

LEWISVILLE 2025

# Supplemental Appendix F

## Charrette Recommendations

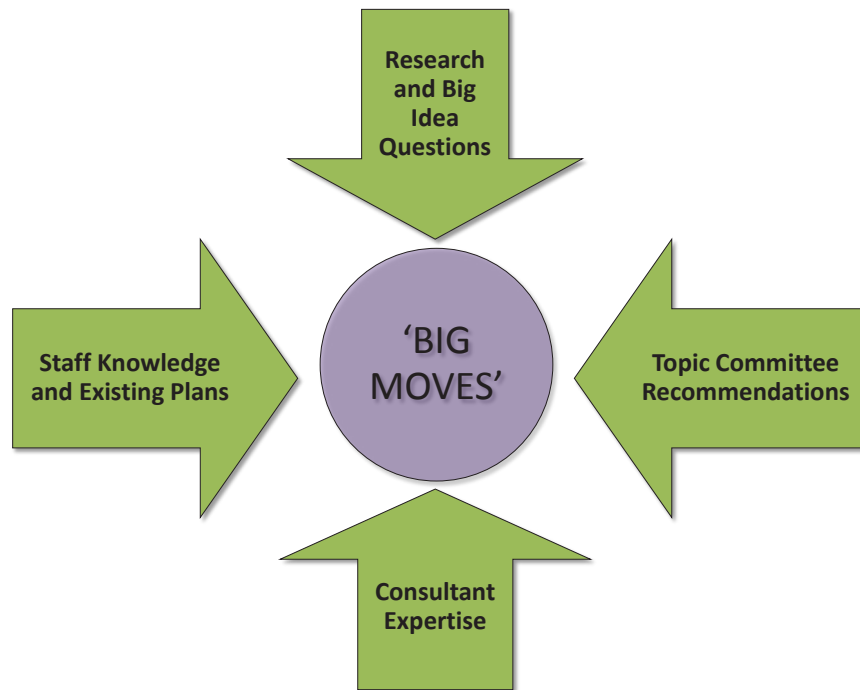
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## About the Charrette

A multi-day charrette was conducted following the Vision Plan 2025 sub committees' work to allow the consultant team to further collaborate with the community on preliminary recommendations. The charrette process helped the consultant team to further analyze and organize commonalities between committee goals and strategies. Prior to the charrette, the consultant team reviewed all committee strategies, local trends, issues facing Lewisville, the Big Ideas Gathering input and identified common themes between the four sub committees's work. The consultant team assessment of shared goals and shared recommendations lead to the creation of focus areas most likely to be implemented and those focus areas that will give the community the best return on investment. Emphasis for the charrette included the identification of key strategies and priority action items to advance the Big Moves.



### Day 1

The charrette process was kicked-off with an all-day work session for the consultant team. Throughout the day, the team worked on refining Big Move topic areas and identifying key elements that need to be included as part of the Vision Plan 2025 draft. In addition, the consultant team conducted multiple site visits to key locations to verify planning ideas and initial concepts. The first day concluded with a presentation to city staff to recap the day's progress and to confirm the organization for the next two days of the charrette.

### Day 2

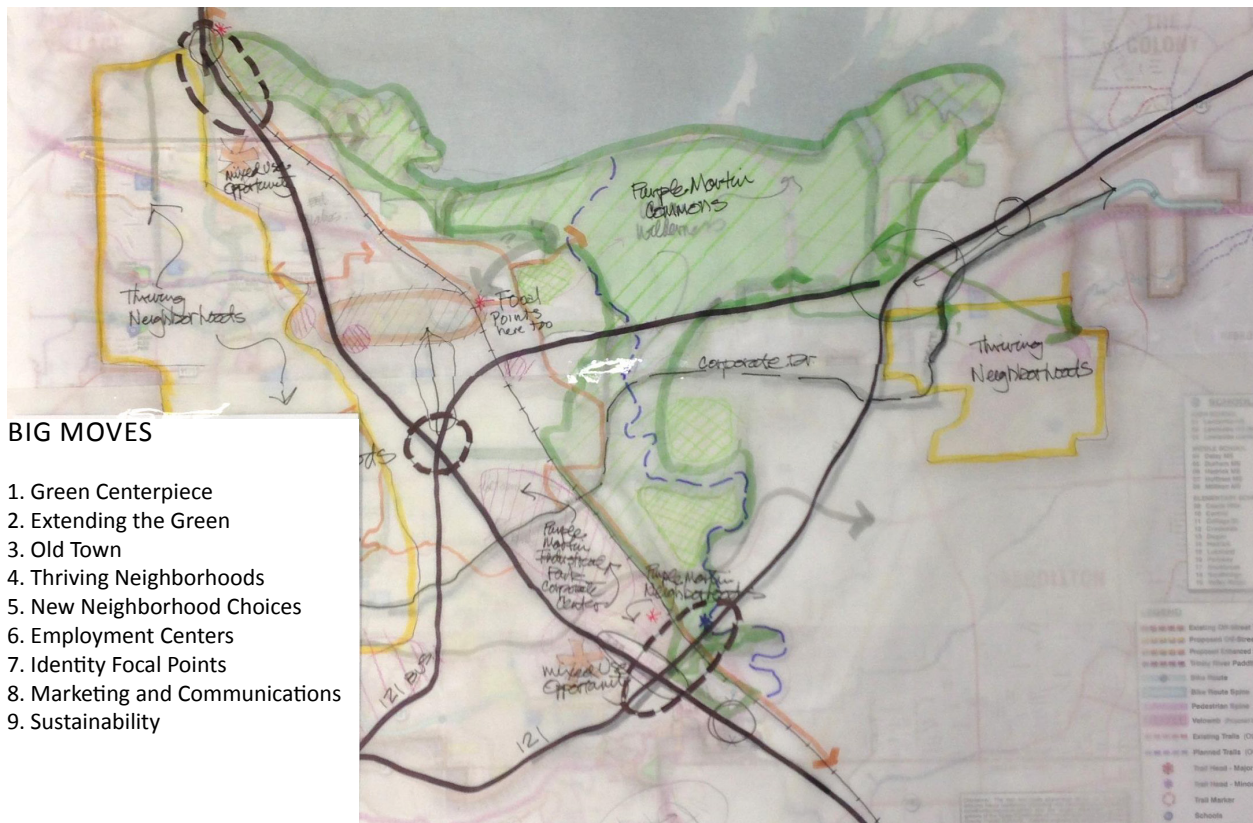
The second day of the charrette included the consultant team, sub committee chairs and city staff. The consultant team refined and prepared a working draft for the Big Moves topics. Following the team presented an overview of the day's agenda and introduced the Big Moves concept and topic areas. Next, individual work sessions were led by members of the consultant team focused on creating preliminary strategies and identifying how each Big Move relates to the committees' recommendations. Teams reported back to the larger group on their preliminary findings and a general group discussion followed each presentation. The day concluded with confirmation of Big Move topics and the associated draft strategies for each Big Move.

