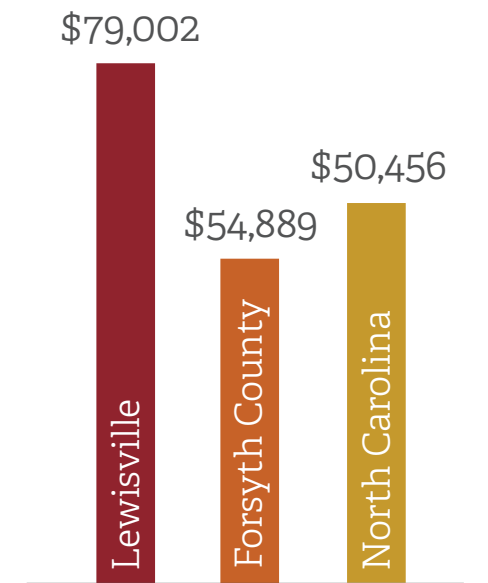


# COMMUNITY FEATURES

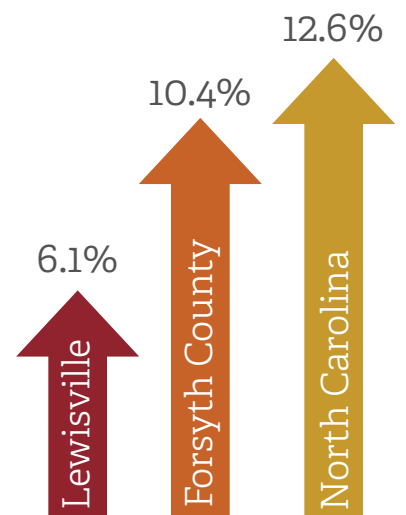
An at-a-glance look at Lewisville's community features helps bring understanding to opportunities and needs related to growth and the Town's future. It also provides a critical foundation for recommendations.

## Demographics

The demographic characteristics of Lewisville play an important role in shaping the future of the Town. For reference, facts and trends for the Town are compared to Forsyth County and North Carolina.

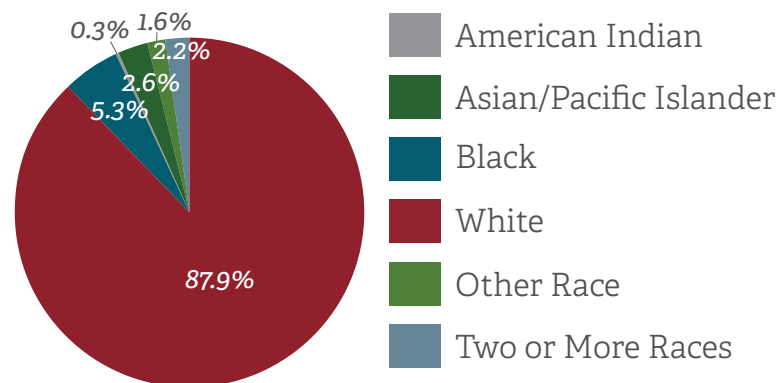


Median Household Income

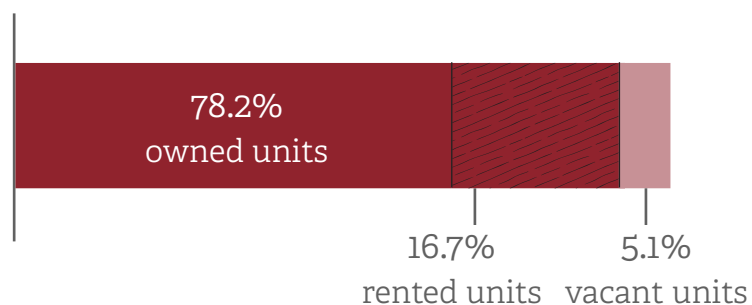


Population Increase Since 2010

- » The median age in Lewisville is **46.9**, eight years older than the median age of the County and North Carolina. Denser parts of Lewisville typically have lower median ages.
- » The areas of greatest population density are between US 421 and Lewisville-Clemmons Road, where there are more than **1,500 people per square mile**.
- » Parts of western Lewisville have experienced the most population growth in recent years, with nearly a **30% increase in population since 2010**.
- » Lewisville is **87.9% white**. The parts of Lewisville with the greatest minority population are south of Shallowford Road, southeast of US 421, and west of Yadkinville Road.
- » Many Lewisville residents are highly educated. **45.9%** of residents 25 or older have a **bachelor's degree or higher**.



