

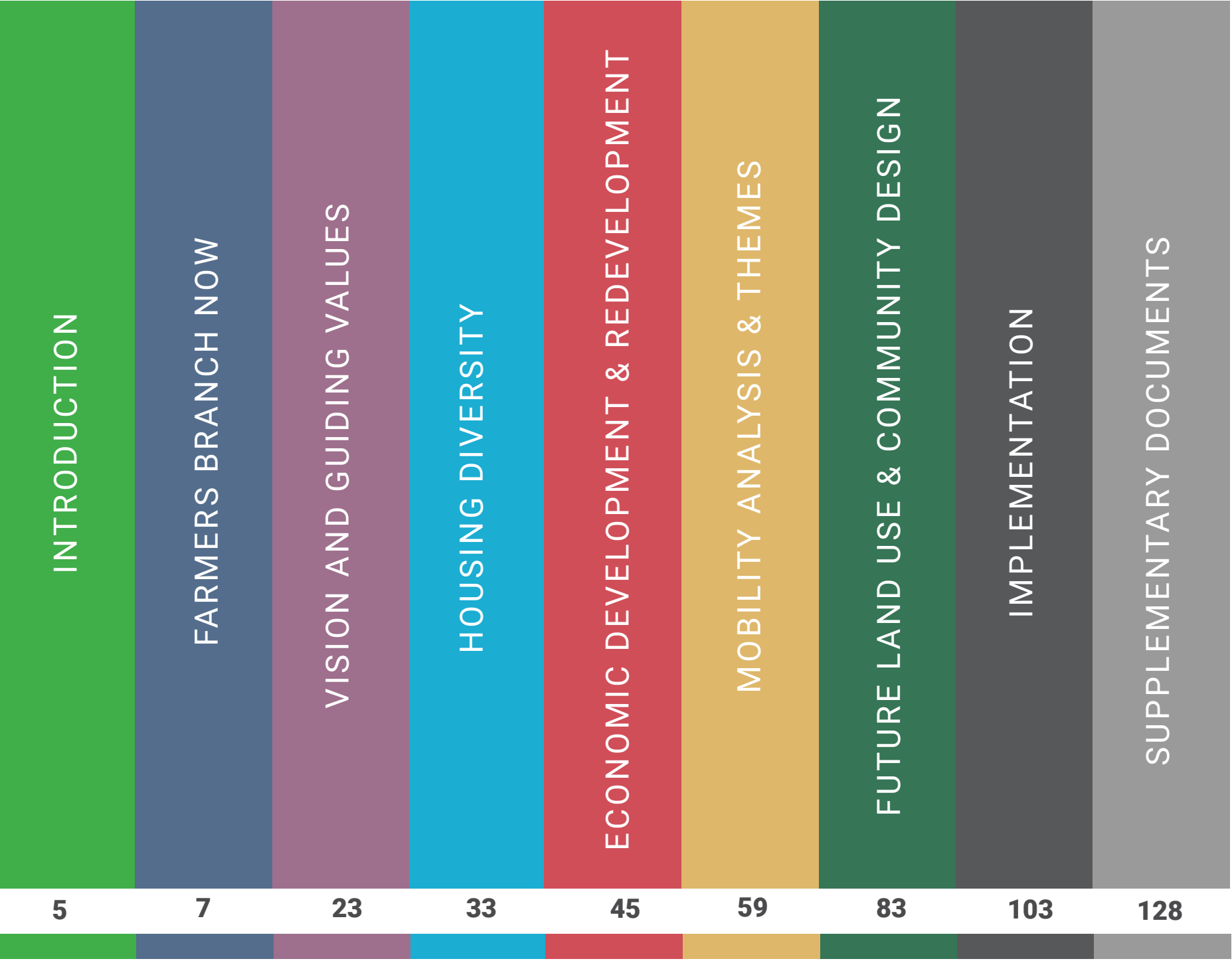


**FARMERS BRANCH**  
Livable, Inclusive, Vibrant

# FARMERS BRANCH 2045

## Farmers Branch Comprehensive Plan

Prepared By Stantec, 2023



ACKNOWLEDGMENTS	<b>THANKS TO THOSE WHO PARTICIPATED</b>  A special thank you goes to everyone who participated in the planning process for the Farmers Branch Comprehensive Plan. This plan was made possible by the contributions and insights of the residents, business owners, property owners, developers, and representatives from various groups and organizations throughout the community.	<b>PLANNING COMMISSION</b> <ul style="list-style-type: none"><li>Amber Raley - Chair</li><li>Roger Neal</li><li>Marcus Miller</li><li>Mike McGinnis</li><li>Harold N. Froehlich II</li><li>Alden T Sultzbaugh</li><li>Heidi L. Porter</li><li>Patrick A. Trapp - Alternate 1</li></ul>	<ul style="list-style-type: none"><li>Matthew E. Kelly - Alternate 2</li><li>Andy Jones - Former Vice-Chair</li><li>Giovanni Zavala - Former Commissioner</li><li>Linda Bertl - Former Commissioner</li><li>Bonnie Potraza - Former Commissioner</li><li>Mike McGinnis - Former Commissioner</li><li>Sabrina Martin - Former Alternate Commissioner</li></ul>
	<b>PROJECT MANAGEMENT TEAM</b> <ul style="list-style-type: none"><li>Surupa Sen, City Planning</li><li>Kyra McCardle, City Planning</li><li>Marcos Narvaez, City Planning</li><li>Erin Perdu, Stantec</li><li>Peer Chacko, Stantec</li></ul>	<b>STAKEHOLDER ADVISORY COMMITTEE</b> <ul style="list-style-type: none"><li>Joe Patterson, Resident</li><li>Bronson Blackson, Resident</li><li>Michael Driskill, Former Council Member - District 2</li><li>Amber Raley, Planning and Zoning Commission (Chair)</li><li>Deborah Hull, Senior Advisory Board</li><li>David Moore, Art &amp; Culture Committee</li><li>Loren Rives, Sustainability Committee</li></ul>	<ul style="list-style-type: none"><li>Christian Martinez, Historical Preservation &amp; Restoration Board</li><li>David Merritt, City Council, District 5</li><li>Anne Marie Storer, Residents (Vice Chair)</li><li>Scott Anderson, Resident</li><li>Marcus Jeffery Miller, Planning and Zoning Commission</li><li>Jessica Rodriguez, Library Board</li></ul>
	<b>CONSULTING TEAM</b> <ul style="list-style-type: none"><li>Stantec</li><li>K Strategies</li></ul>	<b>TECHNICAL ADVISORY COMMITTEE</b> <ul style="list-style-type: none"><li>Surupa Sen, Planning</li><li>Kyra McCardle, Planning</li><li>Marcos Narvaez, Planning</li><li>Allison Cook, Economic Development &amp; Tourism</li><li>Benjamin Williamson, City Manager</li><li>Michael Mashburn, Deputy City Manager</li><li>Tim Dedear, Fire Department</li><li>Danielle Summers, Community Services</li><li>Jawaria Tareen, Chief of Staff</li></ul>	<ul style="list-style-type: none"><li>Leo Bonanno, Neighborhood Services</li><li>Shane Davis, Sustainability</li><li>Jeff Brady, Communications</li><li>Jack Wierzenski, DART</li><li>Rachael Arroyo, Parks</li><li>Jay Siegel, Police</li><li>Ryan Sartor, Public Works</li><li>Hans-Michael Ruthe, DART</li><li>Kay Shelton, DART</li></ul>



# 1

## Introduction

## INTRODUCTION

### Purpose and objectives

The Comprehensive Plan for Farmers Branch is the first of its kind, bringing together community input, research and best practices to create a cohesive vision and action plan for the entire community. The Comprehensive Plan is meant to serve several purposes:

- Create a city-wide vision
- Establish a set of shared Guiding Values
- Assess data and trends affecting the entire community, including housing, economic development, redevelopment and mobility
- Provide a strong foundation for land use decisions (zoning changes, proposals for new development)
- Provide clear policy direction to make the city more accessible no matter how you travel (car, bike, walk)
- Provide strategies for diversifying the city's housing stock
- Create an implementation plan that is realistic and includes funding sources

### How to Use This Plan

**The place to begin: Vision and Guiding Values.** Here, we set out the community's vision and guiding values to support that vision. Community input on which the vision and values were based is included here. The rest of the recommendations and strategies in the plan support these vision and values.

**For context: Farmers Branch Now.** This chapter provides a set of background data for perspective on the current state of the city, and external trends affecting the city. This chapter is the basis for analysis that occurs in the subject-matter chapters.

**Subjects of interest: Housing Diversity, Economic Development and Redevelopment, Mobility, and Land Use and Community Design.** These chapters can be explored depending on the readers area(s) of interest. Each contains analysis, recommendations, and Top 5 strategies for meeting the guiding values.

**Getting things done: Implementation.** The Implementation Chapter highlights the Top 5 strategies from each chapter, specific tasks the city will use to get them done, and funding sources for each.



# 2

## Farmers Branch Now



# FARMERS BRANCH NOW

## Demographics

The population of Farmers Branch has been steadily growing over the past decade and is projected to continue to grow at a similar rate over the next two decades. From 2000 to 2020, Farmers Branch population grew by 22%, compared to 32% in the Dallas-Fort Worth Metropolitan Statistical area). Projections indicate that Farmers Branch will grow another 35% between 2020 and 2045, while the region as a whole will grow 48%. This growth trajectory is expected given the decreasing amount of available developable land in the city. Since the city is largely built-out, it is expected that growth will slow and mainly be in the form of redevelopment. The focus of this plan as well as any policy affecting future development will largely be based on redevelopment of established residential neighborhoods and commercial properties in the area.

Diving deeper into the city’s population, we see that the median age in Farmers Branch is 34.5, lower than the national average of 37.8. Household size has decreased slightly from 2.69 people per household in 2010, to 2.66 people per household in 2020.

Figure 2-1: Farmers Branch Population Growth, 1950-2045 (source: U.S. Census Bureau, NCTCOG 2045 Demographic Forecast)

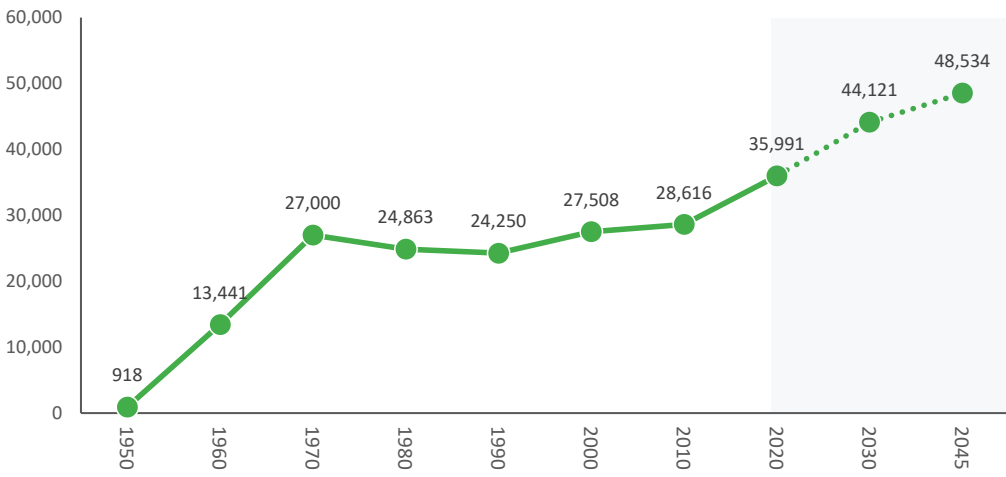
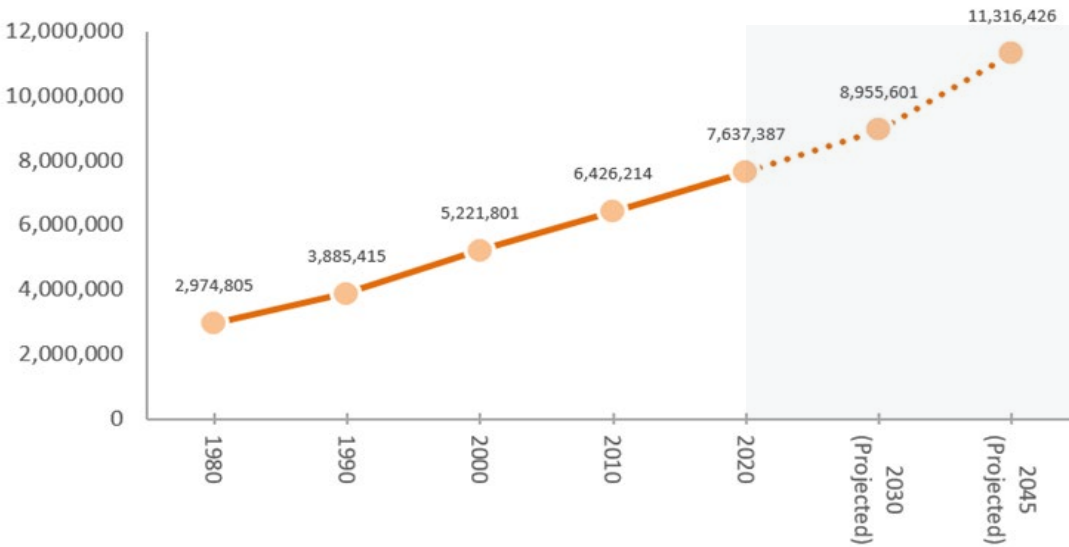


Figure 2-2: Dallas-Fort Worth Metropolitan Statistical Area Population Growth, 1980-2045 (source: U.S. Census Bureau, NCTCOG 2045 Demographic Forecast)



Educational attainment is up significantly along with median household incomes. Homeownership rates are decreasing.

These factors point to an increased number of young professionals with few or no kids living in the city. This cohort tends to prefer renting, either for the increased mobility or because down payments for housing are not attainable. The highest income households remain concentrated in the central part of the city which is dominated by single-family detached homes.

Over the years, the city has changed significantly in terms of race and ethnicity. Farmers Branch has become a majority-minority community with higher Hispanic and Latino population in the city compared to the DFW metro area. This is relevant to the comprehensive plan because the needs of different cultures, in terms of housing preferences, community spaces, mobility and use of private property, need to be considered as the City grows.

Housing

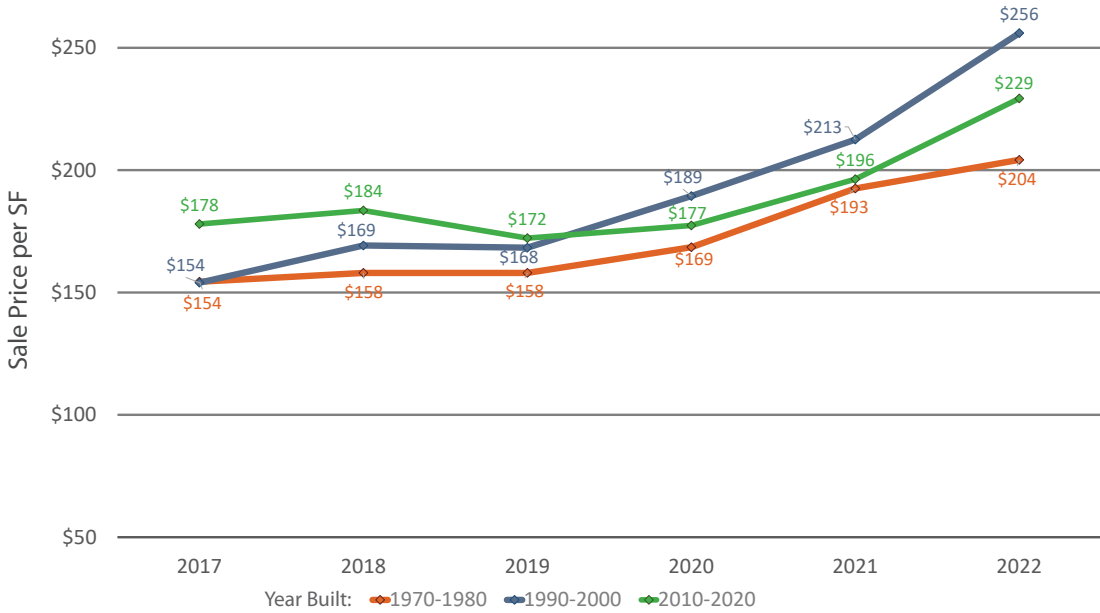
As shown in table 2-1, there has been a large growth in the number of new housing units in the last decade (up 64%). The vacancy rate is up, but this is indicative of new construction not being fully occupied; high vacancy rates are primarily on the east and west sides of the city.

Housing values and rents have both gone up significantly in the past decade, with housing values up by 91% and median rents up by 47%. If rents and prices

Table 2-1: Housing Indicators (Source: U.S. Census Bureau, 2006-2010 & 2016-2020 American Community Survey 5-Year Estimates)

	2010	2020	2010-2020 Trend
Number of Households	11,549	17,100	+5,551
Average Household size	2.69	2.66	-0.03
Total Housing Units	11,814	19,360	+7,546
Homeownership Rate	66%	51.1%	-14.9%
Median Household Income	\$57,454	\$73,695	+16,241
Vacancy Rate	6.4%	12.67%	+6.27%
Median Value for Owner-Occupied Units	\$141,600	\$270,378	+\$128,778
Median Gross Monthly Rent	\$967	\$1,423	+\$456
Units with Gross Rent more than 30% Of Household Income	45.3%	36.6%	-8.7%

Figure 2-3: Average Single Family Sale Prices by Year Built Per SF (source: RedFin)

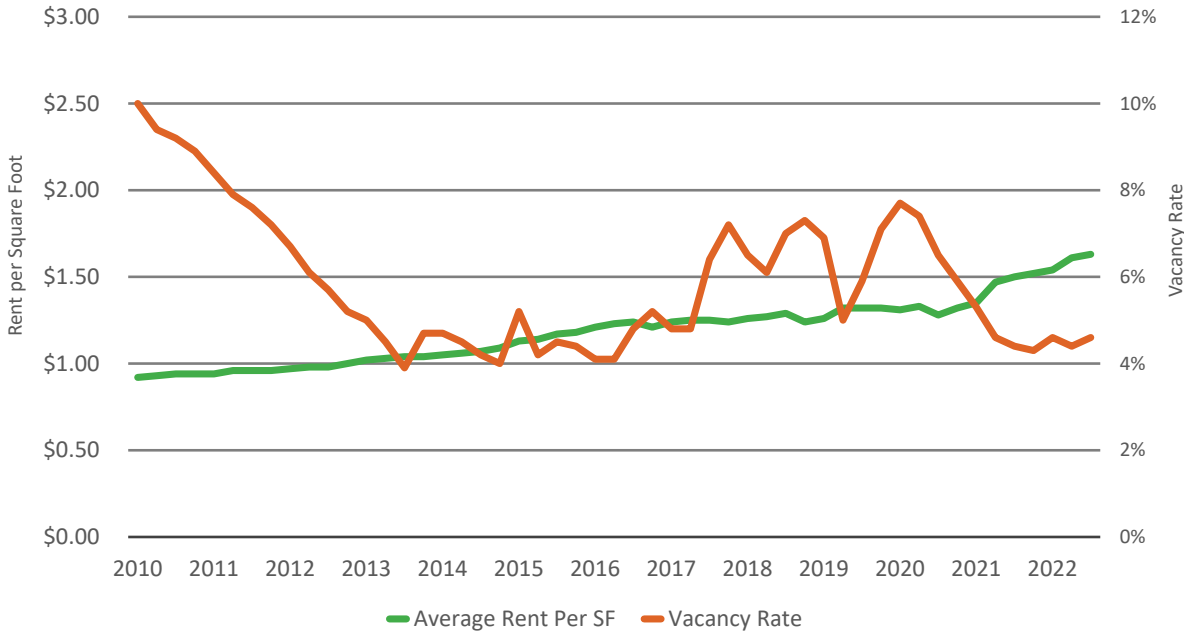


are analyzed by square foot (rather than by unit), we see the same increase in value along with low vacancy rates in the city as a whole. While this is consistent with trends overall in the north Texas region, it is also indicative that housing in Farmers Branch is in high demand.

Thankfully, these value/rent increases have coincided with lower numbers of housing cost-burdened households (those who spend more than 30% of their household income on housing). This is not surprising given that median household income is rising in the city, but it could also indicate that people with mid- to lower incomes are leaving to find affordable housing elsewhere.



Figure 2-4: Average Rents, Vacancy Rate (source: RedFin)



## The Economy

Farmers Branch demonstrates a very strong economic picture, from land use to employment to industry mix. The city's extremely low unemployment rate (2.9% in 2020, according to the U.S. Census Bureau ACS 5-year estimates). This compares to 4.6% in the DFW Metropolitan Statistical Area over the same time period.

The in-flow of employees working in Farmers Branch is far greater than the outflow of employees living in Farmers Branch and working elsewhere. This signals that the city has a large share of employment opportunities for workers in the region. However, the relatively small number of Farmers Branch residents who also work in the city signals more opportunity to match jobs to residents, or to provide housing opportunities to those who already work here.

As the land use analysis points to, Farmers Branch has a large employment base in industry and office. The mix of industries is also quite diverse, as shown in the Top Industries by Employment chart at right. The charts also allows comparison between the distribution of Farmers Branch jobs to the job distribution in the Dallas Fort Worth Region, and the state of Texas as a whole.

The companies that are located in Farmers Branch industrial areas are heavily concentrated in wholesale trade, professional/scientific/technical and construction industries. Almost 40% of all Farmers Branch jobs are in those three industry sectors. Farmers Branch also has more workers than average in the office-based finance and insurance sector.

Figure 2-5: The workers inflow/outflow (source: OnTheMap (U.S. Census Bureau))

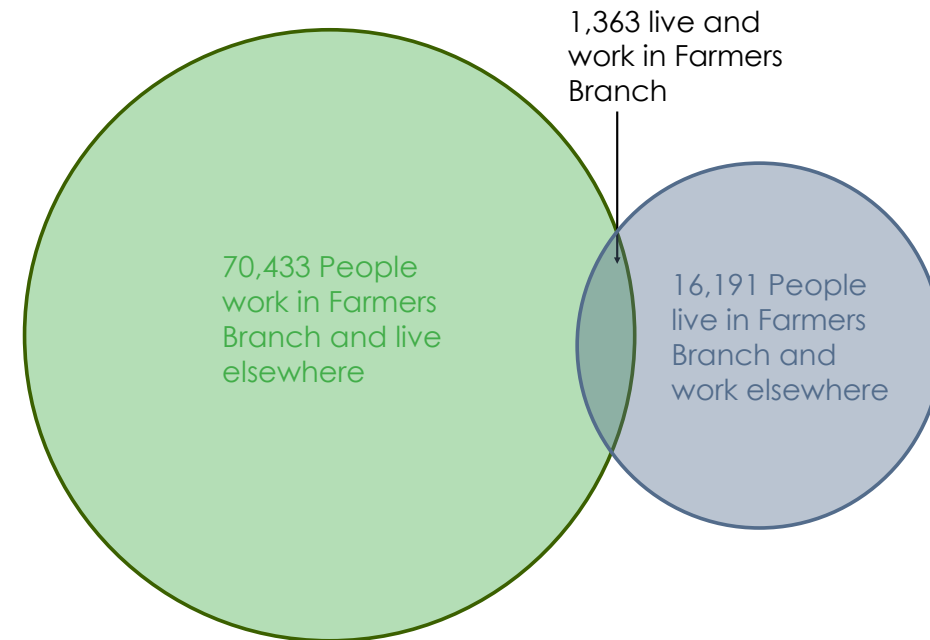
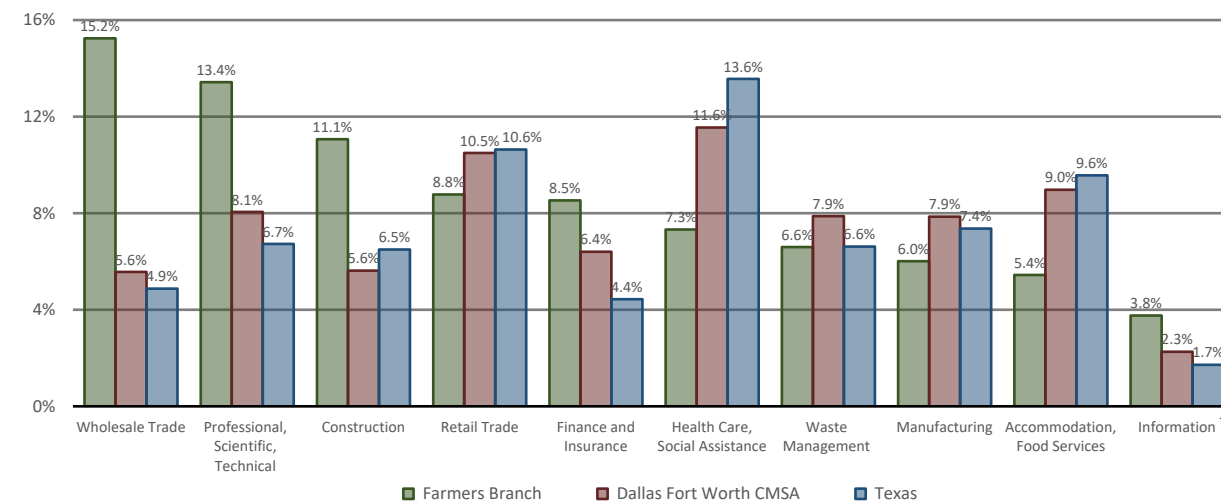


Figure 2-6: Share of Farmers Branch Jobs in Its Top Ten Industry Sectors, 2019 (source: OnTheMap (U.S. Census Bureau))



\* The NAICS Information sector brings together activities that transform information into commodities that are produced and distributed, and activities that provide the means for distributing those products, other than through traditional wholesale-retail distribution channels.

## Land Use and Community Design

Looking at past land use plans and studies provides some context for this Comprehensive Plan. A series of plans have been completed since adoption of the 1989 Comprehensive Plan, each focused on a defined area of the city. As of 2022, most of the comprehensive plans have become outdated and do not reflect the land use trends of the last decade. This Comprehensive Plan is intended to bring a coordinated vision to the city, replacing the east, central and west area plans.

The guidance of the I-35 Corridor Vision Study, adopted in 2021, will be carried forward in this plan. This 2021 vision is for a modern, urban industrial and mixed-use area. The city is currently working on implementing this vision study beginning with a number of City led rezonings that will shape the future of redevelopment in the corridor.

Figure 2-7: Planning Studies Completed for Farmers Branch

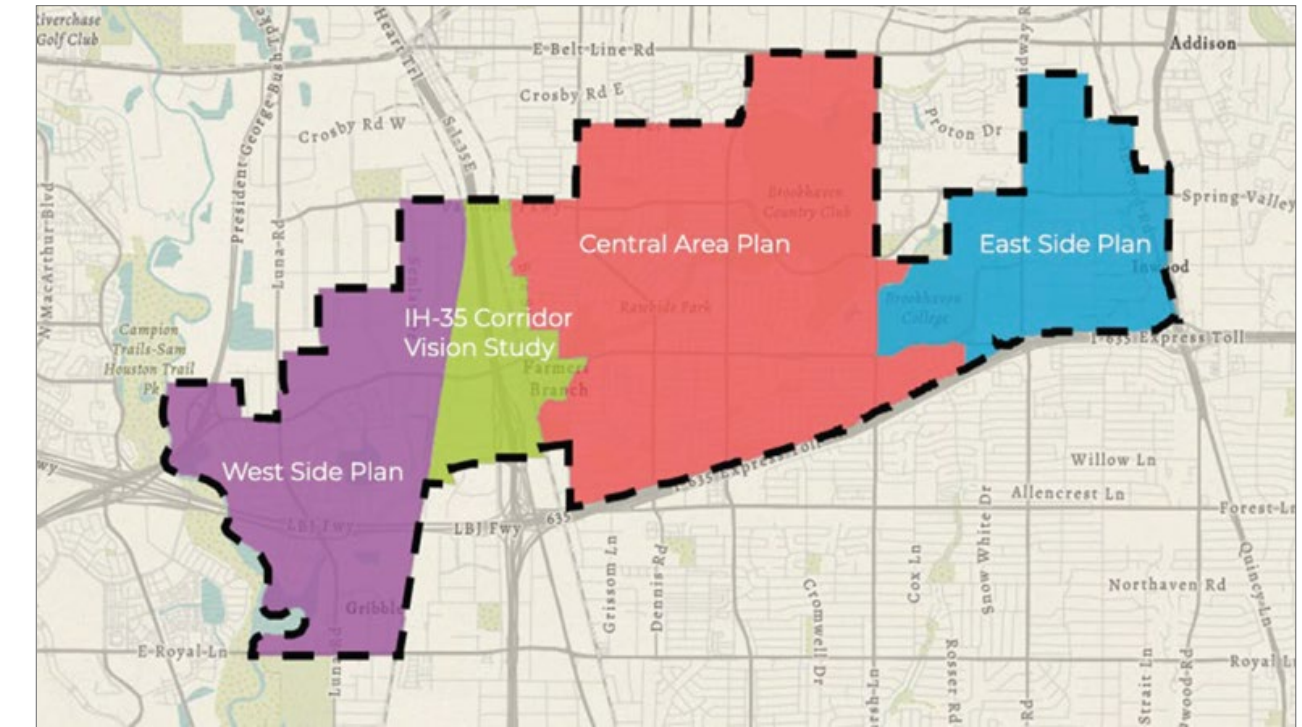
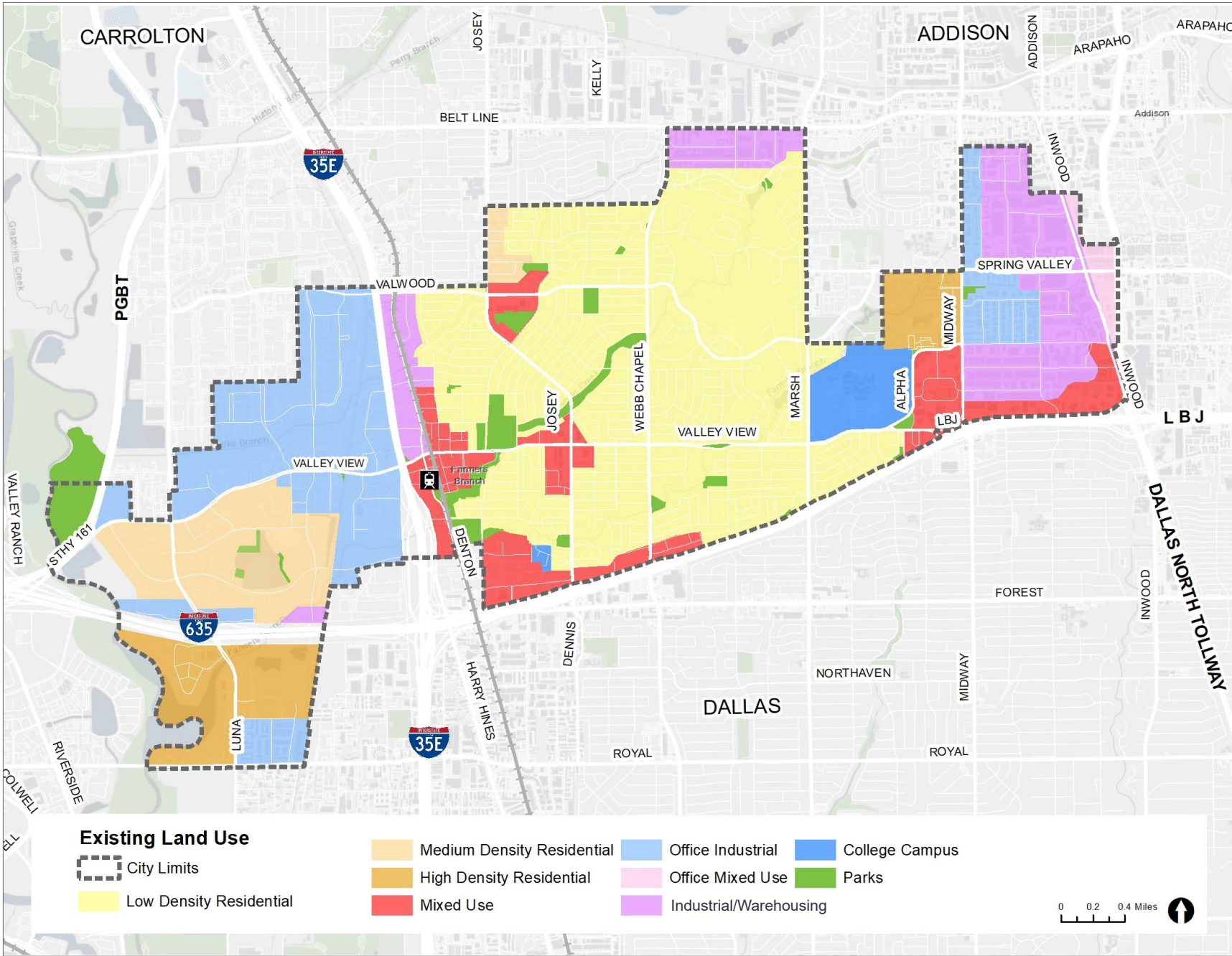


Figure 2-8: Generalized Existing Land Use (source: City of Farmers Branch)

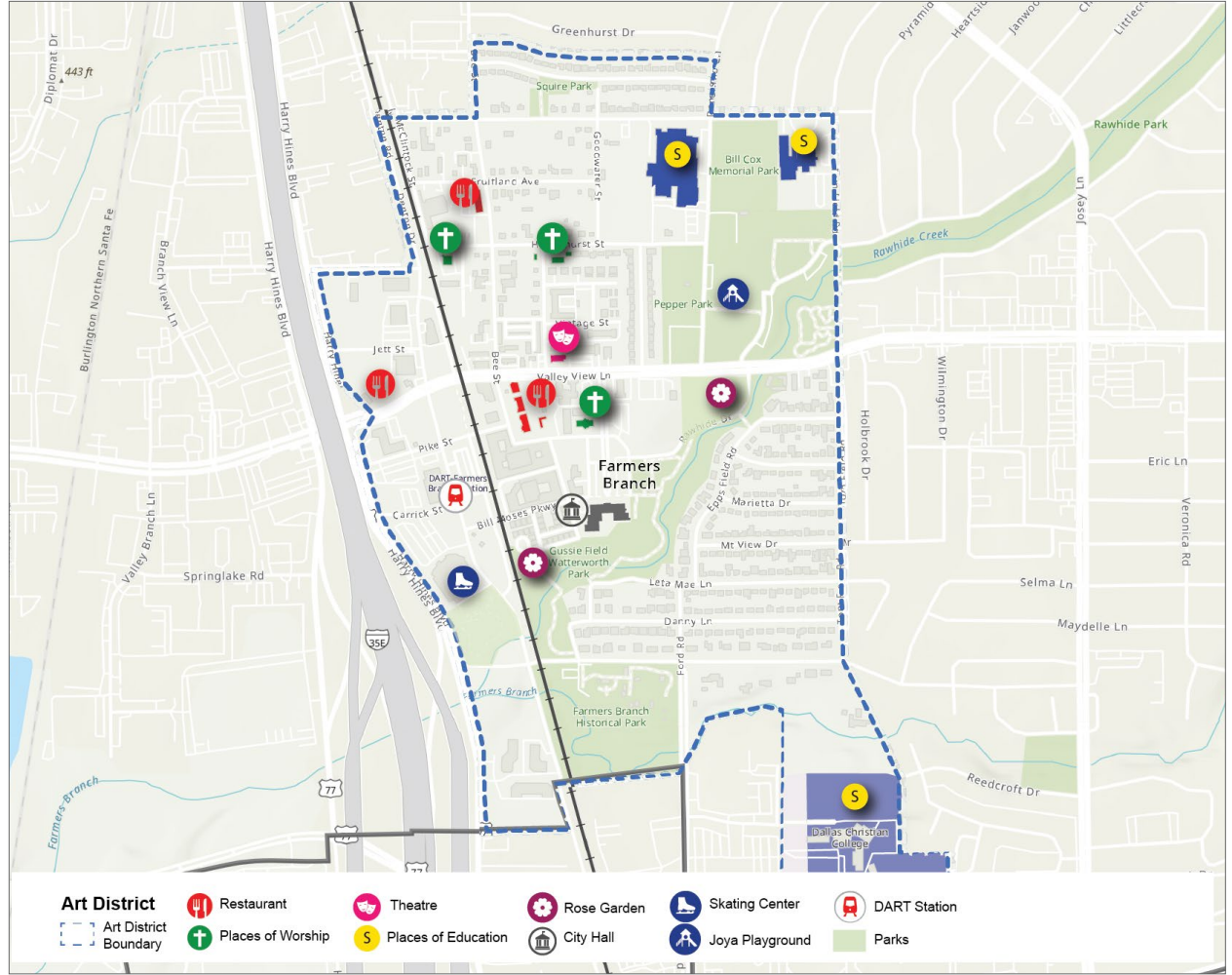


## Arts District

While there is no formal plan in place, the Farmers Branch City Council has (in 2021) approved a set of boundaries establishing a cultural arts district in Farmers Branch. The arts district features The Firehouse Theatre, The Grove, Shops at Mustang Station, Historical Park, Rose Gardens, several parks and schools, a variety of restaurants, and other destinations that promote arts and culture in Farmers Branch. As the area in and around the arts district evolves, additional opportunities for arts and culture experiences will be expanded and enhanced.



Figure 2-9: Arts District



The overall development pattern in the city is one that can be clearly defined by the west, central, and east areas. The central area is the heart of the city, with well-established detached home neighborhoods; this is the part of the city that most resembles the “City in a Park.” There are more parks and open spaces here than other areas of the city and it contains most public buildings and services, such as City Hall, the Recreation Center, the Historical Park, and the Branch Connection.

The east area is characterized by light industrial uses with commercial along Inwood Road. Recently, more apartment developments have been approved in the area, generally around the southern and eastern perimeter. These apartment developments are often located in close proximity to industrial buildings. Clearer guidance on housing location, design of transitions, and appropriate mix of uses is needed in this area.

The west side, largely the area west of IH-35E was originally planned as a business/industrial/office park. However, rezoning contrary to the comprehensive plan direction at the time has morphed the west side into mostly residential neighborhoods that lack many of the amenities found in the central city. In recent years a significant portion of land within the west side has been developed as a mix of residential types, including some parks (Mercer Park) and private amenities for residents. Newer residential uses have been introduced in the central and southern portions of the area, whereas the northern portions are still predominately industrial and office.

## LOCAL, REGIONAL AND NATIONAL TRENDS TO CONSIDER:

- Overall, existing land use and zoning are largely aligned, however the city’s reliance on Planned Development Districts (PDs) allows mixes of uses in close proximity to one another, without transition or buffering. Often, this development and land use mix, has occurred without clear guidance from a relevant land use plan.
- The City has prioritized mixed use development in each of its past Comprehensive Plans. However, based on recent development patterns, the need for more intentional guidance on focused locations for mixed use, improved land use transitions, and connections between uses is needed.
- Based on demographic shifts, more people are choosing to live in neighborhoods where they can easily walk to get their daily errands done. This trend points toward a demand for areas with either a horizontal or vertical mix of land uses.
- There is a general trend towards smaller household sizes and fewer households with children. This generally leads to neighborhoods having less impact on school districts (depending on the housing type), and more demand for housing types to allow people to age within their community.
- There are more young, educated professionals who are delaying getting married and/or having children, leading to more demand for rental and attached housing types with less maintenance required. These housing type preferences coupled with remote work options are leading to more housing ‘mobility’ among young-educated professionals.
- The form of sites and buildings is becoming just as important as their function or land use. Tying design criteria to specific sites, corridors, and neighborhoods can help ensure that each new development fits into the character and context of the existing community.



## Mobility

Farmers Branch’s location within the region is a huge asset for the community. Reaching destinations within the Metroplex by car is easy given all the freeway connections available in the city. There is transit availability as well, with green line LRT service and bus service throughout the city.

The last citywide Thoroughfare Plan was completed in 2013 and it is anticipated to be updated soon. The Capital Improvements Plan includes several road projects, with \$2.6M in street revitalization budgeted between 2022 and 2025. Scheduled street projects identified in the CIP include several residential streets as well as Gillis Road and Beltwood South and East. An additional \$500,000 is budgeted for the redesign of Valley View Lane which will see reduced traffic lanes and improvements to the pedestrian realm. Valley View Lane is the city’s primary east-west roadway connection. Creating alternative connections will be studied in this plan. Figure 2-10 shows Farmers Branch roadway network.



The city has been making steady improvements to the active transportation network (including sidewalks, bike routes, trails and shared use paths) as highlighted in past planning efforts such as the Trail Master Plan done in 2015. The City has allocated funding to transition this plan to a pedestrian/bicycle plan during FY22-23. The city’s Trail Master Plan creates a hierarchy of trail connections throughout the city. The central area is the priority for new trail development within the Trail Master Plan. Figure 12 shows the pedestrian/bike network. Links to portions of the city west of IH-35E are identified as future priorities, and recent residential developments in the west indicate a more urgent need for that connection. Consideration should be given to pedestrian connections for new residential developments on the east side, particularly to parks, open spaces, and amenities in the central area.

## TRENDS TO CONSIDER:

- Farmers Branch, and the DFW metro area as a whole, suffers from poor air quality – the transportation system is a big contributor and also part of the solution.
- The City has prioritized active transportation and there is a desire to test a Complete Streets Demonstration Project in the city.
- The City works to enhance active transportation options by connecting trails and sidewalks throughout the city.
- The City supports efforts to incorporate public art along trails and on the sides of buildings to create a more interesting environment for walkers and bicyclists.
- The area around IH-35E and the DART station is a high priority area for redevelopment, and for vehicular, transit and pedestrian/bike connections to and through this area.

Figure 2-10: Roadway Network

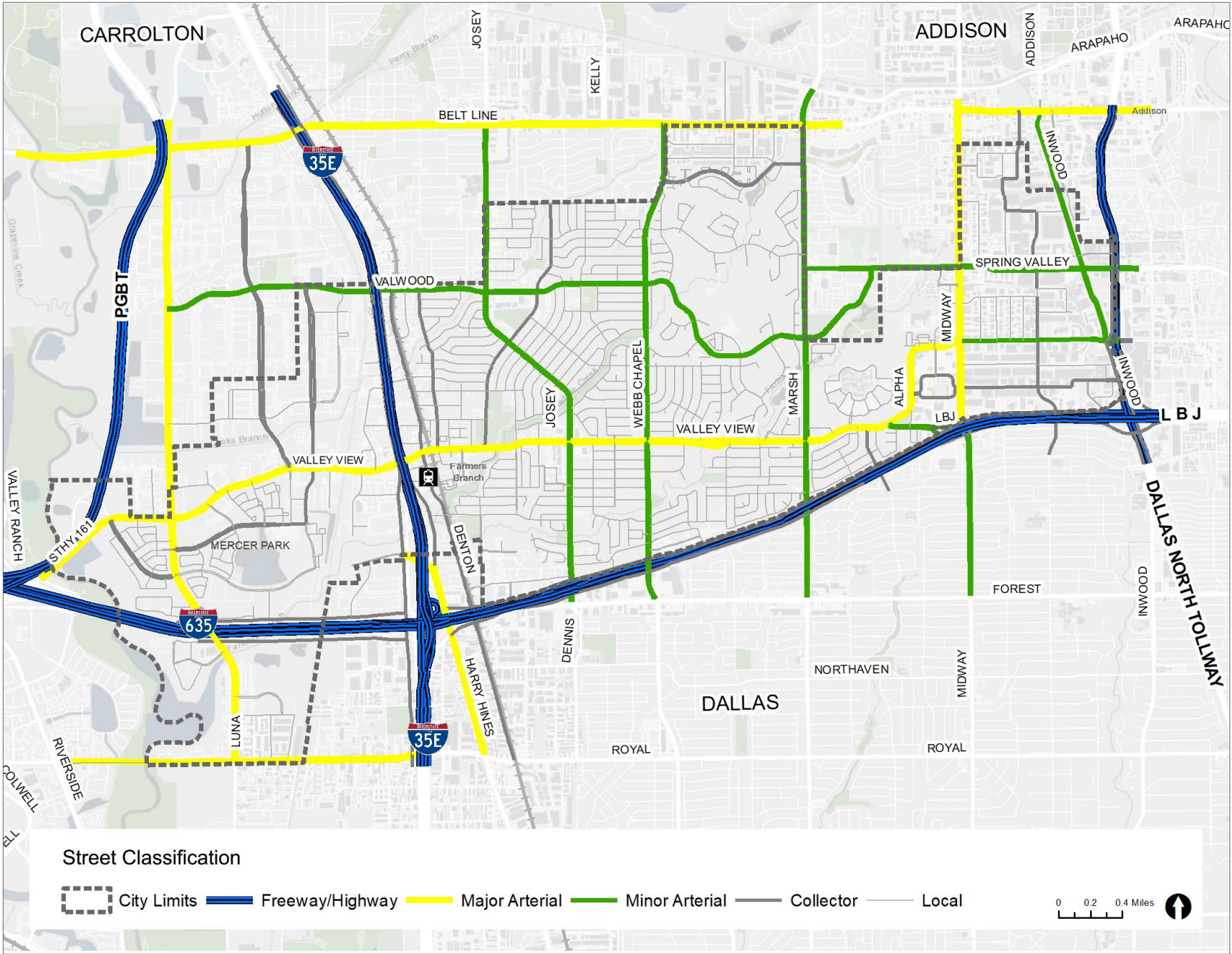


Figure 2-11: Public Transit

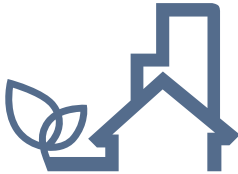
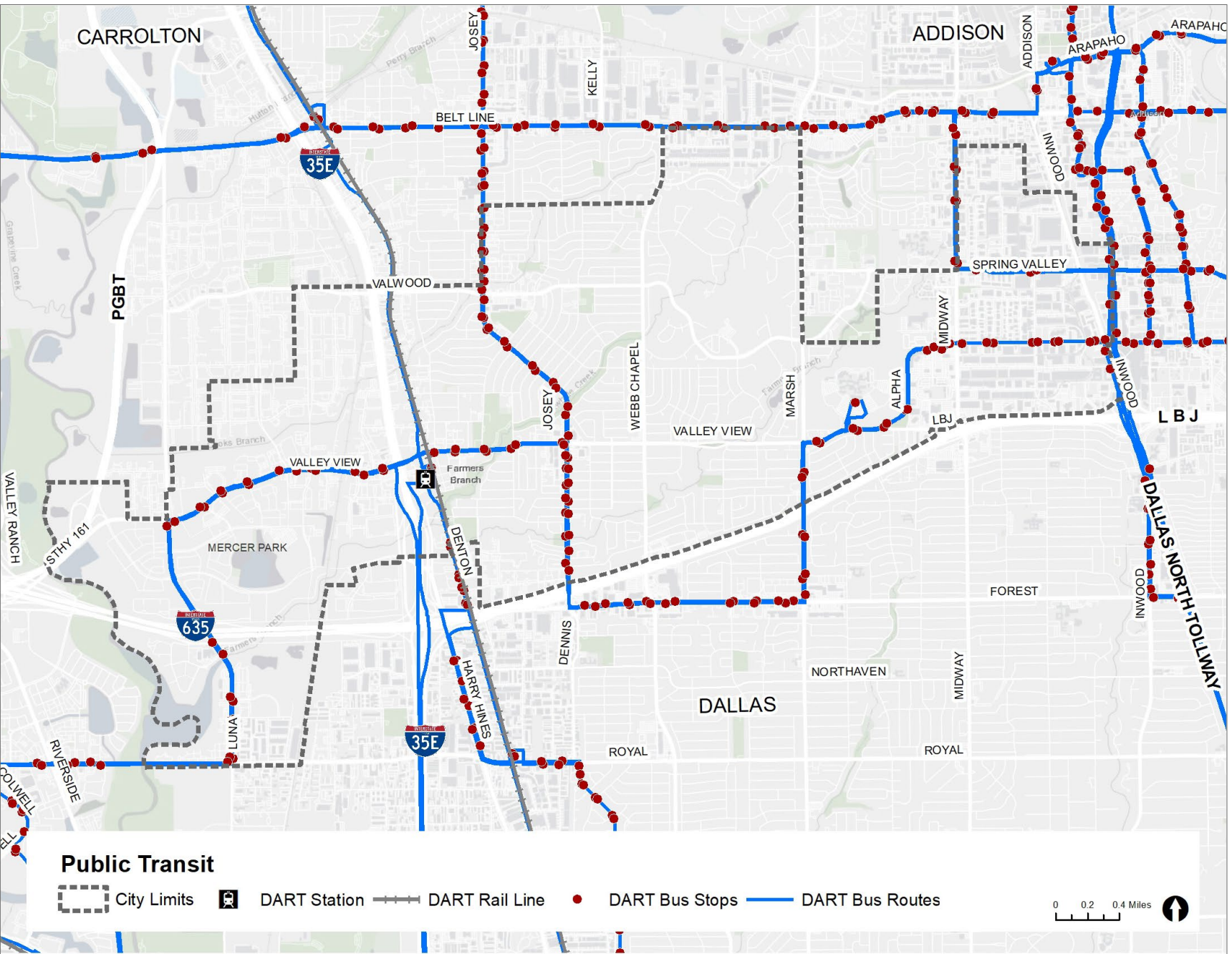
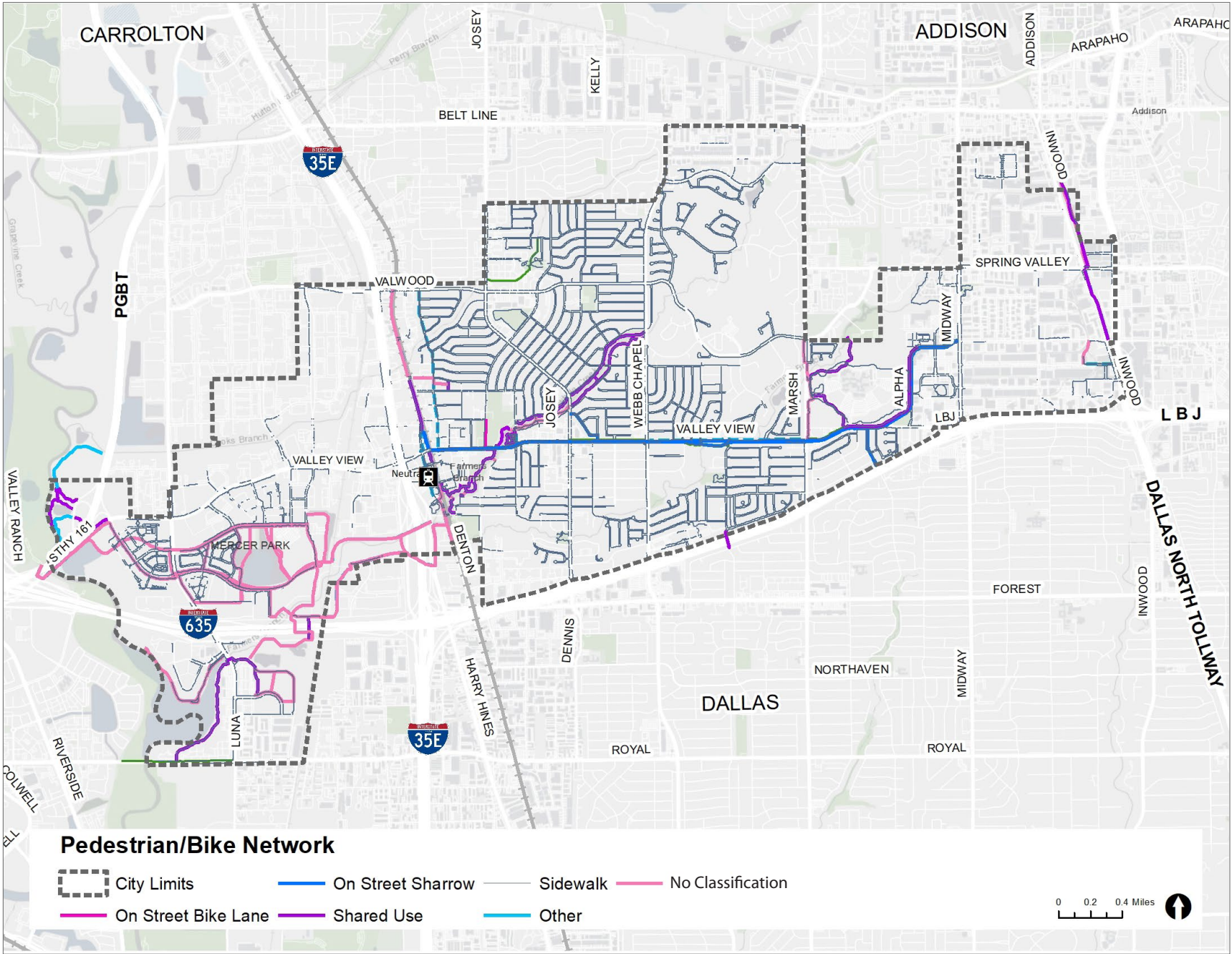


Figure 2-12: Pedestrian /Bike Network



## Parks and Open Space

The City of Farmers Branch has a robust existing parks and trails system and is known as City in a Park with 28 parks totaling 258.93<sup>1</sup> acres. The City also owns and operates several special use parks and centers including an aquatics center, recreation center, and an active adults center called The Branch Connection. The Grove features a popular “Love Locks” installation.

