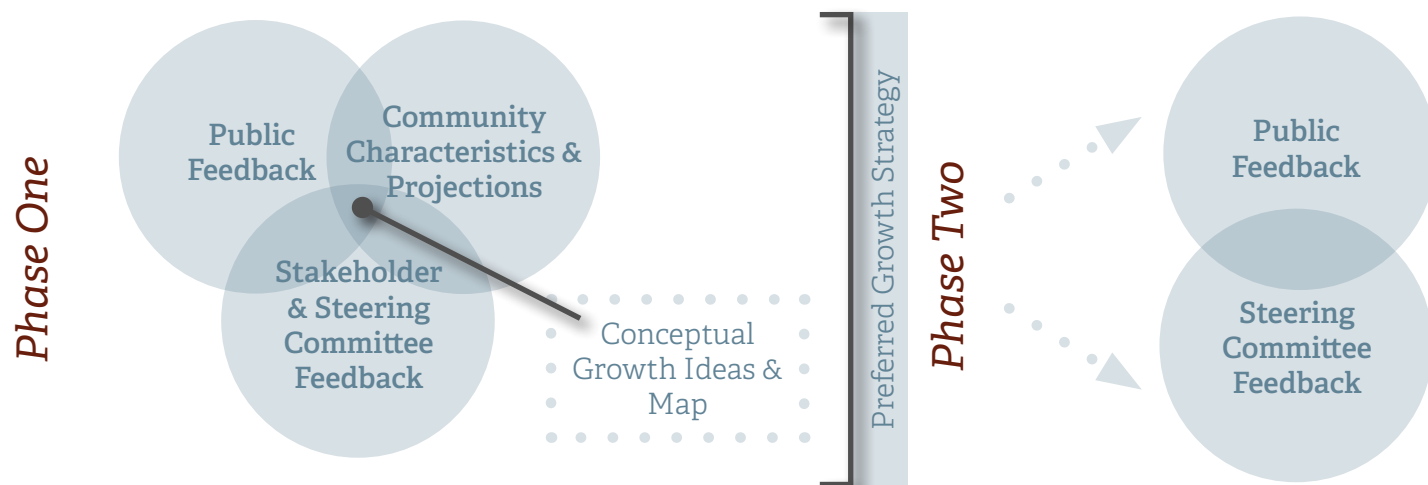


# GROWTH STRATEGY

A growth strategy helps steer future change in a way that intentionally contributes to the creation of quality places in Lewisville. Developing this strategy is the next step toward creating the Future Land Use Map for Lewisville. Feedback from residents and stakeholders was used both to inform the Preferred Growth Strategy and to evaluate it.

## Outreach

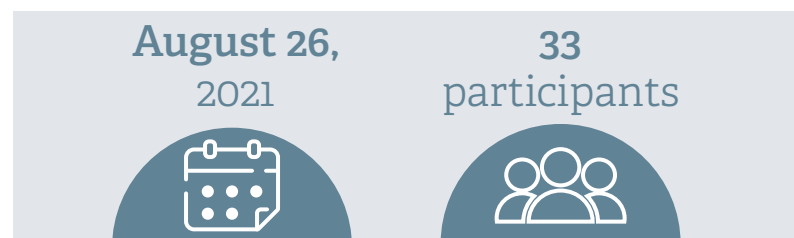
The growth strategy was developed by combining the takeaways from the community characteristics analysis with feedback from the public and stakeholders. These three elements create the foundation for the growth strategy



## Steering Committee

Steering Committee members were presented with the Conceptual Growth Map and two Growth Alternatives.

The Steering Committee expressed a general preference for the Corridors and Gateways Growth Alternative, which was then refined by the project team into the Preferred Growth Strategy.



## Public Workshop

The second public workshop was held in-person at the Pavilion at Shallowford Square. Participants were given the opportunity to view and comment on the Preferred Growth Strategy and provide comments to be considered in the Framework Plans.

