

LEWISVILLE TOMORROW

Foundation for the Future

COMPREHENSIVE PLAN
MAY 2021

Community Characteristics Report





TABLE OF CONTENTS

| | |
|--------------------------------|----|
| <i>Introduction</i> | 4 |
| <i>Demographics</i> | 8 |
| <i>Existing Conditions</i> | 14 |
| Resiliency and Sustainability | 16 |
| Land Use | 17 |
| Housing | 20 |
| Economic Development | 24 |
| Transportation and Mobility | 28 |
| Parks, Recreation, and Culture | 30 |
| Community Facilities | 32 |
| <i>SWOT Analysis</i> | 34 |
| <i>Plan and Policy Review</i> | 36 |

INTRODUCTION

Lewisville Tomorrow will become the tool to guide the future direction of the Town of Lewisville. Lewisville Tomorrow is a comprehensive plan designed to respond to information as it is identified during the planning process, whether as part of the review of previous or ongoing initiatives, new analysis, or community input collected along the way. The Community Characteristics Report is an initial step in the process. It synthesizes information that's relevant to growth and development, including trends and projections. It also sets the stage for an integrated approach that weighs a variety of issues in tandem and empowers participants to consider the relationship between land use, transportation, the environment, natural and community resources, and economic vitality. Lewisville Tomorrow will maintain a focus on a core purpose—to ensure an informed decision, rooted in community values, is used to select a preferred growth strategy. This growth strategy, in turn, provides clear direction for land use initiatives.

Planning Process

The overarching goal of Lewisville Tomorrow is to create a plan to forecast, direct, and manage growth in a way that is uniquely Lewisville. The planning process for Lewisville Tomorrow will be guided by a Steering Committee of Town staff and local representatives. In general, the Lewisville Tomorrow process rests on four pillars:

- » Use goal setting and visioning exercises to understand baseline community desires.
- » Leverage the work of earlier and ongoing plans.
- » Create a holistic understanding of community dynamics.
- » Offer realistic and measurable strategies for the plan’s major topic areas.

The initial phase of Lewisville Tomorrow includes the review of community characteristics presented in this document combined with engagement efforts to determine guiding statements that support the overarching vision of the plan.

Project Timeline

Lewisville Tomorrow will take shape over five simple phases, beginning with this understanding of community characteristics and concluding with an implementation strategy. Community engagement will occur throughout the process, and interim deliverables will reflect progress along the way.



One Process, Two Plans

Lewisville Tomorrow is one process resulting in two plans. A Parks, Recreation, and Cultural Plan, or PARC Plan, will provide a blueprint for future investments in parks, recreation, and open space. The PARC plan will become a piece of the Comprehensive Plan which will provide a comprehensive strategy for aligning future growth with the various elements of the community itself.



This Community Characteristics Report is the first step in the creation of the Comprehensive Plan. This document highlights the characteristics of the Town of Lewisville that provide the foundation for the policy recommendations and the future land use map. These characteristics are organized into four main sections:

Demographics

Existing Conditions

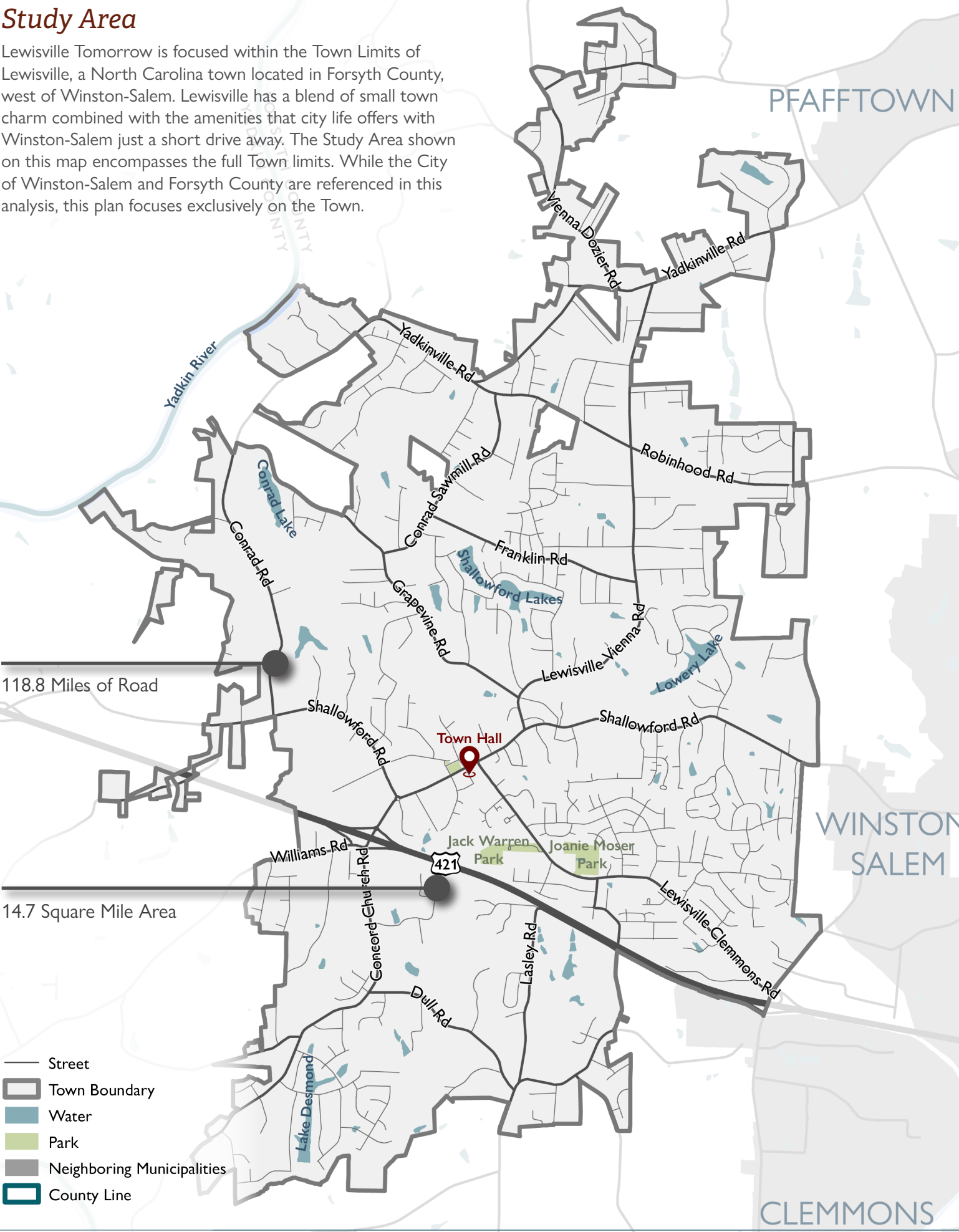
SWOT Analysis

Plan and Policy review



Study Area

Lewisville Tomorrow is focused within the Town Limits of Lewisville, a North Carolina town located in Forsyth County, west of Winston-Salem. Lewisville has a blend of small town charm combined with the amenities that city life offers with Winston-Salem just a short drive away. The Study Area shown on this map encompasses the full Town limits. While the City of Winston-Salem and Forsyth County are referenced in this analysis, this plan focuses exclusively on the Town.

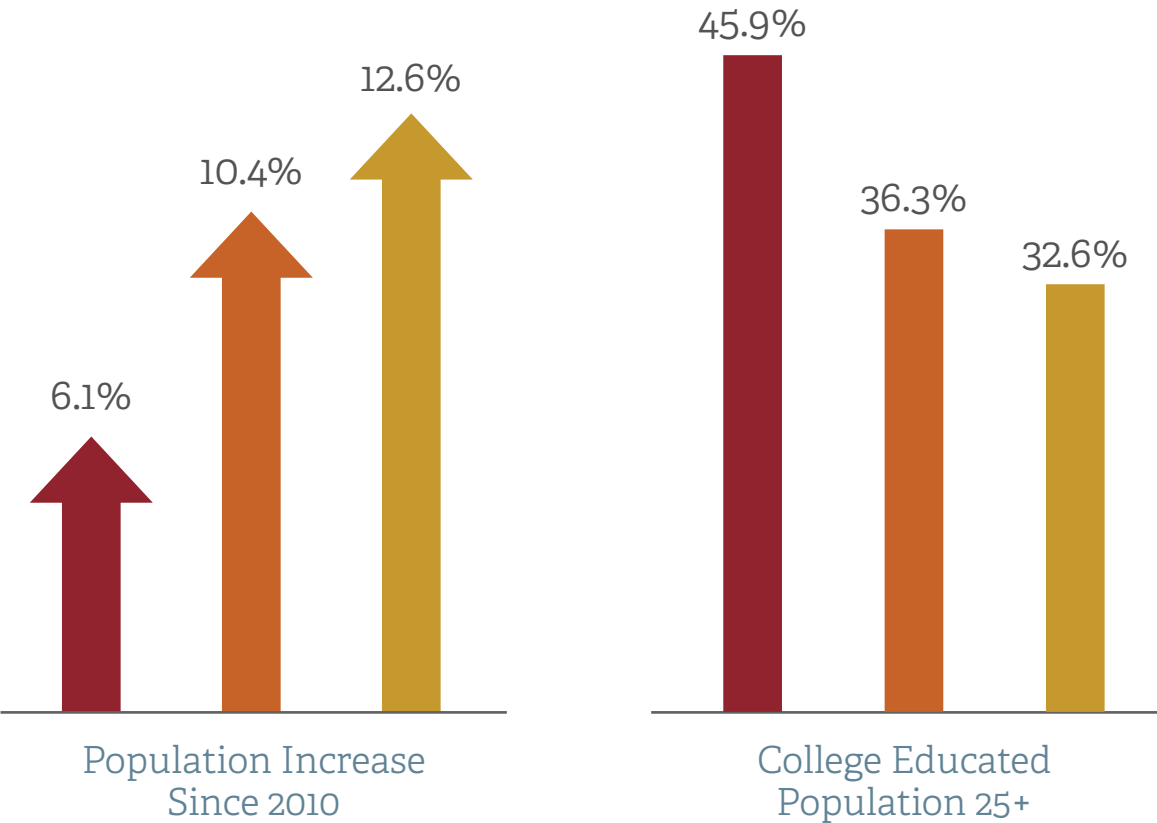


DEMOGRAPHICS

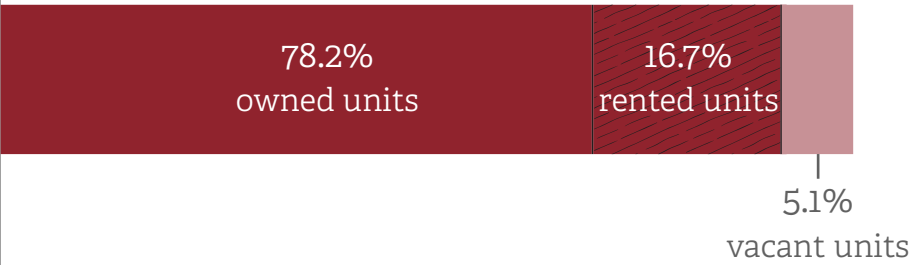
Demographic, economic, and housing trends help us understand current conditions in Lewisville and how future growth might affect or be affected by these data points. Unless stated otherwise, the data in this section is from 2020 and is taken from ESRI Business Analyst, which uses US Census data. Some of the data points in this section are compared with Forsyth County and North Carolina as a whole. At the time the data was collected and analyzed (Spring 2021), 2020 data represents the newest available. The demographic maps on the following pages show census block groups with data from the US Census Bureau, 2019 American Community Survey 5-year estimates.

At a Glance

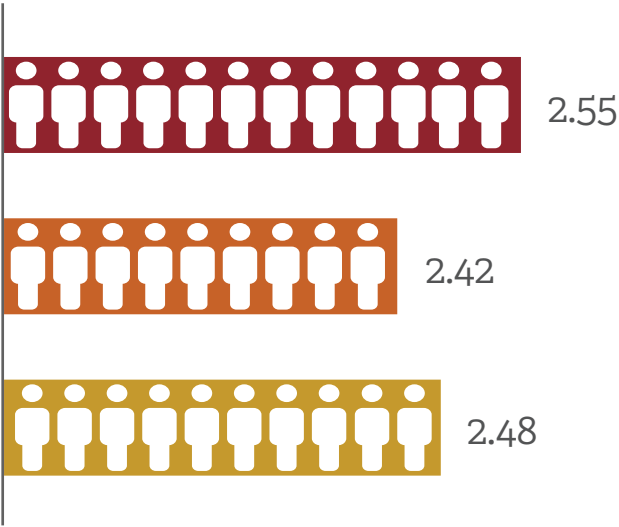
The population of Lewisville in 2020 was 13,492. A deeper dive shows how the population compares to Forsyth County and the state of North Carolina. The graphs are color-coded based on these three geographies:



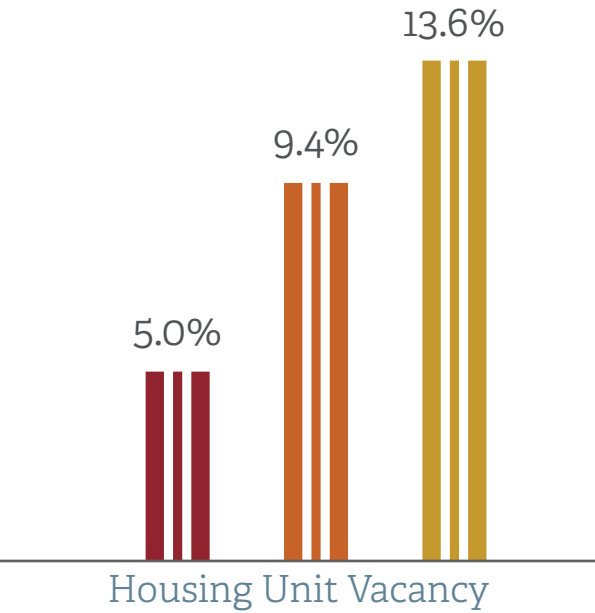
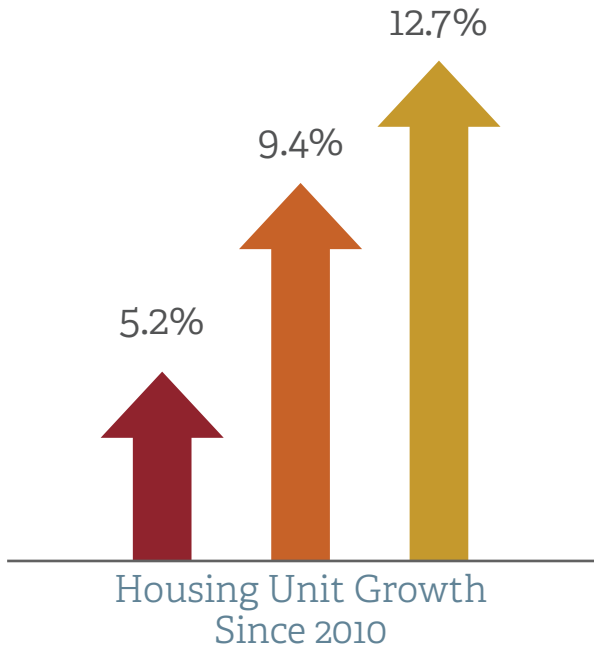
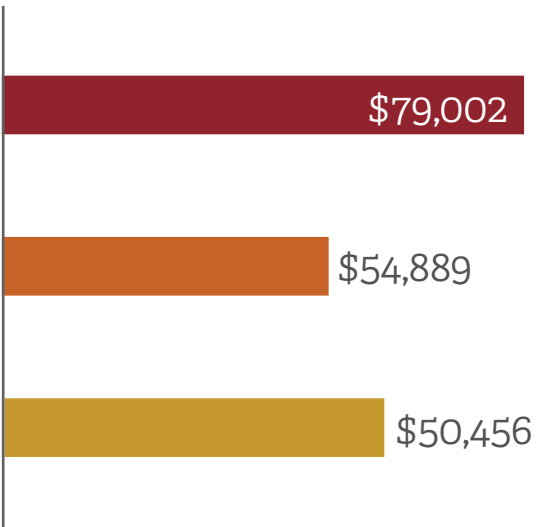
Owned vs. Rented



Average Household Size



Median Household Income



Population Density

This figure shows the population density by census block group for the Town of Lewisville. The highest concentration of density is the dark red area north of US 421 and south of Shallowford Road. The high number of persons per square mile may be attributed to the number of residential homes in the area. In contrast, the fringe areas of Lewisville are less densely populated. The areas north of Yadkinville Road and Robinhood Road, west of Lewisville Vienna Road, and south of US 421 are all less densely populated.

