



LEWISVILLE 2035 VISION PLAN



LEWISVILLE
Deep Roots. Broad Wings. Bright Future.



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INTRODUCTION

People get to know Lewisville through everyday life: the neighborhoods they call home, the parks and places they visit and how easy it is to get where they need to go.

For the past 10 years, the *Lewisville 2025* plan helped shape many of those experiences. It guided big decisions and investments in parks, trails, Old Town, community spaces and other parts of daily life.

Now, the City is looking ahead with *Lewisville 2035*. This new plan is based on what has changed, how the city has grown and what residents shared through a fresh round of community input. It reflects how people experience Lewisville today and what they hope to see next.

Lewisville 2035 moves from big-picture thinking to real action through four phases of work:

- **BIG Issues:** Identified the city's biggest opportunities and challenges.
- **BIG Ideas:** Created a shared vision for the next 10 years.
- **BIG Moves:** Generated the key focus areas needed to bring that vision to life.
- **BIG Actions:** Sets priorities, strategies and next steps to make it all happen.

This plan document is supported by a set of technical chapters and appendices that provides additional information and details.



Plan at a Glance

The Lewisville Way

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.



THE
LEWISVILLE WAY
VALUE | SERVE | BUILD

Context

Also woven throughout the plan are three contexts: planning, input and data. These contexts connect the plan's recommendations to previous planning efforts, community feedback and existing conditions, providing the foundation for the BIG Issues, BIG Ideas, BIG Moves and BIG Actions presented in the following pages.



WHERE LEWISVILLE IS TODAY

Lewisville is growing, and that growth is changing how the city works and how people move through daily life. As of 2025, when this plan was initiated, Lewisville's population has grown to more than 137,000 people. Some of that growth came from adding the Castle Hills area, while more growth has happened through new development across the city.

But Lewisville is not growing the same way it once did. Most of the city's land is already developed, with only about 5.7 percent of land remaining undeveloped, which means there is not much open land left for new construction. Instead of spreading outward, growth is now happening within the city through redevelopment, reinvestment and new activity in places that are already built. This includes major redevelopment opportunities, such as The Vista mall site, where the City is working with the property owners to support its long-term transformation. That shift matters. It affects how neighborhoods change over time, how roads and utilities are used and how new development fits into the look and feel of Lewisville.

The people of Lewisville are changing too. Many residents are in their working years and many households include families with children (see Figure 1). At the same time, the number of older adults is expected to increase. Lewisville is also very diverse compared to many Texas cities (see Figure 32). These trends point to a need for more housing choices, services, schools, and parks and recreation options that support people at every stage of life.

Housing is a big part of the story. Lewisville has added more homes in recent years (see Table 1), but prices have also gone up. While household incomes have

increased, they have not kept pace with rising housing costs for many residents. Some long-time residents may feel more settled, while newer households and renters may face higher costs. These changes can shape who is able to move to Lewisville, and who is able to stay.

Lewisville's economy continues to be one of its greatest strengths. The city supports more than 80,000 jobs across a diverse mix of industries, including retail, health care, finance, professional services and manufacturing, making Lewisville an important employment center within North Texas (see Figure 33). While the local economy remains diverse and resilient, maintaining a strong workforce will depend on providing housing choices, supporting local businesses and ensuring residents can access employment opportunities close to home.

Getting around Lewisville still mostly means driving. Cars are the main way people commute, get to school, run errands and move around the city. While commutes are shorter than in many other parts of the region, Lewisville still depends heavily on major roads to move people and

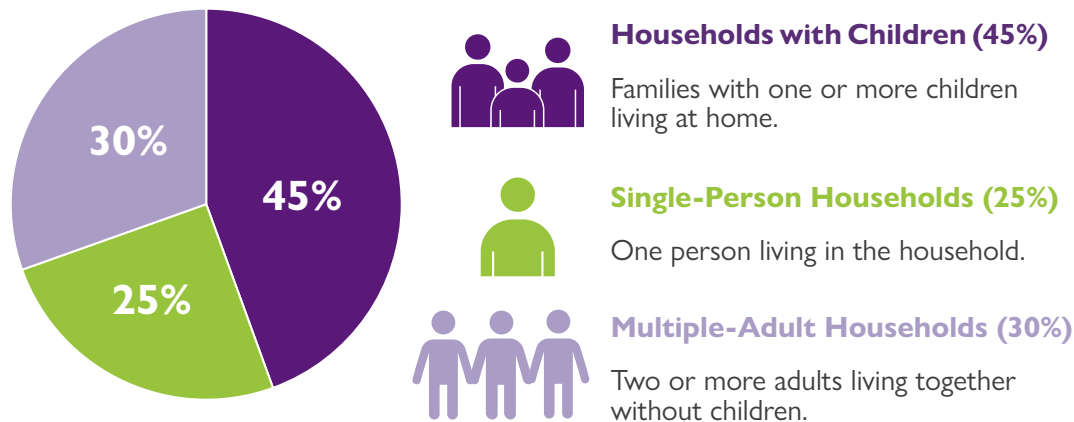
goods. Walking, biking and transit options are available, but they are used less often. For residents without regular access to a car, that can make daily life harder.

