



# US 287 Strategic Plan

# OUR **TEAM**



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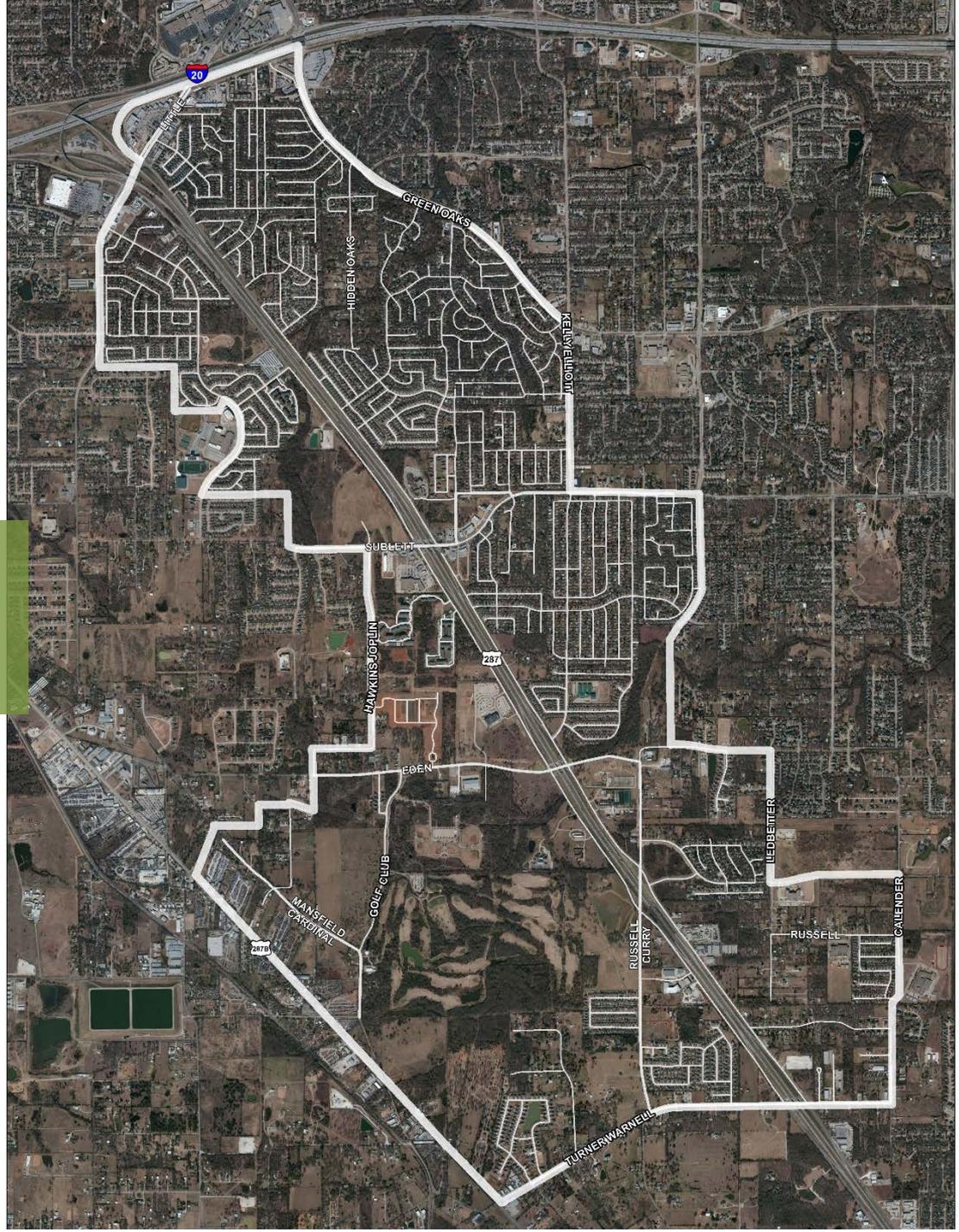


# Purpose...

- identify a clear vision and identity
- analyze the area's SWOT
- identify new development as well as redevelopment opportunities
- build on the existing recreational amenities
- analyze the economic impacts
- identify opportunities for partnerships
- identify strategies to maximize growth potential

# THE STUDY AREA

4,328 ACRES  
6.76 SQUARE MILES



# THE PROCESS



## 9 MONTH PROCESS

### APPROACH:

1. Data Gathering and Visioning
2. Analysis
3. Recommendations and Adoption

# TARGET RESULTS

## CHAPTER 05 big moves

### EXPLANATION OF BIG MOVES

The Lewisville 2025 committee and consultant team developed key recommendations to implement the goals in Chapter 04. In many cases, synergies exist across the committee's recommendations. Lewisville 2025 builds on these synergies by bringing common strategies together in a coordinated way called **Big Moves**. Big Moves represent organizing principles of Lewisville 2025 themes, actions, and priorities.