Owned vs. Rented



## Relevant Previous Plans

Lewisville Tomorrow builds on a foundation provided by recent local and regional plans related to land use, urban design, economic development, and transportation. These plans are the building blocks for the future.

### Lewisville Comprehensive Plan

The 2015 Comprehensive Plan contains the guidelines the Town has established to address governance, community character, natural environment, facilities & services, land use, transportation, health, safety & wellness, and citizen engagement.



### Lewisville Unified Development Ordinance

The Lewisville 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.



### Northeast Area Plan

This plan outlines a 30-year vision for managing growth in a section of northeast Lewisville. The plan encourages greater housing and job diversity in designated Activity Centers, emphasizes preserving environmentally sensitive areas, and emphasizes greater walkability.



### WSUAMPO Comprehensive Transportation Plan (CTP)

The CTP is the Winston-Salem region's long range transportation vision for the next 50+ years. The document identifies transportation improvements needed to meet future mobility demands for all modes, including roads, bicycles, and pedestrians.



### Greenway Plan Update

The Winston-Salem and Forsyth County City-County Planning Board produced this document to revisit the recommendations of the 2002 Greenway Plan. It prioritizes a system of greenways for construction over the following 10-15 years, based on connectivity importance, feasibility, and public support.



### Town of Lewisville Resident Survey

The 2019 Resident Survey was conducted to measure resident attitudes about living in Lewisville, survey residents' views on long-term goals for Parks and Recreation in the Town, and learn more about their tax priorities.



### Downtown Design Guidelines

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 guidelines include four designations in the Downtown district.



### Discovering Lewisville

This document was produced by the Lewisville Beautification Committee and describes 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.



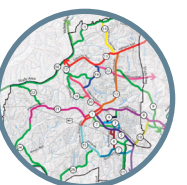
### 2045 WSUAMPO Metropolitan Transportation Plan (MTP)

The MTP is the region's guiding transportation vision through the year 2045. It identifies fiscally constrained roadway, transit, bicycle, and pedestrian improvement projects.



### Lewisville Greenway and Pedestrian Connections Plan

This 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.



# Framework Plans

Lewisville Tomorrow will be organized into seven topical framework plans that respond to a preferred growth strategy. An analysis of existing conditions in each of these areas will inform the direction set by the new Plan.



## Land Use

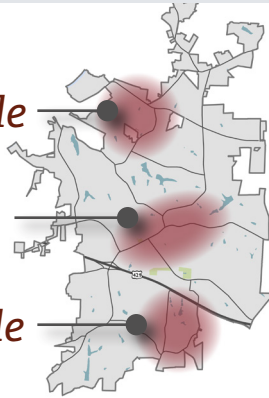
This framework plan will refine the preferred growth strategy to create an updated future land use map. The map will communicate a well-organized and market-supportive allocation of land uses.

- » 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.
- » A land use screening identified areas with the greatest potential for growth. These **areas of opportunity** are shown on the map to the right.

Northern Lewisville

Downtown & Shallowford Road

Southern Lewisville



## Resiliency and Sustainability

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

- » The **Yadkin River** runs to the west of Lewisville, placing Lewisville in the Yadkin-Pee Dee River basin.
- » 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.
- » Lewisville's elevation ranges from **690 to 980 feet** above sea level.

*Environmental features pose special considerations for potential development opportunities.*



## Housing

The housing framework will tie the housing characteristics to the future land use map with considerations for programs and policies that align with housing diversity and supply.

- » **90.1%** of all buildings' square footage in Lewisville is used for single-family housing.
- » The average residential property value is between **\$200,000** and **\$250,000**.
- » Most houses were built between **1970** and **2000**.
- » Housing stock in Lewisville is slightly newer than the housing stock in Forsyth County, with a median age of **36 years** compared to 41 years in the County.

