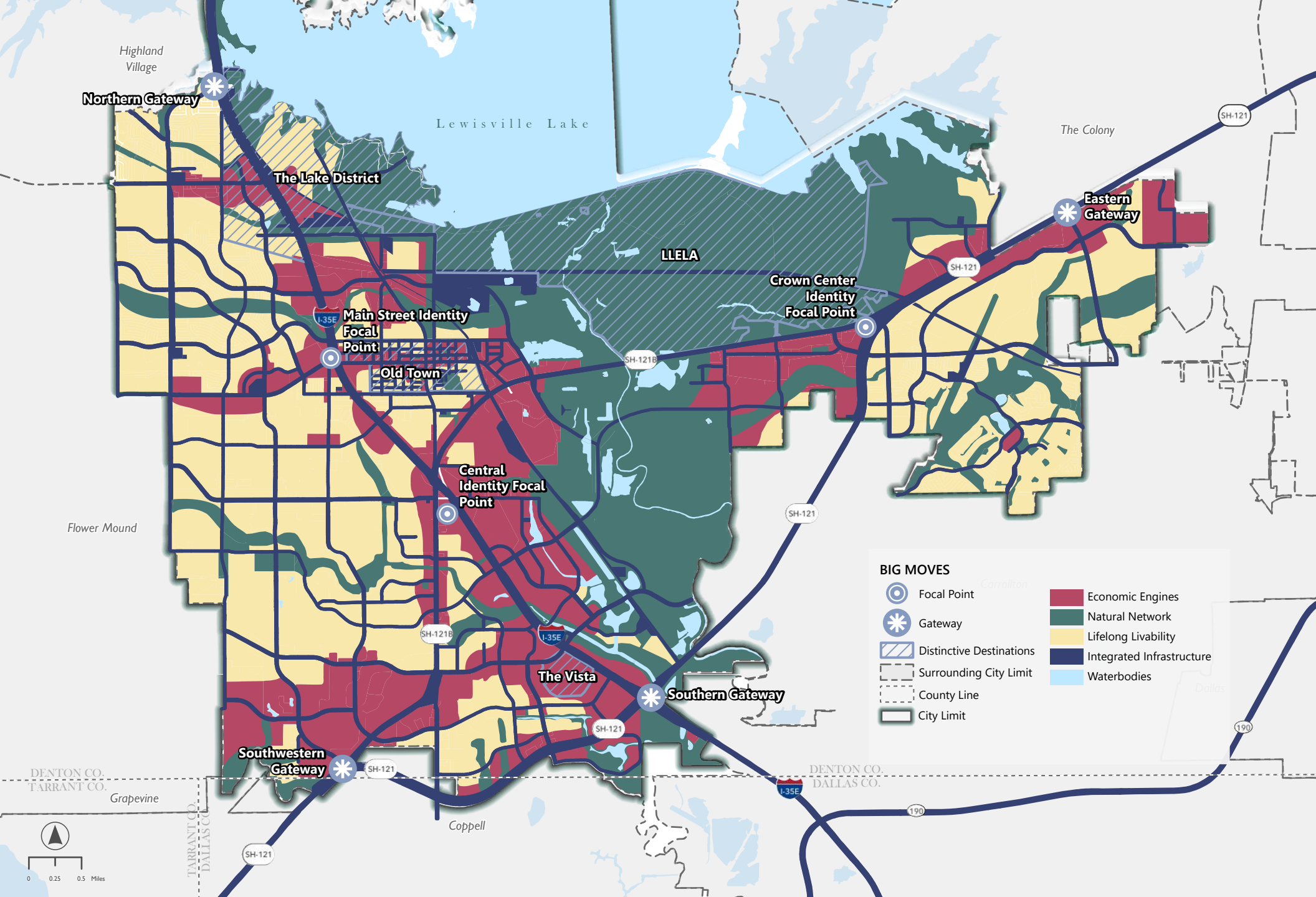
BIG MOVES MAP

While the BIG Moves apply citywide, many have important geographic focus areas where future investment, coordination and action will be especially important. The BIG Moves map illustrates those relationships, showing how the BIG Moves connect to the places that help shape Lewisville's identity.

The following pages explore each BIG Move in greater detail, including:

- A description of the BIG Move and the feedback and progress that helped shape its direction.
- A goal that describes the result or outcome each BIG Move aspires to achieve.
- A list of objectives that provide general direction for progress through 2035 and beyond.
- A list of action priorities, such as programs, projects or other steps that can be accomplished in a shorter time frame.

Although the Threads are not shown on the map, they remain woven throughout the BIG Moves and help shape how actions are prioritized and implemented. Each priority action is connected to one or more Threads, illustrating how a single project or initiative can advance multiple community priorities at the same time.



Map 5. BIG Moves Map

ECONOMIC ENGINES

The “Economic Engines” BIG Move strengthens the economic foundation that supports the people, places and industries that generate opportunity and long-term prosperity in Lewisville. This includes supporting small businesses and entrepreneurs; the city’s key employment areas, such as Waters Ridge; redeveloping and maintaining commercial corridors, such as SH-121 Business; and collaborating with entities like LISD and institutions of higher education to support the next-generation workforce and a resilient local economy.

Lewisville’s economy plays a major role in how people experience the city every day. Local businesses, employment centers and commercial corridors all help shape where residents work, shop, gather and access services. As the greater North Texas region continues to grow, Lewisville has an opportunity to remain competitive while ensuring growth supports the people and businesses already here. This means the City will strengthen the places that drive the local economy, support small businesses and prepare residents for the jobs and opportunities of the future.

In the *Lewisville 2025* plan update, the “Economic Vitality” BIG Move focused on the connection between residents, businesses and major employment centers. Since then, Lewisville’s economic needs have become more focused on how existing places can continue to evolve. With limited undeveloped land remaining in the city, future economic growth will rely more heavily on reinvestment, redevelopment and making better use of established employment areas and commercial corridors.

For *Lewisville 2035*, the city’s vision for economic success recognizes that a strong economy depends on more than major employment centers alone. While major employment centers and commercial corridors remain essential to Lewisville’s long-term success, community input highlighted the importance of also supporting small businesses, entrepreneurs and the partnerships that help businesses of all sizes remain competitive. As school performance, career readiness and workforce needs continue to shape Lewisville’s future, stronger coordination with LISD, higher education institutions and other workforce partners will help prepare the next generation while supporting long-term economic mobility.

GOAL: Lewisville will be an economic opportunity magnet where businesses scale, careers take off and lasting wealth is built by and for the community.

Aspirational Objectives:

- Transform aging commercial corridors and employment areas into investment-ready districts that attract residents and visitors, growing industries and the workforce to power them.
- Make Lewisville THE place to start, scale and sustain a small business through a coordinated public and private sector support system.
- Build innovative education, workforce training and employer partnerships that line Lewisville residents up for success in the jobs, careers and industries shaping the future economy.

Priority Actions:

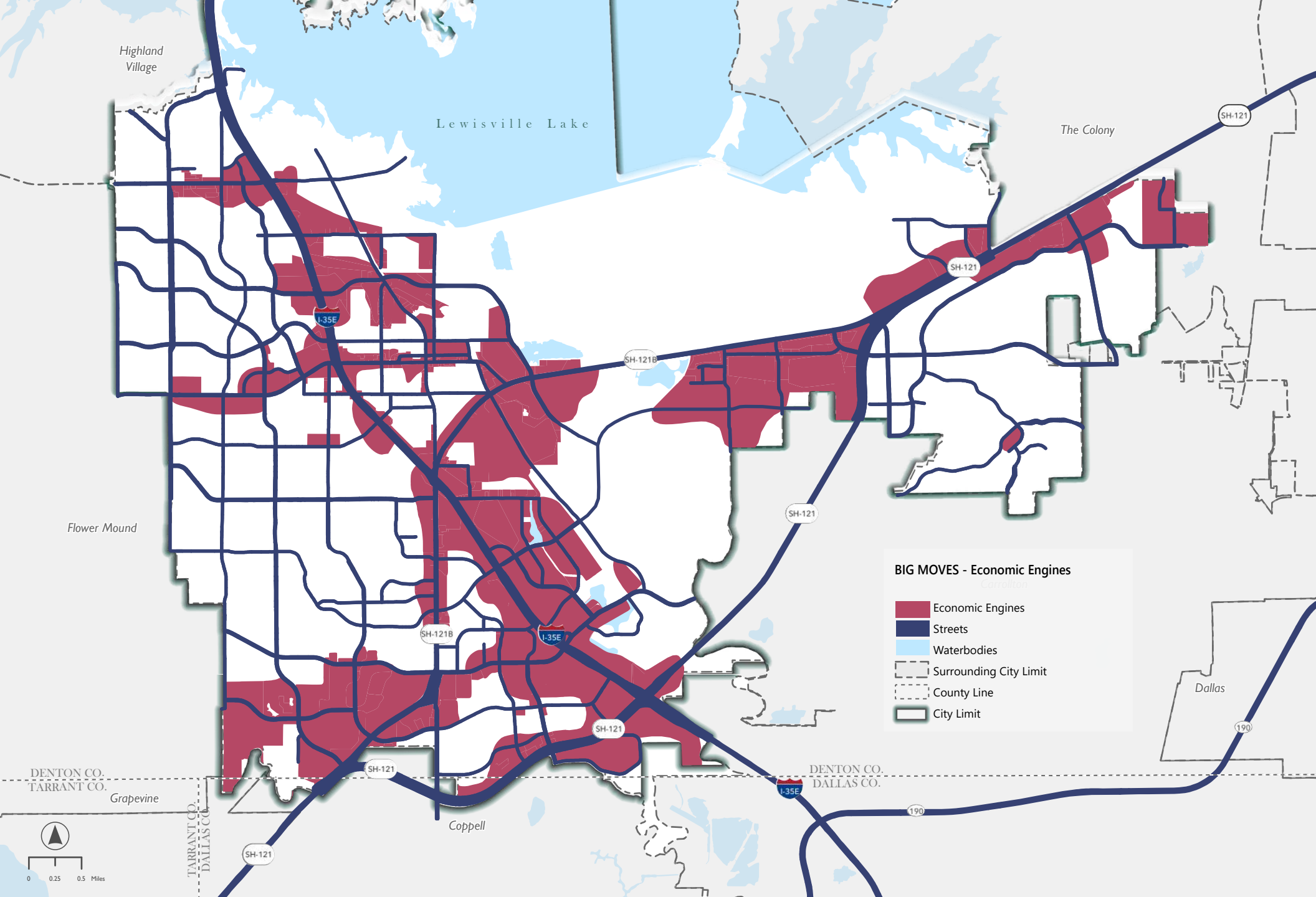
- **EE.Cn.4.** Partner with property owners to improve the appearance of and activate spaces in commercial corridors such as SH-121 Business, I-35E, West Main Street and FM 407 through façade and exterior enhancement programs that support signage improvements, landscaping, lighting, open space, parking area improvements and right-of-way enhancements.
- **EE.Su.3.** Develop and expand small business support initiatives through partnerships with to provide resources, training, capital investment and targeted assistance to help grow and retain entrepreneurs and local businesses.
- **EE.Fr.1.** Recruit and support companies that provide high quality jobs, competitive wages and job opportunities for Lewisville residents.

Action Items have been shortened for formatting purposes. To read the full list, check out the BIG Actions technical chapter.



Relevant BIG Issues

- Revitalizing the Commercial Corridors
- Revitalizing The Vista Mall
- Supporting Small Businesses
- Expanding Local Employment
- Investing in the Next Generation
- Attracting and Retaining Young Professionals



Map 6. Economic Engines Map

NATURAL NETWORK

The “Natural Network” BIG Move connects and protects the natural areas that support Lewisville’s environment, wildlife and recreation. At its heart is Lewisville’s Green Centerpiece: Lewisville Lake, LLELA, the Elm Fork of the Trinity River floodplain, and its surrounding parks and open space. The “Natural Network” extends beyond this centerpiece to include the broader system of parks, trails, waterways and green spaces throughout the city, recognizing that all of these systems should be protected and connected to ensure that everyone has access to the recreational opportunities of the natural environment. Beyond 2035, landfill closures and redevelopment will support the natural network.

