

LEWISVILLE

2025

V I S I O N

ANNUAL REPORT

Greetings from



Texas

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#greetingsfromlewisville Brannon Bechtel @brannonbechtel

# INTRODUCTION



**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 2019 that support the nine Big Moves. It also outlines action steps that will be taken in 2020 to ensure the goals of the Big Moves are met.**

**To view the full Lewisville 2025 vision plan online:  
[www.cityoflewisville.com/lewisville2025](http://www.cityoflewisville.com/lewisville2025)**

# MAYOR'S MESSAGE





MAYOR  
RUDY  
DURHAM

2019 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 prosperity in the years to come.

Successes include Ericsson selecting Lewisville for its new 5G “Factory of the Future” project; substantial completion of the Main Street reconstruction project; starting construction of Thrive, the City’s new multigenerational recreation center; installation of multiple pieces of permanent public art in Old Town, including the bronze sculpture of Wayne Ferguson seen on the cover of this report; opening of Zion Market and the Zion Market Food Court in Music City Mall, and the “Texas Pop Turns 50” two-day concert event at Lake Park featuring ZZ Top and Chicago, commemorating the 50th anniversary of the Texas International Pop Festival.

Major accomplishments of the Lewisville 2025 vision plan are detailed in this booklet.

2020 is a key year in the future development of our great community. The City is conducting an aggressive review of the Lewisville 2025 vision plan objectives to gauge progress, prioritize remaining work to be done, and engage Lewisville and Castle Hills residents as we extend this community vision 10 years, evolving into the Lewisville 2035 vision plan.

Resident input is what made the Lewisville 2025 vision plan so successful. With that in mind, we set up an online portal for residents to give their feedback on the progress of the nine Big Moves, and what the city can do to prepare for and adapt to emerging trends and anticipated changes. That online portal can be found at [cityoflewisville.com/touchpoint](http://cityoflewisville.com/touchpoint).