Population Density (per sq mile)

- Less than 200
- 200 - 400
- 400 - 600
- 600 - 1,000
- 1,000 - 1,500
- Greater than 1,500

US Census Bureau, 2019 American Community Survey (ACS) 5-Year Estimates

Population Change

The figure shows the change in population growth between 2010 and 2018 by census block groups. The decreasing areas are predominantly located in the western portion of Lewisville. Areas with moderate population growth are west of Yadkinville Road and north of US 421. The fastest growing areas are shown in darker blue. These higher growth areas are west of Lewisville Vienna Road and south of US 421. The increase in population may be attributed to new development or proximity to community resources.

Overall, the total population of the Town of Lewisville has grown by 6.1% since 2010 and is projected to grow an additional 4.2% by 2025.

Population Change

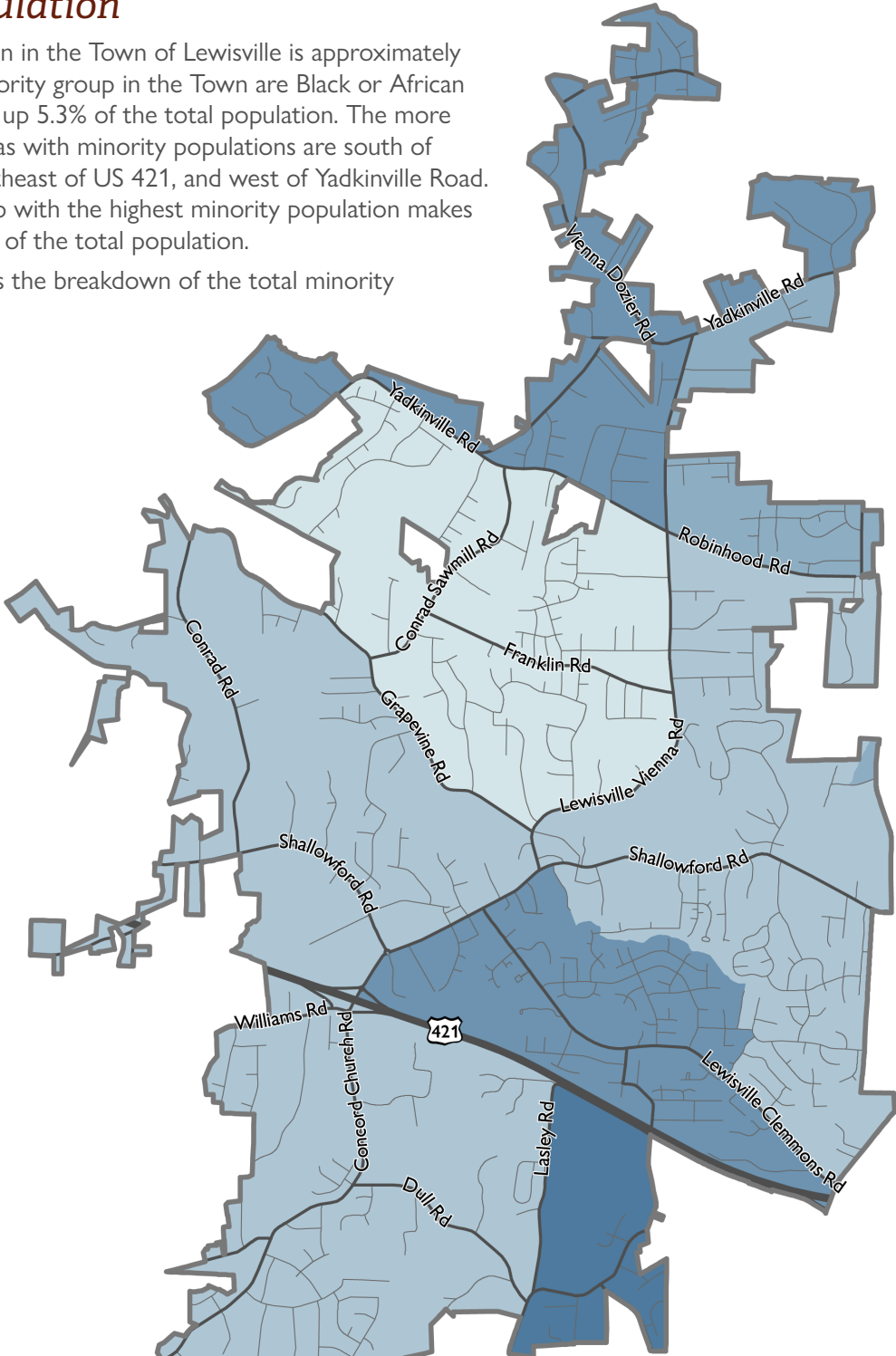
- More than 10% Decrease
- 0% - 10% Decrease
- 0% - 10% Increase
- 10% - 20% Increase
- 20% - 30% Increase
- More than 30% Increase

US Census Bureau, 2019 American Community Survey (ACS) 5-Year Estimates

Minority Population

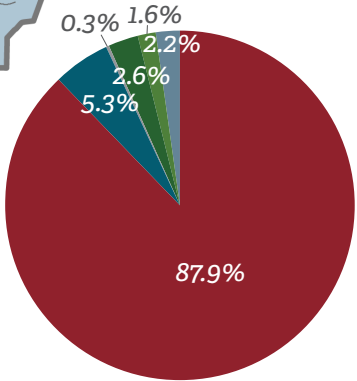
The minority population in the Town of Lewisville is approximately 12.1%. The largest minority group in the Town are Black or African American, which make up 5.3% of the total population. The more densely population areas with minority populations are south of Shallowford Road, southeast of US 421, and west of Yadkinville Road. The census block group with the highest minority population makes up approximately 2.4% of the total population.

The chart below shows the breakdown of the total minority population by race.



Percent Minority Population

- Less than 5%
- 5% - 10%
- 10% - 15%
- 15% - 25%
- 25% - 40%
- More than 40%



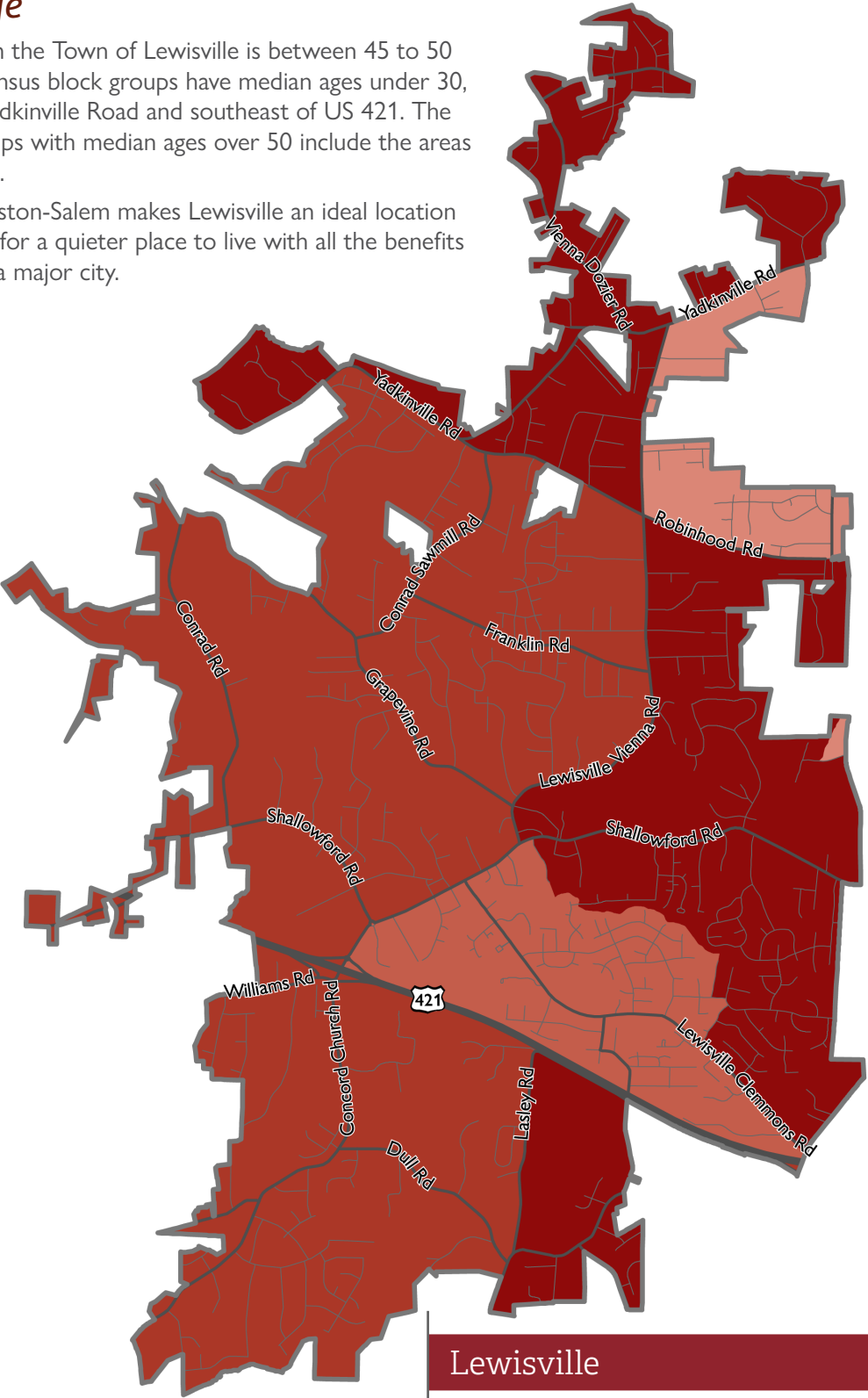
- American Indian
- Asian/Pacific Islander
- Black
- White
- Other Race
- Two or More Races

US Census Bureau, 2019 American Community Survey (ACS) 5-Year Estimates

Median Age

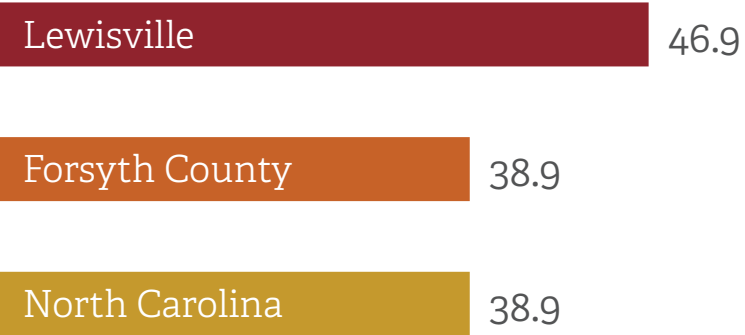
The median age in the Town of Lewisville is between 45 to 50 years old. Two census block groups have median ages under 30, located east of Yadkinville Road and southeast of US 421. The census block groups with median ages over 50 include the areas in the darkest red.

Proximity to Winston-Salem makes Lewisville an ideal location for those looking for a quieter place to live with all the benefits of being close to a major city.



Median Age

- Under 30
- 30 - 35
- 35 - 40
- 40 - 45
- 45 - 50
- Over 50



US Census Bureau, 2019 American Community Survey (ACS) 5-Year Estimates

EXISTING CONDITIONS

This section takes a closer look at the existing conditions within the Study Area to understand the needs of Lewisville as they relate to growth. This analysis will provide the foundation for identifying challenges and opportunities for change that are critical to establishing recommendations for the future.

Framework Plans

Lewisville Tomorrow will feature seven framework plans that respond to the preferred growth strategy. To create the foundation for those plans, the existing conditions for each topic are shown in this section. The seven framework plans are listed on the adjacent page with a brief description. Subsequent pages of this section highlight the existing conditions for each of the seven topics.



Resiliency and Sustainability

This framework plan will describe how the future land use map protects and leverages natural resources, sensitive areas, and vulnerable spaces.



Land Use

This framework plan will refine the preferred growth strategy to create an updated future land use map. The map and associated narrative will communicate a well-organized and market-supportive allocation of land uses with supportive policies to achieve the desired land use vision.



Housing

The housing framework will tie the housing characteristics from this report to the future land use map with considerations for programs and policies that align with housing diversity and supply to meet the needs of existing and future residents.



Economic Development

This framework plan will revisit the market trends presented in the Community Characteristics phase to help communicate to show future economic development opportunities that promote a healthy mix of a wide variety of commercial, industrial, and service-oriented businesses.



Transportation and Mobility

This framework plan will fold in the goals and objectives of previous and ongoing plans and vet them against the preferred growth strategy. The resulting map will be a mobility blueprint for the Study Area.



Parks, Recreation, and Culture

This framework plan will summarize the outcomes of PARC Plan while describing how the future land use map protects and leverages Lewisville's natural resources.



