



**ANNUAL
REPORT**

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LEWISVILLE 2025 VISION



The Lewisville 2025 vision plan was unanimously adopted by City Council in 2014 and is an ambitious plan that sets the course for the City of Lewisville as it moves closer to its 100th birthday. It establishes a clear, shared vision for the kind of community Lewisville wants to be, and lays out dozens of action steps to make that vision a reality. Implementation of the Lewisville 2025 vision plan will be an ongoing process with a single goal - to make Lewisville a place where people choose to live, work and visit.

The City of Lewisville is a community that is expected to expand in both population and density by 2025. That means the city will be faced with new demands as demographics evolve. Lewisville 2025 is a measurable plan that anticipates changes and proactively addresses major issues. The Lewisville 2025 vision plan captures a reflection of community values and aspirations. It represents an accumulation of public participation, stakeholder discussions, client work and city initiatives. Community engagement provided the foundation for all work, ideas, and recommendations. All ideas and suggestions were studied by the all-volunteer Lewisville 2025 Committee, city staff and planning professionals. This plan should be considered a multi-year “to do” list for the city when making decisions that help shape this thriving community. By 2025, Lewisville will be a community characterized by diversity, connectivity, resource management and growth.

Nine “Big Moves” were created to serve as a guide for the management of growth and a reference point for future decision-making. Each Big Move represents major areas of focus that will likely have the greatest impact on the city. The Lewisville 2025 vision plan does not focus solely on the physical development of the city, but rather the overall goals of Lewisville as a livable and economically vibrant community.

The purpose of this report is to provide an update on accomplishments from 2017 that support the nine Big Moves. It also outlines action steps that will be taken in 2018 to ensure the goals of the Big Moves are met.

**To view the full Lewisville 2025 vision plan online:
www.cityoflewisville.com/lewisville2025**

MAYOR'S MESSAGE



2017 was a year of great progress for Lewisville. There were many successes and accomplishments during the year that are laying the foundation for even greater growth in the years to come.

Successes include Lewisville being selected as a What Works City (1 of 77 cities in the nation), the launching of the performance dashboard system, the approval of the first piece of public art, the opening of the Visitor Information Center, the creation of the Youth Action Council, the completion of the Valley Ridge Boulevard extension, substantial completion of I-35E, multiple new residential neighborhoods, and expanded family-friendly activities at Wayne Ferguson Plaza. Major accomplishments of the Lewisville 2025 plan are detailed in this booklet.

The nine Big Moves of the Lewisville 2025 vision plan set a bold direction for the City and are taken into consideration on every action taken. Community involvement will be key in 2018 as plans move forward with enhancements to LLELA, creation of the Garden Ridge Trail, and multiple neighborhood revitalization plans. Just about any success Lewisville has is a credit to those residents who choose to become involved in the process.

On behalf of the City Council, I want to thank all of them. We want you to get involved as well. If you want to volunteer to improve your city, call the City Secretary's office at 972.219.3413.



**BOB
TROYER**

**COUNCILMAN
PLACE 1**



**R NEIL
FERGUSON**

**COUNCILMAN
PLACE 2**



**TJ
GILMORE**

**COUNCILMAN
PLACE 3**



**BRANDON
JONES**

**COUNCILMAN
PLACE 4**

**DEPUTY MAYOR
PRO TEM**



**BRENT
DANIELS**

**COUNCILMAN
PLACE 5**

MAYOR PRO TEM



**DONNA
BARRON**

CITY MANAGER

LEWISVILLE LEADERS

LEWISVILLE HISTORY

In the 1840s, the Republic of Texas gave a grant to the Texas Emigration and Land Company to bring 600 families to what is now Denton County. The Holford and King families were the first to settle the area, naming it the Holford Prairie Settlement.

1855 ▶ Basdeal Lewis buys the Holford land and lays out a town he names Lewisville.

1877 ▶ The first public school in Lewisville, Lewisville School Community No. 14, is chartered. Five days later, Lewisville Colored School No. 50 is chartered.

1886 ▶ The building currently housing the Greater Lewisville Community Theatre is built on Main Street. This is the city's oldest structure.

1925 ▶ Lewisville residents vote, 109-92, to incorporate. The Lewisville Town Council holds its first official meeting on March 16.

1948 ▶ Construction begins on Lewisville Dam. It will be completed in 1954, expanding the Garza-Little Elm Reservoir into Lewisville Lake. In 1955, Congress passes a bill officially assigning the name as Lewisville Lake.

1969 ▶ About 120,000 people come to Lewisville to attend the Texas International Pop Festival, a three-day event featuring Janis Joplin, Led Zeppelin, and B.B. King.

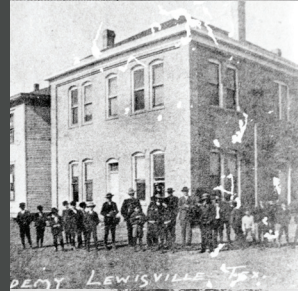
1989 ▶ Vista Ridge Mall opens. Mall was purchased in 2017 and renamed Music City Mall Lewisville

1993 ▶ Lewisville High School wins its first state football championship. They win their second state football championship in 1996.

2000 ▶ Gene Carey elected as mayor. His 9-plus years in office make him the longest-tenured mayor in Lewisville history.

2003 ▶ Lewisville City Hall opens in Old Town.

2011 ▶ City-owned arts center, Medical City Lewisville Grand Theater, opens in Old Town.



PROPERTY TAXES AT WORK

Lewisville offers high-quality municipal services to its residents and business community, while maintaining a balanced budget, healthy reserve fund, and one of the lowest combined tax rates in North Texas.

PROPERTY TAX RATE HISTORY

► The City passed a balanced 2017-18 budget and continues to have one of the lowest tax rates in the DFW region at .436086 per \$100 assessed valuation.