### Day 3

The third day's morning session included the consultant team, sub committee chairs and city staff. A prioritization exercise was conducted to rank the committees' recommendations. The ranking exercise findings were tabulated and provided to table groups for break-out sessions to refine the Big Moves preliminary recommendations.

Following, the afternoon session included the morning participants along with invited participants including elected officials, community leaders, stakeholders and Vision Plan 2025 committee members. The afternoon session kick-offed with a presentation reviewing the progress, consultant work and introduction of the Big Moves concepts. Following, a break-out group session was conducted to further refine the Big Moves' strategies, to identify key priority action items and to answer how the Big Move relates to the Big Ideas input and questions. Following, the table groups continued work to identify how their respective Big Move topic related to other Big Moves, and the committees' work. In addition, groups identified implementation elements such as cost, priority rankings, responsible parties and funding sources for priority action items. An evening wrap up presentation was conducted in which members of the consultant team and city staff presented the overall charrette findings for each Big Move. Following the presentation for each Big Move, a general group discussion was held to gather additional comments.

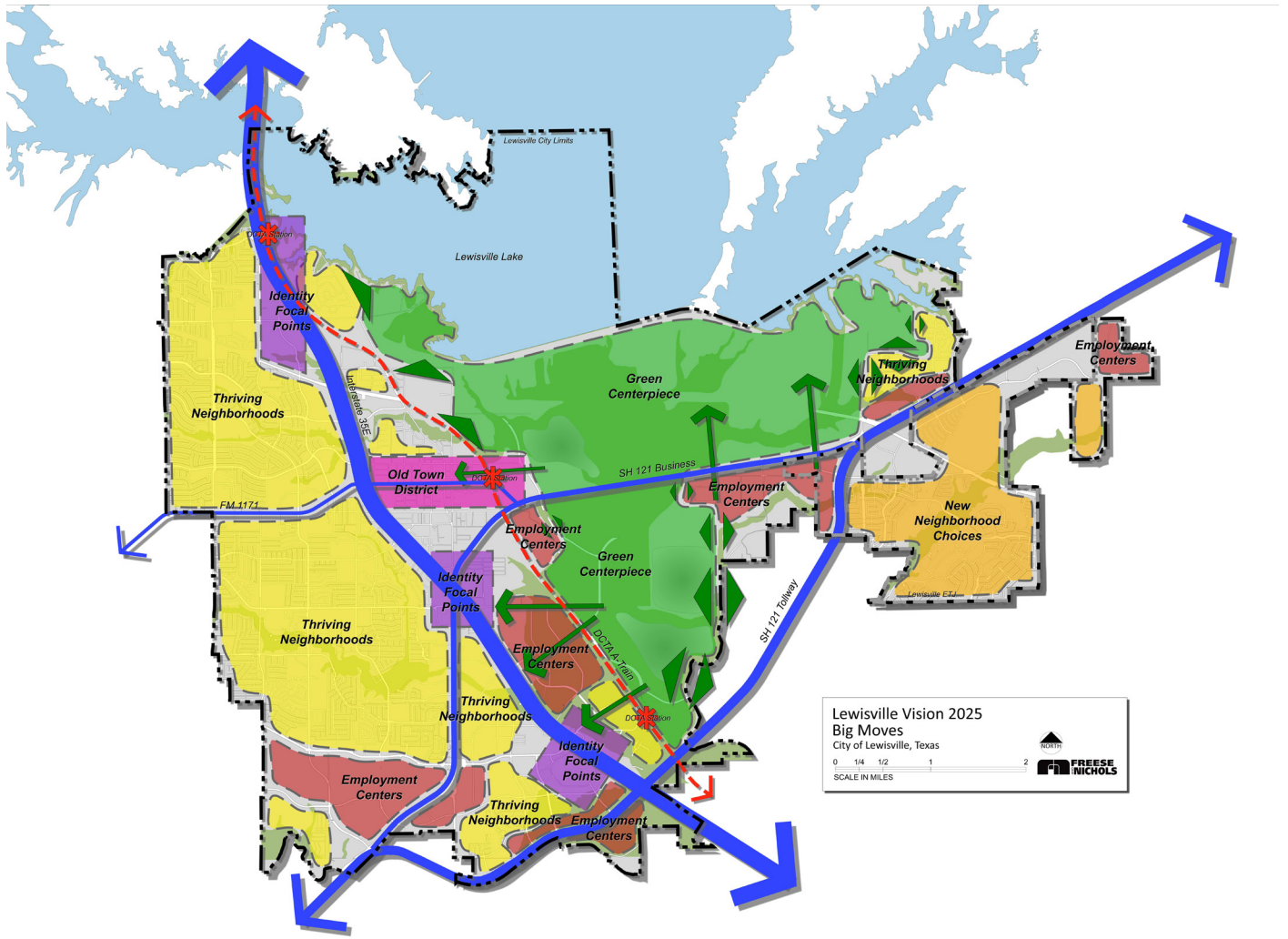
## Charrette Results



### BIG MOVES

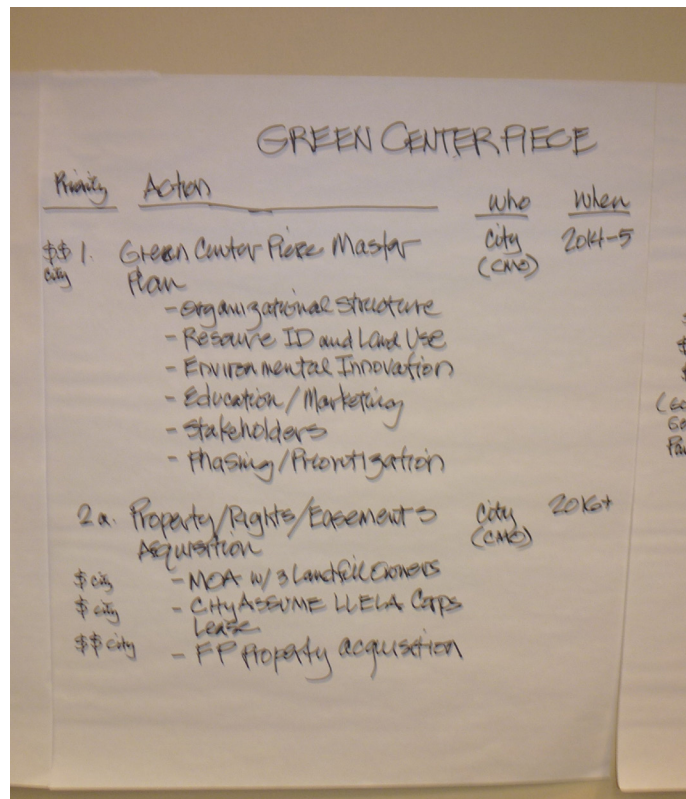
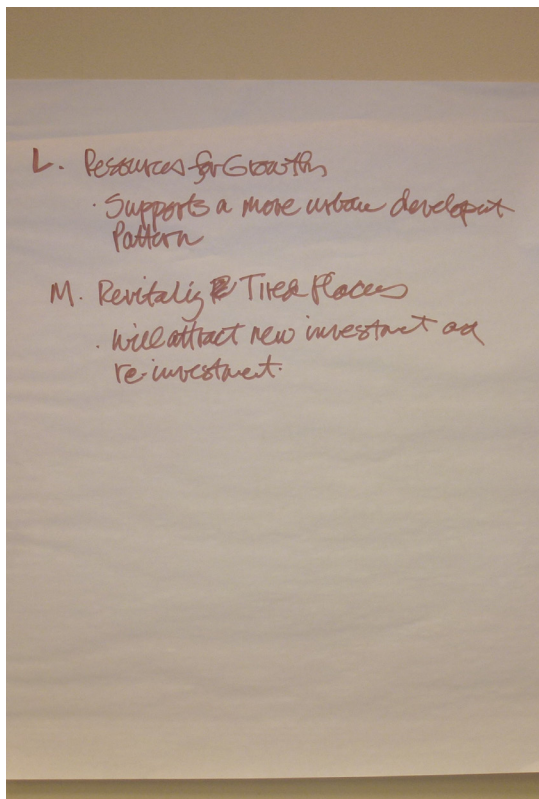
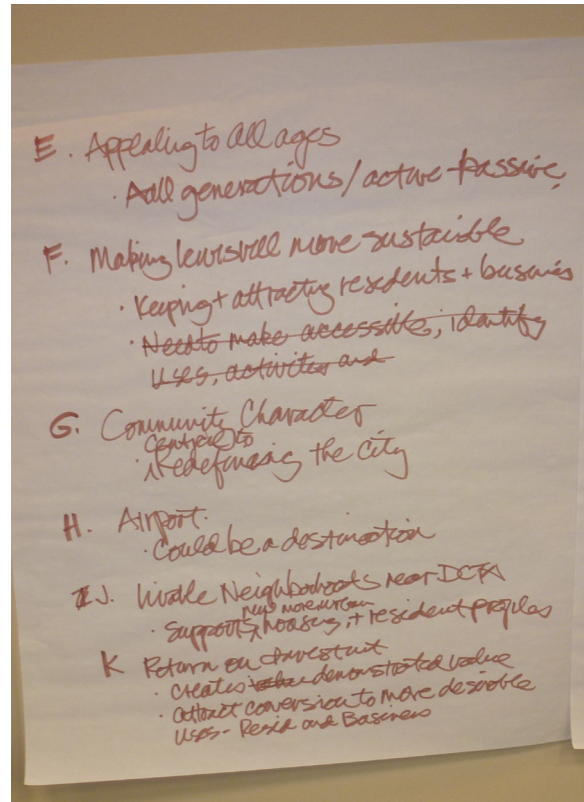
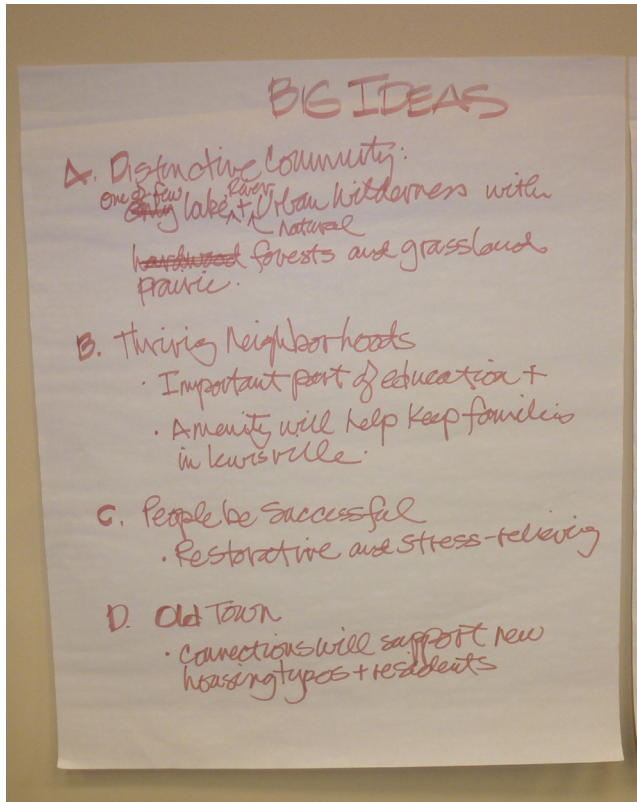
1. Green Centerpiece
2. Extending the Green
3. Old Town
4. Thriving Neighborhoods
5. New Neighborhood Choices
6. Employment Centers
7. Identity Focal Points
8. Marketing and Communications
9. Sustainability

