

LEWISVILLE VISION 2035

VISION PLAN UPDATE

February 27, 2026 | Council Briefing

LEWISVILLE

2035

V I S I O N

AGENDA

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Touchpoint Update

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Big Ideas Takeaways

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Vision Statement & Plan
Discussion

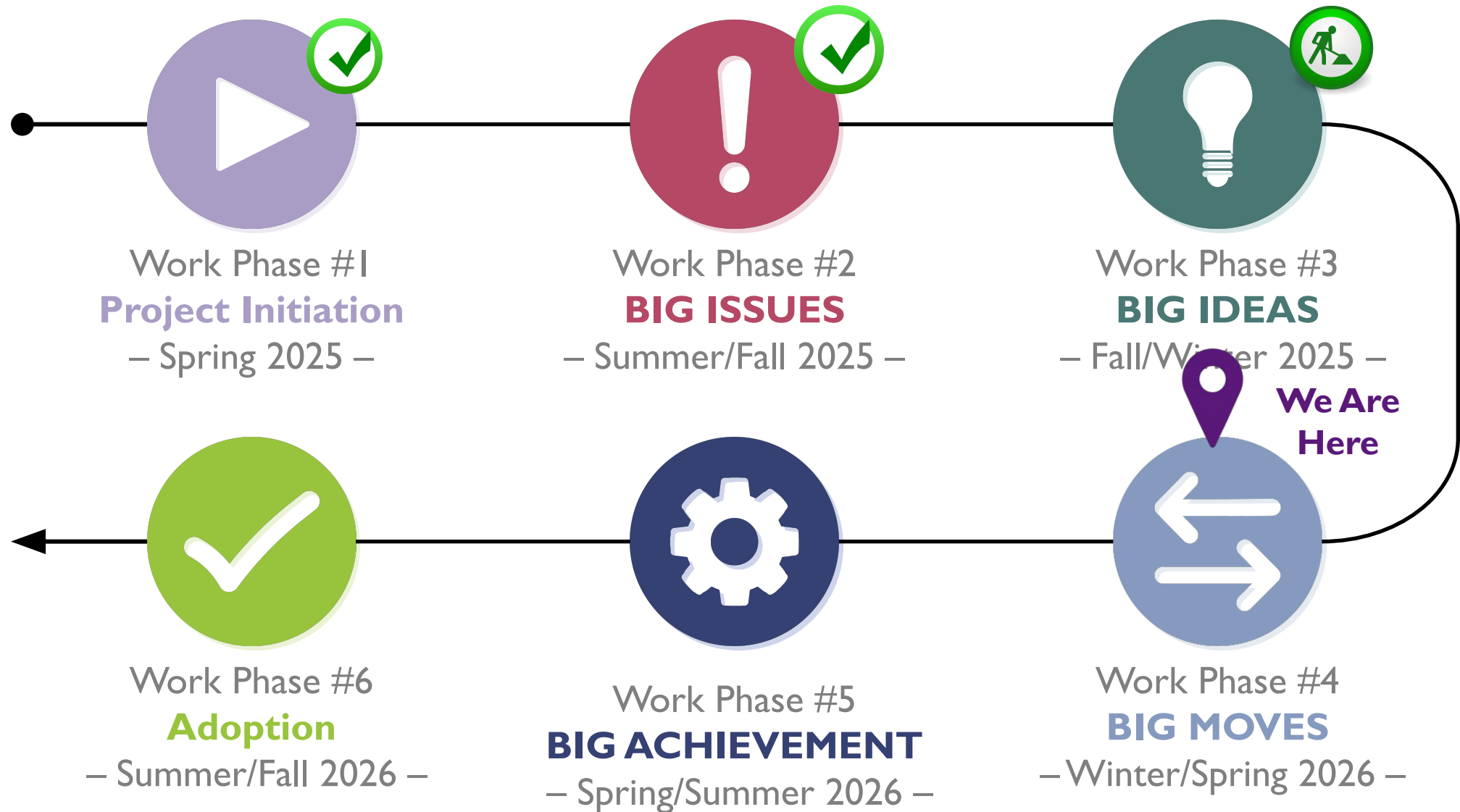
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Big Moves Phase & Activity

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Next Steps

Project Phases



Engagement Key Performance Indicators

Input is foundational to the vision plan:

- Conversations at a tabling events
- Attendance at Community Vision Workshops
- Attendance at other community meetings
- Visitors to the website
- Interactions/reactions on Social Media