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  
MAYOR  
PRO TEM



R NEIL  
FERGUSON  
COUNCILMAN  
PLACE 2  
DEPUTY MAYOR  
PRO TEM



TJ  
GILMORE  
COUNCILMAN  
PLACE 3



BRANDON  
JONES  
COUNCILMAN  
PLACE 4



KRISTIN  
GREEN  
COUNCILWOMAN  
PLACE 5

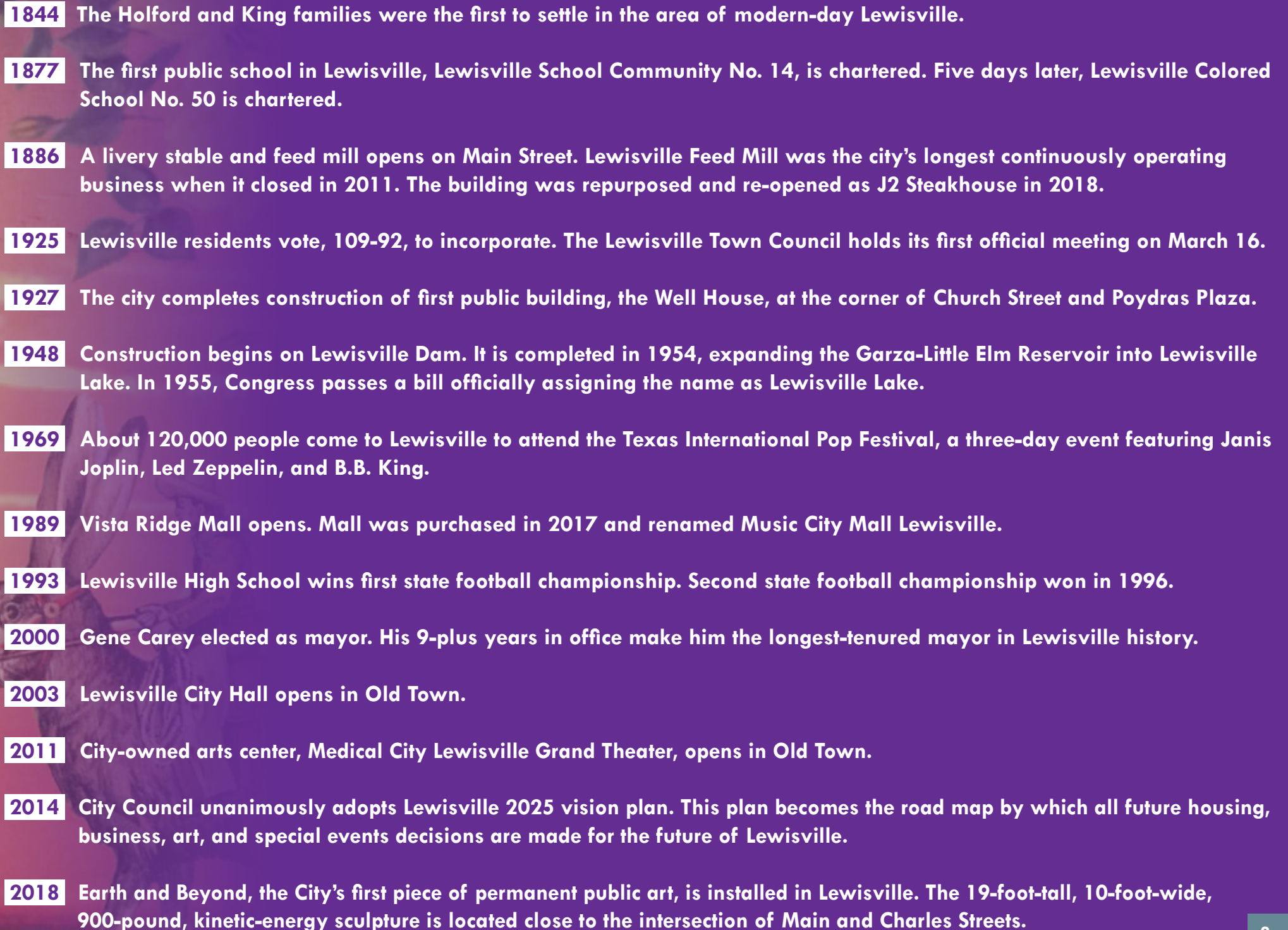


DONNA  
BARRON  
CITY  
MANAGER

# LEWISVILLE HISTORY





- 
- 1844** The Holford and King families were the first to settle in the area of modern-day 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** A livery stable and feed mill opens on Main Street. Lewisville Feed Mill was the city's longest continuously operating business when it closed in 2011. The building was repurposed and re-opened as J2 Steakhouse in 2018.
- 1925** Lewisville residents vote, 109-92, to incorporate. The Lewisville Town Council holds its first official meeting on March 16.
- 1927** The city completes construction of first public building, the Well House, at the corner of Church Street and Poydras Plaza.
- 1948** Construction begins on Lewisville Dam. It is 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 first state football championship. Second state football championship won 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.
- 2014** City Council unanimously adopts Lewisville 2025 vision plan. This plan becomes the road map by which all future housing, business, art, and special events decisions are made for the future of Lewisville.
- 2018** Earth and Beyond, the City's first piece of permanent public art, is installed in Lewisville. The 19-foot-tall, 10-foot-wide, 900-pound, kinetic-energy sculpture is located close to the intersection of Main and Charles Streets.

# PROPERTY TAXES AT WORK

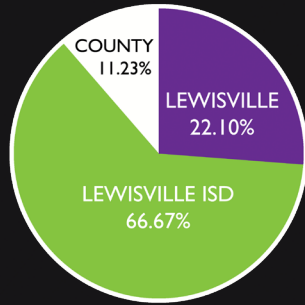


The average price for a home in Lewisville: **\$252,361**

Based on .443301 rate, the yearly taxes on the average Lewisville home: **\$1,118.72**

Monthly taxes on the average home in Lewisville: **\$93.23**

## PROPERTY TAX BREAKDOWN



For the typical Lewisville household, 11.23% of taxes goes to Denton County, 22.10% goes to the City of Lewisville, and 66.67% goes to LISD.

Based on the 2019-2020 property tax rolls, one penny on the City tax rate generates approximately \$1,156,000 in tax revenue.

## VALUE OF LEWISVILLE CITY SERVICES

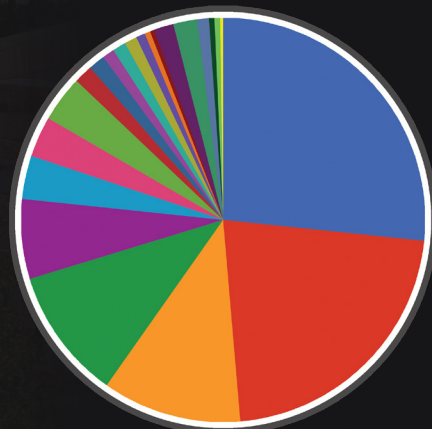
The chart to the right illustrates the findings of a study conducted by the City of Carrollton. The annual survey compares cities to determine best value to residents of all city services. The full survey includes property and sales taxes, water and sewer bills, drainage, and garbage collection.

This study was conducted using Lewisville's FY 2018-19 property tax rate of .436086. The new numbers will be calculated late in 2020 using FY 2019-20 property tax rate of .443301.

	Tax Rate	Property Tax	Water	Sewer	Total Annual Charges
Lewisville	0.436086	\$1,177	\$669	\$271	\$2,321
Plano	0.448500	\$969	\$661	\$791	\$2,604
Carrollton	0.589970	\$1,274	\$616	\$491	\$2,646
Addison	0.591130	\$1,277	\$592	\$551	\$2,705
Irving	0.594100	\$1,283	\$689	\$432	\$2,757
Arlington	0.624000	\$1,348	\$546	\$662	\$2,816
Farmers Branch	0.599507	\$1,295	\$993	\$548	\$2,836
Frisco	0.446600	\$1,115	\$701	\$820	\$2,862
Allen	0.498000	\$1,345	\$688	\$618	\$2,896
Coppell	0.584000	\$1,498	\$687	\$511	\$2,920

## DEPARTMENT BUDGET ALLOCATIONS

Based on the overall General Fund budget, the annual taxes paid on an average Lewisville home would be allocated as follows:



Police Department	\$292.72	Library	\$18.12	Development Services	\$6.19
Fire Department	\$230.37	Finance	\$16.61	Economic Development	\$6.17
Public Services	\$142.61	Non-Departmental	\$15.48	City Secretary	\$5.16
Debt	\$136.84	Comm. Rel. / Tourism	\$13.43	Planning	\$5.06
Parks & Recreation	\$85.72	City Manager	\$13.24	Emergency Management	\$2.03
Neighborhood / Inspections	\$47.01	Municipal Court	\$11.75	Mayor / Council	\$1.26
Information Technology	\$32.66	Human Resources	\$10.63		
Engineering	\$18.54	City Attorney	\$7.12		



## BIG MOVE

The central green space is home to extraordinary views, recreational activities, and Lewisville Lake Environmental Learning Area (LLELA). 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.

## 2019 ACCOMPLISHMENTS

- ▶ City worked with U.S. Army Corps of Engineers to minimize impacts on LLELA during repair work on Lewisville Lake dam. That work began in 2019 and is expected to last through 2024. Despite some habitat loss, and temporary partial closures, LLELA has largely remained open to the public during the construction process.
- ▶ In May, the City purchased 148 undeveloped acres of land along the east side of the Elm Fork of the Trinity River. This purchase will accommodate right-of-way associated with the future Corporate Drive (north tract), provide trails for connectivity, accommodate kayak launch locations, and increase greenspace.



- ▶ In September, Parks and Recreation Department completed an interpretive plan for LLELA. This plan will guide how learning and interpretation is incorporated throughout the entire visitor experience at LLELA. The intent is to teach visitors the importance of native Texas ecosystems and biodiversity.

- ▶ Construction of the canoe and kayak launch site along the Elm Fork of the Trinity River off Hebron Parkway began in June 2019. The project includes a driveway from Hebron Parkway to the launch site, a parking area for vehicles and trailers, a handicap-accessible dock, and minor landscape improvements. The target date for completion is set for Spring 2020.



