

LEWISVILLE 2025

Supplemental Appendix B

Big Ideas Workshop Summary



This Big Ideas Workshops Summary report contains a synopsis of the three Big Ideas Workshop events held over the summer of 2013. The events were created to allow an active dialogue between the public, City staff and the consultants. Flipcharts and sticky notes were provided at each workshop to record comments. By the end of the events, those comments were combined with other public comments that came from multiple sources including Web Surveys, Comment Sheets, Website Ideas and Comments, and Facebook. To date, there are 1,478 ideas submitted. Comments from all sources were recorded and can be accessed through the Lewisville Vision 2025 website (<http://clients.freese.com/lewisville>). In conjunction with this Big Ideas Workshops Summary, a more detailed summary has also been produced that analyzes each survey questions and comments on a more qualitative level. This Detailed Summary Report will be available to the public through the Lewisville Vision 2025 Website soon.



Big Ideas Workshop

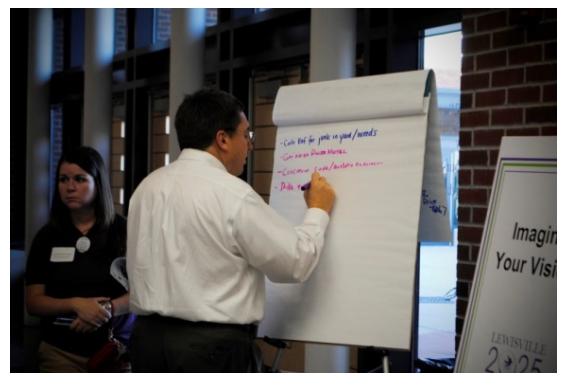
Date: June 4th, 2013

Venue: Medical Center of Lewisville Grand Theater

The first Big Ideas workshop had a big turnout with approximately 150 attendees. Numerous maps were displayed throughout the building to encourage attendees to participate and provide feedback. In the lobby, attendees signed in and participated at the "Where Am I?" station where they were asked to place a blue dotted sticker for where they live, and a red dotted sticker for where they work or go to school.



There were several who came from counties other than Denton, such as Tarrant, Collin, Dallas and Kaufman. By the end of the event, the map showed that the majority of attendees live south of Interstate-35 (shown by blue dots). The location of work/school were scattered throughout the City but with the most intensity located in the north-east and north-west quadrant of the City (shown by red dots).



At the **“Imagine Your Vision”** station, attendees were encouraged to write their vision ideas on flip charts. Several repeated themes were pulled from the results that included:

- Would like to see more beautification projects that include both neighborhoods and streetscapes;
- Would like City to enforce stricter codes on landscape maintenances;
- Would like to see more businesses to develop in Old Town;
- Would like to have more public transportation options; and
- Would like to have more amenities and entertainment for residents of all ages



On the north wing of the building, there was a **“Video Your Vision”** station where attendees were interviewed on questions such as:

- What does your desired Lewisville of 2025 look and feel like?
- What will make Lewisville the most desirable place to live and work in North Texas?
- How do you want to travel to your daily destinations in the Lewisville of 2025?



Selections from these interviews were used to produce a short video about visions for the future of Lewisville. This video can be accessed through

<http://www.youtube.com/watch?v=cFyC6YN5tw> or by searching for “Lewisville 2025 vision process, resident interviews” at YouTube.com.



Down the hall from the Video Station, there was an **“Imagine Your Vision”** art station where many artworks were displayed on the wall. Some were done by artists from the City, but many of them came from children who drew what they had envisioned for the City in 2025.

At the **“Old Town”** station, people stopped by to look at previous plans and drawings for Old Town. Some general comments included:

- Would like to see more sidewalk cafes;
- Would like City to provide more public transportation options with connectivity to regional rail stations;
- Would like City to preserve the Feed Mill; and
- Would like City to provide incentives for new businesses in Old Town.



On the south wing of the building, the fire and police department displayed crime statistics and maps of current and future fire stations in the City of Lewisville.

The Recital Hall held many more maps and informational displays. Snacks and refreshments were served in the center of the room while allowing people to visit each station to learn what's happening around the City and to provide their ideas about the Lewisville they want to enjoy in the future.

The “**Natural Assets and Parks**” station had the most comments and the most foot traffic. All comments were positive and focused on developments around Lake Lewisville including recommendations for types of businesses and types of amenities for people of all ages. Some general comments included:

- Would like City to reward incentives to residents and business owners who practice water conservation;
- Would like to see City to have xeriscaping ordinances;
- Would like to see “destination type” developments near Lake Lewisville;
- Would like to have more walking paths and more connectivity with other trails; and
- Would like to have more education and learning facilities and playgrounds that are specifically designed for children with special needs.

At the “**City Facilities and Services**” station, participants envision Lewisville 2025 to be a place that has more events and provide a range of amenities and facilities that cater to people of all ages. More comments included:

- Would like to have larger recreational centers and upscale activities on Lake Lewisville;
- Would like City library to have a coffee bar and more importantly, newer library books;
- Would like City library to provide summer enrichment programs; and
- Would also like to have smaller neighborhood libraries because they would be more accessible for children in low household income areas.