Draft of Big Moves Map



Final Big Moves Map

## Green Centerpiece and Extending the Green

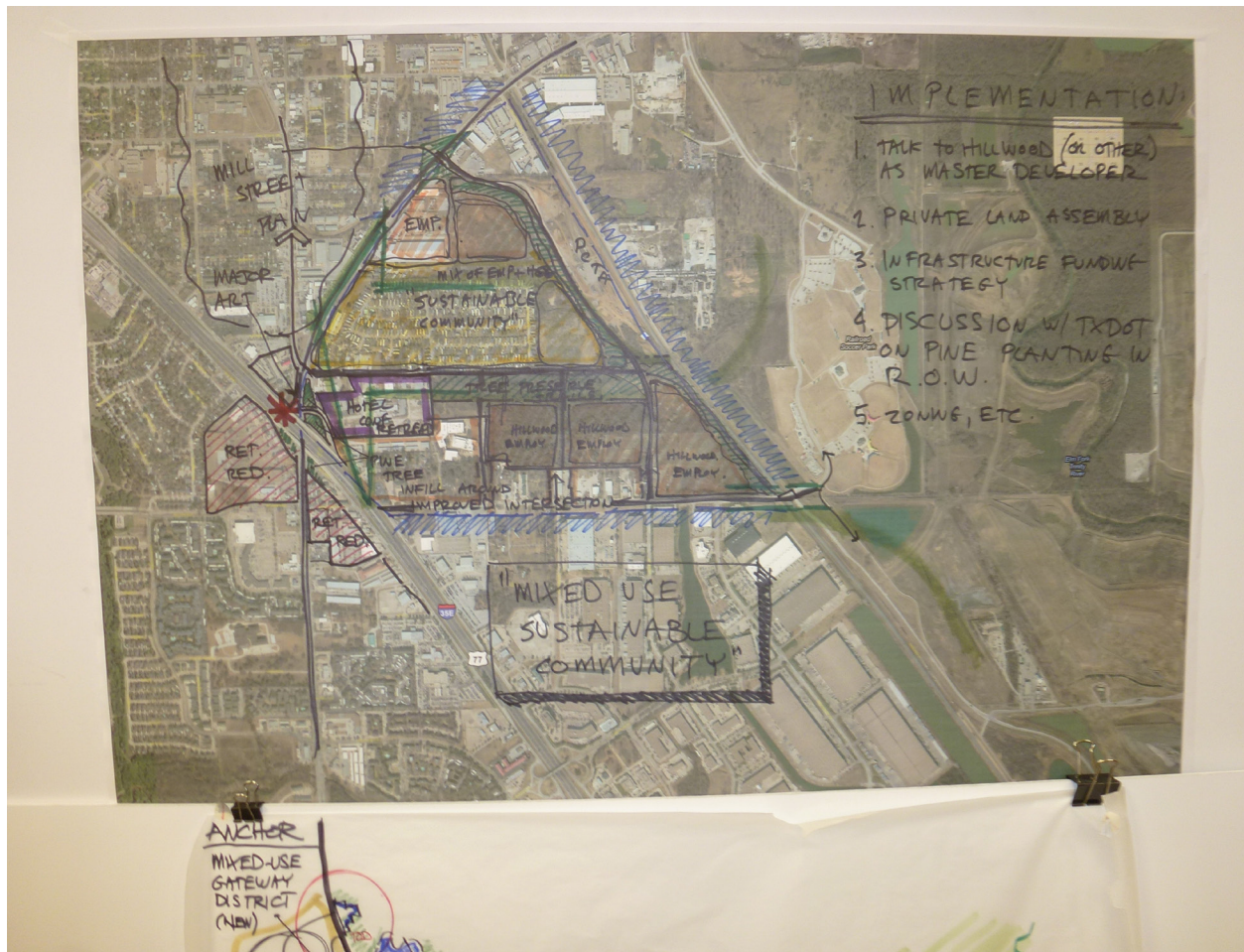


ICE

When	Priority	Action	Who	When
2014-5	2b.	Implement Parks/Trail Plan Trail Connections: - DETA - Priority II of Trail Plan - Kayak River Trail (put-in/take-outs)	City (CME) Parks	2014-5 2015 2016
		\$\$\$ \$\$\$ \$\$\$ (60/40 General Fund Park Redevel Fund)		

2016+

## Old Town and Identity Focal Points



# IMPLEMENTATION

## AGING RETAIL CENTERS:

### A. REDEVELOPMENT

- MARKET ANALYSIS TO IDENTIFY NEW PROGRAM
- LEASE/OWNERSHIP STUDY TO DETERMINE STEPS & TIMING
- HIGHEST & BEST USE PROGRAM
- OWNER OUTREACH & WORKSESSIONS
- PARTNERING POTENTIAL

### B. REVITALIZATION

- MARKET ANALYSE TARGETED ON CATEGORY VOIDS
- PHYSICAL ANALYSIS (BLDG, LANDSCAPE, SIGNAGE, SECURITY, etc)
- LEGAL + OPERATING CONSTRAINT ANALYSIS
- MERCHANDIZING STRATEGY
- ECONOMIC TOOL ANALYSIS

### ① COMPOSITE MEASUREMENTS & ACTIONS

- MEASURE PAST PERFORMANCE OF ALL (TAX VALUE, SALES TAX, VACANCY RATES)
- NO <sup>ZONING</sup> GRANDFATHERING REGULATIONS
- ID'D TOP OFFENDERS & PRIORITIZE