Because Farmers Branch is largely built out, there are few opportunities for future parkland acquisition. The most recent Parks Master Plan (2020) highlighted opportunities for the City to improve its existing park system, and to create connections between existing and future parks.



<sup>1</sup> The total acreage of parkland was taken from the 2020 Parks Master Plan and is inclusive of mini-parks, neighborhood parks, community parks, special use parks and open space/greenbelts. The total acreage does not include private parks or open space.

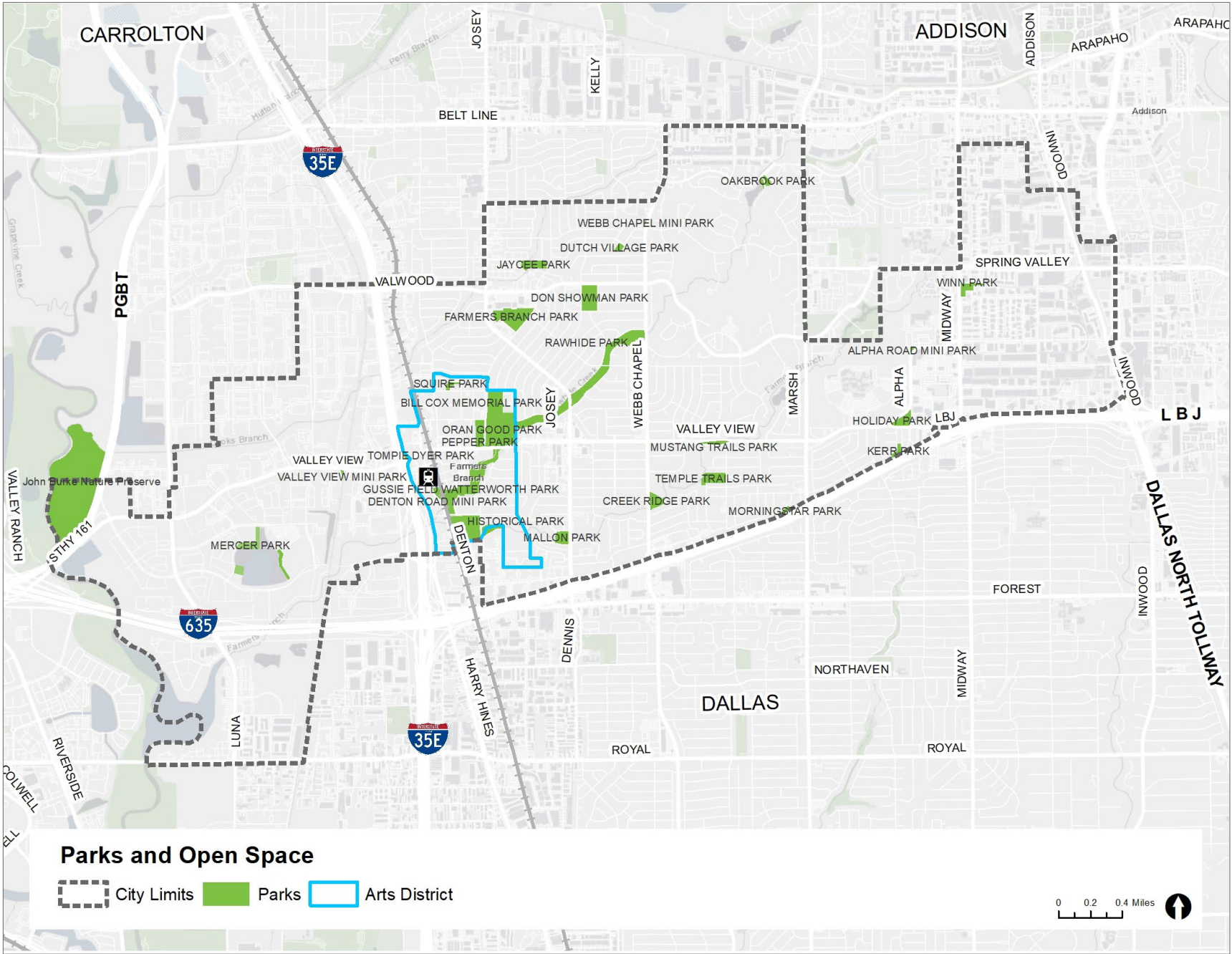
The City’s 2022-2023 budget highlights several ongoing and potential parks as well as recreation related projects. Ongoing projects include planning, construction or updates to: John F. Burke Nature Preserve, Mercer Park, Joya, Community Recreation Center renovation Phase II, Historical Park special events barn, Montgomery Park and conversion of the outdoor hockey rink to Turf at Oran Good. Potential projects include: Branch Connection, Squire Park, and John F. Burke Nature Preserve.

### TRENDS TO CONSIDER:

- Most parks are in the Central area of the city, coinciding with single-family home developments. Adding park space in the east and west sides of the City is a priority. This could be in the form of private or public parks and open spaces within new developments and trail connections to existing parks.
- There is a strong orientation toward health and equity in parks planning.
- With the accelerating impacts of climate change, cities are looking towards parks and open space as places to build resilient infrastructure and reduce urban heat islands.



Figure 2-13: Parks and Open Space



## Sustainability and Resilience

The City of Farmers Branch has made a commitment to building a legacy of stewardship and becoming a more sustainable community. The City has specifically expressed interest in actions that are socially, economically and environmentally sustainable and resilient. The City adopted a sustainability plan in early 2022 which provides sustainability-related goals in six key focus areas:

### 6 Key Focus Areas



Built Environment



Transportation



Zero Waste



Economic Wellness and Resilience



Natural Resources



Community Vitality

A signature project that the City has undertaken is the creation of a 20+ acre solar farm that will power the City's buildings and street lights. The farm will guarantee the City an affordable rate on renewable electricity for the next 20 years. City taxpayers will have no up-front costs. With this project, Farmers Branch will become the first Texas city to be powered 100 percent by locally-generated renewable electricity.

### TRENDS TO CONSIDER:

- The City has purposefully linked economic, social and environmental sustainability decisions in its sustainability plan.
- Healthy buildings including aspects such as indoor air quality, lighting, and access to open space.
- Shift towards electric vehicles and the installation of charging infrastructure that is seamless, reliable and convenient.
- Planting trees and other landscaping along streets and in parks specifically to play a vital role in storm water management and quality of life improvements. There is a renewed awareness about the public health benefits associated with urban forests which is driving the tree planting trend.



3

Vision and Guiding Values



# VISION AND GUIDING VALUES

## Visioning Process

The vision is a road map that guides decisions within the community and serves as the basis for Comprehensive Plan recommendations. Furthermore, the vision guides City Staff and decision makers to determine whether decisions are ultimately in conformance with the long-term aspiration for Farmers Branch as determined by its residents.

The vision and guiding values for Farmers Branch are based on various pieces of community input received through two phases of community engagements.

The first phase of engagement for the Comprehensive Plan kicked off in early August 2022 with two days of focus group interviews, a community workshop, pop-up events, an online survey, and a Technical Advisory Committee (TAC) meeting. Engagement activities in this first phase of work focused on informing the public about the Comprehensive Plan process and gaining broad insights about the vision for the next 20 years in Farmers Branch. Based on all the input received during this phase, a **Vision Statement and Guiding Values** were drafted to be used to guide the drafting of the comprehensive plan.

The second phase of engagement was used to vet the vision framework and utilize it to influence the analysis of future land use, mobility, housing, and economic development. This phase kicked off in early December 2022 with two days of focus group interviews, workshops, pop-up events, SAC meetings, community ambassador program kick-off, a community workshop and a TAC meeting

### PHASE 1 ENGAGEMENT AUGUST 2022

Main Purpose: Gauge aspirations for developing vision and goals

#### Priority Activities:

##### Community Workshop

- 01 Six-Word Story
- 02 Love, More, Less
- 03 Bucket Exercise – Implementation Trade-Offs
- 04 Existing Conditions Gaps and STEP Analysis
- 05 What do we need to know about Farmers Branch?

##### Technical Advisory Committee(TAC) Meeting

##### Focus Group Meetings- 4 sessions

##### Stakeholder Advisory Committee(SAC) Meeting

##### Pop-Ups

- 01 DART Station Pop-up Event
- 02 Denton Drive Live
- 03 Family Night in the Park

##### Online Engagement

- 01 Community Context StoryMap and Survey

### PHASE 2 ENGAGEMENT DECEMBER 2022

Main Purpose: Test draft vision, guiding values, and topical priorities

#### Priority Activities:

##### Community Workshop

- 01 Vision Framework
- 02 Complete Communities
- 03 Connections and Public Realm Priorities
- 04 Farmers Branch Housing

##### Walkshops

- 01 East Side
- 02 Four Corners
- 03 Valwood Residential Neighborhood
- 04 Beltline Corridor

##### Focus Group Meetings- 2 sessions

##### Pop-Up Events

- 01 Employer Pop-Up- Essilor
- 02 Employer Pop-Up- International Plaza

##### Technical Advisory Committee(TAC) Meeting

##### Stakeholder Advisory Committee(SAC) Meeting

## What We Heard- Phase 1 Engagement

There were several ways for the public to get involved with the process including a community workshop, online engagement and associated surveys as well as focus groups for stakeholders. About 120 people attended the August 4th community workshop and over 250 online survey responses were recorded.

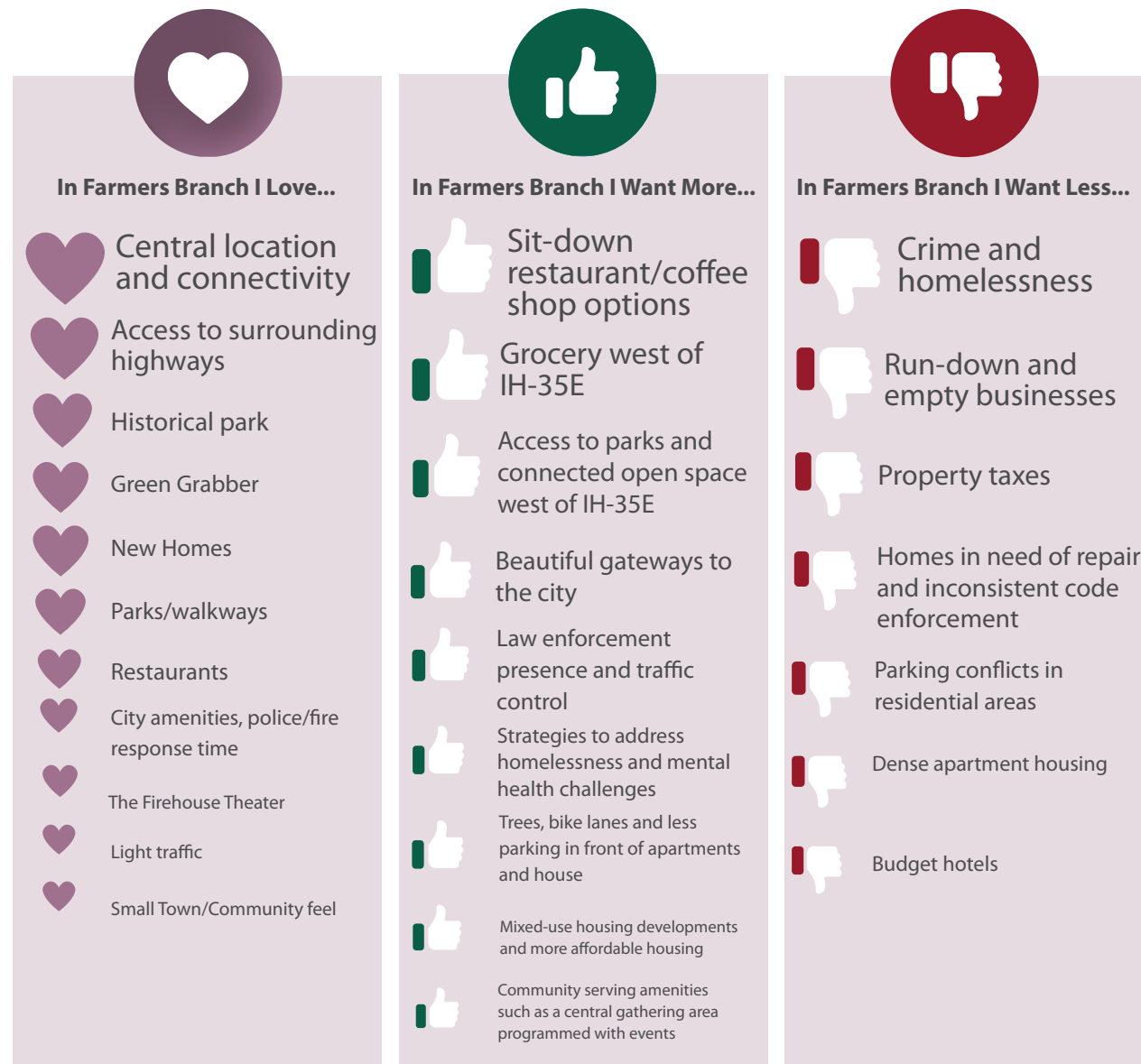
**120 +**  
Attendees of  
Community Workshop

**250 +**  
Online Survey  
Responses

For each engagement method, there were key questions asked of the public. These questions were designed to solicit answers that will inform the next phase of work. Key questions included:

- What is your Six-Word Story for the future of Farmers Branch?
- What are some opportunities and constraints in Farmers Branch related to mobility, housing, jobs, green space, and design?
- What places and experiences are missing in Farmers Branch right now?
- What areas of Farmers Branch need more investment?
- What areas of Farmers Branch need to be preserved?

The following section summarizes engagement activities and the general feedback received through various methods of engagement.



**Figure 3-1: Results from “Love, More, Less” activity in community workshop**

The appendix includes the full engagement documentation, including each comment received.

In the “six-word story” activity, residents highlighted the safety and small town feel of the city, with large city amenities. Residents want their city to be centered around community, and to be welcoming, exciting, friendly and fun. Other themes embedded in the residents’ stories include a focus on its vibrancy, diversity, beauty and a big heart city where people care for their neighbors. There is desire among residents for the city to have a more exciting environment within walkable streets connected to public parks.



## Six-Word Stories

*"City in a park moving forward!"*

*"Small town in a progressive city"*

*"Better edges, complete streets,  
mixed use & retail"*

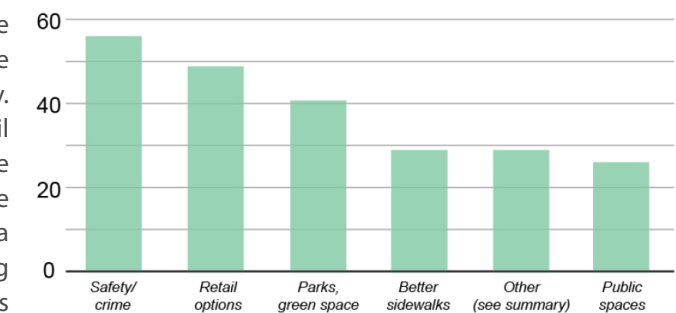
*"A thriving connected OASIS"*

*"Vibrant cultural community in a park"*

**Figure 3-2: Results from “six-word story” activity in community workshop**



**Figure 3-3: Results from “bucket exercise” activity in community workshop**



Buckets with fewer than 25 bucks: expand entertainment options (22), invest in public art (21), improve transportation options (19), more housing options (17), preserve mature trees (17)

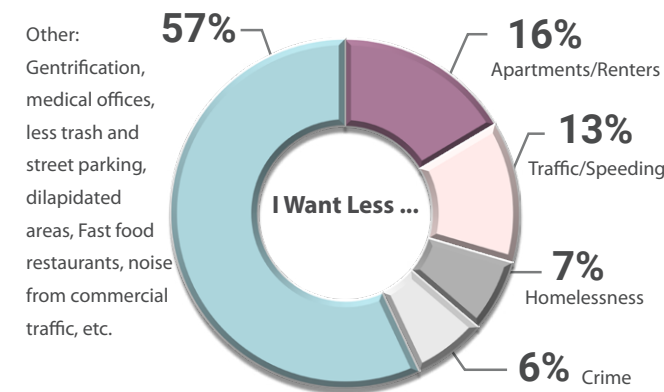
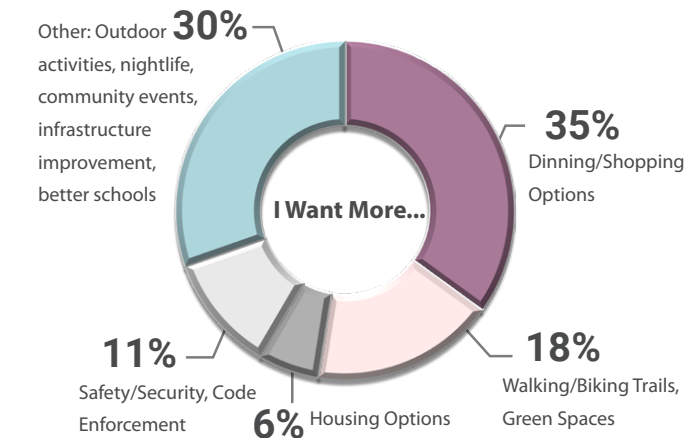
Based on what we heard in the “bucket exercise” the highest priority for Farmers Branch residents is for the City to spend resources addressing crime and safety. This is quickly followed by the desire for increased retail options and improved parks and green spaces. The “other” category also ranked high and included a desire for more restaurants, an improved Four Corners area and better roads and sidewalks. Other high-ranking priorities include wider and interconnected sidewalks and enhanced public spaces and facilities.

## WHAT DO WE NEED TO KNOW ABOUT FARMERS BRANCH?



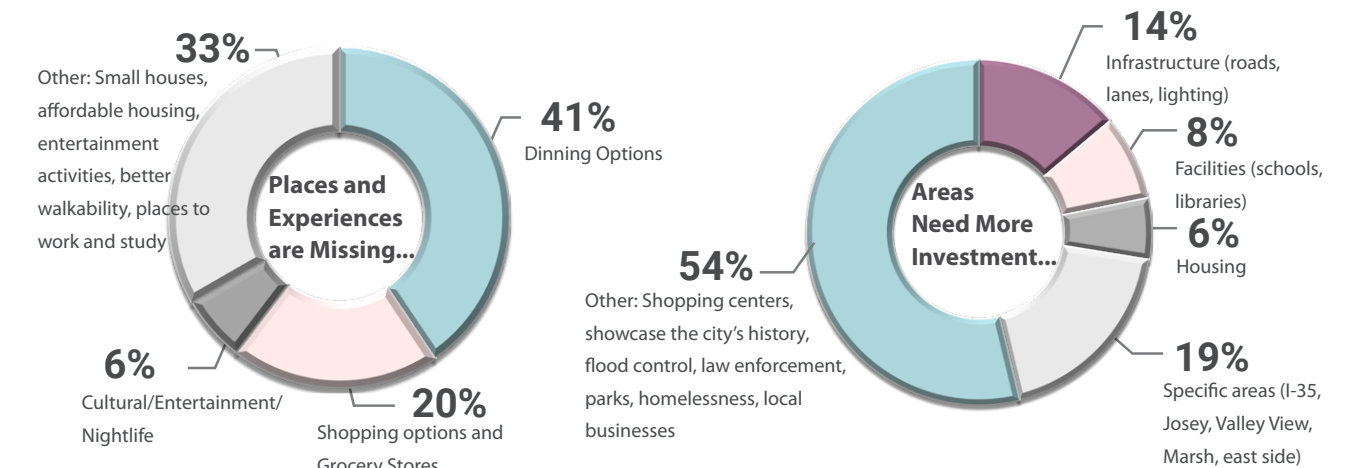
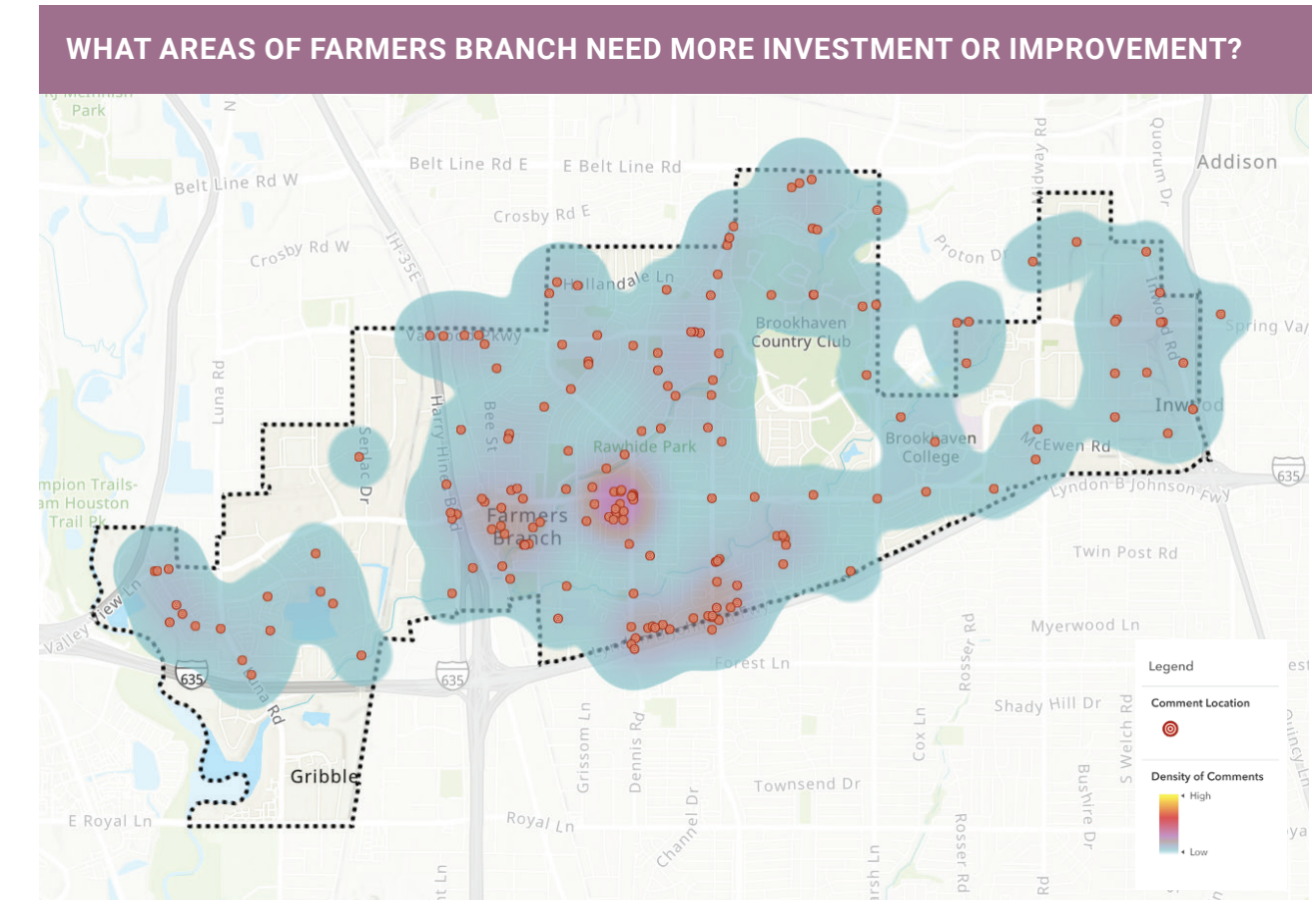
**Figure 3-5: Results from Online Engagement**

Engagement was also facilitated online using a StoryMap website to provide participants with background on demographics, land use, mobility, and parks before asking questions similar to those from in-person engagement. There were 252 responses to the online survey. There were 164 comments left on the map by about 65 contributors. Responses to the Love, More Less questions below have also been integrated into the Love, More Less summary.



### Results from online survey

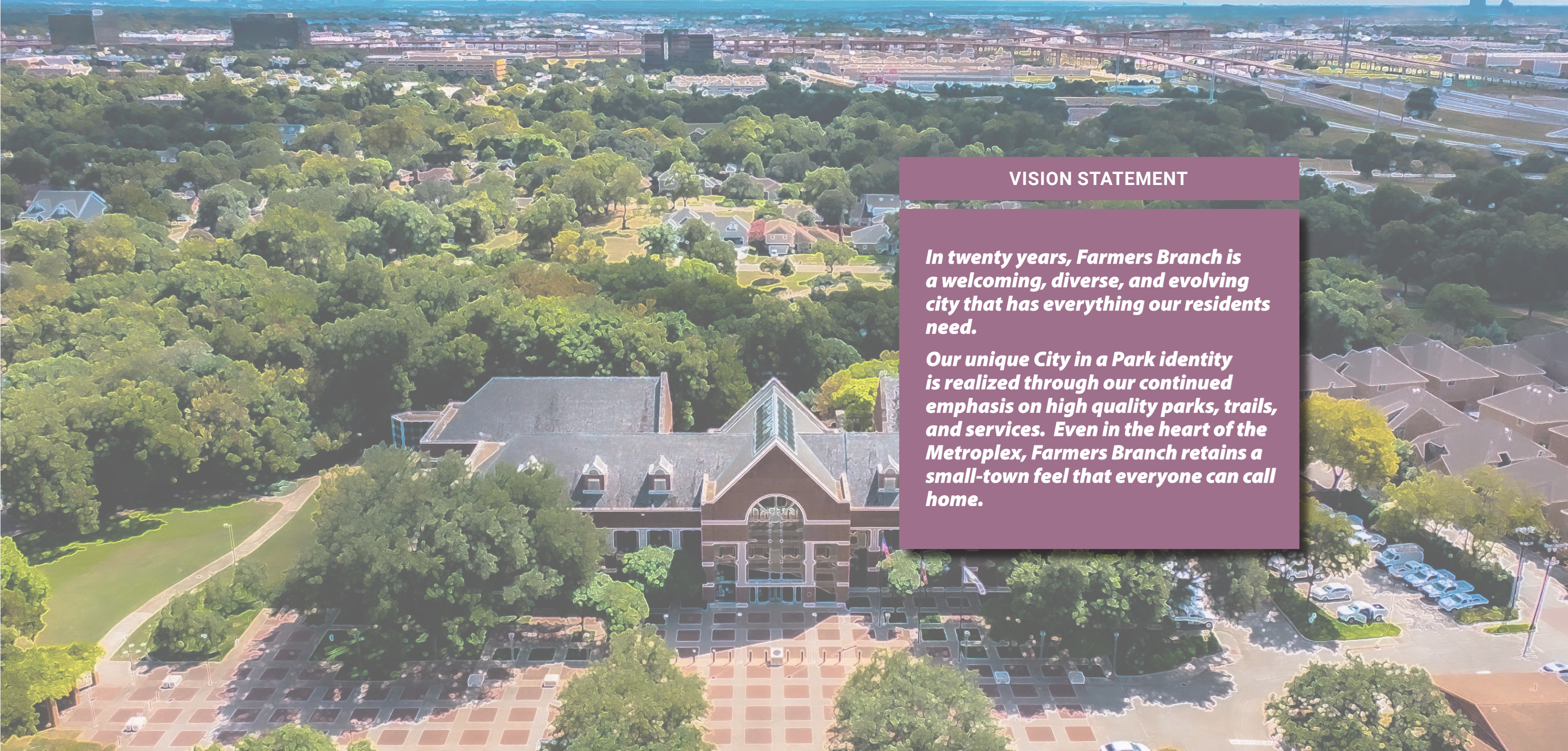
**Farmers Branch 2045:** Livable, Inclusive, Vibrant



# Community-Identified Common Themes

Farmers Branch’s vision and guiding values are derived from the community’s input. These themes that were repeatedly heard through the public engagement process include:

- Farmers Branch has an appreciated small-town feel with large city amenities
- People like the local businesses, parks, and sense of safety in Farmers Branch
- People want more restaurants, cafes, retail, and gathering spaces – particularly around Mustang Station and Four Corners
- People want to address homelessness and provide more affordable housing options
- People want less crime, less political divisiveness, and less taxes
- The west side wants better connections to amenities, better access to grocery stores
- The east side sees conflicts between industrial and residential uses, wants connections to residential amenities
- Gateways to Farmers Branch could be more attractive and consistently branded, especially from IH-35E
- Improved infrastructure is desired for walking and biking between neighborhoods, centers, parks, and the DART station (where shade would be appreciated)




## VISION STATEMENT

***In twenty years, Farmers Branch is a welcoming, diverse, and evolving city that has everything our residents need.***


***Our unique City in a Park identity is realized through our continued emphasis on high quality parks, trails, and services. Even in the heart of the Metroplex, Farmers Branch retains a small-town feel that everyone can call home.***

Guiding Values

Farmers Branch’s vision and future-oriented guiding values are derived from the themes of the community’s input. These themes that were repeatedly heard through the public engagement process include:




*Farmers Branch is the **City in a Park**. We continue to invest in our parks, strengthening them so that they serve our diverse community and are accessible to all.*





***Redevelopment** is designed with high-quality which enhances the character of the city.*

*Our city is **connected**. We enhance our motorized and non-motorized connections so that people from all neighborhoods, using all modes of transportation, can access the city’s amazing parks, trails, shopping, dining and services.*




***Diversity** is our strength. Farmers Branch is a welcoming community with events, businesses, places to gather and places to live for all who want to live here.*

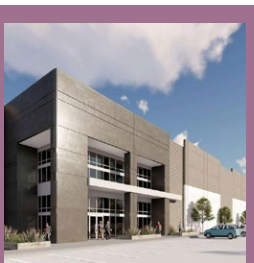





*Anyone can find a home in Farmers Branch. There are **housing options** for all, including those who work here, want to age here, and want their children to be able to stay here.*



*The city provides more **shopping and dining** options so that residents, employees and visitors can keep their dollars in Farmers Branch.*



*Farmers Branch continues to be a great place to do **business**. This includes industries that have long been a part of the city, and new, locally grown businesses.*





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# 4

## Housing Diversity



## HOUSING DIVERSITY

Housing is a pressing need for current and future residents of the DFW metroplex. People need different types of housing that reflect their stage of life and income status.

The disparity between housing availability and housing needs in Farmers Branch has been growing. As a job center, it is one of the most employment-rich cities in the Metroplex, with hundreds of jobs in manufacturing, warehousing, business management and retail sectors. But the great majority of new housing is in the form of expensive, market-rate apartments. These developments are beneficial from an economic perspective, and build the reputation of Farmers Branch as a city that is attracting reinvestment. But more affordable rental housing has not been part of the mix in recent years.

Property values for single family homes have also been rising rapidly, putting home ownership out of reach for many.



### Relevant Guiding Values

These guiding values, established by the community, inform the housing analysis and strategy for Farmers Branch:

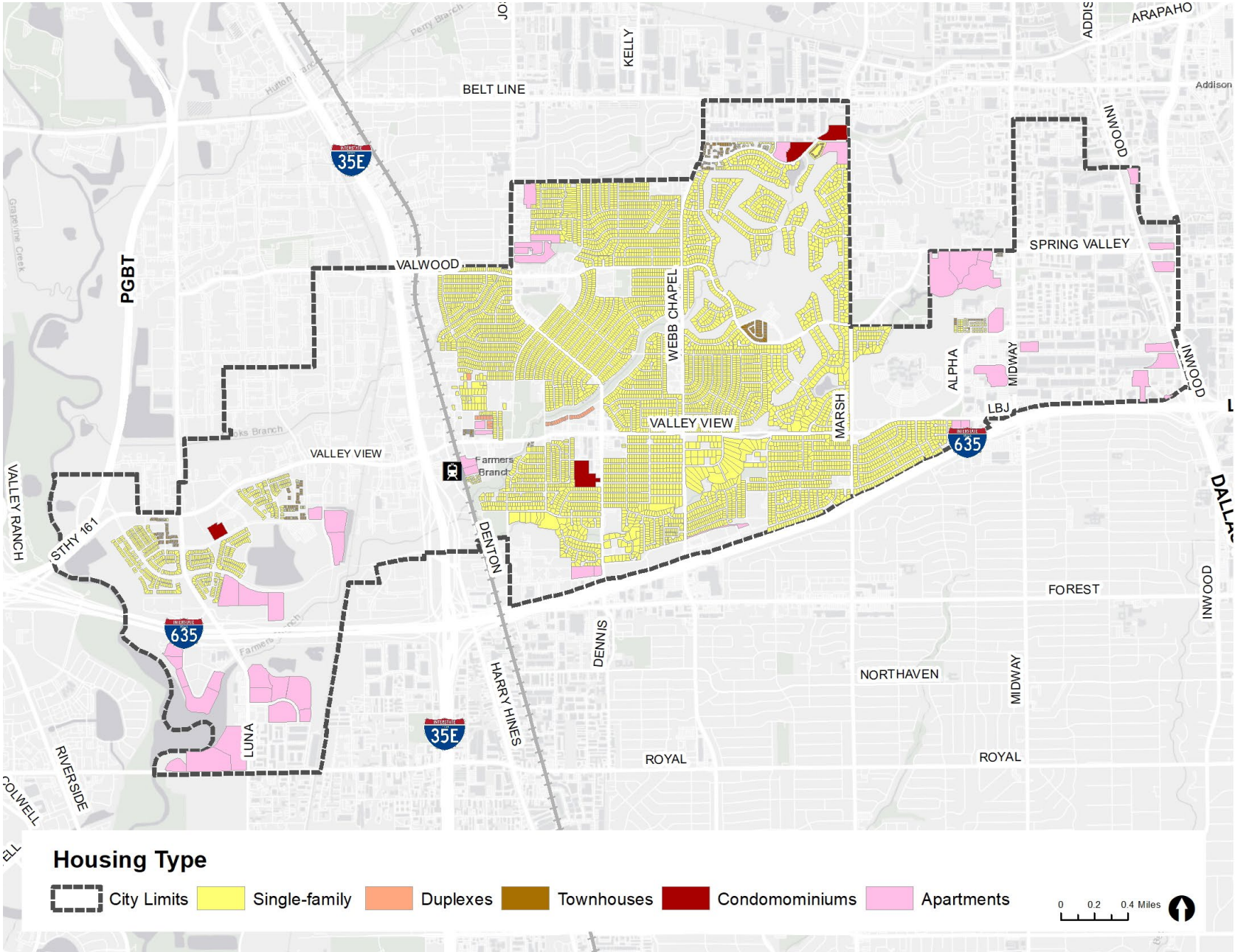
**Guiding Value:** Anyone can find a home in Farmers Branch. There are **housing options** for all, including those who work here, want to age here, and want their children to be able to stay here.

→ **Influence on Housing Diversity:** Housing analysis must identify gaps in the housing mix provided in Farmers Branch. Based on this, strategies will focus on how to allow/encourage the development of those missing housing types in the City.

**Guiding Value: Diversity** is our strength. Farmers Branch is a welcoming community with events, businesses, places to gather and places to live for all who want to live here.

→ **Influence on Housing Diversity:** The City will pursue preservation and production of housing that meets the needs of people of different ages, economic means and household types.

Figure 4-1: Existing Housing Types



## Existing Conditions Summary

### Housing Types and Age of Development

#### Housing Inventory Summary

Farmers Branch offers a mix of housing types, including rental and ownership options, housing that was developed fifty or more years ago and which has been developed recently. But certain types of housing are particularly prevalent. Recently developed apartment buildings provide almost half of the total number of housing units in Farmers Branch. Single family homes built in the years from 1950 to 1975 occupy most of Farmers Branch’s residentially developed land area.

#### Senior Housing

Farmers Branch has a limited supply of senior housing developments. There are three existing age-restricted senior housing developments—Brookdale Farmers Branch, Evergreen Farmers Branch and The Gatherings at Mercer. An additional senior housing development—The Spot at Myra Park—is under construction and is expected to open in 2023. Of the four developments:

- **The Gatherings at Mercer** is a for sale condominium development.
- **Brookdale Farmers Branch** is an assisted living facility.
- **Evergreen Farmers Branch** provides rent-restricted affordable apartments for seniors.
- **The Spot at Myra Park** provides age-restricted (55+) apartments.

Table 4-1: Affordability of Market Rate Apartment Units in Farmers Branch

Unit Size	50% AMI	60% AMI	70% AMI	80% AMI	> 80% AMI	Total
Studio		4			112	116
1 Bedroom	89	123	285	301	3,687	4,485
2 Bedroom	38	226	197	175	2,220	2,856
3 Bedroom		12	148		280	440
4 Bedroom					186	186
Total	127	365	630	476	6,485	8,083

Source: US Department of Housing and Urban Development, Costar

#### Affordable Housing

There is one rent restricted apartment development in Farmers Branch—Evergreen Farmers Branch, an independent living senior housing development. Other multifamily housing developments charge market rate rents. Market rate rents can be affordable, particularly in older apartment buildings. Housing is considered affordable for a given household if the combination of rent and utilities consumes 30% or less of the household’s total income.

The Area Median Income (AMI) for the DFW Metroplex is around \$73,000. That means housing costs of \$21,900 per year, or \$1,825 per month (including utilities) are affordable to a household earning the median income. If the household is making 80% of AMI, a total rent and utility cost of \$1,416 per month would be affordable, and so on.

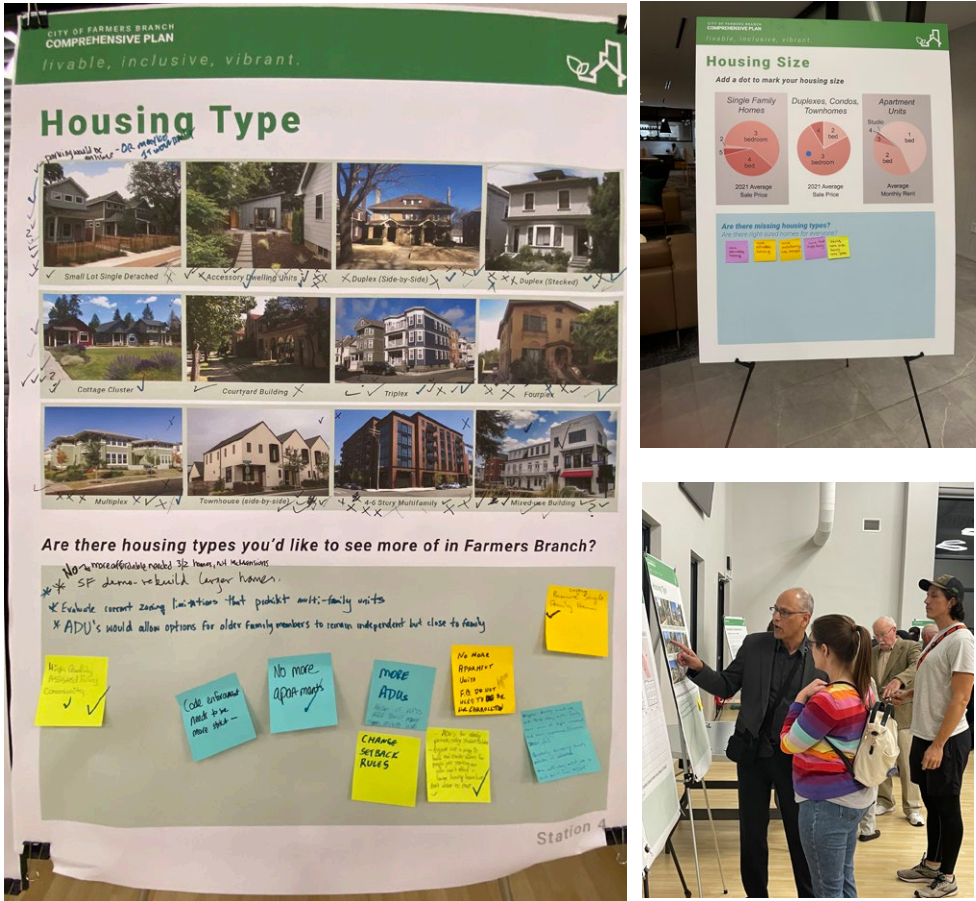
With rent data for almost all apartment buildings in Farmers Branch, and assuming typical utility costs, we can count up the number of existing

*Of the 8,083 market rate apartment units tracked by Costar, only an estimated 492 (around 6%) have asking rents that are affordable for households earning 60% of the area median income.*

apartment units in Farmers Branch that are affordable to households of different income levels. Those data are illustrated in Table 4-1. Note that the majority of apartment units in Farmers Branch are not affordable for households earning 80% or less of the area median income.

What we heard from community about housing:

People live in Farmers Branch because of the advantages offered by its location and the accessibility to jobs, daily needs, and amenities. Most residents live in mid- to large- size single family homes and were satisfied with their current homes. However, many were curious about options that they might consider in the future. There was particular interest in options that were not very familiar, such as zero lot line homes, courtyard homes, accessory dwelling units, and duplexes. These types could provide a broader range of more affordable housing options better suited for changing needs as families age in place or to accommodate family members with special needs. There was also interest in mixed-use housing which appears to be perceived differently than apartments. In general, there were mixed feelings about multi-unit housing options ranging from 3 to 10 units, with some expressing cautious interest in learning more.



Housing Cost Burden

Households that are paying more than 30% of their income on housing costs are considered housing cost burdened. Tables 4-2 and 4-3 show the estimated number of households in Farmers Branch that are housing cost burdened, for owner occupied households and renter occupied households respectively. This data probably underestimates the number of households in Farmers Branch that are housing cost burdened, because housing costs have risen more rapidly than income levels since this data was collected (2016 to 2020).

Over a quarter of all owner occupant households and over a third of all renter occupant households reported being housing cost burdened. That is, they spent over thirty percent of their incomes on their housing costs.

The vast majority of lower income households, both renters and owners, in Farmers Branch are housing cost burdened. A good number of middle income households are housing cost burdened as well.

Table 4-2: Housing Cost Burden by Household Income for Owner Occupant Households

Household Income	Housing Cost Burdened	Total Households	Percent Households Cost Burdened
Less than \$20,000	352	444	79%
\$20,000 to \$34,999	677	899	75%
\$35,000 to \$49,999	383	940	40%
\$50,000 to \$74,999	343	1,366	25%
\$75,000 or more	448	4,517	10%
Total	2,203	8,166	27%

Source: U.S. Census Bureau (2016-2020). American Community Survey 5-year estimates

Table 4-3: Housing Cost Burden by Household Income for Renter Occupant Households

Household Income	Housing Cost Burdened	Total Households	Percent Households Cost Burdened
Less than \$20,000	356	356	100%
\$20,000 to \$34,999	750	750	100%
\$35,000 to \$49,999	794	938	85%
\$50,000 to \$74,999	803	2,225	36%
\$75,000 or more	64	3,297	2%
Total	2,767	7,566	37%

Source: U.S. Census Bureau (2016-2020). American Community Survey 5-year estimates

Housing Market Analysis

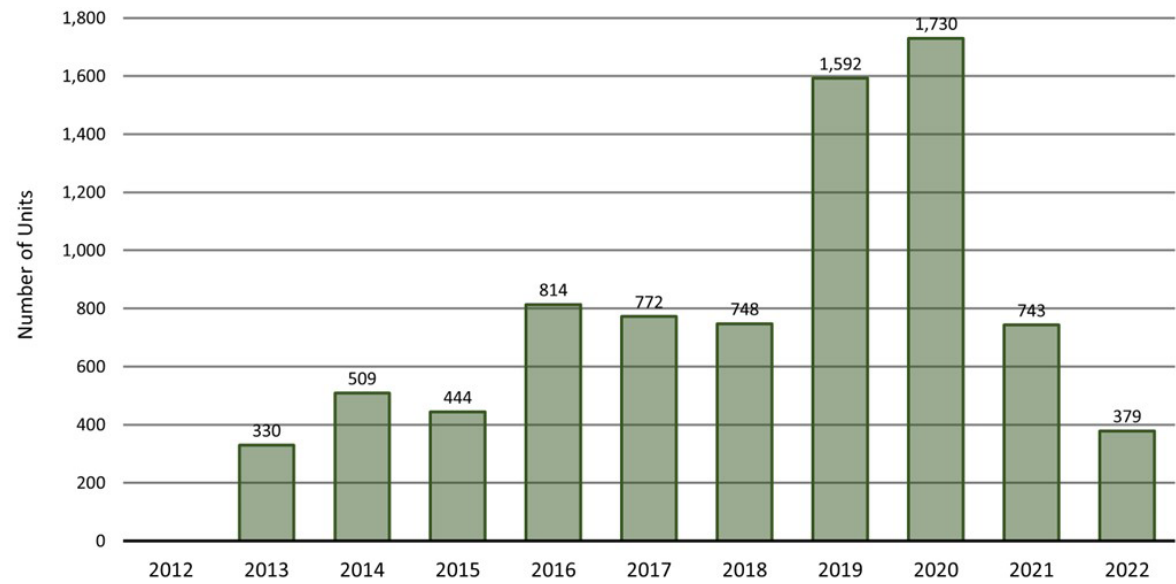
Multifamily Development Since 2010

Recent development trends are an important indicator of demand for multifamily housing. Multifamily apartment and condominium development has occurred steadily over the past decade, peaking in 2019 and 2020. Over 6,500 dwelling units were built over this period in eighteen different developments. Figure 4-1 on page 34 shows the location of different housing types in Farmers Branch.

New multifamily development has been occurring primarily in the western and eastern ends of the City. The recent developments are large complexes, with most offering between 200 and 500 dwelling units in total.

- All of them ask market rate rents.
- All but one are for rental occupancy. One is a condominium building. All but two are for general occupancy. Two are senior housing developments.
- They range in height from three to six stories.
- Most provide resident parking in a parking structure or at the ground level or underground level of the apartment building.
- Most provide resident amenities such as pools, common rooms and gyms

Figure 4-4: Multifamily Dwelling Units Developed by Year, 2012 to



Source: Costar



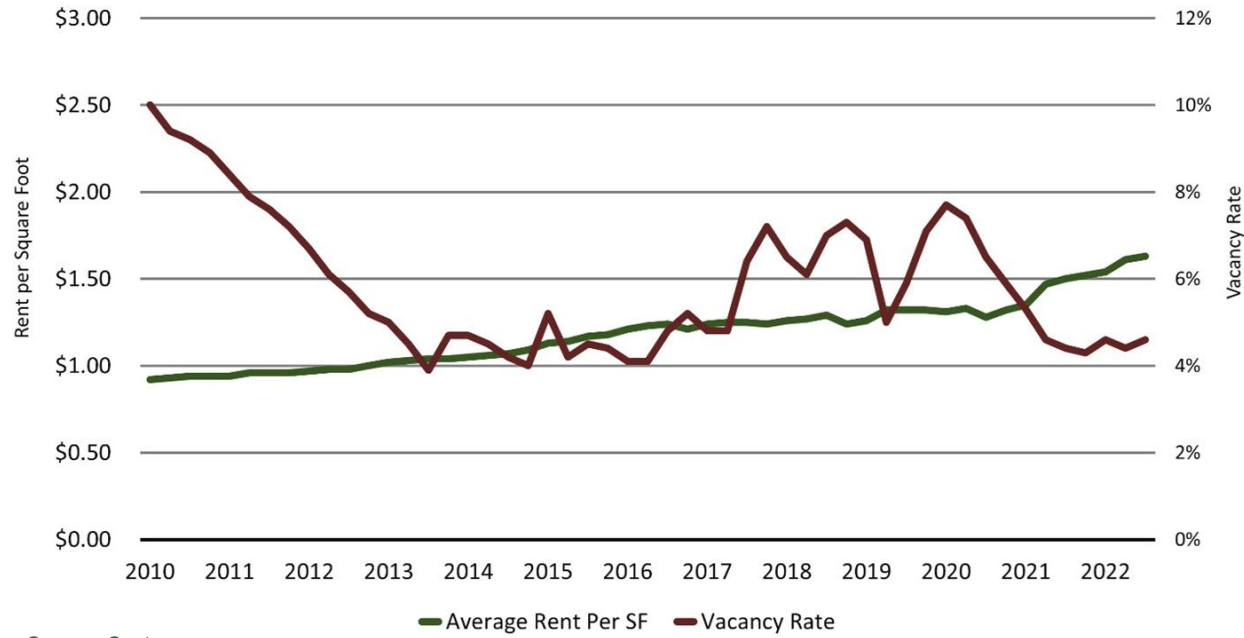
Demand Indicators

Multifamily demand indicators.

Strong demand for multifamily housing is evidenced by high rents and low vacancy rates. Figure 4-5 shows the trendlines for average rent and vacancy levels from 2010 to the present, for Farmers Branch apartment buildings that had already been developed by 2010.

The trendlines for pre-existing apartment developments show rising rents between 2010 and 2020, and vacancy rates that remained fairly low, despite the arrival of hundreds of new apartments over the period. The rate of increase in rental rates has been particularly high over the last year or two.

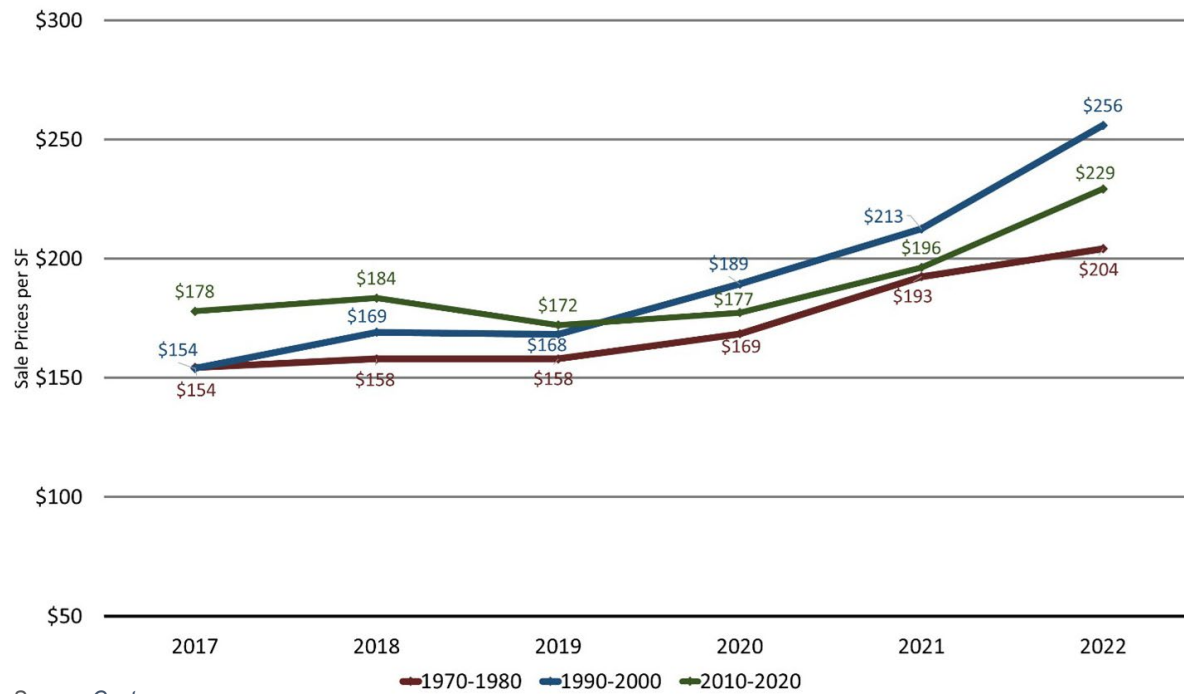
Figure 4-5: Average Rents and Vacancy Rates for Farmers Branch Apartments Built Before 2010



Source: Costar



Figure 4-6: Average Sale Price of Single-Family Homes for Homes Built in Different



Source: Costar

### Single family demand indicators.

In figure 4-6, the average sale price of single family homes is charted for three groups of single family homes—those built in the 1970s, the 1990s, and the 2010s. Measured on a per square foot basis, the average single family sale price has increased significantly for all three samples, with the greatest rise in sale price occurring over the last two to three years.

## Research Interviews

The following represents a consolidated set of housing-related observations and opinions from the interviews with developers and others in the real estate industry.