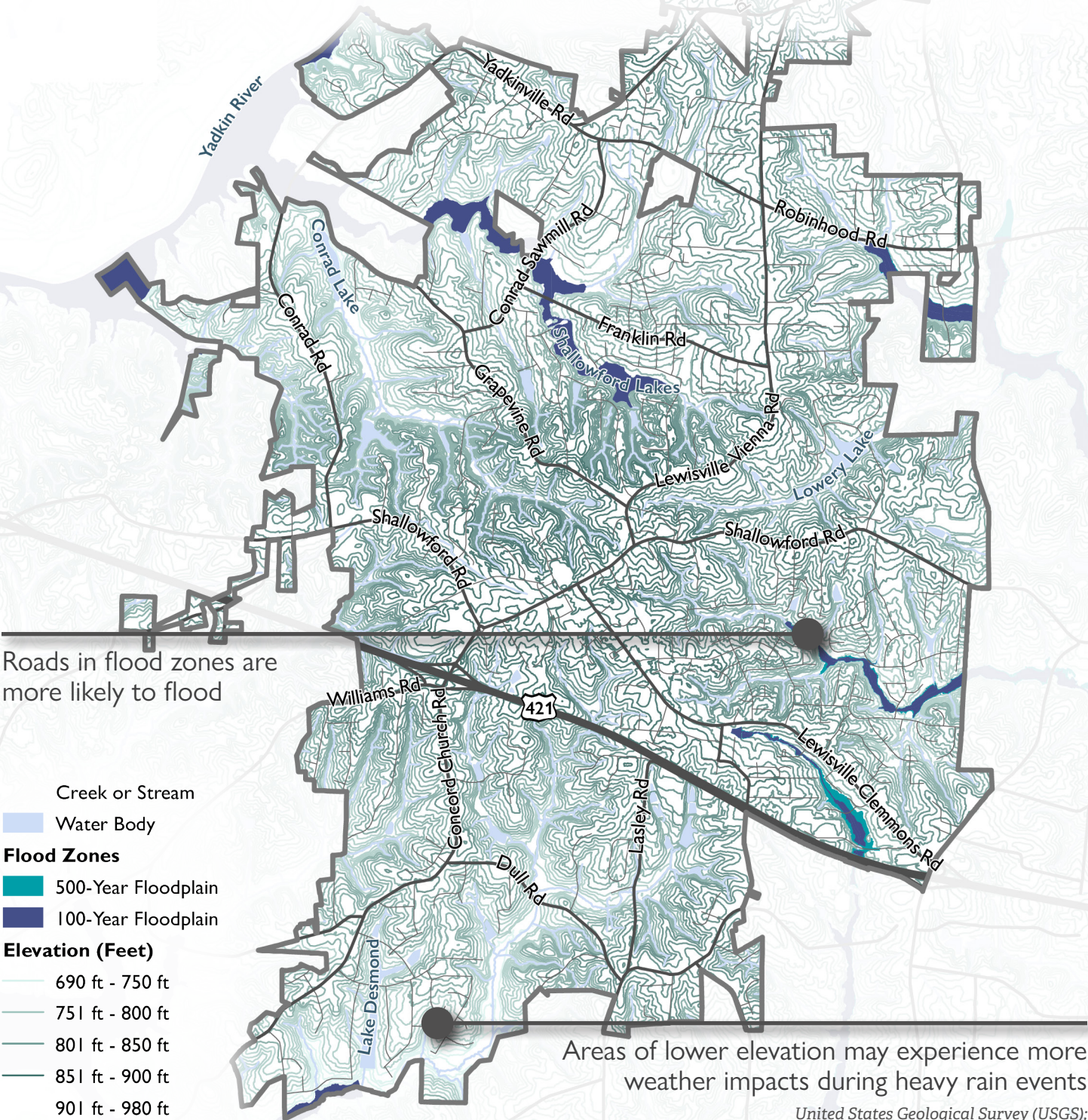
Community Facilities

The future land use map will address the future land use map's connection to community infrastructure and community services. As a precursor to future service plans, this framework will lay the groundwork for orderly and fiscally sound growth in the coming decades.

Resiliency and Sustainability

Environmental features influence where development is not only possible but also the safest when it comes to the resiliency of the infrastructure during a weather event. Hydrology and topography need to be considered when building on or altering the landscape. Identifying areas of sensitivity will inform the future land use map by showing which locations should be preserved.

The Yadkin River runs to the west of Lewisville, placing Lewisville in the Yadkin-Pee Dee River basin. Lewisville has many lakes, including Lowery Lake and Lake Desmond. Lakes can be an attractive feature for home buyers and are often used recreationally in the summer but development around water features needs to be carefully planned. Looking to topography, Lewisville's elevation ranges from 690 to 980 feet above sea level. Elevation changes also pose special considerations for development ranging from underground utilities to transportation facilities and various buildings and structures.

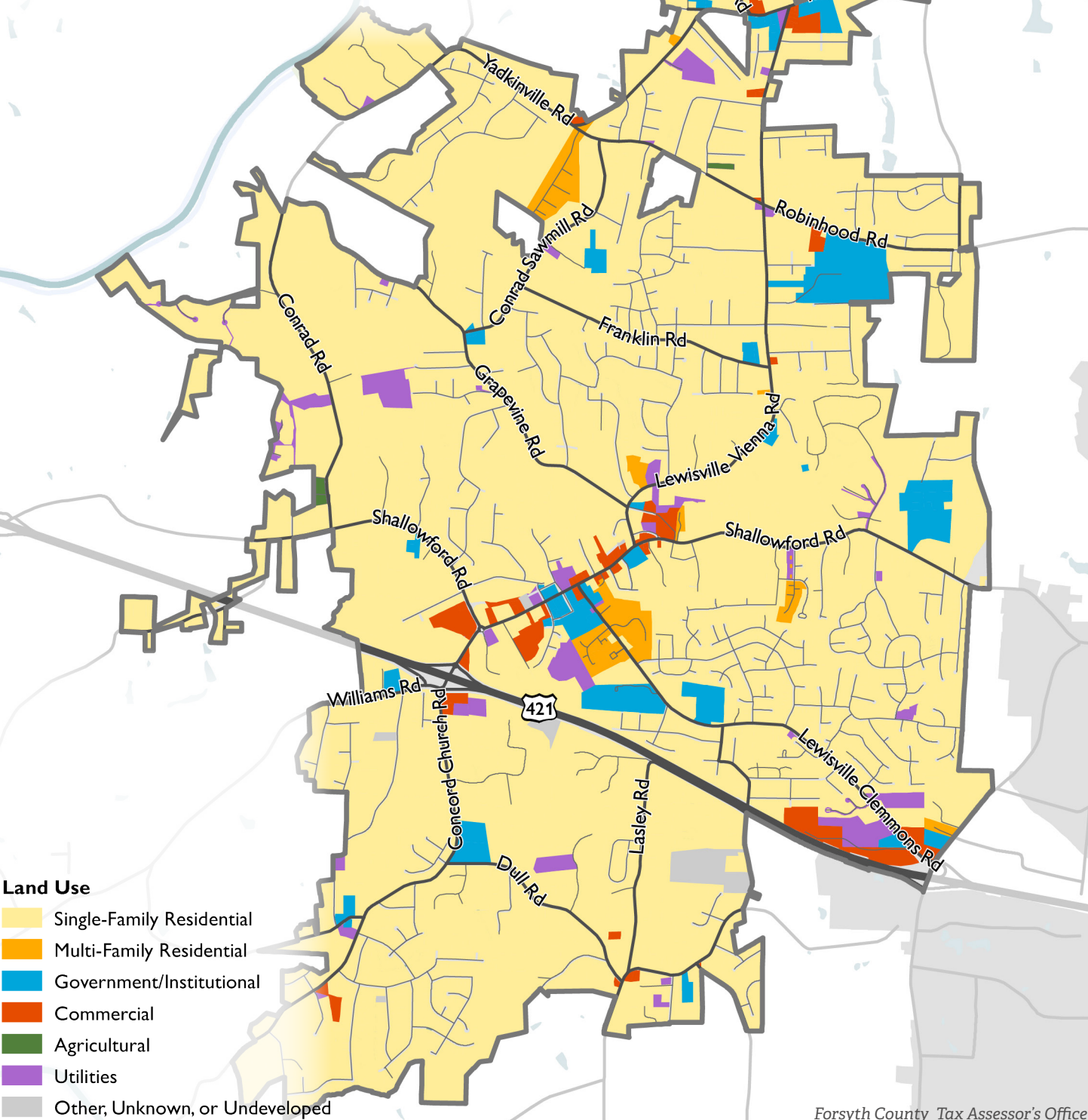


United States Geological Survey (USGS);
North Carolina Department of Environmental Quality (NCDEQ); City of Winston-Salem

Land Use

Land use provides a picture of how an area is being used and further reveals how these different uses complement each other. The existing land use map below provides a starting point for the Comprehensive Plan by identifying gaps and trends that can be addressed through land use and supportive policies and programs.

The land use in Lewisville is dominated by single-family residential housing. The downtown area along Shallowford Road has the most diversity of land uses including multi-family residential, commercial, and government or institutional uses.



Land Use Screening

A land use screening identifies locations most susceptible to change. The land use screening documents development status, maps environmental features, and identifies areas with the greatest potential to change. The initial areas of opportunity are places where new growth is likely, but it should be emphasized that the land use screening in general and development status in particular are just the first steps in determining growth opportunities. This information needs to be coupled with the other factors examined further during the process.

Environmental Screening

The environmental map from the Resiliency and Sustainability section identifies environmental constraints that could affect development potential. These constraints focus on hydrology, including bodies of water and flood zones. These constrained areas are overlaid on the development status to further clarify areas of potential change.

Development Status

Development status uses a quantitative process to determine places in the study area that could accept new development. Each parcel is assigned a development status based on assessed values of the buildings, land, and improvement opportunities, and on the size of the parcels. The table below provides more detail on the categories and shows the breakdown of study area by category (acreage and percent of study area).

Development status informs the land use planning process by identifying parcels theoretically able to receive new growth. Concentrations of parcels designated as Undeveloped or Underdeveloped typically have the high propensity for change. Conversely, areas mostly designated as Developed and Conserved Open Space have more limited opportunities for change or face more obstacles to facilitate that change.

| Name | Description | Area (acres) | Percent |
|------------------------------|--|--------------|---------|
| Developed | Building value is greater than land value | 4,114 | 48% |
| Undeveloped | Parcels with a building value of \$0 | 1,071 | 12% |
| Underdeveloped, Large Parcel | Parcels larger than 10 acres where building value is less than land value but greater than \$0 | 621 | 7% |
| Underdeveloped, Small Parcel | Parcels smaller than 10 acres where building value is less than land value | 488 | 6% |
| Conserved Open Space | Parks, open space, conservation and utility buffers, and other areas not available for development | 194 | 2% |
| Unknown Value | Parcels without assessed values included in parcel data | 2,133 | 25% |
| Total | | 8,620 | 100% |

It is important to note that growth can and will occur in locations identified as Developed. As market conditions change, mobility trends shifts, and neighborhoods and places evolve, redevelopment will occur. The development status represents a snapshot in time based on current tax parcel data.

Development Status

The land use screening culminates in this map that shows initial areas of opportunity for growth and development. The map consolidates the development status and environmental screening processes. The intent is not to represent all areas of opportunity but rather to reflect what locations the data points to as places apt to receive growth. As the Lewisville Tomorrow process continues, this map will be supplemented with other factors such as utility service areas, future transportation improvements, market dynamics, and public sentiment to give shape to two growth alternatives.

Area of Opportunity
Northern Lewisville

Area of Opportunity
Downtown & Shallowford Road

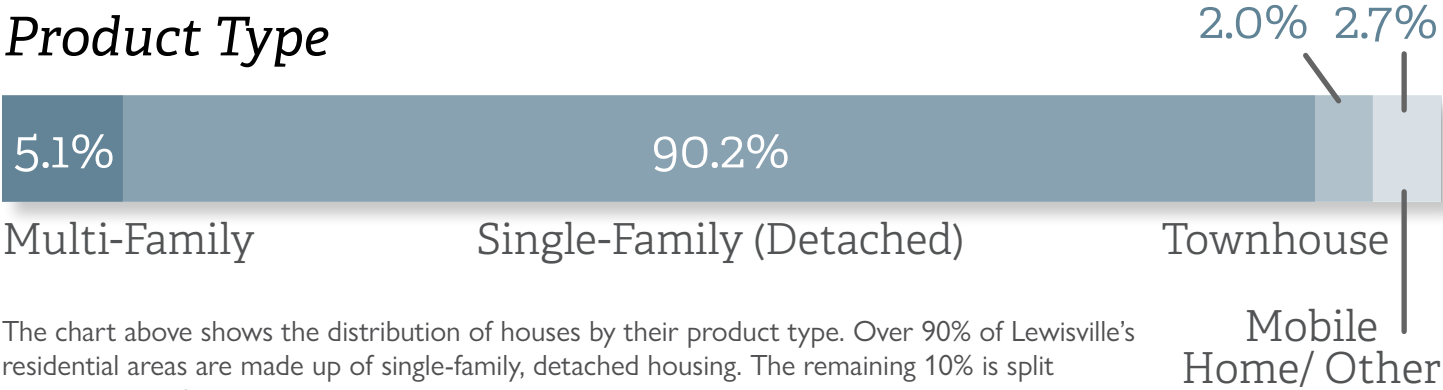
Area of Opportunity
Southern Lewisville

- Water Body
- Flood Zones
 - 500-Year Floodplain
 - 100-Year Floodplain
- DevelopmentStatus
 - Developed
 - Undeveloped
 - Underdeveloped, Large Parcel
 - Underdeveloped, Small Parcel
 - Unknown Value
 - Conserved Open Space

Housing

Characteristics of households and housing unit trends help to show the type of residential growth that Lewisville is experiencing. This can lead to policy and future land use decisions that support the existing characteristics and growth or decisions that encourage different conditions to better align with the community visions. The following pages highlight key statistics and characteristics for existing housing in Lewisville. The data comes from the US Census Bureau, 2018 American Community Survey 5-year estimates, and the 2020 ESRI Business Analyst. Additionally, information from tax parcel data is presented to illustrate residential property values, housing structure ages, and a breakdown of Lewisville’s square footage by land use.