- ▶ Nearly 17,000 people visited LLELA in 2019, and more than 11,000 people participated in 290 programs at LLELA. Close to 4,000 people made contact with LLELA through off-site programs at other City of Lewisville parks and special events.
- ▶ LLELA was present with a booth at various community events where LLELA staff engaged with more than 2,500 people.

## WHAT'S NEXT

- ▶ Staff continues to work with University of North Texas and Lewisville Independent School District on a Green Centerpiece Master Strategy. That plan will focus on research, education and restoration, and the role each partner plays to maximize the benefits of the unique area.
- ▶ LLELA Interpretive Plan - The LLELA team is developing next steps and priorities for accomplishing the recommendations set out in the interpretive plan over the next three to four years.
- ▶ Staff will create a Lake Park Master Plan. The goal of that plan will be to update the Day use areas (boat ramps and picnic areas) and the campground. This plan will guide the use of funds from the 2015 GO bonds earmarked for Lake Park. The plan is expected to take up to 16 months to develop.

# BIG MOVE

This Big Move will expand the Green Centerpiece both physically and visually. The goal of this Big Move is to give residents access to areas of employment, retail, and recreation within a reasonable walking distance of their neighborhoods.



## 2019 ACCOMPLISHMENTS

- ▶ Construction on the Garden Ridge Trail project started in June. As of November, the enhanced sidewalks have been built along Garden Ridge Boulevard from IH-35E to FM 407, as well as the trail segment underneath the power lines toward Highlands Park. The project is now working south of FM 407 on Garden Ridge Boulevard toward North Valley Parkway.
- ▶ Texas Parks and Wildlife Department awarded the city a \$500,000 matching grant in May for Phase I of Thrive Nature Park, an 18 acre site located across Valley Parkway from the recreation center. A public charrette was held to develop concept designs for the park.
- ▶ Urban Land Institute selected Lewisville to participate in a national study on increasing access to parks and open spaces. A group of nationally renowned land use, urban design, and real estate experts representing ULI visited Lewisville in March to develop recommendations. The initial study is focused on the area bounded by SH 121, I-35E and Corporate Drive. This kicked off Lewisville's participation in the "10 Minute Walk" campaign, which sets the goal of ensuring all residents live within a 10 minute walk of a park or open space.
- ▶ DCTA completed construction of the A-train Rail Trail. This 19-mile paved trail runs continuously from Hebron Station to Denton. It also connects to existing trails along the route, including the new Garden Ridge trail in Lewisville.
- ▶ Parks Department started a program to take recreation activities into areas with limited park access. Play Lewisville on Wheels (PLOW) sets up temporary play spaces in neighborhoods, including the Movement on the Parkway event in October that drew more than 400 residents from apartment complexes along Southwest Parkway.
- ▶ The Library and Parks Department installed the Story Stroll in Central Park, bringing early literacy activities outdoors. Nineteen stands surround the play equipment and families who walk the perimeter can read a whole book together by the time the walk is completed. Library staff also offer story times to match the book theme, which is changed out monthly. For updates on the Story Stroll, please visit: [library.cityoflewisville.com/learn-discover/children/story-stroll](http://library.cityoflewisville.com/learn-discover/children/story-stroll)
- ▶ More than 200 people experienced LLELA for the first time through participation in three off-site programs and three new programs. Those off-site programs are My First Fish, A Walk in the Park, and Lake Park Fireside Chats. The three newly created programs are A Chance to Hike (walks at LLELA for special needs community members), LLELA Field Day (outdoor events in partnership with 29 Acres), and the Hike+ Write nature journaling series (in partnership with the Lewisville Public Library).

## WHAT'S NEXT

- ▶ Thrive, the city's new multigenerational recreation center, is due to open in Spring 2020. For more information turn to page 29.
- ▶ City Council will adopt an overall funding strategy for park and trail enhancement and expansion at the 2020 planning retreat to ensure timely implementation of long range plans. Master Planning for Valley Ridge amphitheater and Lake Park will be completed later in 2020.
- ▶ The final section of Garden Ridge Trail is targeted for completion in early 2020.
- ▶ The first trail at Thrive Nature Park is expected to open in Spring 2020 along with Thrive. Future amenities could include outdoor classrooms, natural play areas, public art, and an elevated viewing area.
- ▶ City has reached agreement with LISD to make some elementary school playgrounds open to the public during non-school hours. Signs will be installed this spring, and additional amenities are planned at some locations.
- ▶ Design will begin this year on two trail projects, an off-street trail along Valley Ridge Boulevard, between College and Mill, and an extension of Timber Creek Trail from Central Park to I-35E. City staff also is working with private developers to include public green space in several proposed mixed-use and residential projects.



## BIG MOVE

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.



## 2019 ACCOMPLISHMENTS

- ▶ North Central Texas Council of Governments awarded a \$3 million grant for streetscape improvements on College Street between Mill and DCTA Old Town Station. The addition of pedestrian and bike amenities will support high density, walkable, urban residential projects planned or under construction by the rail station.
- ▶ A contract was awarded in late 2019 for construction of street and utility replacements in the Timberbrook neighborhood. For more information go to page 31.
- ▶ Together Lewisville Coalition partnered with the Next Steps Center to hold two Community Resource Expos in May and November. Each event had 45 participating agencies and businesses, with 130 -140 residents attending each session.
- ▶ The City started two new grant programs in late 2019 designed to benefit neighborhoods. Information on the Love Your Block and Neighborhood Enhancement Program is available on the City's website. ([cityoflewisville.com](http://cityoflewisville.com))
- ▶ Through the Property Enhancement Program (PEP), the City awarded homeowners more than \$105,000 during Fiscal Year 2018-19 to assist with necessary exterior home repairs. The program helped residents complete 51 projects, which brings the lifetime total of PEP projects to 154.
- ▶ The Rock the Block Trailer became increasingly popular during 2019. It was reserved almost every weekend in the Spring and Fall for neighborhood gatherings.
- ▶ Fire Station 3 was relocated from 195 W. Corporate Drive to 500 W. Round Grove Road. Fire Station 8 was opened in March 2019 at 3300 Lakewood Hills Drive in east Lewisville. A second ladder truck entered service in January 2019 and is housed at Fire Station 6.
- ▶ The Nuisance Abatement Program was extended to two additional properties in 2019. Lewisville PD began this program in 2018 to identify properties that have a high number of nuisance crimes and to work with property owners to reduce crime. The police department provides specific crime reduction strategies for the owner to implement. At the first location added in 2019, the program led to a reduction in nuisance-related crimes of approximately 80 percent and reduced calls for service by 32 percent. At the second location added in 2019, the program led to a reduction in nuisance-related crimes of 29 percent and calls for service by 19 percent. Through this program, the department continues to address nuisance issues at a third location.
- ▶ Matrix Consulting Group completed a staffing study of Lewisville Police Department to identify current and future needs. As a result of the study, 10 sworn positions and three civilian positions were added to the 2019-20 budget. The department also streamlined the hiring process for police officers to more efficiently fill vacant positions.
- ▶ Police response time to Priority One calls in 2019 was 5.236 minutes, on average. This is well below the eight-minute goal.