### Farmers Branch

- Farmers Branch is an attractive residential location.
- Its location in the region provides easy access to Dallas, the two airports, and destinations across the norther suburbs.
- Attractive public and private school options are available. Neighborhoods are considered safe.

### Homeowners and Tenants

- Buyers of new and existing single family homes are younger couples and families, as well as relocating, downsizing and upsizing empty nester couples.
- Newer apartment complexes are drawing singles and couples, young professionals, empty nesters, seniors, and others.

### Housing Demand

- There is strong and ongoing demand for new housing, which is being developed without assistance in well-situated locations.
- New single family homes are typically several times larger than the older home that it replaces.
- Multifamily apartment developers are building larger developments because of economies of scale and because they support cost-effective structured parking.

### Housing development types

- New development is predominantly market rate luxury apartment complexes and larger single family homes. Focused efforts would be required to attract other development types.
- Workforce housing formats and senior housing are needed, but are being produced on a limited basis and may require public support.
- Existing regulations and review processes may be presenting challenges for housing production in Farmers Branch.

## Housing Opportunities

Farmers Branch has many existing strengths such as its location and existing housing development that create opportunities to strengthen housing diversity and options for all. These opportunities can be summarized based on the analysis to the following:

- **Location:** The location of Farmers Branch in the DFW Metroplex, and its broad collections of assets and amenities make it an attractive place to live.
- **Single-Family Housing Reinvestment:** Mid-century single-family homes are predominant in its neighborhoods, but signs of reinvestment are evident in homes that have been remodeled or expanded, and properties where a recently developed home has replaced one of the neighborhood's original homes.
- **Multifamily Development:** Farmers Branch has seen an influx of multifamily housing, which testifies to the desirability of the area. The new housing is largely in the form of luxury apartment complexes with structured parking and an array of site amenities.
- **Economic Strength:** The sporadic redevelopment of single family home properties, and the influx of multifamily apartment projects are indicators of the City's economic strength, and are beneficial from a tax base perspective in that they increase the tax base while largely making use of the City's existing infrastructure.
- **Housing Variety:** The strength of Farmers Branch's housing market can be leveraged to advance some of the City's housing related goals, and support the

development of housing types that aren't occurring organically. One of the guiding values of Farmers Branch is to offer "housing options for all, including those who work here, want to age here, and want their children to be able to stay here." That goal is furthered when housing is available at different

price points and rent levels, and in a variety of ownership and rental formats from single family housing, twin homes, townhomes and smaller multifamily buildings to higher density apartments and condominiums.



Housing Recommendations

Overall, the current conditions lead to some key recommendations to improve the housing stock, availability, and diversity in Farmers Branch. These recommendations have been categorized into buckets, with the Top 5 Housing Strategies identified and described further in the next section of this chapter.

1. Continue to build the strength and stability of the housing stock in the City’s neighborhoods.
- a) Build on the success of the **Demo Rebuild program** by expanding the properties that are eligible and converting it to a self-funding model. (\*Top Five Strategy)

b) Support and market outside programs that support home repair and upkeep such as those of Metrocrest Services, Habitat for Humanity’s A Brush with Kindness, the Minor Home Repair program of Shalom Builders of Texas, and the Safe and Healthy Home program of Rebuilding Together North Texas.

c) Consider the value of a very targeted local home repair program, similar to the City of Dallas’s Minor Home Repair program.

2. Continue to meet a diversity of household needs through fostering new workforce housing development to complement the rapid increase in higher price homes and luxury apartments.
- a) Explore a **partnership with a community land trust program** to create a set of long-term affordable owner occupied homes in Farmers Branch. (\*Top Five Strategy)

b) Establish a policy to encourage or **require 5% to 10% of dwelling units** in new apartment complexes to be rented at levels that are **affordable to moderate income households**—with funding that is derived from the development itself.

c) Look for opportunities to allow missing middle housing types near mixed use centers. (\*Top Five Strategy)
3. Diversify the mix of housing types that are available in Farmers Branch
- a) Adopt policy and zoning changes to **allow accessory dwelling units** in more settings. This should include establishing a minimum lot size for ADUs and allowing them in more zoning districts.

b) Encourage **housing development projects on larger sites** to include a mix of housing types which could include townhomes, carriage homes, and smaller format multifamily apartment buildings.

c) **Network with Dallas Area senior housing developers** to attract interest in building additional senior housing options in Farmers Branch.

4. Continue to pay attention to the administrative processes that build our reputation for competent and efficient customer service.

a) Establish a process of continuous quality improvement, with customer input solicited on a regular cycle, and processes fine-tuned as opportunities are identified for doing so. (\*Top Five Strategy)

FARMERS BRANCH

DEMO/REBUILD

PROGRAM

The City of Farmers Branch is offering cash grants and property tax rebates to residents and builders who demolish an old home and build a new home.

BEFORE

AFTER

Incentive levels are determined based on the Dallas Central Appraisal District (DCAD) listed **improvement value** of a home. View DCAD values at [dcad.com](#)

IMPROVEMENT VALUE \$65,000 OR LESS

- \$30,000 cash grant and
- 3 years City property tax rebate

IMPROVEMENT VALUE \$65,001 - \$100,000

- \$20,000 cash grant and
- 4 years city property tax rebate

IMPROVEMENT VALUE \$100,001 - \$150,000

- \$10,000 cash grant and
- 5 years city property tax rebate

IMPROVEMENT VALUE \$150,001 and over

- 7 years property tax rebate

Cash Grant

Cash grants are issued in two payments. Fifty percent following demolition of the old home and fifty percent when the certificate of occupancy is issued for the new home.

City Property Tax Rebate

City property tax rebate is an economic development grant equal to 100% of the difference between the City property taxes assessed and paid on the new improvement value and the assessed value prior to the demolition. All valuations are based on structure only, does not include land value.

To determine eligibility and for program applications and policies Contact Allison Cook at 972.919.2507 or visit [demorebuild.com](#)

CHAPTER 4 | HOUSING DIVERSITY

Top 5 Strategy

Housing Strategies

The following are the Top 5 Strategies that would build on existing City initiatives and leverage its market strength toward the guiding value of housing options for all.

Top 5 Strategy

Demo Rebuild Program

This existing program has strengthened the market value of its single family neighborhood through the infill redevelopment of a set of smaller homes.116 new homes have been built utilizing the program, and other new homes have been built without the program in some of the same neighborhoods.

The opportunity in a next generation of the program is to broaden the eligibility of the program while adjusting its funding stream to a self-funding model that doesn't compete with other City priorities.

Top 5 Strategy

Community Land Trust housing

The Neighborhood Renaissance program is a partnership between Farmers Branch and Builders of Hope that has resulted in the creation of 15 new owner-occupied homes in the Valwood Park neighborhood, targeted to a workforce housing demographic.

Another approach to meeting the needs of owner occupant workforce households is through a community land trust model. Land trust homes are similarly targeted to a workforce housing demographic, but the homes maintain their affordability for not just the initial purchasers of the home, but for future purchasers as well.

In the land trust model, the home buyer purchases the home but a community land trust retains ownership of the land. The homeowner can resell the home and gain some value appreciation in the sale. But much of the increase in value is to the land, so the next homeowner also gains a home at a workforce housing price. The result, after the initial investment in acquisition and rehabilitation, is a home that is suitable for a workforce housing demographic for the life of the home.

Top 5 Strategy

Missing Middle Housing

New housing in Farmers Branch is dominated by very large apartment complexes, and single family home replacement. Smaller multifamily housing formats such as duplexes, triplexes, townhomes and smaller apartment buildings are not often being built, so they are sometimes referred to as the “missing middle”. Small scale multifamily housing can provide additional options for households in Farmers Branch, and offer rents that are more manageable than other options.

The opportunity in Farmers Branch is to adjust development regulations so that “missing middle”, lower density housing types are allowed in selected locations, such as along some of the City’s collector or arterial streets. They can also be encouraged as part of the housing mix on larger development sites.

Top 5 Strategy

Home Rehabilitation and Repair

Farmers Branch created its Home Rehabilitation Program to help seniors and disabled residents complete home repairs and improvements so that they can remain

safe and independent in their homes. An expansion of the program is currently under consideration that would provide matching funds for home repairs to additional households that meet income criteria. There is a dual benefit to these programs. They provide assistance to a household of modest means. And they maintain the condition and viability of the housing stock in Farmers Branch.

To maintaining housing conditions and neighborhood stability, Farmers Branch will continue to invest in home rehabilitation and repair for households of modest means.

Top 5 Strategy

Regulatory processes

Farmers Branch’s commitment to professionalism and customer service is evident every day as its staff engages with residents, business owners, builders and developers. At the same time, development processes are long and complicated, and involve personnel from multiple departments, so bumps in the road can add up in time and cost.

Because the quality of development review processes can make a difference in whether new development investment comes to Farmers Branch or goes elsewhere, the opportunity for Farmers Branch is to establish a process of continuous quality improvement, with customer input solicited on a regular cycle, and processes fine-tuned as opportunities are identified for doing so.

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Farmers Branch 2045: Livable, Inclusive, Vibrant

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# 5

## Economic Development & Redevelopment



# ECONOMIC DEVELOPMENT & REDEVELOPMENT

The economic strength of Farmers Branch can be seen in its employment-rich business districts. It can also be seen in the ambitious redevelopment projects that are occurring in strategic locations around the City. Industrial business activity anchors the city's economy, and although they are in two distinct districts, both benefit from the strategic location of Farmers Branch with respect to Dallas and the northern suburbs, and their easy access to the region's transportation network.



## Relevant Guiding Values

These guiding values, established by the community, inform economic development strategies for Farmers Branch:

**Guiding Value: Redevelopment** is designed with high-quality which enhances the character of the city.

➔ **Influence on Economic Development and Redevelopment:** City standards for redevelopment should encourage high quality design, especially in mixed-use areas.

**Guiding Value:** The city provides more **shopping and dining** options so that residents, employees and visitors can keep their dollars in Farmers Branch.

➔ **Influence on Economic Development and Redevelopment:** In redevelopment areas, provide opportunities for retail, food and beverage businesses.

**Guiding Value:** Farmers Branch continues to be a great place to do **business**. This includes industries that have long been a part of the city, and new, locally grown businesses.

➔ **Influence on Economic Development and Redevelopment:** Create and enforce high standards for redevelopment to maintain and strengthen the identity of Farmers Branch as an attractive place to live and work.

## Economic Base

Farmers Branch has a strong economic foundation. It is well located in the region, has an enormous job base, and is in a time of rapidly increasing population growth because it has become an attractive location for new multifamily development.

**Inflow-Outflow.** Farmers Branch is job rich.

Farmers Branch businesses are concentrated in a couple of very large industrial business districts—one on the east side of the City and the other on the west. The overall industry mix in Farmers Branch predominantly reflects the types of businesses that are in the industrial style buildings in those two districts.

*The employees who work in Farmers Branch businesses far outnumber the employed people who live in Farmers Branch and work in other locations. In fact, Farmers Branch workers outnumber the total population of Farmers Branch by about two to one.*

The companies that are located in Farmers Branch industrial areas are heavily concentrated in wholesale trade, professional/scientific/technical and construction industries. Almost 40% of all Farmers Branch jobs are in those three industry sectors. Farmers Branch also has more workers than average in the office-based finance and insurance sector.

## Development Market Context

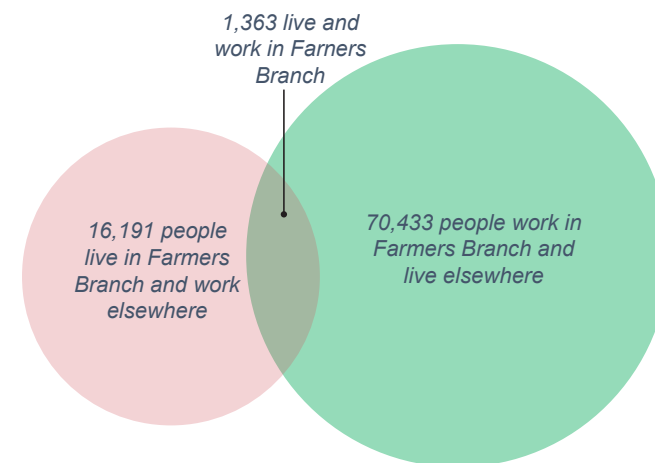
The housing market context is discussed in the Housing Diversity Chapter.

### Market overview

The location of Farmers Branch is attractive for industrial businesses because it is close to many of Dallas's population nodes and provides access to downtown Dallas and some of the most affluent and rapidly growing suburbs in the region via the adjacent freeway network. Buildings on the east side of Farmers Branch are in the Metropolitan Industrial Park. Buildings on the west side are in the Valwood Industrial Park.

### Industrial demand

Recent development trends are an important indicator of industrial demand. Figure 5-1 is a map of the industrial development that has occurred since 2010.



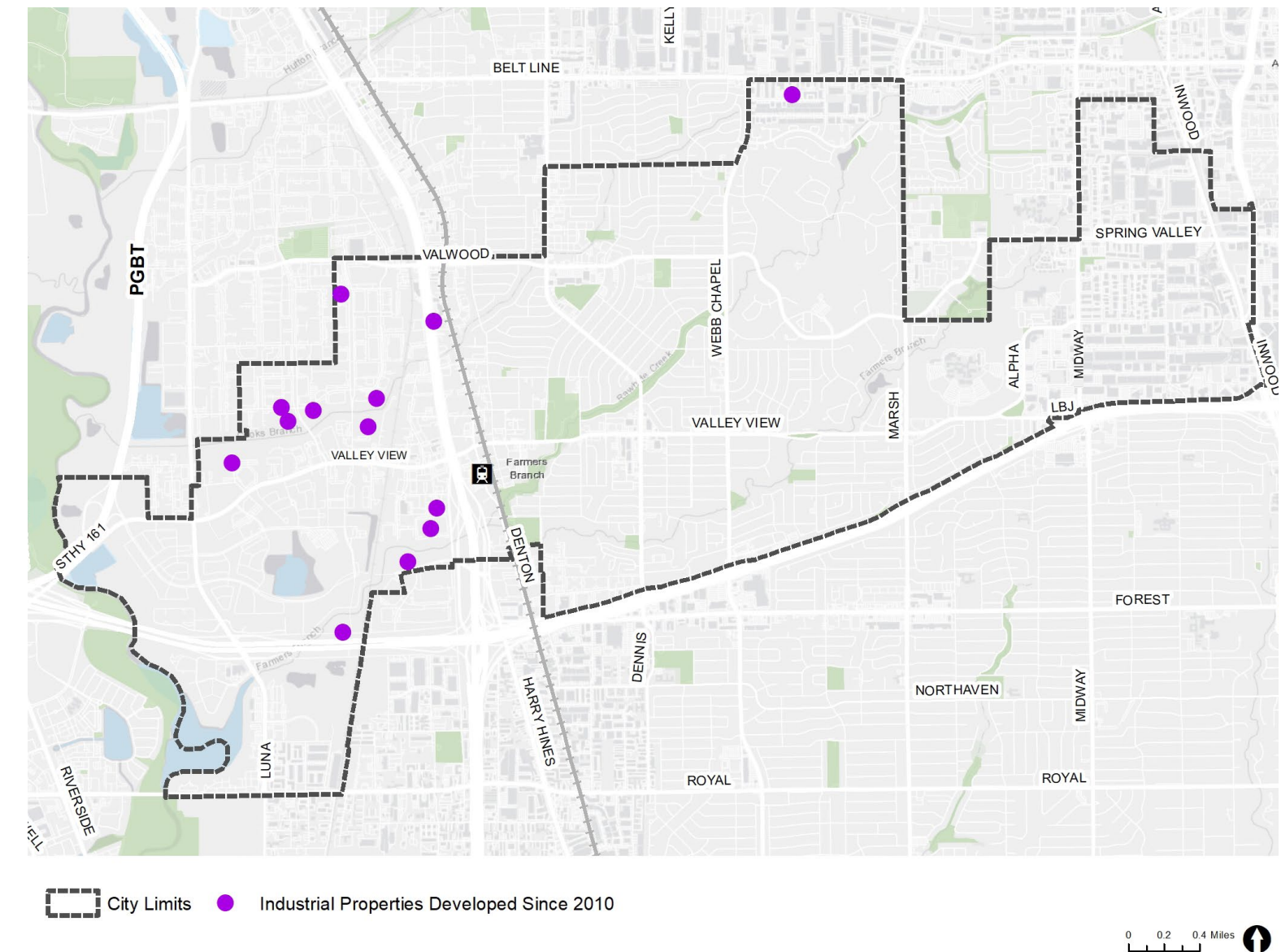
### Interview Findings

The following observations came from interviews with industrial property owners and real estate brokers.

- The Farmers Branch industrial areas are in strong locations in the region because of their transportation access and their proximity to Dallas and the strong northern suburbs.
- Older buildings in the industrial parks are still functional for a lot of businesses.
- Some of the older buildings are in need of rehabilitation, and the City should provide incentives for that.
- Attracting workers to Farmers Branch businesses is a big challenge that everyone is facing.
- The Metropolitan Industrial Park has a concentration of businesses that might support a design district vision.
- The development pressure that is coming in the form of housing redevelopment means the highest and best use is changing and some businesses can relocate further out.

*Almost all of the new industrial development has occurred in the west area of the City. These locations have great regional access via Interstates 635 and IH-35E, supporting distribution activities. IH-35E is also a major transportation corridor between Mexico, the US and Canada.*

**Figure 5-1: Recent Industrial Development**



Rents for industrial space in preexisting industrial buildings have risen since 2010, and have risen dramatically since 2020. Vacancy rates declined despite rising prices, indicating strong demand for industrial space.

However, demand for housing is also extremely high, leading to some industrial properties being acquired for housing redevelopment.



### Retail Market

**Market overview.** The Farmers Branch Retail Submarket suffered a greater downturn during the pandemic than the DFW metro area as a whole. Rents in Farmers Branch lag the average rent in the overall DFW Market, due in part to the age and scale of the the existing retail properties.

Retail in Farmers Branch is also challenged by the large amount of retail space that is offered in the destination retail centers just outside of the City’s boundaries.

*Farmers Branch appears under-retailed because it has less floor area per capita. But if the geography is expanded by about a mile to Royal Lane, MacArthur Boulevard, Whitlock Lane, and Preston Road, that geography has about 63% more retail floor area per capita that average for the DFW Metroplex, because of the many destination shopping areas just outside of Farmers Branch.*



*The vacancy rate is well on its way to regaining its prepandemic level of 5% to 6% vacancy. Rent levels have risen over the period, but lag behind DFW metro area rents.*

Figure 5-2: Additional Retail Market Data for Farmers Branch, Expanded Farmers Branch and DFW Market

Geography	Retail Floor Area (s.f.)	Population	Retail Floor Area per Capita (s.f.)	Average Rent	Vacancy Rate	Median Household Income
Farmers Branch	2,000,000	42,659	46.9	\$16.99	5.9%	\$75,865
Farmers Branch (Expanded)	16,000,000	171,110	93.5	\$23.78	4.8%	\$75,295
Dallas – Fort Worth Market	455,000,000	7,932,000	57.4	\$21.77	4.7%	\$73,905

Source: Costar

### Retail Demand

#### Interview Findings

- The experiential retail that is growing in the Metropolitan Industrial Park (restaurants, bars, showrooms, niche retail stores) is compatible with the surrounding businesses and offices, and with the new housing that’s coming to the area.
- The Metropolitan Industrial Park is attractive to retailers because it is easy to get to from both the east and the west.
- Retail development depends on residential development to happen first. You need more housing, and then you will get more retail.
- The Four Corners area only serves the immediately surrounding neighborhoods. It’s not going to be a destination. It’s just going to be a community serving retail district for those households which only have so much purchasing power. That means the achievable retail rents will be limited.

### Office Market

**Market overview.** The office market is still being heavily impacted by the pandemic, and the transition to remote work options may continue to push companies to reconsider their office footprints in the future. That impact will be experienced over time because decisions about downsizing will happen as existing office leases expire.

### Office Demand

*Rents for space in preexisting office buildings have risen between 2010 and 2022, and just reestablished their pre-pandemic levels in the current quarter. The vacancy rate of over 24% is concerningly high.*



Figure 5-3: Average Rents and Vacancy Rate, Preexisting Retail Properties, 2010 to 2022.

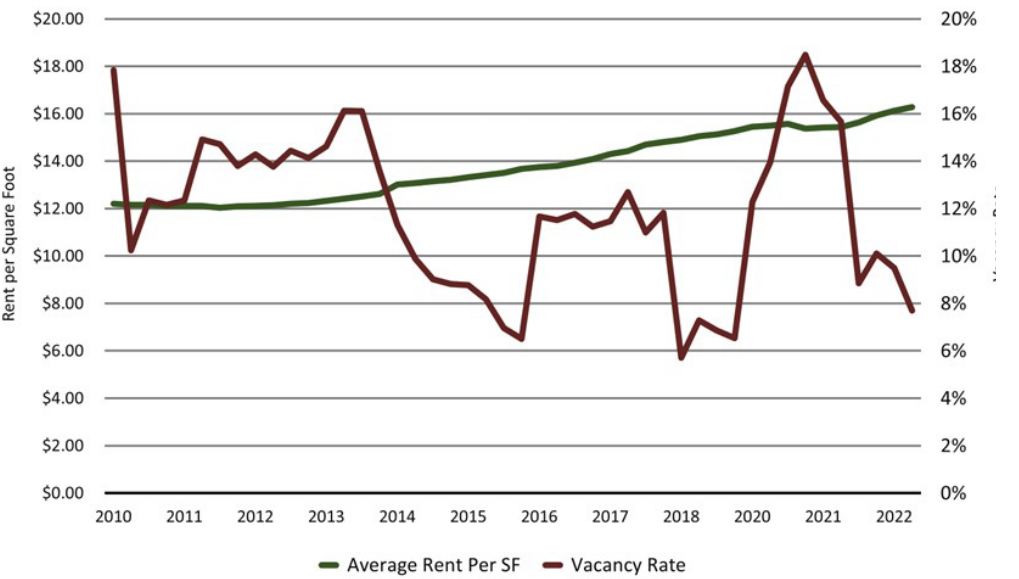
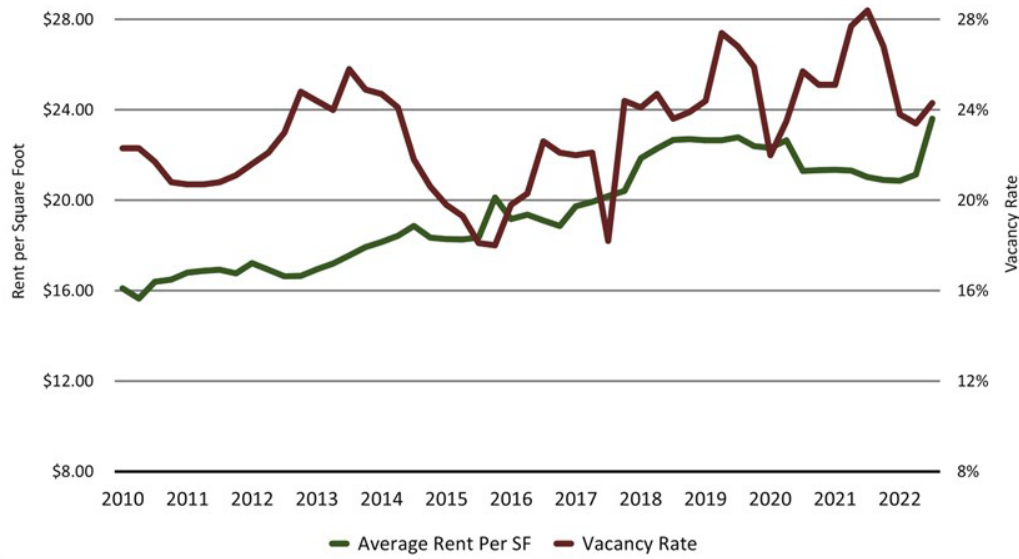


Figure 5-4: Average Rents and Vacancy Rate, Preexisting Office Properties, 2010 to 2022.



Source: Costar



## Catalytic Opportunity Sites

Development potential depends on the characteristics—assets and challenges—present in specific geographic locations. Focus areas were defined around the following locations (maps of each are provided on the following pages and each area is shown with a blue dotted line):

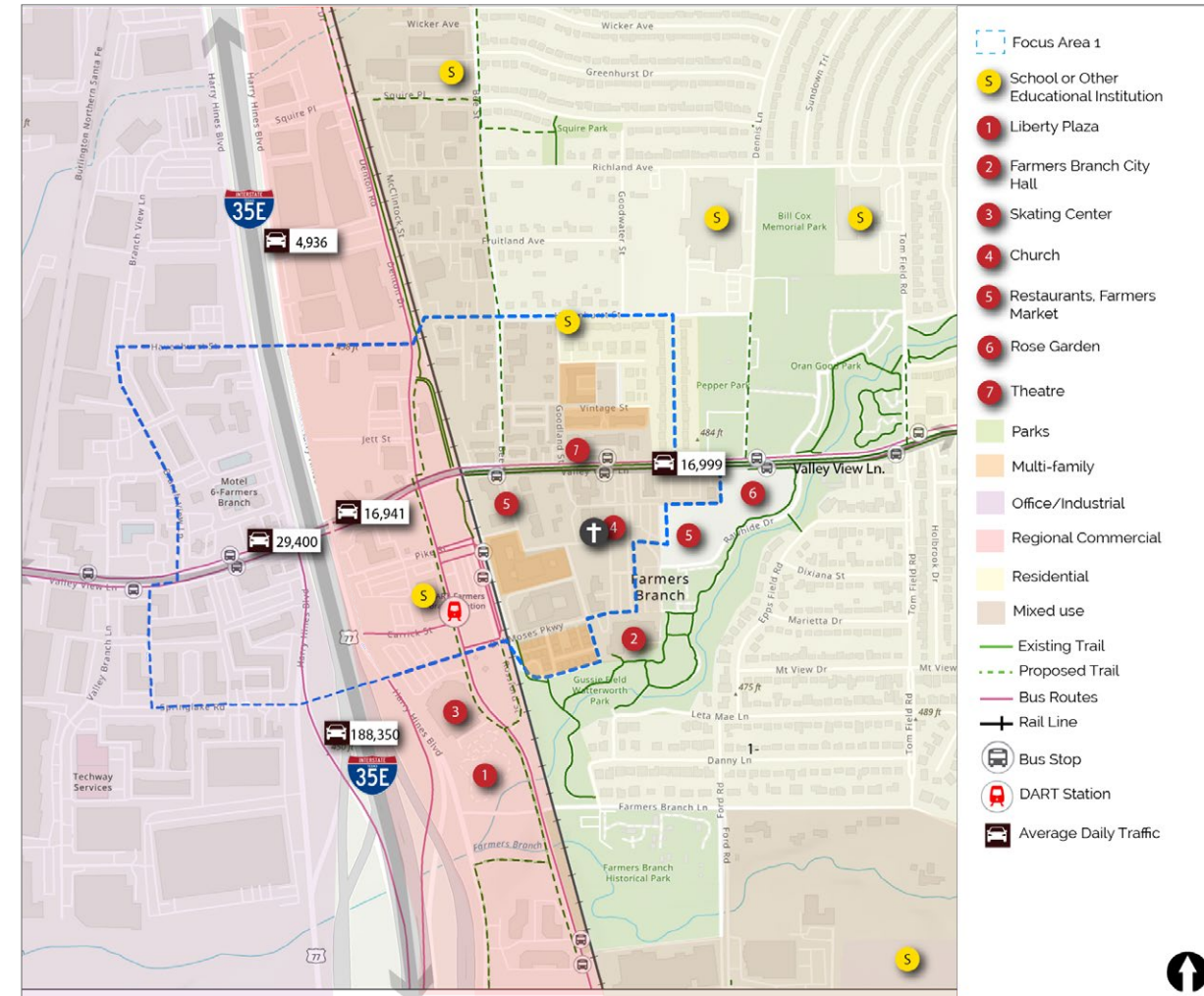
- Mustang Station
- Four Corners
- Belt Line Road Commercial and Industrial
- Dallas College Brookhaven Campus
- Industrial East area

### Interview Findings

- Transportation attributes are extremely important—including Mustang Station's access to and visibility from IH-35E, the presence of the DART station, and the well traveled Valley View Lane arterial.
- The area also has park, trail and recreational amenities.
- These attributes make Mustang Station attractive for multifamily residential development, and could potentially support more limited retail and office development.

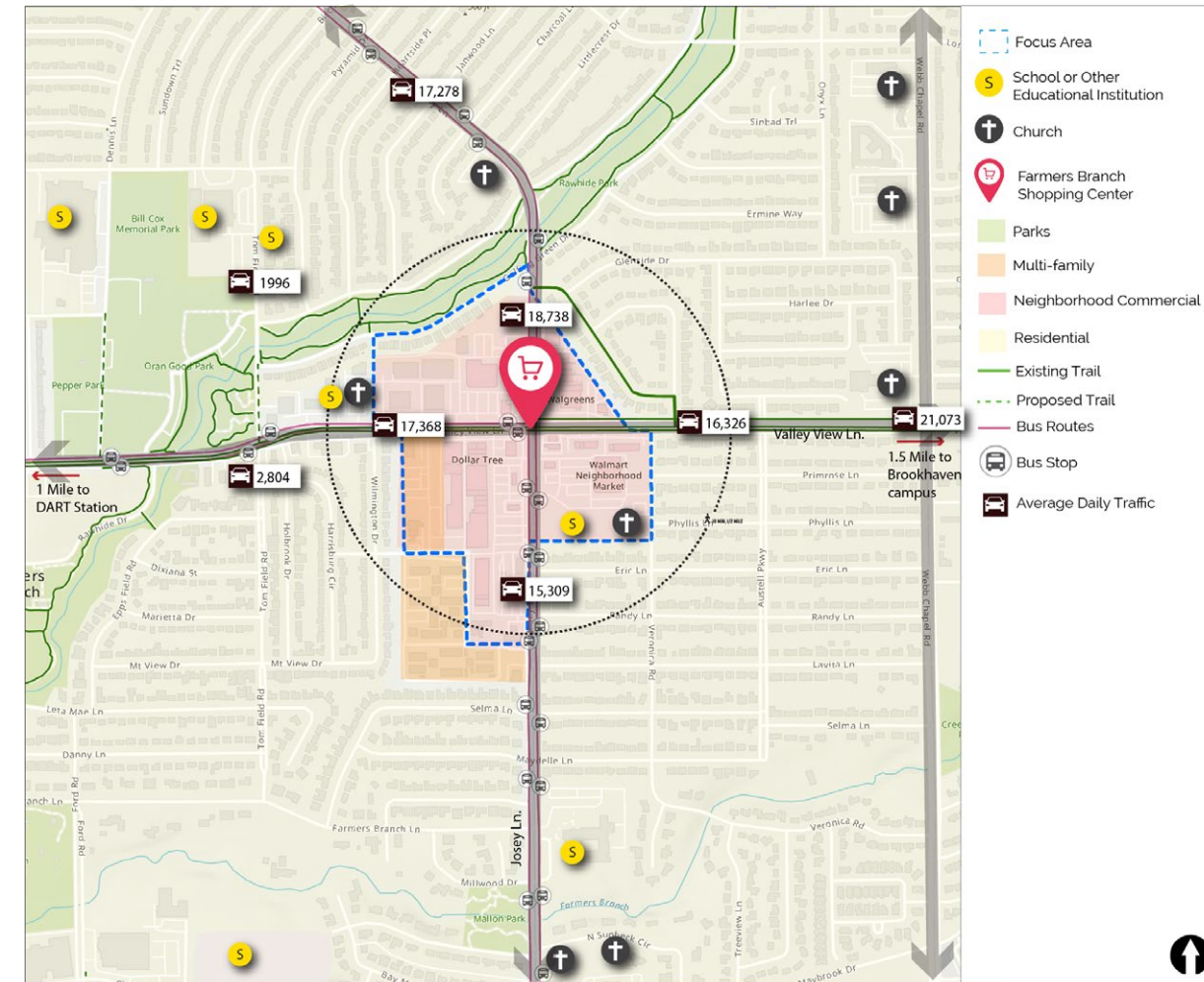
## Mustang Station

Figure 5-5: Market Context Map – Mustang Station



Source: Stantec

Figure 5-6: Market Context Map – Four Corners



Source: Stantec

## Four Corners

### Interview Findings

- Well connected in all four directions, and both Valley View Lane and Josey Lane have respectable traffic counts, an important consideration for retail businesses.
- Retail district has strong anchors, the Walmart neighborhood store, and a Walgreens.
- Trail system at the north side of the focus area is an attractive amenity for residential development.
- Adjacent neighborhoods tend to be lower density single family home format.



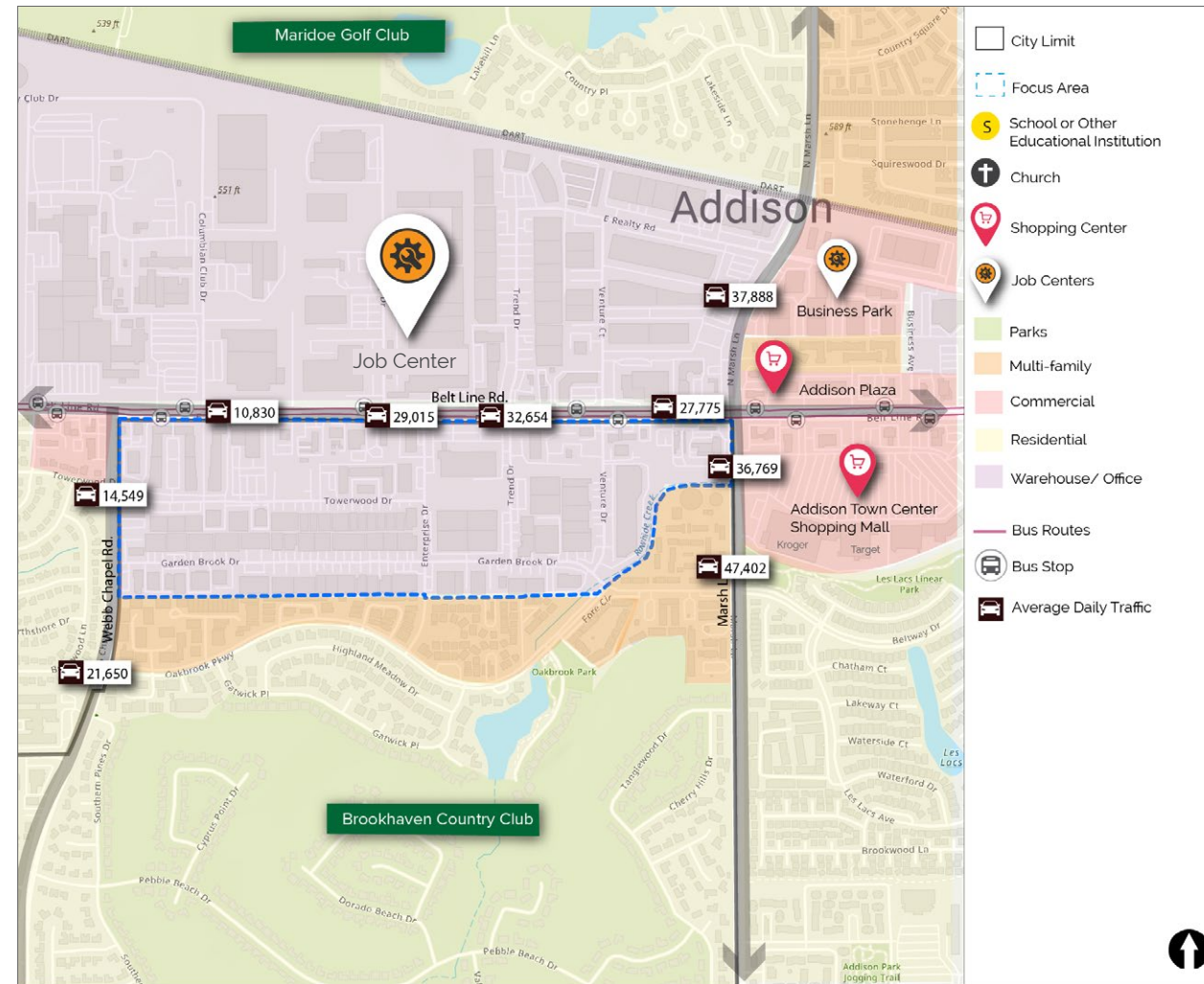
## ***Belt Line Road Commercial and Industrial***

This section of Belt Line Road is a high volume arterial, and Marsh Lane on the east end of the focus area carries even more traffic. Retail businesses like the site visibility that corresponds with high traffic volumes, but Figure 5-7 also shows the adjacent Addison Town Center Shopping Mall, which provides significant competition to businesses along Belt Line Road.

## Interview Findings

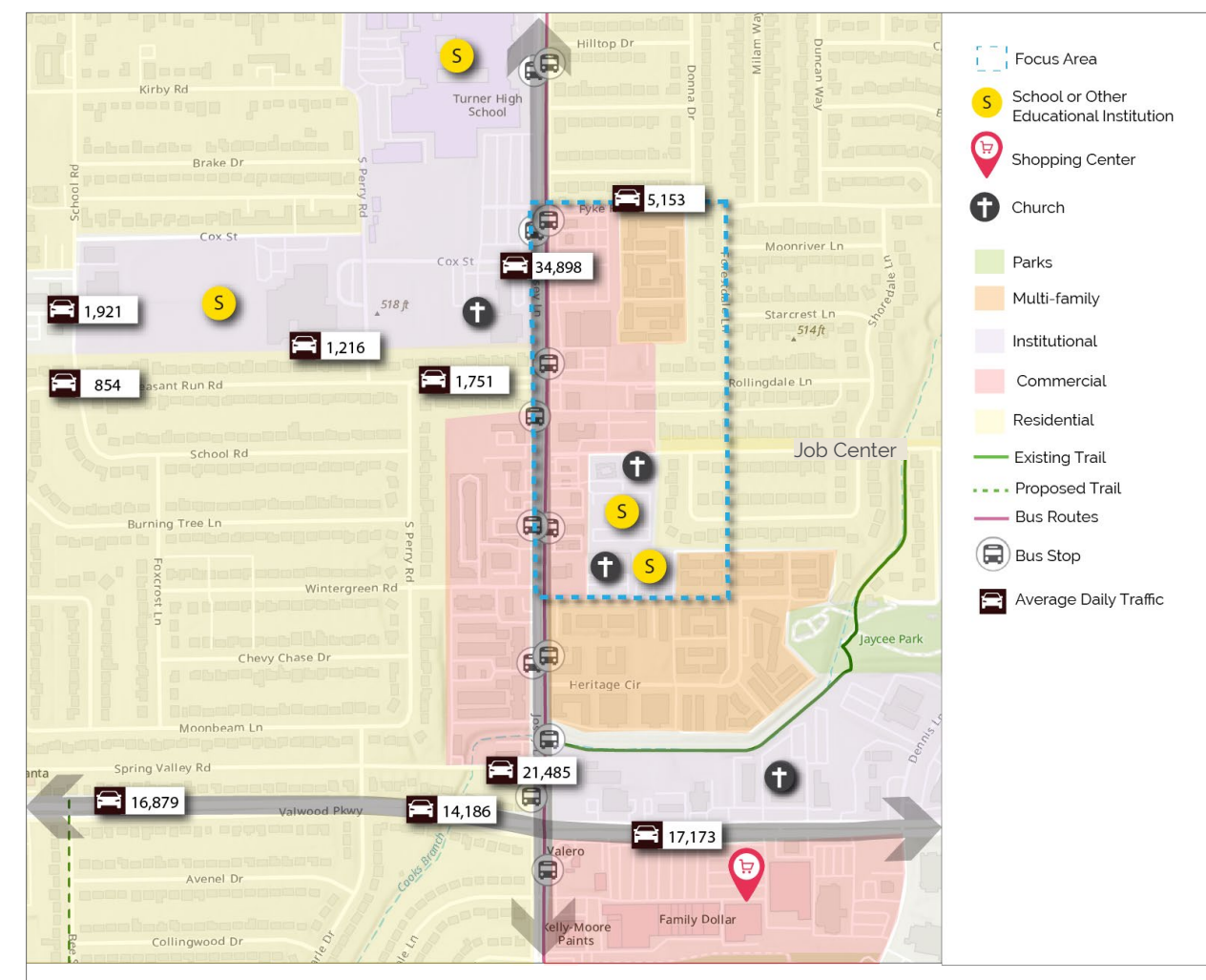
- The retail market is not likely to support much additional retail floor area beyond what is present in the greater Farmers Branch area.
- If some new retail is added to the area it will want a strong setting to be successful.
- The jumble of industrial and highway oriented commercial development in this focus area along Belt Line Road might not be the most competitive setting for new retail.

**Figure 5-7: Market Context Map – Belt Line Road Commercial and Industrial**



Source: Stantec

**Figure 5-8: Market Context Map – Valwood/Josie Lane area**



Source: Stantec

### Valwood/Josie Lane area

The Josey Lane catalyst site encompasses a neighborhood commercial node along Josey Lane which serves residential neighborhoods in Farmers Branch to the east and in Carrollton to the west. The surrounding neighborhoods offer a mix of single family homes and multifamily apartments.

## East Side Industrial

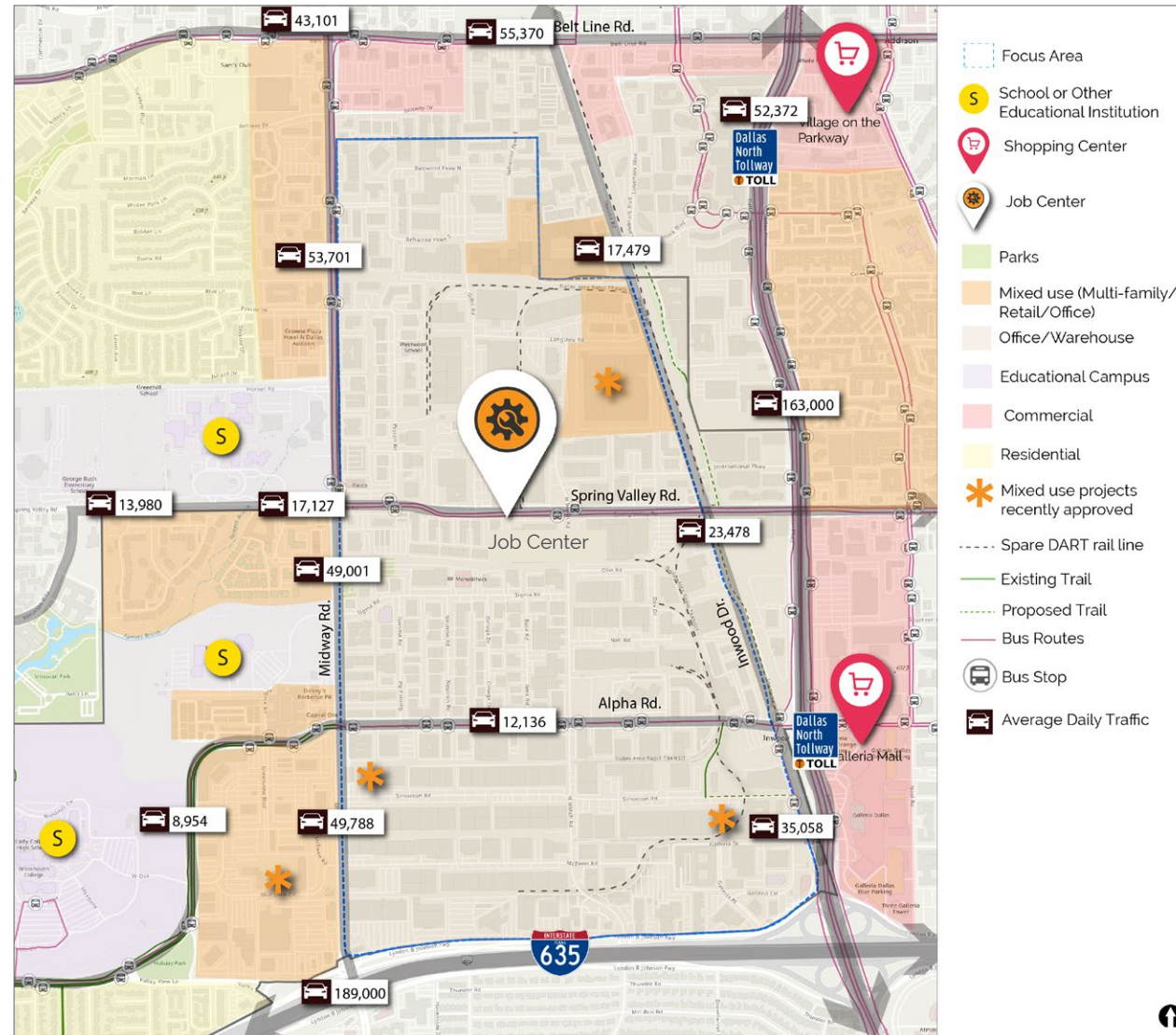
The area has an abundance of characteristics that have made it a focus of recent redevelopment, as well as reinvestment in existing properties. It's an enormous employment district with terrific access to the regional transportation network via the Dallas North Tollway and I-635. It connects across the Dallas North Tollway to the Galleria—a major regional retail destination

### Interview Findings

- An opportunity for redevelopment has been clearly established within the district.
- Much redevelopment (to multi-family residential) has happened near interstates and along east-west streets like Alpha Road and Spring Valley Road.



Figure 5-9: Market Context Map – East Side Industrial



Source: Stantec

## Economic Development Opportunities

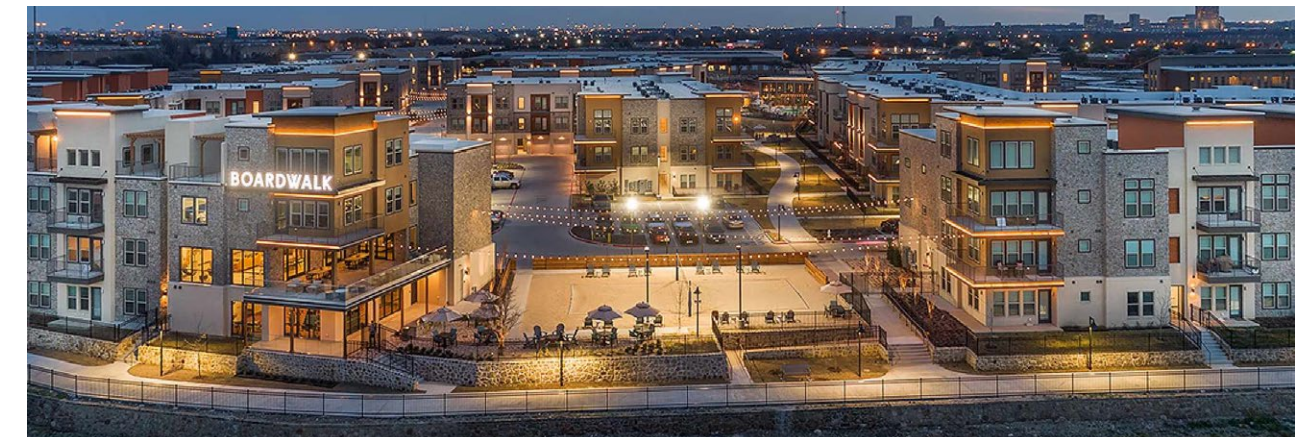
Economic development is an area in which the City of Farmers Branch is particularly strong, with a high proportion of jobs compared to its population. Farmers Branch is particularly inviting for businesses and redevelopment. Based on the analysis, the biggest opportunities Farmers Branch has are summarized below:

- **Employment:** Farmers Branch is an economic workhorse, hosting a disproportionate share of the region's business activity and associated employment. The number of jobs based in Farmers branch are almost double its total estimated population.
- **Industrial Development:** Industrial development and reinvestment is active. The Valwood Industrial Park (west side industrial area) has been the focus of new industrial development over the past decade. The older and densely developed Metropolitan Industrial Park (east side industrial area) continues to experience reinvestment, as tenant turnover and business expansions leads to renovations in support of new economic opportunities and business growth.
- **Tax Base Expansion:** New development is beneficial from a tax base perspective in that the value increase expands the tax base. And market-driven development activity can be leveraged to accomplish other economic and development related goals.
- **Economic Strength:** The sporadic redevelopment of single family home properties, and the influx of multifamily apartment projects are indicators

of the City's economic strength, and are beneficial from a tax base perspective in that they increase the tax base while largely making use of the City's existing infrastructure.

- **Reinvestment and Retail Development:** One of the guiding values of Farmers Branch is its desire to be "a great place to do business. This includes

industries that have long been a part of the city, and new, locally grown businesses." Another guiding value is that the city "provides more shopping and dining options." These goals are advanced when local businesses are encouraged to reinvest in business properties, and by encouraging and incentivizing retail development in opportunity locations.



## Economic Development Recommendations

Overall, the analysis and current conditions in Farmers Branch lead to some key recommendations to build on existing strengths and leverage new development and redevelopment to achieve the best outcomes for the city. These recommendations have been categorized into the buckets below, with the Top 5 Economic Development Strategies identified and described further in the next section of this chapter.

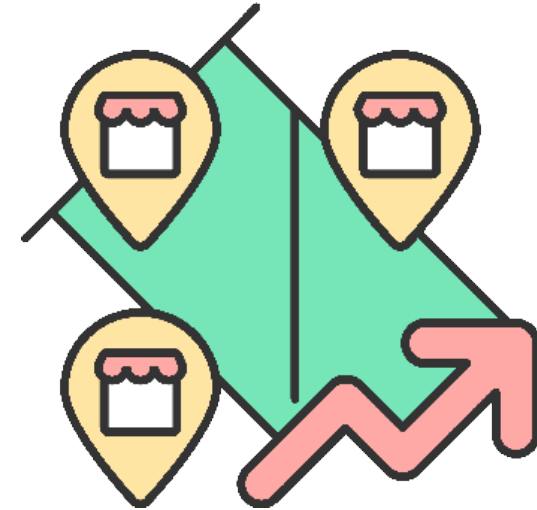
1. Build a supportive environment for local businesses to thrive
  - a) Establish a **business visitation program** or system of regular meetings with existing businesses to learn about business needs and future opportunities.
  - b) Support an entrepreneurial local environment through encouraging the development of **collaborative and nurturing business spaces** such as coworking spaces, maker spaces, and business incubators—which lower the barriers to starting or growing a business venture by providing shared services and technical assistance. (\*Top Five Strategy)
  - c) Create an **incentive program** that matches a portion of the rehabilitation cost of older

commercial/industrial buildings so that they can continue to provide functional business space for another generation of businesses. (\*Top Five Strategy)

2. Leverage the City's redevelopment momentum to foster new development and enhance the quality of spaces at the City's catalyst sites.
  - a) Pursue **redevelopment at the City's catalyst sites** (also Transform areas described in the Future Land Use and Community Design chapter), as envisioned for each site, understanding that some public financial partnership will be required to address the financial gaps. (\*Top Five Strategy)
  - b) Pursue the **public realm and place-making improvements** that are envisioned and necessary for creating vibrant environments at the City's catalyst sites, identifying the internal and grant resources that are required for their implementation. (\*Top Five Strategy)
  - c) Where it is appropriate to specific development proposals and their locations, encourage the **integration of privately owned public space (POPS), coworking space, and ground floor retail space** into development plans, providing

offsetting financial support in high priority locations.

d) Create a process of continuous quality improvement in the **City's regulatory review processes**—with property owner and developer input solicited through structured meetings, and regulatory processes fine-tuned as opportunities are identified for doing so. (\*Top Five Strategy)



## Economic Development Strategies

The following are the Top 5 Strategies that would advance City economic and redevelopment goals.



### Entrepreneurial Space

The Farmers Branch economy is anchored by industrial and manufacturing business space in its two industrial districts, but its economy is broadening in the direction of office-based work. The surge of apartment development has also brought an influx of a younger professional demographic that would be a target market for new entrepreneurial space. The nurturance of an entrepreneurial business environment through the development of coworking spaces, maker spaces, and business incubators would continue to diversify the local economy, even as it supports entrepreneurial business development. It would capitalize on the growing population of young professionals, and conversely build the City's brand as an attractive home for young professionals and entrepreneurs.



### Industrial rehabilitation

Most of the industrial properties in Farmers Branch were built in the 1970s and 1980s. Although many continue to be serviceable, many are also in need of upgrades to building systems, layouts, entries, truck bays, etc, in order to function well for a next generation of businesses.

Those upgrades to building systems can be quite costly, and so may be deferred for longer than they should be. From a tax base standpoint, Farmers Branch benefits when a business property is upgraded because of the increased property value that it generates.