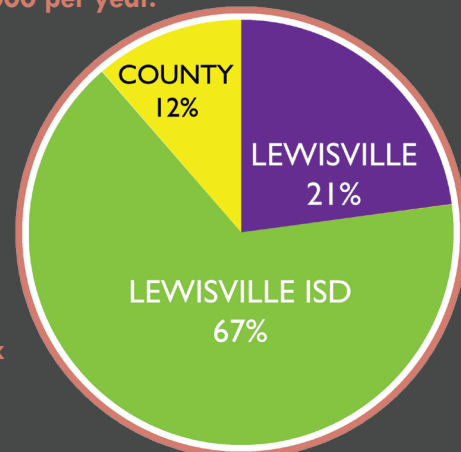
► The city's property tax rate is at its lowest level in the past 30 years (1987), and is currently 23.9% lower than in 1993 when the rate peaked at .5784 cents per \$100 valuation. The city's property tax rate has increased just once in the past 24 years, and has gone down 11 times during that same period.

2017-18	.436086	2008-09	.44021	1999-00	.4518
2016-17	.436086	2007-08	.4405	1998-99	.4678
2015-16	.436086	2006-07	.45679	1997-98	.4894
2014-15	.436086	2005-06	.45679	1996-97	.5186
2013-14	.44021	2004-05	.4505	1995-96	.5381
2012-13	.44021	2003-04	.4505	1994-95	.5663
2011-12	.44021	2002-03	.4505	1993-94	.5784
2010-11	.44021	2001-02	.4505	1992-93	.5608
2009-10	.44021	2000-01	.4511	1991-92	.5556

	Tax Rate	Property Tax	Water	Sewer	Total Annual Charges
Lewisville	0.436086	\$872	\$543	\$271	\$1,835
Carrollton	0.603700	\$966	\$560	\$367	\$2,153
Addison	0.560472	\$897	\$528	\$481	\$2,172
Plano	0.478600	\$766	\$554	\$721	\$2,224
Farmers Branch	0.602267	\$964	\$847	\$469	\$2,280
Coppell	0.579500	\$1,101	\$585	\$392	\$2,289
Irving	0.594100	\$951	\$634	\$396	\$2,319
Allen	0.520000	\$1,040	\$585	\$511	\$2,375
Arlington	0.644800	\$1,032	\$556	\$557	\$2,379
Frisco	0.450000	\$900	\$674	\$730	\$2,494

VALUE OF LEWISVILLE CITY SERVICES

► The chart to the left illustrates the findings of a study conducted by the City of Carrollton. The annual survey compares cities to determine best value to residents of all city services. The full survey includes property and sales taxes, water and sewer bills, drainage, and garbage collection. Based on a \$200,000 home, Lewisville is the only city with resident costs below \$2,000 per year.



PROPERTY TAX BREAKDOWN

► For the typical Lewisville household, 12% of taxes goes to Denton County, 21% goes to the City, and 67% goes to Lewisville ISD.

► Based on the 2017-18 property tax rolls, one penny on the City tax rate generates approximately \$960,000 in tax revenue.

The average price for a home in Lewisville: **\$217,000**

Based on .436086 rate, the yearly taxes on the average Lewisville home: **\$946.31**

Monthly taxes on the average home in Lewisville: **\$78.86**

As previously mentioned, 21% of Lewisville resident's taxes go to the City of Lewisville. Based on the overall General Fund budget, the annual taxes paid on an average Lewisville home would be allocated as follows:



Police Department	\$252.94	Human Resources	\$9.54
Fire Department	\$207.58	Com. Rel./Tourism	\$10.97
Debt	\$102.39	Economic Dev.	\$8.87
Public Services	\$101.19	Legal	\$7.26
Parks & Recreation	\$60.01	Public Records	\$4.06
Development Services	\$33.87	Emergency Mgmt.	\$1.97
Information Tech	\$31.67	Engineering	\$15.96
Administration	\$33.21	Library	\$17.86
Finance	\$16.07	Neighborhood Serv.	\$19.69
Municipal Court	\$11.18		

A 2017 study conducted by Dallas Business Journal found that Lewisville has one of the leanest local governments in North Texas. The study focused on cities with more than 30,000 residents and includes full-time, part-time, and temporary employees.

In this study, Lewisville has a population of 104,659 and 734 City employees. That works out to about 70 employees per 10,000 residents.

For comparison, the average North Texas city has 98 employees per 10,000 residents.

	POP	TOTAL EMPLOYEES	EMPLOYEES PER 10,000 RESIDENTS	
Little Elm	42,504	283	67	
Carrollton	133,351	926	69	
Lewisville	104,659	734	70	
The Colony	42,408	330	78	
McKinney	172,298	1,452	84	
Frisco	163,656	1,388	85	
Grand Prairie	190,682	1,663	87	
Flower Mound	73,547	654	89	
Allen	99,179	907	91	
NTX AVG.	5,664,256	55,406	98	

GREEN CENTERPIECE

Parts of Lewisville Lake shoreline are in Lewisville, as are the floodplains and streams below the dam. This central green space is currently home to extraordinary views, recreational activities, and the Lewisville Lake Environmental Learning Area (LLELA).

LLELA is more than 2,000 acres of prairies, forests and wetlands managed by City of Lewisville, UNT and LISD. It's mission is to preserve and restore native Texas ecosystems and biodiversity while providing opportunities for environmental education, research and recreation.

The goal of this Big Move is to create and educate the public about unique destinations within the areas of the floodway, public land, and adjacent private lands.