# BIG IDEA QUESTIONS

## A. DEFINING LEWISVILLE AS DISTINCTIVE

- OLD TOWNE FOCUS
- GREEN CENTERPIECE & ITS AMENITIES
- TRANSPORTATION ASSETS (HIGHWAYS & RAIL) (LEVERAGING THESE MORE)
- GATEWAY ENHANCEMENT (I21 + LAKE)
- MAKING CITY MORE SUSTAINABLE

## B. STRENGTHENING COMMUNITY

- HELPING PEOPLE BE SUCCESSFUL
- APPEALING TO ALL AGES

(THIS COMES FROM A-1-C)

## C. REGENERATION

- REVITALIZE TIRED PLACES
- NEIGHBORHOODS
- ENHANCING COMMUNITY CHARACTER
- BEST FIT - DFW (REGULATIONS)
- RESOURCES

# PRIORITIES

## ① DOWNTOWN / MAIN-MILL

- PUBLIC TO SET UP "PROCESSES"
- PRIVATE IMPLEMENTS
- PUBLIC + PRIVATE FUNDING
- DEBT/EQUITY

## ② CENTRAL GREEN; SUSTAINABILITY

- PUBLIC STRATEGY
- PUBLIC FUNDING MAINLY, THOUGH SOME PRIVATE (WASTE INCINERATOR, BLDG)
- SOME PRIVATE OPERATOR BENEFIT

## ③ LAKEFRONT RESORT COMMUNITY

- PUBLIC / PRIVATE STRATEGY
- PRIMARILY PRIVATE FUNDING
- PUBLIC + PRIVATE BONDS

# FOCAL POINTS

## NORTHERN GATEWAY

- "HORSESHOE BAY" OF LEWISVILLE (EAST)
- REPOSITIONED COMMUNITY
- MAINTAIN PUBLIC ACCESS
- MULTIPLE HOTELS
- RESTAURANTS
- RESORT RESIDENTIAL
- INCENTIVES TO FACILITATE IMPLEMENTATION
- ART & LANDSCAPE PRESENCE

## "MIXED USE COMMUNITY"

- RETAIL
- EMPLOYMENT
- RESIDENTIAL
- GREEN & ART HIGHWAY FEATURES



②

OLD TOWNE

MAIN & MILL DISTRICT

- ADDRESS ASSEMBLAGE ISSUES
- RESIDENTIAL, RETAIL, RESTAURANTS
- RESTAURANT STRATEGY (3 KEY USERS)
- RESIDENTIAL STRATEGY
- ZONING STRATEGY
- PR → - RECONSIDER ONE-WAY STREET COURSET
- INCENTIVE STRATEGY
- MASTER DEVELOPMENT STRATEGY
- PULL IDENTITY TO HIGHWAY

- JAMES'S TROLLEY

③

BUS. 121 / 35 DISTRICT

- TXDOT/CITY DISCUSSION TO PLANT MORE PINES AS DEFINING FEATURE
- WORK WITH MASTER DEVELOPER ON REDEVELOPMENT
- EMPLOYMENT & MIXED INCOME MIXED DENSITY
- NEW HOTEL
- WEST SIDE - RETAIL REDEVELOPMENT
- KEEP/ATTRACT BEST OF WHO THERE OR BEING MOVED BY TXDOT, WORK W/ OWNER, OFFER INCENTIVES TO REDO/IMPROVE CENTERS W/ NEW TENATING STRATEGY

MAIN & MILL DISTRICT  
DOWNTOWN

1. HOUSING - FOR SALE & FOR LEASE PROGRAM / PRODUCT STRATEGY
2. RESTAURANTS - INDUCE 3 KEY INTERESTING CONCEPTS
3. EDUCATION - PRIVATE FINANCE STRATEGY  
BIL. EDUCATION FUND TO IMPROVE HIGH SCHOOL, MIDDLE, HIGH
4. BUSINESS - SMALL BUSINESS INCENTIVE STRATEGY TO INDUCE INTEREST THROUGH LOWER Q.M. BURLESSES

o RELATIONSHIP WITH CULINARY SCHOOLS TO OFFER "SCHOLARSHIP" TO COMMUNITY KITCHEN TO ATTRACT NEW CHEFS

④

SOUTHERN GATEWAY

- TXDOT/CITY DISCUSSIONS TO ALLOW PINE PLANTINGS IN TXDOT R.O.W. (BARRICADE?)
- IMPROVEMENT DISTRICT TO MAINTAIN IMPROVEMENTS
- WORK WITH POWER CENTER OWNER TO SCALE PROPERTY BACK TO BE SIZED TO THEIR SUCCESSFUL TENANTS, LEAVING NEW LAND FOR HUFFINES-ORIENTED DEVELOPMENT



