

LEWISVILLE VISION 2035

VISION PLAN UPDATE

October 20, 2025 | Council Briefing



AGENDA

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Process Update

2

Big Issues Phase

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Issues Identified

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Next Steps

Project Phases





Work Phase Recap

Work Phase 2 / BIG ISSUES

Phase Objective: Provide information to the public regarding the project, upcoming process, what to expect, and identify trends, issues and current market data to inform the process.

- **Sharing the Process:** Explaining what Lewisville 2035 is, how it works, and what to expect.
- **Identifying the Big Issues:** Engaging residents of the city to identify the big challenges and opportunities that exist in Lewisville today.
- **Launching Engagement:** Kicking off surveys, meetings, pop-up engagement efforts, and setting up at community events to begin gathering input.



Big Issues Data Review & Assessment

1. **Planning Framework** – assessment of prior planning efforts that impact the Vision Plan.
2. **Emerging Planning Trends to Consider** – future trends that the City should be considering (AI, mobility tech, third places).
3. **Demographic Data** – population growth & trends.
4. **Land Use** – current balance and distribution of land uses.
5. **Physical Framework** – natural, constructed and regulatory considerations.
6. **Community Resilience Assessment** – physical infrastructure, emergency response and social stability.

Engagement Toolbox



**Community
Touchpoint
Campaign**

**Somos Lewisville
Program**
(Led by Rayo Planning)

**City Staff
Engagement Team**

**Total Touchpoints:
4,826**

Community Tabling Events

- ***Fiesta Charra (May 25, 2025)**
- **Sounds of Lewisville (July 2, 2025)**
- ***Play Lewisville on Wheels (July 30, 2025)**
- **First Fridays in Old Town (Aug. 1, 2025)**
- **Castle Hills Farmer's Market (Sept. 9, 2025)**
- ***Park(ing) Day (Sept. 19, 2025)**
- **Western Days (Sept. 26 and 27, 2025)**
- **National Night Out (Oct. 7, 2025)**

*includes RAYO engagement



Touchpoints:
783

Youth Engagements

- ***LISD Back-to-School Fair (July 29, 2025)**
- **Castle Hills Elem. Meet the Teacher Night (Aug. 11, 2025)**
- **LHS Football Game (Sept. 4, 2025)**
- ***Central Elem. School Fiesta (Sept. 5, 2025)**
- **LHS Harmon Student Land Use Activity (Sept. 29, 2025)**
- **Back to School Bash One Community Church (Aug. 9, 2025)**
- ***Hispanic Heritage Month (Oct 4. 2025)**