Lewisville's natural spaces also shape how people experience the city. Lewisville Lake, Lewisville Lake Environmental Learning Area (LLELA), parks and trails give residents places to relax, explore, gather and stay active, while also attracting visitors from across the region. These natural assets also support environmental health and contribute to the city's resilience. As Lewisville continues to grow, protecting these resources and preparing for challenges such as prolonged heat, severe storms and other extreme weather will be important to maintaining the community's quality of life and supporting long-term sustainability.

These trends reflect a city entering a new phase of growth. Lewisville is adapting to new needs, new pressures and new opportunities. More detail on population trends, housing, infrastructure and environmental conditions is included in the Background and Assessment technical chapter.



Figure 1. Lewisville Existing Household Composition (2025)



Source: Esri 2025

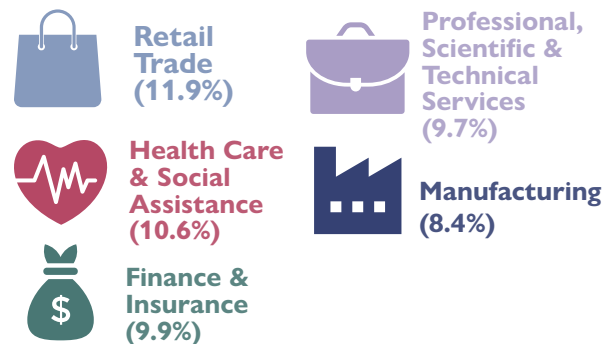
*Of multiple adult households, 1/3 are unrelated roommates and 2/3 are related family members

Table 1. 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%
Total	41,136	54,393	+32.2%

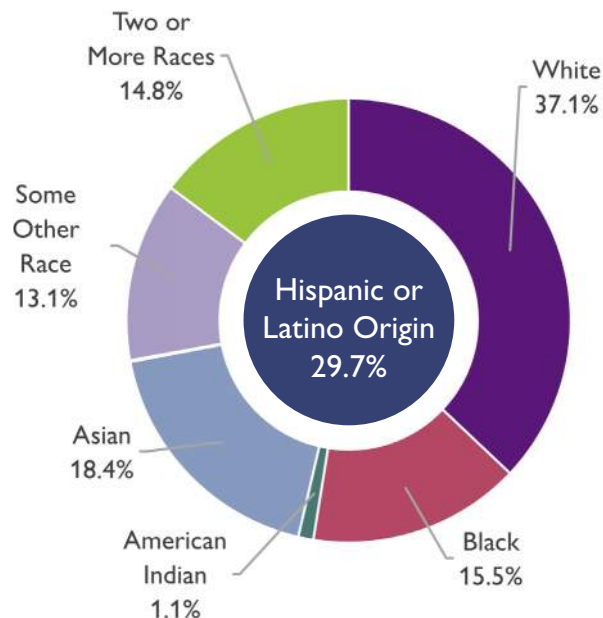
Source: City of Lewisville Building Permit Data (2019-2024)

Figure 3. Top Employment Sectors (2024)



Source: Esri 2025

Figure 2. Lewisville Demographic Breakdown (2025)



Source: Esri 2025

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

TRENDS IN LEWISVILLE

+36.1%

**Population growth since 2015
(includes 2021 Castle Hills
annexation)**

36%

**Of people 5 years of age or older
speak a language other than English**

5.7%

Undeveloped land

84%

**Residents live within a 10-minute
walk to a park**

1 in 3

**Homeowners with a mortgage
spend 30% or more of their
household income on housing costs**

25 minutes

Average commute to work

\$89,765

Median household income

Analysis Informs the Actions

The *Lewisville 2035* planning process started by looking at the full picture: what past plans said, what community members shared and what the data shows about Lewisville today.

Throughout the plan, these insights are grouped into three simple categories:

- Planning context shows what past plans and policies tell us.
- Input context shares what people said during community engagement.
- Data context highlights what the numbers reveal about current conditions.

These insights helped shape the plan's big-picture direction. They pointed to the city's most important challenges, known as BIG Issues, and helped define the BIG Ideas, BIG Moves and BIG Actions that will guide Lewisville toward its future goals.

The BIG Issues technical chapter focuses on 22 key challenges the city will need to address over the next 10 years. Each issue explains why it matters by bringing together the planning, input and data contexts. It also includes a with action / without action comparison, showing what could happen if Lewisville takes steps to respond versus what could happen if things stay the same.

This approach makes each issue easier to understand and shows why taking action is needed.



PLANNING CONTEXT

The planning context looks at current city plans, existing partner efforts and emerging planning trends, locally and nationally.



INPUT CONTEXT

The input context highlights the comments shared by residents, staff and other stakeholders.



DATA CONTEXT

The data context assesses quantitative data and provides measurable evidence of the conditions in Lewisville.

Envisioning Lewisville in 2035

A compilation of community responses from engagement events and workshops.