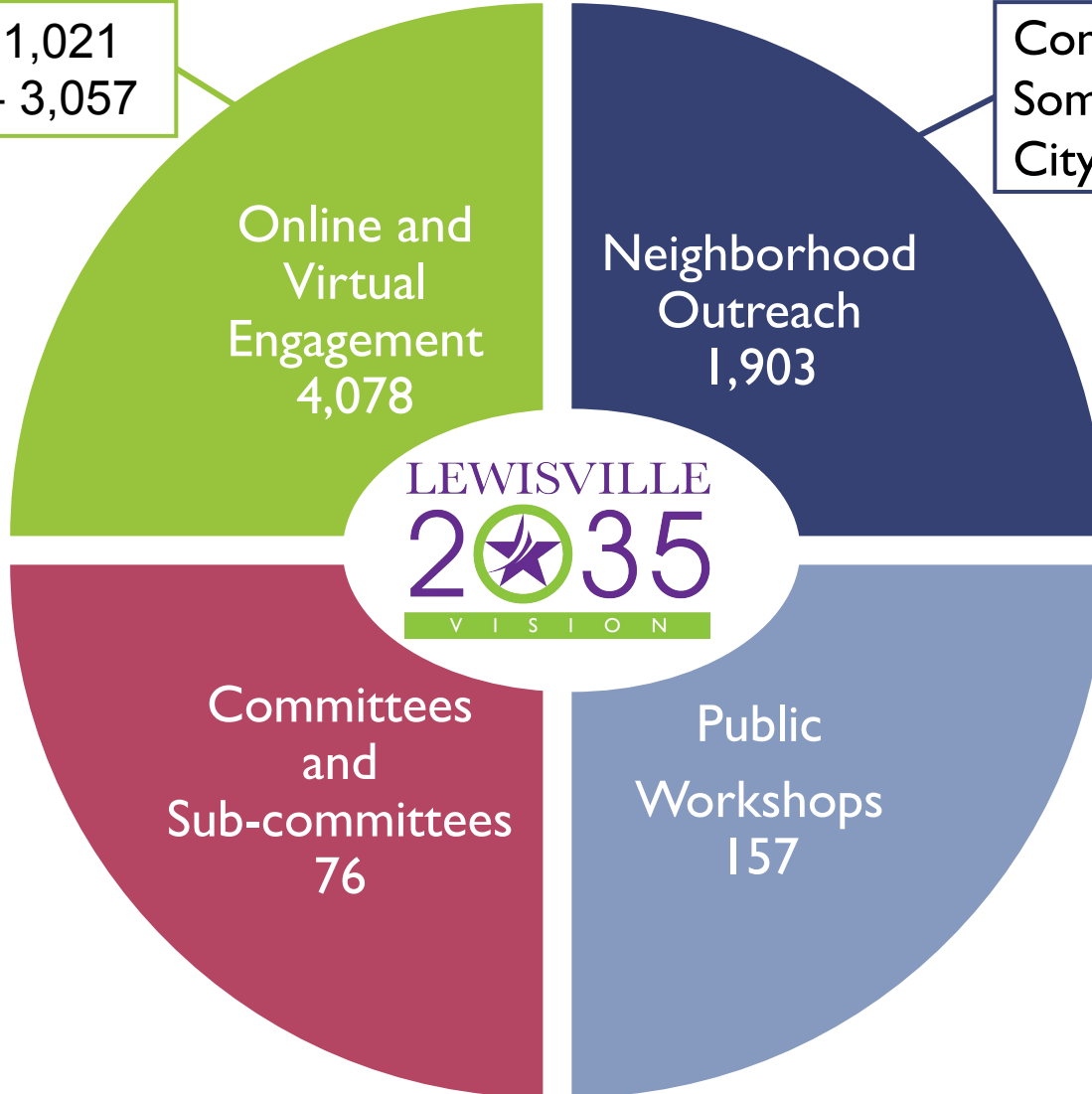


*Ensure all aspects of the community are heard.
Including those that do not typically participate.*

**Goal Touchpoints:
8,000**

6,214 Touchpoints to Date

Socials - 1,021
Website - 3,057



Community Touchpoint Campaign - 891
Somos Lewisville Program - 366
City Staff Engagement Team - 646



The 21 BIG Issues



ENHANCING QUALITY OF LIFE



- Strengthening Old Town's Role
- Expanding Housing Choices
- Enhancing Neighborhood Amenities

PROMOTING NATURE, ENVIRONMENT AND RECREATION



- Connecting to Lewisville Lake and Nature
- Protecting and Enhancing Natural Assets
- Expanding Arts, Culture and Recreation

FOCUSING ON REVITALIZATION AND ECONOMY



- Revitalizing Commercial Corridors
- Revitalizing the Vista Ridge Mall
- Supporting Small Businesses
- Expanding Local Employment