*Between 2011 and 2021, home values in Lewisville increased by nearly 28%.*



## Economic Development

This framework plan will revisit the market trends presented in the Community Characteristics phase to help communicate future economic development opportunities.

- » Most Lewisville residents work elsewhere, with about **97% of workers** leaving Town on their daily commute.
- » The largest industry sectors for employment in Lewisville are **Retail Trade** (34.0%) and **Educational Services** (23.4%).
- » Most Lewisville residents complete their shopping in neighboring communities 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.

*Lewisville Area Retail Leakage  
\$125.3 million*



## 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.

- » Five State Transportation Improvement Program (STIP) projects are currently planned for Lewisville in the 2020-2029 program.
- » Existing pedestrian facilities in Lewisville are concentrated Downtown and are sparse in the more rural areas of Town.
- » The Town only has existing shared use paths in **Joanie Moser Park**.

*A robust active transportation network should provide safe and accessible alternative opportunities for pedestrians and bicyclists.*



## 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.

Lewisville has three park facilities:

- » **Shallowford Park** - Amenities include a playground, benches, bike racks, picnic tables, and restrooms
- » **Joanie Moser Park** - Amenities include a playground, sports fields, benches, bike racks, picnic tables, shelter, and restrooms
- » **Jack Warren Park** - Amenities include playground, sports fields, benches, bike racks, picnic tables, shelter, grill, and restrooms

*Lewisville's history as an early settlement along the Great Wagon Road is apparent in its cultural resources.*



## Community Facilities

The future land use map will address the future land use map's connection to community infrastructure and community services.

- » Lewisville is largely **lacking sewer mains** throughout most of its area north of Shallowford Road and south of US 421.
- » There are plans to build a **new pump station** west of the US 421/Williams Road interchange.
- » Lewisville's community services feature **two fire stations, Town Hall, three schools, a library, and 13 places of worship**.

*Community infrastructure is vital to the daily life of residents. The growth of the Town directly relates to the infrastructure capacity.*

# SWOT Analysis

The analysis below identifies 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 identify key areas for improvement.

## Strengths

Lewisville is **conveniently located** near Winston-Salem along US 421, positioning the town as a **peaceful, family-oriented** community accessible to the greater metro area.



Residents of Lewisville have a **high standard of living** and high levels of educational attainment. Community resources include top-rated **public schools**, community parks, and recreational facilities.

The Town has a strong history of **community spirit** and actively engaged residents. Residents love participating in community events at **Shallowford Square** and elsewhere.



## Weaknesses

Job growth in Lewisville has been stagnant, with more than **97% of residents commuting elsewhere** for work. The economy is overspecialized, with over 50% of jobs in **retail or education**.



The **lack of diverse housing types** limits the options for lower-cost, lower-maintenance housing sought by young adults, new families, and those wishing to age in place.

Lewisville is difficult to navigate by bike or on foot. The roadway network is disconnected, reflecting an **auto-dependent development pattern** and limiting mobility.



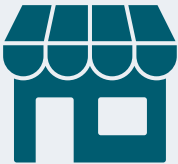
## Opportunities

Several **roadway improvements** are planned or are underway in Lewisville, and the NC Department of Transportation Complete Streets Policy will aid in funding **multimodal improvements**.



New facilities are planned or under construction, including a **community center** and a downtown pump station which will open up approximately **300 new acres of land** for development.

Residential growth and diversification may increase the daytime population and attract more **community-serving retail**. Non-residential development could **diversify the tax base**.



## Threats

Lewisville has had **slow population growth** compared to the county, region, and state. The **population is aging**, and now has fewer children and residents in their prime earning years (ages 35-54).



New development is constrained by a **lack of sewer infrastructure**, difficult topography, and land availability. Lewisville is highly **dependent on other communities** to fulfill residents' daily needs.

Residents are proud of Lewisville's small-town character, and some "opportunities" may appear threatening to the Town's quiet, rural way of life.