A COMMUNITY SHAPED PLAN

Lewisville 2035 started with a simple idea: listen to the people who know the city best.

The City wanted to hear from residents in real, everyday ways. That meant showing up at community events, hosting workshops, offering online tools and creating space for people to share what they love, what they need and what they hope Lewisville becomes next.

In total, the *Lewisville 2035* vision plan included more than **10,409 touchpoints** across the community.

A big part of this effort was the Lewisville 2035 Steering Committee. This group included 120 community members who met throughout the process to talk through ideas, review feedback and help guide the plan. They helped make sure the voices of residents did not just get heard, but that they directly shaped the choices in the plan.

The City also took engagement outside. Staff set up tables at local events where people could stop by for a quick conversation, ask questions and share their thoughts. These pop-up moments made it easier for people to join in without needing to attend a formal meeting.

Lewisville 2035 made a strong effort to reach Spanish-speaking and Latino residents and business owners, who make up approximately 30 percent of the city's total population. Through *¡Somos Lewisville!*, the City hosted bilingual events, shared materials in Spanish and English and opened the door for more conversations. *Conectando Lewisville* helped keep that connection going online by sharing City resources, project updates and ways to get involved.



Various public engagement activities and education gave residents a chance to dig deeper. The first Community Vision Workshop kicked off the public conversation during the BIG Issues phase. Residents and City staff looked at early findings, talked about daily life in Lewisville and helped name the issues that matter most. Their feedback helped shape the foundation of the BIG Issues.

As the work continued, the City kept going back to community. More workshops, surveys and activities helped build on what people had already shared. Each round of feedback added more detail and helped the plan better reflect life in Lewisville and the needs of residents.

Online tools made it easier for people to join from home or on their own time. The project website shared updates, events, draft materials, a podcast, a digital map, worksheets and surveys. Whether someone had five minutes or an hour, there was a way to take part.

The City also made room for younger voices. Through school events, classroom activities and youth programs, students and families shared what they see, what they need and what kind of Lewisville they want in the future.

All of these efforts helped create a plan shaped by many voices: longtime residents, young people, families, Spanish-speaking residents, online participants, event-goers and community leaders.

To learn more about the engagements conducted during each phase, please visit the respective technical chapter. More detailed information for all engagement activities is provided in [Appendix A: Community Input](#).



THE BIG ISSUES

The BIG Issues are the things that matter most as Lewisville looks ahead. They came from listening to the community, looking at the data and reviewing what past plans and current conditions tell us. These BIG Issues show where Lewisville is doing well, where pressure is building and where action could make the biggest difference.

Each BIG Issue tells part of the city's story. They focus on housing, transportation, services, jobs, parks, public spaces and the environment. Some point to strengths Lewisville can keep building on, while others highlight gaps that could grow over time if they are not addressed.

The list here shows the 22 BIG Issues identified during this first phase of work. More detail about each issue, including a description, why it matters, the information behind it and what could happen if the issue is or is not addressed, can be found in the BIG Issues technical chapter.



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.

VISION STATEMENT

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.

THE BIG MOVES

2035 Vision Tapestry

The 2035 Vision Tapestry is a visual way to illustrate how every part of the plan is connected. Instead of separate ideas, it shows how the main priorities (BIG Moves) and shared values (Threads) work together. Where they overlap, specific actions are created for the City. This approach reflects how things happen in real life, where one project can support multiple goals and move the city forward in a more coordinated way.

BIG MOVES

BIG Moves are the focus areas that will have the strongest impact on Lewisville's future. They are things you can see and experience in the city, like places, improvements or major projects. Each BIG Move builds on what Lewisville already does well, identifies where additional work may be needed and focuses on what the community said matters most.

The five BIG Moves are:

- Economic Engines
- Natural Network
- Lifelong Livability
- Integrated Infrastructure
- Distinctive Destinations

Keep reading the following pages for more on each BIG Move.

Threads

Threads are the values that connect all the BIG Moves. They help guide how decisions are made across the entire plan. Every BIG Move includes actions tied to these Threads, ensuring the same priorities are carried through everything the City does.

The five Threads are:

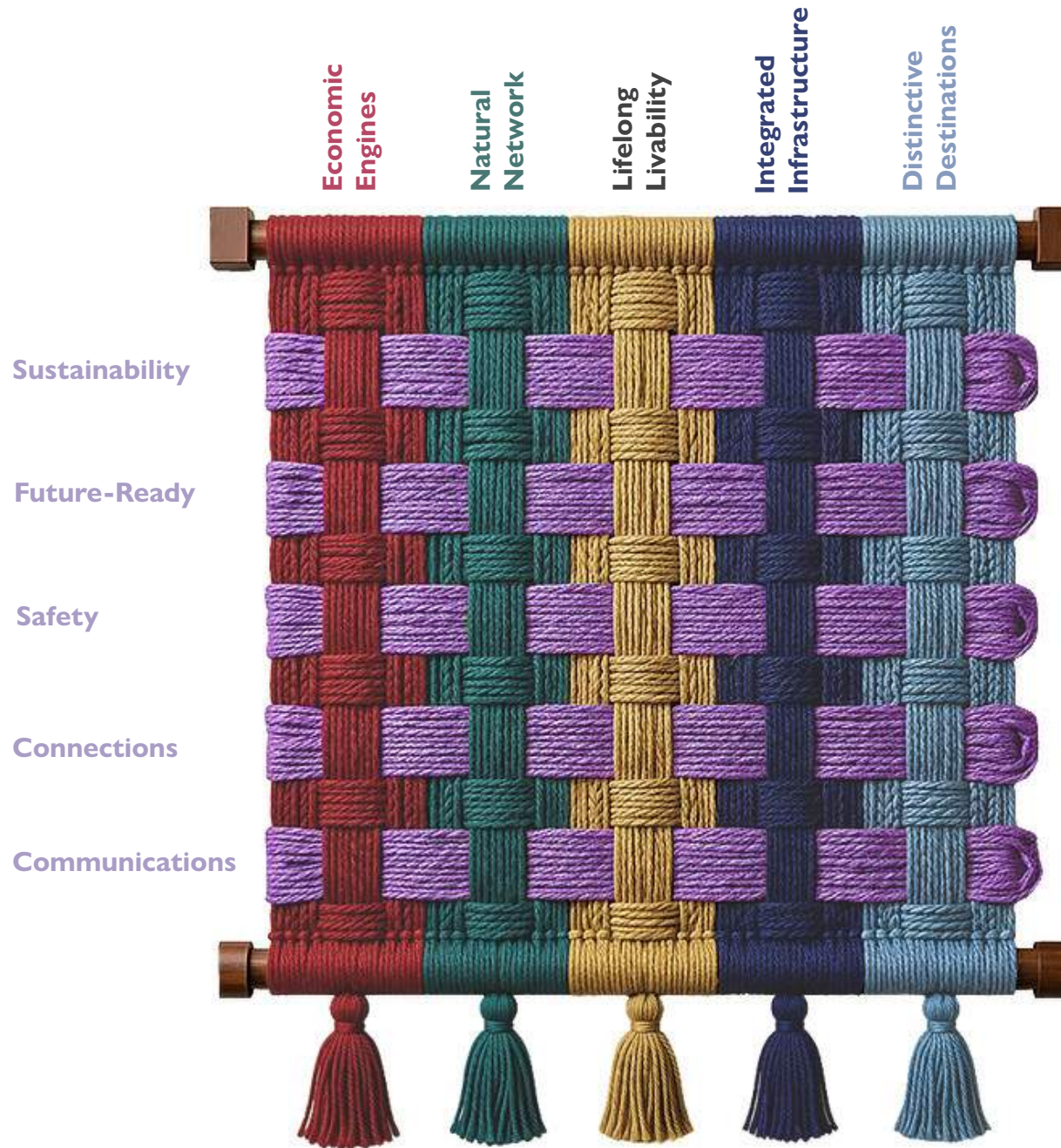
- **Sustainability:** Taking care of the environment and natural resources.
- **Future-Ready:** Planning ahead and using technology to prepare for change.
- **Safety:** Making sure people feel safe and comfortable.
- **Connections:** Helping people easily get to places, services and each other.
- **Communication:** Clearly sharing information and keeping people involved.

Together, the BIG Moves and Threads make sure all parts of the plan are connected and working toward achieving the vision.