## WHAT'S NEXT

- ▶ The City will begin construction on street and utility improvement projects in the McKenzie-Hembry neighborhood, on W. College Street, on N. Mill Street, and on S. Kealy Avenue. These projects are part of the 2015 bond program.
- ▶ City Council approved \$5.5 million in the annual streets, sidewalks, alley and screening wall maintenance program to ensure continued investment in infrastructure.
- ▶ Neighborhood Services will partner with volunteer groups to hold a day of service called For the Love of Lewisville. This one-day project will assist homeowners with minor exterior work.
- ▶ With additional funding approved by City Council in this year's budget, the Property Enhancement Program will continue to assist eligible homeowners across Lewisville with necessary exterior repairs.
- ▶ Together Lewisville Coalition will hold Community Resource Expos in May and November, and will continue working with Parks & Recreation Department on pop ups through the Play Lewisville On Wheels (PLOW) program.

# BIG MOVE

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.



## 2019 ACCOMPLISHMENTS

- ▶ City continued preparing for planned annexation of Castle Hills, which could happen as early as Summer 2021. Public Services is examining streets, alleys, and the storm sewer system to identify future maintenance and replacement needs. City officials increased communication with Castle Hills residents through a monthly water-bill insert and quarterly meetings. City Council appointed Castle Hills residents to designated boards and commissions.



- ▶ Construction started in August on the first component of Village at Lewisville, a three-story urban development located east of North Summit Avenue north of Grandy's Lane. The developer, NRP Group, is building a 347 unit urban residential project that will integrate with a larger multi-use project and associated public greenspaces creating a walkable neighborhood.



- ▶ Construction began on Aura Old Town, a Transit-Oriented Development at College Street, near the DCTA Old Town Station (pictured left). The 286 unit complex will be four stories tall and wrap around a structural parking garage and three courtyards. This is one of two large residential developments in this area. These two projects are anticipated to add more than 550 residential units to Old Town.

- ▶ Villas at Rockbrook is a planned residential project on Rockbrook Drive. The project will feature 66 single-family lots within a gated neighborhood.

- ▶ Construction continued on Lakewood Hills, featuring more than 500 upscale single-family lots on both sides of Josey Lane in East Lewisville.

- ▶ Construction neared completion on Tower Bay Lofts, a resort-style luxury apartment development with more than 300 units, including several multi-level units with penthouses on top, near Lewisville Lake, east of I-35E, north of Garden Ridge Boulevard (pictured right). Planned amenities include an enclosed parking garage, a sky lounge that includes an indoor/outdoor kitchen, an outdoor television wall and four separate courtyards. The building exterior will feature stone, brick, stucco, metal, and wood designed to capture some elements from the existing tower that has been on the property for a long time.



- ▶ Construction continued on South Village at Mill and Elm Streets (pictured left). This project in Old Town Lewisville features 51 single-family detached lots and 12 single-family attached lots by Bendt Distillery.

- ▶ Construction began on Legacy Point, a single-family craftsman style neighborhood on the east side of Kealy Avenue near Lewisville Rodeo Arena.

- ▶ Construction began on Vista Del Lago, an urban mixed-use community featuring more than 300 townhomes along SH121 near Lake Vista Drive (pictured right). This complex will be made up of two-story and some three-story single-family attached units built with brick, stone, stucco, and exposed aggregate. The complex also will include multiple green spaces, courtyards, plazas, and common areas for residents.



## WHAT'S NEXT

- ▶ The City will continue working on the plan for annexation of Castle Hills. Castle Hills, a planned development comprising of seven fresh water supply districts, has a population of approximately 15,000 people and brings upscale housing options to Lewisville residents and business owners.
- ▶ Annexation analysis includes a review of the water rate structure, park system impacts, and infrastructure maintenance review.
- ▶ City will continue its multi-year replacement of all residential water meters. Neighborhoods will receive specific notice before their area is scheduled for meter replacement.

# OLD TOWN



## BIG MOVE

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

## 2019 ACCOMPLISHMENTS

- ▶ The Main Street portion of the Main & Mill Corridor Project was substantially completed in September, and work began on the Mill Street portion. This project will promote walkability and include aesthetic and parking improvements on both streets. Design is nearly complete on S. Kealy Avenue.
- ▶ City awarded a contract to install fire sprinklers in the historic buildings along Main Street, between Mill and Charles. This project is being funded by the City in order to protect these historically significant structures and preserve the heritage of Old Town.
- ▶ Old Town welcomed multiple new businesses during 2019, including Sloan & Williams Winery and Outlaw Cider on Main Street, and Sullivan Old Town BBQ and Bodega in the former Old Town Market on Mill Street. The Bodega offers a selection of grocery products at a location convenient for Old Town residents.
- ▶ The City worked with partner agencies on programs to draw visitors to Old Town. Main & Mill Business Association held its third annual Shared Table event and started a monthly “First Fridays” public event, and Lewisville Area Chamber of Commerce conducted “A Taste of Lewisville” at the Fall Fashion Fest in November.
- ▶ Worked with a Council appointed committee, “Old Town Branding Task Force,” to create a new brand for Old Town designed to draw visitors, residents, and business investment in the historic district. The brand was developed by Tonic 3, a national marketing firm officed in Old Town, and presented to City Council in December.
- ▶ Old Town continues to add new residential options. Construction started on phase two of the Walters Street Brownstones and two high-end lofts on the third floor of a new building at 170 W. Main Street. In total, nearly 300 single-family residences were added or approved for construction during 2019.
- ▶ The City finalized development deals on three pieces of City-owned property. Old Town Lofts will bring 200 upscale multi-family units with parking garages in two six-story buildings, one at Main & Mill and one at Mill and Elm. Construction started on a 300-unit low-rise complex on College Street across from DCTA Old Town Station as part of a larger Transit-Oriented Development (TOD).
- ▶ In September, the City dedicated four one-of-a-kind art benches along Main Street, between Mill Street and Kealy Avenue, and one at the DCTA Old Town Station. May & Watkins Designs of New York created all five benches as a major component of the Main and Mill Corridor Project. The benches help tell a single coherent story related to the history and development of Old Town Lewisville.
- ▶ Local student-artist Gloria Montellano used a \$1,000 artist micro grant from the Arts Advisory Board to paint a mural on the back of the Alkeys Lounge and Eatery. This publicly accessible art is viewable from the Wayne Ferguson Plaza lawn and boardwalk.