The opportunity is to create a program that would match a portion of proposed rehabilitation costs when that investment significantly increases the value and utility of the property for another generation of businesses. The City's contribution to the rehabilitation cost could be repayed from the property taxes that flow from the property itself so that the industrial rehab program doesn't compete with other city priorities. A review panel could be utilized to evaluate candidates for financial support on the basis of whether proposed property improvements will further the goals of the program.



### Catalyst site development

The Farmers Branch catalyst sites are at important locations in the City with distinct opportunities to create special places that contribute to its identity as an attractive, unique and livable community. They will provide broad quality of life and economic benefits for the City if their potential is realized. They are not likely to reach their potential in the absence of intentional action and support from the City.

The opportunity is to take deliberate sequential actions to realize the planned future at the catalyst sites, including making investments in public realm improvements and providing a measure of financial support for the development that is envisioned. Catalyst site implementation strategies are discussed in more detail in the Implementation Chapter.



### Catalyst site public realm

See Key Opportunity #3 above.



### Regulatory processes

Farmers Branch's commitment to professionalism and customer service is evident every day as its staff engages with residents, business owners, builders and developers. At the same time, the processes for review of redevelopment and property improvement proposals can be long and complicated, and involve personnel from multiple departments, so bumps in the road can add up in time and cost.

Because the quality of development review processes can make a difference in whether properties are upgraded and new development investment comes to Farmers Branch, the opportunity for Farmers Branch is to establish a process of continuous quality improvement, with customer input solicited on a regular cycle, and processes fine-tuned as opportunities are identified for doing so.



# 6

## Mobility Analysis & Themes



## MOBILITY ANALYSIS & THEMES

### Relevant Guiding Values

These guiding values, established by the community, inform future land use, development, and community design strategies and implementation guidance for Farmers Branch:

**Guiding Value:** Our city is **connected**. We enhance our motorized and non-motorized connections so that people from all neighborhoods, using all modes of transportation, can access the city's amazing parks, trails, shopping, dining and services.

→ **Influence on Mobility Analysis** The Farmers Branch transportation system has multiple opportunities to accommodate multiple travel modes in a safe and efficient manner, but with the City already largely built out and with street patterns already well established, the tradeoffs of achieving these opportunities are important to identify and understand.

### Current Conditions Summary

Farmers Branch owns and maintains virtually all of its non-freeway-related surface street network, with the only TxDOT-owned roads being Interstates 35E and 635. Major corridors connecting to these interstates (especially Josey Lane, Webb Chapel Road, Marsh Lane, and Midway Road), serve more than simply a local function due to their connection between other communities and destinations. Despite the 'spine' function of Valley View Lane as a main east-west path through the city, its traffic volumes are relatively low when compared to north-south streets such as Marsh Lane and Midway Road.

Although the City has a variety of travel options, including all four of Dallas Area Rapid Transit's (DART) major service offerings (light rail, fixed-route bus, paratransit, and GoLink on demand service), transit use is relatively low throughout the City. However, the GoLink zone is one of the most heavily used in the entire DART system, with particularly strong use in the Valwood office and industrial employment area west of IH-35E.



While safety patterns reflect typical conditions in suburban communities, with higher-traffic streets seeing more vehicle crashes, there are numerous instances of crashes involving injury, including many with bicycles and pedestrians, away from these key streets. The Valwood neighborhood as well as areas around the Brookhaven campus have seen most of these crashes, typically on streets with low traffic volumes.

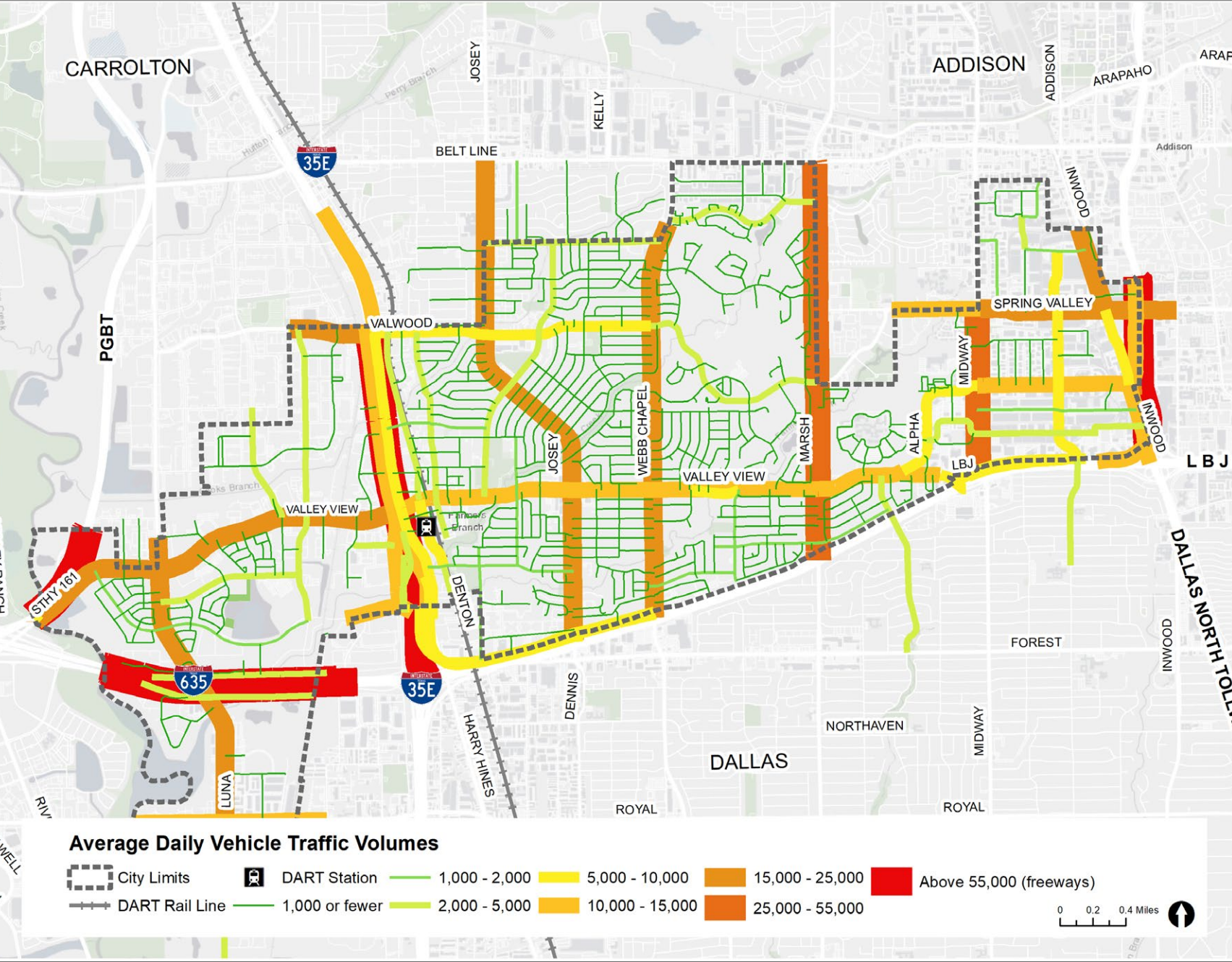
The overlap of transit and safety patterns suggests that the design and safety of streets might be an impediment to transit use.

### Streets

#### Vehicle Traffic and Traffic Control

Overall, vehicular traffic in Farmers Branch is concentrated on the arterial and collector thoroughfares. The primary patterns of regional traffic in and out of the City are in a north-south direction, suggesting that much of this traffic is regional in nature. In contrast, the Valley View Lane-Alpha Road corridor, the primary east-west thoroughfare route through Farmers Branch, has relatively low traffic volumes that decrease even more east of Webb Chapel Road. The signal timing for these main corridors generally favor the vehicular traffic for the ease of their movement inadvertently affecting the pedestrian flow. Figure 1 shows average daily vehicle traffic volumes along corridors.

Figure 6-1: Average Daily Vehicle Traffic Volumes Along Corridors



Source: Texas Department of Transportation, City of Farmers Branch, ESRI



### Vehicle-Carrying Capacity

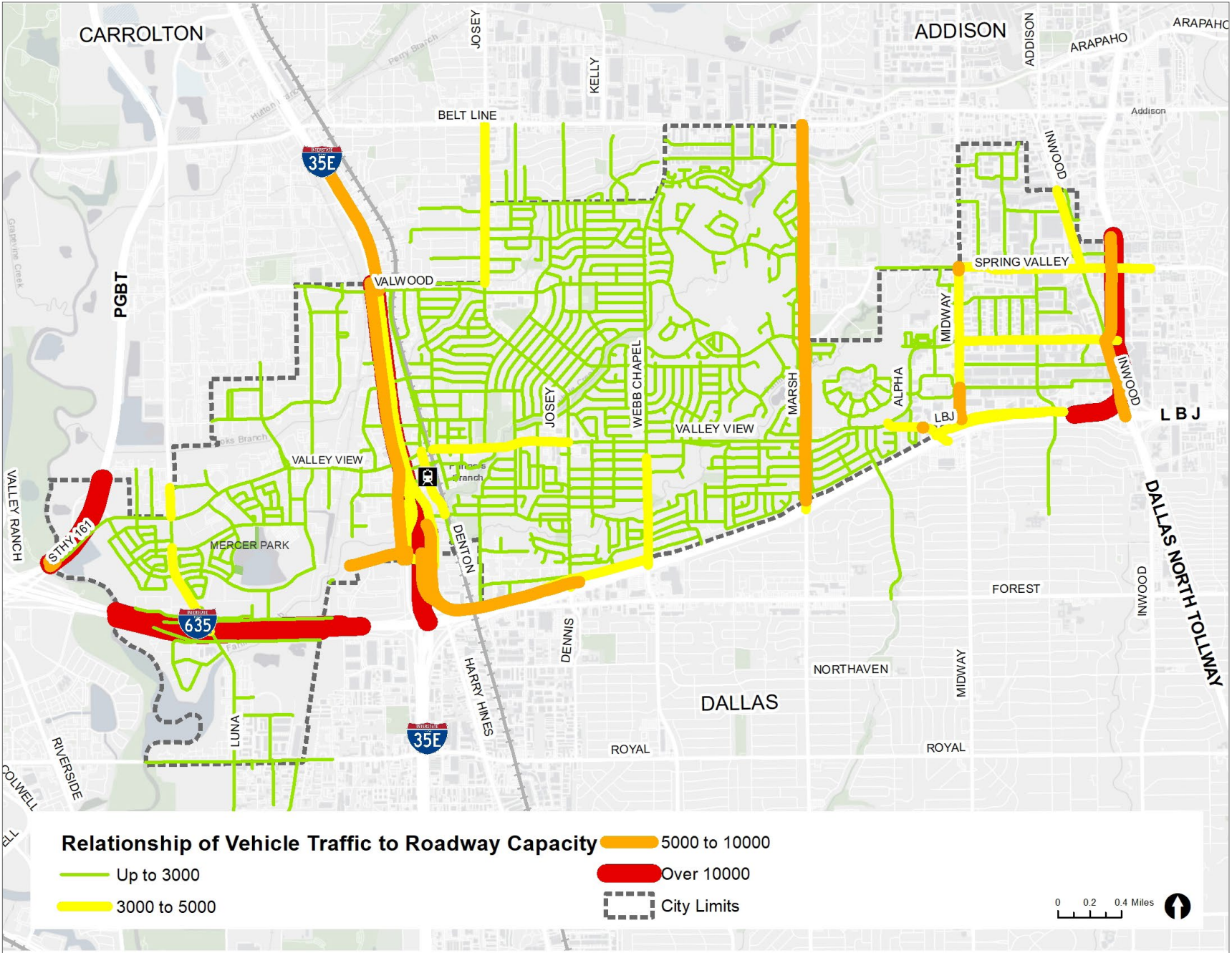
When considering the average amount of vehicle traffic per roadway lane, large parts of the city use substantially less roadway capacity than exists. The streets where an average of 3,000 vehicles use each lane each day may be candidates for reconfiguration (Josey Lane between Valwood Parkway and Valley View Lane, Valwood Parkway itself, and collector-class thoroughfares through neighborhoods such as Dennis Lane and Longmeade Drive). At a minimum, it is worth considering these streets relative to the direction given in the City's most recent Thoroughfare Plan to determine whether capacity increases continue to be warranted relative to vehicle traffic patterns.

Streets with under 5,000 vehicles per lane per day, besides the highways, may also present opportunities for rethinking street design, if not along entire corridors, then at least at key intersections and nodes (Josey Lane between Valwood Parkway and Belt Line or Webb Chapel Road near I-635). This gives the City numerous opportunities to bring a greater range of travel options to the Farmers Branch transportation network, especially using street capacity beyond what is needed to improve safety and add space for other modes of travel. Figure 6-2 shows relationship of vehicle traffic to roadway capacity.

August 2, 2022 Community Workshop:  
"Slow down traffic on Josey Lane, Web  
Chapel Road, Valley View Lane"



Figure 6-2: Relationship of Vehicle Traffic to Roadway Capacity



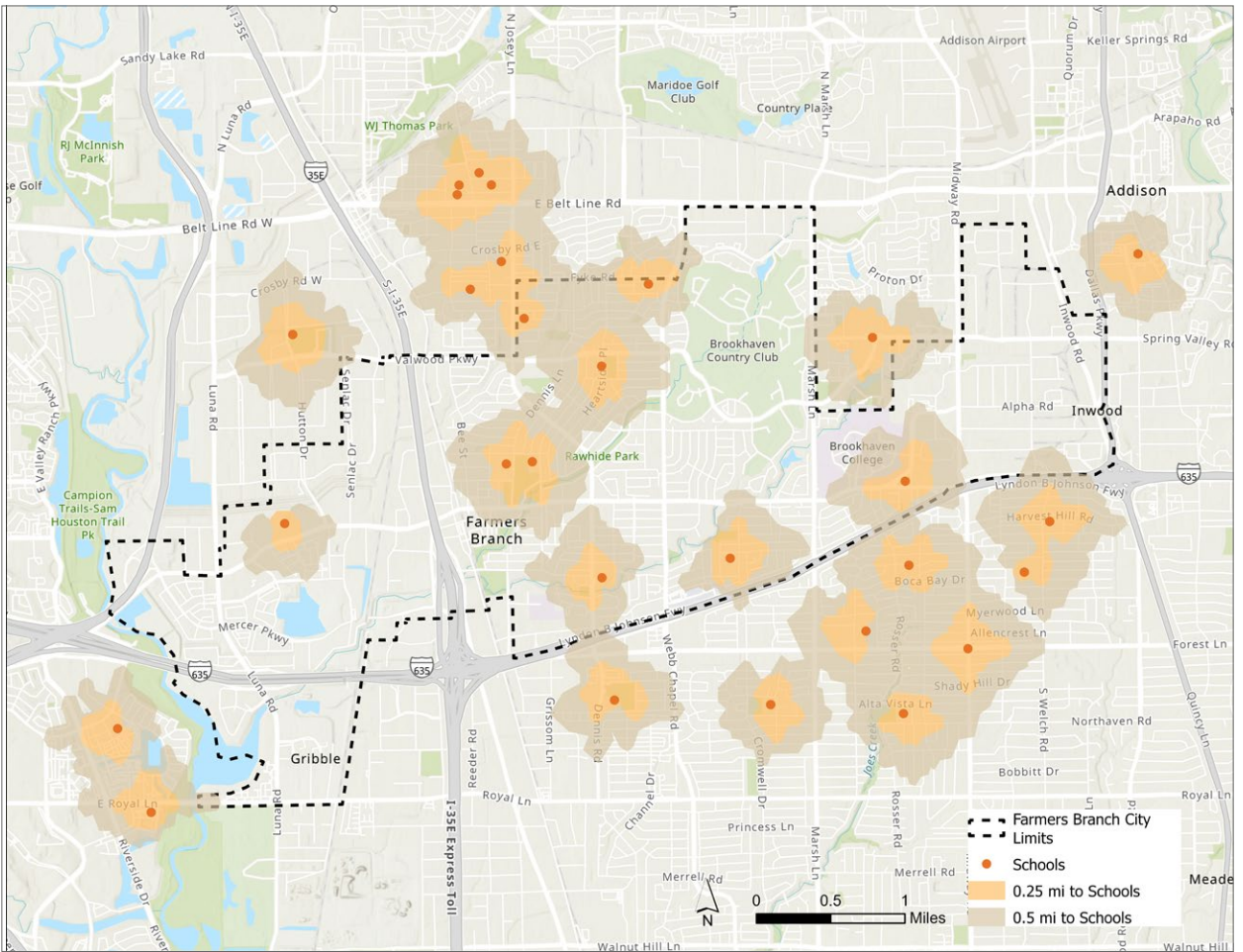
Source: Texas Department of Transportation, City of Farmers Branch, ESRI

### Active Transportation

Farmers Branch's network of sidewalks and walking/biking trails is more limited than its street network, though most streets include sidewalks on at least part of their length. A small but connected network of off-street shared-use paths provide travel alternatives through the city. However, the on-street network for bicycles is limited.

As the most basic and common form of pedestrian space, sidewalk networks are a key measure of walkability of any community. In Farmers Branch, they are present on many of the city's residential streets but absent in other areas. The most notable gaps in the sidewalk network are in the east and west ends of Farmers Branch, in the Valwood and Metropolitan industrial

Figure 6-3: 5 and 10 minute walk to schools



park. Even along streets with sidewalks, there are small gaps where sidewalks have not been reconstructed after redevelopment, most notably in older districts of the city. While the sidewalk network has gaps, the connectivity of neighborhood-serving destinations like schools and parks is relatively better in the Central area (Figure 6-3 and 6-4).

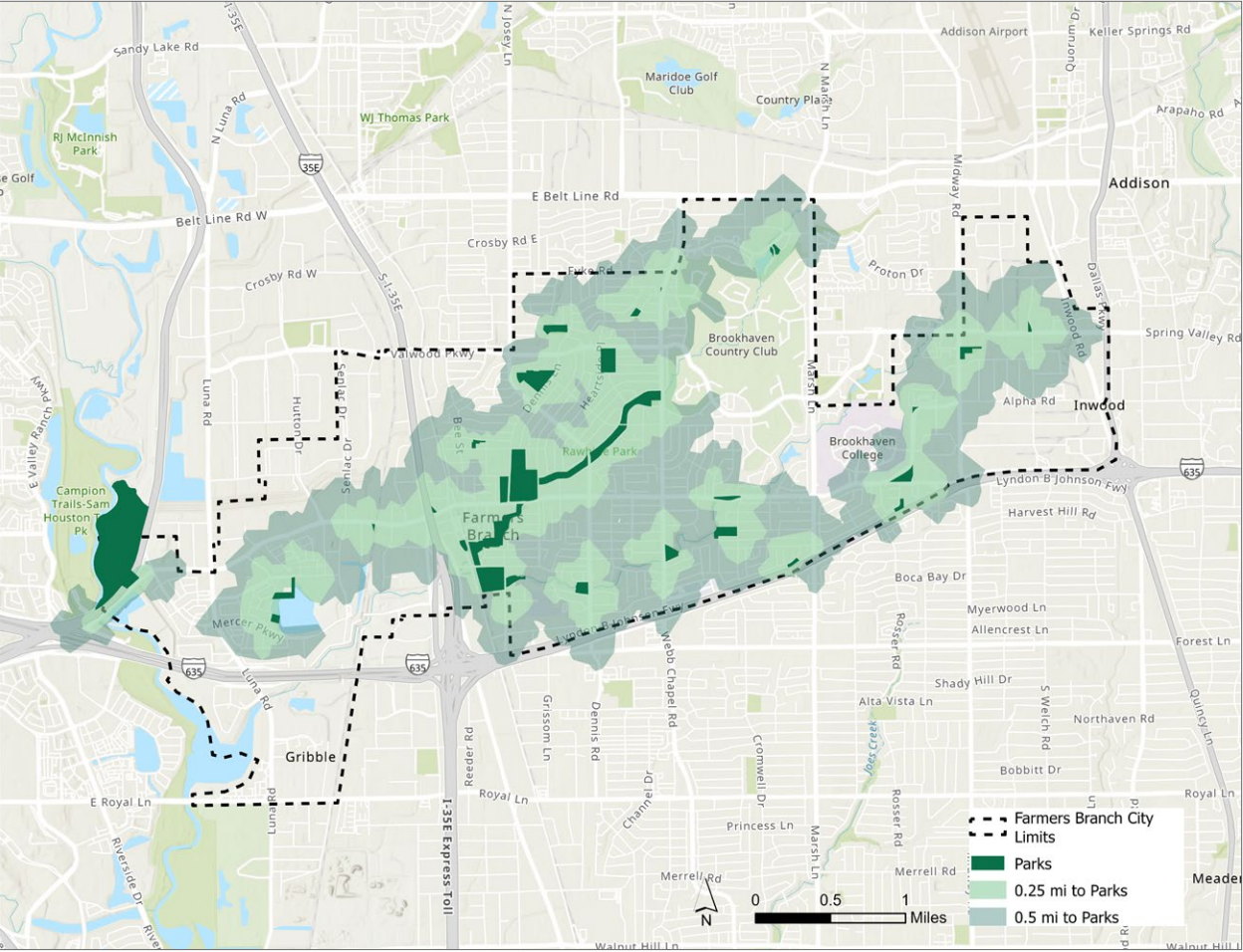
One major obstacle to filling-in these sidewalk gaps is community opposition. The City has received strong push back on this issue from many neighborhoods.

Farmers Branch also has a network of shared-use paths and trails that crosses Interstate 35E and spans most of the east-west length of the City limits. However, this system is not fully connected. While the nominal bike network extends across most of Farmers Branch, separated and protected facilities for cyclists are limited.

The City's 2015 Trail Master Plan has called for considerable expansion of this network, with a more complete network of trails and repurposing of existing streets. Many of these proposed trail corridors connect to parks, open spaces, and other natural features such as Rawhide Creek, or are otherwise tied into key civic destinations such as Brookhaven College.



Figure 6-4: 5 and 10 minute walk to parks



- Sidewalk network exists mostly in the central residential part of the city.
- Sidewalk gaps caused by infill development.
- None to limited sidewalk network in employment districts.
- Shared-use paths and trails network connect parks, open spaces and natural features.
- Limited protected bicycle facilities
- Citywide Trail Master Plan provides an expansion of “linear parks” network to improve connectivity.

Transit

As a member community of the Dallas Area Rapid Transit (DART) service district, Farmers Branch has access to rail, bus, and on-demand service. The City’s station on the DART Green Line serves not only as a station with direct rail access, but also a key transfer point between buses. Figure 6-5 shows dart fixed route ridership by stop with golink service call locations.

- Transit service provides reasonable coverage of the City’s main commercial and employment districts, but is not heavily used.
- Bus stop-level ridership throughout the City is low, with most bus stops averaging under 10 riders per day.
- The rail station serves less than 1,000 riders per day.
- Farmers Branch is served by one of DART’s relatively new GoLink districts, an on-demand service allowing riders to request trips using smartphones and offering point-to-point service throughout the service zone.

Safety

The occurrence of vehicle crashes throughout Farmers Branch underscores several key trends.

One notable finding is how crashes affecting active transportation users occur on Farmers Branch streets, especially non-thoroughfare streets and streets along transit routes. This is a potential impediment to accessing transit service, and a key consideration in terms of how well transit works as a mobility option.

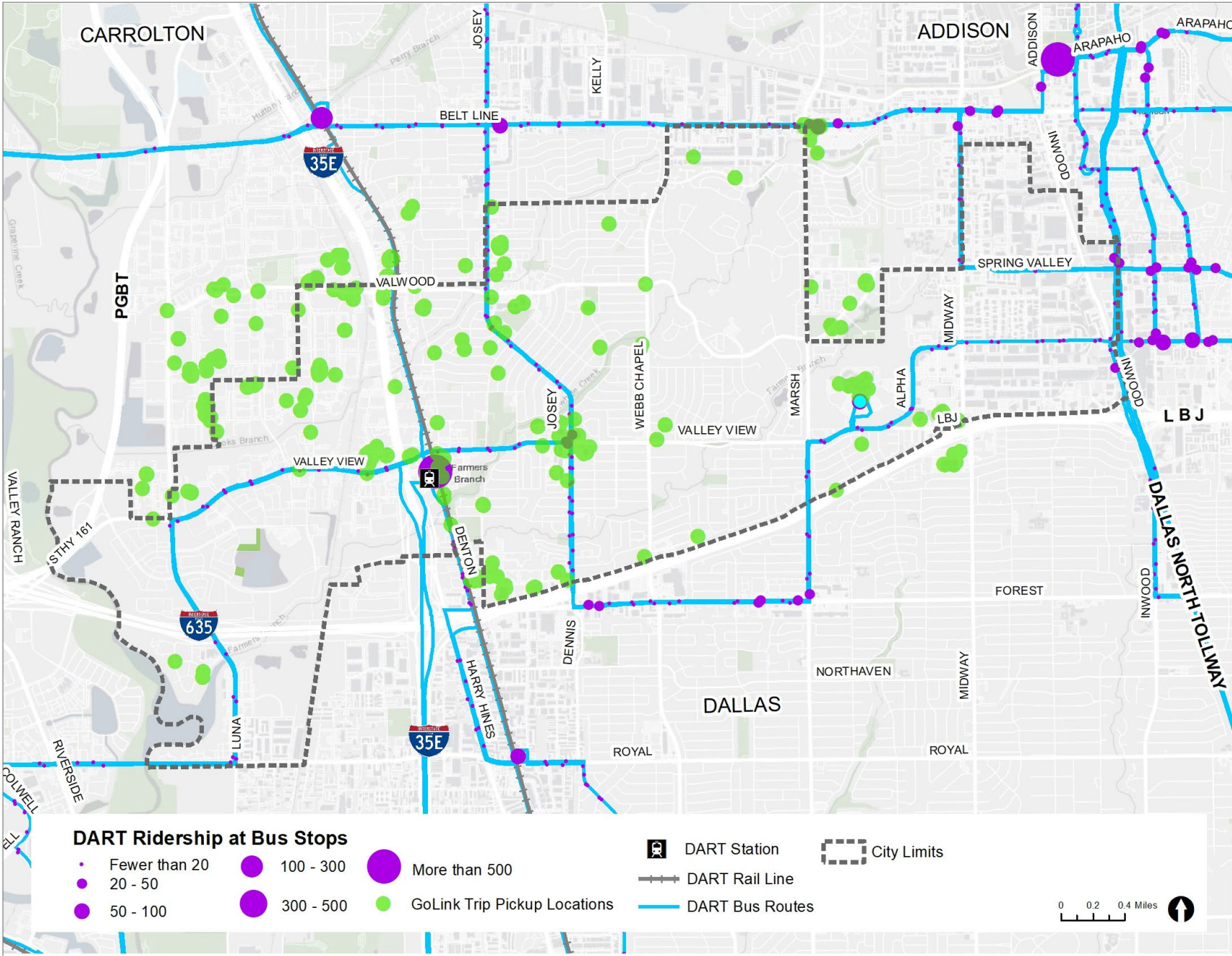
Pedestrian and bike crashes relative to transit routes (Figure 6-6) suggests that transit use may not be an attractive option even for people who rely on it, and points to added risk that transit riders must undertake to use the service. It also underscores how safety-based improvements are important to improve travel options for all community members, even for existing services and infrastructure.

Beyond transit, though, it is notable how severe crashes (involving injury or death) and crashes affecting active transportation users do not occur solely on high-traffic corridors. Many occur within neighborhoods, especially between IH-35E and Webb Chapel Road, suggesting that volumes of traffic alone are not the only factor that put travelers at risk (Figure 6-7).

- Crashes occurred on secondary streets and included crashes with injuries and fatalities.
- Street designs may facilitate high travel speeds, adding to severity of crashes on less-traveled streets and roads.
- People in some parts of the city rely more on walking or biking, and these areas tend to be where more serious crashes happen.
- Some major corridors stand out for severe crashes, particularly Josey Lane and Midway Road.

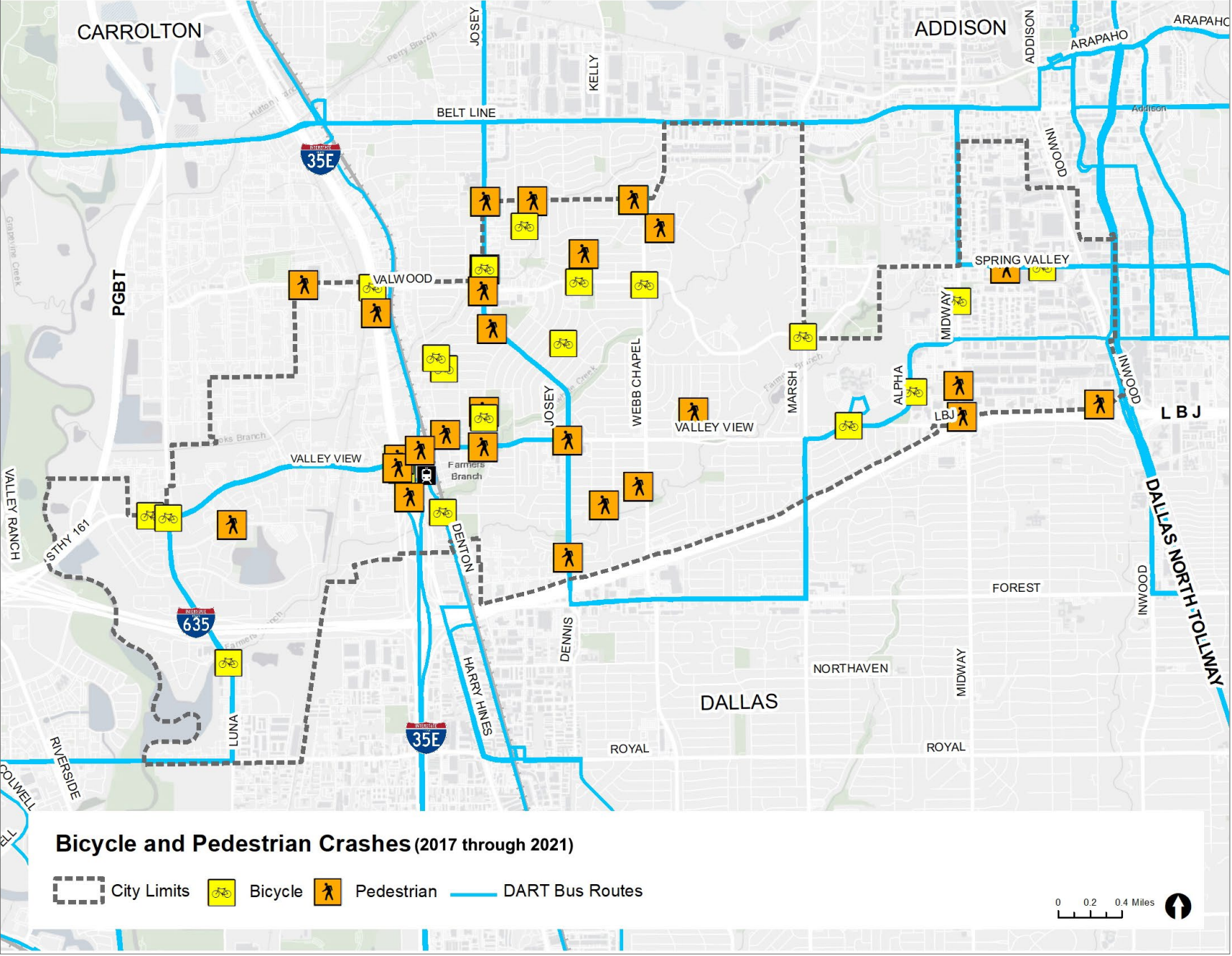


Figure 6-5: DART Fixed Route Ridership by Stop with GoLink service call locations



Source: Dallas Area Rapid Transit, City of Farmers Branch, ESRI

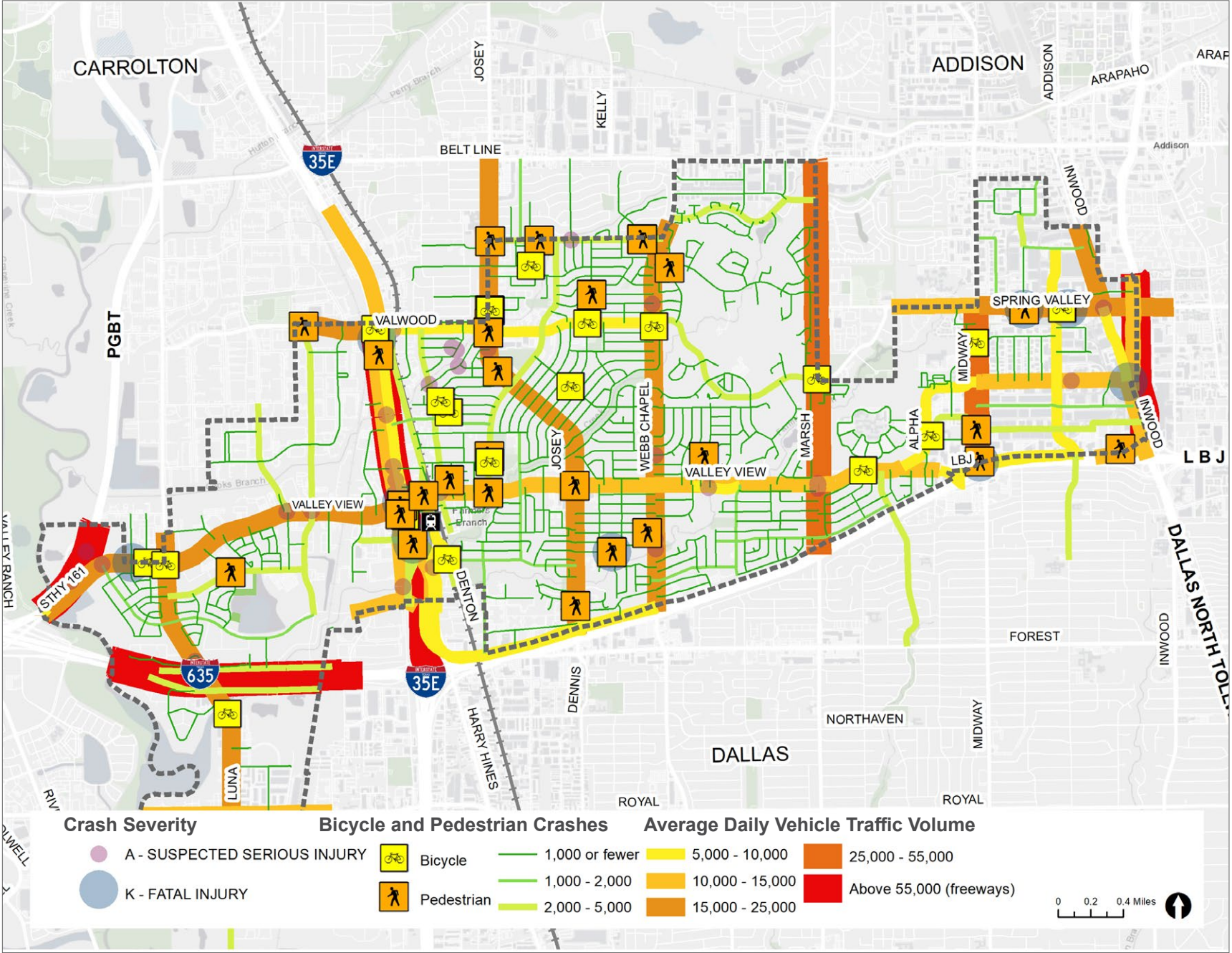
Figure 6-6: Bicycle and Pedestrian Crashes (2017 through 2021) relative to Transit Routes



Source: Texas Department of Transportation, City of Farmers Branch, ESRI



Figure 6-7: Crash locations relative to traffic volume



Source: Texas Department of Transportation, City of Farmers Branch, ESRI

## Transportation Opportunities

Overall, these current conditions point to considerable room to work with the existing assets of Farmers Branch's transportation network and shape these to achieve the guiding principles of this plan. In particular, a well-connected network means the City is rich with resources to handle local and regional travel patterns, with many streets carrying traffic volumes below their built capacity.

The following are key opportunities that the current conditions of the transportation network allow:

- Strategic Street Design** : Projects to enhance overall bicycle and pedestrian connectivity and safety, especially in the Valwood and Metropolitan office-industrial areas, to promote better use of existing transportation assets. The Midway community in particular benefits from its proximity to the Galleria commercial district and employment center, and use of the street network through this area to promote a greater mix of travel modes would allow increased access to jobs and commercial opportunities in this part of the city.
- Planning for Future** : Right-sizing future expectations for expanding streets and roads to better align with the potential for growth as outlined in the Comprehensive Plan's land use chapter. This is an important policy approach for the City to keep its maintenance responsibilities balanced and manageable, and in line with true community needs.

- Policies Promoting Transit Use** : Creating a stronger policy basis for promoting transit use, especially in reviewing new developments and understanding the linkage they will have with transit. The low levels of transit use despite the proximity of key transit assets for regional mobility point to an opportunity to coordinate these services with potential users to bridge this gap. The City can promote transportation demand management (TDM) solutions, or incentive programs that make non-driving travel a more appealing and intuitive option for users who do not use transit today. This can be accomplished through ordinance and policy, requiring or providing an incentive program for use of TDM as a part of development review and approval, or through more program-based approaches such as making direct contact with employers, residents and visitors to help them understand alternative approaches to travel.
- Short-Trip Potential** : Realizing the short-trip potential of being adjacent to major jobs centers like Galleria. Although vehicle-based travel may continue to be a major part of Farmers Branch's transportation profile, the close relationship between employment and commercial centers and the City's residential neighborhoods mean that other modes of travel are feasible. The City has an opportunity to use its local street network and other potential connections to demonstrate how this can work.
- Repurpose Streets** : Identifying a series of 'next-step' test applications for ways to repurpose streets with more vehicle capacity than is currently being used, allowing the City's extensive street network to reach a more balanced condition for serving its users, especially through short trips. This should be based on an understanding of potential, especially where vehicle traffic is low compared to a street's capacity, but also where other key needs and potential interventions add community value to a project. These locations include places where crash rates and patterns point to challenges, such as Josey Lane at Valwood Parkway, Bee Street between Valwood Parkway and Rawhide Creek, or Alpha Road at McEwen Road.

## Transportation Recommendations

The City’s approach to addressing transportation challenges and opportunities should be based on a multifaceted policy approach that, when combined, seeks to rethink the balance of the City’s street network to a broader range of travel options where they are needed and useful. The Comprehensive Plan strategies presented here are based on the idea that all Farmers Branch residents, workers, and visitors have a right to safe travel and the choice of a travel option best suited to the purpose of the trip.

These strategies cover five broad categories: balancing street designs for an improved quality of life in Farmers Branch, addressing the City’s safety challenges in its transportation network, adding to the currently limited multimodal options, taking advantage of the investments the City and Dallas region have already made in transit serving Farmers Branch, and building a culture of incentives and rewards for travel other than driving alone.

This chapter presents these five categories with specific policy actions or objectives, and across the full suite of recommendations, highlights a Top 5 set of strategies, each of which is detailed on a standalone page or pages providing more in-depth understanding of potential implementation paths.

## Top 5 Transportation Strategies

The Comprehensive Plan’s transportation strategies cover several topics related to street design and asset management, safety, multimodal travel options, and managing vehicle travel demand with policy and incentives programs. The plan’s Top 5 transportation strategies are summarized here, with more detailed descriptions following in this chapter.

### Livable Street Retrofits

The City will continue its pilot approach to repurposing the space within public right-of-way on main streets and smaller neighborhood streets, using excess vehicle-carrying capacity to serve other purposes.

### Neighborhood Safety Improvement Program

Based on taking a more proactive approach to traffic calming, the City will set up an annual funding source to address safety challenges through focused, relatively small-scale capital projects in its neighborhoods.

### Safe Streets Campaigns

The City will work with its partner agencies, community organizations, and individual residents and businesses to raise awareness of safety challenges and allow the broader Farmers Branch community to shape the direction of how these challenges are addressed.

### Trail and Greenway Priority Investments

Following the recommendations of the Trail Master Plan, the City will continue developing this plan’s recommended network by pursuing priority capital projects.

### Sidewalk Gap Infill

The City will continue to address gaps in its pedestrian network through proactive infill of missing sidewalks.

## Extending Farmers Branch’s Livable Streets

Overall, these current conditions point to considerable room to work with the existing assets of Farmers Branch’s transportation network and shape these to achieve the guiding principles of this plan. In particular, many streets have more capacity than their current use suggests

### Selecting the Next Livable Streets Candidates

The analysis section previously in this chapter outlines basic conditions that may allow the City to reconsider how street designs reflect travel needs.

The City should use the following basic criteria for selecting street design candidates:

- Traffic volumes: two-lane streets of less than 5,000 vehicles per day with a roadway of greater than 26 feet.
- Traffic volumes on four-lane streets with less than 12,000 vehicles per day.
- Traffic volumes on six-lane streets with less than 18,000 vehicles per day.

Based on these criteria, the Comprehensive Plan has identified five priority corridors representing different areas of the City and different types of thoroughfare. These include both Valley View Lane and Josey Lane, which intersect at the Four Corners district but also serve as primary thoroughfares across the City, but also lower-traffic streets like Alpha Road and Valwood Parkway.

***This concept is defined further in the Top 5 Strategy for Livable Street Retrofits.***

### Retrofitting Streets

This Comprehensive Plan identifies a series of streets that represent candidates for retrofitting to better meet the current transportation needs of Farmers Branch. These retrofits are based on a series of criteria as first discussed in the analysis of existing conditions,

especially traffic volumes being substantially below vehicle capacity, a high number of crashes, and a surrounding land use profile where complementary uses (such as residential and retail) are likely to encourage short trips that could be made in ways other than driving.

However, the Comprehensive Plan also recommends a standard approach to street design that shifts priority away from moving vehicles at fast speeds. This is based on a series of approaches elevating the pedestrian realm into a primary design focus in select areas of the city, with other design elements also given different levels of priority depending on their location. Vehicle-carrying capacity will continue to be a top priority on major thoroughfare streets like Marsh Lane and Midway Road.

### Balanced Industrial Streets

The industrial streets of the City’s east and west edges, especially in the Metropolitan industrial park between Midway Road and the Dallas North Tollway, currently serve active industrial uses and have been designed for truck movements: they feature wide carriageways and travel lanes, large curb cuts and driveway aprons into private properties, and little streetscape or pedestrian amenities.

The Comprehensive Plan recommends developing a pilot project approach to improving pedestrian facilities on these corridors while not precluding truck traffic and operations. This may include such features as sidewalks separated from travel lanes by removable objects such as planters, bollards, or low barriers, high visibility crosswalks at intersections, and even curb extensions in midblock locations without driveways.



Top

5

Strategy

Top Transportation Strategy

Livable Street Retrofits

This strategy is based on the Comprehensive Plan’s findings that many Farmers Branch streets carry relatively low volumes of traffic for their capacity, and that the space inside the public right-of-way may be better used supporting other forms of transportation or managing vehicle speeds for traffic using these streets.

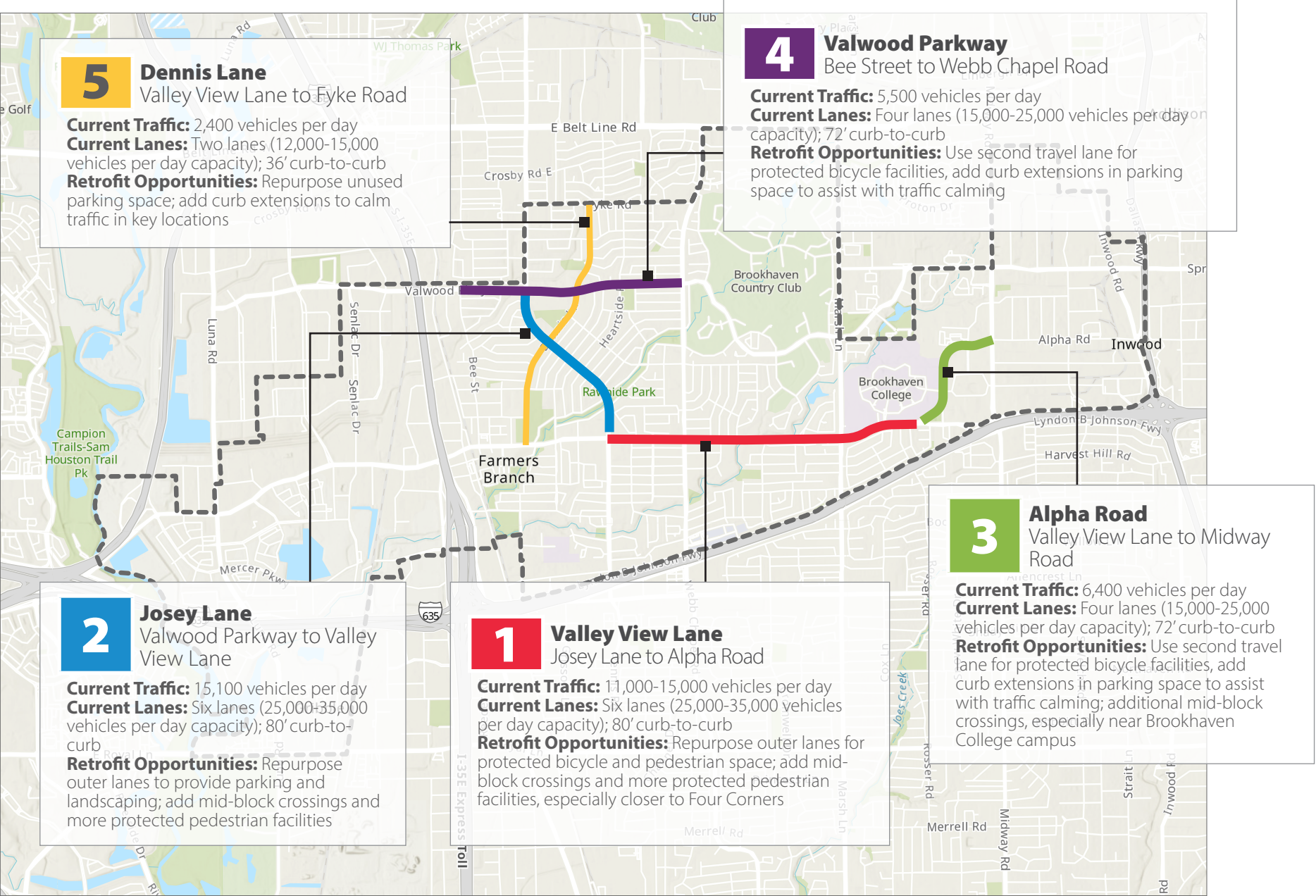
This strategy identifies five major priority corridors for future capital projects, based on specific criteria for each:

- Valley View Lane from Josey Lane to Alpha Road: this corridor, already a City pilot for road repurposing, continues to be an important east-west connection in Farmers Branch.
- Josey Lane from Valwood Parkway to Valley View Lane: although Josey has a consistent traffic volume that is higher than most Farmers Branch streets, its current volumes suggest its six lanes of capacity are not needed.
- Alpha Road from Valley View Lane to Midway Road: Alpha Road from Valley View Lane to Midway Road is a four-lane road with relatively low traffic volumes (under 10,000 vehicles per day in some sections), and it also separates the Dallas College Brookhaven Campus from one of Farmers Branch’s key employment districts.
- Valwood Parkway from Bee Street to Webb Chapel: this is a neighborhood street for the Valwood neighborhoods and features commercial and other community-serving land uses with a potential for short trips on foot or bike from the neighborhood. This project could explore curb extensions into existing shoulder/parking areas, mid-block crossings at key destinations, and enhanced sidewalk and streetscape in its commercial nodes.
- Dennis Lane from Valley View Lane to Fyke Road: reducing widths of two-lane section in key locations to promote slower vehicle speeds.

Primary Responsibility	City Department of Public Works
What Resources are Needed	Capital project funds (to be determined based on project details and estimates)
Who Should the City’s Partners Be?	TxDOT (for gathering and processing regular updates of crash data)
Potential Project Candidates	<b>Five Priority Corridors:</b> <ul style="list-style-type: none"><li>Valley View Lane from Josey to Alpha Road</li><li>Josey Lane from Valwood Parkway to Valley View Lane</li><li>Alpha Road from Valley View Lane to Midway Road</li><li>Valwood Parkway from Bee Street to Webb Chapel Road</li><li>Dennis Lane from Valley View Lane to Fyke Road</li></ul>
Potential Funding Sources	NCTCOG Funds (Surface Transportation Block Grants, Transportation Alternatives, and other TIP funding sources); local funds



Figure 6-9: Priority Corridors for Livable Street Retrofits



Top

5

Strategy

Top Transportation Strategy

Livable Street Retrofits

This strategy is based on the Comprehensive Plan’s findings that many Farmers Branch streets carry relatively low volumes of traffic for their capacity, and that the space inside the public right-of-way may be better used supporting other forms of transportation or managing vehicle speeds for traffic using these streets.

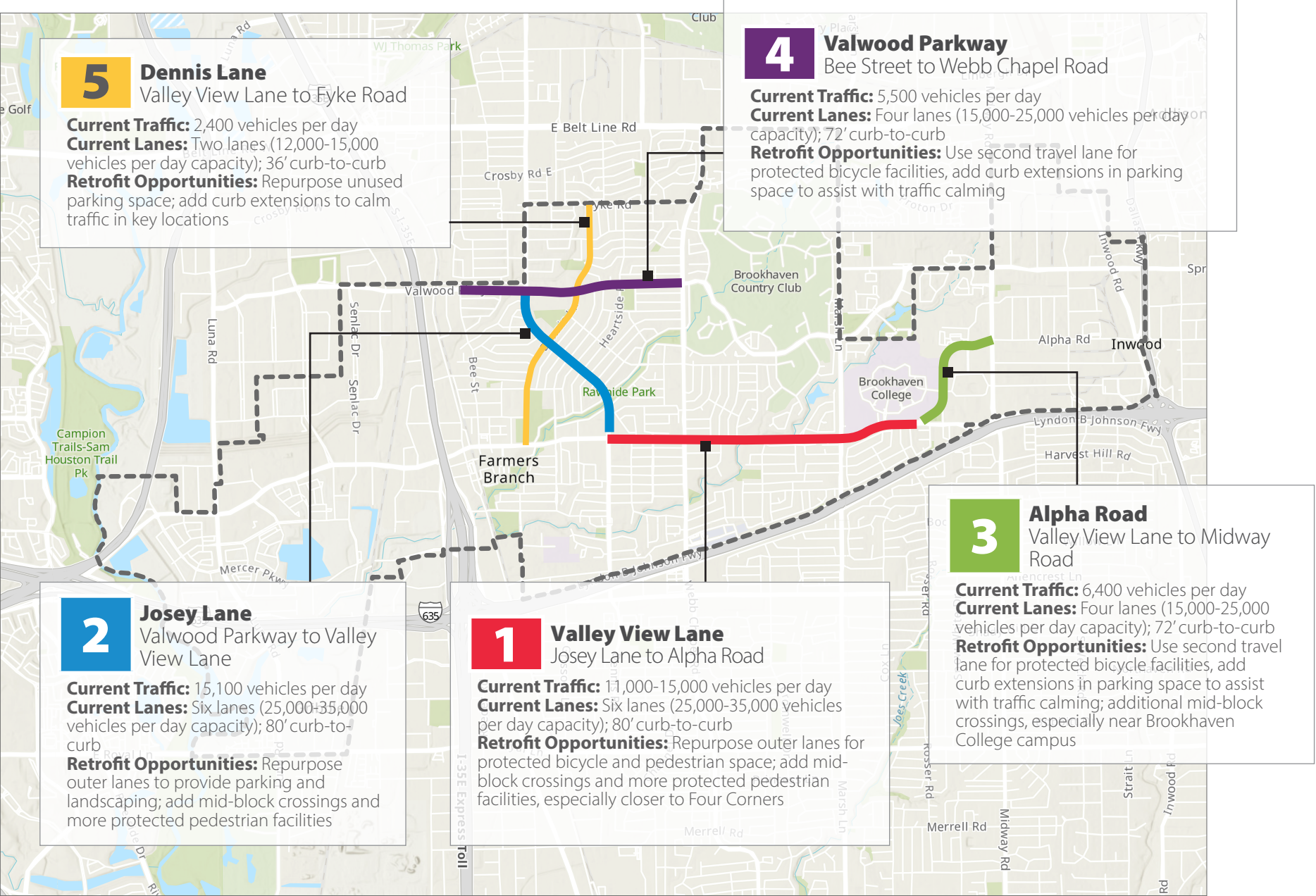
This strategy identifies five major priority corridors for future capital projects, based on specific criteria for each:

- Valley View Lane from Josey Lane to Alpha Road: this corridor, already a City pilot for road repurposing, continues to be an important east-west connection in Farmers Branch.
- Josey Lane from Valwood Parkway to Valley View Lane: although Josey Lane has a consistent traffic volume that is higher than most Farmers Branch streets, its current volumes suggest its six lanes of capacity are not needed.
- Alpha Road from Valley View Lane to Midway Road: Alpha Road from Valley View Lane to Midway Road is a four-lane road with relatively low traffic volumes (under 10,000 vehicles per day in some sections), and it also separates the Dallas College Brookhaven Campus from one of Farmers Branch’s key employment districts.
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- Dennis Lane from Valley View Lane to Fyke Road: reducing widths of two-lane section in key locations to promote slower vehicle speeds.