BIG Moves

Threads





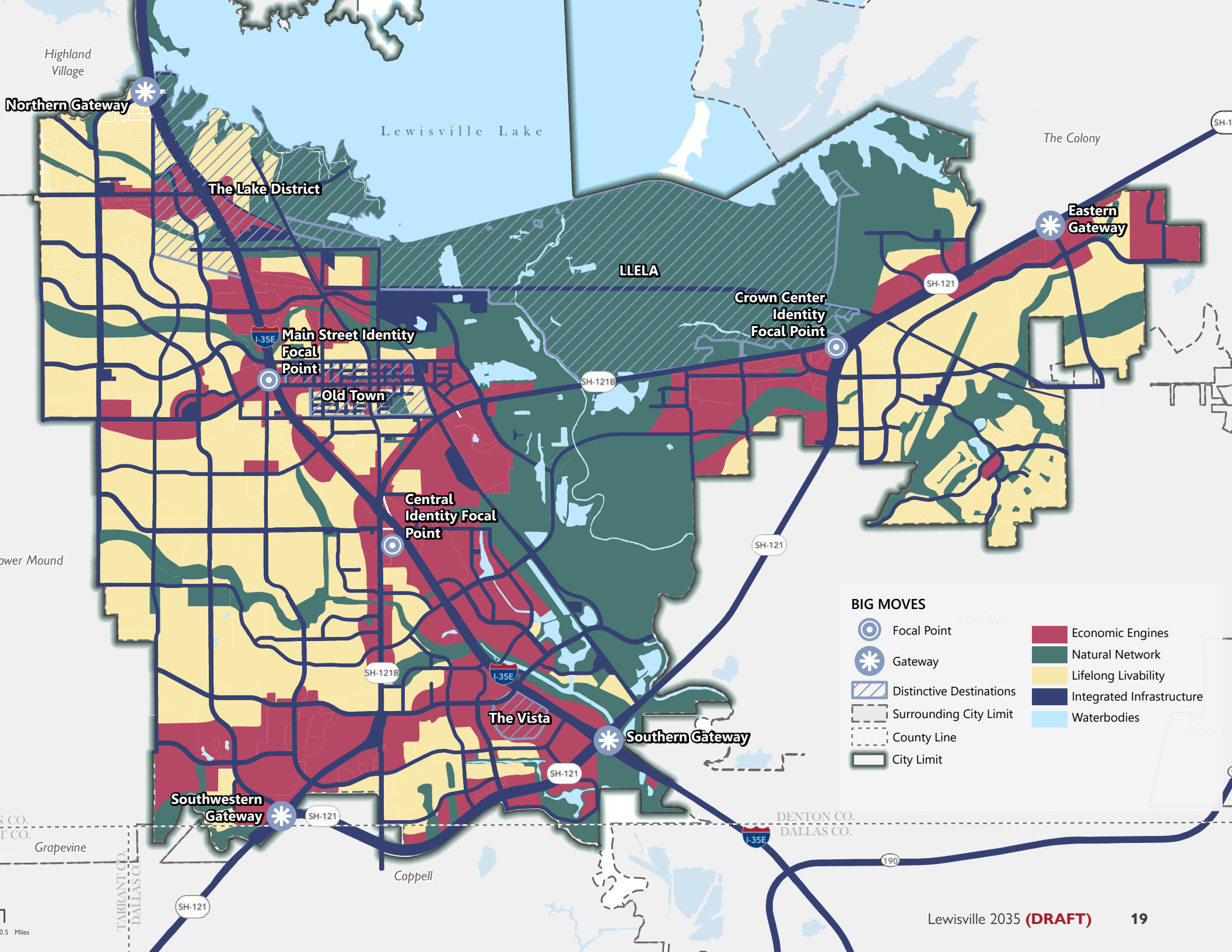
The BIG Moves are designed to guide change across all of Lewisville, but some areas will play a specific role in the city's future.

The BIG Moves map shows where focus areas are and how they connect to the places that help define Lewisville's identity. These are the commercial areas, neighborhoods, special districts, streets, gateways, parks and gathering places that shape how people see and experience the city.

The next pages take a closer look at each BIG Move. For each one, the plan explains what the move is, what community feedback helped shape it and what it should achieve. Each BIG Move also includes a goal and a set of objectives to help guide progress through 2035.

Threads do not appear on the map, as they are the more intangible values that are woven through every BIG Move. They help guide choices, set priorities and connect work across the plan. Each action presented later supports one or more Threads, showing how one project can move several goals forward at the same time.

Next Page: BIG Moves Map



BIG MOVES

-  Focal Point
-  Gateway
-  Distinctive Destinations
-  Surrounding City Limit
-  County Line
-  City Limit
-  Economic Engines
-  Natural Network
-  Lifelong Livability
-  Integrated Infrastructure
-  Waterbodies

THE BIG ACTIONS

The *Lewisville 2035* BIG Actions turns the community's vision into clear accomplishments. The implementation table lists the steps needed to achieve the plan's goals. Actions are organized by each BIG Move and Thread. Implementation of these action items will be guided by the Vision Statement, The Lewisville Way and data-informed decision-making to help the city adapt to changing needs and opportunities over time.

In the following pages, each action is labeled with an icon that provides a quick way to understand how it fits within the plan. The symbol identifies the Thread, the number identifies the action and Priority Actions are clearly labeled for easy identification. A master key with information on how to read the action icons can be found on page 21.

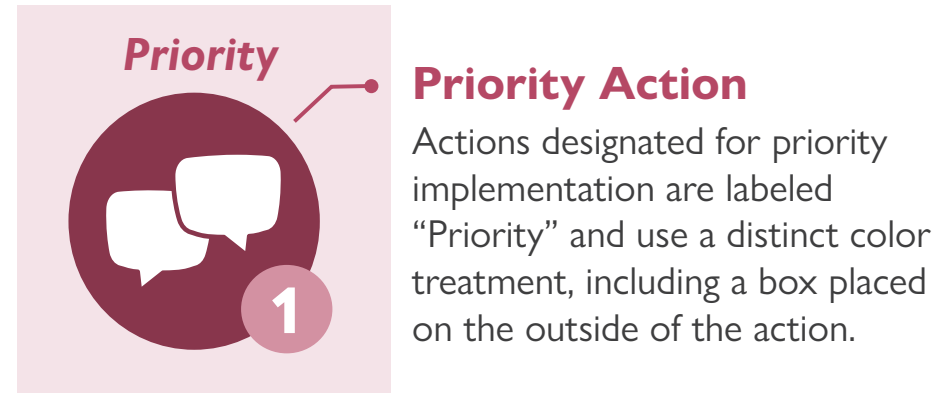
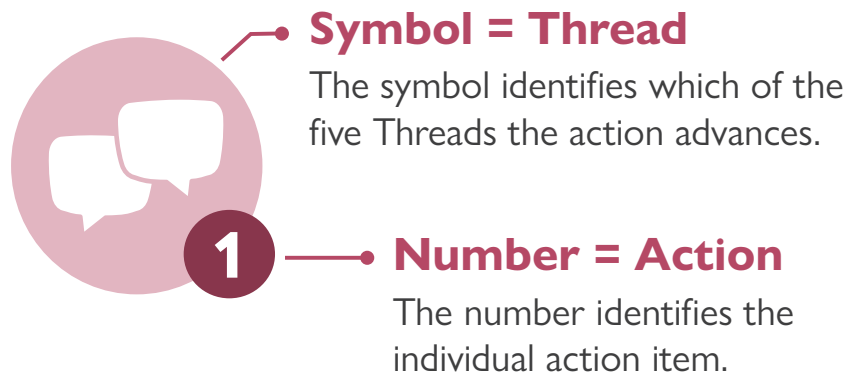
Specific details for each Action Item can be found in the BIG Actions technical chapter, including information about lead City department, supporting partners and time frame.