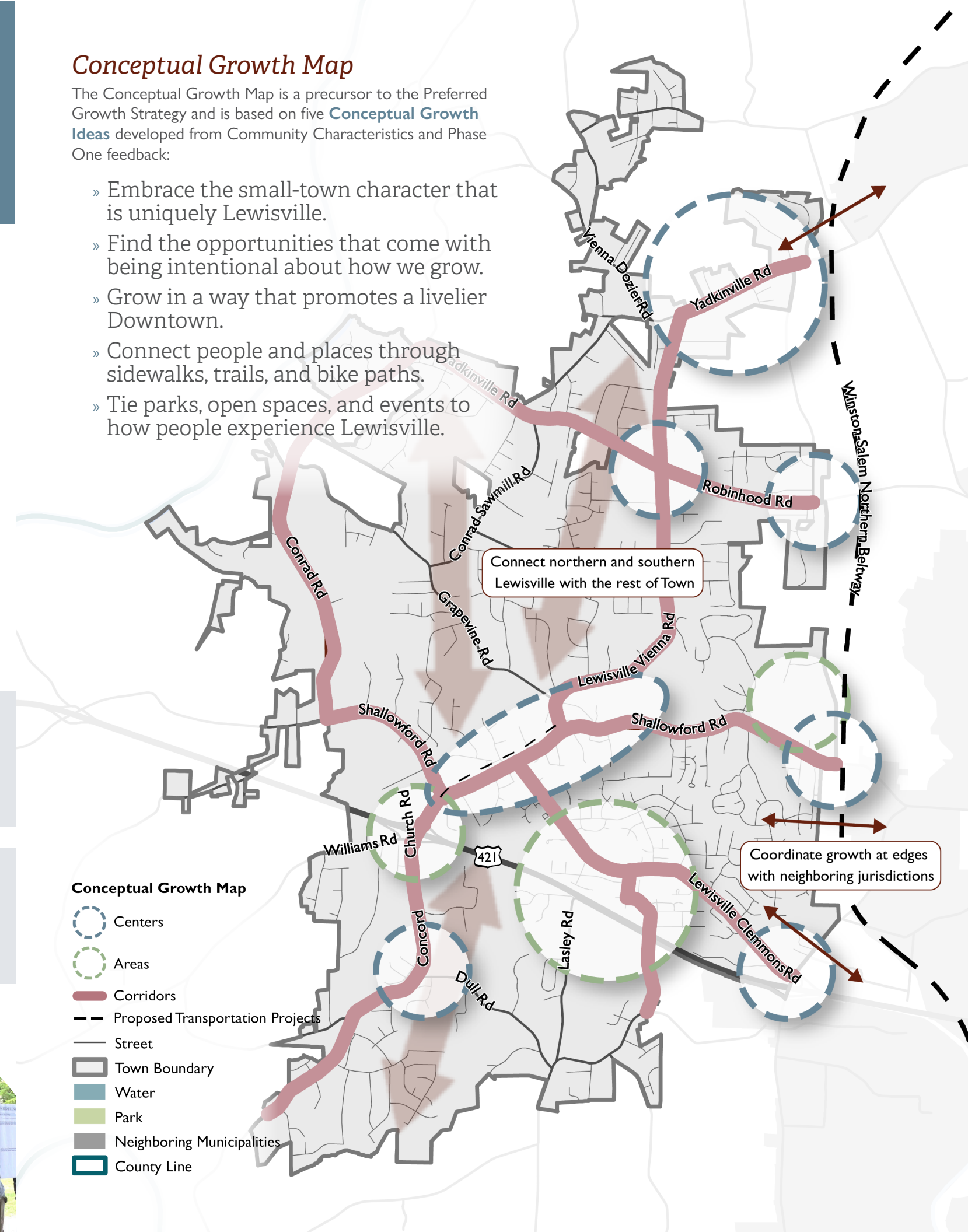
Participants generally agreed that the Preferred Growth Strategy reflects the needs and priorities of Lewisville residents.



## Conceptual Growth Map

The Conceptual Growth Map is a precursor to the Preferred Growth Strategy and is based on five **Conceptual Growth Ideas** developed from Community Characteristics and Phase One feedback:

- » Embrace the small-town character that is uniquely Lewisville.
- » Find the opportunities that come with being intentional about how we grow.
- » Grow in a way that promotes a livelier Downtown.
- » Connect people and places through sidewalks, trails, and bike paths.
- » Tie parks, open spaces, and events to how people experience Lewisville.





# Preferred Growth Strategy

Following the feedback on the two Growth Strategy Alternatives, a preferred growth strategy for Lewisville was created. The Preferred Growth Strategy is organized around a set of high-level character types (Centers, Corridors, and Areas) that influence the land use of a particular area. As we build the Future Land Use Map, the character types will be further defined into more specific place types.

## Centers

- ### Downtown Core

Downtown Core is a mixed-use area with special emphasis on supporting the Town’s core value as a historically unique small town with an articulated pedestrian-oriented character and scale.
- ### Neighborhood Activity Center

Neighborhood Activity Centers are compact, mixed-use, pedestrian-oriented areas intended to feature existing and appropriate new retail, institutional, office, residential, and recreational uses.
- ### Gateway Center

Gateway Centers, usually near Town limits, are a welcoming point to Lewisville that bring awareness to those arriving in Lewisville. Visual markers delineate the Town and define community identity.

## Corridors

- ### Gateway Corridor

Gateway Corridors tend to stem from Gateway Centers to visually extend the community identity through and further into the heart of the Town.
- ### Community Corridor

Community corridors are the Town’s connectors by flowing from Neighborhood Activity Centers to the Downtown Core and providing transitions between different context areas in Lewisville.
- ### Heritage Corridor

Heritage Corridors preserve and promote the historic, scenic, and culturally important roads that epitomize Lewisville’s rural small-town charm.

## Areas

- ### Residential (Single Family)

Lewisville is defined by its collection of strong, vibrant neighborhoods and pastoral homes. These areas are made possible by appropriate low density and expansive single-family neighborhoods that make up a majority of the Town’s land use.
- ### Residential (Multifamily)

Multifamily residential areas are envisioned to be of appropriate scale, context, and design to support the small-town vision for Lewisville and compliment surrounding land uses.
- ### Commercial

Commercial areas—including restaurants, retail stores, and offices—support the economic health of the small town by encouraging right-sized shopping and employment opportunities at appropriate locations that can house restaurants, retail stores, office buildings, and various commercial uses.
- ### Institutional

Institutional areas represent existing places in Lewisville that provide community resources and services to residents, including public and private schools, governmental agencies and facilities, and religious institutions.
- ### Parks/Open Space/Preservation

Parks, open spaces, and environmental resource areas are vitally important because of the recreational and public health benefits they provide. The value of these areas are conserved by balancing both the use and protection of them.

# Preferred Growth Strategy Map

The Preferred Growth Strategy is the next step toward the Future Land Use Map. This growth strategy builds on the Vision and Planning Themes and addresses the growth ideas and the Conceptual Growth map.