## WHAT'S NEXT

- ▶ The Mill Street portion of the Main & Mill Corridor Project will be completed in the second half of 2020. Landscaping along both streets will be installed after construction is finished on Mill Street.
- ▶ The new Old Town Branding Campaign will launch in early 2020, with dual goals of increasing private investment and public visitation in the historic district.
- ▶ The City's Economic Development office is in active conversation with multiple restaurant and retail uses interested in Old Town. As many as three new restaurants are expected to open during the first half of 2020.
- ▶ While large supermarkets continue to wait for Old Town population to increase before considering sites, the City has identified potential targets for a smaller-scale grocery option.
- ▶ REW building materials has moved to its new location on Valley Ridge Boulevard. Economic Development is working with the owner of its previous site at the corner of Mill and Purnell, across from Mill Street Elementary, on potential mixed-use and residential options. This will include public greenspace.
- ▶ Prototype IT moved into the former LISD at Main and Cowan, bringing 65 employees with plans to expand its workforce over the next several years.



# BIG MOVE

Existing employment centers in Lewisville are home to some major companies and account for more than 50,000 jobs. That number increased in 2019 and is expected to increase in 2020. The goal of this Big Move is to support these employment centers and provide Lewisville residents better employment opportunities.

## 2019 ACCOMPLISHMENTS

- ▶ Ericsson, the largest wireless network vendor in the U.S., held a groundbreaking ceremony in September on its new 5G “Factory of the Future” in the Majestic Airport Center DFW warehouse district. The \$100 million facility will produce 5G and Advanced Antenna System radios to boost network capacity and coverage to meet the demand for rapid 5G deployments in North America. Combined with its Center of Excellence training facility for 5G radio tower climbers, Ericsson has committed to more than 350,000 square feet of space at Majestic, and more than \$130 million in investment over the next two years.
- ▶ Caliber Collision expanded its corporate headquarters from 8,000 square feet to 80,000 square feet and its workforce from 150 employees to more than 350 employees.
- ▶ HOYA vision added more than 20,000 square feet of its North American headquarters after merging with an affiliate.
- ▶ Several companies, such as DJO Global, Innovative IDM, and Baymark Health Services, opened or expanded their company headquarters in Lewisville in 2019. This resulted in the creation or retention of over 2,000 jobs.
- ▶ Benjamin Moore, North America’s leading manufacturer of premium quality residential, commercial and industrial maintenance coatings, chose a 238,000 square foot facility in Creekview 121 business park to enhance its distribution and logistics reach across the country.
- ▶ Economic Development partnered with the Dallas Business Journal on the first North Texas Opportunity Zone Forum to promote the city’s two Opportunity Zones, which were established by the federal government in 2018 to spur economic development and creation in selected census tracts.
- ▶ City supported the long-term success of employment centers with several new programs, including a partnership with the Lewisville Chamber of Commerce for a Business Retention and Expansion program. The City also began reaching out to both large and small businesses to identify their current and future workforce need.
- ▶ La Quinta by Wyndham opened a new 129 room hotel along the northwest intersection of I-35E and Corporate Drive, and Home2 Suites is close to opening its new facility with 122 rooms on the southeast corner of the same intersection.
- ▶ City worked with businesses impacted by the I-35E widening to retain, redevelop, or relocate affected locations. This included meetings with restaurants along the access road south of FM 3040 to assess current or potential alternate locations.
- ▶ City held its first Workforce Summit with LISD, NCTC, business partners, Texas Workforce Commission, and non profit agencies.
- ▶ City Council adopted a new Economic Development Incentive Policy with updated programs and offerings that align with Lewisville 2025 objectives and to ensure accountability of recipients.

## WHAT’S NEXT

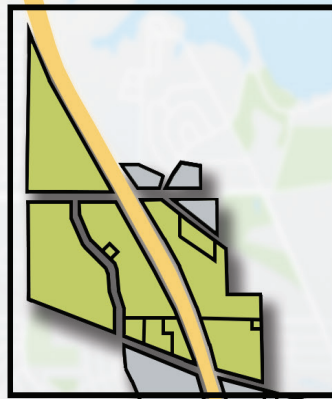
- ▶ Plans are being developed to complete the 10 building master plan for the Majestic Airport Center DFW development. This includes buildings 8, 9, and 10, which will yield more than 300,000 square feet in new office/warehouse capacity.
- ▶ A premier Castle Hills development, The Realm, will begin leasing Class-A corporate office space along the Sam Rayburn Tollway.
- ▶ City will begin holding quarterly workshops and in-person business visits to its largest employment centers, such as Waters Ridge, Lake Vista, Majestic Airport Center DFW, Creekview 121, Convergence, and First Park 121. These meetings will focus on topics such as opportunity zones, business plan writing, social media communication, and Texas PACE program funding for energy efficiency.
- ▶ City will work the Greater Lewisville Area Chamber of Commerce to start a Toastmasters Club.
- ▶ City will hold its second Workforce Summit in April.
- ▶ City will implement a Lighthouse 360 program through World Economic Development Alliance that will help with business retention and recruitment along I-35E.



# BIG MOVE

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.