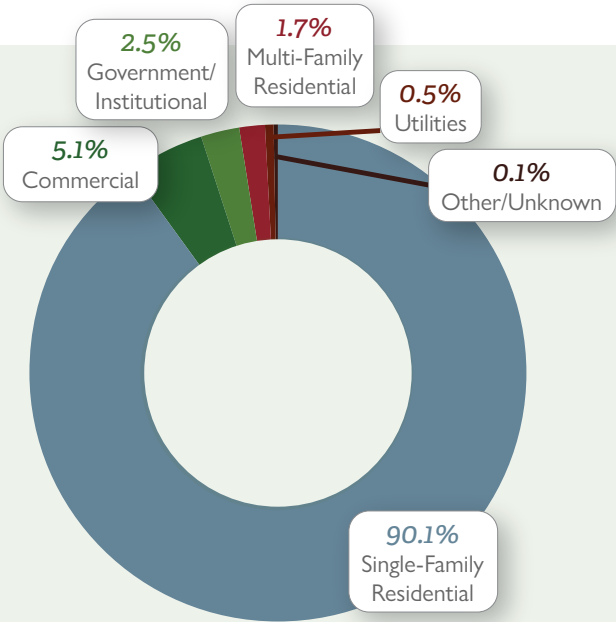
Product Type



The chart above shows the distribution of houses by their product type. Over 90% of Lewisville’s residential areas are made up of single-family, detached housing. The remaining 10% is split between multi-family housing, townhouses, and mobile homes.

Square Footage by Land Use

The pie chart to the right breaks down Lewisville’s land use by the square footage of the buildings that serve the use. Lewisville’s square footage is predominantly used for single-family housing. About 10% of the Town’s square footage is used for other purposes, including commercial, government/institutional buildings, multi-family residential buildings, and utilities. This distribution closely mirrors the Town’s land uses as reflected in the exiting land use map and reflects the high percentage of single-family housing that is shown in the chart above. Overall, Lewisville is predominantly a residential town with some pockets of other activity.



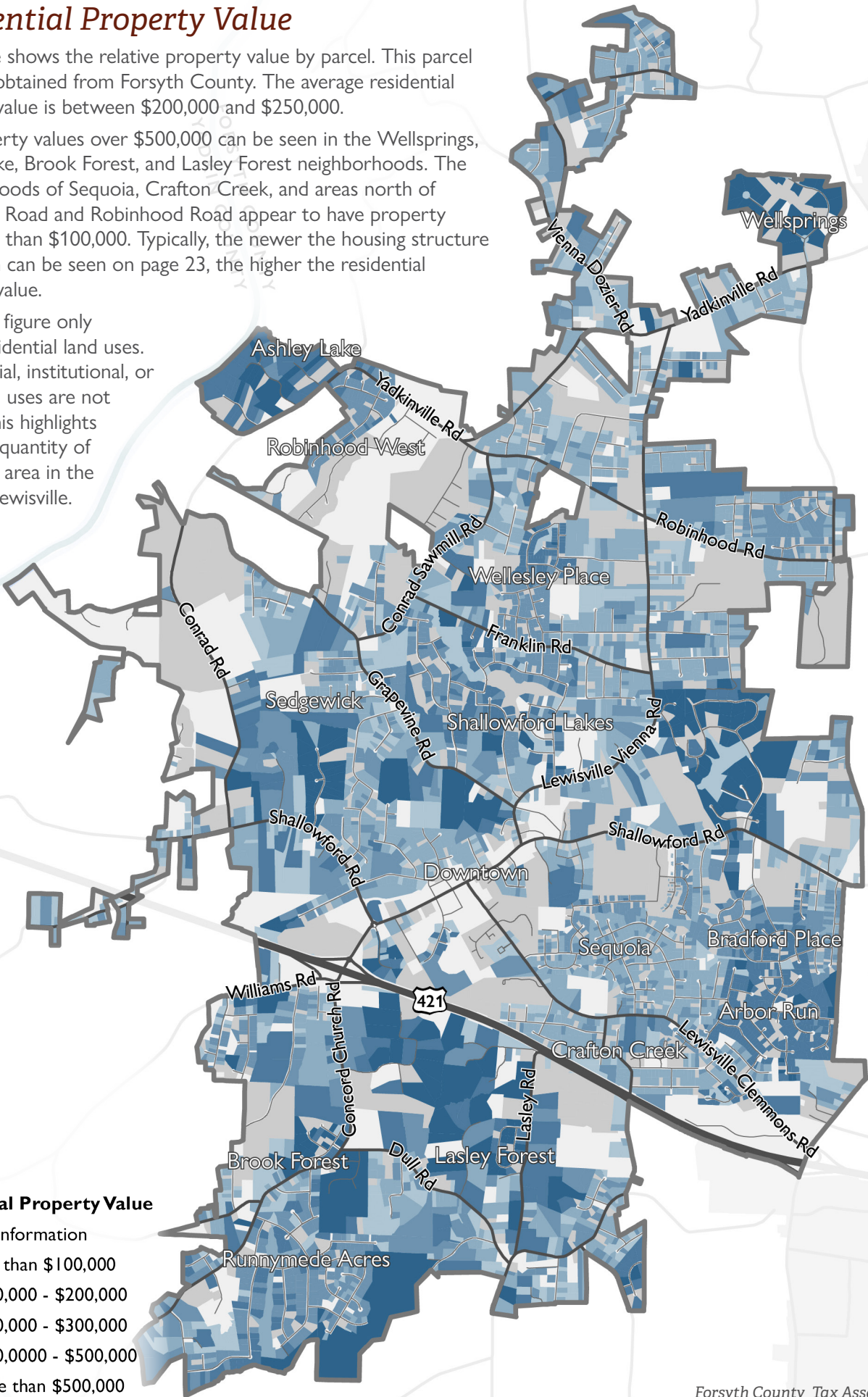
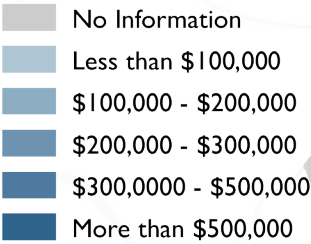
Residential Property Value

This figure shows the relative property value by parcel. This parcel data was obtained from Forsyth County. The average residential property value is between \$200,000 and \$250,000.

The property values over \$500,000 can be seen in the Wellsprings, Ashley Lake, Brook Forest, and Lasley Forest neighborhoods. The neighborhoods of Sequoia, Crafton Creek, and areas north of Yadkinville Road and Robinhood Road appear to have property values less than \$100,000. Typically, the newer the housing structure age, which can be seen on page 23, the higher the residential property value.

Again, the figure only shows residential land uses. Commercial, institutional, or other land uses are not shown. This highlights the sheer quantity of residential area in the Town of Lewisville.

Residential Property Value



Home Values

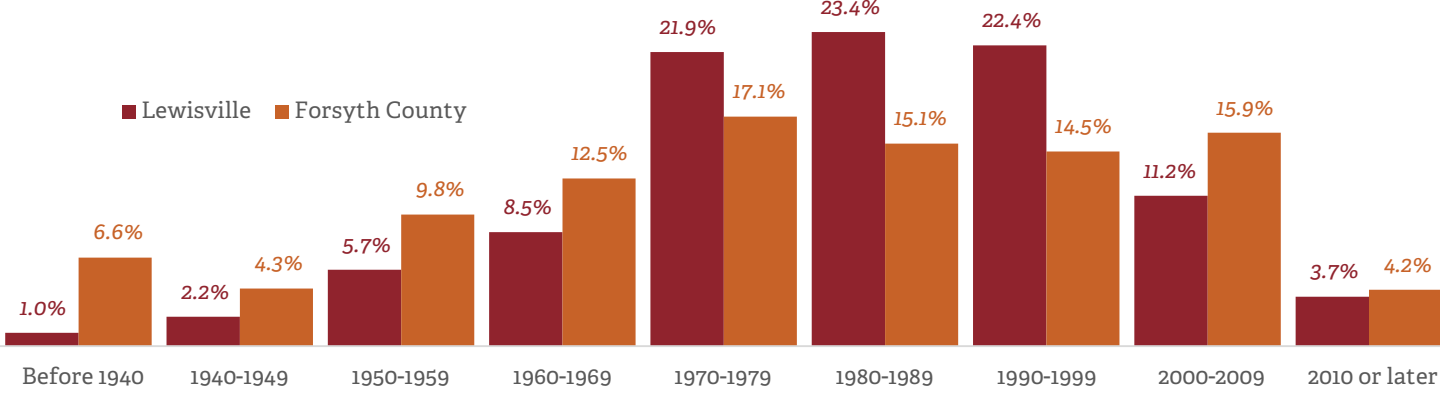
Data from the Zillow Home Value Index was analyzed to capture a picture of the change in home values over the past decade. During the 10-year period from 2011 to 2021 home values in Lewisville increased by nearly 28%. This rise in values has seen the greatest growth in the past five years, increasing by a total of \$62,264 from \$201,844 in 2016 to \$264,108 in 2021.

While this can be an indicator of the growing attraction of moving to and living in Lewisville, higher home values can also create challenges related to affordability. Regionally and nationally, housing prices have grown at a faster rate than wages. This could present a barrier for young adults and families who are early in their careers and wanting to continue living in or move to Lewisville but unable to purchase a house due to budget constraints.



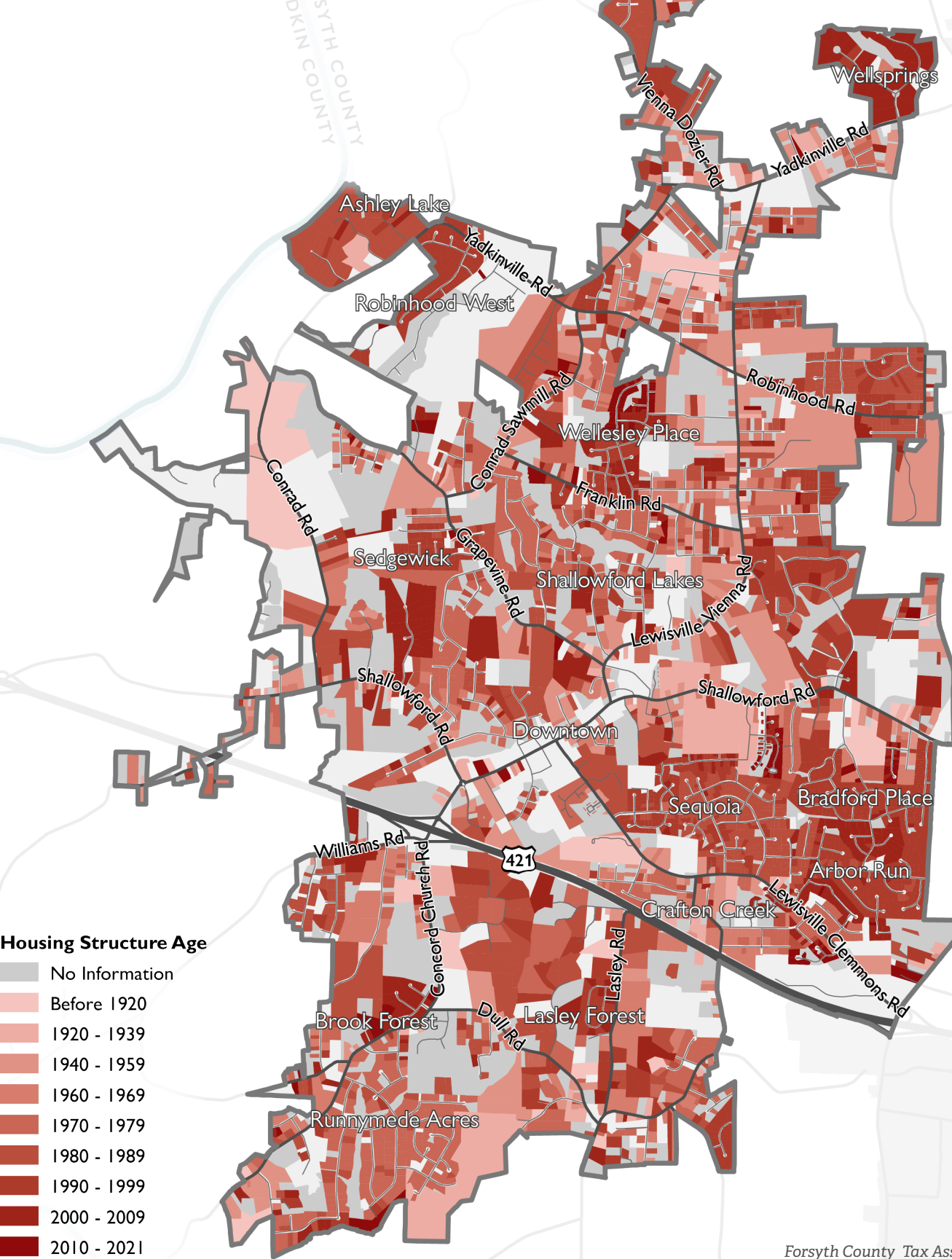
Housing Age

Housing stock in Lewisville is slightly newer than the housing stock in Forsyth County: just under 40% of housing in Lewisville was constructed prior to 1980, compared to 50% of the County's housing. The median age for housing units in Lewisville is 36 years, compared to 41 years in Forsyth County. However, Lewisville has experienced less housing construction since the year 2000.



Housing Age Locations

The majority of houses in Town were built between 1970 and 2000. Overall, the age of housing structures in Lewisville is relatively recent. Neighborhoods with more recently constructed housing include areas around Wellsprings, Wellesley Place, and Brook Forest.