Primary Responsibility	City Department of Public Works
What Resources are Needed	Capital project funds (to be determined based on project details and estimates)
Who Should the City’s Partners Be?	TxDOT (for gathering and processing regular updates of crash data)
Potential Project Candidates	<b>Five Priority Corridors:</b> <ul style="list-style-type: none"><li>Valley View Lane from Josey Lane to Alpha Road</li><li>Josey Lane from Valwood Parkway to Valley View Lane</li><li>Alpha Road from Valley View Lane to Midway Road</li><li>Valwood Parkway from Bee Street to Webb Chapel Road</li><li>Dennis Lane from Valley View Lane to Fyke Road</li></ul>
Potential Funding Sources	NCTCOG Funds (Surface Transportation Block Grants, Transportation Alternatives, and other TIP funding sources); local funds



Figure 6-9: Priority Corridors for Livable Street Retrofits



## Addressing Safety Challenges

Safety of all travel users is taking on increasing prominence in transportation planning and engineering throughout the United States, and Farmers Branch has begun to consider how current designs of streets might be rethought for a greater emphasis on safety. The findings of this plan's analysis also suggest that safety is an important factor on all kinds of streets: not only major thoroughfares, but also local neighborhood streets.

### Vision Zero and Safer Streets

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. From its origins in Sweden in the 1990s, Vision Zero has gained ground as an international movement guiding policy and advocacy for improved transportation safety, especially for vulnerable users. At its heart is the belief that no loss of life in transportation accidents is acceptable and that all traffic fatalities and severe injuries are preventable.

The most prominent example of Vision Zero in the Dallas-Fort Worth metroplex is in the City of Dallas, whose council adopted a Vision Zero Resolution in 2019 and approved an Action Plan in 2022. The Action Plan commits the City to a goal of zero traffic fatalities and a 50 percent reduction in serious injuries by 2030.

The Comprehensive Plan does not set or recommend a specific policy for Farmers Branch that commits the

City to targets, but encourages the basic tenets of the Vision Zero philosophy to be the basis for safety-based transportation decisions in the City. The following Comprehensive Plan recommendations provide additional detail on this.

### Taking a Proactive approach to traffic calming

The practice of traffic calming has evolved over the last half-century to address high vehicle speeds on streets with lower volumes of traffic, especially in sensitive environments like residential neighborhoods. The tools of traffic calming take a different approach from treating the street only as a conduit for vehicles to travel through at high speeds. They include techniques designed to lessen the impact of motor vehicle traffic by slowing it down and alerting motorists to pay more attention to their surrounding environment. This helps build human-scale places and an environment friendly to people on foot.

This traffic calming effort will use a proactive approach to prioritize locations in Farmers Branch where traffic is at high risk of creating conflicts in neighborhoods and leading to severe crashes causing injury or death. The City's approach to traffic calming today is typical of many communities in the United States: it is driven by neighborhood petition, with streets required to meet certain criteria (such as length, observed speeds, and volume of traffic) and a minimum of 25 percent of property owners along the street signing the petition request to the City. The city's approach is also currently limited to vertical calming elements (speed humps, slowing vehicles down by changing their vertical path), where the practice of traffic calming has evolved to include a more robust palette of designs.

Instead, the comprehensive plan recommends an approach in which the City identifies these areas proactively and leads community discussions involving input from key City technical staff, seniors and people with disabilities are more at risk for a severe injury or fatality resulting from a traffic collision. The Comprehensive Plan recommends that the City develop a traffic calming toolbox with tools proven effective at reducing traffic speeds below the speed limit and significantly reducing the incidence of egregious speeding, which is defined as vehicles traveling over 30 mph on 25 mph speed limit streets.

***This concept is defined further in the Top 5 Strategy description for a Neighborhood Safety Improvement Program.***

### Safety Campaigns

Another key element of addressing safety challenges in Farmers Branch is simply making the community aware of the problems that exist and the potential ways to address these problems. This has two main benefits: it draws attention to the need for a focus on safety and that the City and partners are in a position to make changes when solutions are identified, and it reinforces an understanding among individuals in the Farmers Branch community that everyone plays a part in safer streets and transportation, and that speed is not a compatible goal with a vibrant, livable community.

***This concept is defined further in the Top 5 Strategy description for a Safer Streets Campaign.***



## Top Transportation Strategy Neighborhood Safety Improvement Program

This strategy directs City resources to a program intended to address safety concerns proactively, implementing capital projects in locations with safety risks and challenges.

This is based on the following key components:

- The City will perform an annual review of crash data, identifying severe crashes (with injuries and fatalities) occurring on the Farmers Branch street network.
- The Ciy will give priority to local streets first, then collector streets, in identifying priority locations for interventions based on at least one bicycle or pedestrian injury crash occurring on streets with traffic volumes of under 2,000 vehicles per day, two bicycle or pedestrian injury crashes on streets with traffic volumes of 2,000 to 5,000 vehicles per day, and any streets with bicycle and pedestrian fatalities.
- Traffic calming installations designed to allow emergency vehicle passage may be applied on any of the streets described from these criteria.
- Traffic calming that allows passage of traffic but that slows speeds through changing a horizontal path may also be applied to any neighborhood streets connecting directly to collector and arterial thoroughfares with traffic volumes of more than 10,000 vehicles per day and that extend for at least a half-mile, regardless of crash activity.
- The City will study locations based on the criteria above, with a **goal of implementing three installations** per year.

Primary Responsibility	City Department of Public Works
What Resources are Needed	City should target approximately \$1M per year for project design and implementation
Who Should the City's Partners Be?	TxDOT (for gathering and processing regular updates of crash data)
Potential Project Candidates	Valwood Park intersections along key thoroughfare streets
Potential Funding Sources	NCTCOG Enhancements Funds, Local Funds



Top

5

Strategy

Top Transportation Strategy

Safe Streets Campaigns

Another key element addressing safety challenges in Farmers Branch is simply making the community aware of the problems that exist and the potential ways to address these problems. This has two main benefits: it draws attention to the need for a focus on safety and that the City and partners are in a position to make changes when solutions are identified, and it reinforces an understanding among individuals in the Farmers Branch community that everyone plays a part in safer streets and transportation, and that speed is not a compatible goal with a vibrant, livable community.

The following are specific approaches that the plan recommends:

- **Safety Action Forum** for members of the Farmers Branch community to exchange ideas with other concerned residents and identify additional pedestrian and bicycle safety issues.
- **Safe Routes to School** education programs in the Carrollton-Farmers Branch ISD intended to raise awareness among students and young people of potential safety risks with walking, cycling, and driving.
- **Engagement of service-oriented or civic groups**, such as the Rotary Club, Lions Club, Boys and Girls Club, senior centers or local AARP chapters, and YMCA. Retirees and club members often volunteer to support or help organize local events, and can be a useful partner resource for the City in collecting data or information on the status of transportation infrastructure (such as missing curb ramps, missing or degraded sidewalks, and intersections and other crossings in need of improvement.
- **Engagement of neighborhood and cultural groups**, such as neighborhood and/or homeowner associations, cultural community organizations, or organizations that provide supportive services to immigrant groups. These groups can assist the City with critical outreach across languages and in community spaces and venues outside of typical government facilities such as the Farmers Branch City Hall.



Primary Responsibility	City Department of Public Works
What Resources are Needed	City should target approximately \$1M per year for project design and implementation
Who Should the City’s Partners Be?	TxDOT (for gathering and processing regular updates of crash data); other City departments (especially City Manager’s Office and Department of Communications)
Potential Project Candidates	Establishment of a Safety Action Forum allowing dialogue and exchange between residents and other community members, with City staff guidance and support
Potential Funding Sources	NCTCOG Enhancements Funds, Local Funds; private sponsorships

## Building Out a Multimodal Network

As identified in the analysis, Farmers Branch has a connected network of streets east of I-35E, although multimodal facilities on many of these streets are limited to sidewalks. There is an especially limited bicycle network throughout the City, and most bicycle facilities are shared-use paths designed more for recreational use in transportation.

It will be an important focus for the City to continue expanding this network as the City matures and its mobility needs and desires become more complex. The strategies identified here provide a basis for this.

### Continued Investment in Trails and Greenways

The City’s Trail Master Plan identifies an extensive set of project candidates to add to bicycle and pedestrian facilities into the City’s overall network. While it is a mix of on-street and off-street facilities, the plan in general takes a focus on recreational trails, with recommendations for trailheads and other similar amenities. The Comprehensive Plan sets a series of priority projects around the Trail Master Plan’s recommendations, building on that plan’s solid foundation with a set of priorities that can function as critical transportation connections.

### Building Out Connections

Street connectivity is how well individual streets form a network that provides multiple routes and connections to get to origin and destination points. Farmers Branch has an extensive network in that many of its streets are arranged in blocks, though these are not the same fully connected street network as in more traditional urban neighborhoods. In well-designed transportation networks, adequate street connectivity results from a mixture of different sized streets such as arterials, collectors, and locals. Connectivity refers to both the number of connections in a given area as well as the directness of the routes. A well-connected network has many short links, numerous intersections, and minimal dead-ends. Where a road connection may not make sense, a pedestrian or bicycle connection may still be considered. As connectivity increases, travel distances decrease and route options increase. The result is more direct travel between destinations and a more accessible system.

The City should adopt an ordinance setting connectivity standards and requirements for subdivisions and redevelopment. These types of ordinances generally use one of two methods to evaluate proposed

developments. The first and most common method is to establish a maximum block length, requiring intersections to be placed in streets within that length. Based on the current street layout in Farmers Branch, this policy recommends a maximum length of 800 feet in residential areas of the city, and 1000 feet in other districts.

Top  
5  
Strategy

Top Transportation Strategy  
Trail and Greenway Priority Investments

The City’s Trail Master Plan identifies a complete network of active transportation connections, made up of off-street trails and paths, on-street bicycle lanes and bicycle-designated streets, and even paddle trails in lakes and other water features. The Trail Master Plan organizes its recommendations around three major zones of Farmers Branch (West, Central, and East), but does not identity a priority set of projects for investment.

This strategy uses the recommendations of that plan but sets a concise list of priority projects intended to fill major gaps in the walking and cycling network and to give Farmers Branch a more connected system of travel on foot or on non-vehicle wheels. These priorities are based on serving major connection areas in each of the Trail Master Plan’s three major zones.

West Zone	South Link (from Trail Master Plan strategies)	Shared-use path along Wittington Drive and Senlac Drive
Central Zone	Valwood Area Connections	Fyke Road or Valwood Parkway on-street bicycle facilities
	Valley View Lane	Valley View Lane on-street bicycle facilities from Dennis Lane to Alpha Road
East Zone	East Link (to Galleria district)	Simonton Drive shared-use trail;

Primary Responsibility	City Sustainability Department Department working with City Public Works Department
What Resources are Needed	<ul style="list-style-type: none"><li>Capital funds for trails</li><li>Staff project management resources</li></ul>
Who Should the City’s Partners Be?	NCTCOG for potential project funding resources
Potential Project Candidates	Valwood Park intersections along key thoroughfare streets
Potential Funding Sources	NCTCOG Enhancements Funds, Private grant programs; local funds



Top  
5  
Strategy

Top Transportation Strategy  
Sidewalk Gap Infill

Although most of Farmers Branch’s streets contain sidewalks, there are notable gaps, especially in the Valwood Parkway and Midway Road industrial/office parks and along key thoroughfares. This strategy is based on the City taking a proactive approach to filling these gaps and not letting private development provide their infill over time.

The Comprehensive Plan recommends an infill strategy based on high potential indicators for pedestrian activity, and focusing on small sections and gaps before large sections. This strategy should included a reserved funding amount to make regular annual progress on infill, and locations will be determined on a priority system based on the following indicators. Each missing sidewalk will be evaluated against all of these factors, and sidewalk gap sections meeting the most of these criteria should be implemented first.

- Gaps of 400 feet or less will be considered before longer gaps, allowing a greater impact in creating a complete sidewalk section first.
- Gaps with no driveways or only one driveway to cross will be considered before gaps with greater concentrations of driveways, allowing a more quickly constructable infill project.
- Gaps with existing curb and gutter sections will be considered before gaps with swales, ditches, or other open drainage, as sidewalks are less prone to flooding without extensive reconfiguration of drainage.
- Gaps will be prioritized based on their relationship to adjacent land uses, in this order:
  - Schools and Parks
  - Medical offices, hospitals, and other health service uses
  - Other civic uses such as schools and libraries
  - Commercial uses
  - Multi-family residential uses
  - Single-family and all other land uses
- Property owners may request gaps to be filled or sidewalks to be added, and the City will create an outreach and coordination program to respond to requests with an explanation of the other City criteria and how requested infill would fit within this larger priority system.

Primary Responsibility	City Public Works Department
What Resources are Needed	City should target \$1M per year for project design and implementation
Who Should the City’s Partners Be?	Other City Departments (especially Parks and Recreation and Planning and Zoning); DART; Carrollton-Farmers Branch ISD
Potential Project Candidates	Valwood Park intersections along key thoroughfare streets
Potential Funding Sources	NCTCOG Enhancements Funds, Local Funds

## Making the Most of Transit

The Farmers Branch Green Line light rail station is undoubtedly an asset to the City, but not immediately accessible to all, and not able to serve the more complex mobility needs of the City’s neighborhoods and employment centers. While DART also operates fixed route buses and its GoLink service in the City, there are additional steps both the City and DART can take to unlock the opportunity transit presents.

### Pedestrian Priority Zone around Green Line Station

Based on the earlier recommendation of elevating sidewalks and other pedestrian design approaches in areas of Farmers Branch most prone to walking travel, this recommended policy approach designates the DART Green Line station as a pedestrian priority district with additional focus on urban streetscape that supports a higher density and diversity of land uses. The focus in this area would be developing a general street cross-section that allowed ample sidewalk, landscaping and street furniture, pedestrian-scale lighting, and on-street parking as a standard feature (acknowledging that some streets, especially older existing streets with smaller rights of way, may not allow all of these features to be built).

This is also supported by the IH-35E Corridor Vision Study and a potential form-based code being considered for the area around the Farmers Branch station.

### GoLink Service Expansion

The City is a client community of DART, participating in DART’s funding under Chapter 452 of the Texas Transportation Code. As such, it has a vested interest in DART’s success in Farmers Branch and should continue to work with the agency to promote transit use within, to, and from Farmers Branch.

The success of the DART GoLink service in Farmers Branch demonstrates that there is demand for non-driving motorized travel in the community, even if this demand has not fully been served with the fixed route service DART provides. The relatively low densities of Farmers Branch are likely a reason for this; fixed-route transit service is costly to provide and agencies such as DART evaluate service performance and make decisions about where to provide service based on their limited

operating funds and where service can have the greatest positive impact. GoLink is an example of a service model developed to fill the gap between areas with high generation of transit ridership and the mobility need that still exists in other parts of the DART service area.

The City can continue to support this service in focused partnerships with DART, taking such steps as the following:

- Including passenger loading/unloading areas and amenities (such as shelters and shade structures) at designated points in popular areas such as downtown Farmers Branch and the Four Corners district.
- Developing promotional programs and actively advertising or publicizing the service, especially at any City-owned facilities or locations. Such approaches may include billboards, social media, and even in-person public events featuring the service.
- Promotional programs offering free rides to new users of the service, allowing them to test it and its ability to meet local travel needs before starting to pay for fares.

## Promoting Alternatives to Driving

Farmers Branch includes two significant employment centers within its limits, and is directly adjacent to the Galleria district of Dallas and Addison to its east. This concentration of employment has historically placed a heavy burden on transportation infrastructure, especially streets and roads in Farmers Branch, which in turn influences the design of the city’s streets. The City has an opportunity to take a more proactive approach to managing its travel demand, following in the well documented path of many other American cities and metropolitan areas (including other Dallas-Fort Worth communities). The practice of transportation demand management (TDM), or the suite of behavior-changing strategies intended to shift travel away from peak-hour, drive-alone vehicle travel, is one that has not enjoyed widespread use in Farmers Branch but the City is in a strong position to lead it. This is all the more important in the aftermath of the COVID-19 pandemic, in which travel patterns shifted as a response to lockdowns and office closures.

### Funding a TMA

A transportation management association (TMA) is a type of organization that combines resources from member businesses and other organizations to provide alternatives to driving alone, typically through incentives. They vary widely in size, organization, membership, and services offered, but usually act in an advocacy role with public sector agency partners on behalf the TMA’s members, and they typically form as a non-profit organization. However, successful TMAs

have begun from municipal government efforts, and sometimes with direct municipal funding. Regardless of structure, the role is similar: providing services to both private and public employers and their employees. TMAs provide a variety of services related to TDM, usually focused on expanding knowledge of alternatives to commuting in a single occupant vehicle.

This plan recommends that the City take early steps to establish a TMA-like function within the City, and encourage member organizations to join and share information on employees, commute patterns, and other transportation needs. This will allow the City to be more proactive in offering incentives, services, and even influencing capital projects to provide more alternatives to drive-alone travel.

### Development Ambassadors

Transportation demand management approaches benefit both the City and private developers interested in managing transportation costs and impacts, but they remain a departure from many conventional attitudes to development, which focus on providing parking and mitigating transportation impact, and do not often get focused approaches in the development review process. The City should designate a transportation-focused Development Ambassador for new development projects where TDM may have a substantial impact in reducing driving travel. This is particularly important for large developments in the City, which may be phased or evolve over time and may not even be led by a single applicant.

The concept of Development Ambassadors is based on the City’s planning and public works staff, with this ceremonial role a part of the basic development review

process. What it allows, however, is for a more focused approach to transportation to bridge typical functions in the Planning and Public Works departments, and for development guidance and decisions to be made that reflect both traffic impacts and how land use can reduce and balance traffic. The Development Ambassador will work as a liaison between the Public Works-focused review steps and identify opportunities in development plan proposals to realize greater multimodal travel, shift travel patterns away from peak hours, and use flexible approaches to parking such as shared parking between different land uses and on-site parking management to reduce overall parking needed.

### Employer Incentives Programs

Transportation industry research into effectiveness of TDM has shown that employer-based TDM programs are often the most successful ones. Employers can have a significant impact on the travel choices of their employees by providing the environment, information and support they need to take an alternative mode or travel at off-peak times. At a work site, research indicates that trips are typically reduced by 10-30% with the institution of a comprehensive TDM program. Creating a company TDM plan can benefit employees by improving their health, saving them money and freeing up time spent driving. It can also encourage a corporate culture of sustainability and boost employee morale. A simple way to provide transportation benefits to employees is by providing a commuter tax benefit. Employees benefit from higher compensation, and employers benefit because the money set aside for transportation expenses is not subject to payroll taxes.





# 7

## Future Land Use & Community Design

## Future Land Use & Community Design

Taken together, this information provides the basis for community-wide guidance that anticipates varying levels of change and growth.

The Future Land Use chapter applies information gained from data analysis and community engagement to provide land use and community design guidance for Farmers Branch over the next 20 years. The analysis took a holistic look at previous and existing land uses, guiding values gained from community input, emerging trends in the community, and market trends and demands. Analysis and input revealed an opportunity for reinvigorated neighborhood centers and community corridors, creating connections to valuable amenities for citizens, and the ability to provide desired land uses (and future growth patterns) that create social and economic opportunities for the community.

Taken together, this information provides the basis for community-wide guidance that anticipates varying levels of change and growth. A land use framework tool specifically identifies and categorizes land within the community into four distinct areas. The STEP Framework distinguishes between areas in the community that are to be strengthened, transformed, enhanced, or preserved. Each category, described in greater detail below, employs varying strategies to guide future policy and regulatory development, infrastructure improvements, and community amenities—creating the basis for the implementation of land use and community design decisions in Farmers Branch.

### Relevant Guiding Values

The guiding values, established by the community, inform future land use, development, and community design strategies and implementation guidance for Farmers Branch:

➔ Farmers Branch continues to be a great place to do **business**. This includes industries that have long been a part of the city, and new, locally grown businesses.

### Guiding Values

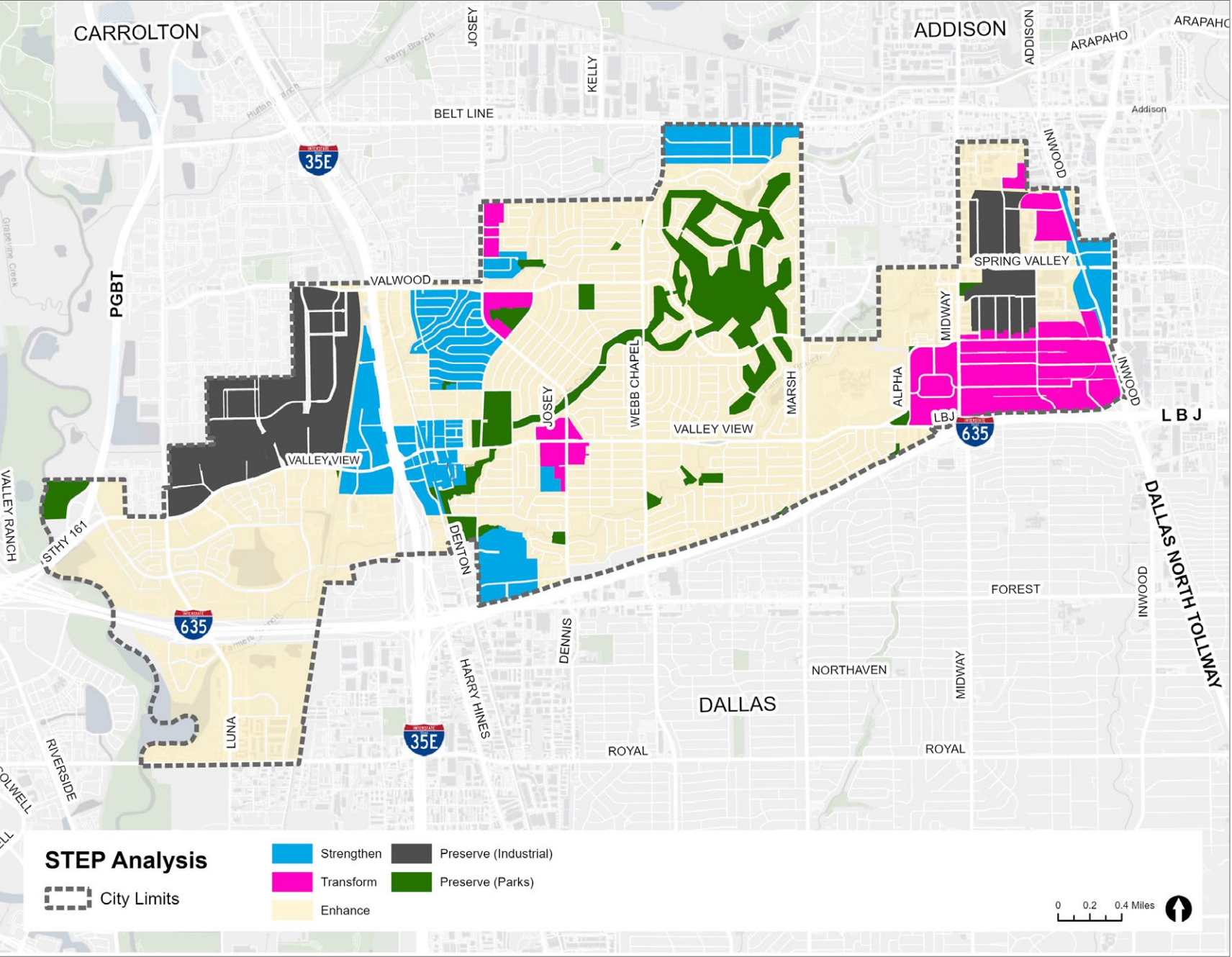
- ➔ Farmers Branch is the **City in a Park**. We continue to invest in our parks, strengthening them so that they serve our diverse community and are accessible to all.
- ➔ **Redevelopment** is designed with high-quality which enhances the character of the city.
- ➔ **Diversity** is our strength. Farmers Branch is a welcoming community with events, businesses, places to gather and places to live for all who want to live here.
- ➔ Anyone can find a home in Farmers Branch. There are **housing options** for all, including those who work here, want to age here, and want their children to be able to stay here.

## Determination of STEP Framework Areas

The STEP Framework includes places in Farmers Branch to strengthen, transform, enhance, and preserve —each describing varying levels of anticipated intervention and change over time. Within this framework, Transformation areas represent the greatest opportunity for future development and change, followed by areas to Strengthen. Both areas may see varying levels of regulatory intervention, as well as improvements to the built environment to accommodate redevelopment opportunities. Areas to Enhance are primarily located in single family neighborhoods and represent areas with minimal intervention, such as wayfinding and accessibility enhancements. Preserve areas anticipate the least intervention and include natural areas, public open space, and areas for industrial preservation. All areas are shown in Figure 7-1 and described in more detail in the sections that follow.



Figure 7-1: Complete STEP Analysis Map



## Transform

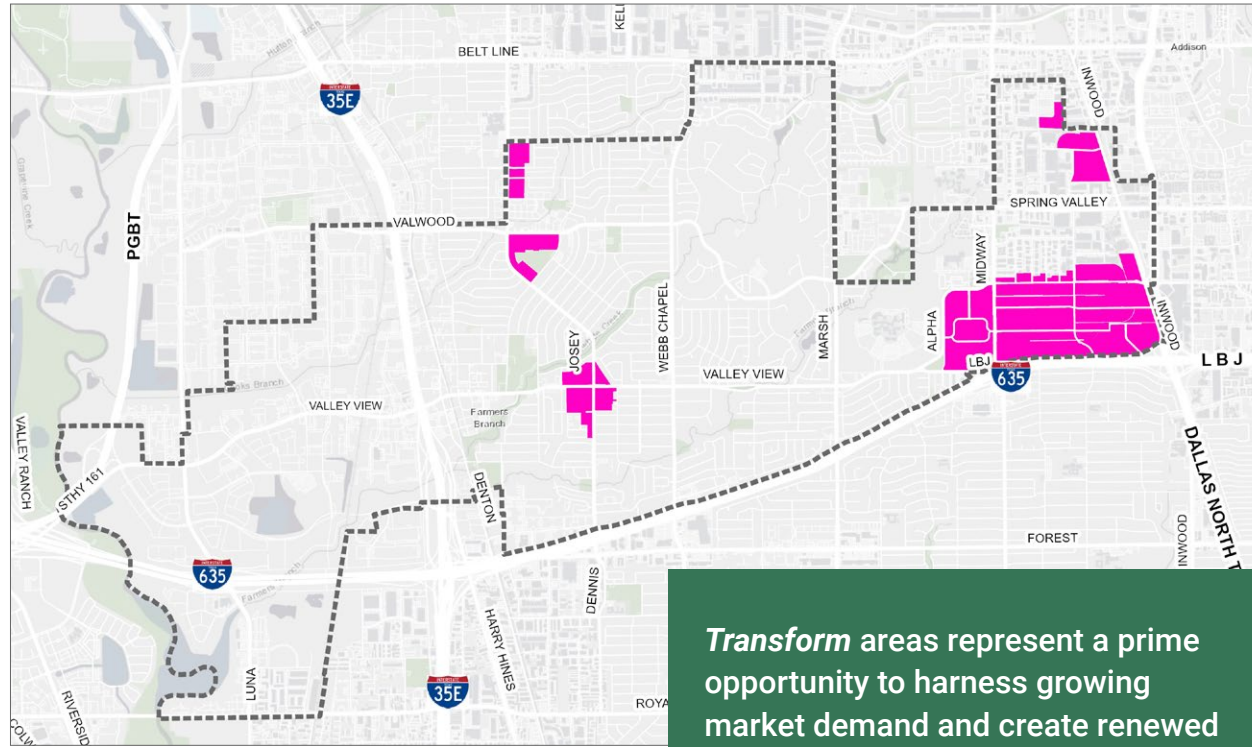
Transformation of the areas shown in Figure 7-2 will include land use changes or intensification of uses to create vibrant places to live and work, primarily serving as neighborhood centers for residents and employees alike by allowing for:

- More diverse housing options
- A wider variety of jobs
- Enhanced public spaces—particularly with new connections to parks
- New restaurant and retail options
- street scape enhancements, safe pedestrian paths, and a range of mobility options and programmed activities

The **Four Corners area and the Valwood Plaza shopping centers**: transform into walkable, mixed-use centers.

**The East Side:** This area has seen several new apartment buildings, introducing potential conflicts with existing industrial and commercial uses. By selecting areas where industrial uses should be preserved, and areas to encourage an increase of mixed-use development, these conflicts can be reduced—creating greater quality of life for the residents on the East Side.

Figure 7-2: Transform



**Transform** areas represent a prime opportunity to harness growing market demand and create renewed walkable, mixed-use, mixed-income centers.

**Alpha Road:** Selecting corridors for mixed-use development can help direct development toward areas with suitable infrastructure to support residents and businesses. Alpha Road as a mixed-use corridor will help to connect development on the southeast side, while the Inwood Road corridor provides a continuous link to the planned “Tuesday Morning” development on the northeast side, creating an interconnected, walkable, mixed-use district.

August 2, 2022 Community Workshop:  
“Retail, restaurants and entertainment to keep and lure investments to Farmers Branch”



## Strengthen

Strengthen areas are locations where redevelopment is not imminent due to either market conditions or other priorities, but where small-scale interventions can improve the quality of the area in preparation for nearby redevelopment.

- Strengthening interventions in *older residential* areas may involve:
  - Improvements to the overall appearance of the neighborhood through upgrades to public open space, trail connections, or sidewalks
  - Incentives to make improvements to residences
  - City support to build neighborhood structure and capacity
- Strengthening interventions in *commercial or industrial* areas might involve some of the same tactics:
  - Improvements to public open space
  - Incentives to make building upgrades
  - Improving sense of place through public and private interventions

**Mustang Station area:** Continue to strengthen and build on IH-35E Corridor Study and Form-Based Code efforts. Development in this area will build off recent development and access to transit; the area should continue to densify per adopted plans.

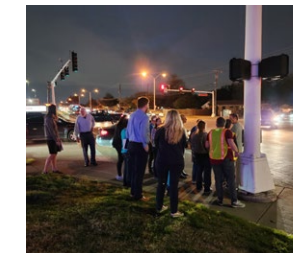
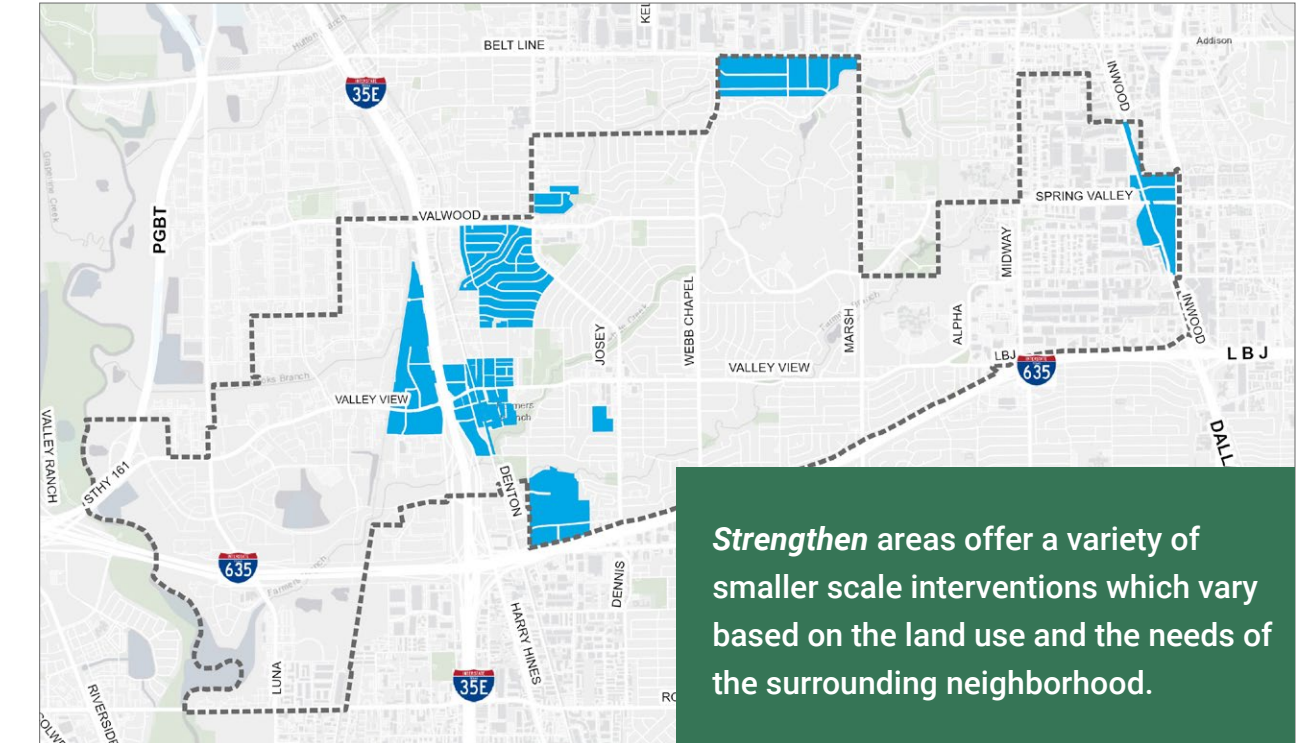


Figure 7-3: Strengthen



**Strengthen** areas offer a variety of smaller scale interventions which vary based on the land use and the needs of the surrounding neighborhood.

December 6, 2022 Walkshops

**Belt Line Corridor:** The area needs pedestrian safety improvement, better connection to surrounding neighborhoods and more diversity of use.

**Valwood Neighborhood:** Lack of safety, commercial traffic, high speed, noise are main concerns and more affordable housing is desired.

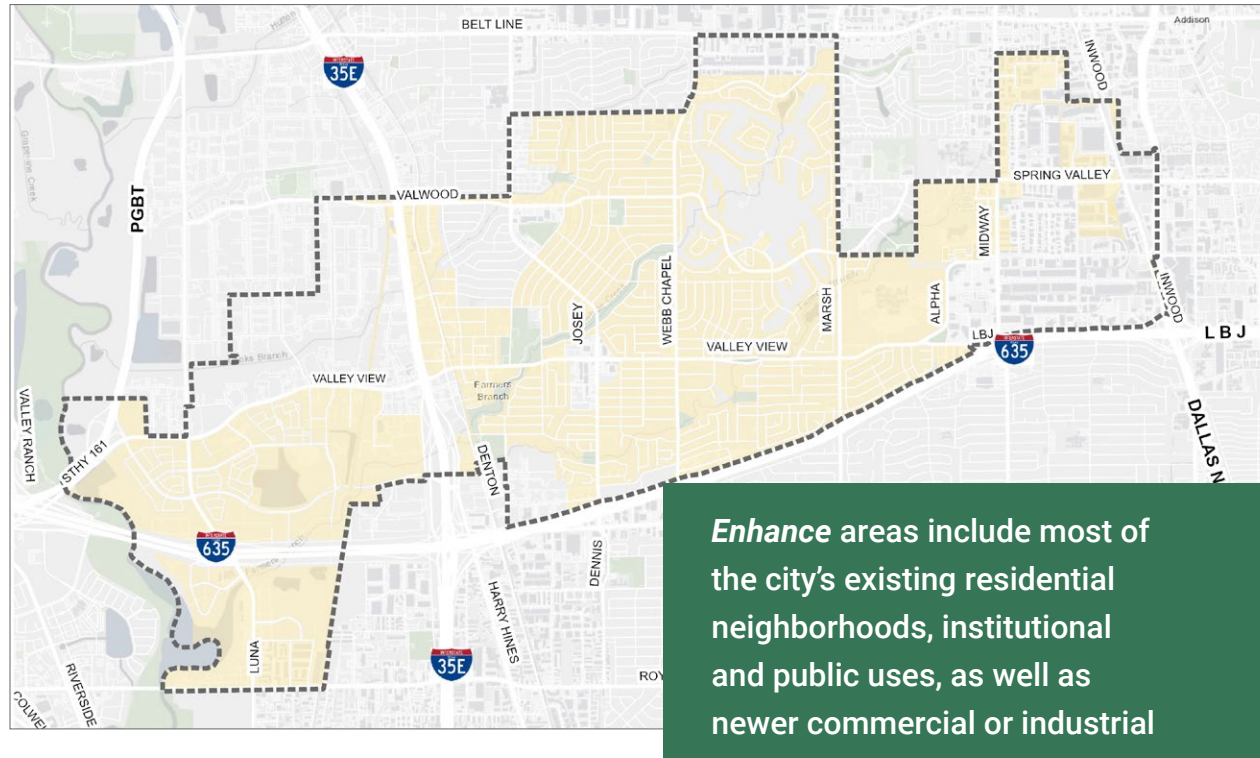


## Enhance

This category primarily applies to the residential neighborhoods of Farmers Branch and does not anticipate any change to existing land uses. Interventions in Enhance areas may include the following neighborhood enhancement strategies:

- Traffic calming measures on roadways
- New connections to nearby walkable, mixed-use centers
- Improved bicycle or pedestrian infrastructure
- Opportunities for new parks, open space, and tree canopy
- Small-scale, context-sensitive infill that compliments neighborhood character
- Infill and redevelopment that increases the range of housing types

Figure 7-4: Enhance



### August 2, 2022 Community Workshop

- Build more neighborhood sidewalks, not main streets
- Street intersections do not “pick up” bikes with inductive loops. Signals will not work for bicyclists, scooters
- Connecting vast network of parks with trails

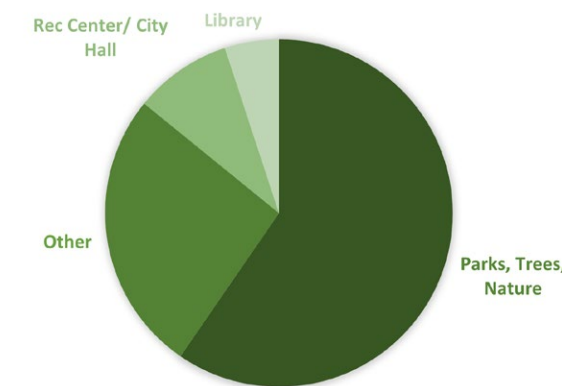
## Preserve - Green

Areas to preserve will help Farmers Branch maintain its reputation as a City in a Park. These areas include:

- Public open spaces
- Private open spaces that represent important natural areas, include valued natural resources, or offer important open space connections
- Places that represent valued historic and cultural landmarks and resources

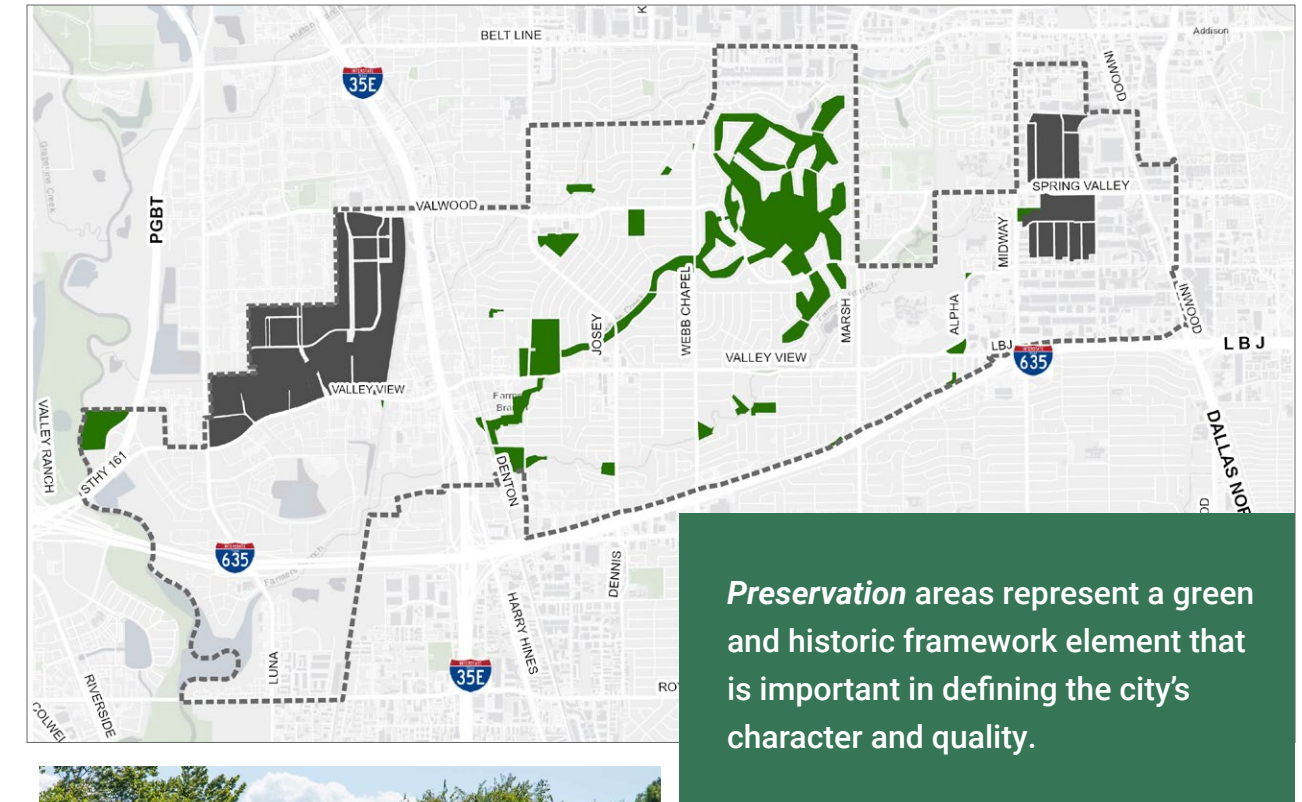
Change should be carefully managed to enhance the setting and protect the environmental quality of these areas. In conjunction with key parks and open spaces, the trails and greenways network should provide attractive, viable travel corridors for walking and biking.

### AREAS/THINGS TO PRESERVE



Source: Phase 1 engagement, Online Survey Results

Figure 7-5: Preserve



### August 2, 2022 Community Workshop

Participants rated “Improve Parks and Green Spaces” as the third highest investment choice

59% of online survey respondents said Parks, Trees, Nature need to be preserved

Preserve - Gray

The areas to preserve also includes two locations for industrial preservation (shown in dark grey in Figure 7-5), acknowledging that employment uses are a crucial part of the tax base of the city. Industrial land is under threat from conflicts with new residential development in historically industrial areas. Industrial preservation areas may include opportunities for creative commercial or artisan manufacturing reuse such as breweries, makerspaces and start-ups, while limiting the encroachment of residential development. Opportunities to improve the public realm are present here as well.

Industrial Preservation areas include:

- Industrial West:** This area includes new industrial development built since 2010. It connects to the broader existing land use in the adjacent city of Carrollton, heavy industrial area east of George Bush Turnpike, and south of Belt Line. Few changes in use are anticipated for this area.
- Industrial East:** The industrial area on the east side is an older area that will largely remain industrial. Properties for preservation include the area where there has been minimal intrusion of residential uses, and there are large, high value industrial property. There are opportunities for creative reuse, such as that envisioned with the creation of the Entertainment Overlay District.



Industrial West



Industrial East



Future Land Use Map

The future land use map builds from the STEP Framework to provide specific guidance on where certain land uses are appropriate and at what scale or intensity. The future land use map is used by the City to determine the appropriateness of rezoning requests and development proposals. All actions on zoning and new development must be consistent with the future land use map, as well as the vision and goal set forth in this Plan.

Future Land Use Categories

Moderate Density Residential

**Description:** This designation includes most of the established residential areas of the city and could include a mixture of detached residences, duplexes and some small townhomes developments.

**Uses:** single-family homes, duplexes, townhomes, schools, churches, institutional uses

**Density:** 1.5-12 units per acre (note: this accommodates current zoning districts R-1-D-2)

**Scale/Intensity:** small

High Density Residential

**Description:** This designation is intended for higher (greater than 12 units per acre) density housing types. These could be in a variety of forms, but should be carefully designed with appropriate transitions to moderate density neighborhoods or non-residential uses.

**Uses:** tri- or quad-plexes, townhomes, small-lot detached homes (multiple on the same parcel), apartments

**Density:** 12-65 units per acre

**Scale/intensity:** medium to high

Mixed Use

**Description:** Mixed use areas are intended to contain a mix of complementary uses that may include housing, office, civic, commercial, limited industrial uses (compatible in size and scale with the other uses in the area), park and open space uses. These areas are designed and oriented as a cohesive district, neighborhood or corridor. The mix of uses may be in a common site, development area, or building. Individual developments may consist of a mix of two or more complementary uses that are compatible

with and connected to surrounding uses.

**Uses:** medium- to high-density residential uses, office, commercial, light industry and small manufacturing, civic, parks and open space

**Density:** 12-50 units per acre

**Scale/intensity:** medium to high

Commercial/ Industrial Employment Center

**Description:** This designation includes areas of the city which are primarily employment centers with a mix of commercial and light industrial businesses. While business types may transition over time, this district is expected to continue to be an important source of jobs and tax revenue.

**Uses:** office, research and development, light industrial/manufacturing, warehousing/logistics

**Scale:** medium to high

Neighborhood Commercial

**Description:** This designation includes single-use (commercial-only) areas of a scale that is compatible with surrounding residential areas. Businesses here generally cater to local customers and are well connected to neighborhoods. These areas are located with visibility and access to local streets, but not necessarily regional thoroughfares and highways.

**Uses:** commercial, office, services

**Scale/intensity:** medium

Regional Commercial

**Description:** This designation includes single-use (commercial-only) areas at a scale compatible with and visible from regional thoroughfares and highways. These may include large-footprint commercial developments, shopping centers, and similar uses.

**Uses:** commercial, office, services

**Scale/intensity:** high

Industrial

**Description:** Industrial areas include single-use (industrial only) areas that are focused on employment, business and industry. Access in these areas should be coordinated to separate industrial and residential traffic (from surrounding areas) as much as possible.

**Uses:** office, research, industrial, manufacturing, warehousing, distribution

**Intensity:** medium to high

Public Use

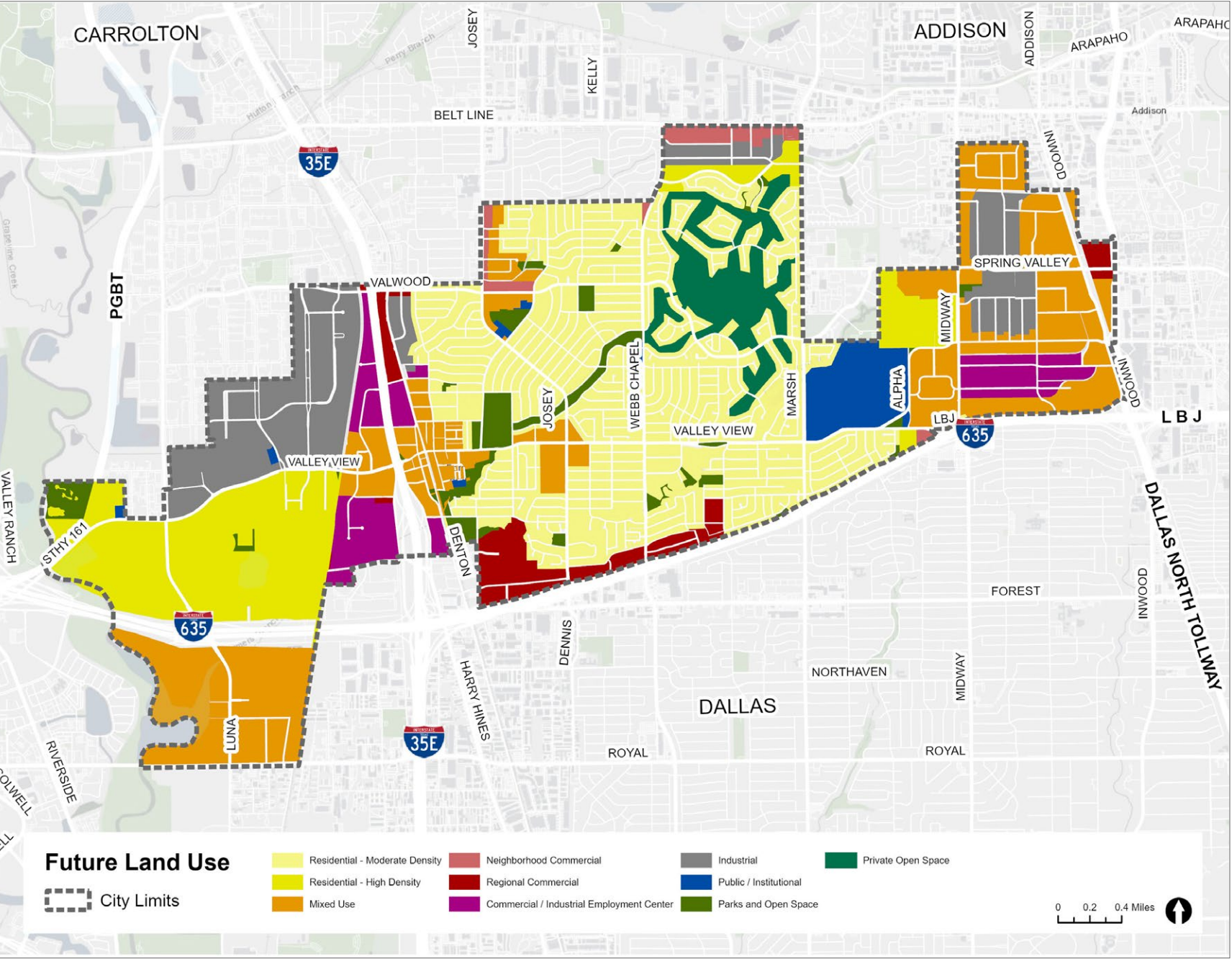
**Description:** This designation includes institutions uses such as civic, school, library, recreation facilities on a larger scale than the low-density residential areas that traditionally surround them

**Uses:** civic, school, library, recreation facilities

**Intensity:** medium to high



Figure 7-6: Future Land Use Map



## Catalyst Sites

The STEP analysis outlined areas in Farmers Branch that will serve as key transformational redevelopment opportunities. These Catalyst Sites - including Four Corners, Valwood, the East Side, and the Beltline Corridor - provide more focused guidance in strategic geographic areas in relation to community design, land use, and mobility recommendations. Community design guidance for these sites may also be applied to similar districts throughout the community to ensure compatibility with the goals of this plan.

## Four Corners and Valwood

The Four Corners to Valwood areas located along Josey Lane provide an opportunity for the city to create a lively, pedestrian-oriented corridor that better connects residents to a range of amenities. While existing commercial development, Farmers Branch Park, Oran Good Park, and Rawhide Creek Park currently serve the area, future mixed use growth, enhanced pedestrian and bicycle connections, and additional open space opportunities will ensure that it thrives as it evolves.

Key commercial nodes are circled in red and key connections to trails are circled in green.

### Valwood

Anchored by Farmers Branch Park, the future Valwood commercial node—which is situated between Dennis Lane to the south and Fyke Road to the north—will serve as a neighborhood center that supports surrounding residents and businesses.



Future redevelopment in the area at the southeast intersection of Valwood Parkway and Josey Lane will provide a pedestrian-friendly, mixed use neighborhood center with a range of amenities to surrounding residents. Multifamily housing above commercial development will further support the businesses in this location.

Development in this area should also maximize adjacency to Farmers Branch Park by orienting buildings and pedestrian access to the park. Automobile access to the development west of the park, adjacent to Josey Lane, should be managed to minimize pedestrian conflicts and include enhanced sidewalks and/or bike lanes to promote multimodal transportation.

The Josey Lane corridor north of Valwood Parkway, a key entry to the city, should prioritize enhancements to the

built environment that provide safe and comfortable pedestrian and bicyclist facilities while addressing access management for the existing auto-oriented commercial development. Intensifying and providing a mix of commercial and residential uses at varying densities in this area will increase the range of housing options while creating easier access to neighborhood amenities. Redevelopment in this area also provides an opportunity to address environmental issues through the addition of street trees and pervious surfaces that will provide comfort while helping to alleviate issues related to stormwater.