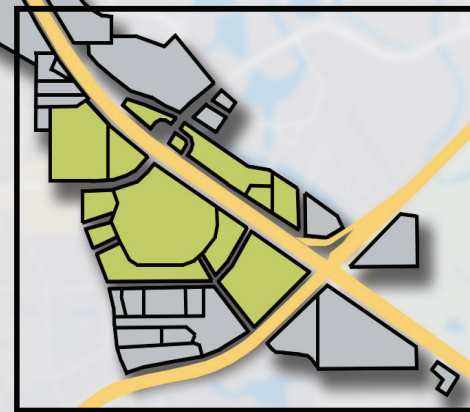


- ▶ Several City departments worked with Music City Mall ownership and other investors to make the mall more economically sustainable. This included the opening of Zion Market in August and the Zion Market Food Court in December; sponsoring the K-Pop Together festival in October; and meeting regularly with mall management and Zion investors about other redevelopment opportunities.
- ▶ City Council created a Tax Increment Reinvestment Zone for the Northern Gateway, on the west side of I-35E south of FM 407, as a way to encourage quality mixed-use development and significant public greenspace in that area. The goal of the Northern Gateway is to create an active mix of uses that benefit from significant open space.
- ▶ Two projects of the Northern Gateway are currently under construction. Huffines is developing a 250 unit townhome complex west of Summit Avenue. The NPR Group is creating a large mixed-use development featuring seven three-story residential buildings between North Summit Avenue and the I-35E access road.

- ▶ Parks & Recreation Department finished installing landscape beds around eight gateway monument signs in October. (Pictured Left) The landscape palette includes Texas natives and continues the city's effort to bring flora found at LLELA out into the community.



- ▶ Alternative standards in the I-35E Corridor Overlay were successfully used to support redevelopment of Zion Market in the vacant Sears department store at Music City Mall, and for Shoot Point Blank indoor firing range in the former Cosmic Jump building.



## WHAT'S NEXT

- ▶ TxDOT has identified three I-35E interchanges for improvement. Those interchanges are at Main Street, Corporate Drive, and SH 121 Business. The project is fully funded and the State started acquiring property for the project during 2019. The City will continue working with TxDOT to include aesthetic improvements at all three interchanges. Construction is expected to start in three to five years.
- ▶ New investment at Music City Mall will include the opening of Manna Korean BBQ in the former Sears auto shop and more than 10 new commercial tenants on the second floor of the former Sears department store (upstairs from Zion Market). These additions will open in the first half of 2020.
- ▶ City will continue working with developers to create a thriving mixed-use development north of FM 407 as part of the Northern Gateway plan. Additional construction will continue in 2020 on already-approved project south of FM 407.

# BIG MOVE

Communication from the City is key to keeping residents informed. Their input on City related issues has been instrumental to the Lewisville 2025 vision plan. The goal of this Big Move is to strengthen those communication outlets to better promote the people, events, and businesses in the Lewisville.



## 2019 ACCOMPLISHMENTS

- ▶ The City increased its focus on informing residents about City related news, special events, and public projects through the Horizon newsletter, that is printed and mailed to 40,000 Lewisville and Castle Hills households each quarter, through the eHorizon newsletter that is emailed to more than 17,000 subscribers every two weeks, and through the City's social media sites (Twitter, Facebook, Instagram, YouTube, and LinkedIn). The City also started a new service in 2019, providing more than 14,000 subscribers an email of each City Council agenda before a meeting, and after a meeting with all the actions taken.
- ▶ Labor Day Weekend, the City partnered with Live Nation to produce "Texas Pop Turns 50," a two-day music festival to commemorate the 50th anniversary of the "Texas International Pop Festival." ZZ Top and Chicago were the headliners for this event at Lake Park. More than 20,000 people attended the event.
- ▶ In May, the City launched Lewisville Talks - City Speaker Series. This series brings national influencers to Lewisville to discuss current events, trends, and ideas that can enrich our lives and create a discussion forum for the future of communities, residents, and community leaders.
- ▶ In May, The Wall That Heals, a mobile three-quarter scale replica of the Vietnam Veterans Memorial, went on display at Lake Park. This was the only North Texas tour stop for the exhibit. More than 5,000 people visited the exhibit during its three-day run.
- ▶ The City installed its first piece of permanent public art outside of Old Town, a bench by San Antonio artist James Wyatt Hendricks that highlights the history of the Wichita Railroad in Lewisville. The bench is located outside the entrance to the dog park at Lone Star Toyota of Lewisville Railroad Park.
- ▶ In October, the City dedicated a life-sized bronze sculpture portraying civic leader and former Lewisville Mayor Wayne Ferguson along the boardwalk in the plaza that bears his name. The sculpture, created by David and Martin Iles of Bolivar Bronze in Sanger, includes a stack of rolled maps and a collection of personal items important to Ferguson, including a saddle blanket, chaps, and his favorite pair of spurs. That sculpture is pictured on the front cover of this annual report.
- ▶ Community Relations, with the help of Economic Development, began a year-long advertising campaign in the Community Impact newspaper. The monthly ad features businesses and events in Old Town, and upcoming performances at MCL Grand.
- ▶ City launched the new "ourLewisvilleTX" smart phone app in December. It replaces the original "myLewisvilleTX" app. This new free app serves as a civic engagement and information hub for all things related to Lewisville. Requests submitted through the app go directly to the appropriate City department for resolution and follow up.
- ▶ As part of the Old Town North Small Area Plan, City staff conducted a survey of residents and businesses within the focus area to help plan future public presentations about City services and policies.

## WHAT'S NEXT

- ▶ The Community Impact ad campaign for Old Town will expand to two pages monthly in partnership with Main & Mill Business Association.
- ▶ The Public Art Work Plan for 2020, adopted by the Arts Advisory Board, includes at least two new projects this year. This plan includes a possible monument sculpture in front of Lewisville City Hall.
- ▶ Began a series of meetings with members of the Chin and Latino communities. This outreach effort by the Community Inclusion Task Force is intended to increase engagement with the city's culturally diverse population. Ideas generated through these meetings will be developed and implemented throughout this year.
- ▶ Increase marketing of new "ourLewisvilleTX" mobile app to build towards the goal of having at least 1,000 active users by the end of the year.
- ▶ A history exhibit and documentary film will debut in early 2020, telling the story of the 1972 Fighting Farmers football team that reached the State Final football game. The exhibit will be at the Visitor Information Center, 247 W. Main Street.