This Big Moves approach is designed to add emphasis to these shared recommendations and to communicate shared actions more clearly. Lewisville's Big Moves include nine areas of focus, each representing big action items that will likely have the greatest impact for Lewisville by 2025. Big Moves are the elements most likely to be implementable over the next 10 years and will give the community the best return on their investment. The nine big moves are depicted in the graphic on the right and are summarized in the following chapter.

- 01 Green Centerpiece
- 02 Extending the Green
- 03 Old Town
- 04 Thriving Neighborhoods
- 05 New Neighborhood Choices
- 06 Employment Centers
- 07 Identity Focal Points
- 08 Marketing and Communications
- 09 Sustainability

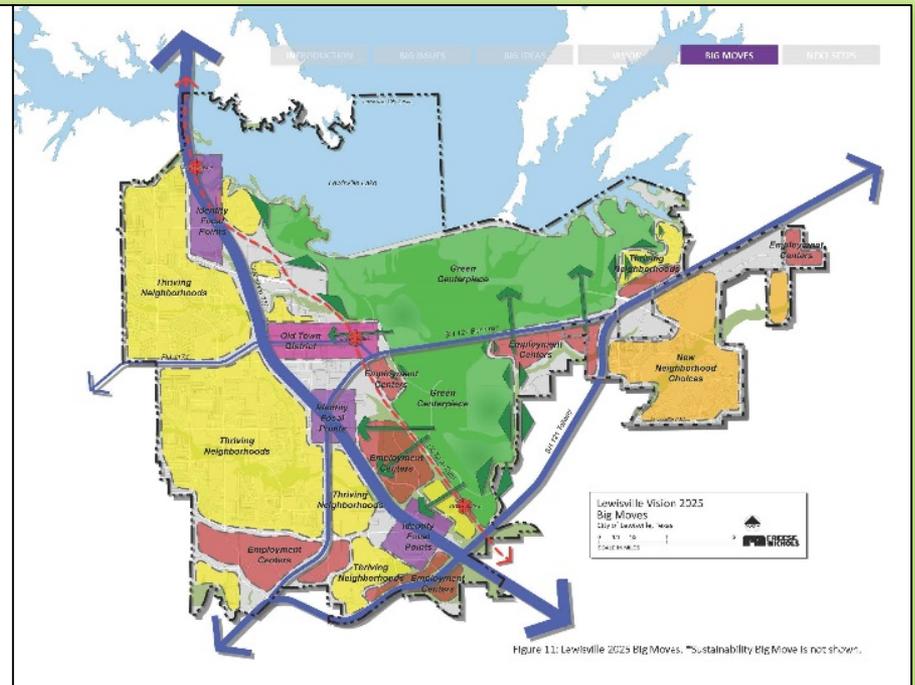


Figure 11: Lewisville 2025 Big Moves. \*Sustainability Big Move is not shown.

# THE PAC EXPECTATIONS

- Thank You!
- 4 Meetings
- Provide input and local knowledge
- Help develop ideas
- Sounding board for strategies
- Champion the plan



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## What's This All About?

x

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RECENT ACTIVITY

Kim Feil answered a Discussion

An aerial photograph showing a residential neighborhood in the background, a large green field in the middle ground, and a wastewater treatment plant in the foreground. The plant features several large rectangular aeration tanks with blue-green water, various pipes, and buildings. A road runs along the left side of the image.

