

2025 PLAN – STATUS OF GOALS

Big Move #1: Green Centerpiece	Complete	In Process
1. Convene partners to create and implement a Master Strategy for the Green Centerpiece and surrounding areas.		Strategy approved by partners but on-going questions about UNT commitment
2. Ensure that the institutional structures and financial support for the Green Centerpiece will support implementation through 2025.		UNT financial support is in question
3. Update Lake Park to be a key Green Centerpiece destination.	Campground roads; trails and bathroom	- Bond issuances available in future years for major improvements - Master Plan in 2019
4. Enhance and expand the educational and research programs in the Green Centerpiece area.		Education programs enhanced via City staff
5. Update land use plans, zoning and other development regulations so neighborhoods and non-residential areas adjacent to the Green Centerpiece maximize benefits from it.		Development Code overhaul on-going
6. Develop infrastructure in and adjacent to the Green Centerpiece using 'green infrastructure' best practices and design standards that exemplify the Green Centerpiece.		Development Code overhaul on-going
7. Support programs and activities that connect the Lewisville community to the Green Centerpiece in the short term.	Classes/activities held weekly; <u>on-going</u> community education	

Big Move #2: Extending the Green	Complete	In Process
1. Implement the City's adopted Trails and Parks Plans in ways that will achieve this Lewisville 2025 future.		
2. Use park and trail investments to give Lewisville residents access to these systems within a reasonable walking distance of their neighborhoods by 2025 (or before).		10 min. walk to a park grant
3. Create special green destinations throughout Lewisville that extend the Green Centerpiece throughout the entire Lewisville community.		Pending hiring of Park Planner in 2019
4. Develop a structure for private and non-profit engagement in funding, creating, managing and maintaining this green network.		Future development of Park Foundation; 2019 Council Pitch

Complete	In Process
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5. Explore feasibility of cleaning up existing creeks and greenbelts to be more manicured.		Contract evaluation underway
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Big Move #3: Old Town	Complete	In Process
1. Prepare a real estate investment analysis to identify catalytic development sites.	Study completed in 2016 – Jason Claunch	
2. Identify medical and other employment infill project opportunities between Old Town and IH 35E.		Work with Medical City of Lewisville to develop plan for attracting medical related uses
3. Establish and implement a residential infill program for Old Town to support restaurant, retail and small businesses.		Working with developers on sites according to the Old Town Master Plan
4. Identify restaurant infill project opportunities.		Contracted with consultant for recruitment
5. Identify potential targets for suburban-style supermarket or smaller-scale grocery store that can provide variety, quality, and price of supermarkets, while relying on a smaller customer base and fitting into smaller spaces.		Consultant currently analyzing market
6. Prioritize improvements to Kealy Street including future consideration of Kealy as a Mill – Kealy couplet.		Design of Kealy – Main to Purnell underway – estimated construction in 2020; couplet consideration on hold
7. Evaluate additional activities that would bring people to Old Town (such as higher education classes, training, makerspace, incubator business, and pop-up stores).		Working with Main & Mill to coordinate pop-up programs
8. Expand and enhance Old Town events to create a unique identity (Western Week, Summer Music Series, Texas Tunes Series, Pet Parade, Chalk this Way/Arts Festival).		Colorpalooza expanded annually; Roctober added
9. Partner with existing non-profit organizations, such as Main/Mill Association, KLB, and Cloud 9 Charities, etc., to create a number of quality events that create a unique identity for the core (Brewfest).		On-going review of opportunities

Complete	In Process
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10. Encourage residential options including high-end lofts, live/work units and townhomes to increase density.	Walters Brownstones, Condos in Awesome Center, Row houses in South Village	Additional Walters Brownstones, Condos in Awesome Center, Row houses in South Village; Legacy Point under construction
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Big Move #4: Thriving Neighborhoods	Complete	In Process
1. Create neighborhood specific reinvestment strategies by defining zones and levels of improvements.	Two Small Area Plans complete – Old Town North and South Lewisville	Neighborhood Enhancement programs and Love Your Block Spring 2019 Implementation
2. Complete Neighborhood Preservation Committee (NPC) Recommendations, including property owner incentive programs and Formal Neighborhood Enhancement Program.		Spring Implementation
3. Complete target demolition/rebuild strategies on homes requiring significant Investment.		Council Retreat Pitch-2019
4. Continue Multi-Family Inspection Program.	On-going inspection program	Nuisance Abatement Program expanding to MF in 2019 – retreat discussion
5. Develop and implement hotel/motel inspection program.	Nuisance Abatement process adopted and underway	Nuisance Abatement process expanding to additional hotels/motels – retreat discussion
6. Work with neighborhood groups to evaluate, identify, and fund (private or public) needed improvements, such as screening walls or alternate methods of screening in their neighborhood.		NEP funding approved

Big Move #5: New Neighborhood Choices	Complete	In Process
1. Evaluate a plan for future annexation of Castle Hills and 150+ acres in Town of Hebron	TIRZ created	Annexation Impact Analysis
2. Support and promote high-density housing in mixed-use configuration in areas around the three DCTA stations.	Hebron development Ph1 - 4	Aura; Tower Bay; Hebron 121 Station (phase 5); Old Town Station apartments