*includes RAYO engagement



Touchpoints:
457

City Staff Outreach Events

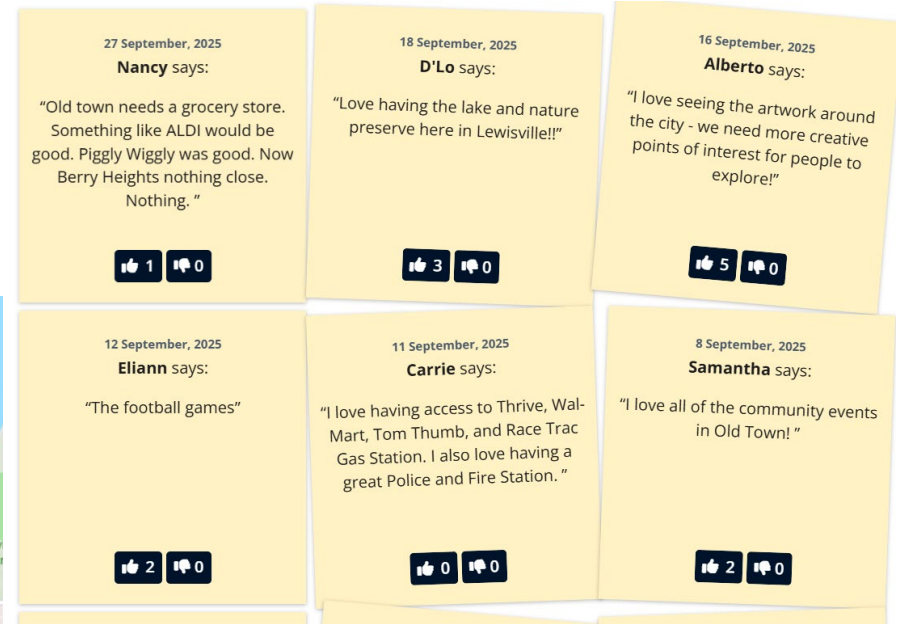
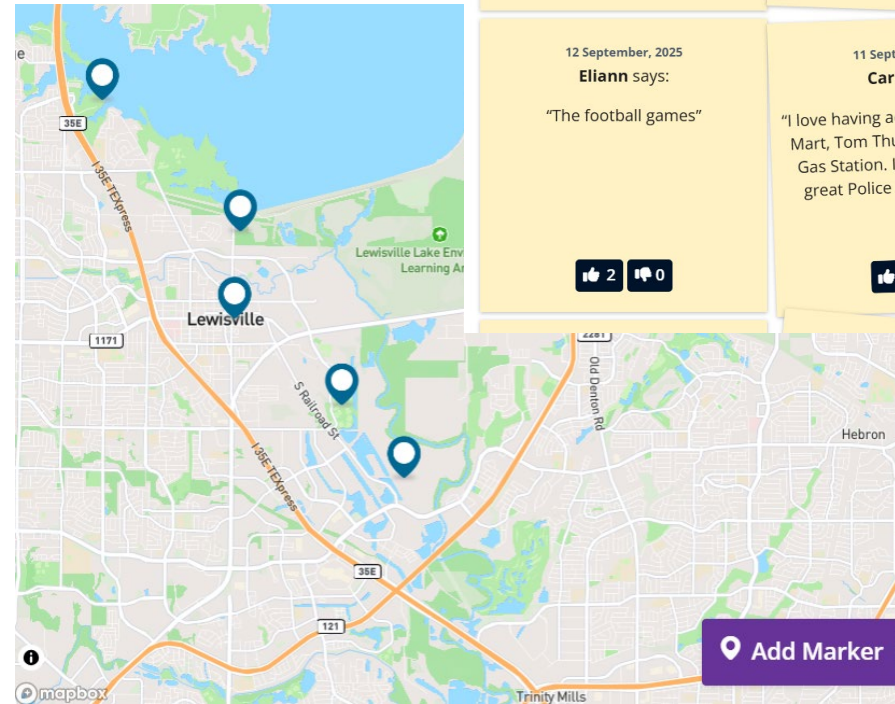
- **City Ambassadors Program**
- **Director Outreach Team**
 - Faith based organizations
 - Youth sports and YAC
 - HOAs
 - Small businesses
 - Developers
 - Art groups
 - Non-profits and other Governmental Orgs
 - Apartments and Mobile Home Parks
 - City Staff



Touchpoints:
728

Online Engagement

- **Project Website**
 - **Online survey**
(May 23 to July 18, 2025)
 - **Wall Posts**
 - **Map Pins**
- **Social Media outreach**
via City channels



Touchpoints:
2,622

As of the end of Sep 2025

Somos Lewisville Outreach & Engagement

Focus Areas: 4 Shopping Centers (15 total businesses)

- Lewisville West Shopping Center
- La Michoacana Shopping Area
- Valley Square
- 305 SH-121 Business Shopping Center



Conectando/Connecting Lewisville | Instagram & Facebook

- A digital space for civic participation and ongoing dialogue around Lewisville 2035, presented in a family-friendly format that incorporates entertainment, community resources, and city updates.
- Twice a month, *Conectando Lewisville* will go Live to share information, spotlight local businesses, and link community stories to Lewisville 2035.



Touchpoints:
302

Includes tabling, youth, and business engagements

Steering Committee



Subcommittees



Natural Lewisville - focus on green space, environment, and sustainability.



Growing Lewisville - focus on shared economic prosperity including job creation, workforce development, manageable population growth, new development, redevelopment, and small businesses support.



Connected Lewisville- focus on connecting people physically and digitally, through infrastructure such as streets and trails, and by other means.



Safe Lewisville - focus on public and transportation safety.

Subcommittees



Engaged Lewisville - focus on communication, public outreach, civic pride, community, and diversity.



Liveable Lewisville - focus on housing options, housing affordability, and quality of life that includes public services such as trash and libraries and private-sector amenities such as grocery stores.



Playful Lewisville - focus on parks and recreation, vibrant public spaces, arts, culture, and entertainment.



Innovative Lewisville - focus on education, technology, change, and a future-ready Lewisville.