Lewisville has long been shaped by its relationship to nature. From Lewisville Lake and LLELA to the city’s parks, trails and open spaces, residents have great access to natural areas that few communities in the Metroplex can offer. Through the *Lewisville 2035* planning process, residents consistently shared that this connection to nature is one of their favorite parts about living in Lewisville. Through the process, it became clear that nature is central to Lewisville’s identity and should remain a key focus area moving forward.

In the *Lewisville 2025* plan update, the City revealed the “Green Centerpiece” and “Extending the Green” BIG Moves. The “Green Centerpiece” BIG Move focused on preserving the large natural areas in the Elm Fork floodplain and around Lewisville Lake, while “Extending the Green” focused on physically and visually expanding the Green Centerpiece and trail system to make it more accessible to neighborhoods and businesses in the city.

Given the continued passion toward Lewisville’s natural spaces, it was clear that a BIG Move was needed to carry this priority forward. However, there was also agreement that the city’s access to nature should not just be centralized in the Green Centerpiece but extended throughout Lewisville. As a result, the 2035 “Natural Network” BIG Move was created to capture the present-day importance of nature in Lewisville, ensuring that everyone, regardless of where they live in the city, can access green spaces within their own neighborhoods.

GOAL: Nature will be Lewisville’s signature feature that defines community identity and enhances daily life.

Aspirational Objectives:

- Improve the health, beauty and ecological function of Lewisville Lake, parks and natural areas for the long-term benefit of people, plants and animals that rely on them.
- Link parks and open space with neighborhoods, schools and destinations to create a seamless green network that is safe, welcoming and accessible for every age and ability.
- Put Lewisville on the map as a destination for ecotourism by making natural places, resources and amenities easy to find, access and experience while protecting environmental integrity.

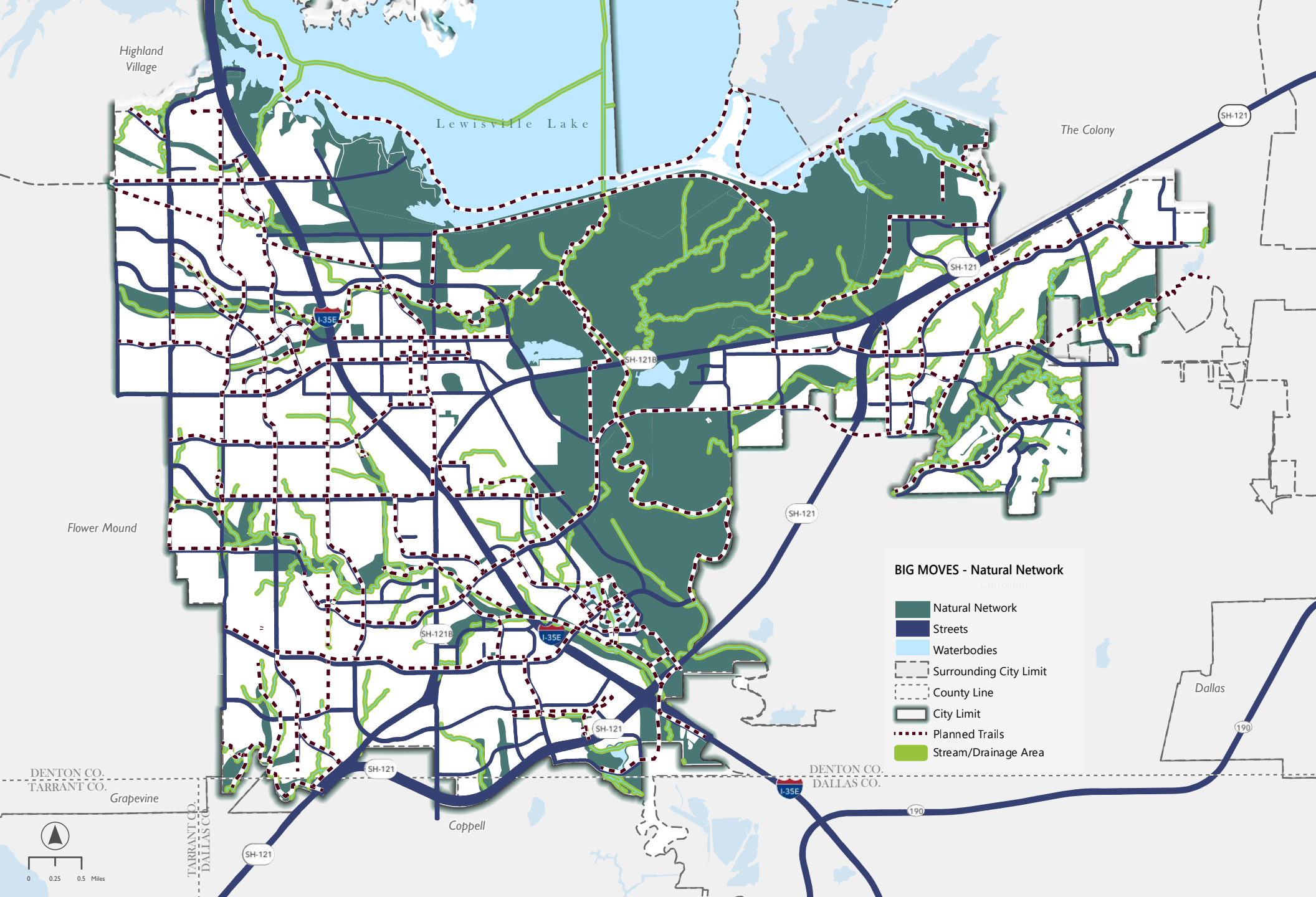
Priority Actions:

- **NN.Cm.1.** Increase community awareness and stewardship of native wildlife through education workshops, public awareness campaigns and multimedia outreach.
- **NN.Cn.1.** Guarantee every resident has access to a park, trail or green space within a 10-minute walk of home by implementing the *Healthy Infrastructure Plan* and *Green Centerpiece Master Strategy*.
- **NN.Su.3.** Support investment in establishing pollinator areas and restoring Blackland Prairies in parks and open spaces to support local ecology.
- **NN.Su.4.** Improve stormwater through regional partnerships, City initiatives along drainage ways, green infrastructure such as bioswales, rain gardens and targeted tree planting, stormwater quality improvements on private property and educating the community on stormwater and the water cycle.

Action Items have been shortened for formatting purposes. To read the full list, check out the BIG Actions technical chapter.

Relevant BIG Issues

- Connecting Lewisville Lake and Nature
- Preserving and Enhancing Natural Systems
- Preparing for Climate and Weather Events



Map 7. Natural Network Map

LIFELONG LIVABILITY



Relevant BIG Issues

- Supporting Diverse Housing Choices
- Enhancing Neighborhood Amenities
- Promoting Safety and Community
- Expanding Mental Health Support
- Fostering Stronger Community Engagement and Collaboration
- Supporting Seniors at All Income Levels

The “Lifelong Livability” BIG Move supports a community where people can live well throughout every stage of life. It encompasses all aspects of livability, including housing, safety, access to food and medical services, physical and mental health, arts and culture and community engagement, with the goal of ensuring everyone in Lewisville has access to the resources and services needed to thrive.

A strong community is not only measured by how it grows, but by how well it supports the people who live there. Throughout the *Lewisville 2035* planning process, residents shared feedback on many issues that directly shape quality of life, including housing attainability, health, safety and daily needs. These priorities point to a larger goal: ensuring Lewisville remains a place where people can live well and feel supported at every stage of life.

The “Diverse and Thriving Neighborhoods” BIG Move from the *Lewisville 2025* update focused on maintaining and enhancing neighborhoods while expanding housing choices for people of different ages, incomes and life stages. Since then, the City has made concerted efforts to bring this BIG Move forward by welcoming Castle Hills into Lewisville through annexation. Redevelopment and mixed-use projects have introduced a variety of housing types in areas such as Old Town and key corridors. At the same time, rising home values and increasing pressure on renters over the last several years have made housing attainability a growing concern among residents.

These changes have expanded the conversation from strong neighborhoods to the broader question of how the City can support residents’ needs to live well in Lewisville over time. For some, this means access to attainable housing and nearby amenities. For others, it means safe places for children and youth, opportunities for young adults and families or support for older residents who want to continue aging in Lewisville. As a result, the “Lifelong Livability” BIG Move was created to carry forward the City’s work on neighborhoods while focusing more broadly on the amenities and services that holistically affect quality of life.

GOAL: Lewisville will be a premier city for living a full, connected life where residents can grow and thrive across all life stages.

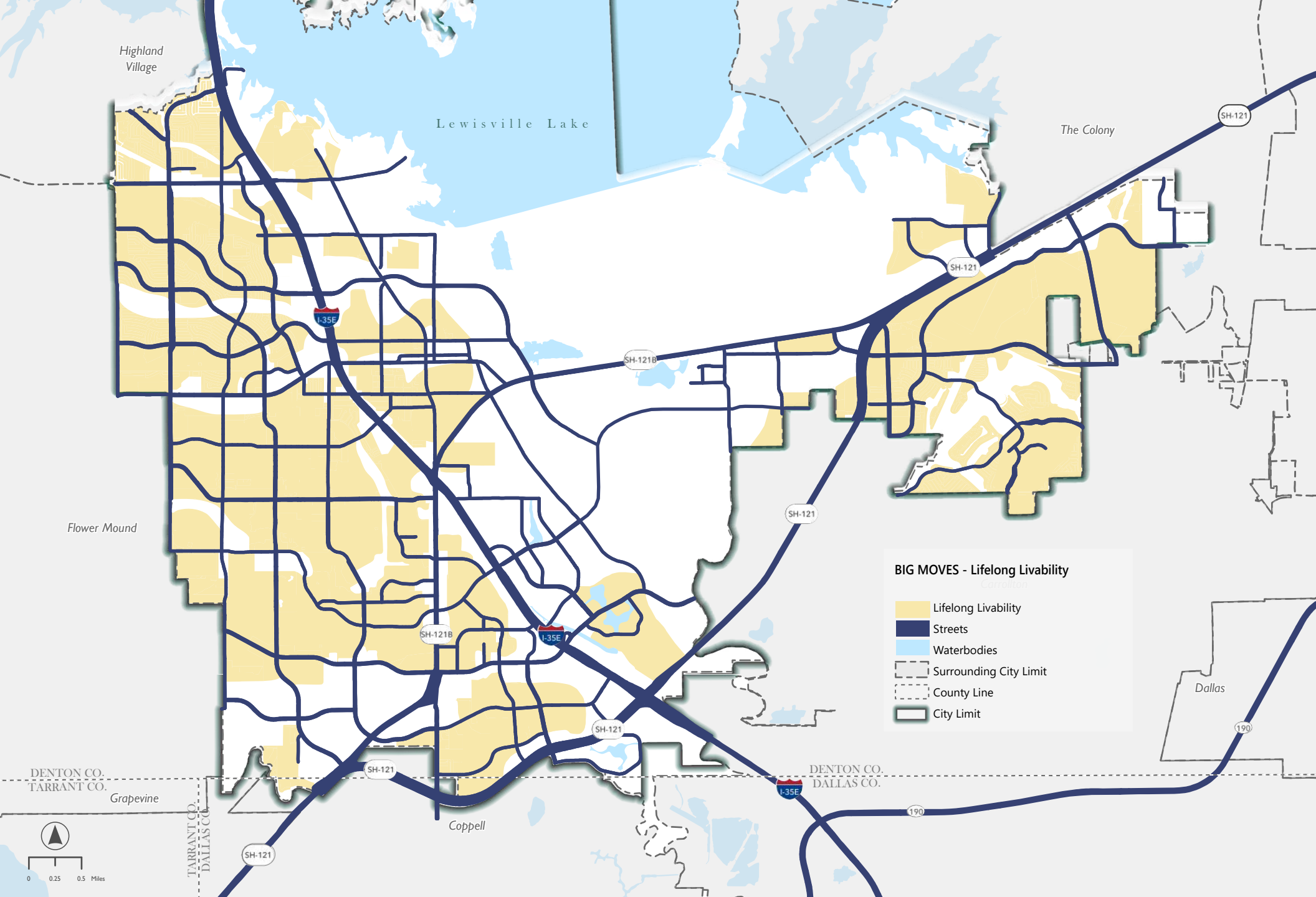
Aspirational Objectives:

- Shape a complete community that makes it easy for residents to continue to choose Lewisville as incomes, household types, abilities and life stages change.
- Fill opportunity gaps throughout the city so that ZIP code, age, language, income or ability don’t stand in the way of access to services.
- Support quality of life for residents by bringing daily essentials like schools, parks, stores and other resources closer to the people.
- Prioritize public investments that improve daily life, especially for residents, neighborhoods and generations that have historically had lower levels of service.