## BIG MOVE

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.

## 2019 ACCOMPLISHMENTS

- ▶ Conservation measures taken by the City during 2019 saved more than 1.5 million kWh of electricity. Work during the year included additional LED retrofit lighting in City facilities and parking lots, replacing several old HVAC units, installing occupancy sensors, roof replacement and restoration with Cool roof treatment, and upgrading the building automation system for maximum efficiency.
- ▶ Additional sustainability efforts by the City included adding three environmentally friendly vehicles, including one electric vehicle, and adding two propane mowers. During the year, 36,805 square yards of concrete were recycled into reusable aggregate.
- ▶ Parks & Recreation Department launched a plan to convert 33 areas within the park system to butterfly gardens or wildflower/pollinator prairies. This will reduce mowing cycles and use of fertilizer, increase habitat for pollinators, enhance biodiversity, and encourage residents to take on similar projects. The demonstration Butterfly Garden in a median along North Valley Parkway was completed in March with help from Keep Lewisville Beautiful.
- ▶ In June, City Council adopted the Financial Support and Sustainability Model that establishes ranges of tax support for different types of services offered by Parks & Recreation Department. The plan is based on the idea that activities benefiting large segments of the community should receive more tax-based support than services that benefit individuals or small groups.
- ▶ Lewisville was one of the top ten cities in its population category for the Wyland National Mayor's Challenge for Water Conservation. This month-long program held in April encouraged communities and residents to conserve water.
- ▶ The City earned the Silver Level Recognition Award from DFW Clean Cities for its fuel saving and pollution reducing efforts in fleet vehicles. This is the first time Lewisville has earned the Silver Level Award. The City earned the Bronze Level Award in 2015, 2017, and 2018.
- ▶ NCTCOG awarded a \$55,960 grant to Lewisville for the city's Household Hazardous Waste program. This funded a paint can crusher, an aerosol can crusher, electrical upgrades to the Residential Convenience Center, card readers and tablets, and multi-lingual education materials.
- ▶ Texas Forest Service named Lewisville a Tree City USA for the 25th consecutive year. This award recognizes the City's commitment to managing the urban forest and tree canopy.
- ▶ City worked with Keep Lewisville Beautiful on two citywide Arbor Day events, one in May and one in November. More than 800 volunteers participated in the two events, removing trash and debris from public spaces, wildflowers, and native plants to beautify the community.
- ▶ Parks and Recreation Department established a forestry team to manage urban and park trees. Two members of the team are Certified Arborists. This year, the team addressed a small forested area off Orchard Valley Park by trimming and removing dead limbs and cleaning out underbrush. By opening the canopy and allowing standing water to evaporate, younger trees now have enough space and sun to grow.
- ▶ New light towers were installed at the Lake Park Sports Complex. The new system uses dark-sky principles to limit light bleed and will use less energy than the previous towers.
- ▶ City began work on a five-year Sustainability Plan. This plan will identify specific goals and metrics for city operations to build a more sustainable city. The plan builds upon strategies identified in the 2025 plan, and could include initiatives such as water and energy conservation goals, and innovative programs that take a new look at familiar topics such as greenspace, public transportation, and health and wellness.

## WHAT'S NEXT

- ▶ Staff will complete the preliminary draft of the Sustainability Plan, including community feedback and City Council directions. Public Services will purchase and install leak detection equipment to help identify leaks in the water distribution system and reduce water loss.
- ▶ City will apply for recertification in the SOLSMART program. Lewisville currently has Bronze-level certification and will seek Gold-level designations. This includes ensuring that the City's development code features provisions for solar-ready and EV-ready construction for multi-family and hotel uses.
- ▶ Lewisville will participate in a regional effort called RISE (Regional Integration of Sustainability Efforts) to develop local strategies related to emissions, urban heat islands, food diversion, and waste reduction.

# THRIVE



**In 2015, the residents of Lewisville voted to fund the construction of a multigenerational recreation center in Memorial Park as part of the Lewisville 2025 vision plan. What follows is a timeline and status update of this major project.**

- ▶ In November 2016, staff began working with Barker Rinker and Seacat and Byrne Construction to design Lewisville's new 87,000-square-foot multigenerational recreation center. In early July 2018, Council chose the name Thrive for the facility. On July 20, 2018, the City broke ground on Thrive on the same property where the Senior Activity Center and Memorial Park Recreation Center once stood.



- ▶ In November 2018, Hilary Boen was promoted to Thrive Manager. Boen has been with the City of Lewisville since 2005. Prior to being selected as Thrive Manager, she served as Recreation Manager for seven years. In May 2019, Darrin Williams was selected to be the Operations Supervisor of Thrive. He will oversee the entire customer experience at Thrive. Williams has been with the City since 2003. Prior to being selected as Operations Manager, he served as the Memorial Park Recreation Center Supervisor.



- ▶ The first pour of Thrive's slab happened on December 18, 2018. Construction of Thrive's foundations, slabs, and steel frames took a majority of 2019. The final concrete slab pour happened over Father's Day Weekend 2019. A significant milestone was reached on July 3, 2019 when the Parks and Recreation Department hosted a Topping Out Ceremony to mark the setting of the final structural beam for Thrive.

- ▶ Thrive will feature a permanent public art component created by nationally known artist Andy Dufford with Chevo Studios. Dufford (pictures right) was selected in 2017 as the artist for this project from over 140 applicants. In November 2019, Chevo Studios installed the public art piece along the wall leading up to the main entrance of Thrive. It continues through the lobby and ends just outside the lobby door that leads to the north lawn. The design provides a natural flow through the building.



- ▶ Throughout late 2019 and early 2020, the City has been assembling the leadership and programming team for Thrive. That team currently includes 12 full-time team members. When Thrive opens, the Thrive team will consist of 18 full-time and more than 60 part-time team members to provide 103 hours of play and exercise per week.
- ▶ In November 2019, Parks and Recreation began selling annual memberships to Thrive. Family and corporate rates also are available. To see the full annual membership pricing, please visit: [playlewisville.com](http://playlewisville.com) and follow the link to Thrive.
- ▶ Thrive is scheduled to open at the end of May 2020.