NATURE WALK AT LLELA



LLELA INFORMATION CENTER



ART BOAT AT LLELA

2017 ACCOMPLISHMENTS

- ▶ Design planning session held in April to get feedback from the LLELA partners (LISD, UNT, City of Lewisville, Audubon Society) on design features for Nature Center. City staff continues working with national Audubon Society on final approval.
- ▶ More than 67,000 people visited LLELA in 2017, and more than 160 events were held there.
- ▶ In September, the City and Friends of LLELA partnered to open the LLELA Information Center. It's a place for visitors to learn about LLELA's trails, find out about recent wildlife sightings, use library services to identify plants and animals, and much more.
- ▶ Texas Society for Ecological Restoration held its annual meeting at LLELA. About 100 professionals came to study how to restore a prairie - namely how to control plant life, how climate change affects the prairie, and animal restoration.
- ▶ UNT has established a new Ecology Degree. The research focus is changing in such a way that LLELA expects more professors and grad students to conduct experiments at LLELA.
- ▶ UNT has started the Advanced Environmental Research Institute. Its mission is to better understand how human actions impact the environment. At LLELA, students will be able to study air quality, water quality, land use, ecosystems and conservation.
- ▶ In February, crews completed ADA enhancements at Lake Park campground.
- ▶ Received approval from Corps of Engineers to create two new nature trails at LLELA.
 - The Stewart Creek Trail, which is an extension of the Bittern Marsh trail, will become the eastern most trail in LLELA, and will extend into portions of the property the public has never been allowed.
 - The Wildflower Loop also will be on the east side of LLELA. It will include an observation platform for visitors to look over the entire prairie. When the roughly one-mile trail opens, it will be a guided-tour only trail.
- ▶ City continues to work with the partners in development of a Nature Center. The capital project will move forward only after the required educational program participations are secured.
- ▶ Interpretive Park Ranger for LLELA hired in early 2018 and will begin in April. Money for this position was included in Fiscal Year 2017-18 budget. That position will be responsible for coordinating interpretive activities at LLELA, and other duties, such as: public relations, enforcement of park ordinances, and patrolling the recreation areas.
- ▶ Interpretive signs will be developed and installed along the trails to help visitors better understand the natural surroundings.
- ▶ Marketing will be increased for LLELA. This includes on-site promotion at Lewisville and UNT events, with the goal of increasing public awareness of LLELA.

NEXT

EXTENDING THE GREEN

This Big Move will expand the Green Centerpiece both physically and visually. It will link pedestrian and bike trails throughout the city. It aims to connect neighborhoods and areas of employment to retail, recreation and education facilities, and to other major destinations.

The goal is to give residents access to these systems within a reasonable walking distance of their neighborhoods.



LENARD L. WOODS PARK



OAKBEND PARK



CENTRAL PARK

2017 ACCOMPLISHMENTS

- ▶ City selected by TxDOT to receive Green Ribbon funding for FM 407 (Aspen Drive to Summit Avenue) and SH 121 Business (E. Main Street to FM 544) Median Landscape Project. Improvements include native, low-impact landscape, hardscape and irrigation. The hardscape includes a Lewisville Gateway sign on both roadways.
- ▶ New I-35E bridge over Lewisville Lake completed the trail connection from Garden Ridge Boulevard to Denton.
- ▶ Started comprehensive update of the Parks, Open Space and Trails Master Plan. Public open house was held in October to learn about resident's favorite parks, playgrounds, gyms and trails in Lewisville. The goal was to learn how the City can improve the park system to create better places to play, enjoy nature, and spend time with family and friends.
- ▶ Joined the Trust for Public Land "10-minute to a Park" initiative, committing to increase community access to public parks and open spaces.
- ▶ City crews stepped up creek and greenbelt maintenance. This plan calls for removal of trash and debris, selective pruning, trimming and tree removal, and maintaining open areas for access and visibility. Several areas along Timbercreek were completed in 2017.
- ▶ In Fiscal Year 2016-17, creekscape projects were completed in two areas along Prairie Creek at Valley Parkway. This was the start of a five-year plan that includes cleaning up City-owned property along Prairie Creek from Garden Ridge to I-35E.
- ▶ Design of the 4.2 mile Garden Ridge Trail is nearly complete. The \$2 million trail will run along Garden Ridge Boulevard and Valley Parkway and connect the A-train Lewisville Lake station with the municipal annex complex at Civic Circle Drive. The project will bid out for construction in mid 2018 and is expected to open in early 2019.
- ▶ The Kayak Access Point on the Trinity River Elm Fork immediately south of FM 3040 will begin construction in 2018 after the City completes a final review by federal agencies.
- ▶ DCTA northern trail extension from Mill Street to Copperas Branch will begin construction in the first half 2018. When completed the 1.7 mile trail will connect all three Lewisville A-train stations to Denton and provide great recreational opportunities to cyclists and connectivity for communities utilizing DCTA.
- ▶ Trail extensions and two pedestrian bridges along the levee in the Vista Ridge hotel district will start construction during 2018, providing easy access to Lewisville Convention Center from current and planned hotels nearby.
- ▶ Complete the Park, Recreation and Open Space Master Plan to include Extending the Green Development priorities such as creating butterfly way stations, and enhancing connections to public parks and open spaces.

NEXT

THRIVING NEIGHBORHOODS

Thriving neighborhoods increase quality of life and support excellence in the education system. It is critically important to maintain the relevance and property values of existing neighborhoods.

The goal of this Big Move is to create neighborhood-specific reinvestment strategies and to work with neighborhood groups to evaluate, identify, and fund needed improvements.