### Four Corners

The Four Corners area represents a significant opportunity for redevelopment of older strip retail, outmoded office buildings, and other sites ripe for redevelopment - and whose current development does not represent the City's goals for its character and quality. The transformation of Four Corners will allow for a more vibrant neighborhood center with diverse housing options, a wider variety of jobs, improved streetscapes, and public open spaces - particularly with enhanced connections to the Valwood neighborhood, the East Side and Mustang Station.

The area should be anchored by a publicly accessible, central gathering space that supports a variety of events - both programmed and passive. A concentration of restaurants and retail uses will be supported by surrounding neighborhoods, as well as new multifamily residential units,

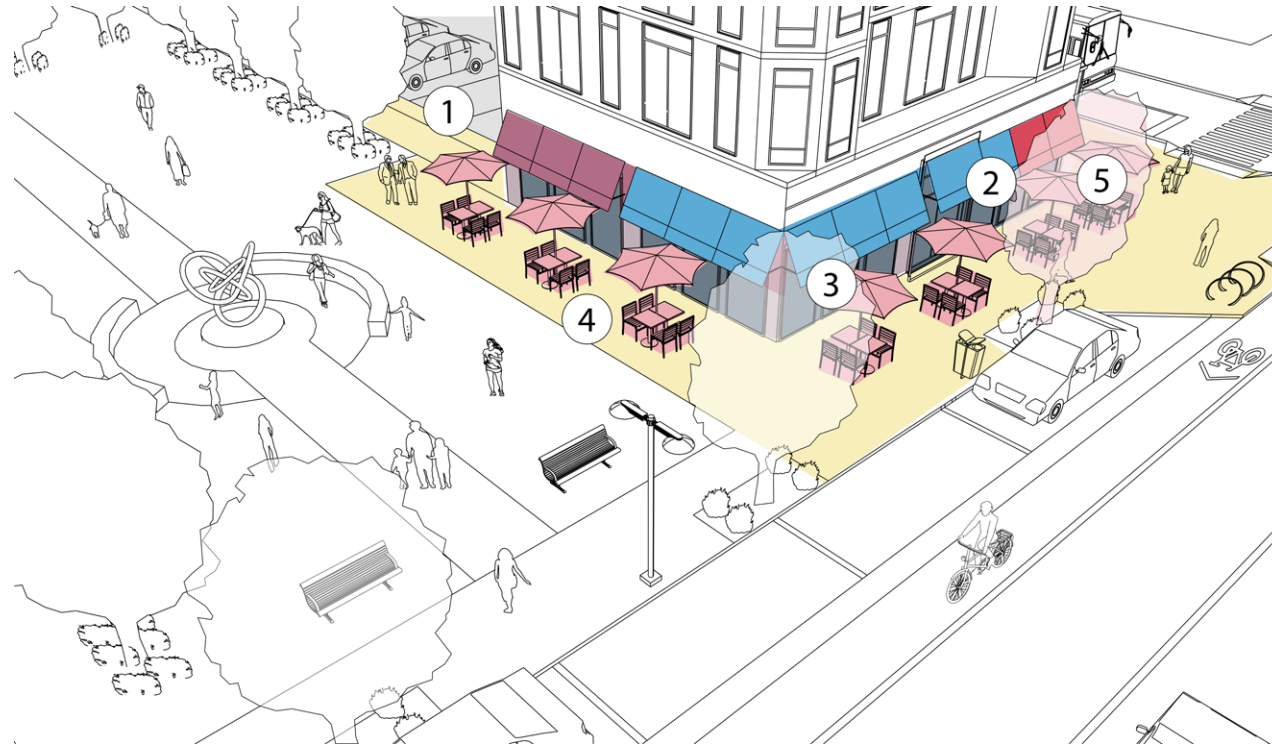
Streetscape enhancements, safe pedestrian paths, and regulations that encourage a mix of residential and commercial uses will create a vibrant heart of the community and a central gathering place for residents and workers of the Four Corners area.



## 4 Corners Community Design Principles

### Principles for Redevelopment Sites

- 1. Building Orientation:** Commercial and residential buildings should be arranged to define streetscapes and open space. Active building frontages should be oriented toward a common street or common open space to increase accessibility and walkability.
- 2. Parking:** Where possible, parking should be located to the rear or side of new buildings to reduce street- or thoroughfare-facing parking. Landscape islands should be included in parking lots to minimize the impact of parking and to increase tree canopy and impervious area.
- 3. Pedestrian Access:** Connections between adjacent nonresidential development parcels and residential neighborhoods should be provided by siting access points continuous to the adjacent development.
- 4. Ground-floor retail:** Along primary street frontages, ground floors should be dedicated to retail (including restaurants, cafés, etc.) and/or other activities that improve the street-level environment including arts, culture (including museum), entertainment and civic uses such as a library or other community-serving activities that animate streets and public spaces. Ground floor uses that spill out into the public realm (e.g., restaurants, cafés) should front actively used public spaces. Each separately leased



ground floor space should have at least one public entrance on each street and civic space it abuts and maintain a ground floor transparency (windows) of 50% - 75%. Secondary street frontages should maintain 25% - 50% first floor transparency when abutting public streets and open spaces. Ground floor uses should be dedicated to uses that animate the street front, but may also include elements such as display windows, culturally interpretive displays, and artwork.

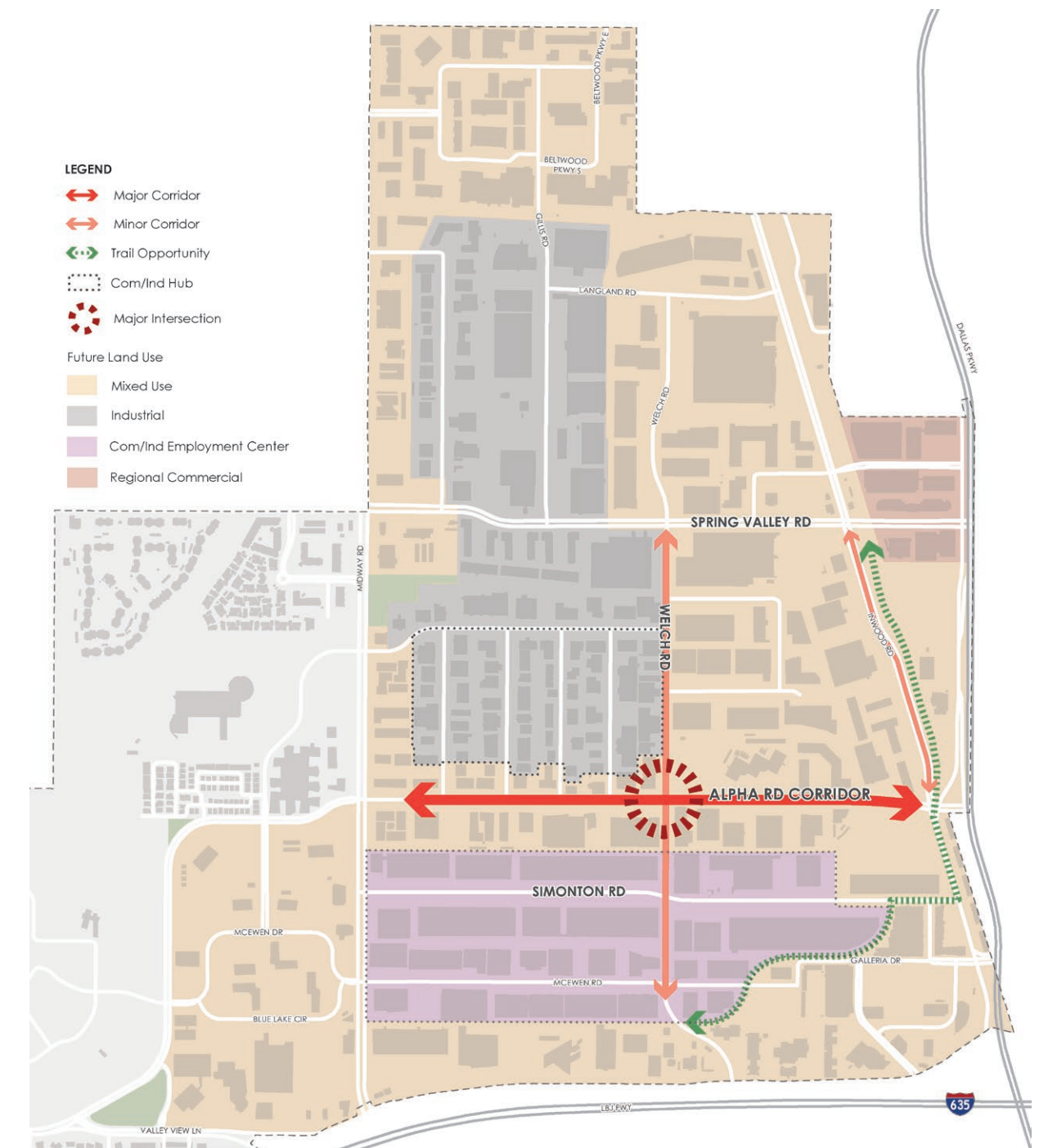
- 5. Seating:** Outdoor seating areas should be included along walkways and adjacent to restaurant/retail buildings. A cluster of buildings may include a pedestrian plaza or delineated outdoor pedestrian area.

- 6. Landscaping:** The perimeter of strip centers should include landscaping (street trees and shrubs) and green infrastructure to ease the transition to adjacent uses, increase the city's tree canopy, and improve permeability for stormwater. Landscaping should also be used to screen the view of parking from adjacent uses and the street.

## East Side

The East Side catalyst site is characterized by a formerly stable industrial area that has slowly seen multi-family and mixed-use projects built in what was a single-use, employment focused area. The blend of residential, commercial and industrial uses has created issues for businesses (e.g., the mixing of industrial and residential traffic) and new residents (e.g., lack of connections to services and amenities other than through industrial areas).

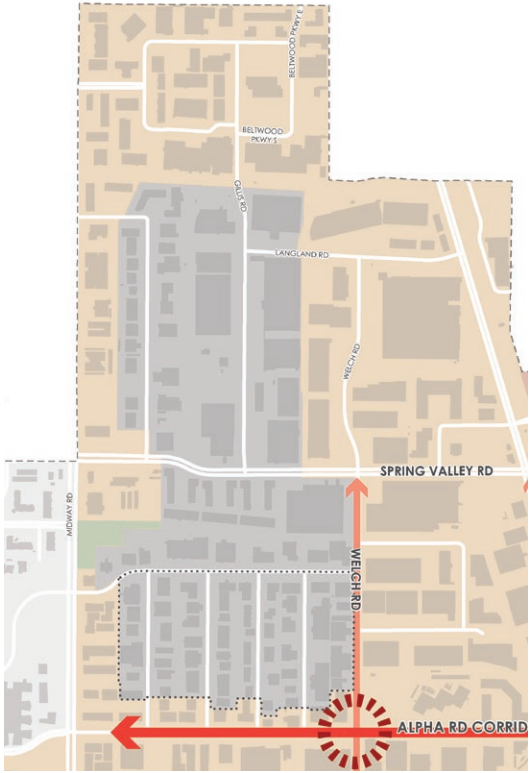
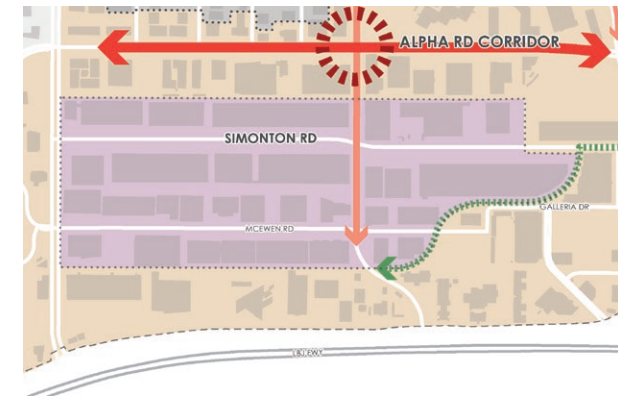
Land use and community design guidance for the East Side—which is broken into subdistricts and corridors—provides a framework for future development that focuses strategies to achieve the goals of this plan.



East Side Subdistricts

Commercial / Industrial Employment Center  
(Simonton Subdistrict)

The Simonton Subdistrict includes a range of flex industrial uses that have evolved over time to address the changing demand of commercial and industrial uses in Farmers Branch. The subdistrict will continue to evolve, and supportive land use regulations will ensure that the area can accommodate creative reuse of industrial buildings, including entrepreneurial spaces. Future redevelopment will help create a more pedestrian-oriented district by providing enhanced facilities and active building frontages that frame and animate street activity. The east end of the subdistrict incorporates abandoned railroad right-of-way, contributing to a trail system that connects to the Inwood Road corridor.



Industrial (Spring Valley Subdistrict)

The Spring Valley Industrial Subdistrict will continue to serve as the primary industrial area on the East Side. Relatively small and affordable buildings have allowed the subdistrict to evolve into a flex industrial area that serves a wide variety of businesses in the community. Preserving the unique nature of this area will continue to allow a range of services for residents and employees. Future development and redevelopment should contribute to building a pedestrian network along designated corridors that will allow for safer pedestrian access while integrating placemaking opportunities (outdoor dining, parklets) throughout the subdistrict.

East Side Corridors

Alpha Road

The portion of Alpha Road between Inwood Road and Midway Road will serve as a pedestrian-oriented, mixed-use corridor that blends existing flex industrial and commercial spaces with supportive residential development. Transformation will be a combination of new mixed-use development (with active ground floor uses) and retrofitted industrial buildings. Primary commercial and placemaking opportunities (e.g., outdoor dining, parklets) should be focused near key intersections, particularly at the intersection of Alpha and Welch Roads.

Inwood Road

Inwood Road provides a connecting element from the Interstate to the northern border of Farmers Branch, serving a variety of uses. The corridor will support multiple modes of travel, including an enhanced streetspace and future pedestrian trail that connects residential and industrial uses to the south with future mixed use and other employment opportunities to the north. Transformational, mixed use redevelopment opportunities exist at the corridor’s intersection with Alpha Road and Spring Valley Roads.

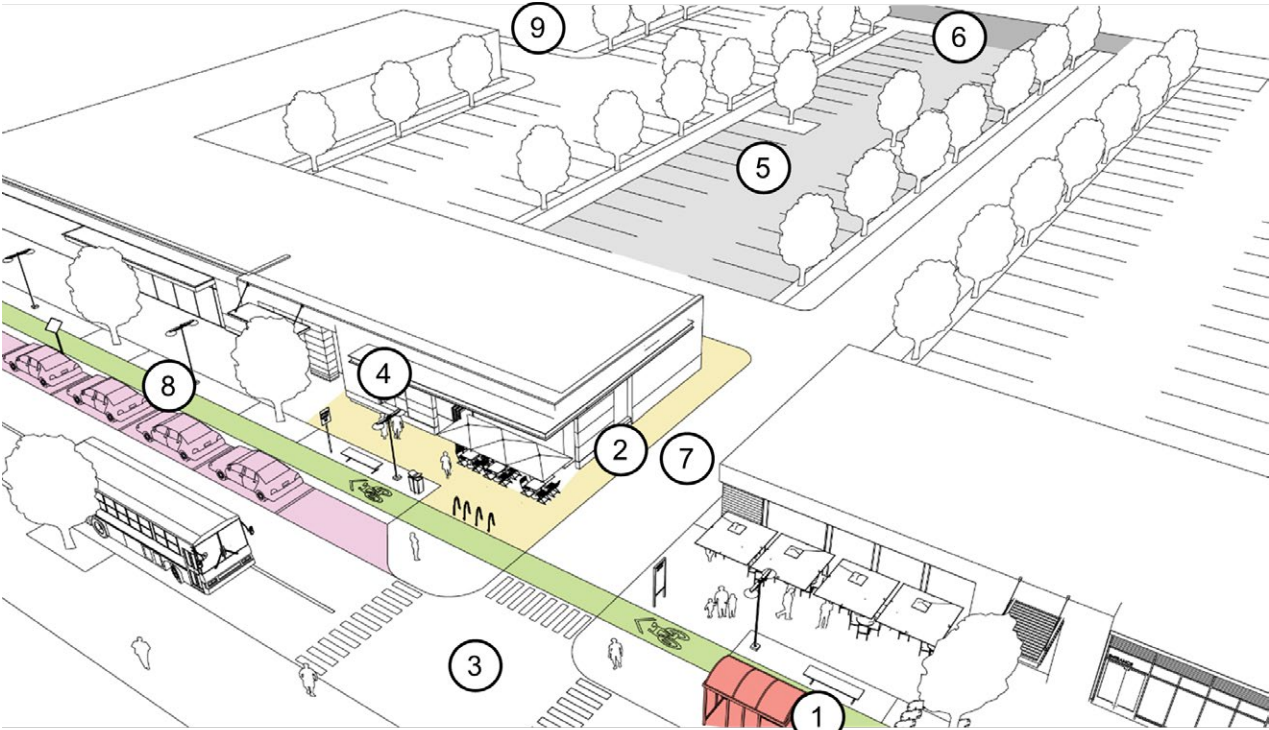
Welch Road

The Welch Road corridor will serve as a connecting element between the Simonton and Spring Valley Industrial Subdistricts. While the character along this corridor will largely go unchanged, an emphasis on multi-modal travel (shared bike lanes, enhanced sidewalks) is encouraged. A key transformational opportunity exists where the corridor intersects with Alpha Road; pedestrian-friendly design and commercial uses will create an active node on the East Side.

East Side Community Design Principles

Mobility and Connectivity Principles

- 1. **Connectivity:** There are numerous opportunities to better connect employment uses and corridors to existing parks, neighborhoods, and amenities. Priority connections, including adequate sidewalks, trails, wayfinding, and bike lanes should be given to connecting to environmental assets, parks, public transit, and key community amenities.
- 2. **Building walkways:** An on-site pedestrian walkway system should be developed for all development and redevelopment. Walkways should provide a clearly delineated and safe path from parking areas to buildings, as well as between buildings.
- 3. **Scale and safety:** New or redeveloped streets should accommodate pedestrians and bicyclists wherever possible and create/enhance connections to neighborhoods and nearby amenities. If a new connection is shown but is not wide enough, appropriate right of way width should be provided to accommodate all modes.
- 4. **Wayfinding:** Wayfinding should be used to enhance connections and neighborhood identity.
- 5. **Parking lots:** Parking should be broken up into parking blocks that contain no more than 40 parking spaces. Parking blocks should be separated by landscape medians with street trees or green infrastructure (bioswales or raingardens) and oriented toward the buildings they serve.



- 6. **Intersection Parking:** Surface parking areas should not be located directly at the intersection of two thoroughfares. Intersections should preferably be defined by buildings and/or pedestrian amenities.
- 7. **Vehicle Entry Drives:** The number and width of vehicle entry areas into parking lots and driveways should be minimized to prioritize pedestrian traffic and safety; particularly along collector and arterial streets.
- 8. **On-street Parking:** On-street parking should be considered on new and existing street sections;
- 9. **Drive-throughs:** The inclusion of drive-throughs should be limited along corridors to help maintain a focus on pedestrians. If included, drive-throughs should be in the rear of development sites and should not front public streets or open spaces.



# Beltline Corridor

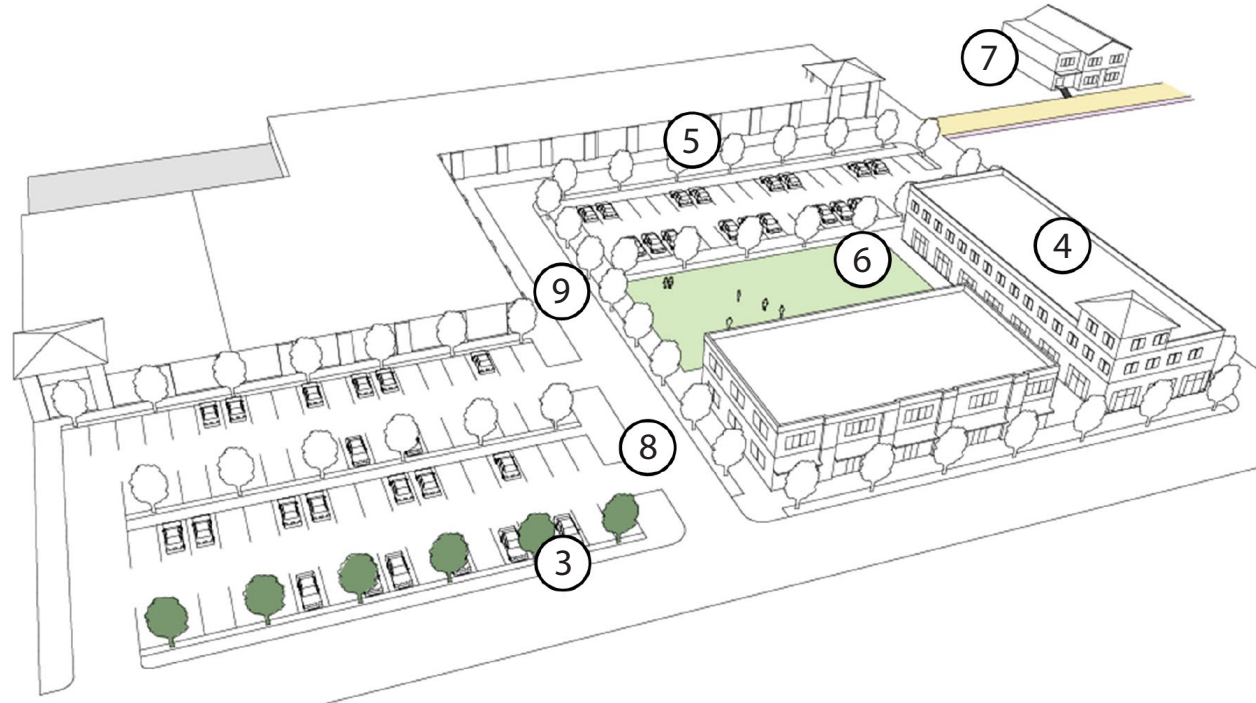
The Beltline commercial/industrial area is identified in the STEP analysis as an area to Strengthen. As such, no imminent redevelopment is anticipated, but smaller-scale interventions can help improve the sense of place and make the area safer and more accessible by non-motorists.

## Beltline Corridor Community Design Principles

### Building and Site Development Principles

1. **Development Patterns:** As the area redevelops, buildings should be arranged close to each other and to Belt Line Road to better define the streetscape as public space.

2. **Land Use:** The area currently brings people to the corridor for a narrow set of commercial activities. As this corridor is retrofitted or redeveloped, it should allow for a wider range of uses, including the addition of small retail kiosks and food trucks to higher density residential and mixed-use buildings.

3. **Surface parking:** Parking lots define the frontage of Beltline Road as it exists today. Redeveloped sites should minimize surface parking along Belt Line by placing parking behind or to the side of buildings. Surface parking should be hidden from view of public spaces to the greatest extent practical. Additionally, trash and recycling dumpsters should be hidden from public view through building design and/or enclosures.
- 
4. **Building orientation:** The active wall of buildings (those frontages with the most storefronts, public entrances, and windows) should be oriented toward Beltline Road, an internal main street, or the active frontage of another building.

5. **Setbacks:** Site design should prioritize buildings along the setback line of Beltline Road, as opposed to parking. Ideally, a build-to line along Beltline should be established to frame the public realm along Beltline Road.

6. **Open Space:** A high-quality public realm and streetscape along Beltline Road should be a top priority. Small plazas and pocket parks should be provided in conjunction with infill or redevelopment of the area. Depending on the scale of the project, a range of open spaces should be applied (e.g., small plaza to neighborhood green). These areas should be visibly and physically accessible and allow for a range of activities.
7. **Connectivity:** The area should have a system of connected streets to provide for both intra- and inter-neighborhood connections. A key street connection should be made at Enterprise Drive to connect the neighborhood to the south.

8. **Vehicle Access:** Vehicle access and circulation in the Beltline corridor should provide for an interconnected street network. Access points along Beltline Road should be reduced and consolidated concurrent with new development to provide safe vehicular and pedestrian environments.

9. **Transitions:** The scale of new development should be compatible with adjacent uses with effective transitions and/or screening. The transition area (just north of the residential neighborhood to the south) should use adequate setbacks, green spaces and/ or landscaping, natural features, or similar land use and scale elements to balance a change in use/ building form and create a cohesive connection.



Top 5 Strategy

# Land Use Strategies

- Top 5 Strategy

Within the Catalyst Site Areas and the rest of the city, there are 5 high-level strategies for Land Use the the City should focus on over the next 10 years. These strategies vary from initiatives already underway to more long-term strategies. These will ultimately be shown in a matrix in the implementation chapter with timelines associated with each.
- Top 5 Strategy

### Create Places

1. Regulate land uses, building design, and site design of new development that prioritizes pedestrians first.

2. Adopt building and site design standards for key areas, including Four Corners/Valwood, the East Side, and gateways into the City to ensure high quality redevelopment.

3. Continue implementation of the IH-35E Corridor Vision Study the target area 1 form-based code initiative.
- Top 5 Strategy

### Create Housing Options

1. Promote and support the integration of affordable and workforce housing as integral components of neighborhoods and mixed-use districts.

2. Increase allowable residential densities to support a wider range of housing types where feasible in residential districts.

3. Incorporate ‘missing middle’ housing and multifamily housing in mixed-use districts and in other areas of the community with medium to high density housing choices.

4. Establish policies and design standards for where and how infill development is constructed in residential neighborhoods to promote compatible uses, necessary infrastructure capacity, appropriate transitions, and the establishment of complete neighborhoods.
- Top 5 Strategy

### Mix Land Uses

1. Establish mixed use centers adjacent to neighborhoods that provide a full range of housing options within walking distance of amenities, including open space, retail, restaurants, and transit.
- Top 5 Strategy

### Connect Residents to Jobs and Amenities

1. Improve pedestrian safety and infrastructure by filling sidewalk gaps and adding crosswalks and other infrastructure safety improvements, including curb extensions, and raised crosswalks.

2. Evaluate and prioritize improvements that will improve connectivity within and between neighborhoods, parks and trails, and mixed use centers.

3. Work with DART to ensure transit stops are accessible from mixed use centers.
- Top 5 Strategy

### Prioritize Parks and Open Space

1. Develop a capital improvement plan and prioritization strategy for future park improvements to guide funding.

2. Continue implementation of the strategies and recommendations in the City-Wide Parks, Recreation and Open Space Master Plan.

3. Continue implementation of the Trails Master Plan.

4. Preserve existing parks and open space and seek property acquisition for new recreational opportunities in underserved areas.



8

Implementation



# Implementation

## Introduction

This chapter provides two tools to guide the implementation of the Comprehensive Plan. First, the decision-making framework is a tool through which all decision makers (elected and appointed officials as well as staff) will use as they make decisions regarding development, redevelopment, capital improvements planning, budgeting and more. It provides immediate questions to ask that confirm the action is consistent with the adopted Guiding Values. Longer term, it also provides metrics so that the City can measure progress annually (or more frequently) toward those values.

Next, the chapter includes a table of implementation actions summarized from previous chapters. Each action includes detail on priority, responsible parties, and funding mechanisms.

## Decision-Making Framework

When making decisions, including those suggested by the implementation section of this Plan, City of Farmers Branch officials, staff, and residents will ask if the option chosen furthers at least one, if not several of the Guiding Values below, while not damaging the others. The metrics listed in the “measurables” column suggest means of quantifying the outcome of actions and determining whether progress toward each goal is being made.

Guiding Value	Does this action...	Measurables
Farmers Branch is the <b>City in a Park</b> . We continue to invest in our parks, strengthening them so that they serve our diverse community and are accessible to all.	Create more park space in underserved areas? Improve or maintain existing parks and trails? Make parks more accessible via walking or biking? Include amenities geared toward a wider population demographic (i.e. older people, non-white populations, the disability population) .	Public funds allocated for park improvements, new parks or trails. Level of service statistics for parks in relation to City population. Parks attendance and use data.
Our city is <b>connected</b> . We enhance our motorized and non-motorized connections so that people from all neighborhoods, using all modes of transportation, can access the city's amazing parks, trails, shopping, dining and services.	Fill a gap in the transportation network? Increase access to public transit? Allow for the movement of people and goods using a variety of transportation modes? Increase the safety of our transportation system?	Trends in the walkability score of the City. Vehicle-pedestrian/bike crash rates. Number of transit stops and frequency of routes. Connected bike routes to key destinations in the City. Number of kids walking or biking to school within defined “walk zones”. Number of schools reached by a safe walking and biking route.
Anyone can find a home in Farmers Branch. There are <b>housing options</b> for all, including those who work here, want to age here, and want their children to be able to stay here.	Create housing that contributes to our existing neighborhoods? Preserve/create variety in housing products in terms of size (square footage and/or number of bedrooms) and ownership/rental type? Preserve or create housing types that are needed?	Trends in diversity of housing type/size as compared to the existing housing stock. Trends in seniors aging in their homes or moving to other appropriate housing in the City. Trends in people who live <u>and</u> work in Farmers Branch.
Farmers Branch continues to be a great place to do <b>business</b> . This includes industries that have long been a part of the city, and new, locally grown businesses.	...foster locally grown enterprises? ...improve the diversity of the business mix?	Statistics on new businesses. Data on diversity of business types (number and percentage of tax base). Number of locally-owned businesses.
<b>Redevelopment</b> is designed with high-quality which enhances the character of the city.	...create a distinct “place” that is unique to Farmers Branch? ...allow for creative redevelopment of a site?	Number of permits issued for redevelopment.
<b>Diversity</b> is our strength. Farmers Branch is a welcoming community with events, businesses, places to gather and places to live for all who want to live here.	...reach residents whose first language is not English? ...create a program geared toward a currently underserved population? ...bring groups of people together? ...create an opportunity for currently underrepresented populations to participate in City government? ...have enough flexibility to allow and encourage diversity? ...create a community gathering space?	Number of city events designed for underserved populations. New public gathering spaces. City programs and materials offered in Spanish.
The city provides more <b>shopping and dining</b> options so that residents, employees and visitors can keep their dollars in Farmers Branch.	...create a shopping or dining opportunity that does not currently exist?	Number of locally-owned businesses. Data on diversity of business types (number and percentage of tax base).

# Implementation Program

## Connections to Guiding Values

The following matrix shows how the Top 5 implementation strategies in the preceding chapters relate to the Guiding Values established in Chapter 3. Most of the strategies support more than one of the Guiding Values. Looking at them all together in this way also highlights overlap between the Top 5 strategies in each chapter. In the next section, the strategies are consolidated and prioritized.

	City In a Park	Connected	Housing Options	Great Place to do Business	Redevelopment	Diversity	Shopping and Dining
Housing							
Demo Rebuild Program			●		●		
Community Land Trust			●			●	
Missing Middle Housing			●		●	●	
Home Rehab and Repair			●			●	
Regulatory Processes			●		●		
Economic Development and Redevelopment							
Entrepreneurship and Innovation				●			
Industrial Rehabilitation							●
Catalyst Site Development	●			●	●		
Catalyst Site Public Realm			●	●	●		●
Regulatory Processes					●		
Mobility							
Livable street retrofits		●			●		●
Neighborhood safety improvement program		●					
Safe Streets campaigns	●	●					
Trail and greenway Investments		●					
Sidewalk gap infill		●			●		●

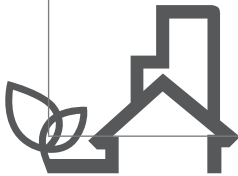


Land Use and Community Design							
	City In a Park	Connected	Housing Options	Great Place to do Business	Redevelopment	Diversity	Shopping and Dining
Create places		●			●	●	
Mix land uses		●			●		●
Create housing options			●		●	●	
Connect residents to jobs and amenities	●	●				●	
Prioritize parks and open space	●	●				●	








# Actions and Funding

This section provides more detail on the consolidated Top 5 Strategies, including responsible parties, resources, partners and funding sources.







Demo Rebuild Program			
<div>Subject Areas:</div> <div>Housing</div>	<div>Description:</div> <div>Broaden the eligibility of the Demo Rebuild program while adjusting its funding stream to a self-funding model that doesn't compete with other City priorities. Implementation requires determining the program criteria for the next iteration of the program, including targeted geography, eligibility requirements, and level of incentive. Adjustments can be made to these criteria over time to continue focusing on locations that will benefit the most from targeted reinvestment.</div>	<div>Primary Responsibility:</div> <div><ul style="list-style-type: none"><li>Economic Development staff (program administration)</li><li>Finance staff (funding structure)</li></ul></div>	
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>Determine new geography and incentive structure to achieve desired program utilization. (Recommended funding for incentive structure is from increased property tax revenues alone – for example, 10 years of tax abatement to a maximum of \$15,000, which could be translated to an up-front payment to the developer or homeowner if desired.)</li><li>Put program information and requirements on city website. Market program to developers</li></ul></div>		<div>Timeline:</div> <div><ul style="list-style-type: none"><li>Short-term</li><li>Short-term</li></ul></div>	
<div>City Partners:</div> <div><ul style="list-style-type: none"><li>Single family home builders</li></ul></div>	<div>Resources Needed:</div> <div><ul style="list-style-type: none"><li>Funds to provide the incentive to eligible applicants.</li></ul></div>	<div>Funding Sources:</div> <div><ul style="list-style-type: none"><li>Property tax revenues deriving from the increase in taxable property value.</li></ul></div>	










Community Land Trust			
<div>Subject Areas:</div> <div>Housing</div>	<div>Description:</div> <div>In the land trust model, the home buyer purchases the home but a community land trust retains ownership of the land. The homeowner can resell the home and gain some value appreciation in the sale. But much of the increase in value is to the land, so in acquiring just the home itself the next homeowner also gains a home at a workforce housing price. The result, after the initial investment in acquisition and rehabilitation, is a home that is affordable to a workforce demographic for the life of the home. Implementation of this strategy requires establishing a partnership with a DFW land trust organization, and determining key program parameters such as the model to be employed—e.g. buyer vs CLT initiated.</div>	<div>Primary Responsibility:</div> <div><ul style="list-style-type: none"><li>Economic Development staff (build a partner relationship with a regional community land trust, determine program parameters).</li><li>Economic Development and Finance staff (establish the funding mechanism).</li></ul></div>	
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>Build partnership relationship with local land trust, and collaboratively determine important program parameters such as whether acquisition is pursued by the land trust or the pre-screened, qualified buyer</li><li>Determine additional program parameters such as eligible geography (we recommend that there few geographical limits), and source of funding (we recommend capturing five additional years of tax increment from demo rebuild homes. In that way ten to fifteen demo rebuild homes can fund one land trust home.)</li><li>Initiate land trust program when community land trust fund is capitalized.</li></ul></div>		<div>Timeline:</div> <div><ul style="list-style-type: none"><li>Short-term</li><li>Short-term</li><li>Mid-term</li></ul></div>	
<div>City Partners:</div> <div><ul style="list-style-type: none"><li>A DFW-based Community Land Trust (long term owner of the property, with an appropriately restricted DEED to the homeowner for ownership of the single family home).</li></ul></div>	<div>Resources Needed:</div> <div><ul style="list-style-type: none"><li>Funds to rehabilitate the home that is acquired and write down its value for resale to exempt the land value.</li></ul></div>	<div>Funding Sources:</div> <div><ul style="list-style-type: none"><li>Leveraging the increased value of homes produced by the demo rebuild program; after the increased property tax receipts from the demo rebuild projects replenish the demo rebuild fund, they can be leveraged for a few additional years to capitalize the CLT program.</li></ul></div>	








Home Rehabilitation and Repair			
<b>Subject Areas:</b> <b>Housing</b>		<b>Description:</b>  An expansion of the Home Rehabilitation program is currently under consideration that would provide matching funds for home repairs to additional households that meet income criteria.  Implementation of this strategy requires determining key program parameters such as who is eligible to apply for funds, the type of renovation or repair projects that can be funded, and the level of match. Program expenditures will be partly offset in the long run by neighborhood stabilization and increased value of the property.	<b>Primary Responsibility:</b>  <ul style="list-style-type: none"><li>Economic Development staff (administration)</li><li>Finance staff (funding structure)</li></ul>
<b>Action Steps:</b> <ul style="list-style-type: none"><li>Determine specifics of expanded program eligibility</li><li>Determine funding source for program</li><li>Market program to homeowners in Farmers Branch</li></ul>			<b>Timeline:</b>  <ul style="list-style-type: none"><li>Mid-term</li><li>Mid-term</li><li>Mid-term</li></ul>
<b>City Partners:</b> <ul style="list-style-type: none"><li>Homeowner applicants.</li></ul>		<b>Resources Needed:</b> <ul style="list-style-type: none"><li>Funds to provide rehabilitation and repair assistance.</li></ul> 	<b>Funding Sources:</b>  <ul style="list-style-type: none"><li>Funds could derive from a variety of sources, including a general fund allocation, or value capture mechanisms.</li><li>These might include allocation of one or two years of property tax revenues from new market rate apartment developments into a home rehabilitation fund used to maintain the condition of Farmers Branch’s aging single-family homes.</li></ul>











Regulatory Processes			
<b>Subject Areas:</b> <b>Housing, Economic Development and Redevelopment</b>		<b>Description:</b>  Establish a process of continuous quality improvement, with customer input solicited on a regular cycle, and processes fine-tuned as opportunities are identified for doing so. Implementation of this strategy involves design of processes for soliciting input from users of development review services, and establishing a set of collaborative work sessions with other development review staff to adopt process improvements that are increasingly user friendly.	<b>Primary Responsibility:</b>  <ul style="list-style-type: none"><li>Planning and Economic Development staff can take the lead on setting up processes for gathering developer input on an ongoing basis, and facilitating collaboration and process improvements with all Farmers Branch staff that play a role in development review processes.</li></ul>
<b>Action Steps:</b> <ul style="list-style-type: none"><li>Establish a set of processes for collecting feedback about development review processes and requirements from business owners and developers</li><li>On an annual basis, review and summarize the feedback that is received, and prioritize a set of regulation and process improvements to be improved in the upcoming year</li><li>Implement prioritized improvements to development processes and requirements</li></ul>			<b>Timeline:</b> <ul style="list-style-type: none"><li>Short-term</li><li>Short-term and ongoing</li><li>Short-term and ongoing</li></ul>
<b>City Partners:</b> <ul style="list-style-type: none"><li>Developers that are active in Farmers Branch</li></ul>		<b>Resources Needed:</b>  <ul style="list-style-type: none"><li>A commitment of staff time to continuous quality improvement.</li></ul>	<b>Funding Sources:</b>  <ul style="list-style-type: none"><li>No funding needed unless outside consultant support is desired to support initial input gathering and process improvements.</li></ul>

Entrepreneurship and Innovation		
<div>Subject Areas:</div> <div></div> <div>Economic Development and Redevelopment</div>	<div>Description:</div> <div></div> <div>The nurturance of an entrepreneurial business environment through the development of coworking spaces, maker spaces, and business incubators will continue to diversify the local economy, even as it supports entrepreneurial business development. It will capitalize on the growing population of young professionals, and conversely build the City’s brand as an attractive home for young professionals and entrepreneurs. Initial steps in implementing this strategy involve building relationships with collaborators such as Dallas College and Metrocrest Chamber of Commerce, and working together to identify opportunities for initial action. Hiring a consultant to support opportunity research, collective brainstorming, and strategy identification is recommended.</div>	<div>Primary Responsibility:</div> <div></div> <div><ul style="list-style-type: none"><li>Economic development staff.</li></ul></div>
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>Explore opportunities for cultivating additional entrepreneurial and innovation energy in the east side of Farmers Branch through exploratory conversations and relationship building with stakeholders including Dallas College, economic development and business oriented organizations, area businesses, and tenants of new apartment buildings</li><li>Identify and prioritize a set of achievable actions that furthers this objective</li><li>Work with appropriate collaborators in implementing prioritized actions.</li></ul></div>		<div>Timeline:</div> <div></div> <div><ul style="list-style-type: none"><li>Mid-term</li><li>Mid-term</li><li>Mid-term</li></ul></div>
<div>City Partners:</div> <div></div> <div><ul style="list-style-type: none"><li>Dallas College,</li><li>Metrocrest Chamber of Commerce,</li><li>Business stakeholders.</li></ul></div>	<div>Resources Needed:</div> <div></div> <div><ul style="list-style-type: none"><li>Staff time,</li><li>Funds for consultant.</li></ul></div>	<div>Funding Sources:</div> <div></div> <div><ul style="list-style-type: none"><li>General fund or economic development fund resources, including economic development sales tax revenues.</li></ul></div>










Industrial Rehabilitation		
<div>Subject Areas:</div> <div></div> <div>Economic Development and Redevelopment</div>	<div>Description:</div> <div></div> <div>Create a program that would match a portion of proposed rehabilitation costs when that investment significantly increases the value and utility of the property for another generation of businesses. The City’s contribution to the rehabilitation cost could be repaid from the property taxes that flow of the property itself so that the industrial rehab program doesn’t compete with other city priorities. A review panel could be utilized to evaluate candidates for financial support based on whether proposed property improvements will further the goals of the program.  Implementation of this strategy requires determining key program parameters such as the types of renovation that can be funded, criteria for project selection if a competitive program, and the level of match.</div>	<div>Primary Responsibility:</div> <div></div> <div><ul style="list-style-type: none"><li>Economic development staff</li></ul></div>
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>Determine program parameters—geography, project selection criteria, and level of support—for rehabilitation of industrial properties. (Tax abatement over a certain time frame is recommended incentive, conditional on a certain level of property owner investment.)</li><li>Put program information and requirements on city website. Market program to industrial property owners.</li></ul></div>		<div>Timeline:</div> <div></div> <div><ul style="list-style-type: none"><li>Mid-term</li><li>Mid-term</li></ul></div>
<div>City Partners:</div> <div></div> <div><ul style="list-style-type: none"><li>Property owners</li></ul></div>	<div>Resources Needed:</div> <div></div> <div><ul style="list-style-type: none"><li>Matching funds</li></ul></div>	<div>Funding Sources:</div> <div></div> <div><ul style="list-style-type: none"><li>Property tax revenues deriving from the increase in taxable property value.</li></ul></div>

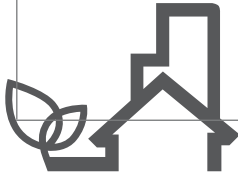
Catalyst Site Development

<b>Subject Areas:</b>  <b>Economic Development and Redevelopment, Land Use</b>	<b>Description:</b>  The Farmers Branch catalyst sites (Four Corners, Valwood, East Side and Beltline) are at important locations in the City with distinct opportunities to create special places that contribute to its identity as an attractive, unique and livable community. The opportunity is to take deliberate sequential actions to realize the planned future at the catalyst sites, including making investments in public realm improvements and providing a measure of financial support for the development that is envisioned.	<b>Primary Responsibility:</b>  <ul style="list-style-type: none"><li>• Planning &amp; Zoning staff,</li><li>• Economic Development staff.</li></ul>
<b>Action Steps:</b> <ul style="list-style-type: none"><li>• Develop conceptual master plans to illustrate and guide growth and regulations in key catalyst sites. Master plans should include a form-based approach and specificity for: Land use mix, including an emphasis on vertically mixed use development<ul style="list-style-type: none"><li>* Street-level guidance for placemaking and activation</li><li>* Public realm, including public open space or publicly accessible, private open space.</li><li>* Building heights and disposition</li></ul></li><li>• Create building design standards (or guidelines) for use in catalyst sites, perhaps in the form of overlay districts. Standards should include (but are not limited to):<ul style="list-style-type: none"><li>* Building placement and orientation to the street (build-to lines)</li><li>* Parking placement</li><li>* Active building frontages</li></ul></li><li>• Create site design standards (or guidelines) for us in catalyst sites, perhaps in the form of overlay districts. Standards should include (but are not limited to):<ul style="list-style-type: none"><li>* Required pedestrian connections through sites</li><li>* Outdoor amenities like dining, seating and plazas</li><li>* Landscaping</li><li>* Transitions to surrounding land uses/neighborhoods</li><li>* Vehicle access locations</li></ul></li><li>• Implement Community Design Principles (Chapter 7) in Catalyst Areas related to: Building walkway, Vehicle entry drives, Drive-thrus, Parking at intersections</li></ul>		<b>Timeline:</b>  <ul style="list-style-type: none"><li>• Short-term: Four Corners, East Side catalyst sites</li><li>* Mid-Term: Valwood and Josey area</li><li>* Long-term: Beltline Corridor</li><li>• Short-term: Four Corners, East Side catalyst sites</li><li>* Mid-Term: Valwood and Josey area</li><li>* Long-term: Beltline Corridor</li><li>• Short-term: Four Corners, East Side catalyst sites</li><li>* Mid-Term: Valwood and Josey area</li><li>* Long-term: Beltline Corridor</li><li>• Mid-term</li></ul>
<b>City Partners:</b>   <ul style="list-style-type: none"><li>• Property owners within catalyst sites</li></ul>	<b>Resources Needed:</b>  <ul style="list-style-type: none"><li>• Staff time or funds for consultant to update ordinances;</li><li>• Possible property acquisition funds.</li></ul>	<b>Funding Sources:</b>  <ul style="list-style-type: none"><li>• City General Fund</li></ul>








Livable Streets Retrofits

<b>Subject Areas:</b>  <b>Mobility</b>	<b>Description:</b>  Many of the thoroughfare streets in Farmers Branch are built with multiple travel lanes and carry actual traffic volumes below the capacity that these lanes provide. This gives the City opportunities to reconsider how these streets can be repurposed to support other forms of travel than driving transportation, and allows these transformations to happen without a need to acquire additional land for public right-of-way.	<b>Primary Responsibility:</b>  <ul style="list-style-type: none"><li>• Department of Public Works</li></ul>
<b>Action Steps:</b> <ul style="list-style-type: none"><li>• Set a program for planning, concept design and project scoping, and public engagement studies to occur once every 1-2 years for the five identified priority retrofit corridors</li><li>• Develop a standard resource kit for tactical demonstration projects (furniture, curb extension platforms, movable planters, etc.) allowing multiple public engagement events for the retrofit planning projects to be staged throughout the City and set up, removed, and relocated as needed. These should allow participants in public engagement to envision future street design opportunities and participate in tactical demonstration installations.</li><li>• Establish a multi-city task force for potential retrofit corridors that connect to neighboring municipalities, with an objective of working together to ensure corridors remain functional for regional needs of north DFW Metroplex</li></ul>		<b>Timeline:</b>  <ul style="list-style-type: none"><li>• Short-term, though program will extend into medium term to create designs for all projects.Short-term</li><li>• Short-term</li><li>• Mid-term</li></ul>
<b>City Partners:</b>  <ul style="list-style-type: none"><li>• North Central Texas Council of Governments, the Dallas-Fort Worth region's metropolitan planning organization (MPO) responsible for distribution of Federal and state funding resources for transportation projects.</li></ul>	<b>Resources Needed:</b>  <ul style="list-style-type: none"><li>• Consultant resources for project scoping and designs;</li><li>• Funds for later project programming phases (right-of-way/utilities and construction)</li></ul>	<b>Funding Sources:</b>  <ul style="list-style-type: none"><li>• NCTCOG TIP funds;</li><li>• Federal grant funds through the Investment in Infrastructure and Jobs Act (IIJA) of 2021. Through IIJA, new Federal programs such as Safer Streets for All and Reconnecting Communities may be potential funding resources. These are highly competitive grant programs and as such require extensive data collection and development of analysis, illustrations, and other supporting materials for an application. These programs are also funded through 2026, with the availability of successor programs currently unknown.</li></ul>








Safe Streets Campaigns			
<div>Subject Areas:</div> <div>Mobility</div>	<div>Description:</div> <p>This is more of a focused educational program intended to raise awareness of safety challenges in Farmers Branch, the potential impacts of unsafe driving (especially at high speeds) when collisions occur, and steps that the City is taking to address safety (including some of the other Top 5 recommendations) so that the general public of Farmers Branch understand the safety-based decisions and policies guiding these projects. This includes both programs oriented to drivers and to more vulnerable users of streets and roads (and across all age groups).</p> <ul style="list-style-type: none"><li>Distribution of National Highway Transportation Safety Administration (NHTSA) materials in concurrence with national safety campaigns</li><li>Public safety programs for schools in the Carrollton-Farmers Branch ISD</li><li>Coordination with Texas Department of Motor Vehicles for distribution of safety materials in vehicle registrations and license renewals</li><li>Host public ‘safety days’ at City- and neighborhood-sponsored public events, featuring demonstration events of safe transportation practices and incentives (such as prize-based contests and challenges) to encourage participation</li></ul>	<div>Primary Responsibility:</div> <ul style="list-style-type: none"><li>Partnership of the Department of Public Works and the Department of Communications</li></ul>	
<div>Action Steps:</div> <ul style="list-style-type: none"><li>Plan and program two safety and awareness-focused public activities per year in concert with City-led special events.</li><li>Create a partnership program with the CFBISD to create safety training and walking tour days for school students</li></ul>		<div>Timeline:</div> <ul style="list-style-type: none"><li>Short-term</li><li>Mid-term</li></ul>	
<div>City Partners:</div> <ul style="list-style-type: none"><li>Carrollton-Farmers Branch ISD; Texas Department of Motor Vehicles, TxDOT Traffic Safety Division</li></ul>	<div>Resources Needed:</div> <ul style="list-style-type: none"><li>Staff time for organizing of informational materials and coordination with state/national campaigns</li><li>Funding for preparation of print and digital materials for distribution; staff or contractor time for attendance at special events</li></ul>	<div>Funding Sources:</div> <ul style="list-style-type: none"><li>City General Fund;</li><li>Safe Streets for All grants. Safe Streets for All may be used in a joint application with the Neighborhood Safety Action Program for a comprehensive safety action plan addressing both priorities: how to inform and educate the Farmers Branch community around safety challenges and best practices, and where to invest in capital-project-based safety improvements over time. Funded through 2026, with the availability of successor programs currently unknown.</li></ul>	



Neighborhood Safety Improvement Program			
<div>Subject Areas:</div> <div>Mobility</div>	<div>Description:</div> <p>Use a data-driven assessment to identify areas of risk for vulnerable travelers, especially school-age children and young adults, and any travelers on foot or by bicycle. It reimagines the City’s approach and policy on traffic calming as a more proactive approach with a broader palette of design options to reduce speeds and pass-through traffic volumes in neighborhoods. Based on robust data collection, this strategy uses a criteria-based selection system to define potential traffic calming approaches, a community outreach program to advise neighbors of potential design interventions, and a construction program using City resources or construction contracts to install traffic calming treatments. Although this program may be applied in any residential neighborhood streets, it is intended to apply to those with the greatest potential for high-speed traffic to cause bodily harm to other travelers.</p>	<div>Primary Responsibility:</div> <ul style="list-style-type: none"><li>Department of Public Works</li></ul>	
<div>Action Steps:</div> <ul style="list-style-type: none"><li>Create a Traffic Calming toolkit guidance document with appropriate design standards, order-of-magnitude costs, and guidance on appropriate conditions for application</li><li>Perform an annual crash analysis report from 3- to 5-year periods to determine notable crash rates/concentrations, and locations of vulnerable users</li><li>If available, collect Inrix travel speed data from NCTCOG to identify higher-speed locations on the Farmers Branch street network</li><li>Collect vehicle speed data on an annual basis to understand high speed locations in the City. Set a target of 10 locations per year citywide</li></ul>		<div>Timeline:</div> <ul style="list-style-type: none"><li>Short-term</li><li>Ongoing; begin in short-term</li><li>Short-term</li><li>Ongoing; begin in short-term</li></ul>	
<div>City Partners:</div> <ul style="list-style-type: none"><li>Bike DFW</li></ul>	<div>Resources Needed:</div> <ul style="list-style-type: none"><li>Annual budget allocations for collecting data (traffic and speed data) to allow a citywide review of selected locations; staff/contractor time for review and analysis of data to determine candidate locations; capital improvement funding allocations for traffic calming installations</li></ul>	<div>Funding Sources:</div> <ul style="list-style-type: none"><li>General fund,</li><li>TIRZ funds from catalyst sites,</li><li>Federal Safe Streets for All program. Safe Streets for All grants may be used for developing comprehensive safety action plans or for implementing projects from those action plans. Farmers Branch would begin with applying for a planning grant to develop this comprehensive action plan.</li></ul>	