Priority Actions:

- **LL.Cn.1.** Strive for a clean and litter-free city through regular street sweeping, waste hauling coordination with landfills and waste hauling companies, debris cleaning coordination with TxDOT and volunteerism, such as creek clean ups.
- **LL.Cn.4.** Expand neighborhood-based crime prevention and community engagement efforts. Provide resources and organizational support to encourage active partnerships between residents and the police department in maintaining safe and connected neighborhoods.
- **LL.Cn.6.** Support seniors at all income levels to age in place.
- **LL.Sa.2.** Ensure all residents have safe, quality housing in all rental communities.
- **LL.Sa.10.** Attract grocery and fresh food options to expand access in targeted food-desert neighborhoods.

Action Items have been shortened for formatting purposes. To read the full list, check out the BIG Actions technical chapter.



Map 8. Lifelong Livability Map

INTEGRATED INFRASTRUCTURE

The “Integrated Infrastructure” BIG Move advances a more connected and coordinated approach to the systems that support mobility, water, wastewater, stormwater, utilities, technology and public infrastructure throughout the city. Through integrated systems that work together efficiently and reliably, “Integrated Infrastructure” acknowledges the need for improvements that support connectivity, accessibility and resilience while also enabling Lewisville to grow, adapt and serve future generations.

The systems that keep Lewisville moving and functioning are often the ones people notice most when they are not working well. Streets, sidewalks, water, wastewater and stormwater systems, utilities and technology all affect how residents get around and access services. Keeping these systems reliable will require more than just building new projects. It will also require maintaining aging infrastructure and coordinating investments proactively to meet changing needs over time.

The *Lewisville 2025* plan included several Strategic Moves that focused on how the City operates and connects people to services, including the “Connected

City” and “Data-Driven Organization” Strategic Moves. These efforts helped advance the use of technology, data, mobility planning and service improvements to make Lewisville more efficient and responsive. Since then, the City has continued to invest in infrastructure through roadway projects, public safety technology, trail connections, utility planning and tools that make City services easier to access.

For *Lewisville 2025*, this work has evolved into a broader focus on how infrastructure systems work together. Community feedback pointed to the importance of improving transportation, maintaining reliable water and utility systems, addressing aging infrastructure, expanding accessible mobility and preparing for changing technology and service needs. Residents also expressed the need for clearer communication about projects, construction impacts and how infrastructure decisions are prioritized. This BIG Move recognizes that infrastructure is not just about individual projects, but about creating coordinated systems that are reliable, accessible and easier to navigate.

GOAL: Lewisville will build future-ready infrastructure that keeps the community moving, connected, and resilient for the next century.

Aspirational Objectives:

- Modernize aging infrastructure, systems and facilities so Lewisville can grow through anticipation and proactive response, not reaction.

- Build infrastructure for the next 100 years by designing systems for adaptability, resilience, emerging technologies and changing environmental conditions.
- Harness smart technologies to anticipate infrastructure needs, prioritize investments and stay ahead of emerging challenges before they disrupt daily life.
- Break down barriers by making transportation safe, reliable, accessible and comfortable for every age, ability and income.

Priority Actions:

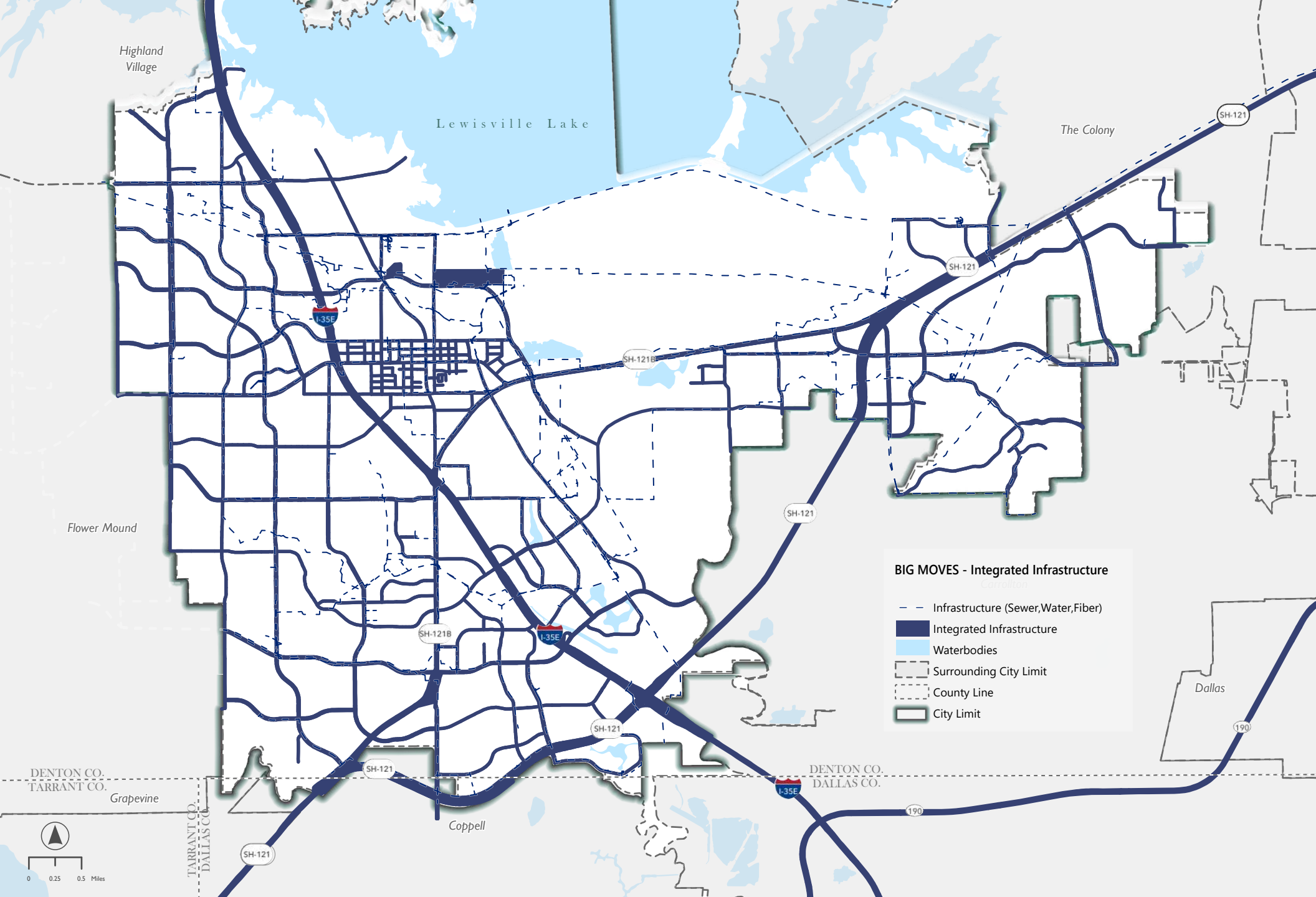
- **II.Cn.1.** Develop and implement a clear and connected system of bike routes for the city.
- **II.Cn.6.** Improve the walking experience for all residents in the city by enhancing sidewalk and crossing standards, including sidewalks, parks, trails, traffic buffers, ADA improvements, shade, lighting and other amenities.
- **II.Cn.10.** Complete construction of the Corporate Drive extension into East Lewisville to improve traffic flow on SH-121 Business.
- **II.Su.3.** Continue to prioritize maintenance of infrastructure systems.
- **II.Fr.8.** Adopt and implement a data-driven infrastructure replacement program to address aging infrastructure, with a particular focus on water and sewer systems.
- **II.Sa.3.** Develop a neighborhood traffic safety and calming program that prioritizes school zones, unsafe intersections, corridor crossings, parks and neighborhood streets with recurrent safety concerns.

Action Items have been shortened for formatting purposes. To read the full list, check out the BIG Actions technical chapter.



Relevant BIG Issues

- Adapting to Emerging Technologies
- Building Infrastructure Resilience
- Improving Transportation Infrastructure
- Advancing Accessible Mobility



DISTINCTIVE DESTINATIONS

The “Distinctive Destinations” BIG Move strengthens the places and experiences that define what Lewisville is known for. This includes key destinations such as Old Town, The Vista mall, LLELA and the Lake District, while also strengthening the city’s gateways and focal points shown on the accompanying map, which establish a strong sense of arrival into Lewisville and identify the places that shape the city’s identity. “Distinctive Destinations” also advances placemaking through public art, activation, welcoming third spaces and other investments that bring people together.

A memorable city is shaped by the places people return to. In Lewisville, that includes historic places like Old Town, community event venues and natural spaces, among other gathering spaces that help people feel connected to the city. While the *Lewisville 2025* plan update was affected in part by the COVID-19 pandemic, the years that followed have continued to show how important in-person connection remains. Even as digital communication has become a larger part of daily life, community feedback consistently pointed to a desire for places where people can meet face-to-face and feel part of the community.

In the *Lewisville 2025* plan update, the “Old Town” and “Identity, Place and Communications” BIG Moves helped guide the City’s focus on places that strengthen identity and create a lasting impression. Since then, Old Town has seen significant investment, including public and private improvements, supporting housing developments, placemaking and community events that have reinforced its role as one of Lewisville’s recognizable destinations. Community feedback consistently recognized this progress and the importance of continuing to care for Old Town over time.

Residents often pointed to Old Town as an example of what they would like to see in other parts of Lewisville. Rather than limiting identity and placemaking efforts to one area, feedback showed a desire to apply similar care and investment to the destinations, gateways, corridors and other gathering places throughout the city. This includes continuing to strengthen Lewisville’s gateways and identity focal points as memorable first impressions that reflect the community’s character while creating new destinations and neighborhood-scale gathering places that encourage everyday interaction. This is especially important as people continue to look for more third spaces outside of home and work where they can meet and build community. This broader focus helped shape the 2035 “Distinctive Destinations” BIG Move by carrying forward the City’s previous work on Old Town, identity and placemaking while expanding the focus to memorable places throughout Lewisville.

GOAL: Lewisville will stand out for its districts and neighborhoods, where unique experiences draw people back again and again.

Aspirational Objectives:

- Build Old Town, Lake Park, the Lake District and The Vista mall into defining destinations that strengthen Lewisville’s identity within the Metroplex and beyond.
- Transform everyday spaces into memorable places where people want to gather.
- Promote a network of welcoming third spaces so every neighborhood has places for connection, culture, recreation and belonging.
- Make Lewisville’s history, arts, music, cultures, neighborhoods and community stories visible through public art, events, wayfinding, design and placemaking.
- Design gateways, corridors and public spaces so arrivals create experiences that are unmistakably Lewisville.