Subcommittee Chairs



Brandon Jones



Angela Lewallen



Joshua Chanin



Jack E. Tidwell, Jr.



Jennifer Marvel



David Margulies



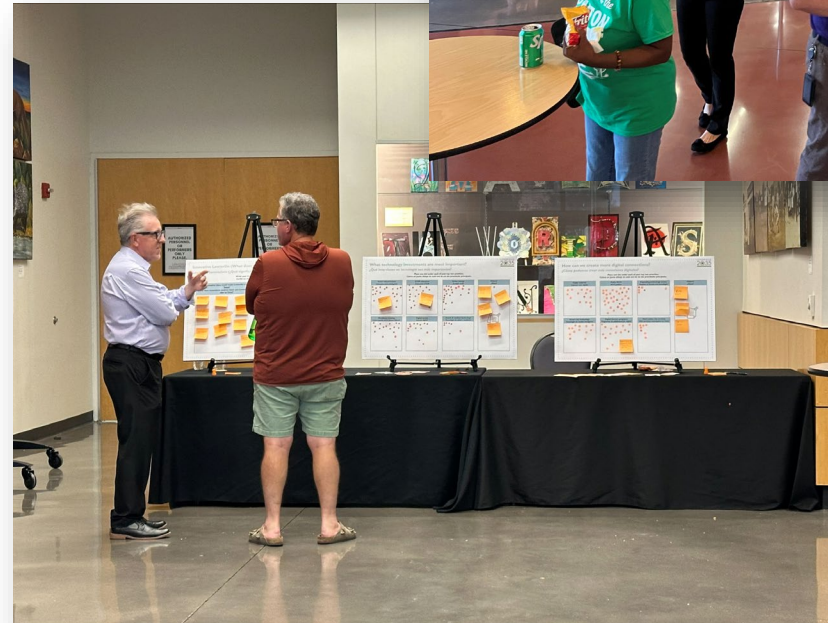
Adrian Doko



Erum Ali

Staff Vision Workshop

- Staff lunch
- 8 Topical Stations (based on subcommittee topics)



Touchpoints: 101

Community Vision Workshop #1

- Food & Music
- 3 guest speakers with audience Q&A
- 8 Topical Stations
Kid's Room
- Community Art Project
- All-hands support from City staff, consultant team and Steering Committee



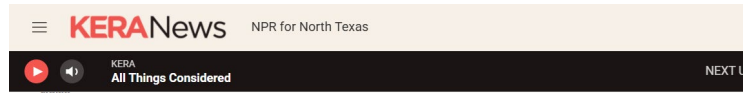
Touchpoints: 120

Community Vision Workshop #1

Station	Data Points
Natural	301
Growing	360
Connected	206
Safe	185
Engaged	187
Livable	185
Playful	261
Innovative	255



Community Vision Workshop #1



What's next for Lewisville? Residents, officials plan for the city's future in an era of change

KERA | By Andy Lusk
Published September 23, 2025 at 10:30 AM CDT



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2035 Vision Workshop, Part 2: Paris Rutherford

CityOfLewisville
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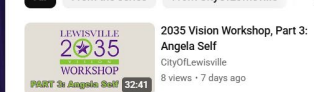
14 views Oct 2, 2025 LEWISVILLE GRAND THEATER

Expert in economics and placemaking, Paris Rutherford shares his insights on the economic challenges and opportunities ahead. He

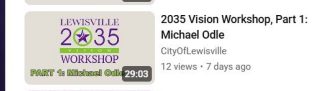
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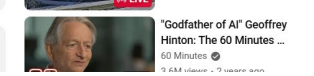
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"I thought it was very informative especially if you needed answers for the future I look forward to attending them again"
- Cassie Whitley on a City's Facebook post about the event.

"It's always a good question to ask what does your town have planned for navigating just the next 10 years"
- Resident Jacob San Antonio quoted in KERA Article



Preliminary Issues Identified



Subcommittee Topic	Key Issue Themes
Natural	Environment, sustainability, and resilience
Growing	Economy, opportunity, infrastructure
Connected	Mobility, connectivity, accessibility
Safe	Public safety, emergency response
Engaged	Identity, inclusion, civic pride
Livable	Amenities, affordability, neighborhood quality
Playful	Arts, events, recreation
Innovative	Technology, education, workforce





Natural Lewisville

Focus: Environment, sustainability, and resilience

- **Protecting and expanding natural assets**

Preserve wildlife areas, enhance tree canopy and shaded trails, address flooding and trash in natural areas.