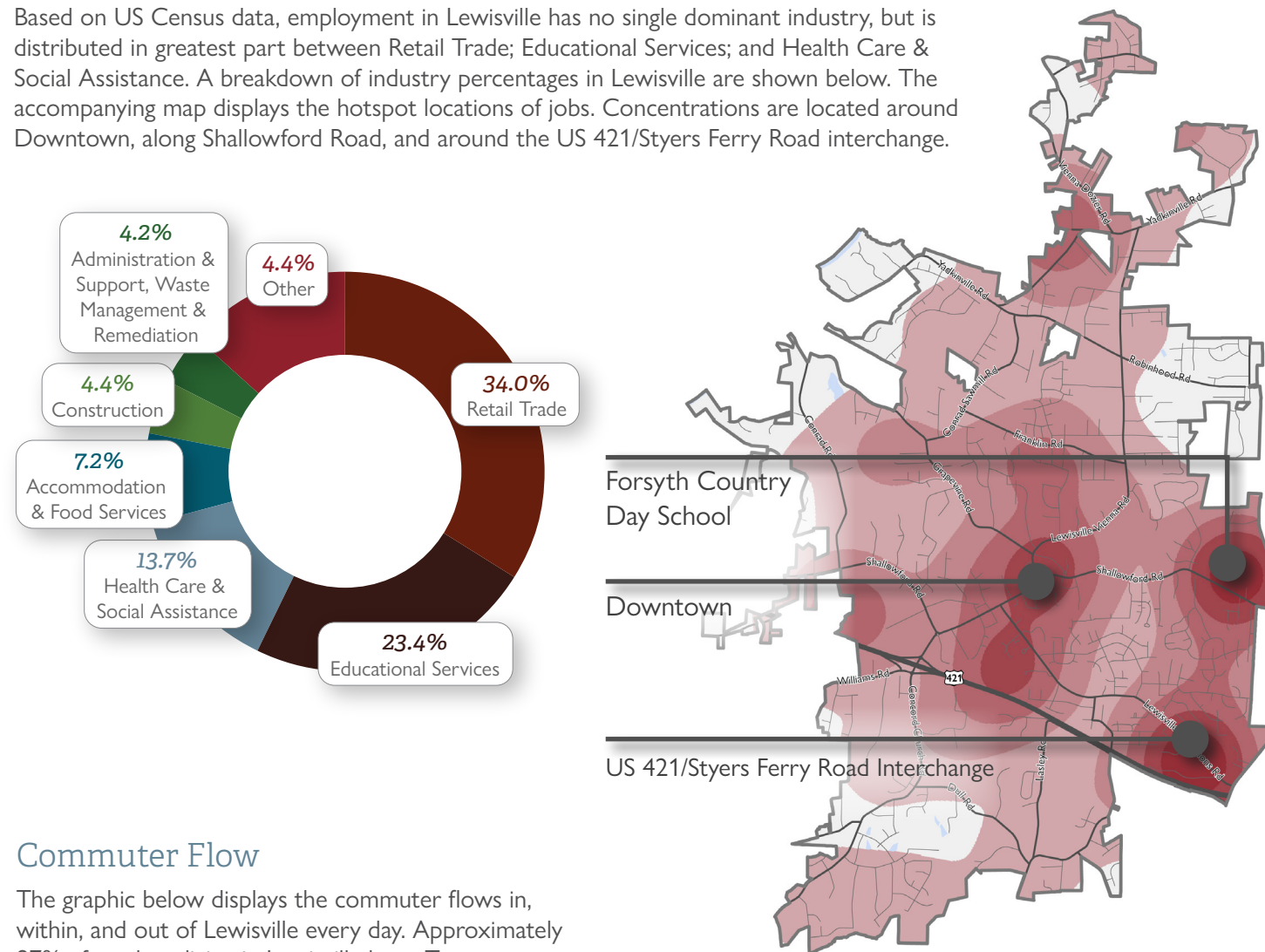


Economic Development

Lewisville residents are proud of their community's small-town charm and family-friendly character. However, the Town, county, and state have all been growing in the past decade, and assessing economic conditions is important to establishing a central vision for what the future of economic development looks like in Lewisville. This vision will need to be supported and encouraged with the recommendations and future land use map from Lewisville Tomorrow. The data below highlights more of the economic and employment trends in the Town.

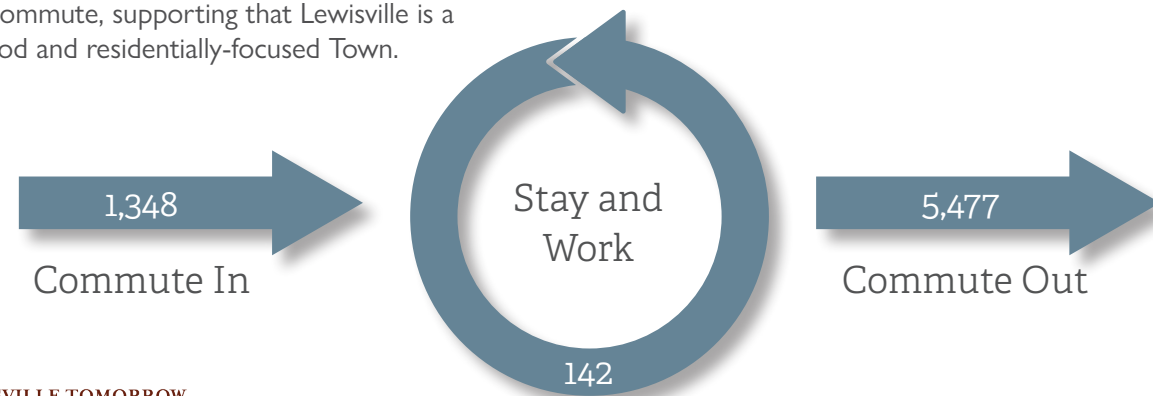
Employment

Based on US Census data, employment in Lewisville has no single dominant industry, but is distributed in greatest part between Retail Trade; Educational Services; and Health Care & Social Assistance. A breakdown of industry percentages in Lewisville are shown below. The accompanying map displays the hotspot locations of jobs. Concentrations are located around Downtown, along Shallowford Road, and around the US 421/Styers Ferry Road interchange.



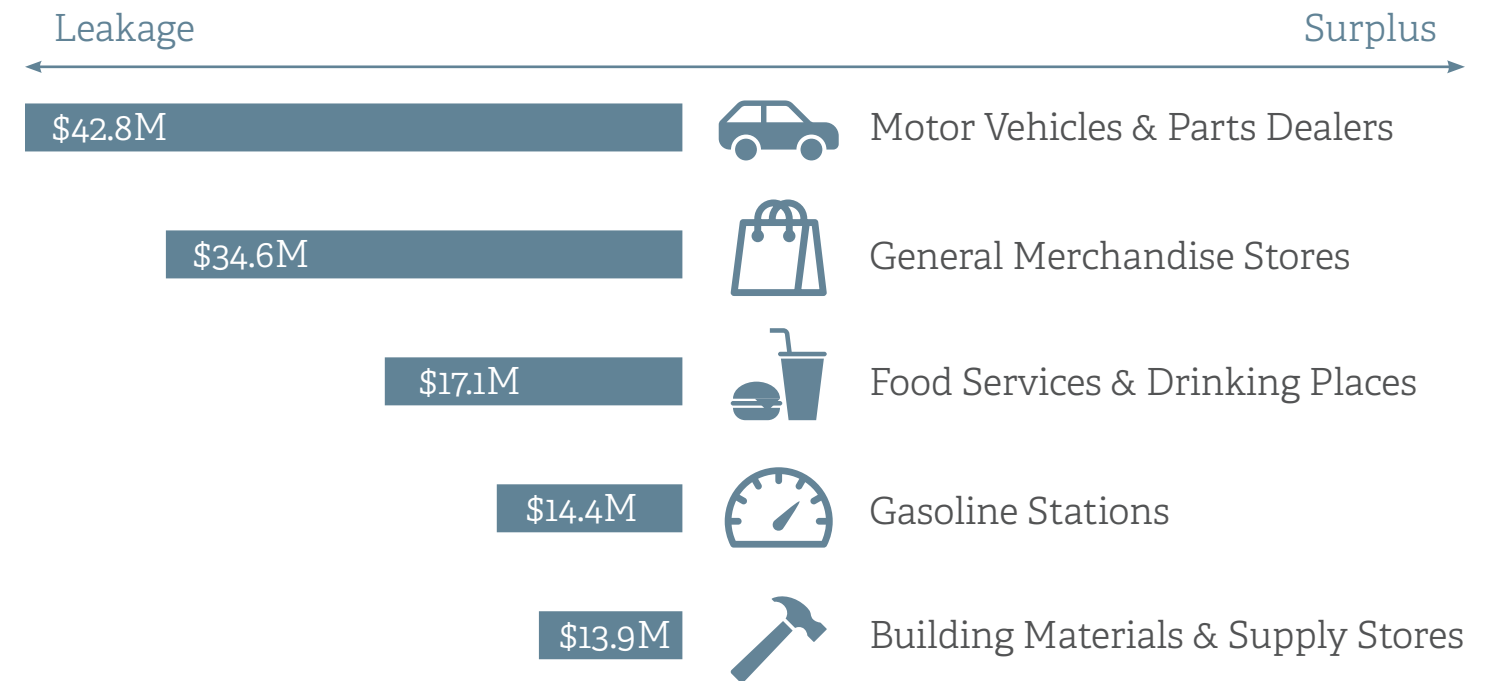
Commuter Flow

The graphic below displays the commuter flows in, within, and out of Lewisville every day. Approximately 97% of workers living in Lewisville leave Town on their daily commute, supporting that Lewisville is a neighborhood and residentially-focused Town.



Retail

The primary retailers in Lewisville are grocery stores, pharmacies, small shops, and restaurants in two shopping centers and standalone buildings along Shallowford Road. Most Lewisville residents complete their shopping in neighboring communities and Winston-Salem or online, resulting in what is called retail leakage. Retail leakage refers to the difference between the retail expenditures living in a particular area and the retail sales produced by the stores located in the same area. While Lewisville has intentionally grown as a residential-based community, it is beneficial to the planning process to understand what retail market opportunities by category could be available to the Town if desired. The graphics below illustrate the current retail leakage of sales outside of Lewisville and highlights retail categories that experience the most leakage. While this data can reveal opportunities for new businesses, it should serve only as a starting point and does not guarantee opportunities.



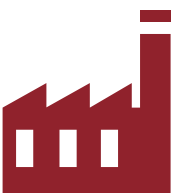
Office

Lewisville has a small inventory of office space, a majority of which is occupied by the Town government. Existing private-sector office uses are primarily located in a multi-tenant building on Shallowford Road, and are limited to community-serving professional services including insurance and attorneys.



Industrial

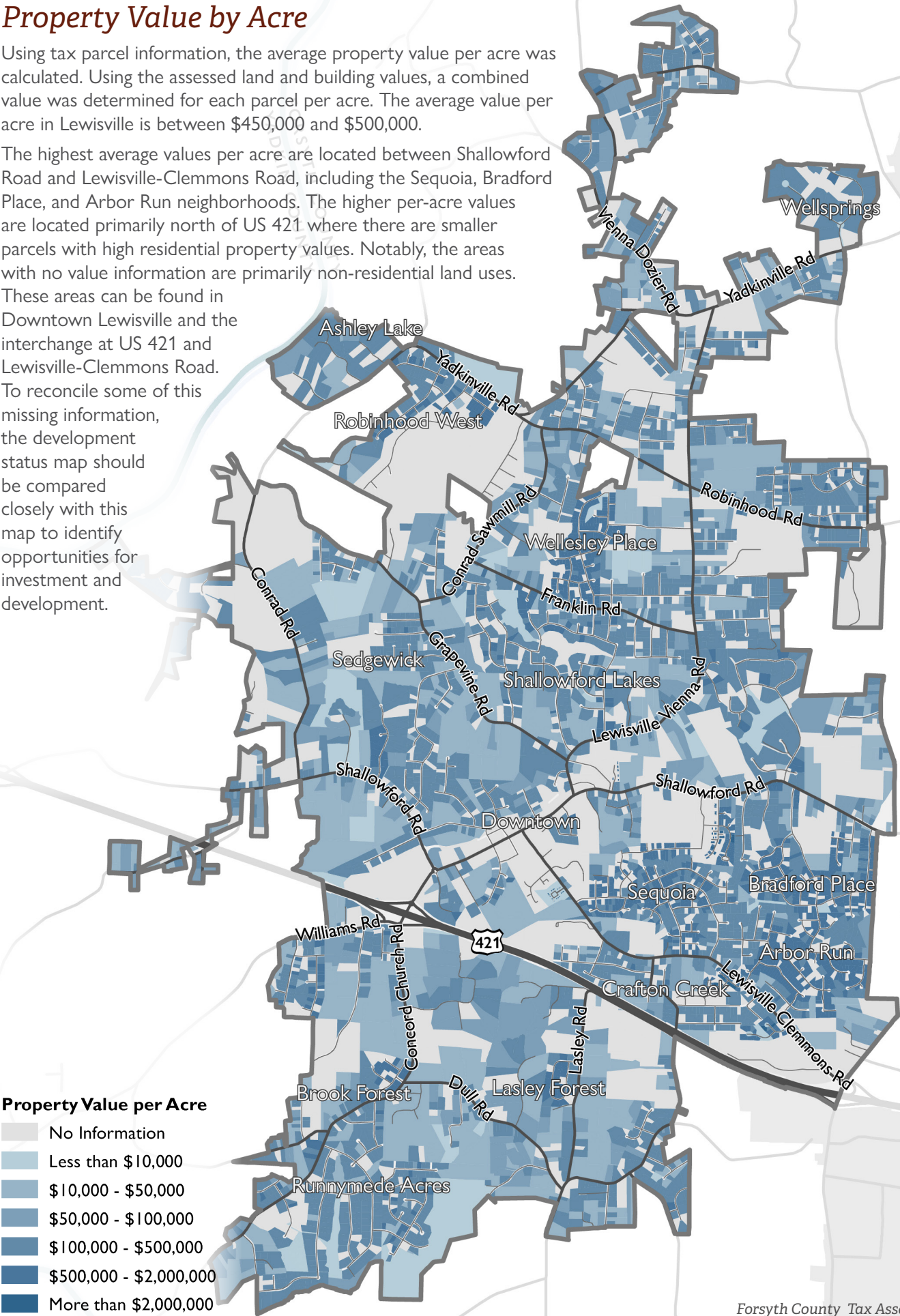
Based on the land use analysis, there are no existing industrial land uses within Lewisville.



Property Value by Acre

Using tax parcel information, the average property value per acre was calculated. Using the assessed land and building values, a combined value was determined for each parcel per acre. The average value per acre in Lewisville is between \$450,000 and \$500,000.

The highest average values per acre are located between Shallowford Road and Lewisville-Clemmons Road, including the Sequoia, Bradford Place, and Arbor Run neighborhoods. The higher per-acre values are located primarily north of US 421 where there are smaller parcels with high residential property values. Notably, the areas with no value information are primarily non-residential land uses. These areas can be found in Downtown Lewisville and the interchange at US 421 and Lewisville-Clemmons Road. To reconcile some of this missing information, the development status map should be compared closely with this map to identify opportunities for investment and development.