Priority Actions:

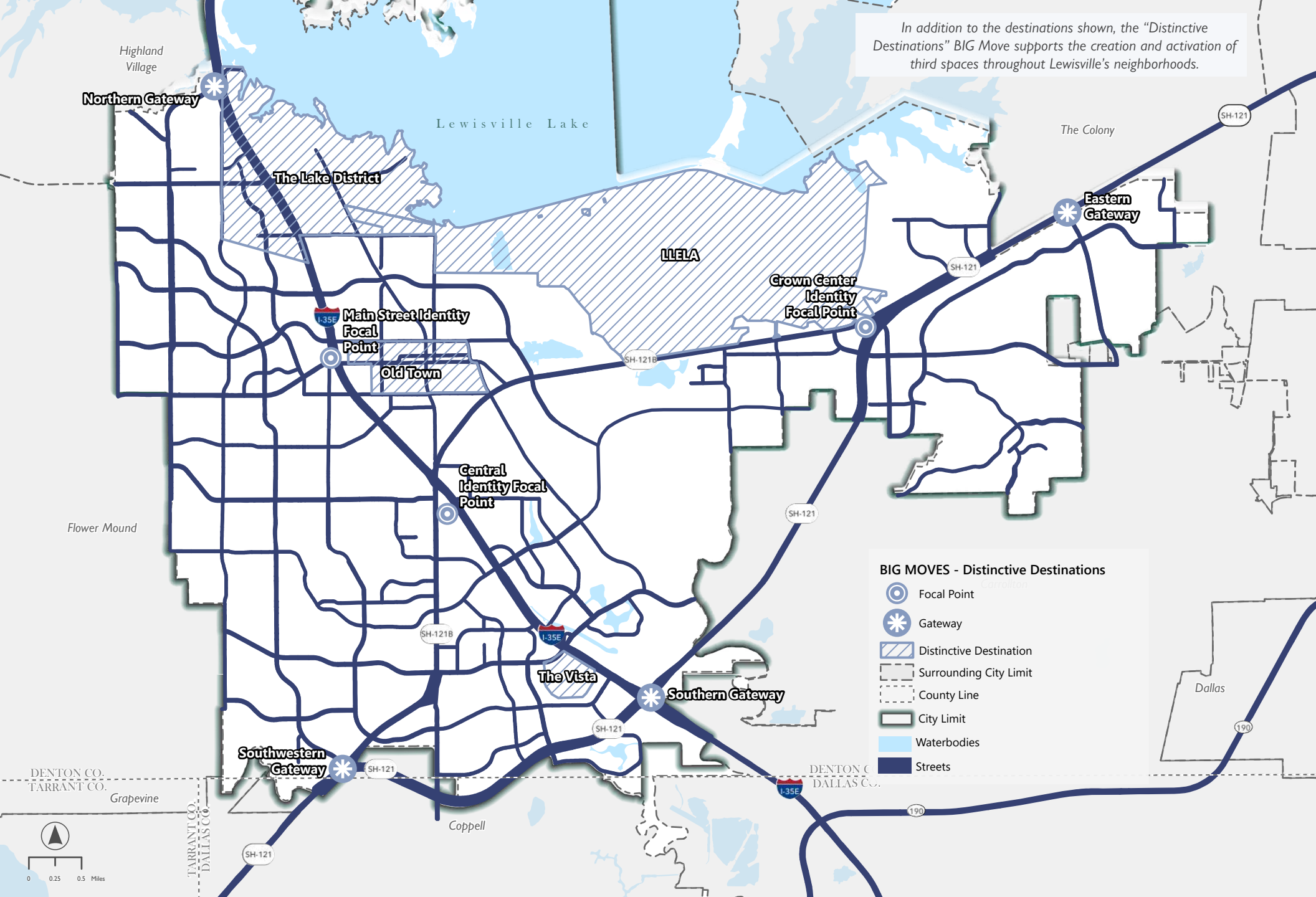
- **DD.Cm.2.** Pursue arts, music and culture designations to promote arts and tourism and work to build Lewisville’s reputation as a place for art and music.
- **DD.Cn.1.** Encourage community events hosted by local organizations throughout Lewisville that appeal to a broad range of residents.
- **DD.Cn.4.** Improve visibility of and access to LLELA through partnerships to enhance wayfinding, improve entry points and create a sense of place and destination.
- **DD.Su.2.** Embrace the lakefront as part of the Lewisville identity and a destination for the region primarily through the implementation of the *Lake Park Master Plan*.
- **DD.Fr.1.** Partner with the owners of The Vista mall to transform the area into a vibrant and attractive mixed-use space that enhances the city’s entertainment options and destination appeal.
- **DD.Sa.1.** Improve the safety, mobility and character of the SH-121 Business corridor, including implementing action items from the *Business 121 Corridor Plan*.

Action Items have been shortened for formatting purposes. To read the full list, check out the BIG Actions technical chapter.



Relevant BIG Issues

- Strengthening Old Town’s Role
- Supporting Arts, Culture and Recreation
- Revitalizing Commercial Corridors
- Revitalizing The Vista Mall
- Providing Engaging Public Spaces







BiG ACTIONS

“there is a century of places in a century of hearts in a century of lives
that will be called by the name of this City
there is a century of dreams a century of stories and a century of ups and downs
that will claim to be the full measure of our place along the highway
and still it remains the place of its beginning
with new earth being moved by dreams and hopes and glaring regard
that for one hundred years and now another
we are still turning soil planting trees and imagining more for the coming rise and setting of our suns”
– James Mardis, Lewisville Poet Laureate, “The Lewisville Lights” (2026)

“ya existe un siglo de lugares en un siglo de corazones en un siglo de vidas
que llevarán el nombre de esta Ciudad.
existe un siglo de sueños un siglo de historias y un siglo de altibajos
que afirmarán ser la medida completa de nuestro lugar junto a la carretera.
y, sin embargo, sigue siendo el lugar donde todo comenzó,
con nueva tierra removida por sueños y esperanzas y una mirada firme,
para que, durante cien años y ahora otro más,
sigamos removiendo la tierra plantando árboles e imaginando más para el próximo amanecer y atardecer de nuestros
soles.”

- James Mardis, Poeta Laureado, “The Lewisville Lights” (2026)

[Traducción propia]

CHAPTER OVERVIEW

The BIG Action chapter serves as the implementation roadmap for Lewisville's vision, translating the BIG Moves and Threads into a coordinated set of actions that will guide decision-making over the coming years. Organized by BIG Move, the actions provide a clear connection between the community's long-term aspirations and the projects, policies, programs and partnerships needed to achieve them. As the primary implementation component of *Lewisville 2035*, this chapter is intended to support City leaders, staff, partners and stakeholders in advancing Lewisville's vision for the next 10 years.



BIG ACTIONS INPUT SUMMARY

During the BIG Actions phase, engagement activities focused on refining, confirming and prioritizing the actions developed to address the previously identified BIG Issues and advance the BIG Moves. Building on earlier engagement that established the community's priorities, feedback during this phase centered on identifying which strategies would have the greatest impact over the next 10 years. Additional input was also collected on how different partners and stakeholders could contribute to advancing the community's vision. This feedback helped confirm the relevance and feasibility of the proposed actions while identifying opportunities to strengthen implementation and partnerships.



Steering Committee Meetings

After finalizing the BIG Moves, the Steering Committee shifted its focus to guiding, refining and confirming the BIG Actions presented in this chapter. Over the course of two Steering Committee meetings, members worked in small groups to review more than 100 draft actions developed from feedback collected throughout the planning process.

On May 7, 2026, Steering Committee members evaluated each draft action based on its potential impact, likelihood of success and feasibility for the City to accomplish over the next 10 years. Staff members from all departments were present to assist and answer questions at the meeting. Members also provided revisions and additional feedback, which helped refine the list of actions that was presented during the Community Vision Workshop.

On May 21, 2026, Steering Committee members ranked the top 10 draft actions for each BIG Move based on their potential impact on the lives of Lewisville residents and businesses. After ranking the actions, each group categorized every action by Thread and reflected on how the actions addressed the BIG Issues identified during the first phase of the planning process. For example, within the "Economic Engines" BIG Move, Action EE.Fr.1, which focuses on recruiting and supporting employers that provide high-quality jobs, was categorized under the Future-Ready Thread.

On July 16, 2026, the Steering Committee met for a final time to review the priority action items and Policy Statements for each of the BIG Moves. The meeting provided an opportunity for members to confirm that these items reflected the input gathered throughout the planning process and suggest any final refinements. Members also reviewed the complete draft of the *Lewisville 2035* plan and identified any remaining gaps and provided final comments before the document was finalized.

Tabling Events

City staff and the project team set up an information table at Sounds of Lewisville on June 2, 2026 and Learn Lewisville on June 13, 2026 to promote the *Lewisville 2035* plan and encourage participants to attend the final Community Vision Workshop.

After the workshop, City staff tabled at the Red, White and Lewisville event on July 1, 2026, which featured a concert, drone and firework show.



Staff & Community Vision Workshops

Similarly to previous project phases, a fourth Vision Workshop was held to gather feedback on the proposed BIG Actions. The workshops also presented the findings from the previous phase, including the BIG Moves and their associated goals, objectives, actions and maps.



Comments received on a board during the final Staff and Community Vision Workshops.

The two workshops were held on June 18, 2026. A staff workshop took place at the Lewisville Grand Theater from 12 p.m. to 3 p.m. and a community workshop was held at the Thrive recreation center from 5 p.m. to 7:30 p.m. Participants were provided with pizza for lunch and hot dogs for dinner. A total of 111 participants attended the staff workshop and 76 attended the community workshop.

The workshop was organized into five stations, each focused on one of the BIG Moves. At each station, participants reviewed the BIG Move and its supporting goals, objectives, actions and map. They provided feedback on the overall direction and identified any refinements that should be made to the maps. Participants also reviewed the proposed actions for each BIG Move and used a set number of voting dots, based on the total number of actions at each station, to identify the actions they believed were most important for Lewisville to accomplish over the next 10 years. Finally, participants identified how they, their organizations or other partners could support implementation of the actions.

Hispanic Outreach

¡Somos Lewisville!



The project team partnered with local businesses and the Lewisville Hispanic Chamber of Commerce to promote *Lewisville 2035*. Across all tabling events, the team spoke to approximately 30 Spanish-speaking community members and encouraged them to participate in the final community vision workshop. These outreach efforts include:

- Tabling event at the Lewisville West Shopping Center, including leaving flyers at local businesses
- Tabling event at La Nueva de Zacatecas Tortillería
- One Latinos Unidos Mixer hosted by the Lewisville Chamber of Commerce

BIG Actions Worksheet

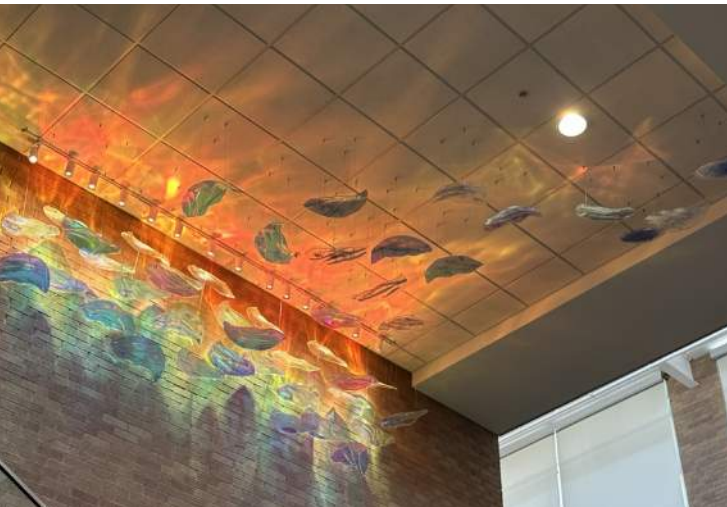
In addition to the Community Vision Workshop and tabling events, community members provided feedback on the plan by completing an online worksheet where they were asked to rank their top priority action items that support the plan's BIG Moves. A total of 66 responses were received.



BIG ACTIONS PLAN

One of the most important elements of *Lewisville 2035* is the implementation framework, which translates the community's vision into a coordinated set of actions. Guided by the vision statement, The Lewisville Way (Value People, Serve Every Day and Build Our Future) and the City's commitment to data-based decision-making, this framework turns the plan into meaningful actions. Collectively, these elements ensure implementation aligns with Lewisville's shared vision while advancing future prosperity.

The following implementation table provides individual actions that will help achieve the vision established by the community. The table is organized by each of the BIG Moves and Threads. For each action, an associated time frame for implementation and involved entities and supporting partners are identified to assist with planning and completing the action.



Implementation Table

Lead City Departments

Implementation of each action requires the leadership of at least one City department, even when another entity has the primary responsibility for the action. The City lead department is tasked with planning and coordinating efforts, within the City and with external entities, to achieve the desired outcome of the action. The following abbreviations are used to represent the responsible department:

- Arts and Library Services (ALS)
- City Attorney (CA)
- City Manager (CMO)
- City Secretary (CS)
- Community Engagement (CE)
- Economic Development & Tourism (ED)
- Emergency Management (EM)
- Engineering (E)
- Financial Services (FS)
- Fire Department (FD)
- Human Resources (HR)
- Information Technology Services (ITS)
- Municipal Court (MC)
- Neighborhood Services (NS)
- Parks and Recreation (PARD)
- Planning (P)
- Police Department (PD)
- Public Works (PW)

Supporting Partners

In addition to the lead City departments, successful implementation relies on the support from other departments and organizations. Supporting partners can be City departments or outside organizations. Examples of non-city department partners include Youth Action Council (YAC), LISD and non-profit agencies.