Policy Statements

The BIG Actions also include Policy Statements to guide future development. These statements provide consistent guidance for City staff, the Planning and Zoning Commission and the City Council to ensure future growth and redevelopment support the community's vision while reinforcing the goals of each BIG Move. The Policy Statements can be found in the BIG Actions technical chapter.



How to Read the Action Icons



The Five Threads



Each BIG Move has its own color palette, which is carried through the action icons as an additional visual cue. The colors shown above, for example, correspond with the “Economic Engines” 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.

The “Economic Engines” BIG Move is about keeping Lewisville’s economy strong, active and ready for what comes next.

This move focuses on the places and people that help power the local economy: small businesses, entrepreneurs, major job centers, commercial corridors, schools, colleges and the workers who keep the city moving.

In everyday life, Lewisville’s economy shapes where people work, shop, start businesses, find services and build their future. As the region keeps growing, Lewisville has a chance to stay competitive while also supporting the businesses and workers already here.

That means investing in the places that matter most. Key job centers such as Waters Ridge can continue to grow as strong employment areas. Commercial corridors such as SH-121 Business can be refreshed and reimaged. Small businesses and entrepreneurs can get more support to grow, adapt and bring new energy to the city.

This is also about people. Working more closely with schools, colleges and training partners can help prepare residents for future jobs and connect young people to real opportunities close to home.

In *Lewisville 2025*, this BIG Move was known as “Economic Vitality.” The focus then was on the connection between residents, businesses and major

employment centers. For *Lewisville 2035*, the idea has become more broad. With limited open land left for new development, future growth will depend on making the most of the places Lewisville already has.

The “Economic Engines” BIG Move points to the partnerships, investments and key areas that can help Lewisville grow from within. It is about strengthening today’s economy while opening doors for the next generation.

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.

ACTION ITEMS



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).



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.



Partner with trade, technical, community college and educational institutions to provide workforce training opportunities for local employment opportunities and industry needs.



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.



Priority

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.



Provide dedicated support to small businesses throughout the permitting process to make it more accessible and user-friendly.



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.



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.



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.



Priority

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.



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.



Develop and implement business retention and expansion initiatives to support existing businesses.



Seek approaches to fiscal stewardship that balance maintaining one of the region's lower tax rates with the uninterrupted provision of excellent-quality services.



Priority

Recruit and support companies that provide high-quality jobs, competitive wages and job opportunities for Lewisville residents.



Icon denotes the thread the action advances.

Number identifies the action item.



Communications



Connections



Sustainability



Future-Ready



Safety



Implement all small area and special plans.



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.



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.



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.



Identify alternative revenue sources to offset authority the state legislature has taken from the City.



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.



Icon denotes the thread the action advances.

Number identifies the action item.



Communications



Connections



Sustainability



Future-Ready



Safety

NATURAL NETWORK

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

The “Natural Network” BIG Move is about making nature easier to reach, enjoy and protect across Lewisville.

This move connects the city's parks, Lewisville Lake and surroundings, trails and open spaces into one larger green system. It builds on some of Lewisville's most loved natural places, including Lewisville Lake, LLELA, nearby parks and the areas known as the Green Centerpiece. But it also looks beyond one special place. The goal is to create a connected network of green spaces that reaches across the whole city.

Nature has long been part of Lewisville's story. During the *Lewisville 2035* planning process, residents shared again and again that Lewisville Lake, parks, trails and natural areas are some of the best parts of living here. These places give people room to breathe, gather, explore, exercise and connect with the outdoors. This means nature is not just an amenity but is part of Lewisville's identity.

In *Lewisville 2025*, the City had two BIG Moves related to nature and the environment. The “Green Centerpiece” focused on protecting major natural areas around Lewisville Lake and the Elm Fork floodplain. “Extending the Green” focused on adding trails and connections so more neighborhoods and businesses could reach those places. “Natural Network” carries that forward and takes it citywide. Instead of focusing mainly on one central green area, it looks at parks,

trails, lakefront areas, creeks, open spaces and neighborhood connections as one connected system.

