



Todd W. Bressi Urban Design



LEWISVILLE, TX, PUBLIC ART MASTER PLAN Lewisville, TX, 2017

Who is Lewisville? The Dallas Metroplex sprawls across thirteen counties and includes 14 cities with populations of 100,000 or more. Each of those cities has its own stories, including Lewisville. Lewisville evolved from a settlement that dates back 175 years, when the Republic of Texas and the Texas Emigration and Land Company offered large tracts of land to families who would settle in the area. Lewisville's story, then, is that of a pioneering people who pulled together to establish a rural community and then to build a thriving city. Today, Lewisville is a place that endorses its contrasts. An pioneer has added an on time or another. 'A little bit Texan, a little bit Western...' 'It's small town feel with all the convenience of a large city.' 'When you're from elsewhere, when you're from the city' 'One foot planted firmly in the past, the other foot stepping into the future.' Lewisville is a city that clearly prides itself on its history, traditions and family-friendly, horseman feel. But it is not standing still. People today are just as enthusiastic about its strong connections to nature and its growing diversity, especially cultural and economic diversity.

Above: The plan explored Lewisville's history and culture as a foundation for public art recommendations.

Right: The Creative Plan outlined project opportunities, focusing on city capital projects and private development.

Role: Bressi was lead consultant

Client: City of Lewisville

Contact: James Kunke, 972-219-3726

Collaborators: Meridith McKinley, Via Partnership

Budget: \$62,000

Bressi and Via were retained by the City of Lewisville to develop a master plan that would help the city implement a new public art policy.

Lewisville is a historic agricultural town which, because of its proximity to Dallas Fort-Worth airport, has become desirable for corporate relocations. Significant residential development followed.

The art master plan built on the framework of Lewisville 2020, a well-regarded comprehensive plan that the city was activity using to manage it projects and programs. The public art plan focused its recommendations on the key goals of Lewisville 2020: preserving the historic Old Town while reinvesting in it, creating a "green centerpiece" open space in the floodplain of the Trinity River, creating greenways that connect this main space to neighborhoods throughout the city, and the redevelopment of gateway artworks at freeway interchanges and regional rail stations.

The plan outlined approximately 20 projects for the City to take on, from gateway artworks to the entrancs to Old Town, a residency in the City-sponsored environmental learning center, and artworks connected to public spaces built through redevelopment.

Creative Plan TRAJECTORY: CIVIC PROJECTS The following priority areas and projects have been identified based on their viability, potential community impact, availability for funding and consistency with the Lewisville 2025 vision plan and other City planning documents. Vision The plan recommends that Lewisville should adopt the following vision for public art in the City: Public art will convey Lewisville's spirit, character and identity, creating memorable experiences in key locations for residents and visitors alike. Goals The plan recommends that Lewisville should adopt the following goals for its Public Art Program: Enhance the design of city facilities, public spaces and civic infrastructure through the involvement of artists, Express Lewisville's unique qualities and the community's shared values, Provide opportunities for the public to experience and appreciate art, Provide vehicles for community participation, Intersection and collaboration in the development of projects, Create symbols of the city, and Strengthen economic development and tourism. 01 Multigenerational Center 02 Old Town Eastern Gateway 03 Old Town Exhibition 04 Main and Mill Streetscape 10 Greenways / Trailheads 11 Corporate Center 12 Central Node 20 LLELA Nature Center 21 Valley Vista Nature Center 30 City Hall 31 Wayne Ferguson Plaza 32 Old Town Southern Gateway 33 Old Town Western Gateway 34 LLELA Gateway 35 Environmental Showcase 36 Texas International Pop Festival 37 Green Centerpiece Residency 38 Library Atrium 39 Library Children's Room



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