PREMIER NEIGHBORHOOD POLICING



FIRE STATION #3

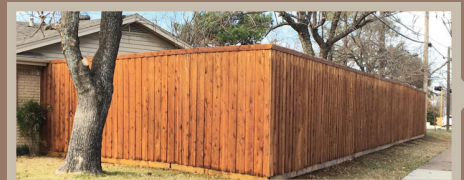


FIRE STATION #8

PROPERTY ENHANCEMENT PROGRAM



BEFORE



AFTER

2017 ACCOMPLISHMENTS

- ▶ City held meetings for first two Small Area Plans. The City created these Small Area Plans to address areas with unique challenges and opportunities, and to help create or enhance a distinctive identity for those areas.
- ▶ City completed Phase 2 of Serendipity Village repairs. The project included Foxwood Place, Wildfire Drive, Foxcreek Drive, Madison Circle, and Kemper Court. Crews repaired utility and drainage lines, streets, manholes, and sidewalks.
- ▶ LPD continued its Premier Neighborhood Police Services program. In Fiscal Year 2016-17, in addition to regular duties, officers patrolled 61 neighborhoods, initiated 303 calls for service, traveled 2,065 miles, worked 310 additional hours, patrolled 11 school zones and 14 athletic tournaments. A popular program is the additional 48 man hours of patrol Halloween evening. Officers handed out over 3,000 LPD candy suckers to trick or treaters.
- ▶ Construction began on Fire Station #3 and Fire Station #8. City hired Brown Reynolds Watford Architects to design both buildings. Construction began in late 2017. Both stations are expected to open in late 2018.
- ▶ As part of the Property Enhancement Program, the City awarded residents more than \$117,000 in reimbursement between July 2016 - September 2017 for exterior home repairs. The City has a budget of \$200,000 for fiscal year 2017-18 for PEP and neighborhood enhancements. To learn more, go to cityoflewisville.com/PEP.
- ▶ City began recruiting members for the "Together Lewisville Coalition" - a group of local government entities, social service agencies, faith-based institutions, and businesses with an interest in making Lewisville a better place.
- ▶ City staff completed and submitted a new Consolidated Plan for Housing and Community Development to HUD. Required every five years, the plan includes a community needs assessment to evaluate social service needs and gaps in the community.
- ▶ City is expanding the Property Enhancement Program. Added improvements for which residents can be reimbursed include: replacing older trees with native trees in their yards, demolition of structures like old sheds, and reconversion of living space back into a garage.
- ▶ Together Lewisville Coalition will launch website that will list volunteer projects for groups to adopt. It also will include a community calendar so partners can promote events.
- ▶ City staff is researching a crime abatement program for hotel properties citywide, with both mandatory and voluntary measures.
- ▶ City will begin implementation of the Contractor Registration Program that was adopted by Council in late 2017.

NEXT

NEW NEIGHBORHOOD CHOICES

Residents want to shop and eat close to where they live and the City of Lewisville is changing with the times.

The goal of this Big Move is to create and encourage new residential choices such as upscale single-family homes, mixed-use complexes and high-density housing close to three DCTA stations. Another goal is to develop a plan for the future annexation of Castle Hills.



CASTLE HILLS



HEBRON 121 STATION



WALTERS STREET BROWNSTONES (concept)

2017 ACCOMPLISHMENTS

- ▶ In November, Lewisville residents overwhelmingly approved two charter amendments dealing with governance changes. Proposition A changed City Council from an at-large system to a district system if/when Castle Hills is annexed. Proposition B allows council to appoint interim council members to fill vacancies that last less than 12 months.
- ▶ City officials worked with local legislators to ensure that the City's plans to annex Castle Hills were not negatively impacted during 2017 Legislative session.
- ▶ The Hebron 121 Station began construction on Phase 5 of the iconic complex along I-35E, adding 330 townhome and mansion style units, a fitness center, and another pool. Construction on Phase 6 is expected to begin in 2019. When final build-out is complete, there will be 1,875 units in the complex.
- ▶ City issued more than 7,200 building permits; more than 250 were for new single-family home construction. More than 300 were for construction in Old Town.
- ▶ Housing options in Old Town are expanding with three new projects in 2018 including a Transit Oriented Multi-Family Development near the A-train station, 97 single-family homes on N. Kealy Avenue, across from the rodeo arena, and 19 brownstones on Walters and Mill, north of City Hall.
- ▶ Townhomes continued to be a hot market in 2017, including 111 units under construction along Business 121 and Forestbrook Drive (Manors at Forestbrook), and 154 units (Vista Del Lago) on Sam Rayburn Tollway, east of MacArthur Boulevard.
- ▶ New upscale, single-family housing is coming to Lewisville. Construction started on Lakewood Hills, which will include more than 500 single-family homes along Josey Lane in east Lewisville.
- ▶ First portion of South Village at Mill and Elm Streets is expected to open in 2018. This complex will feature 51 single-family detached lots, 12 single-family attached lots, and a mixed-use development that faces Mill Street.
- ▶ City continues to market City-owned property near the Old Town A-train station for an urban residential style development.
- ▶ Construction will start on Tower Bay Lofts, a resort-style luxury apartment development with 300 units near Lewisville Lake, east of I-35E, north of Garden Ridge Boulevard. Planned amenities include an enclosed parking garage, a sky lounge that includes an indoor and outdoor kitchen, an outdoor television wall, and a dog park.
- ▶ City staff continues working with Denton County Fresh Water Supply District 1A on plans and processes needed for future annexation of Castle Hills.

NEXT

OLD TOWN NM01 970

A continued focus on Old Town will strengthen the city's regional profile. A redeveloped Old Town will provide the larger community with a destination for walking, entertainment, and transit-oriented development.

The goal of this Big Move is to identify new and renovated residential, retail, and commercial opportunities and to raise Old Town's profile by increasing activities and quality events.