ATTRACTING AND RETAINING THE NEXT GENERATION



- Investing in the Next Generation
- Creating Engaging Public Spaces
- Attracting and Retaining Young Professionals

PRESERVING SAFETY AND COMMUNITY



- Preparing for Climate and Weather Events
- Promoting Safety and Inclusion
- Expanding Mental Health Support
- Fostering Stronger Community Engagement and Inclusivity

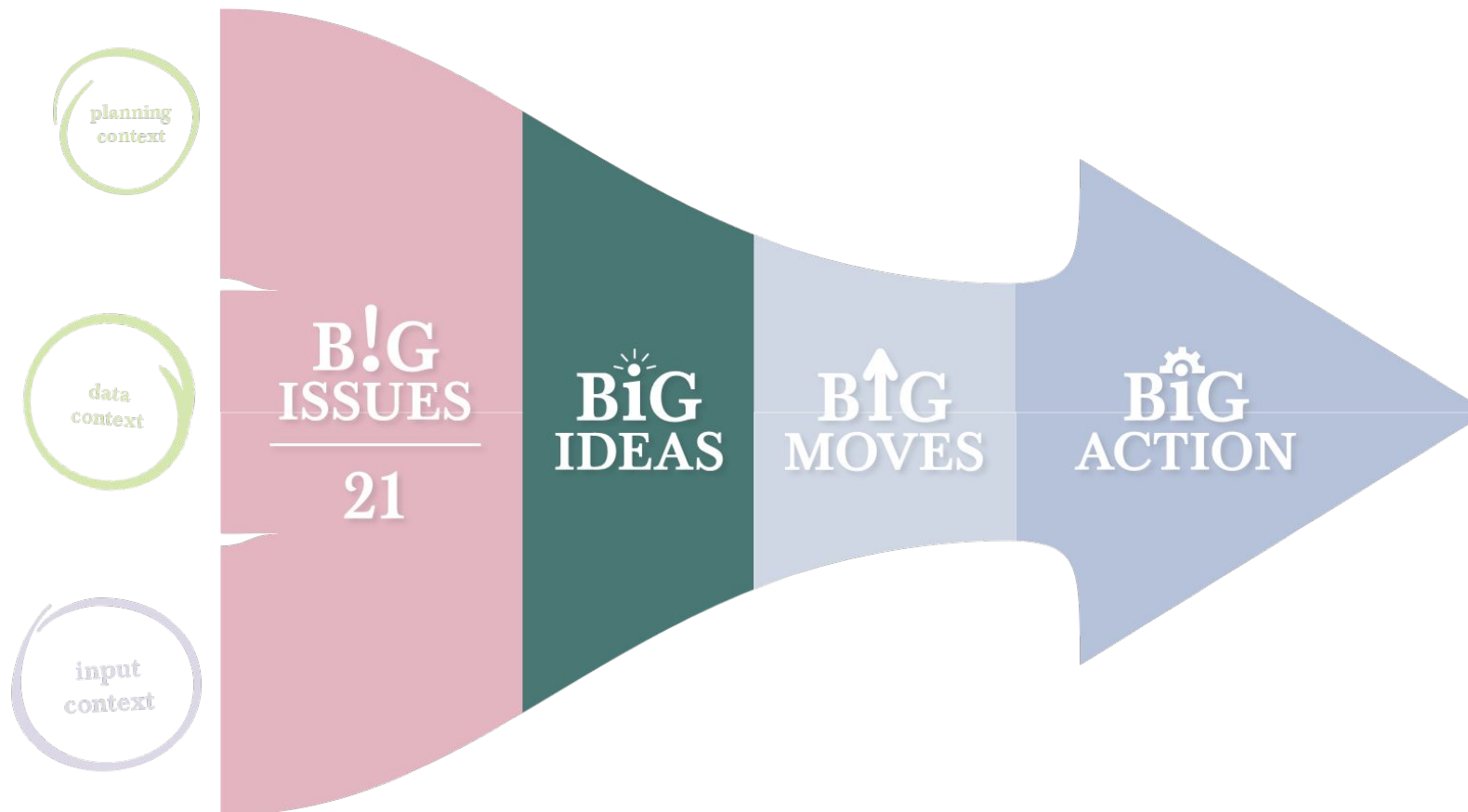
FUTURE-PROOFING INFRASTRUCTURE AND MOBILITY



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

The BIG Ideas

- The Big Ideas is taking all those Big Issues, grouped into 6 categories, and generating ideas with them.