# TIMBERBROOK





**In November 2015, voters passed the largest 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, an aquatic center, and public safety projects.**

- ▶ **The Timberbrook Street Repair project was one project specifically targeted for this bond. It is the most costly neighborhood infrastructure replacement project in Lewisville history with nearly \$14 million of 2015 bond money being earmarked to rehab streets and update drainage and utilities in that neighborhood. What follows is a timeline and status update of this major project.**
- ▶ **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 late 2017, the consultant completed the storm and sanitary sewer study and the City received a 60 percent plan for review.**



- ▶ **In Summer 2018, a meeting to allow residents the opportunity to review the plans was held with more than 40 residents attending. There was significant discussion about tree removal in the parkway and impacts to their lawns.**
- ▶ **City worked with individual residents regarding specific questions and private property issues as they pertain to the project.**

- ▶ **In December 2019, DDM Construction Corporation was awarded the nearly \$12 million contract. The major work on this project will impact 12 neighborhood streets within the Timberbrook Addition. This work consists of reconstructing concrete streets, replacing sidewalks (including small retaining walls), upgrading the water lines, sanitary sewer lines, and improving the drainage system.**
- ▶ **A resident meeting was held in January 2020 to introduce the DDM Construction team and the inspector for this project.**
- ▶ **Construction began in February 2020 and is expected to be completed in August 2022.**



**A 2019 Resident Satisfaction Survey found 96 percent of residents are satisfied or very satisfied with their quality of life in Lewisville. Ninety percent would recommend living in Lewisville to friends and family.**

- ▶ Lewisville received the 2019 American Planning Association, Texas Chapter, Gold Level Planning Achievement Award for implementation of the Lewisville 2025 vision plan. This award recognizes an outstanding effort that demonstrates a significant achievement for a community in accomplishing positive changes as a result of a concerted community planning effort.
- ▶ Fitch and Standards & Poors affirmed the City of Lewisville's "AAA" rating 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 30th consecutive year.
- ▶ The City received the Achievement of Excellence in Purchasing award for the 21st consecutive year.
- ▶ The Planning Department received the Certification of Achievement for Planning Excellence. Lewisville has received this recognition nearly every year since the program began in the mid-1990's.
- ▶ The City earned the Government Finance Officers Association Distinguished Budget Presentation award for the 28th consecutive year.
- ▶ Keep Texas Beautiful recognized Lewisville as one of ten winners of the 2019 Governor's Community Achievement Awards for outstanding community improvement. The award is one of the most coveted annual environmental and community improvement honors in Texas.



**Fourth Citizen's University class graduated in May 2019**  
Left to right: Melayna Baker, Elaine Borchardt, Denise Borges, Chery Brennan, Denise Crafton, DaieLon Gonzalez, James Logue, Traci Logue, Penny Mallet, Virginia Marshall, Lambert Matheiu, Shannon Richardson, Peter Taggart, Jennifer Marvel. Not pictured: Jennifer Grant, Quazar Hicks, Lori Wilson

- ▶ Code Enforcement continued the Proactive Program. The purpose of the program is to educate citizens in regard to city codes. The program has decreased the number of citizen concerns as well as improving neighborhood aesthetics. Approximately 97 percent of all code violations were Code Officer driven and only 3 percent were from citizen concerns. Code Enforcement has achieved a 98 percent compliance rate for code violations.

- ▶ MCL Grand drew more than 55,000 visitors during more than 300 public events in 2019. Five out of seven Texas Tunes concerts sold out as the series continues to grow in local and regional popularity. Black Box Songwriter Series shows also saw increased audience sizes and several near capacity shows. The Comedy Series relaunched with performances by The Second City comedy troupe and nationally-known comedian Brad Sherwood, among others.



- ▶ The City produced “Marco’s Big Move,” a children’s book. The story follows Marco and his family as they explore their new hometown of Lewisville, while learning about the nine Big Moves of the Lewisville 2025 vision plan. The book was mailed to all Lewisville and Castle Hills residents and is included in the LISD second-grade curriculum.

Marco’s Big Move gives children a chance to share their ideas for Lewisville’s future as part of an update and extension of the Lewisville 2025 vision plan. The book includes a webpage address ([cityoflewisville.com/Marco](http://cityoflewisville.com/Marco)) that children can go to, with the help of their parents, and answer three questions about Lewisville. Marco’s Big Move serves as a jumpstart to help City leaders with the planning of the Lewisville 2035 vision plan.

## STRATEGIC MOVES

In addition to the nine Big Moves of the Lewisville 2025 vision plan, the City has created three new Strategic Moves to better prepare for and adapt to emerging trends and anticipated changes. Those three Strategic Moves are outlined below:

### BE A VALUES-DRIVEN CITY

The Lewisville Way, a values system for City employees, was adopted in 2018. It defines how City employees will work together to serve the community. As part of this Strategic Move, the City hired a Recruiting and Onboarding Specialist. This new position allows Human Resources to have a proactive approach to recruitment and to work closely with departments and hiring managers to effectively recruit and screen applicants, especially with hard to fill jobs.

### BE A DATA-DRIVEN CITY

Working toward being a Data-Driven City, Lewisville created an online, real-time Performance Dashboard system in 2017. It is used to show city wide live metrics and stats. The system was developed in-house and is based on SQL queries written against various departmental databases. There are more than 149 different metrics on this site. Users can view performance metrics by department, by City priority, and by the nine Big Moves of the Lewisville 2025 vision plan. The Performance Dashboard can be found at: [metrics.cityoflewisville.com](http://metrics.cityoflewisville.com)

### BE A CONNECTED CITY

Being a connected city means putting an emphasis on community building. That task comes with many different roles. It covers a wide variety of exercises, such as: creating new street designs to be more pedestrian friendly, increasing overall mobility to help residents who cannot drive, increasing public programming at Wayne Ferguson Plaza and MCL Grand, and helping residents show off their creative side at places like “The Hive” makerspace at the Lewisville Public Library and the Digital Media Lab.



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