Time Frame

Short-Term

These actions are typically quick to achieve and require minimal capital. They are generally completed within one to three years.

Mid-Term

These actions generally take three to five years to complete and require more planning and resources than short-term actions.

Long-Term

These actions require significant coordination and planning to achieve. Some actions may involve voter-approved funding sources or input. These actions generally take more than five years to complete.

Ongoing

These actions may be continuously implemented and evaluated regularly during the *Lewisville 2035* plan cycle.

Priority Actions

Input from staff, the Steering Committee and the community helped identify the priority actions for each BIG Move. Priority Actions identified are indicated in the implementation table (♣).

Policy Statements

In addition to the implementation actions, each BIG Move includes a set of Policy Statements. While the action tables identify the programs, projects and initiatives that the City can undertake to advance the plan, the Policy Statements provide guidance to City staff, administration and elected and appointed officials for making decisions such as budgeting, capital programming and development approvals.

Effective planning requires both proactive implementation and thoughtful responses to development proposals. The Policy Statements provide a framework for evaluating rezonings, specific use permits, development proposals and other land use decisions, while also informing broader City decisions such as capital investments, budget priorities, partnership opportunities and other policy choices. Rather than prescribing specific outcomes for individual properties or projects, the Policy Statements establish consistent principles that help guide decision-making, align investments with the community's long-term vision and reinforce the goals of each BIG Move.



ECONOMIC ENGINES

GOAL: Lewisville will be an economic opportunity magnet where businesses scale, careers take off and lasting wealth is built by and for the community.

Policy Statements

These policies guide decisions that strengthen Lewisville's economic competitiveness by protecting employment areas, supporting business growth and directing development to locations with adequate infrastructure.

- 1. Preserve and Promote Neighborhood-Serving Commercial Areas:** Promote neighborhood centers or nodes that provide access to daily needs, goods and services to nearby residents through redevelopment, adaptive reuse and reinvestments in aging commercial corridors, neighborhood centers and shopping centers.
- 2. Promote Mixed-Use Centers:** Encourage mixed-use centers that integrate employment, retail, restaurants, services and public amenities to create vibrant districts that support businesses, residents and visitors.
- 3. Support Small Businesses and Entrepreneurship:** Support small businesses, entrepreneurs and start-ups by encouraging development and redevelopment patterns that provide flexible, right-sized and attainable commercial spaces, including adaptive reuse, shared spaces and mixed-use formats where appropriate.
- 4. Locate Industrial and Employment Uses Appropriately:** Per the "Industrial Appropriateness Map" on page 138, locate industrial, flex and logistics uses in appropriate areas where they can support economic activity while minimizing impacts on residential neighborhoods and limited natural resources.
- 5. Connect Residents to Employment Opportunities:** Support employment-generating development in locations that are accessible to Lewisville residents through roadway, transit, bicycle and pedestrian connections, and encourage nearby supportive uses such as housing, childcare, education, training and daily services where compatible.
- 6. Accommodate Emerging Industries Responsibly:** Evaluate emerging technologies, new industries, and innovative business models based on potential impacts related to infrastructure, mobility, safety, noise, privacy, workforce disruption, compatibility with surrounding development and the protection and stewardship of the city's natural resources.
- 7. Consider Indirect Impacts in Land Use Decisions:** For major development and rezoning proposals, consider their long-term impacts, including tax base contribution, infrastructure obligations, service demands, effects on the city's environment and natural resources and alignment with the City's ability to provide high-quality public services.



ECONOMIC ENGINES (EE)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Communications (Cm)							
EE.Cm.1	Establish an internal, citywide culture of documented process and efficiency improvements that maintain focus on improving service delivery and resident satisfaction (i.e., Become a one-stop shop for permitting, using technology to streamline inspections and make the process easy for every resident).	CMO, HR			◆		
Connections (Cn)							
EE.Cn.1	Attract restaurant and food based concepts through partnerships and economic development that encourages local business development, family-friendly amenities, outdoor dining and destination-oriented experiences.	ED	Local Businesses				◆
EE.Cn.2	Partner with trade, technical, community college and educational institutions to provide workforce training for local employment opportunities and industry needs.	CMO, ED	TSTC, NS, Major Employers		◆		
EE.Cn.3	Collaborate with employers, workforce development organizations and LISD to strengthen workforce connections, expand training opportunities and support career pathways that prepare students for future employment opportunities.	CMO, ED, HR	LISD, Local Businesses, Major Employers	◆			
EE.Cn.4 ♣	Partner with property owners to improve the appearance of and activate spaces in commercial corridors such as SH-121 Business, I-35E, West Main Street and FM 407 through façade and exterior enhancement programs that support signage improvements, landscaping, lighting, open space, parking area improvements and right-of-way enhancements. *Also related to Safety and Communications Threads	P, ED, E, PARD			◆		
EE.Cn.5	Provide dedicated support to small businesses throughout the permitting process to make it more accessible and user-friendly.	ED, CE		◆			
EE.Cn.6	Host outreach events and maintain business engagement tools, such as an inventory of local businesses, to connect existing and new businesses with city services, strengthen communication and support the local business community.	CE, ED					◆

♣: Priority Actions

ECONOMIC ENGINES (EE)

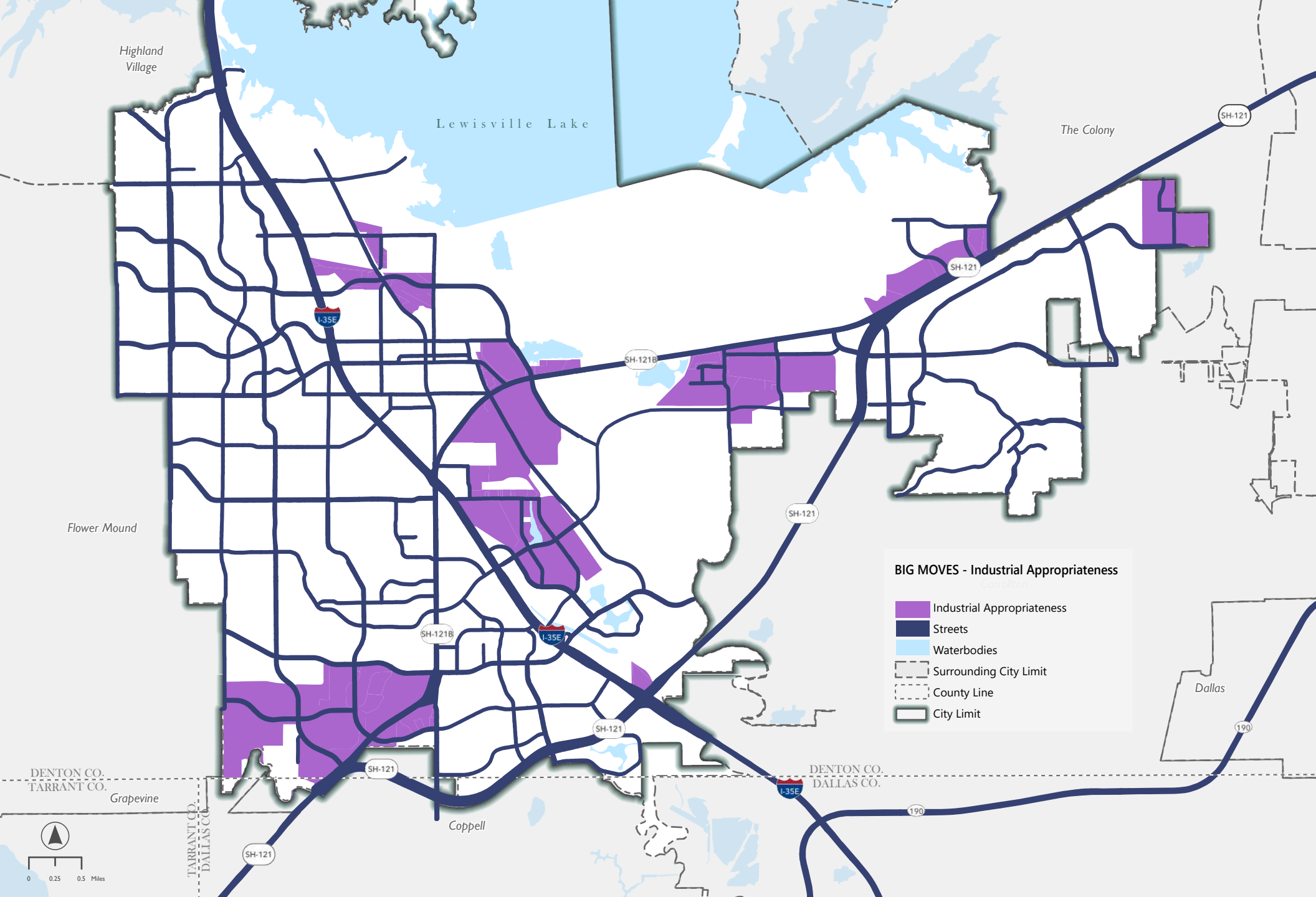
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Sustainability (Su)							
EE.Su.1	Amend zoning standards to promote appropriate missing middle housing, sustainable and resilient development and land use policies that limit the proliferation of uses with negative community impacts, such as vape shops and liquor stores.	P			◆		
EE.Su.2	Activate aging or single-use corporate centers by integrating walkable open space, appropriate residential, ground-floor dining, retail and public amenities by marketing properties to developers and investors, considering incentive programs and removing regulatory hurdles. *Also related to Future-Ready Thread	CMO, ED			◆		
EE.Su.3 ♣	Develop and expand small business support initiatives through partnerships with the Chamber of Commerce, Small Business Development Center, local banking institutions, and other partners to provide resources, training, capital investment and targeted assistance to help grow and retain entrepreneurs and local businesses.	ED		◆			
EE.Su.4	Promote ecotourism by enhancing access to Lewisville’s natural areas through trails, educational programming, interpretive signage and nature-based experiences while protecting sensitive habitats and ecological resources.	CE, ED, PARD			◆		
EE.Su.5	Develop and implement business retention and expansion initiatives to support existing businesses. *Also related to Communications Thread	CMO, ED		◆			
EE.Su.6	Seek approaches to fiscal stewardship that balance maintaining one of the region’s lower tax rates with the uninterrupted provision of excellent-quality services. *Also related to Lifelong Livability; Integrated Infrastructure; Distinctive Destinations BIG Moves	CMO, FS					◆

♣: Priority Actions

ECONOMIC ENGINES (EE)

#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Future-Ready (Fr)							
EE.Fr.1 ♣	Recruit and support companies that provide high quality jobs, competitive wages and job opportunities for Lewisville residents.	ED					◆
EE.Fr.2	Implement all small area and special plans.	P					◆
EE.Fr.3	Establish Lewisville as a nationally recognized leader among mid-sized cities for technology adaptation by creating a framework to responsibly allow autonomous systems testing, partnering with local universities for applied research and workforce training and adopting AI-driven tools and other new technologies in municipal operations for public benefit. *Also related to Distinctive Destinations BIG Move	ITS	PW	◆			◆
EE.Fr.4	Expand and promote library offerings and partnerships with third-party providers to deliver adult education and life enrichment resources—including GED preparation, entrepreneurship, AI literacy, ESL, child development, civics, technology and climate education.	ALS	Non-Profit Agencies		◆		
EE.Fr.5	After construction is complete on TxDOT's I-35E break-out projects (Main Street, SH-121 Business, Mill Street realignment and Corporate Drive), partner with property owners, restaurants and businesses to redevelop remaining parcels and vacant commercial properties into destinations that capitalize on the improved access and visibility.	ED, P			◆		
EE.Fr.6	Identify alternative revenue sources to offset authority the state legislature has taken from the City.	F					◆
Safety (Sa)							
EE.Sa.1	Incorporate Crime Prevention Through Environmental Design (CPTED) principles and Police Department input into the development review process to promote safe, well-designed commercial and mixed-use areas.	PD	P	◆			

♣: Priority Actions



Map 11. Industrial Appropriateness Map

NATURAL NETWORK

GOAL: Nature will be Lewisville's signature feature that defines community identity and enhances daily life.