- **Building resilience in infrastructure and energy**

Prepare for power outages and extreme weather through renewable energy and emergency systems.

- **Preparing for climate and weather-related events***

Community concern about heatwaves, winter storms, and power reliability.

*Overlaps with Safe Lewisville





Growing Lewisville

Focus: Economic prosperity, job creation, opportunity, and infrastructure

- **Revitalizing corridors and aging centers**
Focus on SH-121B, Vista Ridge Mall, and underused retail areas.
- **Supporting small businesses and job growth**
Encourage entrepreneurship and attract higher-paying jobs.
- **Balancing growth and housing options***
Promote diverse housing types without overburdening infrastructure.
- **Living has become less affordable to the average resident**
Rising costs of housing, goods, and living threaten inclusivity.
- **Investing in the next generation**
Strengthen schools, job opportunities, and local businesses for long-term prosperity.

*Overlaps with Livable Lewisville





Connected Lewisville

Focus: Mobility, transportation, and physical connections/access

- **Improve safety along regional thoroughfares**
Address traffic congestion, safe crossings, and pedestrian access.
- **Expanding walkability and safe connections to local destinations**
Improve sidewalks, trails, and transit to reduce car dependence.
- **Retaining free and accessible thoroughfares for existing and future residents**
Preserve equitable access; concerns about tolls and affordability.
- **Growing strain on existing infrastructure**
Rapid development perceived to be outpacing roads and utilities.





Safe Lewisville

Focus: Public safety and emergency response

- **Improving public security and community perception**
Calls for enhanced beautification, better lighting, visible policing and mental health support.
- **Preparing for climate and weather-related events***
Emergency response being prepared for helping the community during heatwaves, winter storms, and power outages.
- **Enhancing mental health services**
Providing access to additional support related to mental health.

*Overlaps with Natural Lewisville





Engaged Lewisville

Focus: Communication, civic pride, inclusion, and community outreach

- **Preserving and celebrating Lewisville's sense of identity**
Maintain small-town feel and welcoming reputation.
- **Strengthening community engagement**
Expand outreach, events, and participation beyond Old Town.
- **Cultivating identity, destinations, and amenities**
Elevate Lewisville as a unique, family-friendly community.
- **Emphasizing quality of life, safety, and inclusion**
Residents prioritize belonging, safety, and equitable access.





Liveable Lewisville

Focus: Housing, complete communities, daily quality of life

- **Enhancing everyday amenities and retail**
Need for grocery stores, coffee shops, and local gathering places.
- **Emphasizing beauty, livability, and quality**
Revitalize aging developments to maintain modern, attractive neighborhoods.
- **Balancing growth and housing options***
Promote diverse housing types while maintaining access to jobs, goods and services.
- **Housing has become less affordable to the average resident**
Affordability cited as one of the city's top concerns.

*Overlaps with Growing Lewisville





Playful Lewisville

Focus: Arts, culture, recreation, parks and public spaces

- **Improve access to Lewisville Lake and water features**
Residents value recreation opportunities but face access barriers.
- **Expanding arts, culture, and recreation opportunities**
More neighborhood-based and small events and festivals.
- **Providing exciting places to meet, engage, and play**
Desire for more parks and “third spaces” for socializing and entertainment, particularly for teens and youth.





Innovative Lewisville

Focus: Education, technology, and future-readiness

- **Future-proofing through innovation and education**

Investments in STEM, green energy, smart infrastructure, and digital access.

- **Preparing for emerging technologies**

Plan for AI, automation, and 6G connectivity to remain competitive.

- **Supporting and encouraging young professionals**

Create jobs and housing that attract and retain early-career talent.





Q&A

Questions?
Feedback?
Additional Input?



Up Next



BIG IDEAS Phase

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 Issues:** The preliminary analyses and outcomes from the Big Issues phase will be presented, reviewed and refined during this phase.
- **Identifying the Big Ideas:** Engaging residents to identify the overall future vision, goals, and priorities for the City of Lewisville, which will form the baseline for creation of future strategies and recommendations.
- **Continuing Targeted Engagement:** With the primary touchpoint campaign completed in the last phase, engagement will become more targeted with our community steering committee and Community Workshop #2.

Thank you!