The goal is simply to make it easier for people in every part of Lewisville to enjoy nature close to home, while protecting the natural places that are part of our identity.

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.



ACTION ITEMS



1

Increase community awareness and stewardship of native wildlife through education workshops, public awareness campaigns and multimedia outreach.



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.



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*, improving connections between parks, trails and green spaces and ensuring parks are well maintained and sustainably built.



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.



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.



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.



3

Priority

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.

Priority



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.



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.



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.



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.



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.



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.



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.



2

Analyze vacant property and excess parking lots as they become available to create new spaces, connections or expansions of existing natural areas.



Icon denotes the thread the action advances.

#

Number identifies the action item.



Communications



Connections



Sustainability



Future-Ready



Safety

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.

A strong city is not just a place that grows, it is a place that takes care of the people who live there. The “Lifelong Livability” BIG Move is about making Lewisville a place where people can live well at every age and stage of life.

This move focuses on the everyday things that help people feel safe, supported and at home. That includes housing that fits every lifestyle, safe neighborhoods, access to food and health care and the services people rely on as their needs change over time.

Throughout the *Lewisville 2035* planning process, residents shared that housing, health, safety and basic services are some of the biggest parts of daily life. These needs shape the idea behind “Lifelong Livability,” making sure Lewisville works for young families, older adults, renters, homeowners, workers, students and everyone in between.

In *Lewisville 2025*, this BIG Move was reflected in “Diverse and Thriving Neighborhoods.” The goal was to strengthen neighborhoods and create more housing choices. Since then, Lewisville has added new housing options and grown through the annexation of places like Castle Hills, but new challenges have also become clearer. Home prices have gone up, renters are feeling more pressure and more residents are thinking about whether they can stay in Lewisville as their needs or costs change.

The “Lifelong Livability” BIG Move builds on past work but takes a wider view. It looks at housing, services, health, safety and support as connected parts of daily life. The end goal is to help people stay rooted in Lewisville and feel supported through every season of life.

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.



ACTION ITEMS



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.



2 Create and implement a marketing strategy that positions Lewisville as a family-friendly community and ecotourism destination.



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.



4 Preserve, celebrate and share Lewisville's heritage, arts, culture and history to strengthen community identity, civic pride and shared experiences.



Priority 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.



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.



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.

Priority



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.



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.

Priority



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.



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.



8 Conduct a feasibility study for and construct a community gathering space in East Lewisville, which could incorporate recreation, library or other community services.



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.





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.



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 keep the city clean.



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.



Provide targeted programming for youth with technology and arts through partnership and across a range of geographies in Lewisville.



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.



Continue to provide and evaluate expanding summer camps, summer programming, and after-school programming for children and youth.



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.



Explore the feasibility of adding children's interactive and family-friendly areas beyond the library to extend service provision.



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.



Expand the animal shelter and its foster program while ensuring best practices in Animal Services policies and procedures.



Priority 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.



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.



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.



Connect residents in need to existing mental health services and programs and educate the community on resources available.



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.



Expand regular police meetings and interactions with community members, increase visits to parks and share ways community members can contribute to community safety.



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.



Provide support for organizations and initiatives assisting those experiencing homelessness and ensure acute services during inclement weather are provided.

Priority



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.



Enhance rental housing transparency and community awareness by publishing multi-family property inspection scores online for public access.



Implement four-person staffing for all Lewisville Fire Department engine companies.



Icon denotes the thread the action advances.



Number identifies the action item.



Communications



Connections



Sustainability



Future-Ready



Safety

INTEGRATED INFRASTRUCTURE

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

The “Integrated Infrastructure” BIG Move is about making the systems that keep Lewisville running work better together.

These are the everyday systems people count on, like roads, sidewalks, utilities, trails, technology and online services. When they work well, people can get where they need to go, connect to services and move through the city with less stress.

Most people do not think about infrastructure until something breaks, slows down or feels hard to use. But these systems shape daily life in big ways. They affect school drop-offs, commutes, errands, water service, internet access, emergency response and how easy it feels to get around.

Keeping Lewisville running well means more than building new things. It also means taking care of what already exists, fixing aging systems and planning ahead so the city is ready for growth and change.

In *Lewisville 2025*, the “Connected City” and “Data-Driven Organization” Strategic Moves focused on using better planning and technology to improve services across the city. Since then, Lewisville has continued investing in roads, trails, utilities and tools that make city services easier to access.

The “Integrated Infrastructure” BIG Move builds on that progress. It looks at infrastructure as connected systems, not a bunch of separate projects.

Community feedback pointed to a few clear needs, including more ways to get around, updates to older infrastructure and better communication about projects and decisions. Addressing these needs will help make Lewisville easier to navigate, more reliable day to day and better prepared for the future.

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.



ACTION ITEMS



Continue partnership with Denton County Transportation Authority (DCTA) to clearly communicate all public transit services, including available rideshares and other benefits to residents.