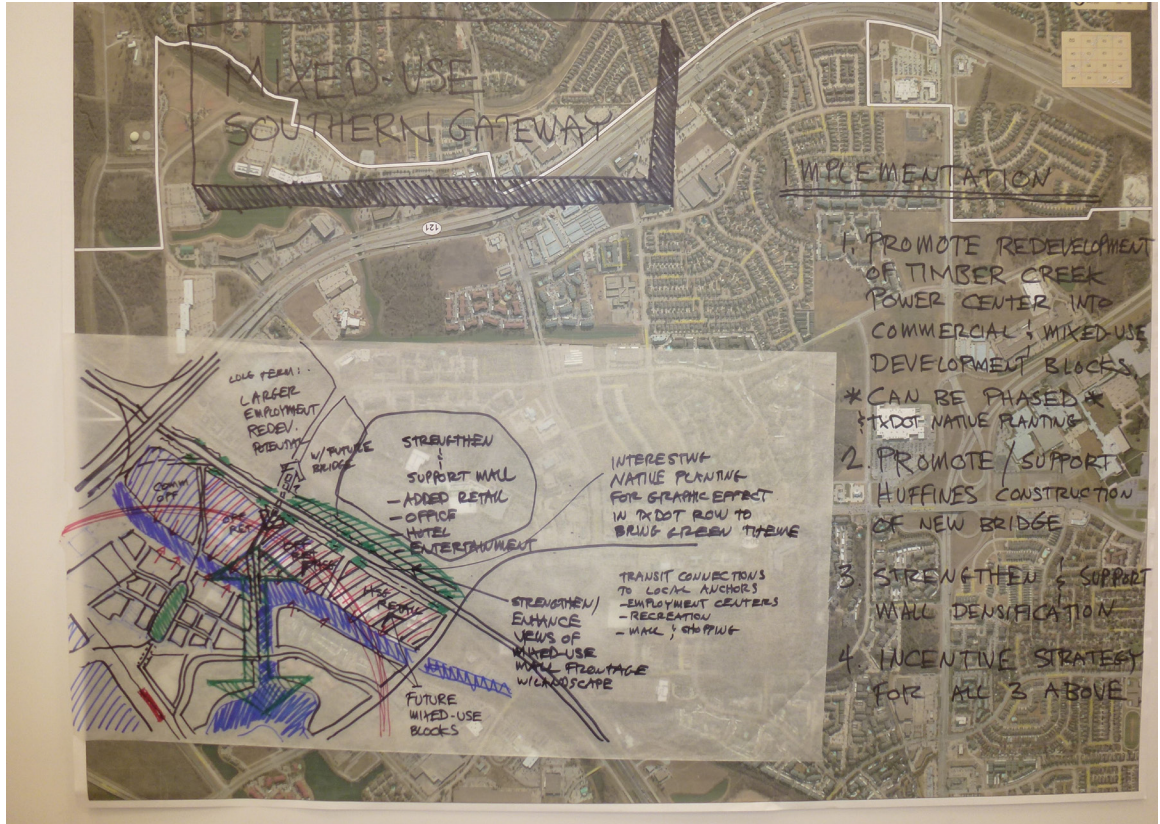
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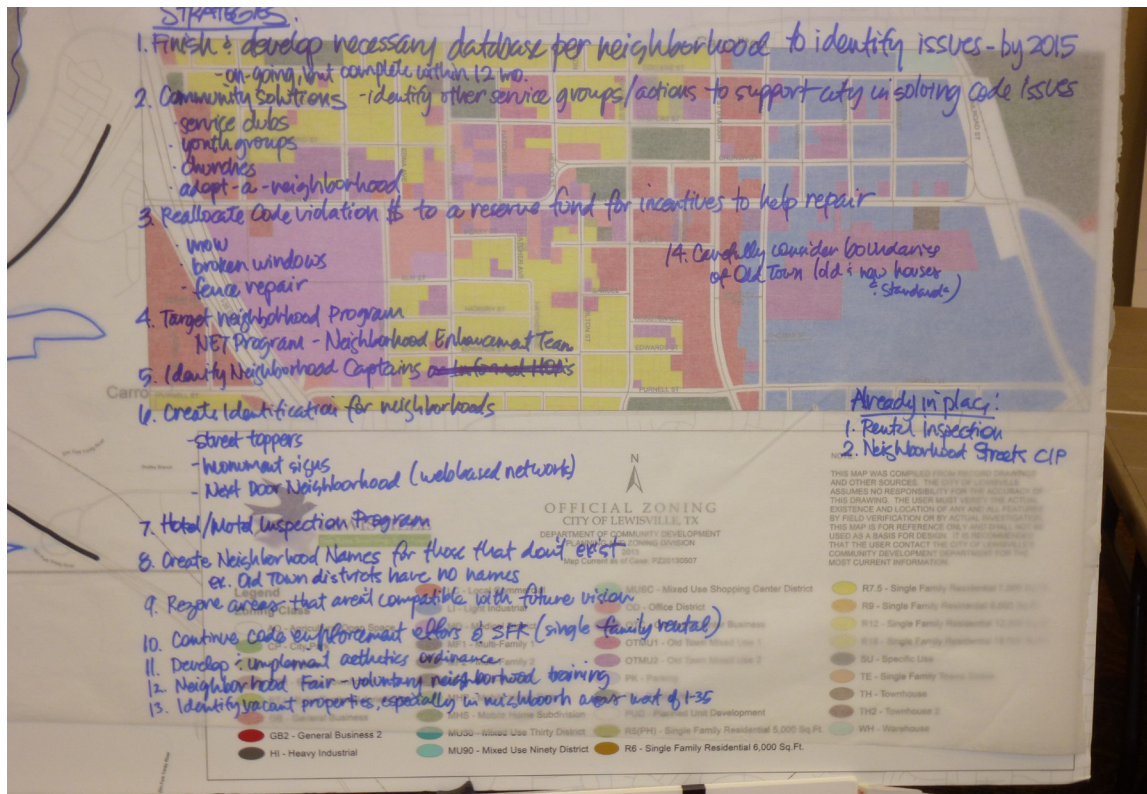
## VISTA RIDGE MALL

- MERCHANDISING STRATEGY TO STRENGTHEN TENANT MIX
- INTEGRATE ADDITIONAL USES THROUGH DENSIFICATION STRATEGY AND DIVERSIFICATION PLAN
- EXPLORE NEW SITE & PARKING CONCEPTS TO ALLOW FOR MORE ACTIVE, ENTERTAINING, AND SYNERGISTIC EXPERIENCE TO DRIVE GREATER VALUE, SALES AND ACTIVITY.
- CITY APPROACHES OWNERS TO INITIATE ANALYSIS ABOVE AND STRATEGIZE INCENTIVE PROGRAM TO ACCOMPLISH.