At the “**Celebrating the Past**” station, participants expressed their appreciation for events and activities that have occurred in the past. There were also several comments that expressed the type of changes that they would like to see in 2025.

- There were mentions of enjoying the walk (especially Christmas strolls) through Old Town and shopping at the boutique stores;
- The development of Railroad Park is considered a huge success;
- Enjoyed the Western activities but would like to shorten Western Days event to just one day and focus the money on other City developments;
- Enjoyed the Christmas tour of homes; and
- Enjoyed Earth Day celebration and Farmer’s market.



There were also heavy foot traffic and comments at the “**Interstate 35**” and “**Mobility**” station that included:

- Would like to see more maintenance/cleanup of water/natural areas crossed by Interstate 35;
- Would like to see attractive bridges over Interstate 35;
- Would like City to have a “Welcome to Lewisville” signage at major entrances into City such as highways;
- Would like to have pedestrian crossings with more adequate lighting;
- Would like to have special multi-modal connections; and
- Would like to have a monorail system to reduce Right-of-Way widths and have fewer impacts on the earth.



At the “**Business and Development**” station, there were both positive and negative comments including:

- There is a need for revitalization of Old Town to promote new businesses;
- Would like to see an increase in occupancy around Vista Ridge Mall area;
- Would like to see more commercial infill in existing shopping centers;
- City should promote unique, progressive, non-chain businesses;
- There is a need for new and affordable apartment close to DART and Old Town;



- There should be an increase in home population on the east side with new road infrastructures;
- Would like to see new hospitality and tourism developments;
- Would like to have more employment opportunities with higher paying jobs;
- Would not like to have an oversupply of multi-family residential; and
- Would not like to have golf course developments.



During the Break-Out Sessions, the large group of attendees broke into two separate classroom rooms for a 30-minute in-depth discussion. The Classroom 2 panel discussion was recorded and can be viewed at <http://www.youtube.com/watch?v=LvDXq4yIPfA> or can be searched for "Lewisville 2025 – Big Ideas Workshop panel #2" at YouTube.com

The topic for **Classroom 1** was "*What are the best ideas to take forward from Lewisville's existing plans?*" This panel had four speakers: Nika Reinecke from City of Lewisville, Steven Spears from Design Workshop, Francois de Kock from Halff Associates and Tom Hester from Parsons Brinkerhoff.

Participants in this panel had emphasis on creating amenities for Lewisville residents that include providing connectivity of trails throughout the city. Many suggested taking existing plans and implementing them one at a time. There were also interests in preserving open spaces and creek corridors.

The topic for **Classroom 2** was "*What choices and changes are heading our way?*" This panel had four speakers: Wendy Shabay from Freese and Nichols, Paris Rutherford from Catalyst Urban Development, Karen Walz from Strategic Community Solutions, and Jason Claunch from Catalyst Commercial.

Overall, the main discussions by participants in this session related to the need for a variety of new housing types. At the current state, the City of Lewisville has a high supply of multi-family housing but little demand and a low supply of single family housing with a very high demand. Participants in this panel expressed an interest

in a variety of housing development that targets people over the age of 40. Some prefer to live in apartments/condominiums and would not mind sacrificing the green garden if grocery stores, retail and entertainment venues were within walking distances. Some still prefer to have a big lawn in a typical suburban neighborhood. This contrast in preference is a transition from the old American Dream to the new modern lifestyle. Participants also indicated that they want higher income housing to be available so current residents can 'move up' yet remain in Lewisville.

Participants also expressed concerns regarding redevelopment of the Vista Ridge mall. They request that transportation to be in-sync with land use planning. There were also requests for institutions of higher education.

Big Ideas Extravaganza

After the Break-Out sessions were over, attendees gathered back inside the Performance Hall for the Big Ideas Extravaganza. Here, Karen Walz led the discussion, asking participants from the audience to provide any additional "big ideas" for Lewisville Vision 2025. The following are some of the more popular comments from the audience:

- Would like to see more public commitment, become champions to implement existing plans;
- Would like to see major redevelopment for Vista Ridge Mall;
- Would like to see a shift from multi-family to single-family residential;
- Would like to enhance streetscapes and corridors;
- Would like all residential and businesses to have well-kept landscape and improve aesthetics;
- Would like to see Lake Lewisville be utilized more effectively;
- Would like City to take advantage of its geographic proximity to DFW Airport and capture the growth;
- Would like to see a reality-based market of economic development opportunity;
- Would like to keep Lewisville as a small, walkable community; and
- Would like City to continue to keep everyone engaged.