Forsyth County Tax Assessor's Office

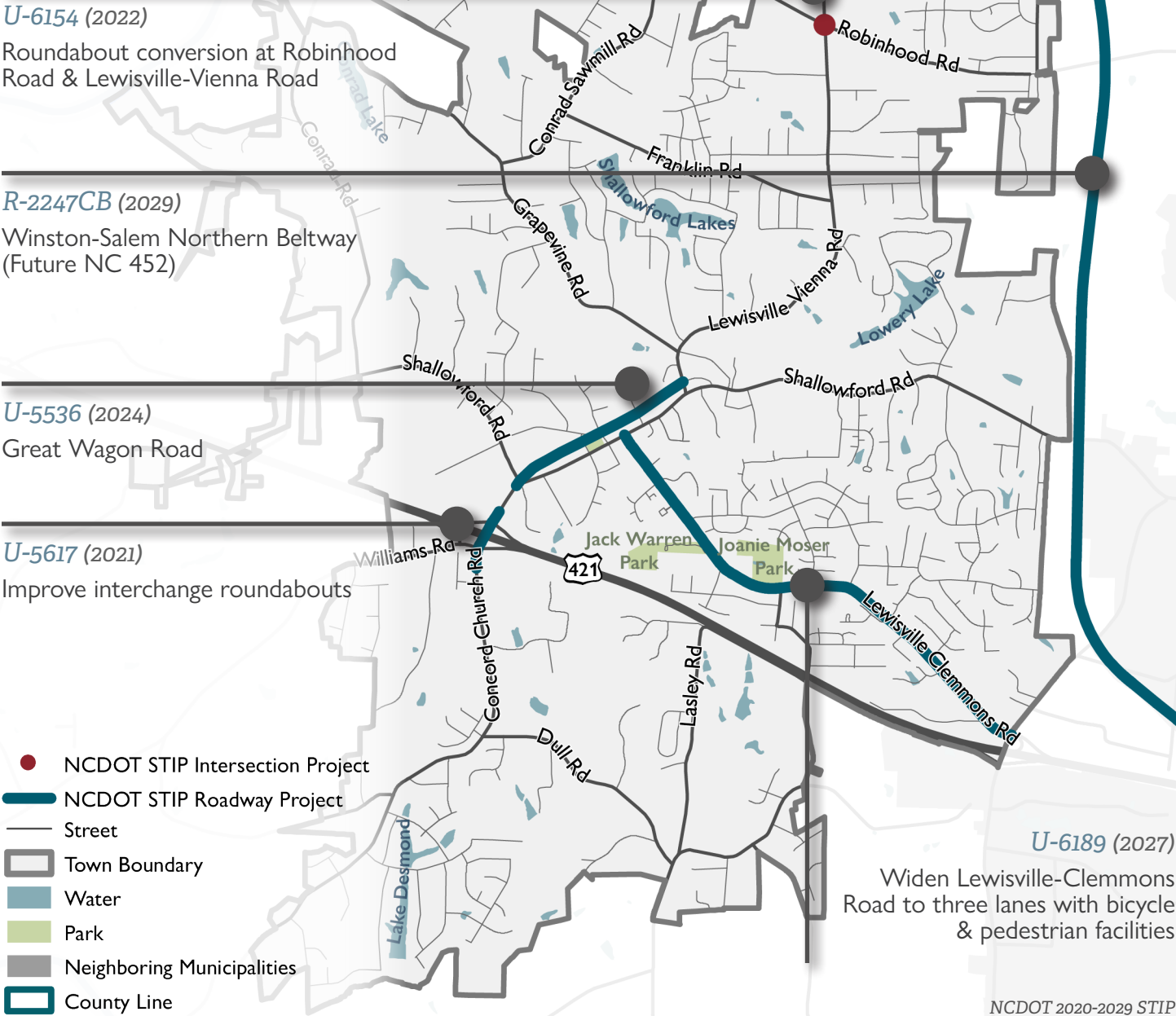


Transportation and Mobility

How people move through their environment is a key factor for the success of any town. It is important to remember that transportation and mobility include not just road and vehicular travel, but biking, walking, public transit, and any other method that one might use to move from one place to another. Transportation facilities need to fit the context they serve. This is why it is important to ensure that transportation and land use decisions are made together to foster a more successful community.

State Roadway Projects

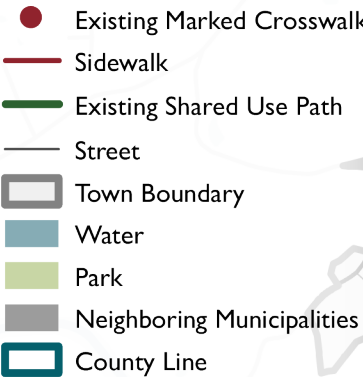
The 2020-2029 State Transportation Improvement Program (STIP) identifies funded projects during the specified time period. In Lewisville, the current STIP includes three roadway projects and one intersection project. Additionally, the STIP identifies the construction of the new Winston-Salem Northern Beltway (NC 452) just east of Lewisville. The map below shows these STIP projects by identification number and their respective anticipated construction year.



Active Transportation

The Active Transportation map shows the existing facilities for non-vehicular modes of transportation. Ideally, a robust active transportation network provides safe and accessible alternative opportunities for pedestrians and bicyclists.

The existing sidewalks and marked crossings can be seen in burgundy. The pedestrian facilities are primarily concentrated in Downtown Lewisville. The stretch of sidewalk along Lewisville-Clemmons Road that connects Downtown to the Jack Warren Park is the only connection from the center of Town to other areas of Lewisville. Shared use pathways can be used by pedestrians and cyclists. The Town only has existing shared use paths in Joanie Moser Park. Overall, the existing active transportation network is sparse throughout residential areas.



Parks, Recreation, and Culture

Assessing the parks and recreation system is an important first step in developing the standalone PARC Plan and should be considered when creating a preferred growth strategy. The assessment includes an inventory of existing park facilities and an overview of culturally significant locations.

Parks and Recreation

| | Playground | Sports Fields | Sidewalks | Parking | Other Amenities |
|-------------------|-------------------|--|-----------|-------------------------|--|
| Shallowford Park | Yes | None | Yes | Approximately 35 spots | Benches, bicycle racks, picnic tables, and restrooms |
| Joanie Moser Park | Yes | Basketball (1/2 court), baseball field, tennis courts (2), volleyball court, and horseshoe court (2) | Some | Approximately 111 spots | Benches, bicycle racks, picnic tables, shelters (1) with grills (2), restrooms |
| Jack Warren Park | Yes (with swings) | Multiuse field (1), boccee ball court (2), and horseshoe court (2). | Yes | Approximately 94 spots | Benches, bicycle racks, picnic tables, shelter (1) with grill (1), and restrooms |

Another park facility in Lewisville is the Northwest Forsyth Little League, which includes six baseball fields—one full sized field—and a gravel parking lot.

Just outside of Lewisville, there are the Jamison Park and the Tanglewood Dog Park. In Jamison Park is Meadowlark Dog Run, which has greenway access and well-kept amenities. Both include dedicated open spaces for recreation.



Culture and History

The Town of Lewisville is home to several culturally significant and historic locations. These structures and existing properties are updated by the Lewisville Historic Society in conjunction with the Forsyth County Historic Resources Commission.

The Charles L. Spauh House is a two-story house built for his wife Doris Alspaugh and their family. In 1931, the house was purchased by the Jones family. While the house was not deemed eligible for the National Register of Historic Places, the cultural importance is maintained by house marker signage.

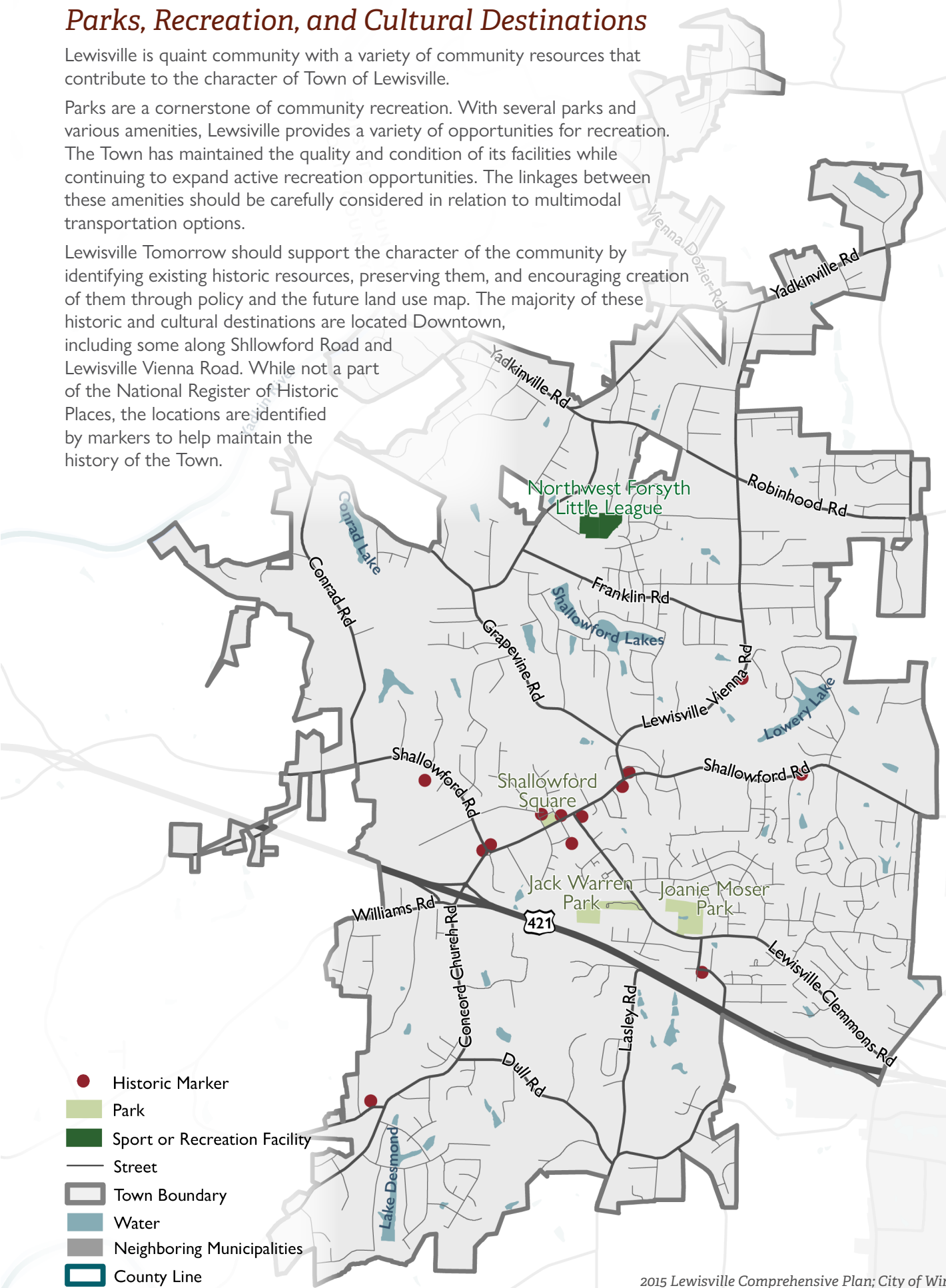
Another identified property is the Site of Sunny Acres. The property was purchased by Anna Ogburn who used the space to set up a retreat for underprivileged children regularly in the 1930s. Ultimately, ownership of the site changed overtime yet the property was primarily used exclusively for community recreation. In the 1980s, the structures on the Site of Sunny Acres was demolished. The historic marker keeps the Site of Sunny Acres story alive.

Parks, Recreation, and Cultural Destinations

Lewisville is quaint community with a variety of community resources that contribute to the character of Town of Lewisville.

Parks are a cornerstone of community recreation. With several parks and various amenities, Lewisville provides a variety of opportunities for recreation. The Town has maintained the quality and condition of its facilities while continuing to expand active recreation opportunities. The linkages between these amenities should be carefully considered in relation to multimodal transportation options.

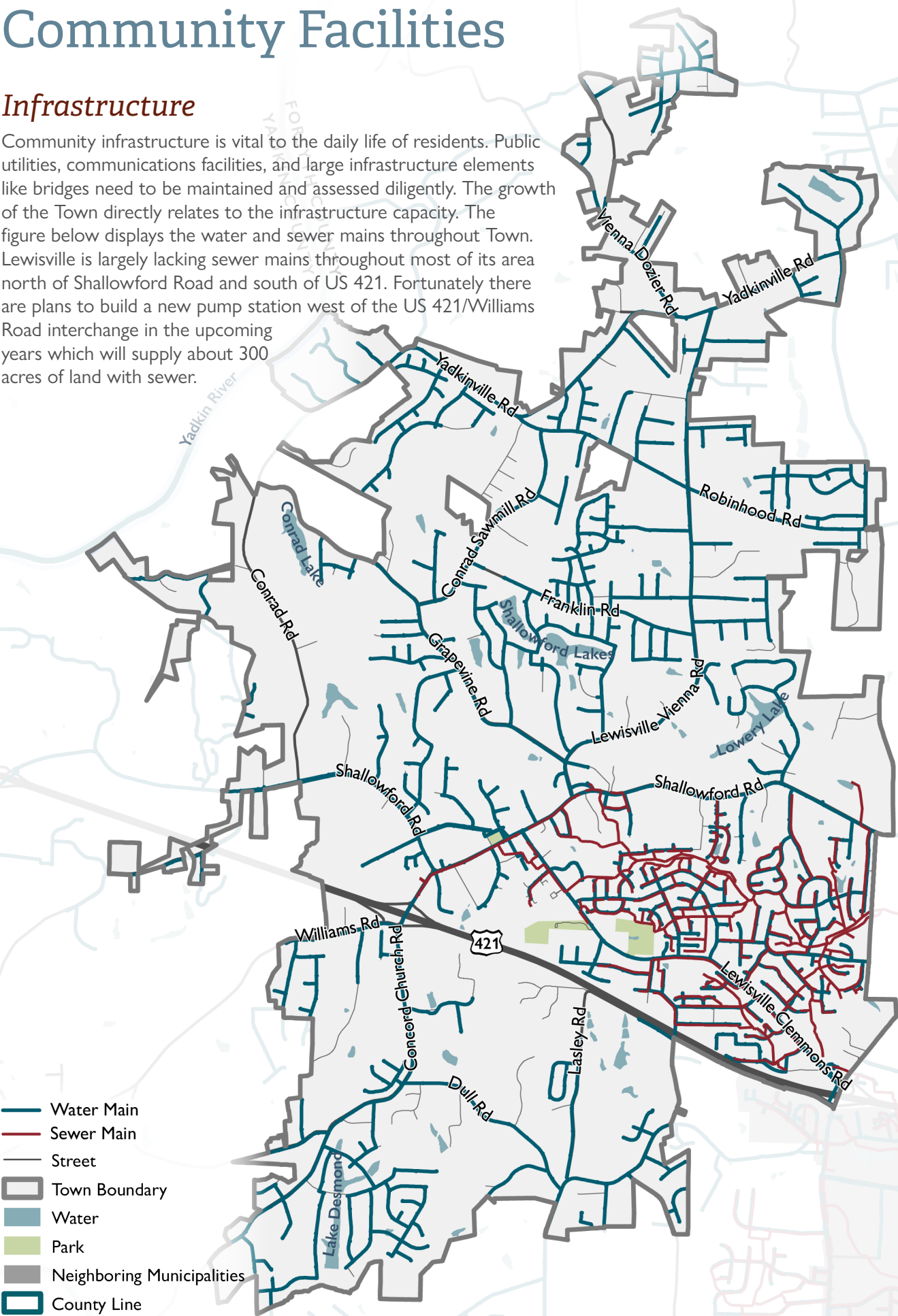
Lewisville Tomorrow should support the character of the community by identifying existing historic resources, preserving them, and encouraging creation of them through policy and the future land use map. The majority of these historic and cultural destinations are located Downtown, including some along Shllowford Road and Lewisville Vienna Road. While not a part of the National Register of Historic Places, the locations are identified by markers to help maintain the history of the Town.