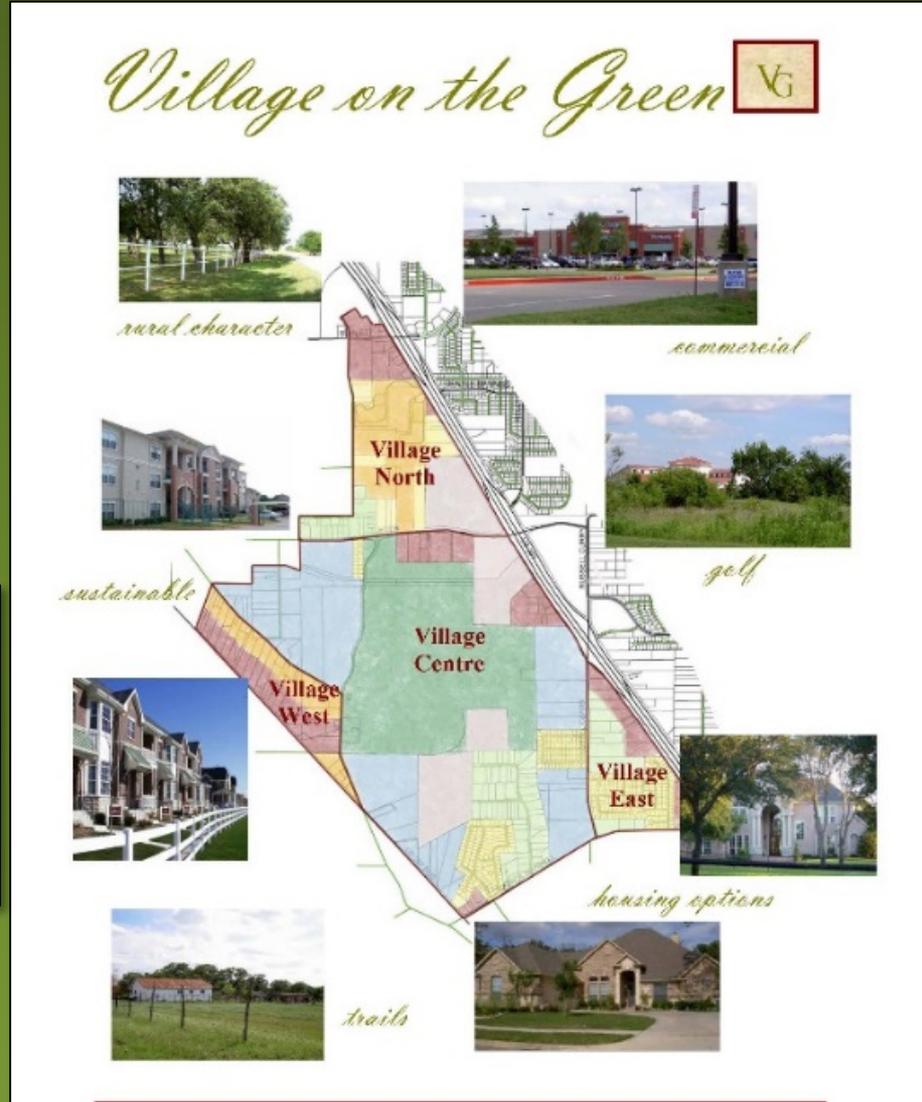
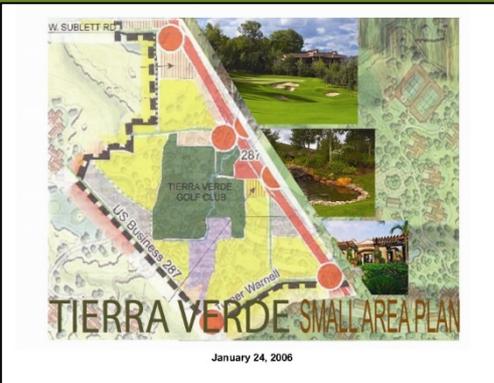
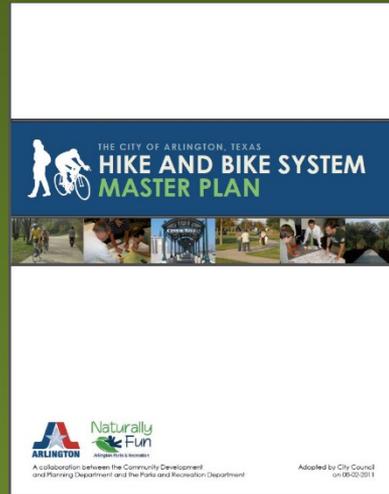
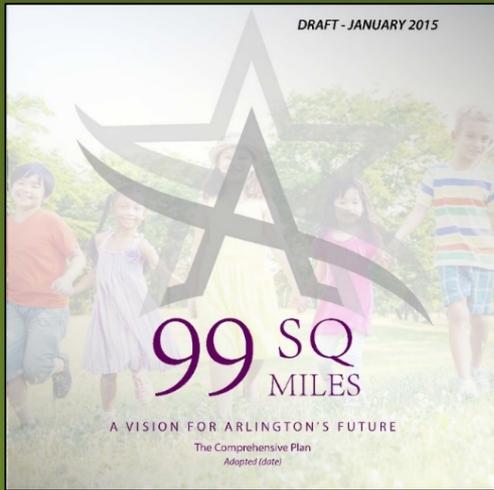
# *An Understanding of the Area*