Complete	In Process
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3. Create incentives to bridge economic gaps preventing redevelopment, e.g. City involvement in land assembly.		Economic Development policy update in process – significant changes related to redevelopment
4. Encourage creative residential options including townhomes, live/ work units, high-end lofts, and age-restricted communities.		Multi-Family in process; Randy Owens Mixed Use on Main
5. Target and prioritize key locations for new residential development. (Target and prioritize key locations for new residential development.)		Utilize Old Town Plan, Small Area Plans and Lewisville 2025 Plan to drive development in key locations
6. Work with owners of remaining multi-family zoned land to create a plan for those parcels that provides a good return for the property owner and a housing mix and design quality that are desired by the community.		Assign to Economic Development staff 2020+
7. Consider plan for residential mixed-use as a revitalization tool for under-performing strip commercial centers.		I35 Overlay encourages development of underperforming centers; Planning staff will consider this tool in code overhaul



Big Move #6: Employment Centers	Complete	In Process
1. Review current economic incentive programs and funding, aligning their resources to support Lewisville 2025 objectives.		Economic Development Incentive Policy updates are in progress
2. Support the long-term success of these employment centers through City policies and investments.		Working on developing a formal business retention and expansion program
3. Partner with education providers to help Lewisville residents gain the skills they need to succeed in the workforce.		Worked with NCTC/DCTA on Industrial Training Facility in Old Town

Complete	In Process
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4. Work with businesses impacted by the IH 35E widening to retain, redevelop or relocate affected locations.		Staff is creating a database for businesses and vacant buildings
5. Review sign, awning and parking lot maintenance codes for commercial properties; enhance code enforcement related to these issues.		Assign to Neighborhood and Inspections Team – 2020+
6. Promote sense of pride between businesses and community services whereby employment centers get involved and are connected with various service opportunities, charity events, and community involvement.		E.D. working with Chamber to partner with more business events


Big Move #7: Identity Focal Points – Southern Gateway	Complete	In Process
1. Discuss with Lake Point Shopping Center owners the addition of new allowable uses in the center’s southern portion.		Assign to Economic Development staff 2020
2. Promote/support Huffines construction of new bridge into this area (staff is moving forward on this project).		
3. Create a strong graphic landscape presence for southern gateway along IH 35E.	I 35 Overlay District complete	
4. Explore public improvement district and/or TIF financing to maintain improvements.	Contract with Hawes Consulting; no TIF in Northern Gateway but consider in Southern/Central	
5. Prepare an incentive strategy for each concept noted.		ED staff will evaluate
6. Strengthen and support the vitality of Vista Ridge Mall.		Working with Zion Market for improvements to the Sears building
Northern Gateway		
1. Work with master developer and land owners to help incentivize Lewisville’s potential to create a waterfront resort such as Horseshoe Bay/Marble Falls.		Work was completed on this project, but financial requirements of current leaseholder stopped project

Complete	In Process
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2. Work with private property owners and interested developers in a collective approach to achieve these two development districts		Staff has focused on the vacant property the west side of I-35. This project will be finalized in 2019
3. Apply aggressive use of available financial incentive mechanisms to initiate these concepts.		
Business 121/IH 35E		
<i>(on the east side of IH 35E)</i>		
1. Work with TxDOT to create a design and funding concept allowing the planting of additional pine trees at the intersection to create a green identity point.		TxDOT will be working on Bus. 121 and I-35 Interchange as early as winter of 2019
2. Work with property owners to define a new land use and investment concept for the intersection area.		TxDOT will be working on Bus. 121 and I-35 Interchange as early as winter of 2019
3. Consider engaging a master developer to coordinate redevelopment.		E.D. staff will focus on this 2020 +
4. Identify potential barriers to private land assembly in this area and address any the City can remove.		Part of Development Code overhaul
<i>(on the west side of IH 35E)</i>		
5. Keep/attract the best of current retail tenants or those being moved by TxDOT as a tool for new development tenanting.		Staff is evaluating
6. Work with owners and offer incentives to redo/improve centers	Main Valley Shopping Center façade improvements completed in 2018	Staff is working with other shopping center owners for potential improvements
7. Review number and types of “legal/non-conforming” uses and property structures/infrastructure along 121 Corridor from IH 35E to Elm Fork and develop programs to incentivize performance.		
8. Consider road rerouting at Mill and Business 121 and engage in discussion with TxDOT to eliminate confusing roadway intersection.		TxDOT project – Winter 2019

Complete	In Process
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Big Move #8: Marketing and Communications	Complete	In Process
1. Adopt and implement a three-year Communication Plan.		
2. Conduct a Communications Audit.		
3. Conduct a Brand Assessment.	 - city wide brand assessment complete	Working with Old Town Branding Task Force to develop a new brand for Old Town
4. Develop a citywide Marketing Plan.		

Big Move #9: Sustainability	Complete	In Process
1. Conduct an audit of existing City sites, facilities and vehicle fleet.		
2. Establish or enhance design standards for new City sites and facilities, as well as private developments.		Will be considered in Development Code overhaul
3. Evaluate and revise City rates and service procedures to encourage sustainability.		Will be evaluated as part of the Castle Hills annexation
4. Enable Lewisville residents and businesses to make sustainable mobility choices.		Staff is working with DCTA on mobility options
5. Use economic development to make Lewisville's economy more resilient.		
6. Find creative ways to engage the community, particularly children and young adults, to take advantage of their ideas and interest in sustainability.		Will focus on Youth Action Council in future
7. Include sustainable living in the educational programs offered by the City, LISD, KLB and others.		