VISITOR INFORMATION CENTER



PROHIBITION CHICKEN



SPECIAL EVENTS IN OLD TOWN

2017 ACCOMPLISHMENTS

- ▶ City opened the Visitor Information Center in September, located at 247 W. Main Street. Unique to the Lewisville VIC are three public museum rooms that highlight Lewisville's Deep Roots, Arts & Culture, and Fighting Farmers of Lewisville High School. The building also houses the Community Relations and Tourism Department and Special Events.
 - ▶ Five new restaurants opened in 2017. Twisted Root Burger Co., Cavalli Pizza, and Prohibition Chicken are all located on Church Street, west of City Hall; Domino's Pizza opened at Church and Harris Streets, two blocks west of City Hall; and the Old Town Wine Bar opened on Main Street, right next to The Perc Coffeehouse.
 - ▶ Valley Ridge Boulevard extension opened in October. The 1.6-mile extension provides a direct connection between I-35E and SH 121 Business and reduces the amount of cut-through commuter and truck traffic in Old Town. This makes Old Town more pedestrian friendly, and will minimize traffic disruptions during major events.
 - ▶ Crews completed the major street rehab project along Kealy Avenue. The condition of the streets warranted a full depth maintenance repair and repaving. The three-phase rehab project cost approximately \$135,000.
 - ▶ More than 75,000 people attended special events in Old Town in 2017. A majority were for Western Days, but a large number came for the July 4th fireworks show, an expanded Rocktober concert series, a Farmers Market in the summer, and St. Paddy's in the Plaza.
 - ▶ More than 30,000 people visited the MCL Grand in 2017. There were more than 70 shows in the Main Performance Hall, more than 50 shows in the Black Box Theater, more than 50 other performances, more than 30 special classes, and close to 20 art exhibits.
-
- ▶ New projects for 2018 include: J2 Steakhouse (in the old Feed Mill building at Main and Mill), Tin Man Diner (on the south side of Main Street), and a mixed-use project on the south side of Main Street.
 - ▶ Final design plans for Main and Mill Streetscape Project have been submitted for review. City plans to bid out for construction in mid 2018. Construction is expected to start in late 2018 and end in mid 2020.
 - ▶ Several Old Town properties have been purchased by private buyers with plans to redevelop as retail and restaurant uses.
 - ▶ City will continue to work with developers for potential uses of three City-owned sites.
 - ▶ With adoption of the fire sprinkler ordinance in January, the City expects to start installing sprinklers in historic Old Town buildings in 2018.
 - ▶ A new parking ordinance, coupled with a new civilian parking enforcement position, will help improve parking access in Old Town.

NEXT

EMPLOYMENT CENTERS



Lewisville's proximity to DFW Airport, I-35E, and SH 121 Sam Rayburn Tollway is a major factor in attracting national and international business. Existing employment centers are home to some major companies and Lewisville offers sites for new corporate locations.

The goal of this Big Move is to support the long-term success of these centers and promote a sense of pride between business and community services.



MAJESTIC AIRPORT CENTER DFW



LAKE VISTA OFFICE PARK



LAKEPOINTE OFFICE PARK

Many well-known national companies have a presence in Lewisville. The city continually draws new businesses to the community, which provides new and diverse employment opportunities and investment. Many products from these companies are sold or shipped around the world. Companies like:

**BED BATH &
BEYOND**

Kellogg's

FedEx

Several major employers expanded their operations in 2017. These companies employ more than 45,000 people in Lewisville. Some of the top employers in Lewisville are:

xerox 
850 EMPLOYEES

 **Medical City**
Lewisville
756 EMPLOYEES

Sysco
560 EMPLOYEES


ORTHOFIX
450 EMPLOYEES

 **med**
fusion
clin-labs • clin-trials
450 EMPLOYEES

HOYA
400 EMPLOYEES


350 EMPLOYEES


BUILDER RESOURCES
300 EMPLOYEES

MARY KAY Mary Kay Inc. is expected to open its global manufacturing and research and development facility along Denton Tap Road in late 2018. Mary Kay is investing more than \$100 million in the 480,000-square-foot facility. Approximately 600 people will work at this facility.

Two Lewisville locations were submitted through the Dallas Regional Chamber's joint DFW regional bid as potential sites for Amazon's second headquarters building. One Lewisville site is still part of DFW's bid that made Amazon's top 10 list. It's expected there will be 50,000 jobs, paying an average of \$100,000, at Amazon's HQ2. Amazon has not said when it will announce the winning location.

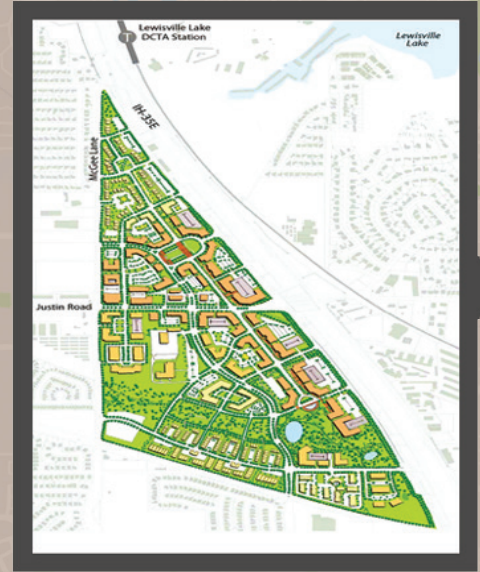
amazon.com

IDENTITY FOCAL POINTS

This Big Move will help establish regional gateways into the city and create focal areas in which new investments can be directed. The targeted locations include a mix of new development and redevelopment offering retail, employment, and residential uses.

The goal of this Big Move is to create a strong graphic presence at the major gateways so Lewisville stands apart from other cities along I-35E.

The Identity Focal Point Big Move is designed to be developed over a long period of time. Year to year movement is sometimes minimal, but the Economic Development staff continues to work with target developers on the northern and southern gateways.



(Northern Gateway concept)

- ▶ City continues work on I-35 Overpass and guidelines for all new and existing developments.
- ▶ Private developer bought Vista Center Music City Mall Lewisville.
- ▶ Hebron 121 Station completing Phase 5 units. Phase 6 expected to begin construction.
- ▶ City will continue marketing City Center 121 Station for large development.



NORTHERN GATEWAY

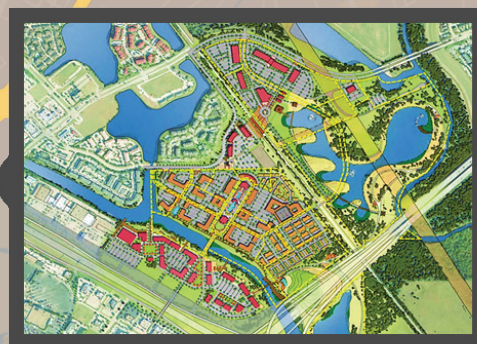
- ▶ AGL and TxDOT completed substantial construction on I-35E.
- ▶ City worked with AGL and TxDOT to complete aesthetic improvements, utility relocation and signal installations along I-35E, mainly at Garden Ridge Boulevard and FM 407.
- ▶ City designed four custom banners to be installed at Garden Ridge Boulevard. Each lake-themed banner is seven-feet tall and four-feet wide. TxDOT will install signs in early 2018.
- ▶ Construction on Tower Bay Lofts, a resort-style luxury apartment development near Lewisville Lake, is expected to start in early 2018.