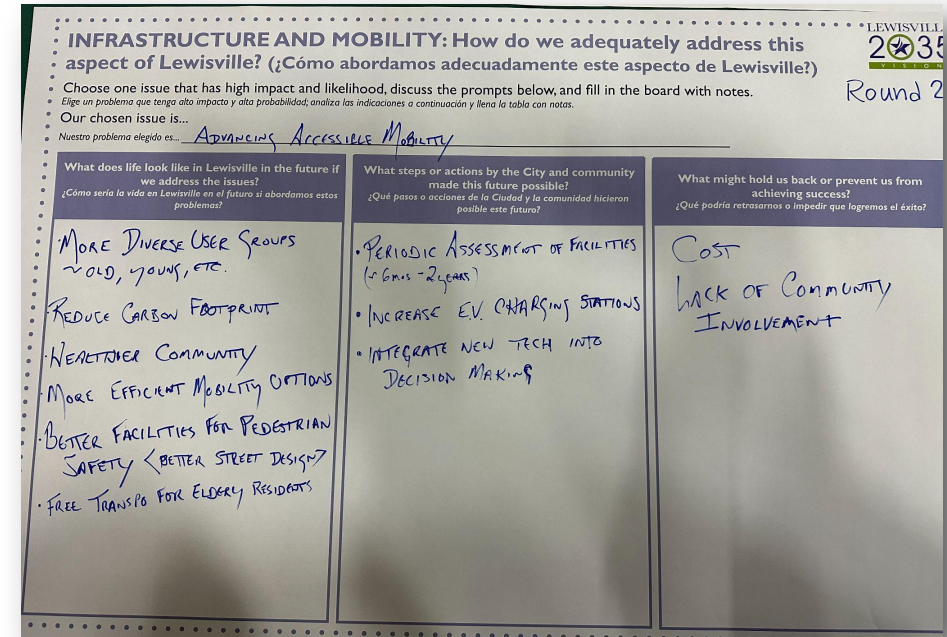


Big Ideas Takeaways

Quality of Life Station: Participants envisioned stronger civic pride and engagement through improved amenities, community gardens, expanded recreation and better communication of City services. Key challenges include cost of living and housing, transportation barriers, limited developable land and uneven access to amenities such as grocery options.

Nature, Environment & Recreation Station: Groups proposed trails, ecological restoration, lakefront activation and equitable access to nature to create a more connected and active community. Barriers include highway crossings, infrastructure constraints and limited awareness of existing natural assets.

Revitalization & Economy Station: Participants emphasized intentional mall redevelopment, corridor beautification, small business support and city branding to drive reinvestment and economic resilience. Participants noted that progress may be constrained by private ownership, infrastructure limitations, regulatory processes and funding challenges.

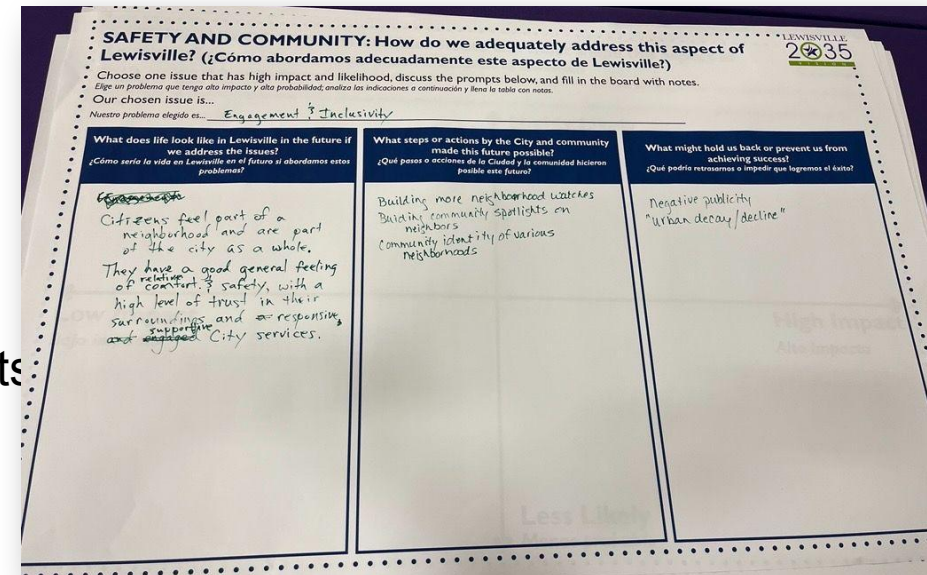


Big Ideas Takeaways

Investing in Future Generations Station: A future Lewisville was described as *trendy, active, and fun*, achieved through funding, marketing, bold public space design, and engaging 3rd spaces for teens. Participants cautioned that lack of prioritization or follow-through, limited funding or settling for basic improvements could reduce long-term impact.