# Thriving Neighborhoods and New Neighborhood Choices



## NEIGHBORHOOD STRATEGIES

1. Create Neighborhood Outreach Program
  1. Hire new neighborhood coordinator \$\$\$ (2014-2015) GF
  2. Create cross department team to ensure coordination
  3. Finish grading database system
  4. Create neighborhood identification system (naming of neighborhood)

→ To expedite program - new hires would be able increase awareness & speed up program implementation

  5. Identify neighborhood captains
  6. Outreach to service organizations to identify & empower community organizations to support city solutions in solving code issues.
  7. ~~Identify~~ Neighborhood Fair/Education/Training
2. Create Vacant/Abandoned Building ordinance (2014-2015)
  1. Establish fees to support program
  - 2.
3. Community education related to code enforcement actions (2014-2015) \$
4. Create incentive program for finding of improvements of key, highly visible dilapidated lots. This could impact:
  1. Establish criteria of what properties this could impact. \$\$\$ (2016-2017) GF
5. Create identification for neighborhoods (monument signs, street foppers, Next Door Neighborhood)
  1. Establish fees \$\$\$ (2016-2017) GF
6. Hotel/Motel Inspection Program \$ (2016-2017) GF
7. Redefine boundary of Old Town (2014-2015)

8. Implement Neighborhood Preservation Committee (NPC) Recommendations (2014-2015)
  1. Rewrite ordinance to address fencing
9. Rewrite GDO (general develop ordinance) for subdivision & landscaping ordinances (2014-2015)
10. Evaluation of market analysis for housing over 20-10-5-1 yr appraisals (2013-2014)
11. Alley rehab assessment (2013-2014)
  1. Rehab (2015-2020) \$\$\$ of Bond

Types:  
Aging in Place  
Middle-High End housing

1. No more multi family except within TOD designated area
2. Redo zoning ordinance (2014-2015) \$ Funding: GF

1. Acquisition of east side areas (M) \$\$\$ (2015-2016) land banking near future Corporate Dr.
2. Acquisition of key intersection of 1-35 \$\$\$ (2014-2015)
 

Funding: NCTCOG  
Adjacent City Partnership  
General Fund  
- Reserve  
\* Econ Dev

## ENSURING NEIGHBORHOODS CONTINUE TO THRIVE (B)

### WHAT ARE BEST STRATEGIES?

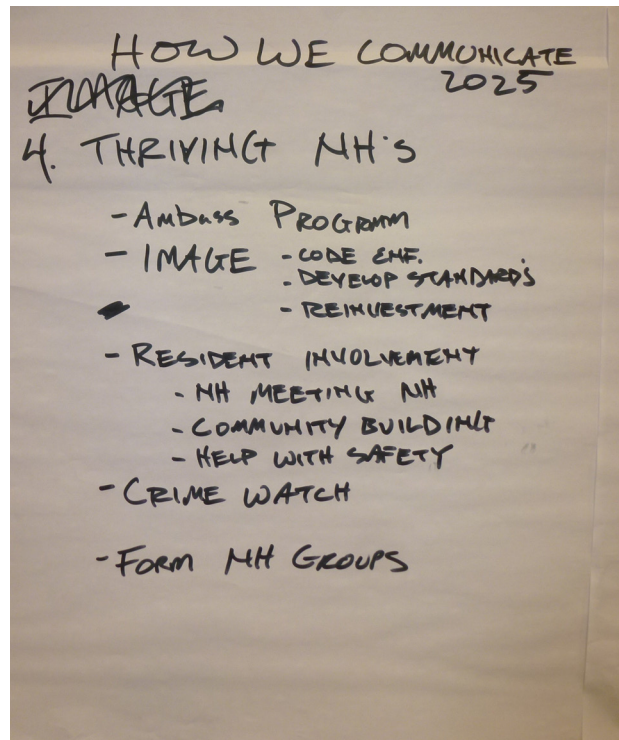
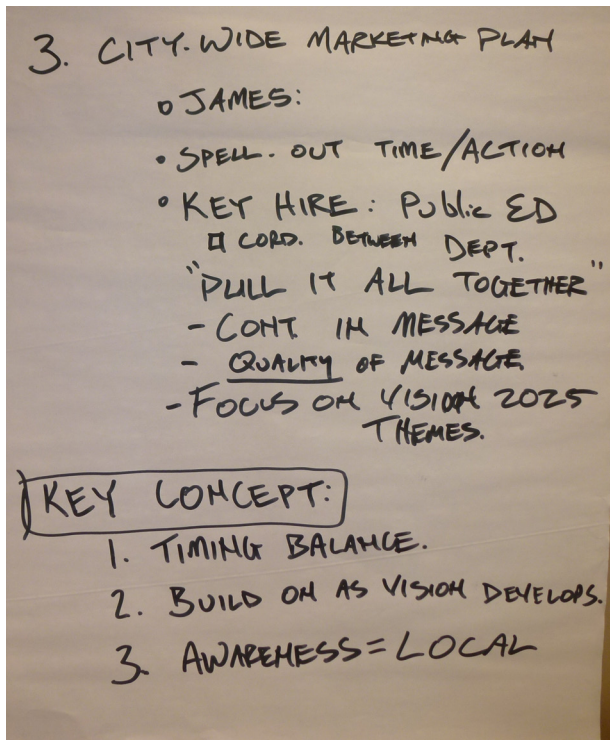
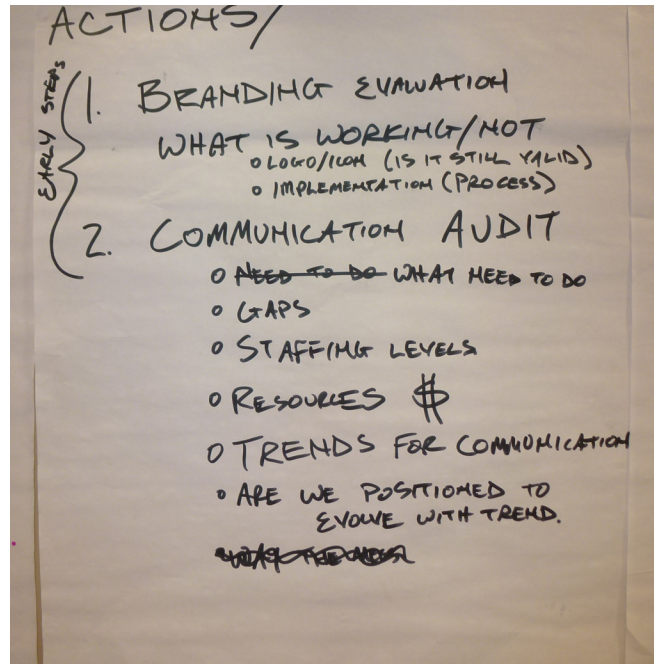
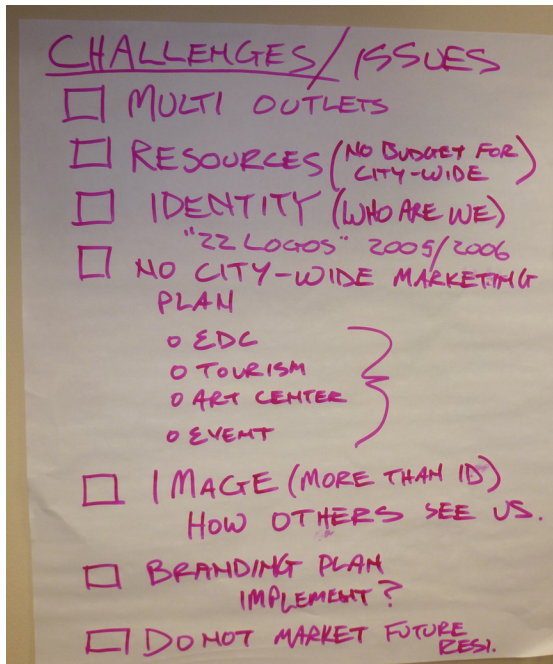
1. Create Neighborhood Outreach Program
  - Hire Neighborhood Coordinator \$\$\$ 2014-2015
2. Acquisition of East Side Area by Corporate \$\$\$ 2015-2016