SOUTHERN GATEWAY

Overlay District. It provides standards for redevelopment projects along I-35E. Garden Ridge Mall. Changed name to

Phase 5, featuring single-family homes, is planned to begin in 2019.

City-owned property south of Hebron offers development opportunities.



(Southern Gateway concept)



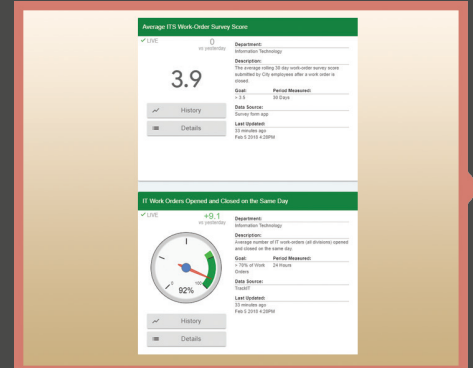
MARKETING & COMMUNICATIONS

Branding and marketing play a key role in expanding Lewisville's image within the city and the DFW area. A stable consistent message can clearly communicate Lewisville's values and offerings to future residents, visitors, and investors.

The goal of this Big Move is to strengthen the communications program within the city, enhance the message to residents, and better promote the people and businesses in the city.



MONUMENT GATEWAY SIGN



PERFORMANCE EVALUATION DASHBOARD



ST. PADDY'S IN THE PLAZA

2017 ACCOMPLISHMENTS

- ▶ Construction started in November on eight gateway monument signs located at entry points into the City. Completion is expected in March 2018. Two additional signs are being built by the state as part of its Median Beautification Program.
- ▶ Old Town Visitor Marketing Plan was completed in July 2017. Parts of the plan were implemented in August 2017. The plan is designed to grow the perception and reputation of Old Town as a desirable location to visit, eat, and shop.
- ▶ Public Art Master plan was completed and adopted by Council in January 2018. This plan defines goals and priorities for introducing public art to Lewisville, and includes recommended locations and themes for public art projects.
- ▶ A series of real time performance dashboards measuring a wide range of municipal services were added to the city website. (metrics.cityoflewisville.com) This performance dashboard system was a key component of the City's transparency plan, and helped the City get selected as a "What Works City" participant.
- ▶ A new St. Paddy's in the Plaza event debuted in March in Wayne Ferguson Plaza. The festival drew more than 1,200 people to Old Town. Another new event, One Night in Texas, was rained out. The two events will be combined as "St. Paddy's Texas Style" in March 2018.
- ▶ City placed a special advertising section in the Dallas Morning News that reached more than 227,000 subscribers in October. It promoted Lewisville as a quality place to live, work and visit.
- ▶ Launched the Wayne Ferguson Plaza live camera. Anyone can see what's going on in the Plaza 24 hours a day, seven days a week.
- ▶ An intense social media marketing push for Old Town is planned to start in February and run until at least May.
- ▶ The City's first piece of permanent public art, a contemporary sculpture called "Earth and Beyond" is scheduled for dedication outside MCL Grand during ColorPalooza in April. In addition, a public art component will be finalized at the new recreation center, and a public art enhancement will be included in the design for the Mill Street streetscaping project.
- ▶ City will increase participation and presence at events in Castle Hills (Easter egg hunt, Spring Concerts, 4th of July) as a way to connect those residents with Lewisville.
- ▶ A series of public open houses will be held in February and March to involve residents in the City's history initiative, The Lewisville Collection. Additional events will be scheduled, and a steering committee might be formed.

NEXT

SUSTAINABILITY

Sustainability can change the perception of a community's character. It places emphasis on green initiatives to help differentiate Lewisville from other communities and reduces demand on limited resources. It also searches for ways to engage the community to take advantage of their support of sustainability.



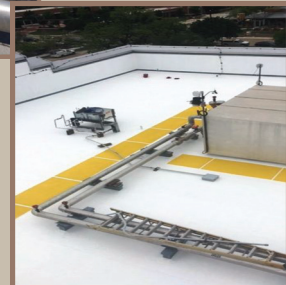
CITY ELECTRIC FLEET VEHICLES



KEEP LEWISVILLE BEAUTIFUL



BEFORE



AFTER

CITY FACILITY ROOF REPAIRS

2017 ACCOMPLISHMENTS

- ▶ Public Services, Fleet Division, earned 2017 Outstanding Bronze Fleet Award presented by the North Central Texas Council of Governments. The award recognizes efforts of emissions reduction, fuel reductions, promotion of clean fleet policies, and petroleum reduction goals. The City earned this same award in 2015.
- ▶ City reduced electricity consumption by 151,410 Kwh across all City facilities. This was accomplished by installing more energy efficient mechanical and lighting components.
- ▶ City adopted a Sustainable Purchasing Directive. It requires all purchases made by the City to consider not only low prices, but also consider long-term impact of a product on the environment.
- ▶ City adopted an Idling Directive. It limits employee's ability to leave City vehicles idling while working. The limitations will promote sustainability, but also save taxpayer money on gas and car maintenance.
- ▶ City repaired and replaced roofs on eight City facilities in order to extend the life of the building and the equipment.
- ▶ City formed Green Team that will monitor City's use of resources and conservation. Internally, each team member will help determine better practices for sustainable purposes in their areas of expertise. Those team members will also serve as advisors to purchasing department for making sustainable purchases.
- ▶ Keep Lewisville Beautiful, in conjunction with the City of Lewisville, held 15 Garden Secrets classes on sustainable planting topics with 476 participants and 935 educational hours.
- ▶ In 2017, KLB engaged 4,761 volunteers who gave 10,441 hours valued at \$262,174 in in-kind services, and removed more than 26.5 tons of trash from the community.
- ▶ City staff will prepare a citywide sustainability strategy, which includes the research and proposal of more sustainable development standards.
- ▶ City staff will craft revisions to the landscape ordinance to include Smartscape principles that promote drought tolerant native landscaping on commercial and residential properties.
- ▶ City will develop and implement a water conservation rebate program for water customers. Residents will be able to get rebates through their water bill by installing certain items that cut down on water use. Program will be rolled out in April 2018 along with Wyland Community Challenge on water conservation.
- ▶ After receiving Bronze level recognition as a SolSmart community in January 2018, the City next will pursue Silver level recognition. City was recognized for adopting solar-friendly building requirements, community engagement, and streamlined permitting processes.