Big Ideas Gathering 1

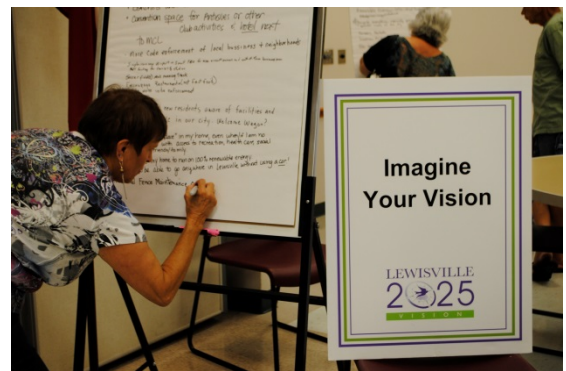
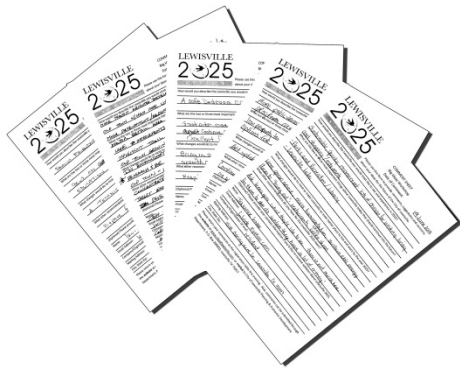
Date: June 19th, 2013

Venue: Senior Activity Center

The second Big Ideas event had a turnout of about 60 attendees. Similar to the first event, different stations were set up with flipcharts, markers and post-it notes to allow more public comments. The majority of participants were senior citizens who were frequent users of the Activity Center; therefore it wasn't surprising to learn that they wanted a larger place to accommodate more senior activities.

There were many repeating comments, similar to the ones from the first Big Ideas event. Such comments include preserving the character and history of Lewisville, providing better signage at highway entrances and revitalization of Old Town.

This particular group of participants had comments about wanting to age in place and that means providing more affordable senior housing with amenities and recreational options. Participants also had an opportunity to take a survey on Comment Sheets that were provided on site.



Big Ideas Gathering 2

Date: July 18th, 2013

Venue: Lewisville Municipal Annex

The third Big Ideas event had a turnout of about 40 attendees. The same stations were set up across the Glenmore Savage Community Room with flipcharts, markers and post-it notes.

There were a mixture of young and senior citizens at this event, but their comments were set towards the same vision for Lewisville in 2025. Popular comments include more activities for both residents and local tourists, more hike and bike trails and providing incentives for new businesses to promote economic growth.

There were also interests in having farmer markets throughout the City to provide local produce. Along with preserving the history of Lewisville, there were demands for more unique shops and restaurants in Old Town and to hold more events such as art festivals.



Conclusion

All three Big Ideas events had a total of 875 comments from all combined flipcharts and post-it notes. There were other methods of collecting public comments that include Web Surveys (public, city employees, and open-ended questions), Comment Sheets (available during Big Ideas Gathering 1 and 2) and Facebook Comments. The following are key comments from all combined public comments that make up four separate committee structures.

Lewisville would like to have:

- Facilities and activities for children, young adults, and seniors;
- A range of housing choices (design, location, ownership, price, etc.);
- Retail and services to meet diverse needs close to home;
- An identity that is 'open and modern' yet builds on the city's history;
- Opportunities for life-long learning; and
- A strong focus on arts and culture.

These key comments make up the **Diversity** character-based topic. In 2025, Lewisville should be a community that appeals to people of all ages, backgrounds and interests.

Lewisville would like to have:

- Businesses that benefit from proximity to DFW Airport;
- Resort tourism without leaving the Metroplex;
- A distinctive signature event or sporting venue;
- Opportunities for small businesses & start-ups;
- Refreshed and revitalized business locations along I-35;
- A vibrant Old Town that attracts the 21st century innovator;
- Job skills and connections so Lewisville residents can succeed; and
- Infrastructure, facilities, partnerships that support growth in targeted sectors & locations.

These key comments make up the **Growth** character-based topic. In 2025, Lewisville should be a unique location that attracts businesses positioned for growth and people with 21st Century skills for success.

Lewisville would like to have:

- Technology and systems for easy, flexible communication;
- Ability to reach destinations by all modes (walk, bike, transit, auto);
- Convenient and coordinated timing between various transportation systems, such as bus, DCTA trains and DART;
- Gateways (physical and online) that communicate Lewisville's distinctive character;
- Transportation facility design that contributes to adjacent areas' desired character in addition to improving access; and
- Organizations and communications so people and businesses feel they're part of this community.

These key comments make up the **Connection** character-based topic. In 2025, Lewisville should offer choices that enable its people to connect effectively and that reinforce the community's desired character.

Lewisville would like to have:

- New development and revitalization to make all Lewisville buildings more energy- and water-efficient;
- Reinvestment so older neighborhoods and business/shopping areas (including Vista Ridge Mall) remain desirable and valuable;
- Sustainability fostered by the everyday actions and choices of residents, businesses and the public sector;
- The lake and its floodplain as a green centerpiece;
- Places to work, play and study surrounded by nature & within walking distance of trails;
- Improved health results from investments like trails, recreation facilities & community gardens; and
- Natural materials 'soften' streets & developments.

These key comments make up the **Resource Management** character-based topic. In 2025, Lewisville's natural assets and other resources should be the foundation for a distinctive, desirable and efficiently-managed community.

