

**PRESS RELEASE
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LAVON APPROVES NEW VISION FOR THE CITY'S FUTURE

LAVON, TX (November 22, 2019) The City of Lavon unanimously adopted a bold, new Vision at Tuesday's City Council meeting, upon a unanimous recommendation of approval by the Planning and Zoning Commission. The Vision, including a two-year Strategic Plan and foundational components of a future update to the Comprehensive Plan, calls for a contemporary destination called the Creative Lakes District and also includes an updated roadway network.

The new roadway network, in the planning area of just over 11 square miles, envisions street grids, sidewalks, trails, and Context-Sensitive Solutions (CSS), which will usher the city's mobility and travel choice into a new era of walkability, bikability, and connectivity. It is essential to plan for additional connections and improvements due to increasing urbanization of Collin County and the greater Lavon area, and the roadway network was made in close collaboration with Collin County and the North Central Texas Council of Governments (NCTCOG).

Another exciting component to the new Vision is the addition of Lake Connector Corridors, which will provide branded and enhanced places along major roadways, with surrounding development, and will provide key connections between Lavon neighborhoods and destinations. Abra Nusser, President & CEO of Ideation Planning and Project Manager of the planning and visioning effort, said of the Corridors "These areas are going to be key to Lavon's branding and marketing moving forward. They will be places where people will like to linger, with patio dining, public art, and family-oriented amenities. It's important to recognize streets, sidewalks, and trails as some of our most important public spaces, and that's what has been done here."

The planning and visioning effort, led by Ideation Planning, began with a Community Survey in June and July 2019 that garnered over 6,500 unique/write-in comments and meaningful feedback in just over four weeks. The Survey, in addition to a public Community Forum in September, multiple stakeholder interviews and a City Leadership Retreat, provided invaluable foundations for the Vision and the strategies to complement it. Lavon residents and stakeholders are united on Lavon's amazing potential to benefit from its proximity to Lake Lavon and Lake Ray Hubbard and their desire for more amenities, such as parks, destinations, and shopping. The Lavon community recognized during the process that amenities do not come free and must be paid for through a combination of taxes, capital financing (ex. bond program), and revenue-generating development, such as multi-family at strategic locations.

In the Strategic Plan portion of the new Vision, there are three intersecting planning spheres of what the City can be the best at, what the community is deeply passionate about, and what can fuel the City's economic engine. Where those three spheres intersect is a 25-year Goal and 10 Two-Year Goals. The Vision sets forth exciting new Future Land Use Designations for Lake Connector Corridors, City Villages, and Master Planned Communities, among others. Existing neighborhoods are designated for protection and preservation in the Vision, recognizing the high-quality residential areas in place and the need to treat any infill projects sensitively.

Lavon Mayor Vicki Sanson said of the new Vision, "We are so grateful to be able to point to something now and say that this is what we want, this is what our residents need, and this is what we are doing to make it happen. We are really looking forward to this next chapter in Lavon's future."

Lavon is a fast-growing community of approximately 4,000 people located in Collin County in the DFW Metroplex. Consistently recognized for its charm, location, and safety, the City's leadership is committed to providing a family-oriented place for generations to stay and grow and to continuously improve the quality of life in Lavon through establishing and fostering high-quality relationships and ensuring a safe and secure community.