### APPEALING TO PEOPLE IN ALL STAGES OF THEIR LIVES (E)

### WHAT TYPES OF HOUSING?

3. Rezoning
  - Eliminate multi-family except near TOD

## Employment Centers and Marketing and Communications



# 1. GREEN CENTER PIECE

- TIMING IS IMPORTANT

- (NOW) PROMOTE ~~LEELA~~ LEELA  
CURRENT  
MARKET + ADV. HOW

~~ADVERTISING~~

- GET PEOPLE IN THE AREA

- VOUCHERS
- CLEAN UP (KLB)
- EVENTS
- WORD OF MOUTH
- PAID / FREE ADV.

~~ADVERTISING~~

- DIRECT <URL>

- ASSOCIATE RR PARK AS GREEN  
PARK  
PIECE

# 3. OLD TOWN

- NEED SPECIFIC MARKETING PLAN FOR OLD TOWN
- STAFF/OWNERS GROWTH OPP.
  - HOUSING/TOD
  - RESTAURANT/BOUTIQUE RETAIL
  - ARTS RELATED

- RECRUIT

# 2. EXTENDING THE GREEN CITY WIDE TRIAL

- IMAGE (QUALITY)  
"HOW OTHERS SEE US?"

- AMENITY ALONG TRIAL
- CONNECT
- ART TIE W/ FOCAL POINT

# 5. NEW MH CHOICES

- NEED DIRECTION IF WE SHOULD MARKET TO NEW RESIDENTS
- AS PART OF AMBASS. PROGRAM INCLUDE REATORS
  - KNOWLEDGE OF LEWISVILLE OFFERINGS + VISION 2025
  - CLASS
- ED / RECRUITMENT
  - "PART OF MARKETING PLAN"
  - ↳ TARGETED TO ~~HOME~~ HOME BUYERS
    - DEVELOP

# 6. EMPLOYMENT CENTERS.

... OF STORY

PART OF MARKETING PLAN  
 TARGETED TO HOME BUYERS  
 DEVELOP

6. EMPLOYMENT CENTERS.

- PART OF STORY
- PART OF ~~OTHER~~ OTHER MARKETING PLAN

7. IDENTITY FOCAL POINTS

- IN FUTURE/USE IMAGE
  - o Photo "SKYLINE" VISUAL ELEMENT.
- MESSAGE POINTS IN FOCAL POINTS
  - DIGITAL SIGNS. DYNAMIC
  - NEW OUTLET.
  - BRANDING/CITY MESSAGE.

Employment Centers

Considerations:

- includes new centers/enhancing current
- 4K 45K jobs today, mostly white-collar
- average income matters
- impact on tax base matters
- disconnect exists with image imaging

2014

- Review incentive programs \$
  - job creation and income threshold
  - focus on desired industries \$\$
    - health care
    - research & development
    - tourism
- Review tools for retail redevelopment \$\$\$
- Review marketing efforts \$

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- Review marketing efforts \$
  - tax benefits
  - streamlined process
  - personal contact
  - local amenities

2015

- Find dedicated EO funding \$\$\$\$
- Fund and implement retail redevel. tools \$\$\$
- Partnership with LISD/LHS \$\$\$
  - market "new" LHS image (video)
  - prepare tomorrow's work force
  - diversity education

Long-Term

- Implement "green" approach to growth \$\$\$
- Improve connections with transit \$\$\$
- Improve housing stock (esp. OTL) #
- Improved entry/focal points ##
- Create a plan to repurpose current uses
  - land banking \$\$\$\$
  - dedicated funding \$\$\$
  - ~~redevelopment~~
- Public art for distinctive image \$\$\$
  - dedicated funding source
- Arts-focused mixed use in OTL \$\$\$
  - Attract & fund identified Cochet Retailers. \$\$\$
- higher ed facility

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## Top Priority Implementation Items

- Revitalization of aging strip shopping centers
- Expand marketing and education about Lewisville's assets
- Continue to enhance Old Town
- Resort development on Lewisville Lake
- Trails Master Plan Implementation
- Revitalize Vista Ridge Mall
- Rehabilitate existing housing stock
- Create destination around amenities
- Issue bond package
- Create density around transit stations
- Park plan implementation
- Evaluate tools for economic development