NEXT

CAPITAL PROJECTS

In November 2015, voters passed the largest municipal bond package in the history of Lewisville. They approved the use of \$135 million for projects to be built over a projected 10-year period. The bond package was made up of four propositions that focused on streets, parks, and public safety projects. What follows is a status check on some of those major products.

MULTIGENERATIONAL CENTER

- ▶ A conceptual design of the \$46 million, 87,000-square-foot Multigenerational Center was presented to Council in January 2017 by Barker Rinker Seacat Architecture. The facility will be built on the property where the Senior Activity Center and Memorial Park Recreation Center currently sit.
- ▶ In June, a five-member panel chose Andrew Dufford to create the public art component for the MGC. The City received more than 140 submissions.
- ▶ In January 2018, BrandEra Marketing was hired to help develop a name and marketing strategy.
- ▶ Construction is expected to begin in Summer 2018. The facility will feature an indoor natatorium, a gymnasium, an indoor walking track, an expanded fitness area, community rooms, and an indoor playground for children. The facility is expected to open in early 2020.



FIRE STATION #3

Fire Station #3 is being relocated from 195 Corporate Drive to 500 W. FM 3040 near Meadowglen Drive to improve response time to the growing southwestern part of the city.

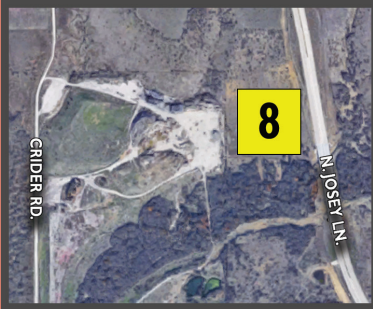


- ▶ Construction on Fire Station #3 began in late 2017. An engine, medic, reserve fire apparatus, and 18-21 fire personnel will be at this location.
- ▶ Some amenities of the 11,500-square-foot facility include: a kitchen, day room, locker rooms, dining area, Captain's office, bunker storage, decontamination room, EMS supply closet, laundry room, and apparatus bay.



FIRE STATION #8

Fire Station #8 is a brand new facility located at 3130 Lakewood Hills Boulevard. It will service East Lewisville and Castle Hills.



- ▶ Construction on Fire Station #8 began in late 2017. An engine, brush truck, reserve piece of fire apparatus, and 12 fire personnel will be at this location.
 - ▶ Some amenities of the 11,500-square-foot facility include: a kitchen, day room, locker rooms, dining area, Captain's office, bunker storage, decontamination room, EMS supply closet, laundry room, and apparatus bay.
- ▶ Construction on both Fire Stations is expected to be completed in late 2018.
 - ▶ Fire Station #3 is being built primarily with 2015 bond money. Fire Station #8 is being built through the voter-approved Fire Prevention District eighth-cent sales tax.



TIMBERBROOK STREET REPAIRS

- ▶ This is the largest street repair project in Lewisville history. \$10 million of 2015 bond money is being used.
- ▶ When the plan was created, residential concrete street, sidewalk, and alley conditions ranged from fair to very poor; water mains were in bad condition; and the drainage system was considered substandard.
- ▶ In 2016, a consultant began preparing preliminary plans and conducted a storm and sanitary sewer study to determine alternate alignments to relocate mains out of easements between houses and into street rights-of-way.
- ▶ In 2017, consultant completed storm and sanitary sewer study. Based off those findings, consultant began drawing up plans. In late 2017, the City received a 60% plan for review. A resident meeting will be scheduled in March or April to view plans and provide input. Once final plans are approved, the City expects to bid out project for construction in late 2018-early 2019. An early estimate puts expected completion of this project at Spring 2021.



MORE ACHIEVEMENTS

A Resident Satisfaction Survey found 90% of residents are happy with life in Lewisville. 76% of residents would recommend living in Lewisville to friends and family.

In 2017, Lewisville was selected as a What Works City. Only 77 cities have been selected for this prestigious program designed to create more transparency in service delivery and engage the public around the results.

CITY HALL

- ▶ Fitch and Standards & Poors affirmed the City of Lewisville's "AAA" ratings on both general obligation debt and water and sewer revenue bond debt.
- ▶ The City received the Certificate of Achievement for Excellence in Financial Reporting for the 28th consecutive year.
- ▶ The City received the Achievement of Excellence in Purchasing award for the 18th consecutive year.
- ▶ The Planning Department received the Certificate of Achievement for Planning Excellence. City has received this recognition nearly every year since the program started in the mid-1990's.
- ▶ The City earned the Government Finance Officers Association Distinguished Budget Presentation award for the 26th consecutive year.
- ▶ The Values Committee launched "The Lewisville Way" - a new set of employee values. These values are designed to ensure sustainability in our work culture over an extended period of time.



- ▶ Second Citizen's University class graduated in May 2017.

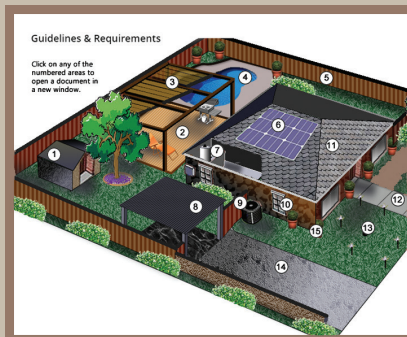
Front Row: Barbara Snyder, Marie Tyson, Cindy Meridith, Sheila Taylor, Brandi Billings.

Second Row: Thomas Grubbs, Rosario Klier, Erum Ali, James Casey Sr.