Community Facilities

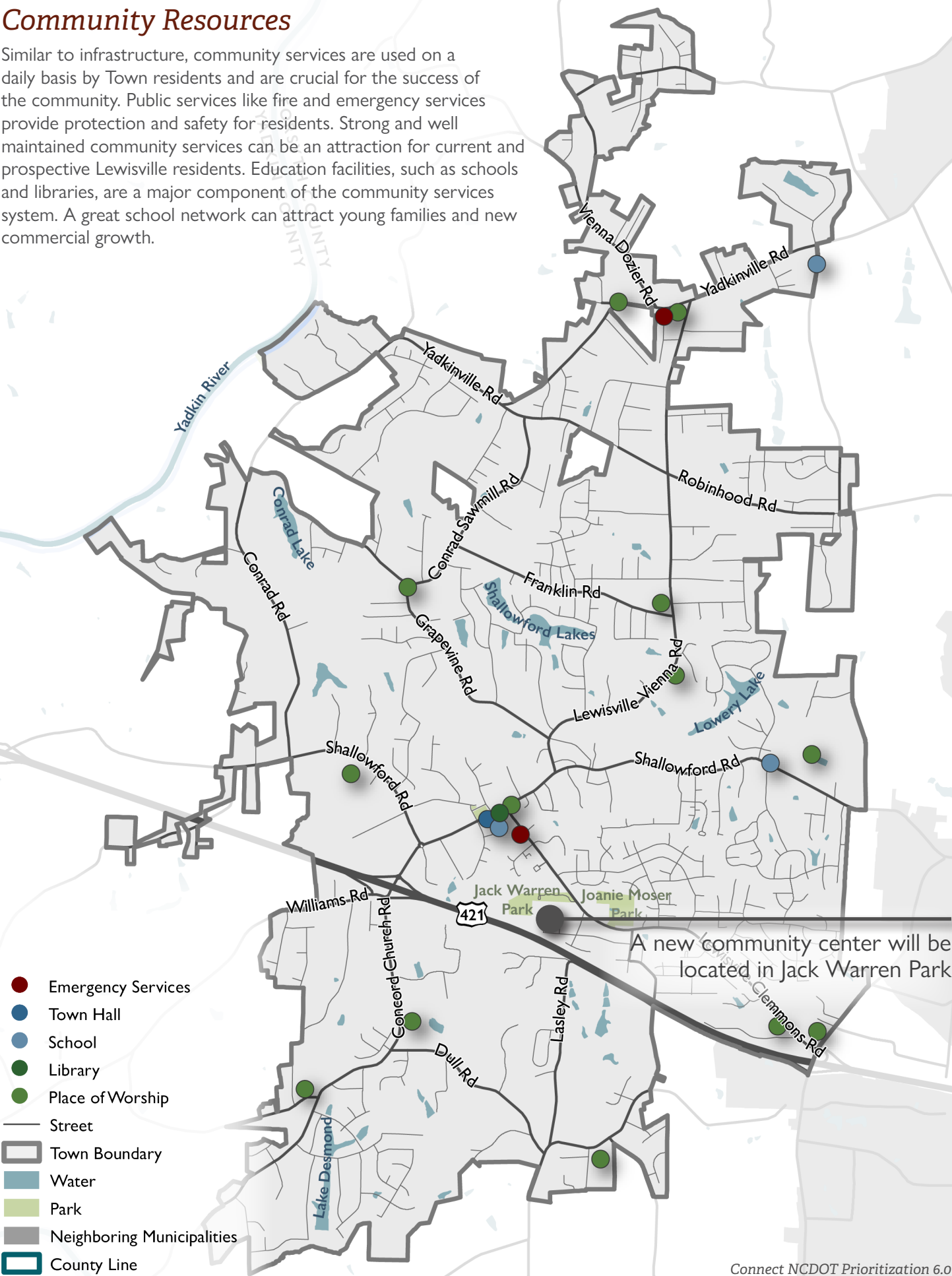
Infrastructure

Community infrastructure is vital to the daily life of residents. Public utilities, communications facilities, and large infrastructure elements like bridges need to be maintained and assessed diligently. The growth of the Town directly relates to the infrastructure capacity. The figure below displays the water and sewer mains throughout Town. Lewisville is largely lacking sewer mains throughout most of its area north of Shallowford Road and south of US 421. Fortunately there are plans to build a new pump station west of the US 421/Williams Road interchange in the upcoming years which will supply about 300 acres of land with sewer.



Community Resources

Similar to infrastructure, community services are used on a daily basis by Town residents and are crucial for the success of the community. Public services like fire and emergency services provide protection and safety for residents. Strong and well maintained community services can be an attraction for current and prospective Lewisville residents. Education facilities, such as schools and libraries, are a major component of the community services system. A great school network can attract young families and new commercial growth.



SWOT ANALYSIS

This section provides a conclusion to the Community Characteristics Report by identifying Lewisville's Strengths, Weaknesses, Opportunities, and Threats (SWOT) in the market as the Town considers growth opportunities. Performing a SWOT analysis is a useful exercise for identifying notable internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors that pertain to a particular area. This analysis will be used to help inform the comprehensive planning process by recognizing Lewisville's existing assets to leverage and identifying key areas for improvement.

Strengths

- » Accessible location along US 421
- » Convenient access to Winston-Salem
- » Strong history of community spirit and actively engaged residents
- » High standard of living
- » Proactive approach to community planning
- » High levels of educational attainment
- » High median household income
- » Renter households are less housing cost-burdened than across Forsyth County
- » Public schools are highly rated
- » Multiple community parks and recreational facilities
- » Shallowford Square provides a central meeting space for hosting community events

Weaknesses

- » Employment growth has been stagnant
- » Limited opportunities for employment locally with more than 97% of residents commuting elsewhere for work
- » Overspecialized economy with more than 50% of jobs in Retail Trade or Educational Services
- » Industries experiencing the most growth, Retail Trade and Administrative & Waste Services, typically offer low wages
- » Lack of diverse housing options limits the options for lower-cost, lower-maintenance housing sought by aging residents who wish to age in place and young adults beginning their careers or starting families
- » Disconnected roadway network
- » Auto-dependent development pattern
- » Lack of transportation alternatives and bike/pedestrian facilities

Opportunities

- » Several roadway improvements planned or underway
- » NCDOT Complete Streets Policy will aid in funding multimodal improvements
- » New community center under construction on land donated by a Town resident
- » Planned downtown pump station will open up approximately 300 acres of land for development
- » High quality of life can attract employers to the area
- » Attraction of new non-residential development would diversify the tax base
- » Growth in the number of rooftops and/or employment to increase daytime population and attract more community-serving retail development
- » Future demand for single-family residential could be influenced by a reversal in the desire for urban living by people seeking more space as a result of the COVID-19 pandemic
- » COVID-19 pandemic and increase in online shopping has bolstered development of warehouse and distribution space near major transportation corridors

Threats

- » Slow population growth compared to the county, region, and state
- » Aging population
- » Loss of residents in their prime earning years between ages 35-54 and children under age 14
- » New development constrained by lack of sewer infrastructure, difficult topography, and land availability
- » High degree of dependence on other communities for employment, entertainment, shopping, and medical services
- » Lack of diverse tax base increases property tax burden for residents
- » Some 'Opportunities' considered threats to small town character
- » Other communities are more welcoming to new development
- » Lack of existing commercial uses to demonstrate market success for investors
- » Unlikely to be competitive for office development in the short-term due to lack of amenities to satisfy employees



PLAN AND POLICY REVIEW

It is vital to understand land use policy and related recommendations that already exist and to leverage work that has already been conducted by planning professionals in Lewisville and the greater region. This section outlines various planning efforts that contain recommendations relevant to the development of Lewisville Tomorrow. All recommendations listed are summarized from their respective documents.

WSUAMPO Comprehensive Transportation Plan (Draft 2020)

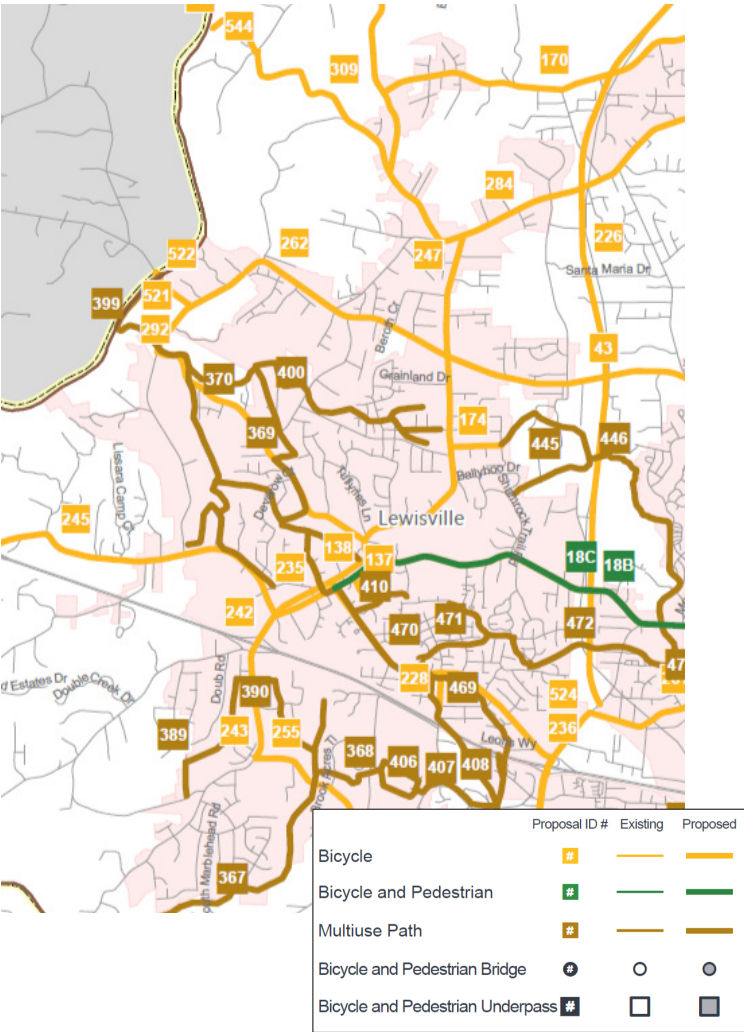
Overview

The Comprehensive Transportation Plan (CTP) is the Winston-Salem Urban Area Metropolitan Planning Organization’s (WSUAMPO) long range transportation vision for the next 50+ years. The document identifies transportation improvements that are needed to meet future mobility demands. The CTP outlines necessary road, transit/rail, bicycle, and pedestrian facilities, with the goal of creating a unified and effective regional transportation system that addresses diverse multimodal needs. The CTP is not financially constrained.

Relevant Recommendations

- » Widen Lewisville-Clemmons Road from Styers Ferry Road to Shallowford Road
- » Realign Reynolds Road between Lewisville-Clemmons Road and Styers Ferry Road
- » Road modernization improvements (i.e. lane and shoulder widening, turn lanes, safety, Complete Streets) along:
 - » Conrad Road
 - » Vienna-Dozier Road
 - » Skylark Road
 - » Robinhood Road
 - » Chickasha Drive
 - » Lewisville-Vienna Road
 - » Shallowford Road
 - » Styers Ferry Road
 - » Franklin Road
 - » Conrad-Sawmill Road
 - » Grapevine Road
 - » Dull Road
 - » Ketner Road
- » Additional bicycle and pedestrian improvements, including sidewalks, bike lanes, and multiuse paths, as displayed in the map at right
- » Introduce express bus service connecting Lewisville, Hanes Mall, and Downtown Winston-Salem; construct a park-and-ride lot in Lewisville

Bicycle & Pedestrian Features



2045 WSUAMPO Metropolitan Transportation Plan (2020)

Overview

The Metropolitan Transportation Plan (MTP) is the Winston-Salem region’s guiding transportation vision through the year 2045. The MTP identifies needed roadway, transit, bicycle, and pedestrian improvements and includes a financial plan designating funded projects for the 2025, 2035, and 2045 planning horizons. Additional projects without designated funding were identified during this process and included in the CTP (described on previous page).

Relevant Recommendations

- » **Great Wagon Road:** New road connection from Shallowford Road to Lewisville-Vienna Road
- » **Williams Road:** Widen road and improve roundabouts west and east of bridge over US 421
- » **Robinhood Road & Lewisville-Vienna Road:** Convert existing signalized intersection to a roundabout
- » **Shallowford Road:** Complete Streets bicycle & pedestrian improvements to from Lewisville-Clemmons Road to Ketner Road; roadway modernization from Meadowlark Drive to Lewisville-Vienna Road
- » **Yadkinville Road:** Intersection improvements
- » **Lewisville-Clemmons Road:** Widen from Shallowford Road to Styers Ferry Road
- » **Western Beltway Project:** Located outside Lewisville town limits but may have an impact on traffic flow
- » Electric vehicle charging station at Lewisville Town Hall

Discovering Lewisville (2019)

Overview

Discovering Lewisville is a guide produced by the Lewisville Beautification Committee describing the facilities, historic sites, parks, points of interest, and scenic drives in the Lewisville area. The guide is intended to show residents, prospective residents, and visitors all that Lewisville has to offer.

Discovering Lewisville describes locations in and near Lewisville, including:

- » **Government Facilities**
 - » Lewisville Town Hall
 - » G. Galloway Reynolds Community Center
 - » Lewisville Branch Library
- » **Schools**
 - » Lewisville Elementary
- » **Historical Sites**
 - » Lewisville Roller Mill
 - » Great Philadelphia Wagon Road Marker
- » **Parks and Gardens**
 - » Shallowford Square
 - » Jack Warren Park
 - » Joanie Moser Park
- » **Points of Interest**
 - » Creations by residents such as a decorative structures and a mini farmer’s market
 - » West Central Community Center
- » **Destinations Near Lewisville**
 - » Town of Bethabara, Winston-Salem
 - » C.G. Hill Memorial Park, Pfafftown
 - » Shaktown Falls, Yadkinville
- » **Scenic Drives**
 - » Conrad Road
 - » Williams Road



Town of Lewisville Resident Survey (2019)

Overview

The Lewisville 2019 Resident Survey was conducted to measure resident attitudes about living in Lewisville, identify opinions concerning growth and development, survey residents' views on long-term goals for Parks and Recreation in the Town, and learn more about their tax priorities. The survey received 1,774 responses, a 34% response rate. It reached many long-time residents: over 50% of respondents had lived in Lewisville for at least 20 years. 96% of respondents were homeowners.