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.



Expand public outreach on emergency preparedness, focusing on educating youth and older adults.



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.



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.



Increase transparency and make public data easier for residents to access, such as through an online data portal.



Priority

Develop and implement a clear and connected system of bike routes for the city.



Adopt and implement a Mobility Plan to maximize mobility of all residents that accounts for emerging transportation technologies and connects all modes of transportation.



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.



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.



Implement the *ADA Transition Plan* to ensure neighborhoods, public facilities and parks in Lewisville are navigable and accessible to persons of all abilities.



Priority

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.



Implement the *Trails Master Plan* 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.



Work with providers and ensure policies promote robust cellular and internet networks to enhance connections for residents.



Add 60 miles of pedestrian and bike trails to achieve the City's goal of 164 miles of trails, as outlined in the *Healthy Infrastructure Plan*.



Complete construction of the Corporate Drive extension into East Lewisville.



Icon denotes the thread the action advances.

Number identifies the action item.



Communications



Connections



Sustainability



Future-Ready



Safety



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.



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.



Priority 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.



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.



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.



6 Reduce unaccounted-for water system loss to below 10 percent.



7 Reinvest in municipal buildings to meet the current and future needs of the community and City employees.



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.



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.



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.



4 Continue to stay current with cybersecurity threats and solutions.



5 Expand the network of sensors to collect environmental data (such as air quality, rainfall and temperature) at parks and other selected locations.



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



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.



Priority 8 Adopt and implement a data-driven infrastructure replacement program to address aging infrastructure, with a particular focus on water and sewer systems.



9 Modernize the city's street lighting system by transitioning to energy efficient LED technology that enhances operational efficiency and sustainability.



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.



11

Incorporate methane recapture into the wastewater treatment process.



12

Complete a feasibility study on ozonation for the water treatment process.



13

Deploy drones as first responders and expand the use of new technology in public safety and infrastructure inspections.



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.



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.



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.



4

Identify the optimal location and acquire property for Fire Station 4's replacement.



Icon denotes the thread the action advances.

Number identifies the action item.



Communications



Connections



Sustainability



Future-Ready



Safety



DISTINCTIVE DESTINATIONS

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

The “Distinctive Destinations” BIG Move is about creating places people love, remember and want to come back to.

In Lewisville, these places include Old Town, local parks, community events, Lewisville Lake, and other spots where people gather, connect, and feel the spirit of the city. Even in a world where so much happens online, residents made it clear that people still want real places to meet, spend time and feel connected.

In *Lewisville 2025*, the “Old Town” and “Identity, Place and Communications” BIG Moves helped guide the City’s work to create stronger, more memorable places. Since then, Old Town has grown into one of Lewisville’s biggest success stories, with new public spaces, housing, events and investments that make it feel active and inviting.

Residents want to keep that momentum going, but they also want to see that same kind of energy in more parts of the city. Community members shared a desire for more “third places,” like parks, plazas, libraries, coffee shops, local businesses and other places where people can gather outside of home and work. These everyday spaces help people feel welcome and connected.

The “Distinctive Destinations” BIG Move builds on what has already worked, but expands the focus. It looks at well-known places like Old Town, Lake Park, the Lake District and The Vista mall, while also supporting new gathering places and experiences across the city. Tools like public art, placemaking, events and partnerships can help bring these places to life.

The goal is to make Lewisville full of inviting, memorable places where people want to stay a little longer, meet up with others and come back 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.

ACTION ITEMS



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.

Priority



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.



Expand communications of arts and events programming. Examples include but are not limited to banners on poles and Lewisville Grand Theater, social media, etc.



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.



Develop and implement a citywide branding plan that establishes consistent standards and strengthens Lewisville's brand across all city services, programs and initiatives.



Design and install a citywide wayfinding and destination signage program that improves access, enhances visitor experiences and reinforces Lewisville's sense of place.



Develop and implement a citywide strategic communications plan with associated programming that aligns departmental messaging.

Priority



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.



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.



Provide public Wi-Fi in all publicly accessible City buildings and City parks.



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.



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.



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.



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.





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.



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.



Priority

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*, 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.



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.



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.



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.



Priority

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.



Update the *Old Town Master Plan* to adjust to changing priorities and economics in Old Town.



Continue to support Old Town by evaluating strategies for Main Street and Downtown development used elsewhere and tailoring them to Lewisville.



Identify parcels within the Green Centerpiece to acquire, invest and/or partner to enhance eco and sports tourism.



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.



Partner with developers to ensure Crown Centre at Castle Hills and The Realm develop as destinations in East Lewisville.



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.



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.



Partner with a private operator to redevelop and activate the Vista Ridge Amphitheater into a restaurant and entertainment destination concept.



Priority

Improve the safety, mobility and character of the SH-121 Business corridor, including implementing action items from the *Business 121 Corridor Plan*.



LEWISVILLE
Deep Roots. Broad Wings. Bright Future.

Plan Adopted MONTH XX, 2026

LEWISVILLE
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