Third Row: Vicky Macias, Michelle Rinkevich

Fourth Row: William Shull, Joe Rogers, Kenneth Scruggs, Steve Strawberry

- ▶ City hired two new department directors. Stacie Anaya was hired in May as the new Director of Parks and Recreation; Wayne Snell was hired in July as the new Director of Neighborhood and Inspection Services. Richard Luedke was promoted from Planning Manager to Planning Director in May.
- ▶ City launched the Youth Action Council. High School students advise Lewisville City Council on youth-related issues; assist with special projects and events; research, assess, and evaluate existing youth and community programs; design and plan new youth events and activities to encourage youth involvement in the community; and serve as ambassadors for, and inspire, other young people by completing service projects and sharing their stories. The first YAC term ends in May 2018.
- ▶ Lewisville Public Library launched a new line of bilingual programs. Isabella Ramirez was hired as the first Bilingual Librarian. The programs include Bilingual Preschool Storytime; Bilingual Mother Goose Time; Spanish Preschool Time; Spanish Toddler Time; and Leche y Galletas.
- ▶ City adopted the Stormwater Utility Fee to fund more than \$33 million of stormwater infrastructure repairs and improvements. Single-family residential properties in Lewisville will pay a flat rate of \$4 per month. Commercial and multi-family properties, such as apartment complexes, will pay \$1.43 a month per 1,000 feet of impervious surface. It's estimated residents will save about \$18 a year through the Stormwater Utility Fee versus having the city raise property taxes to pay for the improvement projects.



- ▶ City launched the on-line Building Permits kiosk site. It features a numbered diagram for common home construction upgrades. Residents can click on the numbered location and they will be taken directly to a site specifically for that project. The site includes all requirements for the project, directions on applying for a plan review, notices about inspections, and an application for any fees.

▶ City adopted a Complete Streets Policy. Every time the City goes forward with a street project, it must look at ways to include wider sidewalks, bike paths, and trees. This policy creates livable communities, and promotes alternate modes of transportation.



- ▶ Wayne Ferguson Plaza wins the CLIDE Award from the North Central Texas Council of Governments for Principles of Development Excellence. These Principles center on providing choices for how and where people choose to live and work, promoting walkable environments, transportation and resource-efficient growth, and mixed use and environmentally responsible development.

POLICE DEPARTMENT



- ▶ Lewisville Police Department partnered with the Greg Nicholson Insurance Agency to hold 16 Coffee with Cops public events in 2017. Chief Kerbow and other members of the department engaged more than 1,500 residents.
- ▶ LPD partnered with Denton County and switched from its analog radio communication system to a new digital system. The new system provides a much tighter frequency band. Lewisville City Council approved the purchase of the \$7.625 million radio system in the Fiscal Year 2014-15 budget.
- ▶ Council approved funding to replace LPD's computer-aided dispatch and records management system in the Fiscal Year 2017-18 budget. A request for proposal is expected in early 2018 and a selection made by mid 2018. Implementation will likely take 12-18 months.
- ▶ In early 2018, LPD implemented its body-worn camera program for all uniformed officers from the rank of Captain down. The program is designed to capture the interactions between officers and citizens they encounter while performing their normal duties. This item was funded in the current budget at \$547,042.

FIRE DEPARTMENT

- ▶ Fire prevention was moved under the Fire Department and its offices were moved to the Central Administration building. This move will help facilitate better service and coordination of all functions under the arm of the Fire Department through Prevention and Suppression.
- ▶ Coming up in early 2018, LFD will take delivery of a new ladder truck. The mid-mount vehicle will be the second ladder truck in the department. It will be housed at Fire Station #6.



ANIMAL SERVICES



- ▶ Facility was renamed the Gene Carey Animal Shelter and Adoption Center in October, in honor of the former Lewisville Mayor. The well-known animal lover served on the Animal Services Advisory Board during his mayoral term. Mayor Carey said one of his proudest achievements was advocating for construction of the new animal shelter. The 15,000-square-foot facility opened in 2012 after Mayor Carey left office.

- ▶ **Animal Control Officer Darren Dixon** earned the **James Vyers Field Officer Award**. Darren was recognized largely for his work along the **Texas Gulf Coast region** following **Hurricane Harvey**. That award is presented by the **Texas Animal Control Association**. It recognizes outstanding animal control officers who go above and beyond the call of duty.
- ▶ In December, **Animal Services** redesigned its **Volunteer Program**. The new, **five-tier system** increases staff efficiency, increases overall training for volunteers, and is a **reward-based structure** to encourage and invest in volunteers that remain involved with the shelter.
- ▶ In December, **City** began using **PetData.com** to register pets. This site streamlines the pet registration process for residents.
- ▶ Shelter went **12 consecutive months** without a single animal being euthanized due to space. This is the **third consecutive year** Lewisville has completed a full year with no space-related euthanizations.

TOURISM

- ▶ Held **HeyDay Pro Watercross Tour** at **Lewisville Lake** in June. This national event featured more than **120 athletes** competing on personal water crafts in a variety of races. It was broadcast on **Regional Sports Network**.
- ▶ In **2017**, sports tourism generated close to **\$4 million** for Lewisville.
- ▶ In **2018**, Lewisville will hold the **IBER Cup** - an international boys soccer tournament. The **Easter weekend** tournament will feature more than **120 teams** including youth players representing top professional teams.



GENERAL

- ▶ Lewisville is in its second year as a “solar ready” city. We are one of only three Texas cities with this designation. Being solar-ready means Lewisville requires builders of new single-family and duplex homes to designate a space on each rooftop where solar can later be installed by homeowners.
- ▶ **City** passed a **Vacant Building Ordinance** that puts tight requirements on vacant building owners. Violation of any of the rules can result in a misdemeanor criminal charge and a fine up to **\$2,000 a day**.
- ▶ **City** completed the **Fair Housing Assessment**. This study is an effort to identify fair housing issues in Lewisville. As a result of this assessment, the **City** has allocated funds to move forward on education, outreach, and financial literacy programs outlined in the final report.



LEWISVILLE

Deep Roots. Broad Wings. Bright Future.

151 W. Church Street
Lewisville, TX 75057

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