Policy Statements

These policies guide decisions that strengthen Lewisville's natural network by preserving and restoring natural areas, expanding access to parks and open space, improving environmental quality and integrating sustainable practices into future development.

- 1. Expand Access to Parks and Natural Areas:** Support development and redevelopment patterns that increase the number of residents within a 10-minute walk to a park, trail, open space or natural area, and encourage public access connections where appropriate.
- 2. Advance the Green Centerpiece Vision:** Evaluate land use and development proposals for their ability to support the *Green Centerpiece Master Strategy*, including opportunities to connect parks, open spaces, trails, drainage corridors and habitat areas into a cohesive natural network.
- 3. Preserve Tree Canopy and Riparian Corridors:** Protect existing mature trees, native vegetation and natural drainage features, and require appropriate mitigation or restoration where impacts to tree canopy or riparian areas cannot be avoided.
- 4. Protect and Restore Native Habitats:** Support the restoration of disturbed prairie, woodland and riparian habitats through public projects, private development, redevelopment and open space management practices.
- 5. Integrate Pollinator and Native Landscape Areas:** Encourage the use of native and adapted plantings, pollinator gardens, restored Blackland Prairie areas and habitat-supportive landscapes in parks, open spaces, civic sites and private development.
- 6. Promote Sustainable Site and Building Practices:** Support development that incorporates sustainable construction, resource-efficient design, low-impact development, green infrastructure, energy conservation and environmentally responsible site planning.
- 7. Improve Stormwater Quality:** Encourage development and redevelopment to improve stormwater quality through green infrastructure, low-impact design, natural drainage preservation, regional stormwater solutions and on-site practices that reduce runoff pollution.
- 8. Use Drainageways as Environmental Infrastructure Assets:** Make land use and infrastructure decisions with the understanding that creeks, drainage corridors and flood-prone areas can function as environmental assets that support habitat restoration, stormwater management, trail connections, open space preservation and community education, rather than solely as infrastructure corridors.
- 9. Strengthen Lewisville as an Ecotourism Destination:** Support land uses, public spaces and complementary development near the Lewisville Nature Center and other natural assets that enhance ecotourism, outdoor recreation, environmental learning and access to nature while protecting sensitive resources.

NATURAL NETWORK (NN)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Communications (Cm)							
NN.Cm.1	Increase community awareness and stewardship of native wildlife through education workshops, public awareness campaigns and multimedia outreach. *Also related to Sustainability Thread	PARD, CE, NS	ITS	◆			
NN.Cm.2	Conduct a marketing campaign to increase community and regional awareness of Lewisville’s natural assets, expand ecotourism opportunities and encourage stewardship of the city’s parks, trails and natural areas.	CE		◆			
Connections (Cn)							
NN.Cn.1	Guarantee every resident has access to a park, trail or green space within a 10-minute walk of home by implementing the <i>Healthy Infrastructure Plan</i> and <i>Green Centerpiece Master Strategy</i> , improving connections between parks, trails and green spaces and ensuring parks are well maintained and sustainably built.	CMO, PARD	Private Property Owners				◆
NN.Cn.2	Build and activate a nature center at the Lewisville Lake Environmental Learning Area (LLELA) that serves as the region’s front door to ecotourism, with a barrier-free, zero-depth entry that welcomes every visitor into nature. *Also related to Sustainability Thread	PARD		◆			
Sustainability (Su)							
NN.Su.1	Update the building code and Unified Development Code (UDC) to promote sustainable construction practices and to utilize other resources, as available, to further advance sustainability.	NS, CE, PW					◆
NN.Su.2	Protect and grow the urban tree canopy to ensure neighborhoods achieve 30 percent coverage by completing and adopting an urban forest management plan, establishing a system for protecting the existing canopy and planting new trees annually.	CMO, PARD					◆
NN.Su.3 ♣	Establish pollinator areas and restore Blackland Prairies in parks and open spaces, including at LLELA and throughout the community’s green spaces to support local ecology.	PARD		◆			

♣: Priority Actions

NATURAL NETWORK (NN)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Sustainability (Su)							
NN.Su.4 ♣	Improve stormwater through regional partnerships, City initiatives along drainage ways, green infrastructure such as bioswales, rain gardens and targeted tree planting, stormwater quality improvements on private property and educating the community on stormwater and the water cycle.	PW, E, PARD		◆			
NN.Su.5	Convert street medians citywide to water-wise, native landscaping using a phased approach to reduce irrigation demands, enhance corridor aesthetics and support local water conservation goals.	PARD			◆		
Future-Ready (Fr)							
NN.Fr.1	Prioritize the preservation and restoration of natural areas, with particular focus on preserving remaining tree canopy and natural riparian areas and restoring disturbed prairie, woodland and riparian habitats. *Also related to Sustainability Thread	CMO, PW, PARD		◆			
NN.Fr.2	Increase opportunities for youth to engage with Lewisville's parks, Lewisville Lake and other natural areas through educational programs, outdoor experiences and volunteer stewardship activities.	PARD	LISD, Non-Profit Agencies	◆			
NN.Fr.3	Keep the center of Lewisville along the Trinity River natural through the expansion of trails and conversion of closed landfills into public natural amenities as they become available.	PARD	USACE, Landfills			◆	
NN.Fr.4	Build a large park near the southern end of SH-121 Business to provide a natural anchor and recreation center for the area and help address gaps in the 10-Minute Walk to a Park goal.	PARD				◆	
Safety (Sa)							
NN.Sa.1	Improve the safety and comfort of parks, trails and natural areas through Crime Prevention Through Environmental Design (CPTED) principles, environmental monitoring, appropriate lighting and other improvements that support healthy and accessible outdoor spaces.	PARD, ITS			◆		
NN.Sa.2	Analyze vacant property and excess parking lots as they become available to create new spaces, connections or expansions of existing natural areas.	ED					◆

LIFELONG LIVABILITY

GOAL: Lewisville will be a premier city for living a full, connected life where residents can grow and thrive across all life stages.

Policy Statements

These policies guide decisions that create complete neighborhoods with a mix of housing, services and community spaces that support a high quality of life.

- 1. Foster Complete Neighborhoods:** Guide land use and development decisions to incorporate neighborhood-serving and appropriately scaled entertainment, retail, and service uses in or near residential neighborhoods that provide convenient access to daily needs while maintaining compatibility with surrounding development.
- 2. Expand Housing Choices in Connected Locations:** Promote a variety of housing types in areas with access to employment, commercial services, parks, schools and transportation infrastructure while considering compatibility with adjacent development and the capacity of public infrastructure.
- 3. Plan for Aging in Place:** Encourage housing, transportation, services, recreation and neighborhood design that allow seniors of all income levels to remain connected, independent and supported within the community.
- 4. Promote Family- and Youth-Friendly Places:** Promote development patterns and projects that provide safe, accessible and engaging spaces for children, teenagers and families, including recreation, learning, arts, technology and social gathering opportunities.
- 5. Expand Access to Healthy Food:** Promote grocery stores, fresh food retailers, community gardens and other food access points in neighborhoods.
- 6. Strengthen Neighborhood Gathering Spaces:** Support the creation and enhancement of community gathering spaces, plazas, parks, civic facilities and outdoor amenities that promote social connection, neighborhood identity and community events.
- 7. Expand Community Services in Underserved Areas:** Evaluate land use decisions and public facility investments for opportunities to expand community services, including recreation, library services, community gathering spaces and other neighborhood-serving resources in underserved areas of Lewisville, such as east Lewisville.
- 8. Incorporate Inclusive and Accessible Design:** Encourage public and private development to incorporate inclusive, age-friendly, sensory-friendly and accessible design features that support residents of all ages and abilities.
- 9. Maintain Quality Housing Conditions:** Support policies and development decisions that promote safe, high-quality and well-maintained housing across all housing types, including multifamily, single-family rental and manufactured housing communities.
- 10. Encourage Housing Stability and Attainability:** Support a range of attainable housing options that meet the needs of residents at different income levels, household types and life cycle phases while maintaining reasonable compatibility with surrounding neighborhoods.
- 11. Improve Sustainability on Private Property:** Encourage residential and commercial properties to incorporate sustainability improvements such as energy efficiency, water conservation, native landscaping, tree preservation and other resource-conscious upgrades.
- 12. Expand Access to Child Care and Community Services:** Encourage compatible child care, health, mental health, nonprofit, faith-based and social service uses in locations that are accessible to neighborhoods and transportation routes.

LIFELONG LIVABILITY (LL)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Communications (Cm)							
LL.Cm.1	Create a cross-organizational network to identify and communicate the continuum of care for students outside of school hours and work to fill gaps in programming, affordability and available resources. Participants could include LISD, City departments, the Boys & Girls Club nonprofits and for-profit philanthropy.	ALS, PARD	NS, LISD, Non-Profit Agencies, For-Profit Philanthropy, Nearby Colleges and Universities	◆			
LL.Cm.2	Create and implement a marketing strategy that positions Lewisville as a family-friendly community and ecotourism destination.	CE, ED, PARD	Non-Profit Agencies		◆		
LL.Cm.3	Provide resources and spaces designed for teenagers to have healthy outlets, such as Thrive, the Herring Parks & Recreation Center and the Lewisville Public Library, and educate the public on these resources.	ALS, PARD	Non-Profit Agencies				◆
LL.Cm.4	Preserve, celebrate and share Lewisville’s heritage, arts, culture and history to strengthen community identity, civic pride and shared experiences.	CE, ALS					◆
Connections (Cn)							
LL.Cn.1 ♣	Strive for a clean and litter-free city through regular street sweeping, waste hauling coordination with landfills and waste hauling companies, debris cleaning coordination with TxDOT and volunteerism, such as creek clean ups. *Also related to Safety; Sustainability Threads	PW, NS, CMO, PARD	Non-Profit Agencies, Keep Lewisville Beautiful, TxDOT	◆			◆
LL.Cn.2	Increase the number of gathering spaces, third spaces and community-oriented amenities through placemaking efforts, public improvements and partnerships with businesses that welcoming, safe, and approachable for all Lewisville residents.	P, PARD, ED		◆			◆

♣: Priority Actions

LIFELONG LIVABILITY (LL)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Connections (Cn)							
LL.Cn.3	Develop partnerships with faith-based organizations, non-profit agencies, utility companies and other community organizations to improve community well-being, strengthen resilience and connect residents with needed services and resources. *Also related to Safety Thread	NS	Faith-Based Organizations, Non-Profit Agencies, Utility Companies, Community Organizations	◆			◆
LL.Cn.4 ♣	Expand neighborhood-based crime prevention and community engagement efforts, including by growing the number of active Neighborhood Watch programs, National Night Out participation and neighborhood-led events. Provide resources and organizational support to encourage active partnerships between residents and the police department in maintaining safe and connected neighborhoods.	PD	NS, EM	◆			◆
LL.Cn.5	Launch an annual summit for neighborhood groups, HOAs and apartments, along with a communications strategy that distributes information to residents through HOA leaders and multifamily property managers.	CE	ITS, HOAs				◆
LL.Cn.6 ♣	Support seniors at every income level to age in place, through transportation, accessible services, social connection, age-appropriate recreation and targeted outreach on available resources and housing stability assistance.	NS, PARD, ALS	NS, PD, FD	◆			◆
LL.Cn.7	Partner with LISD and business associations for youth programs that may include serving as a link between businesses and schools, providing internships and job fairs in the schools.	ED, CE, HR	LISD, Mary Kay, YAC, DCTA, Non-Profit Agencies	◆			◆
LL.Cn.8	Conduct a feasibility study for and construct a community gathering space in East Lewisville, which could incorporate recreation, library or other community services.	PARD, ALS			◆		