Relevant Findings

- » 91.8% of participants identified the Town newsletter as how they learn about events and meetings in Lewisville.
- » The most common reasons for living in Lewisville included liking the area (85.8%) and sense of community (50.7%).
- » When asked how they would like to see Lewisville grow, 64.7% of participants said they would like to see retail develop within established districts, while 29.4% of participants said they would like Lewisville to stay residential. Downtown Lewisville was cited as the favored area for prospective development (56.4% of participants).
- » Participants expressed a strong desire for greater mobility and recreation options in Lewisville, including greenways, bike lanes, sidewalks, open space, and scenic vistas.
- » Popular types of residential development included single-family housing and retirement communities. Popular types of commercial development included farmers markets, restaurants, small shops, and professional services.

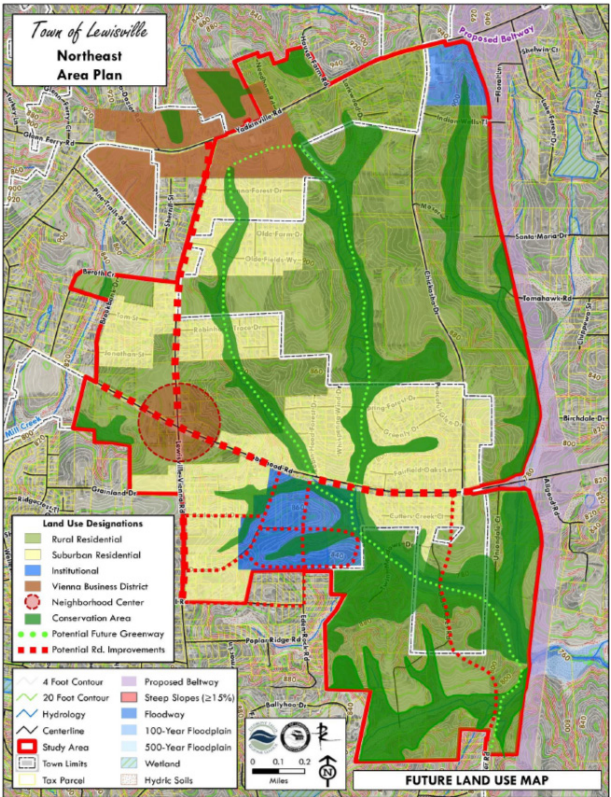
Northeast Area Plan (2018)

Overview

This Plan outlines a 30-year vision for managing growth in a section of northeast Lewisville within and outside current Town limits. Due to the proposed Winston-Salem Beltway and utility expansion related to a future school, development pressure will increase in this area. The Northeast Area Plan includes recommended development guidelines and a future land use map (shown at right).

Relevant Recommendations

- » Encourage greater housing and job diversity in designated Activity Centers, transitioning to single-family residential farther from these locations
- » Identify and designate environmentally sensitive areas as conservation corridors; preserve rural character
- » Provide a more pedestrian-friendly environment with walkable access to open space, businesses, services and jobs; require new neighborhoods to include green space and greenways
- » Future land use designations: Rural Residential; Suburban Residential; Institutional; Vienna Business District; Neighborhood Center Overlay; and Conservation Area Overlay



Lewisville Comprehensive Plan (2015)

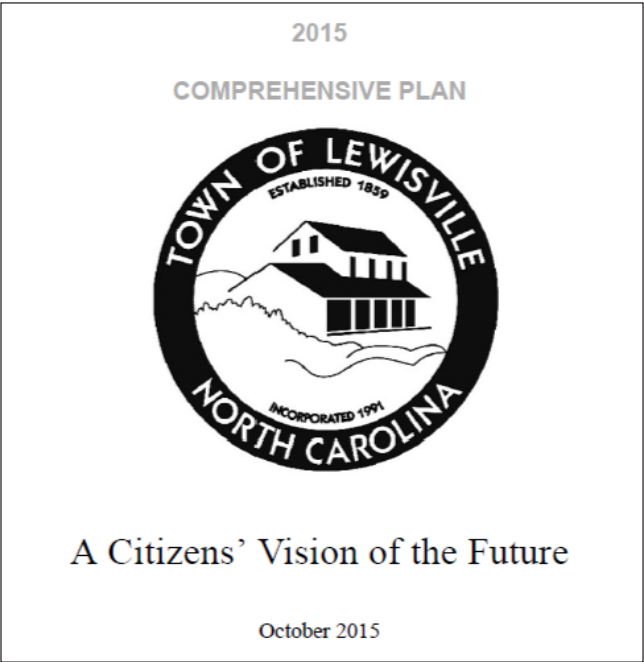
Overview

The previous Lewisville Comprehensive Plan contains the guidelines the Town has established to address topics including: governance; community character; natural environment; facilities & services; land use; transportation; health, safety and wellness; and citizen engagement. The 2015 Plan is intended to guide the Town for five years. Four themes are evident in the document: fiscal responsibility, sustainable growth, livable design and overall health and safety.

The Comprehensive Plan outlines the demographic context of Lewisville, the history of Comprehensive Planning efforts in the Town, and establishes a community vision. The vision described characterizes Lewisville in 2035 as a desirable place to live, work, and recreate. The Town intends to carefully manage development in order to conserve the rural environment and small-town way of life in Lewisville, amid growth pressures from the surrounding region. The Town aims to provide a variety of transportation options, and cultivate strong neighborhoods with diverse housing and a low tax rate for residents.

Relevant Goals and Recommendations

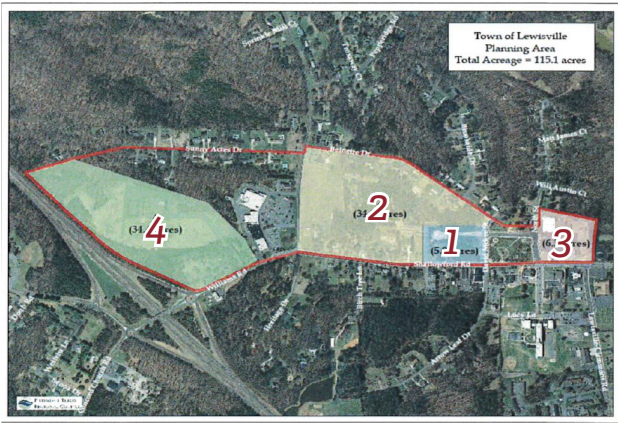
- » **Community Character:** Promote design standards that enhance community appearance and maintain the Town's unique sense of place. Develop regulations to preserve and enhance Lewisville's character: pastoral, "small town," quiet, and residential.
- » **Natural Environment:** Preserve open spaces including natural habitats, scenic vistas, and environmentally sensitive areas. Form a network of interconnected open space. Protect and promote preservation of existing farms, woodlands and undeveloped rural areas. Provide community facilities and services in a cost-effective manner. Provide desired municipal services with appropriate taxes or assessments.
- » **Land Use:** Facilitate land use patterns that offer a variety of housing and land use choices and convenient access to neighborhood shopping and other services, protect property owners from incompatible land uses, make efficient use of Lewisville's limited land capacity, and coordinate land uses with infrastructure needs.
- » **Land Use:** Ensure that standards for quality housing are met. Identify areas and zone appropriately to support higher density housing in some parts of town. Preserve open space in new developments. Provide high quality, connected neighborhoods.
- » **Land Use:** The Downtown is vibrant and active with commercial, office, entertainment and residential development, and offers a comfortable, safe, and interesting pedestrian environment.
- » **Land Use:** Focus areas for development include Shallowford Square and the Vienna Business District.
- » **Transportation:** Create an integrated land use and transportation network. Create a plan for alternative modes of transportation. Properly maintain the roadway network. Create a comprehensive and efficient transportation network which provides mobility within and throughout the Town.
- » **Health, Safety & Wellness:** Continue to develop and maintain policies, facilities, programs, and services which ensure public health, safety, and community hygiene and support the personal wellness of Lewisville and its residents.
- » **Citizen Engagement:** Embrace and encourage citizens through involvement in various activities and shared ownership of the community.



Downtown Design Guidelines (2014)

Overview

These guidelines were established by the Lewisville Planning Board as a tool to guide property owners and developers in designing new or remodeled buildings to fit seamlessly within the unique character of Downtown Lewisville. The document guides revisions to the Town's development ordinances and highlights the architectural features that make Downtown distinct. The nearly 116-acre planning area, shown at right, consists of four areas, each with different guidelines.



Relevant Recommendations

- » **Area 1 – Town Center Commercial:** Restaurants, coffee shops, and small boutique shops could be clustered around a “super block” that provides a sense of place as the heart of Downtown Lewisville.
- » **Area 2 – Town Center Residential:** A mix of housing sizes, types and pricing should be included. Small lots or townhomes between 1,200 and 2,500 square feet would be ideal. Rental housing should be considered.
- » **Area 3 – Downtown Cultural Center Core:** This area is intended to contain a mix of civic buildings (civic center, visitor center) and cultural amenities (theater, historic structures, and a water feature).
- » **Area 4 – Gateway Development:** The gateway is intended to support the vision and values of Lewisville: agrarian heritage, small town charm, and hometown livability. Commercial and mixed-use development are supported.
- » Specific design guidelines include: primary façade faces the principal street; consideration of adjacent buildings; architectural style; building material and color; streetscapes (including sidewalks and bike lanes)

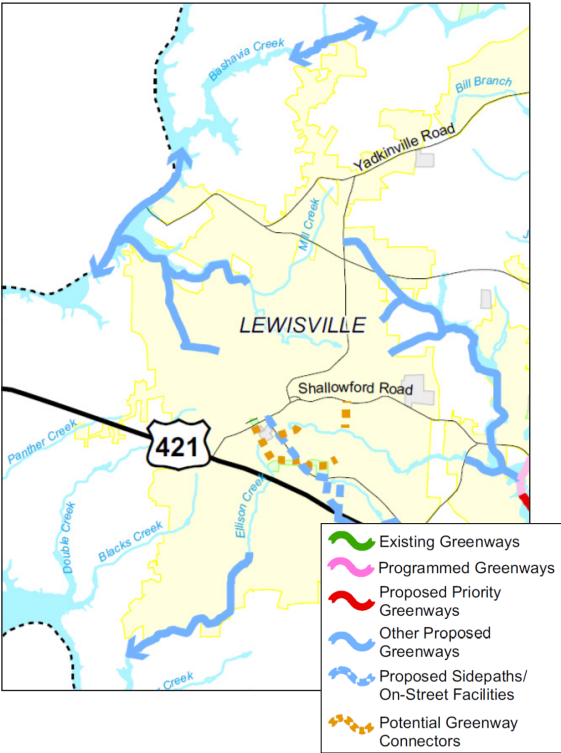
Greenway Plan Update (2012)

Overview

The Winston-Salem and Forsyth County City-County Planning Board produced this Plan Update to revisit and expand upon the recommendations of the 2002 Greenway Plan. It outlines a prioritized system of greenways for construction over the following 10-15 years, based on connectivity importance, feasibility, and public support. The Plan Update intends to connect existing facilities, neighborhoods, destinations and community facilities.

Relevant Recommendations

- » The Greenway Plan Update supports the recommendations of the Lewisville Greenway and Pedestrian Connections Plan (described on next page).
- » The originally proposed Tomahawk Creek Greenway system west of Styers Ferry Road and the Blanket Bottom Creek Greenway were found to be unfeasible and/or unpopular among residents, and were removed from the Plan.
- » The Plan Update reiterates a proposal for a Yadkin River Greenway connecting Lewisville, Clemmons, and Bermuda Run along the river.



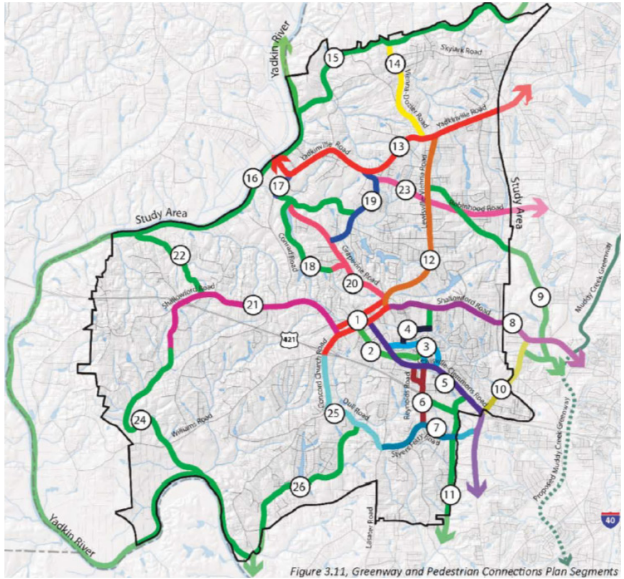
Lewisville Greenway and Pedestrian Connections Plan (2011)

Overview

The Lewisville Greenway and Pedestrian Connections Plan envisions a connected network of greenway trails and sidewalks in and near Lewisville. Goals include fostering a sense of community; promoting Lewisville as a place to live, work and play; and creating a neighborhood identity in Lewisville. The Plan identifies 10 greenway segments and 17 sidewalk segments (shown in the map at right).

Relevant Recommendations

- » **Sidewalk Segments:** Shallowford Road, future Great Wagon Road, Lewisville-Vienna Road, Robinhood Road, and more
- » **Greenway Segments:**
 - » Downtown Greenway Connector
 - » Woodview Ridge Trail
 - » Northeast Creek Greenway
 - » Blanket Bottom Creek Greenway
 - » Bashavia Creek Greenway
 - » Yadkin River Greenway



- » Mill Creek Greenway
- » Yadkin River West Greenway
- » Panther Ridge Creek Greenway
- » Ellison Creek Greenway

Lewisville Unified Development Ordinance (2007)

Overview

The Lewisville Unified Development Ordinance (UDO) is a regulatory document that guides land use, zoning, environmental and subdivision-related decisions in the Town limits. Land use and zoning guidelines are established for lot size, setbacks, parking, open space, pedestrian facilities, building orientation and character, landscaping, height restrictions, and more.

Relevant Regulations

- » **Residential Zoning Districts:** Each district is designed to be comfortable, healthy, safe, and pleasant for all residents, and are protected from incompatible or disruptive land uses. Districts include: Single Family; Multifamily; Manufactured Housing; Yadkin River Conservation; and Agricultural.
- » **Commercial Zoning Districts:** These districts frame commercial development within the growth goals of the Comprehensive Plan and other plans. Districts include: Office (Neighborhood, Limited, Corporate Park, General); and Business (Neighborhood, Pedestrian, Limited, Neighborhood Shopping Center, Highway, General, Central).
- » **Industrial Zoning Districts:** These districts are designed to allow industrial development while protecting nearby residential areas from their undesirable aspects. Districts include: Limited; Corporate Park; General; and Central.
- » **Overlay Districts:** Neighborhood Conservation; Thoroughfare; Historic; Multifamily; Rural; Downtown; Pedestrian Connections
- » **Special Purpose Zoning Districts:** Historic; Neighborhood Activity Center



LEWISVILLE TOMORROW
Foundation for the Future

COMPREHENSIVE PLAN