Connect Residents to Jobs and Amenities		
<div>Subject Areas</div> <div></div> <div><b>Land Use, Mobility, Economic Development and Redevelopment</b></div>	<div>Description:</div> <div></div> <div>Evaluate and prioritize improvements that will increase connectivity within and between neighborhoods, parks and trails, and mixed use centers. This strategy is closely aligned with and may overlap with other mobility-related strategies such as the Trail and Greenway Priority Investments. Where that specific recommendation's trail connections align with the connections of this strategy, this should take a focus on identifying supporting routes and connections.</div>	<div>Primary Responsibility:</div> <div></div> <div><ul style="list-style-type: none"><li>Planning &amp; Zoning and Public Works department</li></ul></div>
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>Identify opportunities for non-motorized connections between neighborhoods and new/redeveloped mixed-use areas.</li><li>Allocate CIP funds to priority connections</li></ul></div>		<div>Timeline:</div> <div></div> <div><ul style="list-style-type: none"><li>Short-term (overlapping with Trails Master Plan work)</li><li>Short-term</li></ul></div>
<div>City Partners:</div> <div></div> <div><ul style="list-style-type: none"><li>Parks and Recreation Department</li></ul></div>	<div>Resources Needed:</div> <div></div> <div><ul style="list-style-type: none"><li>Staff resources for prioritization of process;</li><li>Capital improvement funds for design and construction of projects that are not likely to be completed through private development.</li></ul></div>	<div>Funding Sources:</div> <div></div> <div><ul style="list-style-type: none"><li>City General Fund, TIRZ funds</li></ul></div>



Trail and Greenway Priority Investments		
<div>Subject Areas</div> <div></div> <div><b>Mobility, Land Use</b></div>	<div>Description:</div> <div></div> <div>The City's Trail Master Plan, in the process of an update in 2023, has designated a series of capital projects to add to the Farmers Branch active transportation network. Although most of these have a recreational focus consistent with the broad community preference for walking and cycling as recreational activities, certain key corridors offer potential to add transportation links where there is potential for connections between neighborhoods and major destinations to be made without driving.</div>	<div>Primary Responsibility:</div> <div></div> <div><ul style="list-style-type: none"><li>Public Works and Parks and Recreation departments</li></ul></div>
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>In addition to recreational trails, include key corridors that have the potential to provide transportation links between neighborhoods and major destinations in the Trails Master Plan Update.</li><li>Prioritize the key transportation corridors for ROW acquisition (if needed) and construction</li></ul></div>		<div>Timeline:</div> <div></div> <div><ul style="list-style-type: none"><li>Short-term</li><li>Mid-term</li></ul></div>
<div>City Partners:</div> <div></div> <div><ul style="list-style-type: none"><li>North Central Texas Council of Governments,</li><li>BikeDFW</li></ul></div>	<div>Resources Needed:</div> <div></div> <div><ul style="list-style-type: none"><li>Funding and consultant resources for project scoping and design;</li><li>Funding for right-of-way acquisition, utility work, and construction;</li></ul></div>	<div>Funding Sources:</div> <div></div> <div><ul style="list-style-type: none"><li>NCTCOG (Transportation Alternatives),</li><li>Private fundraising through advocacy organizations such as BikeDFW; City General Fund</li></ul></div>

Sidewalk Gap Infill		
<div>Subject Areas</div> <div>Mobility, Land Use</div>	<div>Description:</div> <div>Although most streets in Farmers Branch have sidewalks, some gaps remain, and this priority policy recommendation is intended to create a program in which they can be completed, and the City is prepared in the long term for their maintenance.</div>	<div>Primary Responsibility:</div> <div><div>• Department of Public Works</div></div>
<div>Action Steps:</div> <div><div>• Perform simplified GIS-based site analysis on properties adjacent to sidewalk gaps to determine risk of site features in or adjacent public right of way</div><div>• Create an annual funding program within the City’s CIP for sidewalk infill projects</div><div>• Study feasibility of tax abatements to encourage existing property owners with adjacent gaps to construct sidewalks on their properties</div></div>		<div>Timeline:</div> <div><div>• Short-term</div><div>• Short-term</div><div>• Short-term</div></div>
<div>City Partners:</div> <div><div>• North Central Texas COG</div></div>	<div>Resources Needed:</div> <div><div>• Annual CIP funding for infill projects</div></div>	<div>Funding Sources:</div> <div><div>• City General fund; use of private development to fill gaps at development sites</div></div>










Create Places		
<div>Subject Areas</div> <div>Land Use, Economic Development and Redevelopment, Mobility</div>	<div>Description:</div> <div>Regulate land use and design to prioritize pedestrians; adopt building and site design standards for key areas such as Four Corners, Valwood/Josie, the East Side, and gateways into the City; continue implementation of the IH-35E Corridor Vision Study</div>	<div>Primary Responsibility:</div> <div><div>• Planning</div></div>
<div>Action Steps:</div> <div><div>• Create building design standards for use in mixed use districts. Standards should include (but are not limited to):<ul style="list-style-type: none"><li>* Building placement and orientation to the street (build-to lines)</li><li>* Parking placement</li><li>* Active building frontages</li></ul></div><div>• Create site design standards for mixed use districts. Standards should include (but are not limited to):<ul style="list-style-type: none"><li>* Required pedestrian connections through sites</li><li>* Outdoor amenities like dining, seating and plazas</li><li>* Landscaping</li><li>* Transitions to surrounding land uses/neighborhoods</li><li>* Vehicle access locations</li></ul></div><div>• Continue the implementation of the IH-35E Corridor Vision study with zoning changes in Target Areas 2, 3 and 4.</div></div>		<div>Timeline:</div> <div><div>• Mid-term</div><div>• Mid-term</div><div>• Mid- to Long-Term</div></div>
<div>City Partners:</div> <div><div>• Parks,</div><div>• Public Works</div></div>	<div>Resources Needed:</div> <div><div>• Staff or consultant resources to develop small area plans and/or design guidelines, as well as regulatory/zoning framework.</div></div>	<div>Funding Sources:</div> <div><div>• Capital Budget,</div><div>• Staff resourcing prioritization</div></div>








Mix Land Uses			
<div>Subject Areas</div> <div>Land Use, Economic Development and Redevelopment, Housing</div>	<div></div>	<div>Description:</div> <div>Amend zoning or implement form-based codes to create a mixed use environment that balances retail, commercial, housing, and office needs.</div>	<div>Primary Responsibility:</div> <div><div>• Planning</div></div>
<div>Action Steps:</div> <div><div>• Study zoning in catalyst site areas to determine zoning consistency with recommendations of Comprehensive Plan</div><div>• Draft zoning amendments to existing districts, or propose new districts, to allow a mix of uses consistent with the Comprehensive Plan</div></div>			<div>Timeline:</div> <div><div>• Short-term</div><div>• Short-term</div></div>
<div>City Partners:</div> <div><div>• City Attorney</div></div>	<div></div>	<div>Resources Needed:</div> <div><div>• Staff or consultant resources to develop regulations that accommodate and encourage mixed use development.</div></div>	<div>Funding Sources:</div> <div><div>• General Fund</div></div>



Expand the Range of Housing Options			
<div>Subject Areas</div> <div>Land Use, Housing</div>	<div></div>	<div>Description:</div> <div>Amend and broaden zoning density allowances to encourage additional multifamily and missing middle housing, particularly in catalyst sites. Use land use policy guidance to support increased density and housing options in Planned Developments.</div>	<div>Primary Responsibility:</div> <div><div>• Planning</div></div>
<div>Action Steps:</div> <div><div>• Review the range of residential densities in current zoning districts. Revise districts to fill in gaps that may prevent the construction of missing middle housing types</div><div>• Include missing middle and multi-family housing types within mixed use zoning districts.</div><div>• Consider requirements, or incentives, for the inclusion of work-force housing as a component of new development.</div></div>			<div>Timeline:</div> <div><div>• Short-term</div><div>• Short-term</div><div>• Mid-term</div></div>
<div>City Partners:</div> <div><div>• City Attorney,</div><div>• Community Development,</div><div>• Developers that are active in Farmers Branch</div></div>	<div></div>	<div>Resources Needed:</div> <div><div>• Staff or consultant resources to develop regulations that broaden housing options and density allowances.</div></div>	<div>Funding Sources:</div> <div><div>• General Fund</div></div>

Catalyst Site Public Realm		
<div>Subject Areas</div> <div></div> <div><b>Economic Development and Redevelopment, Land Use</b></div>	<div>Description:</div> <div></div> <div>Incentivize investment and redevelopment in the catalyst sites through public investment in improving the public realm. This includes sidewalks, streetscape elements, public plazas or gathering spaces, seating areas and wayfinding.</div>	<div>Primary Responsibility:</div> <div></div> <div><ul style="list-style-type: none"><li>Economic Development</li><li>Planning Departments</li></ul></div>
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>Create placemaking / public realm design standards that provide guidance for improvements in the public realm in and around catalyst sites. Templates should include guidance for:<ul style="list-style-type: none"><li>Sidewalk width and placement</li><li>Wayfinding</li><li>Transit stops (and connections to/from)</li><li>Connections to parks, trails, and other community facilities (e.g. Community Recreation Center)</li><li>Lighting</li><li>Pedestrian-oriented signage</li><li>Street furniture</li><li>Landscaping</li></ul></li><li>Implement Community Design Principles (Chapter 7) in Catalyst Areas related to:<ul style="list-style-type: none"><li>Scale and safety of new or redeveloped streets</li><li>Wayfinding</li><li>On-street parking</li><li>Public open space / gathering spaces</li></ul></li></ul></div>		<div>Timeline:</div> <div></div> <div><ul style="list-style-type: none"><li>Short-term</li><li>Ongoing</li></ul></div>
<div>City Partners:</div> <div></div> <div><ul style="list-style-type: none"><li>Adjacent business owners or property owners</li></ul></div>	<div>Resources Needed:</div> <div></div> <div><ul style="list-style-type: none"><li>Staff or consultant resources to design project,</li><li>Funding to implement the designs.</li></ul></div>	<div>Funding Sources:</div> <div></div> <div><ul style="list-style-type: none"><li>Capital Funds,</li><li>TIRZ District (potentially amend existing district for Mustang Station to extend to 4 corners)</li></ul></div>



Prioritize Parks and Open Space		
<div>Subject Areas</div> <div></div> <div><b>Land Use, Economic Development and Redevelopment, Mobility</b></div>	<div>Description:</div> <div></div> <div>Continue the implementation of the strategies and recommendations in the City-Wide Parks, Recreation and Open Space Master Plan and Trails Master Plan. Preserve and enhance existing parks and seek opportunities to acquire property for new recreational opportunities in underserved areas.</div>	<div>Primary Responsibility:</div> <div></div> <div><ul style="list-style-type: none"><li>Parks and Recreation Department</li></ul></div>
<div>Action Steps:</div> <div><ul style="list-style-type: none"><li>Continue to include parks improvements in the city's capital improvement plan, following the priorities established in the City-Wide Parks, Recreation and Open Space Master Plan 2020</li><li>Update the Trail Master Plan (adopted 2015) to reflect the increased residential density occurring in the east and west ends of the city.</li><li>Evaluate the availability of public parks and trails in rapidly developing areas of the city (east and west sides). Prioritize any areas where deficiencies are found for new park acquisition.</li></ul></div>		<div>Timeline:</div> <div></div> <div><ul style="list-style-type: none"><li>Ongoing</li><li>Short-term</li><li>Mid- to long-term</li></ul></div>
<div>City Partners:</div> <div></div> <div><ul style="list-style-type: none"><li>Dallas County Public Works,</li><li>North Central Texas Council of Governments, TxDOT,</li><li>Texas Parks and Recreation Department</li></ul></div>	<div>Resources Needed:</div> <div></div> <div><ul style="list-style-type: none"><li>Park acquisition and maintenance funding;</li><li>Staff or consultant resources to design new parks and trails.</li></ul></div>	<div>Funding Sources:</div> <div></div> <div><ul style="list-style-type: none"><li>City funds,</li><li>Texas Local Park Grant Program</li></ul></div>



# 9

## Supplementary Documents

- A. Housing Diversity Supplement
- B. Economic Development Supplement
- C. Mobility Analysis Supplement
- D. Engagement Summary Phases 1, 2, 3

## HOUSING DIVERSITY SUPPLEMENT

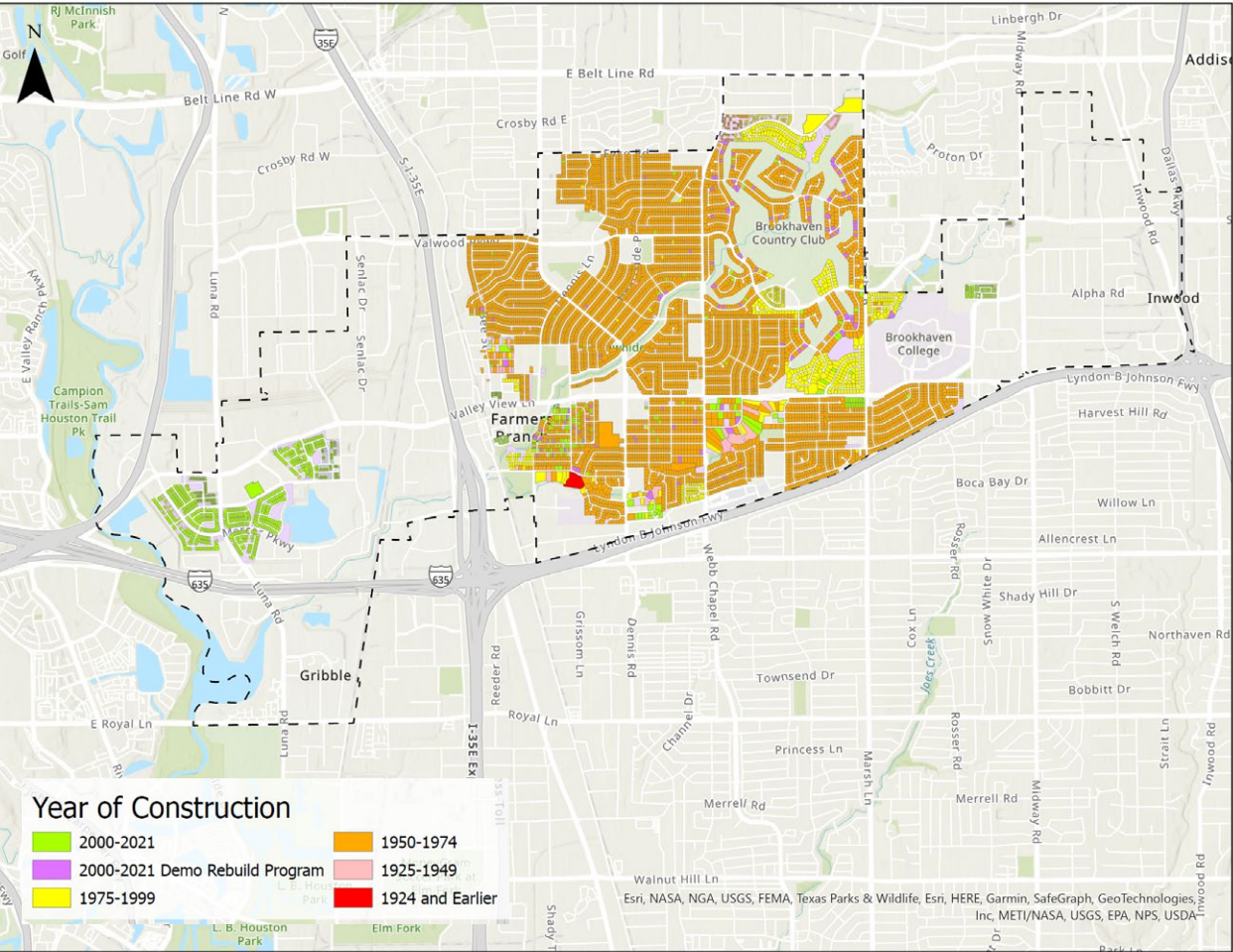
### Existing Conditions Housing Types and Age of Development

**Housing Types**  
The housing stock in Farmers Branch includes a range of housing types. It includes single family homes, duplexes, townhomes, condominiums and apartment buildings. More land is devoted to single family homes than for any other type of housing, but there are more multifamily dwelling units in Farmers Branch than single family homes.

**Age of housing development.**  
Figure 1 isolates the single family housing stock, and colors them by their era of construction. That provides a visual illustration of when the neighborhoods were developed.

Most of the single family neighborhoods in Farmers Branch were developed in the quarter century from 1950 and 1974—although a couple of areas were developed in the following quarter century, and some single family blocks in the western side of Farmers Branch were built in the years since 2000. Because most homes were built over fifty years ago, those that have not been consistently maintained may have deteriorated and be in need of renovation.

Figure 1: Single Family Housing Development by Quarter Century (Source: City Parcel Data)



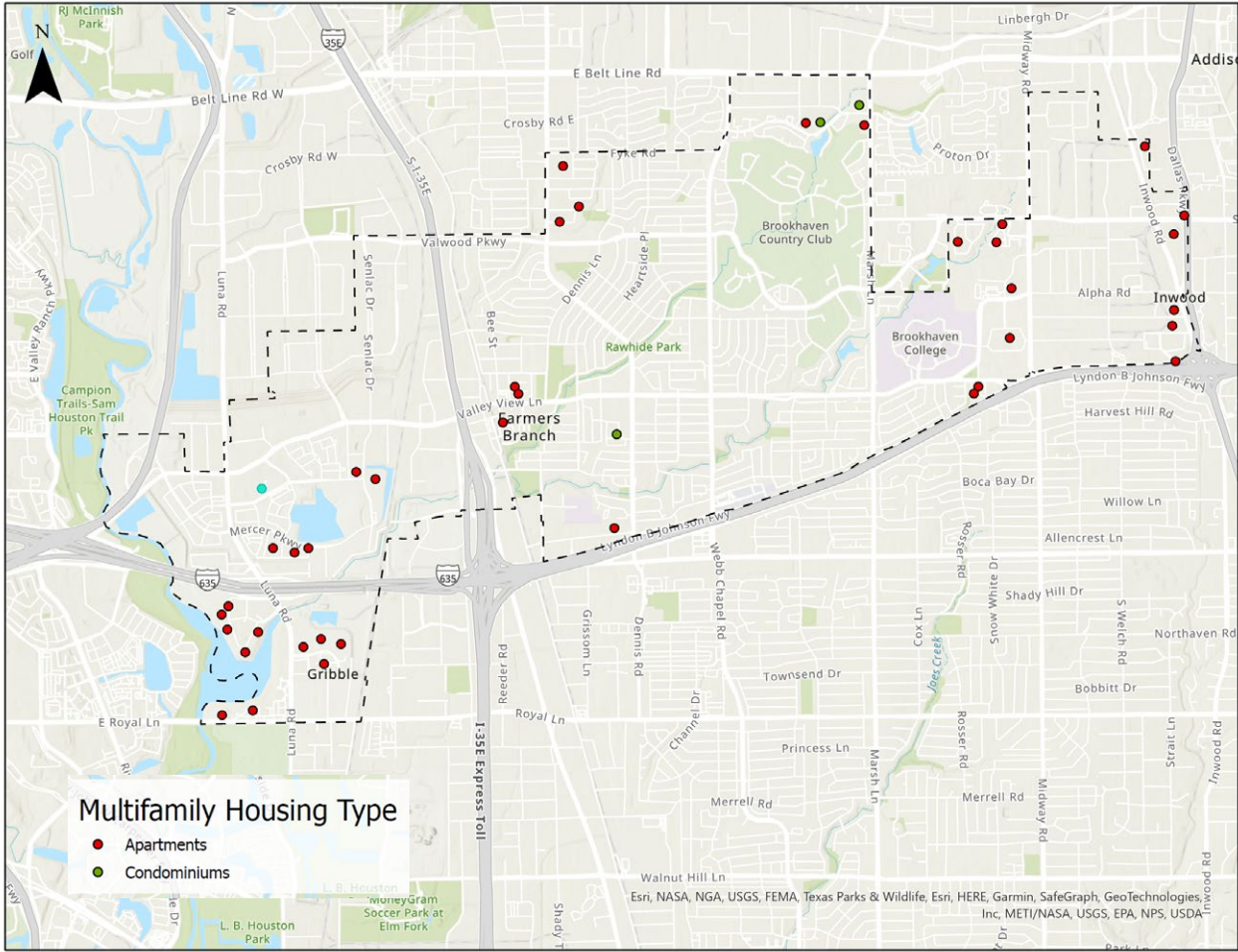
HOUSING DIVERSITY SUPPLEMENT

Multifamily Housing

Multifamily housing development in Farmers Branch

Multifamily housing developments provide over eight thousand dwelling units in Farmers Branch. They are located across the City, with concentrations in the southwestern and eastern parts of the City, as illustrated in Figure 2. Both apartment and condominium buildings are located on the map.

Figure 2: Apartment and Condominium Development in Farmers Branch



HOUSING DIVERSITY SUPPLEMENT

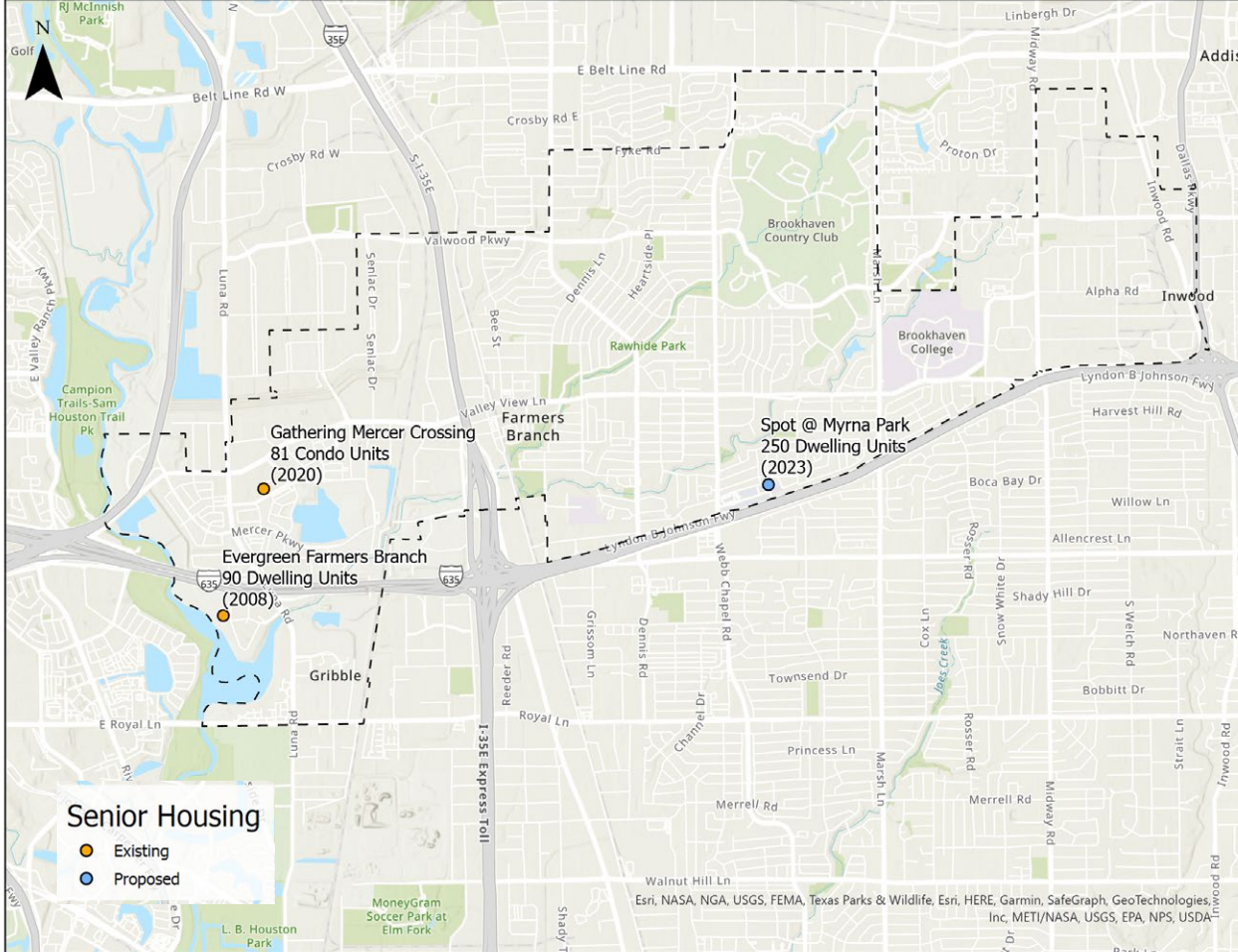
Senior Housing

Age-restricted senior housing

Farmers Branch has three existing age-restricted senior housing developments—Brookfield Farmers Branch, Evergreen Farmers Branch and The Gatherings at Mercer. An additional senior housing development—The Spot at Myrna Park—is proposed and is expected to open in 2023.

Figure 3 shows the location of the four developments.

Figure 3: Senior Housing Development in Farmers Branch



HOUSING DIVERSITY SUPPLEMENT

Table 1: Senior Housing in Farmers Branch (Source: Costar)

Property Name	Property Address	Ownership Format	Year Built	Affordability	Number Of Units	Type of Support
Brookdale Farmers Branch	13505 Webb Chapel Rd	Apartments		Market Rate	61	Assisted Living
Evergreen Farmers Branch	11701 Mira Lago Blvd	Apartments	2008	Rent Restricted	90	Independent Living
The Gatherings at Mercer	1735 Wittington Pl	Condominiums	2020	Market Rate	81	Independent Living
The Spot @ Myrna Park	12150 Medical Pky N	Apartments	2023	Market Rate	250	Independent Living

Table 1 provides additional details on the senior housing in Farmers Branch.



Affordable Housing

Housing is considered affordable for a given household if its housing costs consume 30% or less of its total income. Given this criteria for what is considered affordable, Table 2 shows the monthly housing costs that are considered affordable for dwelling units of different sizes, and for households earning different levels of income, as determined by the US Department of Housing and Urban Development (HUD). The household earnings on the left column of Table 2 are not presented as annual salaries, but as a percentage of the Dallas area's family median income—which HUD estimates to be \$97,400 for family households in the “Dallas TX HUD Metro FMR (Fair Market Rent) Area”, which is essentially the eastern half of the DFW Metroplex.

The monthly housing costs in Table 2 include both rent and utilities.

Based on this information, we can utilize current rent data for Farmers Branch apartment developments, add estimated utility costs to those rent levels, and note the affordability level of the apartment units in each development. Table 3 sums up all existing apartment units that are in Costar records by their unit size and affordability level.

Of the 8,083 market rate apartment units tracked by Costar, only an estimated 492 (around 6%) have asking rents that are affordable for households earning 60% of the area median income. One reason for the limited presence of market rate affordable rental units in Farmers Branch is the fact that the great majority of apartment units are in developments that were built in the last decade.

Table 2: Affordable Monthly Housing Costs in Farmers Branch and the Dallas Area (Source: US Department of Housing and Urban Development)

Family Income Level	Studio	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom	
30% AMI	\$511	\$548	\$658	\$760	\$847	
40% AMI	\$682	\$730	\$877	\$1,013	\$1,130	
50% AMI	\$852	\$913	\$1,096	\$1,266	\$1,412	
60% AMI	\$1,022	\$1,096	\$1,315	\$1,519	\$1,694	
70% AMI	\$1,193	\$1,278	\$1,534	\$1,772	\$1,977	
80% AMI	\$1,363	\$1,461	\$1,754	\$2,026	\$2,259	

Table 3: Affordability of Market Rate Apartment Units in Farmers Branch (Source: US Department of Housing and Urban Development, Costar)

Family Income Level	Studio	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom	Total
50% AMI		89	38			127
60% AMI	4	123	226	12		365
70% AMI		285	197	148		630
80% AMI		301	175			476
> 80% AMI	112	3,687	2,220	280	186	6,485
Total	116	4,485	2,856	440	186	8,083

HOUSING DIVERSITY SUPPLEMENT

Housing Cost Burden

Figure 4 provides a consolidated way to visualize cost-burdened households, including the share of households in each income bracket who are housing cost burdened.

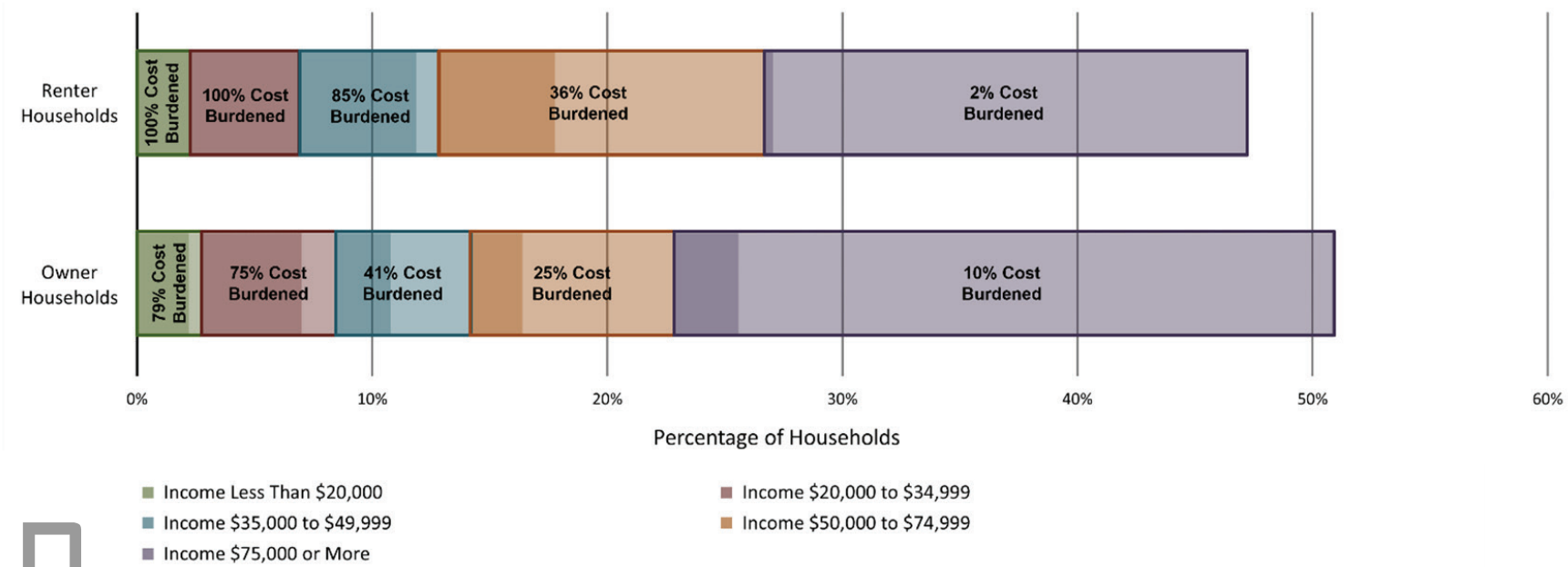
The majority of lower income households in Farmers Branch are housing cost burdened. That’s true for both renter and owner occupant households. A good number of middle income households are housing cost burdened as well.

Farmers Branch offers a mix of housing types, including rental and ownership options, housing that was developed fifty or more years ago and which has been developed recently. But certain types of housing are particularly prevalent. Recently developed apartment buildings provide almost half of the total number of housing units in Farmers Branch. Single family homes built in the years from 1950 to 1975 occupy most of Farmers Branch’s residentially developed land area. There

are a limited number of age restricted senior housing communities.

The supply of housing that is affordable for lower income and lower-middle households is limited. The majority of the households in those income brackets that make their home in Farmers Branch are spending more than 30% of their income on housing costs.

Figure 4: Housing Cost Burden by Household Income

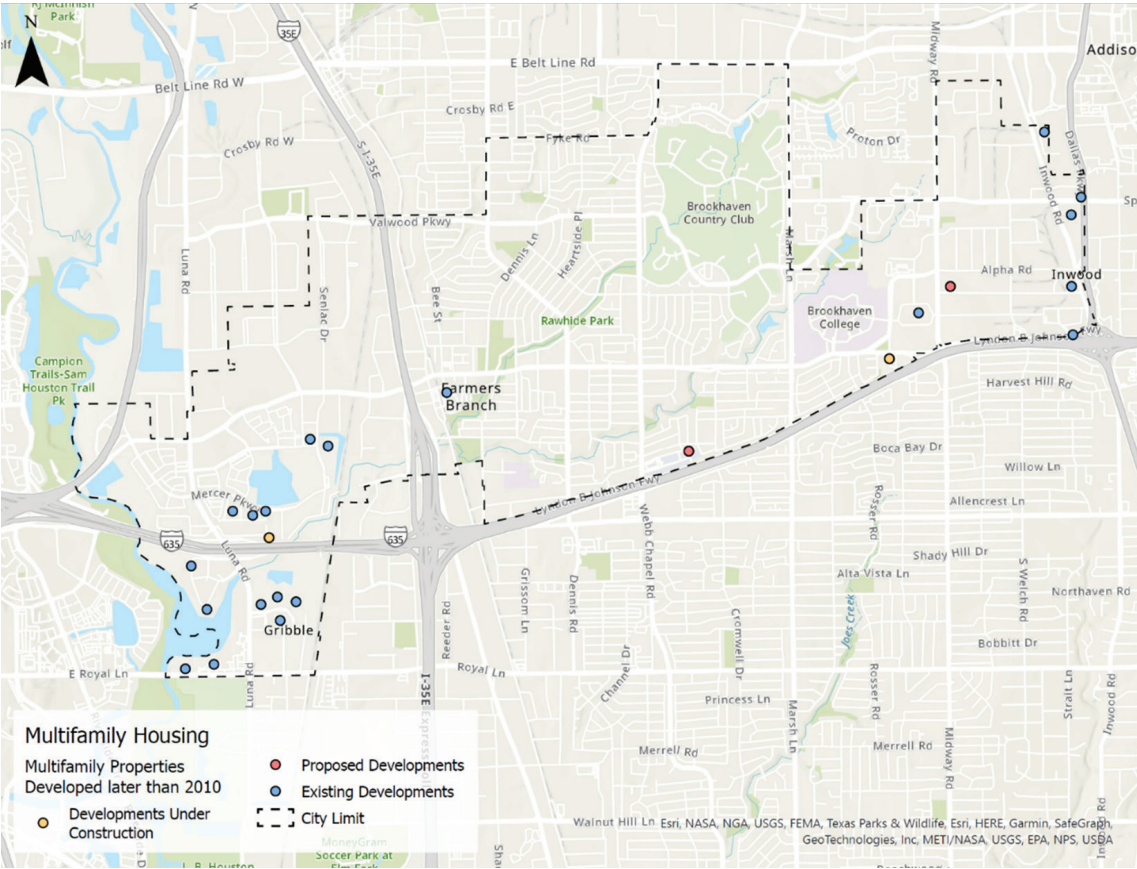


Housing Development Market Analysis

Multifamily Development Since 2010

Recent development trends are an important indicator of demand for multifamily housing. Figure 5 shows the multifamily development that has occurred in Farmers Branch since 2010.

Figure 5: Apartment and Condominium Development, 2010 to Present (Source: Costar)



HOUSING DIVERSITY SUPPLEMENT

Table 4: Housing Cost Burden by Household Income

Property Name	Property Address	Units	Affordability	Year Built	Stories
Layers at Galleria	13301 Galleria Pl	330	Market	2013	3
Mercer Crossing	11700 Luna Rd	509	Market	2014	3
Mustang Station	2500 Pepperwood St	444	Market	2015	4
The Crosby at the Brickyard	2001 Wittington Pl	232	Market	2016	4
Cortland Waters Edge	1701 Royal Ln	582	Market	2016	3
The Canal	2061 Wittington Pl	636	Market	2017	4
Riverside Park Apartment Homes	1521 E Royal Ln	136	Market	2017	3
Jewel on Landmark	14650 Landmark Blvd	324	Market	2018	5
Boardwalk at Mercer Crossing	1901 Knightsbridge Rd	424	Market	2018	3
Alvista Galleria	13505 Inwood Rd	409	Market	2019	4
Midway Urban Village	4050 McEwen Rd	263	Market	2019	4
The Towers at Mercer Crossing	1890 Mercer Pky E	404	Market	2019	4
Dominion at Mercer Crossing	11771 Mira Lago Blvd	256	Market	2019	3
Dominion at Mercer Crossing	1851 Knightsbridge Rd	260	Market	2019	4
The Mansions at Mercer Crossing	1850 Mercer Pky E	410	Market	2020	4
The Gatherings at Mercer Crossing	1735 Wittington Pl	81	Market <sup>1.</sup>	2020	4
The Luxe at Mercer Crossing	1790 Mercer Pky E	410	Market	2020	4
Lakeside Lofts	11500 Lago Vista E	494	Market	2020	4
Mercer 1900	1900 Knightsbridge Rd	416	Market	2020	3
Jefferson East Branch	14175 Dallas Pky	390	Market	2021	6
Jefferson Gallery House	14155 Dallas Pky	353	Market	2021	5
The Wren at Mercer Crossing	1711 Lyndon B Johnson Fwy	379	Market	2022 <sup>3.</sup>	
Spot @ Myrna Park	12150 Medical Pky N	250	Market <sup>1.</sup>	2023 <sup>2.</sup>	5
Presidium Valley View	13214 Saint Lawrence Cir	344	Market	2023 <sup>3.</sup>	5
—	4207 Simonton Rd	264	Market	2025 <sup>2.</sup>	5

New multifamily development has been occurring primarily in the western and eastern ends of the City. Some developments have also been located along the Lyndon B Johnson Freeway, and near the Farmers Branch DART station and Brookhaven College.

Table 4 provides additional details for these developments. The recent developments are large complexes. Most offer between 200 and 500 dwelling units in total. All of them ask market rate rents. All but one are for rental occupancy. (One is a condominium building.) All but two are for general occupancy. (Two are senior housing developments.) They range in height from three to six stories. Most provide resident parking in a parking structure or at the ground level or underground level of the apartment building.

Table notes:

- <sup>1.</sup> Senior housing
- <sup>2.</sup> Proposed
- <sup>3.</sup> Under construction



ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

Economic Base  
Businesses and Employment

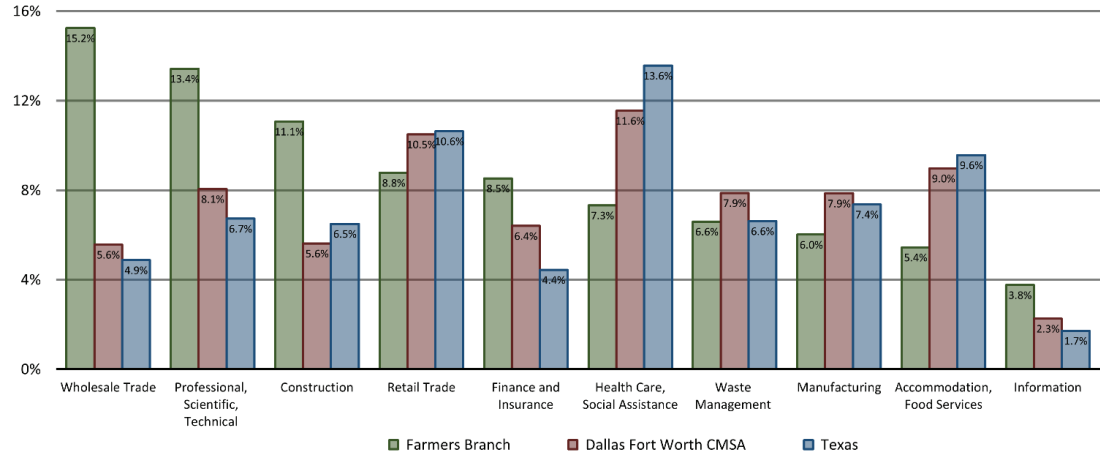
Industry Mix

Farmers Branch businesses are concentrated in a couple of very large industrial business districts—one on the east side of the City and the other on the west. Offices, retail businesses, and hotels are also present in Farmers Branch, and are part of the Farmers Branch job mix. But the overall industry mix in Farmers Branch predominantly reflects the types of businesses that are in the industrial style buildings in those two districts.

Figure 1 shows the share of Farmers Branch total employment that are in its top ten industry sectors. The charts allows comparison between the distribution of Farmers Branch jobs to the job distribution in the Dallas Worth region, and the state of Texas as a whole.

The companies that are located in Farmers Branch industrial areas are heavily concentrated in the wholesale trade, professional/scientific/technical, construction and retail trade industries. Over half of all Farmers Branch jobs are in those four industry sectors.

Figure 1: Share of Farmers Branch Jobs in Its Top Ten Industry Sectors (Source: OnTheMap, US Census Bureau)



Development Market Context

Industrial Market

Industrial development in Farmers Branch is situated in the rapidly growing Dallas Fort Worth metropolitan area. DFW is the fourth largest metropolitan area in the U.S., but the second largest industrial market. Demand drivers are e-commerce, manufacturing, and third-party logistics. Rapid growth continues in the region.

The location of Farmers Branch is attractive for industrial businesses because it is close to many of Dallas’s population nodes, and provides access to some of the most affluent and fastest-growing suburbs in Dallas. Buildings on the east side of Farmers Branch are in the Metropolitan Industrial Park. They are predominantly a smaller and older stock. Most were built in the 1970s, with buildings under 50,000 s.f. in floor area. The first big development push in the Valwood Industrial Park on the west side of Farmers Branch was in the 1980s, and buildout of the area continued through the 1990s. Those buildings were larger on average than those in the Metropolitan Industrial Park, but by and large they were still under 100,000 s.f. In the middle of the last decade, there was a surge of additional development in the Valwood Industrial park. These buildings include some very large warehouse and distribution facilities.

Table 1 offers a set of industrial development metrics for Farmers Branch.

Table 1: Industrial Market Performance Metrics (Source: Costar)

	Farmers Branch	Dallas - Fort Worth Market
Inventory (s.f.)	17,000,000	1,100,000,000
Under Construction (s.f.)	0	87,500,000
12 Months Net Absorption (s.f.)	-286,000	32,300,000
Vacancy Rate	4.3%	5.6%
Market Rent per Square Foot	\$9.00	\$8.61
Market Sale Price per Square Foot	\$114	\$113
Market Cap Rate	5.9%	5.6%



Table 2: Industrial Development Since 2010 (Source: Costar)

Owner Name	Property Address	Subtype	Tenancy	Year Built	Building Class	Rentable Building Area	Ceiling Height
Duke Realty Corporation	13951 Senlac Dr	Industrial - Distribution	Multi	2015	A	93,000	
Prologis, LP.	12301 Stemmons Fwy	Industrial - Warehouse	Multi	2015	A	360,360	32'0"
Prologis, LP.	12401 Stemmons Fwy	Industrial - Distribution	Multi	2015	B	109,920	30'0"
Wells Fargo & Company	2170 Diplomat Dr	Industrial - Warehouse		2015	B	27,124	
Multimedia Solutions, Inc.	2030 Diplomat Dr	Flex - Light Distribution	Multi	2016	B	10,302	
Taylor C & Fred K Smith	3241 Towerwood Dr	Industrial - Warehouse		2016	B	22,336	
Paragon Industries, Inc.	2001 Lyndon B Johnson Fwy	Industrial - Distribution		2018	B	116,450	
Panattoni Development Company, Inc.	13330 Senlac Dr	Industrial - Warehouse		2019	A	151,176	32'0"
Rpgc Valwood Llc	1950 Diplomat Dr	Industrial - Warehouse		2020	B	29,514	24'0"
Fanlight Corporation, Inc.	1940 W Diplomat Dr	Industrial - Warehouse		2020	A	18,581	24'0"
Billingsley Company	2261 Morgan Pky	Industrial - Distribution	Multi	2020	A	175,000	32'0"
Construction Alston	1701 Valley View Ln	Industrial - Distribution		2020	A	159,405	32'0"
American Continental Bank	13850 N Stemmons	Industrial - Warehouse	Multi	2021	B	13,630	

Industrial demand

Recent development trends are an important indicator of industrial demand. Table 2 shows the industrial development that has occurred in Farmers Branch since 2010.

ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

Figure 2: Average Rents and Vacancy Rate, Preexisting Industrial Properties, 2010 to 2022 (Source: Costar)

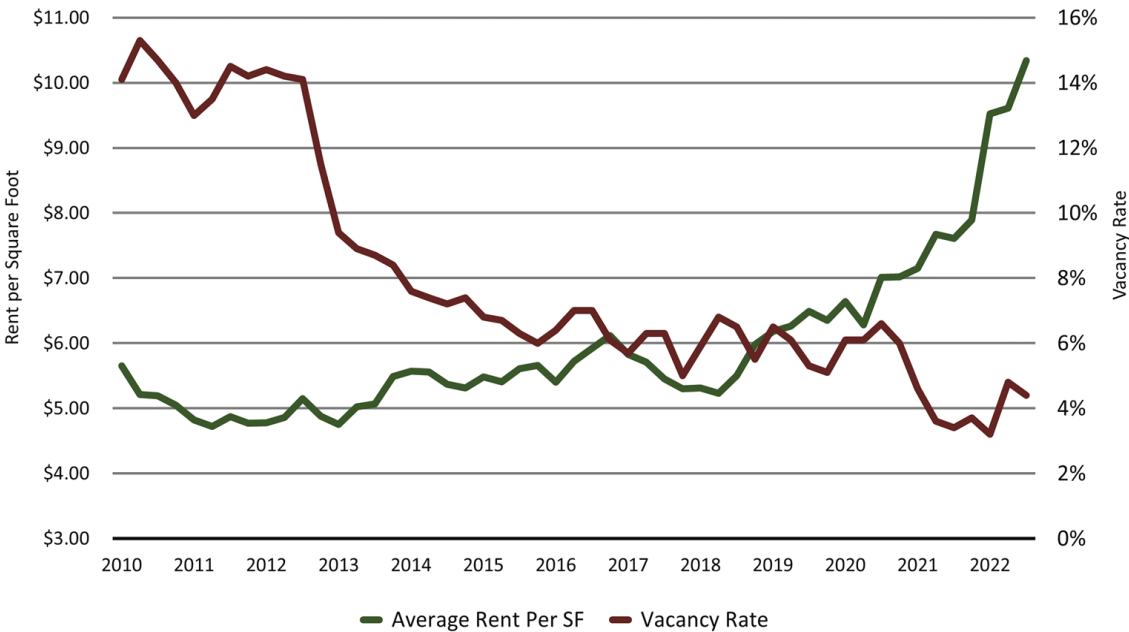


Figure 2 shows average rents and vacancy rates for industrial properties in Farmers Branch that existed prior to the period of the chart.

Figure 2 shows that rents for industrial space in preexisting industrial buildings have risen over the period, and in the last few years have risen dramatically—even as vacancy rates declined and have remained low. Those trendlines indicate strong demand for industrial space.

Despite the high demand for industrial space in Farmers Branch and the DFW metro area more generally, the demand for housing is also extremely high, and is outcompeting industrial demand in certain locations. That has led to some industrial properties being acquired for housing redevelopment.



ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

Retail Market

Dallas-Fort Worth’s retail market showed a clear resilience after the pandemic. Ongoing in-person shopping helped keep confidence among retailers, and supported a quick recovery to pre-pandemic levels.

The Dallas-Fort Worth retail market encompasses around 70 submarkets. About half of Farmers Branch falls within Farmers Branch Submarket. The Farmers Branch Retail Submarket had a retail vacancy rate peaking at around 18%. By the the current quarter (4th quarter) it has recovered to 5.2% vacancy.

Table 3 compares key performance metrics for Farmers Branch retail properties and Dallas-Fort Worth market.

Retail demand

Recent development trends are important indicators of retail demand. Table 4 shows the retail development that has occurred in Farmers Branch since 2010.

Table 3: Retail Marker Performance Metrics (Source: Costar)

	Farmers Branch	Dallas - Fort Worth Market
Inventory (s.f.)	2,000,000	455,000,000
Under Construction (s.f.)	0	3,300,000
12 Months Net Absorption (s.f.)	175,000	5,400,000
Vacancy Rate	5.9%	4.8%
Market Rent per Square Foot	\$16.99	\$21.77
Market Sale Price per Square Foot	\$226	\$259
Market Cap Rate	6.6%	6.3%

Table 4: Retail Development Since 2010 - floor area greater than 10,000 s.f. (Source: Costar)

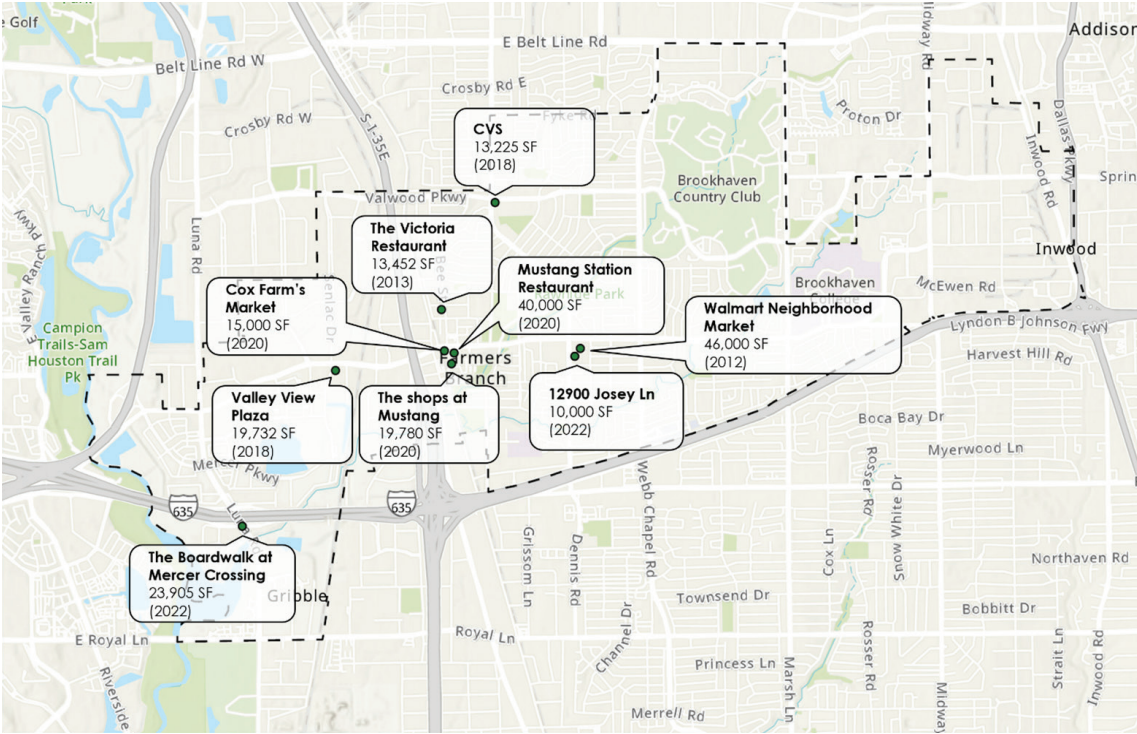
Property Name	Property Address	Secondary Type	Tenancy	Year Built	Class	Rentable Building Area
Walmart Neighborhood Market	13100 Josey Ln	Supermarket	Single	2012	B	46,000
The Victoria Restaurant	13435 Bee St	Freestanding	Single	2013	A	13,452
Valley View Plaza	13150 Senlac Dr	Storefront Retail/ Office	Multi	2018	B	19,732
CVS	2702 Valwood Pky	Drug Store	Single	2018	B	13,225
Mustang Station Restaurant and Retail	13090 Bee Street Ln	Restaurant	Multi	2020	B	40,000
Cox Farm's Market	13091 Bee St	Retail Building		2020	B	15,000
The Shops at Mustang Station	2500 Pepperwood St			2020		19,780
The Boardwalk at Mercer Crossing	SEQ 635 & Luna Rd			2022	B	12,410
	12900 Josey Ln	Freestanding	Single	2022	C	10,000
The Boardwalk at Mercer Crossing	SEQ 635 & Luna Rd			2022	B	11,495

ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

Figure 5 is a map of retail development that has occurred in Farmers Branch since 2010. The map shows a pattern of retail investment largely in the central part of the city.

Farmers Branch has experienced modest ongoing retail growth. The most significant new retail development in the last ten years was the Walmart Neighborhood Market that was built at the neighborhood retail node at Josey Lane and Valley View Lane in 2012.

Figure 5: Retail Development Since 2010 - floor area greater than 10,000 s.f. (Source: Costar)



ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

Office Market

The DFW office footprint is still growing modestly. Over the last 12 months, the Dallas - Fort Worth area has experienced the completion of 4.8 million square feet of new office space, with a net absorption of around 3.4 million square feet. Those buildings are largely build-to-suit developments. Few office buildings are being built speculatively.