♣: Priority Actions

LIFELONG LIVABILITY (LL)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Sustainability (Su)							
LL.Su.1	Identify a nonprofit(s) to operate a community garden(s) and support expanded local food production through farmers markets, neighborhood produce markets and other fresh food initiatives.	PARD, NS	Non-Profit Agencies		◆		
LL.Su.2	Expand the Property Enhancement Program (PEP) and Neighborhood Enhancement Program (NEP) for private property owners and HOAs to improve the sustainability of residential and commercial properties, including energy efficiency, renewable energy, water conservation, native landscaping and other resource-efficient improvements, while periodically evaluating existing programs for effectiveness.	NS	Master Naturalists, Native Plan Society, KLB		◆		
LL.Su.3	Leverage emerging technologies to creatively incentivize litter collection and improve cleanup monitoring, creating paid opportunities for high school students, unhoused individuals and other community members to help keep the city clean.	ITS, NS			◆		
Future-Ready (Fr)							
LL.Fr.1	Continue to seek partnerships with LISD and non-profit partners to provide education and life enrichment to Lewisville students that improve educational outcomes, reduce learning loss and provide learning opportunities.	CMO, ALS, HR	LISD, YAC, Non-Profit Agencies	◆			◆
LL.Fr.2	Provide targeted programming for youth with technology and arts through partnership and across a range of geographies in Lewisville.	PARD, ALS			◆		◆
LL.Fr.3	Recruit and promote medical and life-science companies while strengthening partnerships with Medical City Lewisville (MCL), Denton County Public Health, Texas AgriLife Extension, LISD and other organizations to advance community health initiatives.	ED, NS	MCL, Denton County Public Health, Texas AgriLife Extension, LISD, Non-Profit Agencies			◆	
LL.Fr.4	Continue to provide and evaluate expanding summer camps, summer programming, and after-school programming for children and youth.	PARD		◆			

♣: Priority Actions

LIFELONG LIVABILITY (LL)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Future-Ready (Fr)							
LL.Fr.5	Find creative and effective solutions to provide Library services to those who are geographically far from the library. Ideas to investigate are book lockers, drone delivery, mobile libraries and book vending machines. Geographies to focus on include East Lewisville and near The Vista mall.	ALS			◆		
LL.Fr.6	Explore the feasibility of adding children's interactive and family-friendly areas beyond the library to extend service provision.	ALS		◆			
LL.Fr.7	Ensure quality, diverse housing options are attainable for all Lewisville residents at all income levels and life cycle phases, including by allowing new home construction where appropriate, supporting new affordable housing applications where appropriate and partnering with aging multifamily property owners to redevelop properties, while maintaining mixed levels of affordability.	ED, NS					◆
Safety (Sa)							
LL.Sa.1	Expand the animal shelter and its foster program while ensuring best practices in Animal Services policies and procedures.	NS		◆			
LL.Sa.2 ♣	Ensure all residents have safe, quality housing in all rental communities (multi-family, single-family rental program, extended stay and manufactured housing) through coordinated and regular inspections and timely enforcement activities between various departments, and expand programs to hold extended-stay hotels to the same level of scrutiny and standards as multi-family developments.	NS, FD					◆
LL.Sa.3	Seek sensory-friendly certifications and employ adaptive and inclusive approaches to public places and services, beginning with the development of Vista Ridge Park as an all-inclusive playground and community amenity for southern Lewisville.	CE, PARD, ALS		◆			◆
LL.Sa.4	Increase the number of affordable, quality child care opportunities through partnerships with key nonprofits and for-profit childcare facilities by connecting providers to state- and other-entity resources. *Also related to Connections Thread	NS	Non-Profit Agencies		◆		

LIFELONG LIVABILITY (LL)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Safety (Sa)							
LL.Sa.5	Connect residents in need to existing mental health services and programs and educate the community on resources available. *Also related to Connections Thread	NS	Non-Profit Agencies Other Governmental Organizations	◆			
LL.Sa.6	Utilize CPTED principles, such as lighting, call boxes and cameras, to ensure a safe environment for all users in all City projects and as part of private development review.	PD, PARD			◆		◆
LL.Sa.7	Expand regular police meetings and interactions with community members, increase visits to parks and share ways community members can contribute to community safety.	PD		◆			◆
LL.Sa.8	Use data to proactively inform strategic and operational deployment strategies for policing, including a geographically based approach to accountability that improves responsiveness, public safety, and community confidence.	PD		◆			◆
LL.Sa.9	Provide support for organizations and initiatives assisting those experiencing homelessness and ensure acute services during inclement weather are provided.	NS, PD, ALS, PARD					◆
LL.Sa.10 ♣	Attract grocery and fresh food options to expand access in targeted food-desert neighborhoods. Fresh food options could include a regular or permanent food vendors’ market to attract small-scale fresh food merchants.	ED	NS		◆		
LL.Sa.11	Enhance rental housing transparency and community awareness by publishing multi-family property inspection scores online for public access.	NS		◆			
LL.Sa.12	Implement four-person staffing for all Lewisville Fire Department engine companies.	FD		◆			

♣: Priority Actions

INTEGRATED INFRASTRUCTURE

GOAL: Lewisville will build future-ready infrastructure that keeps the community moving, connected, and resilient for the next century.

Policy Statements

These policies guide decisions that support a connected, resilient and well-maintained infrastructure system by aligning growth with infrastructure capacity, expanding mobility choices, improving accessibility and preparing Lewisville for future technology, climate and service needs.

- 1. Align Growth with Infrastructure Capacity:** Support development and redevelopment in locations where transportation, water, wastewater, drainage, utilities and public services have adequate capacity or where needed improvements can be provided.
- 2. Advance Multimodal and Accessible Mobility:** Encourage land use patterns and transportation improvements that support safe, convenient and accessible travel by walking, biking, transit, driving and emerging mobility options for residents and visitors of all ages and abilities.
- 3. Support Transit-Supported Development:** Encourage higher-intensity, mixed-use, employment and destination-oriented development in locations that can be served by transit, including areas near DCTA facilities, Old Town and other major activity centers.
- 4. Maintain and Modernize Core Infrastructure:** Prioritize land use decisions and capital investments that support the maintenance, replacement and modernization of existing streets, signage, signals, water, wastewater, drainage and other essential infrastructure systems needed to accommodate growth.
- 5. Improve Drainage, Water Quality and System Protection:** Support development and redevelopment that addresses drainage constraints, reduces flood risk, improves stormwater quality and protects waterways, source water and utility systems through appropriate site practices and infrastructure improvements.
- 6. Prepare for Climate and Emergency Resilience:** Support infrastructure, site design and development standards that reduce vulnerability to storms, extreme weather, emergency events and long-term climate conditions while conserving resources and improving environmental performance.
- 7. Integrate Smart Infrastructure and Digital Connectivity:** Support technology, sensors, data systems, digital modeling, broadband, cellular networks and other tools that improve infrastructure planning, operations, maintenance, public communication and community connectivity.
- 8. Manage Emerging Mobility Technologies:** Future-proof development projects and infrastructure planning by considering autonomous vehicles and other emerging ground mobility technologies as well as future air mobility systems, where appropriate.
- 9. Enhance Street Safety and Comfort:** Support development and infrastructure improvements that improve intersection operations, shade, visibility, traffic calming, school zone safety, corridor crossings, neighborhood traffic safety and appropriate lighting.
- 10. Leverage Technology for Public Safety:** Integrate emerging technologies, data-driven tools and innovative practices that improve emergency response, public safety operations, disaster preparedness and community resilience to improve service delivery and community safety.

INTEGRATED INFRASTRUCTURE (II)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Communications (Cm)							
II.Cm.1	Continue partnership with Denton County Transportation Authority (DCTA) to clearly communicate all public transit services, including available rideshares and other benefits to residents.	CMO, P, E	DCTA				◆
II.Cm.2	Enhance communication through the City’s social media using a voice that is authentic, approachable, funny, and at times irreverent, while always staying informative and transparent.	CE, CMO					◆
II.Cm.3	Expand public outreach on emergency preparedness, focusing on educating youth and older adults.	FD					◆
II.Cm.4	Continue Office of Emergency Operations Center (EOC) and Community Emergency Response Team (CERT) response training, and communicate these preparation activities to the public, along with ways they can better prepare to participate in recovery and response.	FD					◆
II.Cm.5	Leverage smart infrastructure including trash cans, parking systems, plant/utility monitoring with predictive-failure monitoring for new assets and expanding visibility and connectivity of the city’s traffic network for improved intersection function.	CMO, ITS			◆		
II.Cm.6	Increase transparency and make public data easier for residents to access, such as through an online data portal.	ITS		◆			
Connections (Cn)							
II.Cn.1 ♣	Develop and implement a clear and connected system of bike routes for the city.	E, P, PARD, PW			◆		
II.Cn.2	Adopt and implement a Mobility Plan to maximize mobility of all residents that accounts for emerging transportation technologies and connects all modes of transportation.	E				◆	◆
II.Cn.3	Partner with DCTA to a conduct feasibility analysis and launch fixed-route services guided by rideshare ridership data, such as a “trolley” in Old Town connecting the DCTA rail station to points of interest, when demand merits it.	ED, E				◆	

♣: Priority Actions

INTEGRATED INFRASTRUCTURE (II)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Connections (Cn)							
II.Cn.4	Implement temporary events for bicycling and walking that come with temporary road closures and ensure neighborhoods can temporarily close roads for block parties and local events.	CE, NS, PW	DCTA	◆			
II.Cn.5	Implement the <i>ADA Transition Plan</i> to ensure neighborhoods, public facilities and parks in Lewisville are navigable and accessible to persons of all abilities.	PW, PARD					◆
II.Cn.6 ♣	Improve the walking experience for all residents in the city by enhancing sidewalk and crossing standards, including sidewalks, parks, trails, traffic buffers, ADA improvements, shade, lighting and other amenities.	PW, PARD			◆		◆
II.Cn.7	Implement the <i>Trails Master Plan</i> with a priority focus on establishing a connected system of trails and bridging gaps in efforts to provide a park within a 10-minute walk of each front door.	PARD					◆
II.Cn.8	Work with providers and ensure policies promote robust cellular and internet networks to enhance connections for residents.	CMO, ITS		◆			◆
II.Cn.9	Add 60 miles of pedestrian and bike trails to achieve the City's goal of 164 miles of trails, as outlined in the <i>Healthy Infrastructure Plan</i> .	PARD				◆	
II.Cn.10	Complete construction of the Corporate Drive extension into East Lewisville.	E		◆			
Sustainability (Su)							
II.Su.1	Conduct an analysis of drainage in the area around Bunker Hill, Holford's Prairie and Corporate Drive extension to identify drainage issues and implement solutions.	E			◆		
II.Su.2	Complete the inventory of public infrastructure to improve maintenance planning while evaluating long-term community infrastructure strategies that support energy resilience, renewable energy opportunities and future sustainability planning. *Also related to Future-Ready Thread	PW, ITS, E			◆		

♣: Priority Actions

INTEGRATED INFRASTRUCTURE (II)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Sustainability (Su)							
II.Su.3 ♣	Continue to prioritize maintenance of infrastructure systems. This includes but is not limited to water valves, meters, hydrants, pavement, vehicles, water lines, sewer lines, irrigation systems and drainage ways. Maintenance should follow the best practices of applicable associations. *Also related to Future-Ready; Safety Threads	PW, FD, PARD, ITS					◆
II.Su.4	Ensure long-term water sustainability by balancing various water supply options to provide the most efficient and reliable water supply, and by evaluating the water rate structure, including whether a more aggressive tiered system is needed to promote conservation. *Also related to Future-Ready; Safety Threads	PW					◆
II.Su.5	Explore communitywide waste reduction initiatives such as business and school waste reduction challenges, food waste diversion partnerships, residential organics or composting opportunities and regional plastics reduction efforts.	PW	LISD	◆			
II.Su.6	Reduce unaccounted-for water system loss to below 10 percent.	PW					◆
II.Su.7	Reinvest in municipal buildings to meet the current and future needs of the community and City employees.	PW			◆		
Future-Ready (Fr)							
II.Fr.1	Continue to ensure city infrastructure is prepared for weather and emergency events by enhancing and maintaining warning systems, ensuring recovery plans are in place and hardening infrastructure to withstand storms. *Also related to Sustainability Thread	FD					◆