- **Work to Date**
- **Challenges and Opportunities We See**

# Knitting the Fabric Together



# Coordinating with Current Plans





# PARTNERSHIPS (CITIES, SCHOOL DISTRICTS)



**BUILD ON EXISTING REGIONAL AMENITIES  
BIKE AND TRAIL OPPORTUNITIES**



**LOCAL CONNECTIVITY AND REGIONAL CONGESTION**



**LIMITED IDENTITY**



**COMPETITION**



**DEFINE HIGHEST AND BEST USES**

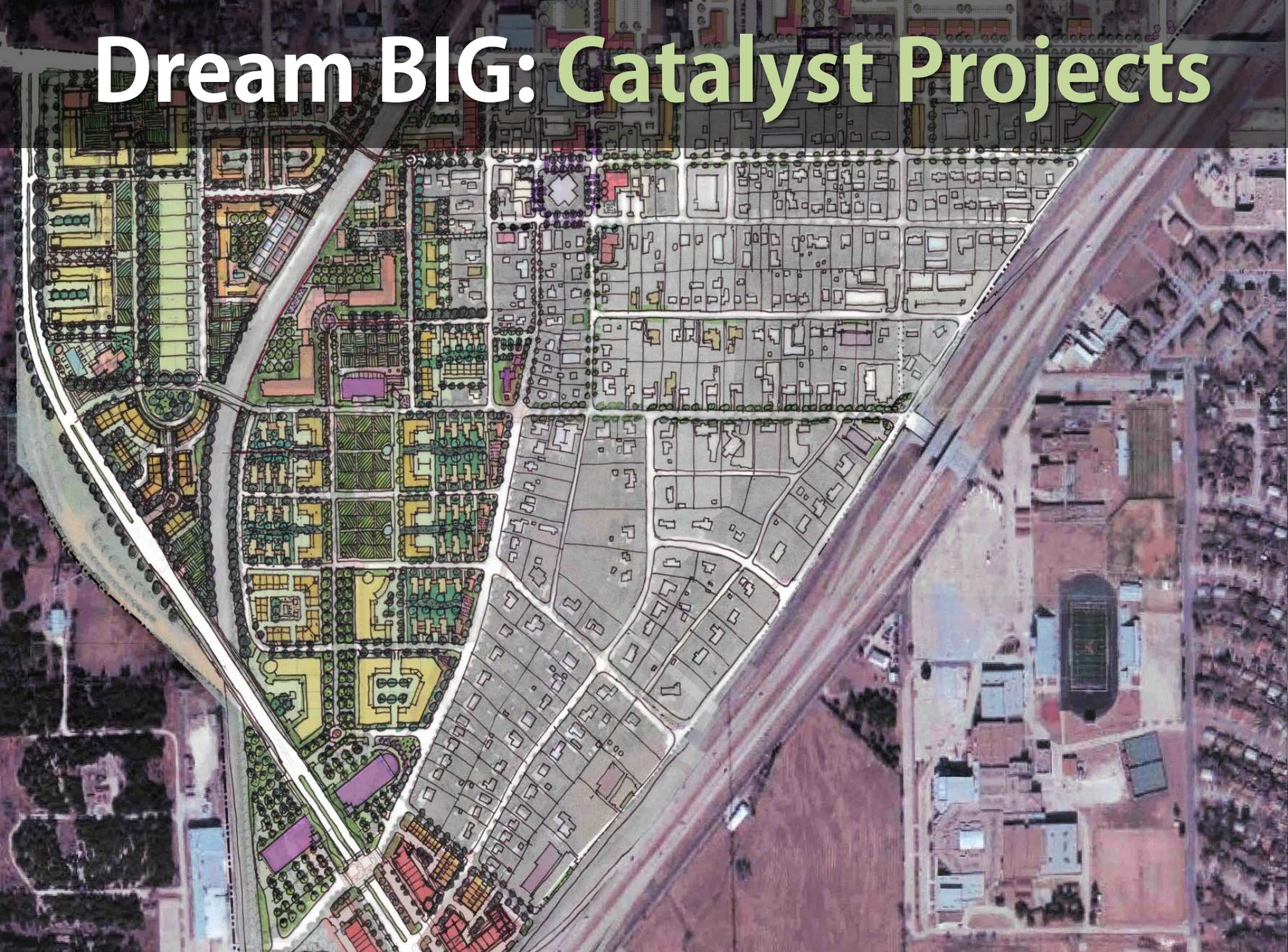


**730 ACRES**

**WHAT IS GREAT?**

**WHAT ARE ISSUES AND  
CHALLENGES?**

# Dream BIG: Catalyst Projects



# Tierra Verde Small Area Plan

**“Tierra Verde will be a financially and environmentally sustainable community memorable for its rural character, village like atmosphere, mix of high quality housing options and complementary commercial activity. The public Audubon Signature golf club and first tier sports complex are at the heart of a network of trails and roads linking neighborhoods, schools, businesses, and open space.”**



**WHAT IS THE VISION?**

➤ **WHAT IS MISSING?**

➤ **WHAT ARE THE GOALS?**

# Next Steps

- Economic context and market profiles
- Mapping analysis
- Draft goals and vision
- PAC meeting 2
- Public meeting