Safety & Community Station: Participants proposed neighborhood watch programs, beautification, community spotlights and celebrating neighborhood identities to strengthen trust and inclusion citywide. Challenges include negative perceptions about neighborhoods, uneven neighborhood investment and the risk of disengagement.

Infrastructure & Mobility Station: Groups recommended transit connections, shuttles, facility assessments and new technologies to improve mobility and reduce accidents, congestion and air pollution with funding and growth pressures as key barriers.



Big Ideas to Vision Statement



Conversations on Vision Statement with Steering Committee:

- Welcoming and inviting are words that indicate an action the City can take, rather than describing what the city it.
- Physical and digital connections are important, and should focus on the end-goal of fostering human connections.
- There should be higher emphasis on preserving natural areas and a focus on future generations with regards resource management.
- Growth and development need to focus on redevelopment as we are nearly built out. That redevelopment should be strategic to improve Lewisville for all residents.
- Quality of life is important and should be included as part of the vision statement. That includes feeling safe and comfortable and having access to needed amenities.



Vision Statement Discussion



Vision Statement Comparison



Current Vision Statement

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

Diversity

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

Connectivity

Lewisville will offer choices that enable its people to connect effectively with one another and with the City government both online and in person, and to desired destinations and community spaces by using many transportation options.

Resource Management

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

Growth

Lewisville will be a unique community that attracts and welcomes businesses and residents and is positioned for growth and success.

Draft Vision Statement

By 2035 and beyond, Lewisville is a city that shows up. Welcoming, authentic, and bold. Connected, thoughtful, and built to last. We are as real as they come. A place that grows with intention, protects what matters, and delivers a quality of life people feel every day.

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 here for you to live, work, and thrive.

Connectivity

This is a city that connects. People, places, and services aren't just close, they're reachable. Streets, sidewalks, systems, and spaces all work together to keep the community moving forward.

Resource Stewardship

Lewisville takes care of its own. From natural spaces to people to public investment--resources are protected, respected, and managed smartly so the city stays strong, resilient, and ready for whatever comes next.

Quality of Life

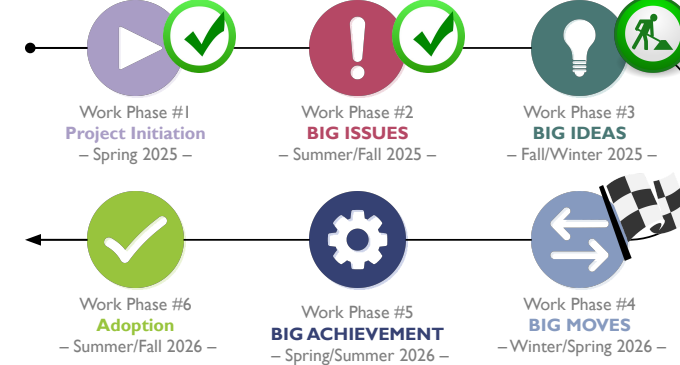
Safety, health, and nature matter here. Lewisville builds places that feel alive - where everyday life feels easier, richer, and deeply connected to the heart of the community.

Intentional Growth

Growth doesn't happen by accident. Lewisville shapes change on purpose--revitalizing where it counts and planning for the long game so prosperity and well-being stick around for the long haul.

BIG Moves

Phase Objective: Gather input and feedback from the public and stakeholders related to vision, goals, preliminary analyses and the future “Big Ideas” for Lewisville.



- **Refining BIG Ideas:** The preliminary BIG Ideas and vision statement will be presented, reviewed and refined during this phase.
- **Expanding on the BIG Ideas:** Identify the BIG Moves that need to happen in order to see progress toward the BIG Ideas.
- **Continuing Targeted Engagement:** Targeted engagement efforts will continue with Community Vision Workshop #3, the Steering Committee, and staff.



BIG Moves Activity

Phase Objective: Gather input and feedback from the public and stakeholders related to vision, goals, preliminary analyses and the future “Big Ideas” for Lewisville.





Next Steps

- **April 9, 2026 Community Vision Workshop #3**

5pm to 8pm

Valley Ridge Church, the first Baptist Church in Lewisville

1251 Valley Ridge Boulevard

Food and activities for all ages

- **May 3 through April 9 - MIAB hosting opportunities**

- **June 25, 2026 Community Vision Workshop #4**

5pm to 8pm

Thrive

1950 S. Valley Parkway

Food and activities for all ages

Thank you!

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