♣: Priority Actions

INTEGRATED INFRASTRUCTURE (II)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Future-Ready (Fr)							
II.Fr.2	Establish a clear set of goals related to climate-ready infrastructure and municipal sustainability, including reducing energy and water use at City facilities, increasing renewable energy generation where feasible, improving internal recycling efforts, preparing a community greenhouse gas emissions inventory and tracking progress through publicly reported performance measures. *Also related to Sustainability Thread	CMO, PW		◆			
II.Fr.3	Update City regulations and development strategies to accommodate emerging air mobility technologies by planning for drone delivery facilities, launch and landing areas and other supporting infrastructure and operational needs.	P, E			◆		
II.Fr.4	Continue to stay current with cybersecurity threats and solutions.	ITS			◆		
II.Fr.5	Expand the network of sensors to collect environmental data (such as air quality, rainfall and temperature) at parks and other selected locations.	ITS, P, PARD					◆
II.Fr.6	Explore the pros and cons of creating a digital twin, a virtual model of the city’s infrastructure and assets, to improve data analysis, visualization and decision-making	ITS, P, PARD			◆		
II.Fr.7	Implement the Water Distribution, Water Plant and Wastewater Collection Systems and Wastewater Plant Master Plans to ensure infrastructure can accommodate water and wastewater needs at build-out. *Also related to Sustainable; Safety Threads	PW, E			◆		
II.Fr.8 ♣	Adopt and implement a data-driven infrastructure replacement program to address aging infrastructure, with a particular focus on water and sewer systems.	PW, E, FS, CMO				◆	
II.Fr.9	Modernize the city’s street lighting system by transitioning to energy efficient LED technology that enhances operational efficiency and sustainability.	PW	Electricity Providers			◆	

♣: Priority Actions

INTEGRATED INFRASTRUCTURE (II)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Future-Ready (Fr)							
II.Fr.10	Expand public and private electric vehicle (EV) charging infrastructure citywide by updating regulations to support EV readiness in new developments, installing charging stations at municipal facilities and incentivizing retrofits on commercial and multi-family properties.	CMO			◆		
II.Fr.11	Incorporate methane recapture into the wastewater treatment process.	PW				◆	
II.Fr.12	Complete a feasibility study on ozonation for the water treatment process.	PW		◆			
II.Fr.13	Deploy drones as first responders and expand the use of new technology in public safety and infrastructure inspections.	FD, PD					◆
Safety (Sa)							
II.Sa.1	Evaluate current lighting in residential neighborhoods and commercial streets against desired standards, seek ways to add and update lighting where needed and quickly respond to maintenance needs.	PW, E, PD			◆		
II.Sa.2	Implement a wastewater and environmental protection program to protect the city's collection system, treatment infrastructure and waterways. The program will establish fats, oils and grease (FOG) management requirements for commercial grease-generating businesses through inspections, monitoring and enforcement, while expanding community education efforts focused on proper disposal practices, sewer system protection, water conservation, source water awareness and stormwater pollution prevention. *Also related to Future-Ready Thread	PW, NS			◆		
II.Sa.3 ♣	Develop a neighborhood traffic safety and calming program that prioritizes school zones, unsafe intersections, corridor crossings, parks and neighborhood streets with recurrent safety concerns.	CMO, PW, P, E			◆		
II.Sa.4	Identify the optimal location and acquire property for Fire Station 4's replacement.	FD		◆			

♣: Priority Actions

DISTINCTIVE DESTINATIONS

GOAL: Lewisville will stand out for its districts and neighborhoods, where unique experiences draw people back again and again.

Policy Statements

These policies guide decisions that preserve Lewisville's natural assets, reinforce vibrant commercial and mixed-use destinations and enhance the character of places residents and visitors value most.

- 1. Enhance Destination Identity and Access:** Support public and private improvements that strengthen Lewisville's sense of place through coordinated branding, signage, gateways, wayfinding, streetscape improvements, public art, lighting and improved access to major destinations.
- 2. Encourage Arts, Culture and Events:** Encourage land uses, public spaces, redevelopment and programming that reinforce Lewisville's identity as a destination for arts, music, culture, community events and creative activity.
- 3. Strengthen Natural and Recreational Destinations:** Support improvements that enhance access to and visibility of LLELA, the lakefront, Lake Park and Railroad Park while protecting natural resources and expanding recreation, ecotourism and sports tourism opportunities.
- 4. Reinvest in Commercial and Mixed-Use Destinations:** Support redevelopment, exterior property improvements, parking lot enhancements, landscaping and activation of underutilized commercial sites to improve aesthetics, functionality, occupancy and destination appeal.
- 5. Strengthen Old Town, Lake Park, the Lake District and The Vista Mall:** Evaluate land use and redevelopment proposals in Old Town, Lake Park, the Lake District and The Vista mall for their ability to support walkable, vibrant, attractive and economically resilient destinations that reflect Lewisville's character and expand entertainment options.
- 6. Strengthen Major Corridors as Destination Gateways:** Evaluate development and redevelopment along major commercial corridors for consistency with adopted corridor and area plans, with emphasis on safety, mobility, corridor character, access management, streetscape quality and compatible land use transitions.
- 7. Protect Destination Areas from Incompatible Impacts:** Ensure uses with potential impacts related to noise, traffic, late-night activity, lighting, parking, odors or operational intensity are located, designed and managed to adequately protect nearby neighborhoods, natural assets and the experience of valuable community destinations.



DISTINCTIVE DESTINATIONS (DD)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Communications (Cm)							
DD.Cm.1	Reevaluate the City’s naming policy to ensure place names reflect community values and establish a clear set of procedures for naming and renaming places.	CE, CMO		◆			
DD.Cm.2 ♣	Pursue arts, music and culture designations to promote arts and tourism and work to build Lewisville’s reputation as a place for art and music.	ED, CE, S		◆			
DD.Cm.3	Expand communications of arts and events programming. Examples include but are not limited to banners on poles and Lewisville Grand Theater, social media, etc.	CE, ALS		◆			
DD.Cm.4	Modernize civic communication through innovative, interactive and engaging content that increases awareness of city events, services, programs and government operations while expanding meaningful participation from underrepresented and historically less-engaged residents, including service on city boards and commissions. *Also related to Connections Thread	CE			◆		
DD.Cm.5	Develop and implement a citywide branding plan that establishes consistent standards and strengthens Lewisville's brand across all city services, programs and initiatives.	CMO, ED		◆			
DD.Cm.6	Design and install a citywide wayfinding and destination signage program that improves access, enhances visitor experiences and reinforces Lewisville’s sense of place. *Also related to Safety Thread	CE, E, PW			◆		
DD.Cm.7	Develop and implement a citywide strategic communications plan with associated programming that aligns departmental messaging.	CE				◆	
Connections (Cn)							
DD.Cn.1 ♣	Encourage community events hosted by local organizations throughout Lewisville that appeal to a broad range of residents by providing supportive policies, potential city support and with strategies such as the Rock the Block trailer.	CE, NS, CMO, PARD					◆

♣: Priority Actions

DISTINCTIVE DESTINATIONS (DD)

#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Connections (Cn)							
DD.Cn.2	Expand access to City programming that reflects the range of interests and backgrounds of residents in Lewisville and is held at locations throughout Lewisville, including relocating or adding at least one large-scale event outside of Old Town.	CE, ALS, PARD					◆
DD.Cn.3	Provide public Wi-Fi in all publicly accessible city buildings and city parks.	ITS, PARD			◆		◆
DD.Cn.4 ♣	Improve visibility of and access to LLELA through partnerships with the United States Army Corps of Engineers (USACE), LISD, and the University of North Texas (UNT) to enhance wayfinding, improve entry points and create a sense of place and destination. *Also related to Safety Thread	CE, PARD	USACE, UNT, LISD		◆		◆
DD.Cn.5	Increase amenities at LLELA through partnerships with USACE, LISD and UNT by building a soft-surface hike-and-bike trail through LLELA or across the dam to connect East Lewisville and Old Town, with a trailhead in East Lewisville to improve access. *Also related to Future-Ready Thread	PARD, P	USACE, UNT, LISD		◆		
DD.Cn.6	Increase the number of visitors to LLELA through programming that breaks down barriers to outdoor access and recreation, building on the success of existing programs such as Natural Pathways and Nature on Wheels, while introducing new programming such as Becoming an Outdoor Woman (BOW), a 'Dam Run' and guided citizen-science hikes.	PARD			◆		
DD.Cn.7	Make every rail station in Lewisville a destination with its own distinct identity and purpose: Old Town Station: Develop as an urban, mixed-use environment anchored by a hotel; Highland Village/Lake Lewisville Station: Build on the connections to the Lewisville Lake and the Lake District; Hebron Station: Establish as an employment, job training, or future higher-education hub.	P				◆	
DD.Cn.8	Expand public art citywide by creating diverse, geographically distributed installations, anchored by at least one landmark, large-scale public art installation designed to enhance community identity and drive regional tourism.	ALS				◆	

♣: Priority Actions

DISTINCTIVE DESTINATIONS (DD)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Sustainability (Su)							
DD.Su.1	Develop an incentive program that encourages parking lot and exterior property improvements, including redevelopment and activation of underutilized spaces, landscaping, open space enhancements and other site improvements, beginning with expanding the Roots for Wings program to commercial properties.	ED, PARD			◆		
DD.Su.2 ♣	Embrace the lakefront as part of the Lewisville identity and a destination for the region, primarily through the implementation of the <i>Lake Park Master Plan</i> , making boating, fishing, camping, and swimming a priority in the redevelopment of Lake Park. Ensure clear communication about planned improvements and their timelines to residents. *Also related to Natural Network BIG Move; Connections Thread	PARD, ED, CMO				◆	
DD.Su.3	Incorporate public parks and/or private open spaces with the redevelopment of older multi-family buildings and older commercial development, emphasizing public park establishment in identified park desert areas, through regulations, incentives and partnership with the development community. *Also related to Lifelong Livability BIG Move; Connections Thread	P, ED, PARD					◆
DD.Su.4	Ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County by making regular investments in capital improvements, equipment, programming and staffing.	ALS					◆
DD.Su.5	Build on Lewisville’s identity as the region’s destination for lake recreation by making boats, paddle boards and kayaks conveniently available to rent at LLELA, the southern kayak takeout and other locations along Lewisville Lake.	PARD					◆
Future-Ready (Fr)							
DD.Fr.1 ♣	Partner with the owners of The Vista mall to transform the area into a vibrant and attractive mixed-use space that enhances the city’s entertainment options and destination appeal. *Also related to Sustainable Thread	CMO, ED					◆

♣: Priority Actions

DISTINCTIVE DESTINATIONS (DD)							
#	Action Item	Lead City Departments	Supporting Partners	Time Frame			
				Short-Term	Mid-Term	Long-Term	Ongoing
Future-Ready (Fr)							
DD.Fr.2	Update the <i>Old Town Master Plan</i> to adjust to changing priorities and economics in Old Town.	P		◆			
DD.Fr.3	Continue to support Old Town by evaluating strategies for Main Street and Downtown development used elsewhere and tailoring them to Lewisville. *Also related to Sustainability Thread	P, ED, CMO					◆
DD.Fr.4	Identify parcels within the Green Centerpiece to acquire, invest and/or partner to enhance eco and sports tourism.	PARD			◆		
DD.Fr.5	Use incentives, property acquisition and partnerships to curate a collection of unique, independent small businesses in Old Town with a focus on an authentic and differentiated mix of retail, dining and entertainment that can't be found in a typical shopping center, encouraging people to linger longer and return often.	ED		◆			
DD.Fr.6	Partner with developers to ensure Crown Centre at Castle Hills and The Realm develop as destinations in East Lewisville.	ED				◆	
DD.Fr.7	Partner with a developer to build a commercial center at the corner of FM 407 and I-35E that will provide a mixture of entertainment, food, and convenience for residents and support the Lake District as a destination.	ED			◆		
DD.Fr.8	Develop a dog park in Old Town to expand urban recreational amenities, promote active street-level usage and strengthen Downtown as a vibrant neighborhood destination.	PARD				◆	
DD.Fr.9	Partner with a private operator to redevelop and activate the Vista Ridge Amphitheater into a restaurant and entertainment destination concept.	ED				◆	
Safety (Sa)							
DD.Sa.1 ♣	Improve the safety, mobility and character of the SH-121 Business corridor, including implementing action items from the <i>Business 121 Corridor Plan</i> .	P, PARD, CMO					◆

♣: Priority Actions