Dallas-Fort Worth's market encompasses nearly 45 submarkets. Most of Farmers Branch is located within West LBJ Freeway Submarket that represents 1.2% of Dallas-Fort Worth market. Most of the office buildings in this submarket are 3-Star buildings built in the 1980s.

Table 5 provides some key performance metrics for office properties in Farmers Branch compared with the DFW office market overall.

Office demand

Recent development trends are an important indicator of office demand. Table 6 shows the office development that has occurred in Farmers Branch since 2010.

Table 5: Office Market Performance Metrics (Source: Costar)

	Farmers Branch	Dallas - Fort Worth Market
Inventory (s.f.)	3,400,000	415,000,000
Under Construction (s.f.)	0	7,900,000
12 Months Net Absorption (s.f.)	58,000	3,500,000
Vacancy Rate	17.7%	17.2%
Market Rent per Square Foot	\$22.89	\$29.23
Market Sale Price per Square Foot	\$175	\$243
Market Cap Rate	7.3%	6.9%

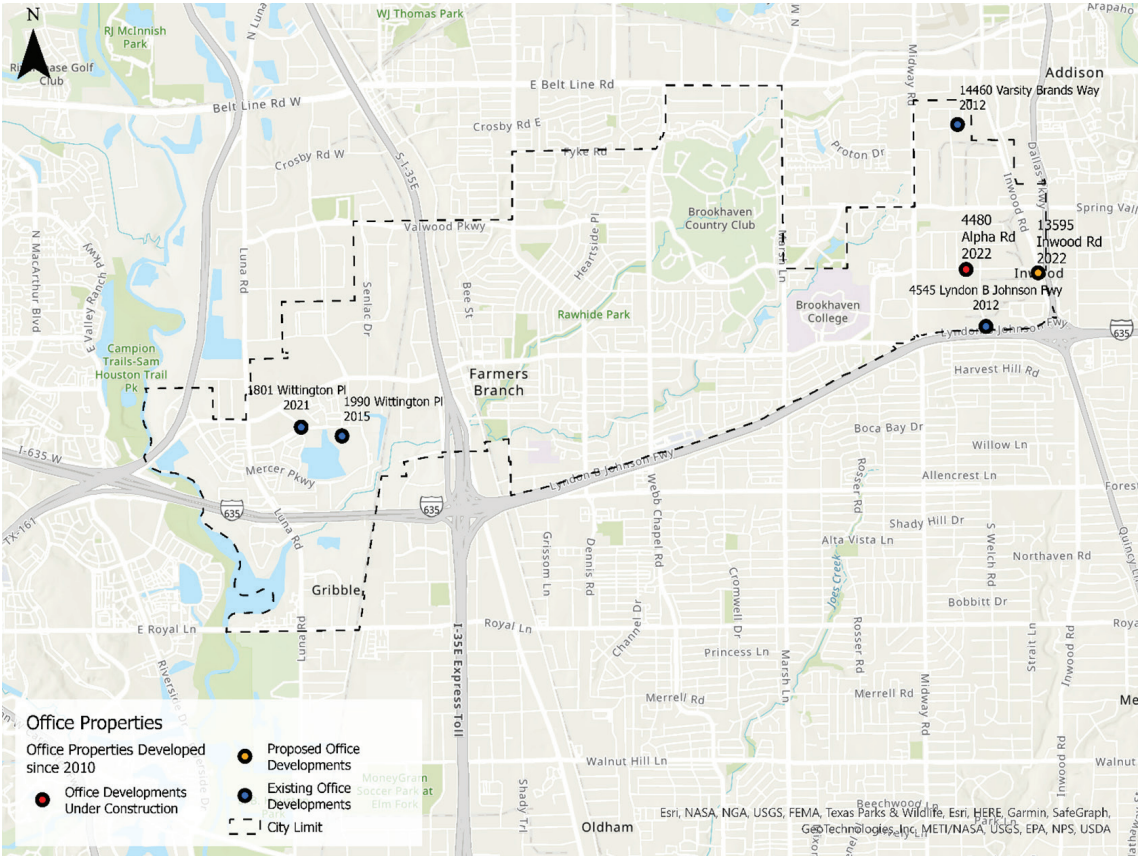
Table 6: Office Development Since 2010 (Source: Costar)

Property Name	Property Address	Year Built	Tenancy	Class	Floors	Rentable Building Area (s.f.)
	4545 Lyndon B Johnson Fwy	2012	Multi	B	2	18,389
Lone Star Building	14460 Varsity Brands Way	2012	Single	A	3	135,999
Monitronics	1990 Wittington Pl	2015	Single	A	3	165,000
Three Hickory Centre	1801 Wittington Pl	2021	Multi	A	4	96,592
	4480 Alpha Rd	2022		B	1	12,000
The Inwood at Alpha West	13595 Inwood Rd	2022	Multi	A	10	330,000

ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

Figure 6: Office Development Since 2010 (Source: Costar)

Figure 6 is a map of office development that has occurred in Farmers Branch since 2010. Recent development patterns reflect both high value locations for office development, and the presence of an opportunity site. The most recent office development is on Wittington Place in west Farmers Branch, and the two office developments under construction are on the east side of Farmers Branch, where residential redevelopment is also occurring.

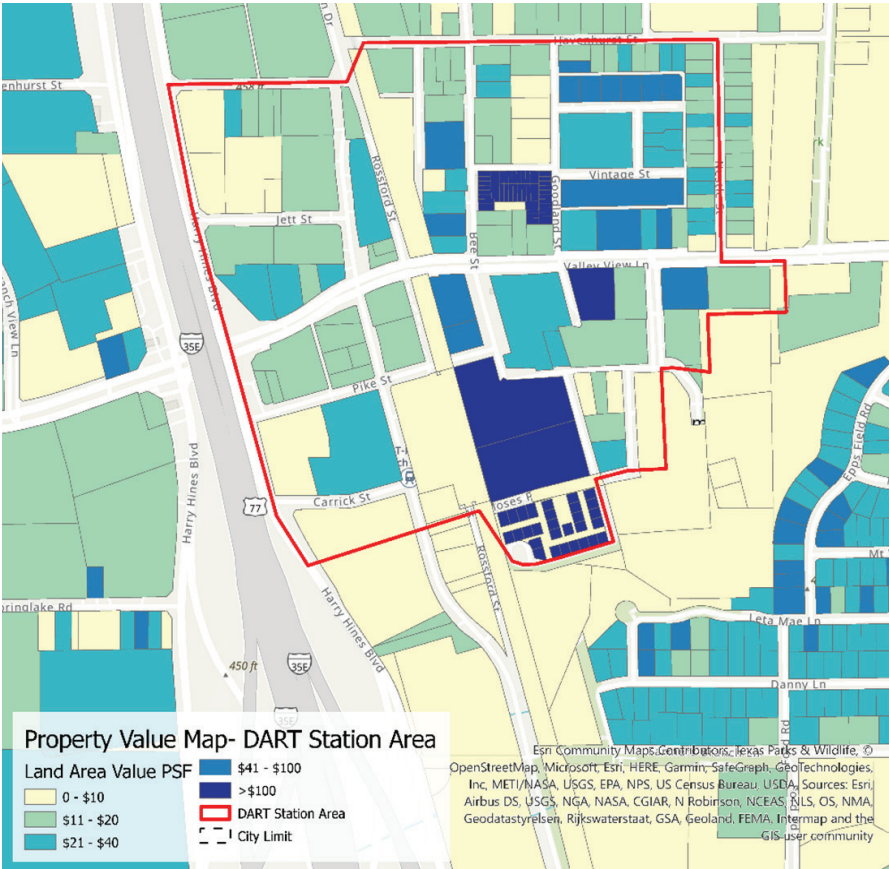


ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

Farmers Branch DART Station

Figure 7 is an analysis of property values per square foot of land area. Lighter colored properties on the map are likely to be less intensively developed and for that reason a developer may see them as more cost-effective to pursue for redevelopment. Of course, the desirability of a site for redevelopment goes beyond its expected acquisition cost.

Figure 7: Property Value Map – Farmers Branch DART Station (Source: Assessor, Stantec)



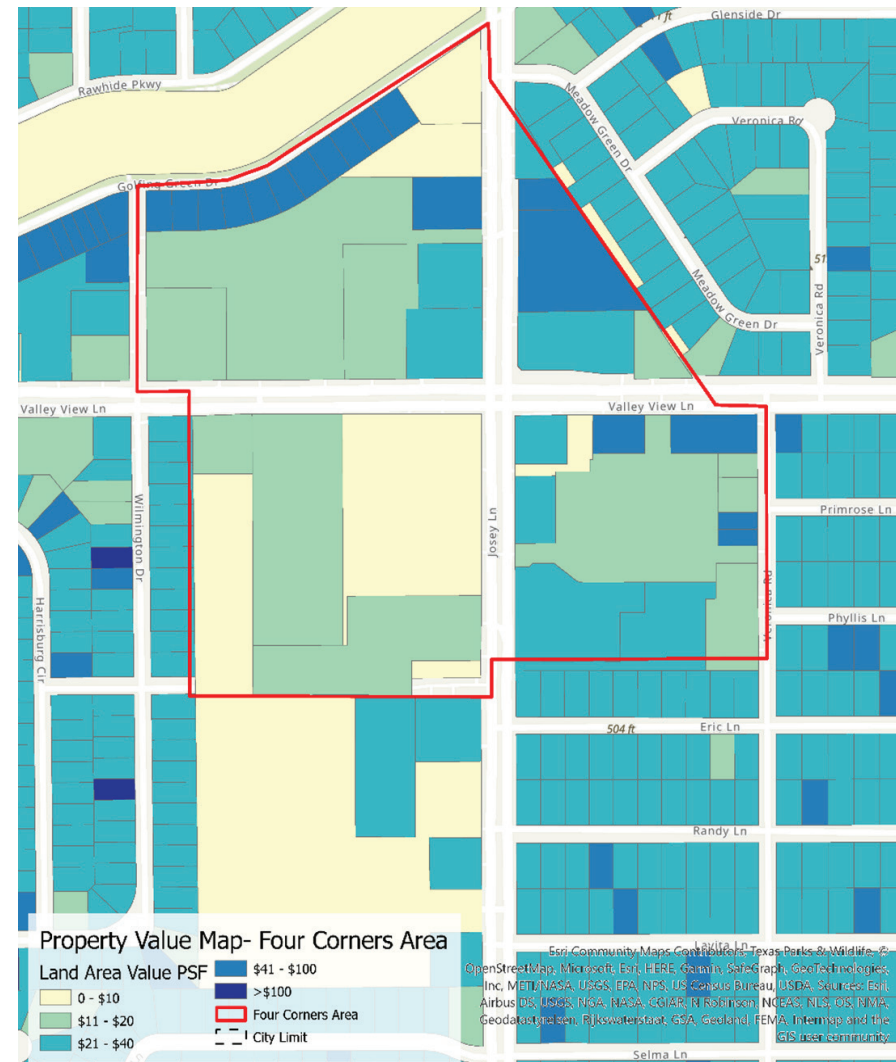
ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

### Valley View Lane & Josey Lane

Figure 8 is an analysis of property values per square foot of land area. Lighter colored properties on the map are likely to be less intensively developed and for that reason a developer may see them as more cost-effective to pursue for redevelopment. Of course, the desirability of a site for redevelopment goes beyond its expected acquisition cost.

The southwest quadrant of the intersection has the lowest property values per square foot of land area. That aligns with the condition of the retail buildings on the site, making that quadrant the most opportune focus of redevelopment.

Figure 8: Property Value Map – Valley View Lane & Josey Lane (Source: Assessor, Stantec)

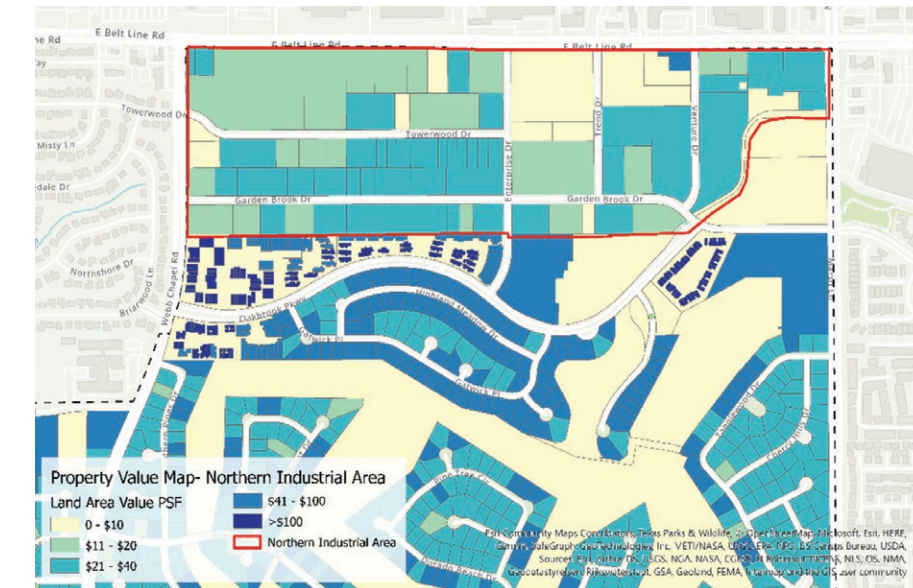


ECONOMIC DEVELOPMENT & REDEVELOPMENT SUPPLEMENT

### Belt Line Road between Webb Chapel Road and Marsh Lane

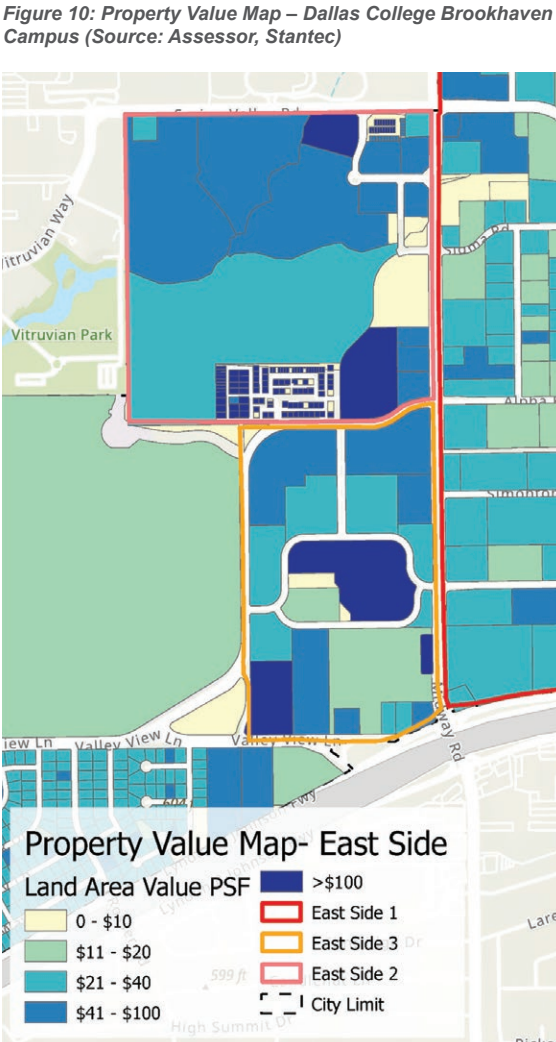
Figure 9 is an analysis of property values per square foot of land area. Lighter colored properties on the map are likely to be less intensively developed and for that reason a developer may see them as more cost-effective to pursue for redevelopment. Of course, the desirability of a site for redevelopment goes beyond its expected acquisition cost.

Figure 9: Property Value Map – Belt Line Road between Webb Chapel Road and Marsh Lane (Source: Assessor, Stantec)



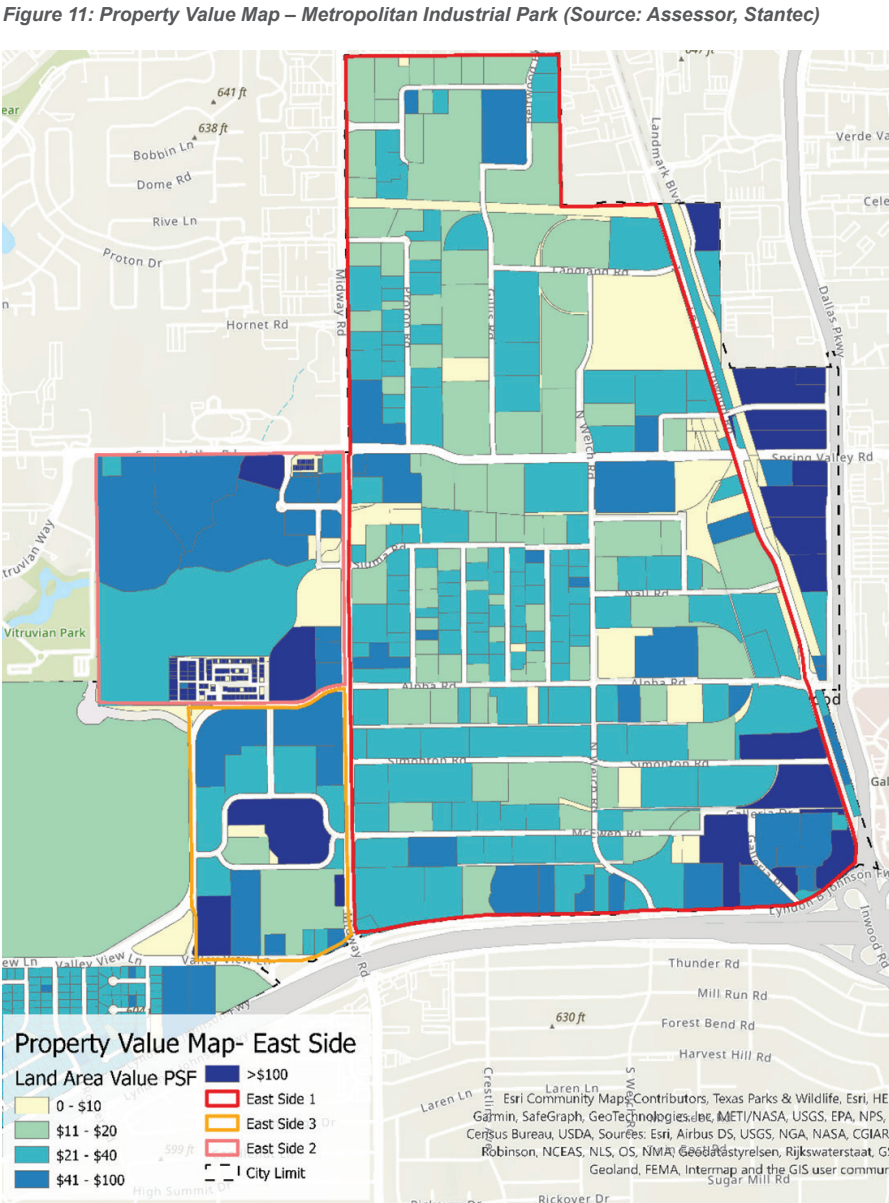
**Dallas College Brookhaven Campus**

Figure 10 is an analysis of property values per square foot of land area. Lighter colored properties on the map are likely to be less intensively developed and for that reason a developer may see them as more cost-effective to pursue for redevelopment. Of course, the desirability of a site for redevelopment goes beyond its expected acquisition cost.



**Metropolitan Industrial Park**

Figure 11 is an analysis of property values per square foot of land area. Lighter colored properties on the map are likely to be less intensively developed and for that reason a developer may see them as more cost-effective to pursue for redevelopment. Of course, the desirability of a site for redevelopment goes beyond its expected acquisition cost.





# MOBILITY SUPPLEMENT

## Current Conditions Streets

### Street Network

Farmers Branch’s streets are organized into a series of functional classifications following a system defined by the Federal Highway Administration (FHWA) and used to distinguish streets and roads based on the primary travel purpose they serve. Functional classification is also a basis for how public resources (funding) are made available for street and road construction, enhancement and maintenance. Although all major functional classification categories (interstate highways/freeways, arterials, collectors, and local streets) are represented in Farmers Branch, no surface streets not connected to the Interstate network are owned and maintained by the Texas Department of Transportation (Tx-DOT), an unusual condition for a Dallas-Fort Worth area community. This means that Farmers Branch is responsible for these streets but also able to change how there are designed and balanced for different users.

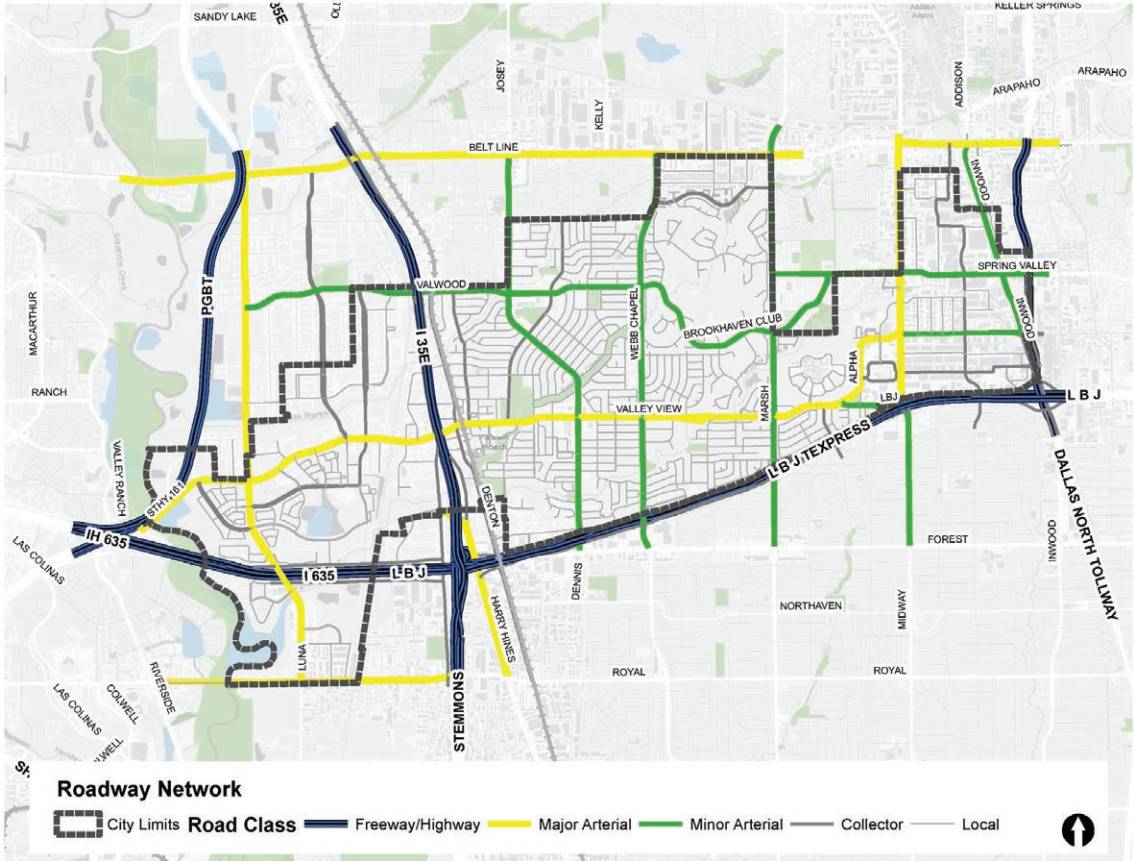
However, the location of Farmers Branch relative to its surrounding communities means that certain corridors, especially the Josey, Marsh, and Midway corridors, are key connections through the North Dallas metropolitan region and thus carry traffic not necessarily unique to Farmers Branch.

The map below depicts functional classification by major types, including both principal and minor arterials, collectors and minor collectors, and local streets. As is typical in American cities, most of Farmers Branch’s streets are classified as local,

reflecting their primary function of connecting travelers to private properties off of streets and the land uses on them. Although relatively few streets are arterials, these are the primary thoroughfares for regional mobility and as such carry the highest amounts of traffic in the City.

The street network is extensive, with approximately 188 miles of street centerlines in the City limits. However, parts of this street network are separated by key barriers, most notably Interstates 35E and 635, and natural features such as Rawhide Creek.

Figure 1: Street Network



MOBILITY ANALYSIS SUPPLEMENT

Vehicle Traffic and Traffic Control

Overall, traffic in Farmers Branch is concentrated on the arterial and collector thoroughfares, with a limited number of local-classified streets also carrying significant traffic. The primary patterns of regional traffic in and out of the City are generally in a north-south direction. This suggests that much of this traffic is regional in nature: even if it originates in Farmers Branch it is destined elsewhere, and some traffic originates and is destined elsewhere, simply passing through Farmers Branch. The traffic volumes on these corridors increase significantly in the City, pointing to their important role as connections between different neighborhoods and districts.

In contrast, the Valley View Lane-Alpha Road corridor, the primary east-west thoroughfare route through Farmers Branch, has relatively low traffic volumes that decrease even below 15,000 vehicles per day east of Webb Chapel Road.

The table provides additional detail on major streets and their typical traffic volumes

Table 1: Major Streets and Traffic Volume

Major Street	Street Extent	Average Volumes
Valley View Lane	Valley Branch Drive to Senlac Drive	19,100 (2019)
Valley View Lane	Denton Drive to Bee Street	17,100 (2019)
Valley View Lane	Wilmington Drive to Josey Way	16,600 (2019)
Valley View Lane	Bellfield Drive to Marsh Lane	14,800 (2019)
Valley View Lane	Marsh Lane to Alpha Road	17,500 (2019)
Alpha Road	McEwen Drive to Greenview Boulevard	7,900 (2019)
Midway Road	McEwen Road to I-635	53,800 (2019)
Midway Road	Alpha Road to Sigma Road	50,400 (2019)
Marsh Lane	Valley View Lane to Brookhaven Club Drive	33,100 (2019)
Webb Chapel Road	Valley View Lane to Longmeade Drive	21,200 (2019)
Webb Chapel Road	Valley View Lane to I-635	21,300 (2019)
Josey Lane	Valley View Lake to Dennis Lane	21,600 (2019)
Josey Lane	Valley View Lane to Rawhide Creek Bridge	21,400 (2019)
Josey Lane	Valley View Lane to I-635	17,700 (2019)



MOBILITY ANALYSIS SUPPLEMENT

Thoroughfare Plan

The City has a Thoroughfare Plan designed to identify future infrastructure capacity needs on the roadway network and define a future condition for these roads (in terms of numbers of lanes, geometric dimensions, and other design factors). This plan serves as the basis for investment in future transportation projects and directs funding sources from road impact fees, as well as serving as a basis for programming future projects from

the North Central Texas Council of Governments' Transportation Improvement Program (TIP).

The Thoroughfare Plan, last updated in 2013, identifies several potential project locations based on an expected future growth in vehicle traffic and deficiencies between current roadway capacity and those forecast traffic levels. However, current traffic volumes in many of these locations do not exceed capacity on most streets, and for the vast majority

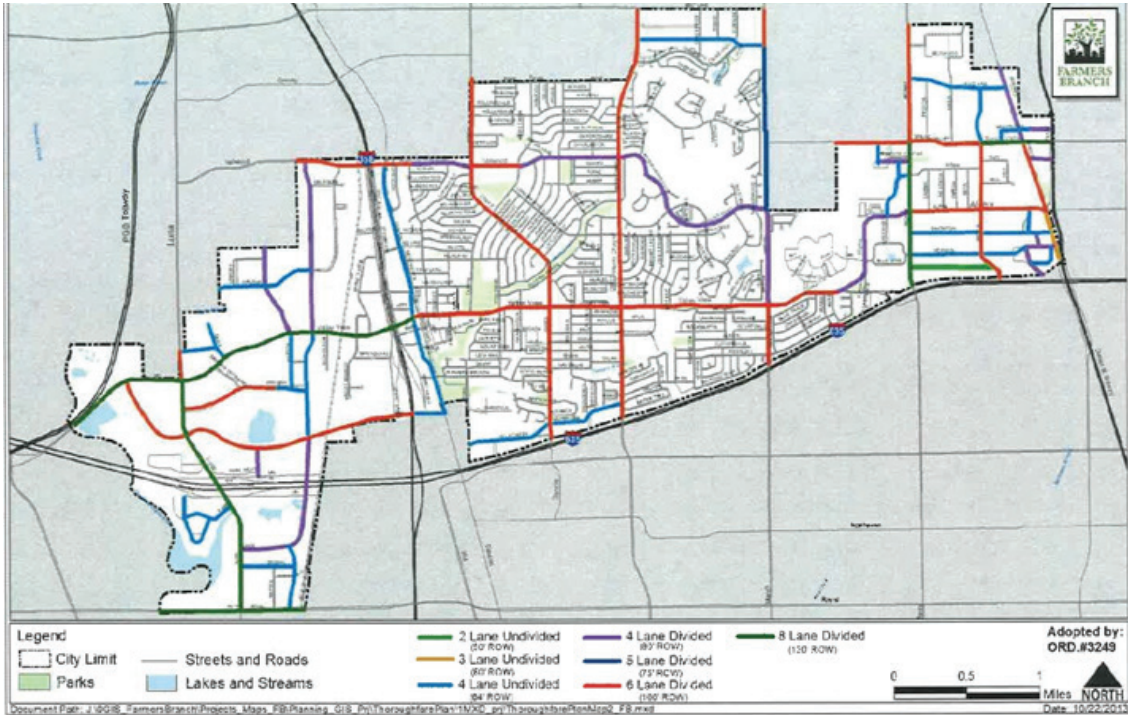
of streets, general traffic volumes are substantially below their current vehicle-carrying capacity.

Thus, the Comprehensive Plan is an opportunity to shape the development of a new thoroughfare plan in a way that prioritizes thoroughfare investment on key corridors but takes a more balanced approach on other city streets.

Vehicle Carrying Capacity

Existing traffic volumes when compared to their vehicle-carrying capacity present an opportunity for rethinking streets in Farmers Branch. When considering the average amount of vehicle traffic per roadway lane, large parts of the city use substantially less roadway capacity than exists. The adjacent figure illustrates this comparison at three different levels: an average lane-volume of 3,000 vehicles per day or less, of 3,000 to 5,000, of 5,000 to 10,000, and over 10,000. Although there is not a single agreed definition of what constitutes roadway capacity, and numerous factors in the street network and the surrounding built environment it supports may influence this, the streets where an average of 3,000 vehicles use each lane each day may be candidates for reconfiguration.

Figure 3: 2013 Thoroughfare Master Plan



MOBILITY ANALYSIS SUPPLEMENT

The following table provides a comparison with selected examples of the Thoroughfare Plan's recommendations, based on forecast volumes, and current volume and capacity.

This points to a unique opportunity in that the City may not need to pursue all the investments identified in its Thoroughfare Plan, as the current level of traffic does not suggest a need today. It will be important to consider the forecasting of traffic volumes that are used in thoroughfare planning and tie these directly to the growth potential as outlined in the Comprehensive Plan, allowing the City to set a transportation investment future that is consistent with its needs and allows key corridors to better serve the broad range of multimodal options appropriate to the City.

Transit

As a member community of the Dallas Area Rapid Transit (DART) service district, Farmers Branch has access to rail, bus, and on-demand service. The City features a station on DART's Green Line light-rail transit (LRT) corridor, with direct connections to Downtown Dallas and other regional destinations (such as Love Field airport, Southwestern Medical Center, and Fair Park). In addition, the City is served by five fixed-route bus services and DART Paratransit (an on-demand service providing more direct service to eligible populations with special needs), with two of these fixed routes (227 and 233) connecting to the Farmers Branch Green Line station. Although the City does not have a bus

Table 2: Comparison of Thoroughfare Plan's Recommendations and Current Volume Capacity of Selected Streets

Street/Road Name	Extent	Thoroughfare Plan Recommendation	Current Volume/Capacity Relationship
Valley View Lane	Josey to Webb Chapel	6-lane divided roadway	16,600 / 6 lanes (2,767/lane)
Brookhaven Club Drive	Webb Chapel to Marsh	4-lane divided roadway	2,300 / 4 lanes (575/lane)
Simonton Road	Midway to Inwood	4-lane divided roadway	1,250 / 2 lanes (625/lane)
McEwen Road	Midway to Inwood	4-lane divided roadway	2,400 / 2 lanes (1,200/lane)
Denton Drive	Valwood to Valley View	4-lane divided roadway	5,000 / 4 lanes (1,250/lane)
Senlac Drive	Valley View to Wittington	4-lane divided roadway	2,000 / 2 lanes (1,000/lane)

Table 3: Transit Ridership

Transit Corridor or Location	Routes Serving Location	Average Weekday Daily Boardings/Alightings
Farmers Branch Station – Bus Stop	227, 233	500
Josey/Valley View Transfers	227, 233	105
Brookhaven College	227	60
Forest Lane corridor of Route 227 (in City of Dallas)	227	340
All other stops in Farmers Branch (combined total)	200, 202, 227, 229, 233	590
Total Bus Ridership in and adjacent to Farmers Branch		1255

route transfer center apart from the rail station, its eastern end is close to the Addison transfer center, with multiple routes available to connect throughout the north Dallas metropolitan area.

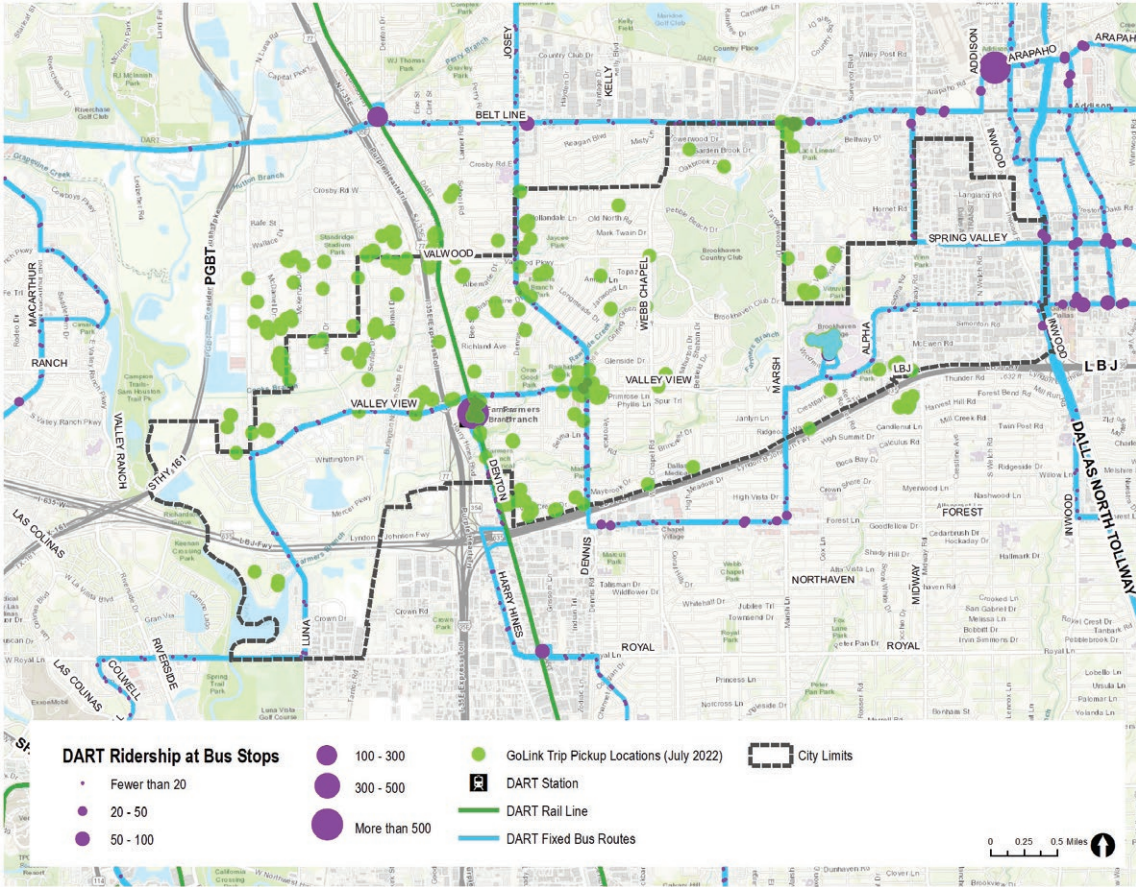
Each of the five routes serving Farmers Branch operates on frequencies of between 40 and 60 minutes outside of peak periods, with only two of these offering even peak frequencies of 30 minutes. When compared to driving distances to major destinations, transit has difficulty competing from the perspective of travel time, especially if a rider misses a bus and is forced to wait for another.

In addition, the majority of the City's land use patterns are not conducive to high levels of transit use, with most of its central neighborhoods featuring single-family housing, even directly adjacent to

major corridors such as Valley View Lane. 2020, DART realigned the 227 service south to Forest Lane (in the City of Dallas) via Marsh Lane and Josey Lane, which created more ridership for the overall route—though along a commercial corridor in Dallas and not in Farmers Branch, serving two major retail and service districts at the Forest Lane intersections with Josey Lane and Marsh Lane. As a result, ridership for this portion of the route (approximately 340 boardings and alightings per average weekday) along with the three more productive locations on the City's bus routes (the Farmers Branch Green Line station bus stop, Brookhaven College, and the stops around the Josey/Valley View intersections) serves more ridership than all of the rest of Farmers Branch combined.

Despite this relatively low level of use of conventional transit services, Farmers Branch is served by one of DART's relatively new GoLink districts, an on-demand service allowing riders to request trips using smartphones or mobile devices and offering point-to-point service throughout the service zone. The Farmers Branch GoLink area covers most of the city and includes major employment and educational destinations such as the Brookhaven Campus of Dallas Community College, Dallas Christian College and the Strayer University North Dallas Campus, and Dallas Medical Center. It is one of DART's most successful deployments of this service model, with an average of six passenger trips served per revenue hour (compared to a DART-wide average of three) and a high degree of use in the Valwood employment and residential districts on the west side of Farmers Branch.

Figure 5:DART Fixed Route Ridership per day by Stop with GoLink service call locations



PHASE 1 ENGAGEMENT SUMMARY

The first phase of engagement for the Comprehensive Plan kicked off in early August 2022 with two days of focus group interviews, a community workshop, pop-ups, online presentation and survey, and a Technical Advisory Committee (TAC) meeting. Engagement activities in this first phase of work focused on informing the public about the Comprehensive Plan process and gaining broad insights about the vision for the next 20 years in Farmers Branch and beyond.

There were several ways for the public to get involved with the process including a community workshop, online engagement and associated surveys as well as focus groups for stakeholders. For each engagement method, there were key questions asked of the public. These questions were designed to solicit answers that will inform the next phase of work. Key questions included:

- What is your Six-Word Story for the future of Farmers Branch?
- What are some opportunities and constraints in Farmers Branch related to mobility, housing, jobs, green space, and design?
- What places and experiences are missing in Farmers Branch right now?
- What areas of Farmers Branch need more investment?
- What areas of Farmers Branch need to be preserved?

The following document summarizes engagement activities and the general feedback received through each method of engagement to-date. The appendix includes the full engagement documentation, including each comment received.

Community Workshop

The consultant team and City staff held a community-wide workshop on August 4th from 6:30-8:30pm at the Mercer Crossing Amenity Center. The event was open-house style and was well-attended by Farmers Branch residents with an estimated 120 participants. The Cty and consultant team engaged residents on the purpose of a Comprehensive Plan and gathered input through a variety of visioning exercises for the future of the city. There were five activities for participants to engage with at the open house which are described in more detail below. High-level summaries of what we heard are included in this summary.



Description: As an activity in the planning process, the Six-Word Story encourages participants to be creative while providing telling information about the core sentiment of their experience of a place. The Six-Word Story attempts to distill a person’s experience or narrative into a short, evocative story.

What we heard: The six-word stories completed by Farmers Branch residents highlighted the safety and small town feel of the city, with large city amenities above all else. Residents want their city to be centered around community, and to be welcoming, exciting, friendly and fun. Other themes embedded in the residents’ stories include a focus on its vibrancy, diversity, beauty and a big heart city where people care for their neighbors. There is desire among residents for the city to have a more exciting “front porch” and to offer innovation opportunities within walkable streets connected to accessible parks.

Station 2: Love, More, Less

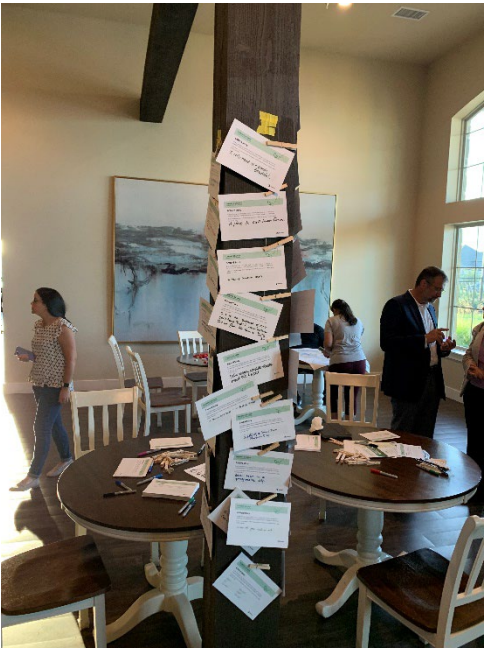
Description: This station included three boards with broad questions with respondents using sticky notes.

- In Farmers Branch I love . . .
- In Farmers Branch I want more of . . .
- In Farmers Branch I want less of . . .

What we heard: Residents of Farmers Branch love its central location and access to surrounding highways, specifically highlighting its connections, proximity to work, airports and new homes. People love the parks, specifically Rawhide Park, Historical Park and the many dog parks. Residents also expressed love for the city’s businesses including The Firehouse Theater, Green Grabber, and restaurants. Finally, residents expressed their happiness with the City’s Recreation Center, police, fire, sustainability and school services.

Residents of Farmers Branch want more sit-down restaurant options, more coffee shops and and more retail opportunities. Residents on the west side of I-35 would like better access to not only restaurants and coffee shops but also grocery store. These residents would also like access to more parks and connected open space west of I-35. Many residents would like more beautiful gateways tothe city as well as a focus on safety; with more law enforcement presence and traffic control. There is a desire for a better strategy to address homelessness and mental health challenges. In the right-of-way, residents would like more trees, bike lanes and less parking in front of apartments and houses. In terms of housing, thereis a desire for more mixed-use housing developments in general and more affordable housing specifically. Home improvement programs to incentivize improvements was mentioned as one solution. Finally, there is a desire for community serving amenities such as a central gathering area programmed with events such as concerts and multi-cultural festivals.

In Farmers Branch residents want less crime and homelessness, as well as less run-down and empty businesses. There is also a strong desire for both lower taxes, including lower property taxes, and less political divisiveness. People in Farmers branch would like to see fewer homes in need of repair and



inconsistent code enforcement, as well as less parking conflicts in residential areas. There is a desire for less dense apartment housing and fewer budget hotels.



**Station 3: Bucket Exercise – Implementation Trade-Offs**

Description: Each participant pretended they were a decision-maker with limited resources to implement the Farmers Branch Comprehensive Plan. How would they prioritize implementation? Each person received five Branch Bucks. They then decide how they want to spend them. They customized a ticket if they didn't see all their priorities represented.

Bucket topics: Wider and Interconnected Sidewalks, Improve Parks and Green Spaces, Preserve Mature Trees, Invest in Public Art and Culture, Address Safety and Crime, Improve Transportation Choices/Options, Enhance Public Spaces and Facilities, More Housing Options, Expand Entertainment Options, Increase Retail Options, Other.

What we heard: The highest priority for Farmers Branch residents is for the City to spend resources addressing crime and safety. This is quickly followed by the desire for increased retail options and improved

parks and green spaces. The “other” category also ranked high and included a desire for more restaurants, an improved Four Corners area and better roads and sidewalks. Other high-ranking priorities include wider and interconnected sidewalks and enhanced public spaces and facilities.

**Station 4: Existing Conditions Gaps and STEP Analysis**



Description: Participants were asked to identify any gaps in the existing built environment and policy framework. They were provided with both sticky notes and colored dots to provide feedback. Boards included:

- Mobility Needs Board
- Farmers Branch Now Board – What areas of Farmers Branch need more investment or improvements?
- Demographics Board – How is Farmers Branch changing?

What we heard: Mobility needs discussed by residents include enhanced walking and biking connections throughout the city, especially between residential areas, entertainment districts, and parks. Residents would like to see on-street bike lanes and slower traffic, especially on Valley View. Existing sidewalk conditions were also mentioned as an area for improvement. Areas of the city where we heard a need for connections include Mercer Crossing, both to the east into Farmers Branch and to the west into Irving and Campion Trail and between the central area of the city and Addison. This last connection is needed to connect to amenities such as grocery stores in the neighboring city.

There are several areas of the city that residents told us need more investment or improvement. Specifically, residents would like a more beautified entrance to the city along I-35 and 635 with a cohesive look and feel. Areas for redevelopment or further investment include Four Corners and Mustang Station, either of which could serve as a more central gathering place. There is a desire for more amenities on the west side of the city including parks, trails, street lights, restaurants, grocery store and other retail businesses.

**Station 5: What do we need to know about Farmers Branch?**

Description: This station included a base map of the city with major roads, parks, and major landmarks. The purpose of this station was to engage in conversations between City/Stantec staff and participants about anything they want us to know about the context of Farmers Branch and then record what we can on sticky notes.





What we heard: General comments we heard at the big map for the west side of the city included a need for more walking/bike paths, restaurants, grocery stores and better police presence. There is also a desire for an EV charger requirement in new retail and apartments. Along I-35, residents would like to see improved DART amenities including better shade structures, less crime and service to both airports. Residents would also like to see improvements to the Mustang Station area development including more parking and a pedestrian-only retail area, also more awareness throughout the city of the retail area.

In the central area of the city, residents would like to see an improved Four Corners area with more restaurants and affordable housing. There is a desire for a city-wide sustainability effort, including more trees, better mobility options, rainwater collection and EV chargers.

On the east side of the city, more moderate interventions are desired including better maintained roads, sidewalks and landscaping, and better retail/restaurant options. There is also a desire for less apartments and less density along 635.

**Technical Advisory Committee (TAC)**

The Technical Advisory Committee (TAC) is a guiding group for the Comprehensive Process and consists of City department leadership and staff, and representatives from DART. The second meeting of the TAC

was held in early August and the group was given a quick recap and status update on the planning effort. The group engaged in the Love, More, Less engagement activity described above. City staff and leadership love the parks, mature trees, transit, location and small city feel. They also love the engaged citizens and the high level of City services provided. City staff want more walkability and connectivity, better entrances to the Farmers Branch and better City branding. The City staff would also like to see better designed public realm and architecture, an improved Four Corners, and better amenities, especially on the west side of the city. City staff would like to see less older buildings and less underutilized parking lots. There are conflicts on the east side between truck traffic and apartments and there is a concern about the number of police calls generated by residents of the apartment buildings in the city. On the east side there are identified gaps in parks and connectivity, especially to the Spring Valley park area.

**Focus Group Meetings**

The consultant team hosted four focus group meetings with stakeholders in the City. These groups included business owners, employees, property owners, developers, brokers, institutional leaders and designers. These focus groups are helpful for the City/Stantec staff to further understand the strengths and weaknesses of the city, the development opportunities and constraints within the Farmers Branch, and offer the City/Stantec staff the opportunity to have small-group conversations about how the Comprehensive Plan can help to solve the challenges that the city faces.

**Focus Groups 1 & 2**

The first two focus groups were comprised of business and employee representatives from the Dallas Stars, Simmons Bank and Elliott Electric Supply company. For these representatives, the biggest selling point for Farmers Branch is its location and its connectivity to the rest of the metroplex. They also recognized Farmers Branch as a safe city with a high standard of living. The biggest challenge they face in Farmers Branch is the lack of restaurants, especially for lunch and larger groups. The city is also challenged by being landlocked on all sides and having a dwindling supply of available land for new housing and businesses. There was also mention that the permitting process can be lengthy, and that enforcement of ordinances is too strict, but there is also an understanding that this is true in most places. The two districts that have the biggest potential according to this group are Four Corners and Mustang Station. There is also opportunity to better connect the west side with the rest of the city after the I-35 construction.

**Focus Group 3**

The third focus group included a variety of developer, property owner and broker representatives from Bonneau Homes, Rich Young Company LLC, Farmers Insurance, Catalyst Commercial, Centurion American, Prologis and Leeds Real Estate Co. The biggest selling points mentioned by this group included the huge employment base in the city, the small-town feel of Farmers Branch with big-city development opportunities, and the access to surrounding areas. There is also a need for more accessible rooftops to support the desire for more restaurants. The City could potentially address some of the outlined challenges



public realm in growth areas such as Mercer Crossing and Mustang Station could support the marketing of the city’s value proposition. Affordability and keeping employees in the city, especially those that work on the east and west sides of the city, are two key concerns of Group 3.

**Focus Group 4**

The final focus group included institutions and planners/designers with representatives from the FB and Metrocrest Chambers of Commerce, Freese and Nichols, and a former member of the Farmers Branch planning staff. This group agreed that Farmers Branch is a great place to live and work. It has 90% of what is needed to be a vibrant city, including unique neighborhoods, parks, trails and safety. The missing pieces are retail, restaurants and visual appeal from the entrances on major roadways. The biggest selling points mentioned included location, parks and a sense of community. This group would like to see efforts between the business community and the City more aligned and integrated, to ensure that every effort is made to attract and keep entrepreneurs and employees in Farmers Branch. This group would also like to see the City take a longer view and wait for the highest and best use of key land including at Mustang Station and Four Corners. While the widening of I-35 is a concern for this group, there are opportunities that are on the table to better connect the west side of the city.

**DART Station Pop-up**

Stantec and K-Strategies conducted a pop-up at the DART station in Farmers Branch on Wednesday, August 3<sup>rd</sup> during the evening commute time from 4:30-5:30pm. The team asked passersby what they love, want more of, and want less of in the city. The team heard that people at the station love DART transit and the parks in Farmers Branch, and that they want more high-end restaurants, more high paying jobs, more transit to workplaces and restrooms at DART stops. They want support to end homelessness to ensure that there are less homeless people at the DART station

**Denton Drive Live**

This event was held on for August 13<sup>th</sup> and attendees were engaged and asked to contribute their six-word stories. The attendees who spoke with us were largely mature individuals and couples Most of the responses echoed input received at the Community Workshop, including wanting more restaurants and retail. Pedestrian oriented development and transit were also mentioned.

**Family Night in the Park**

This event was held on August 20<sup>th</sup> and involved engaging attendees in the Love, More, Less activity. Many of the attendees who provided input were families with young children. Those results are aggregated into the overall Love, More, Less results.



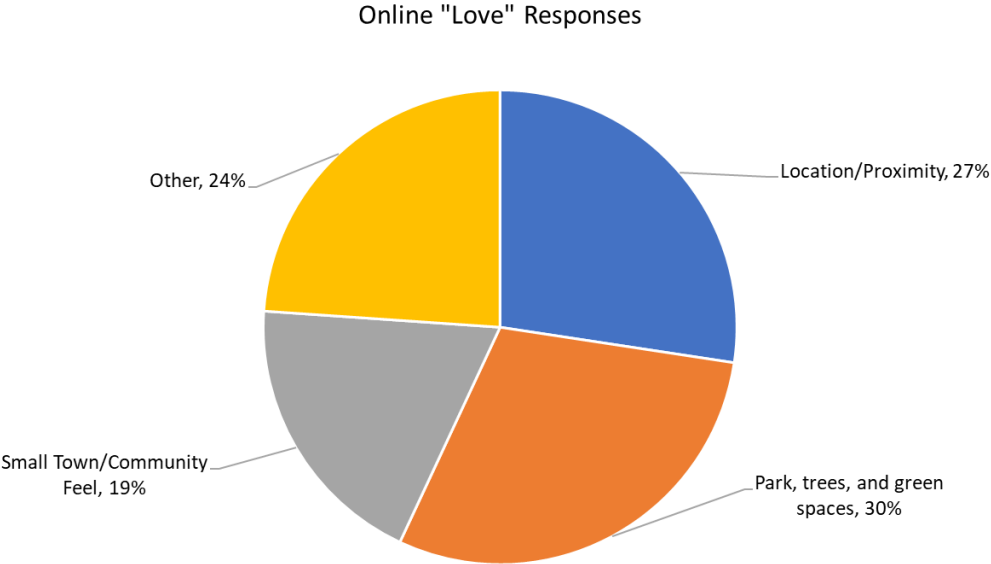
**Online Engagement**

Engagement was facilitated online using a StoryMap website to provide participants with background on demographics, land use, mobility, and parks before asking questions similar to those from in-person engagement. There were 252 responses to the written survey. There were 164 comments left on the map by about 65 contributors. Responses to the Love, More Less questions below have also been integrated into the Love, More Less summary.



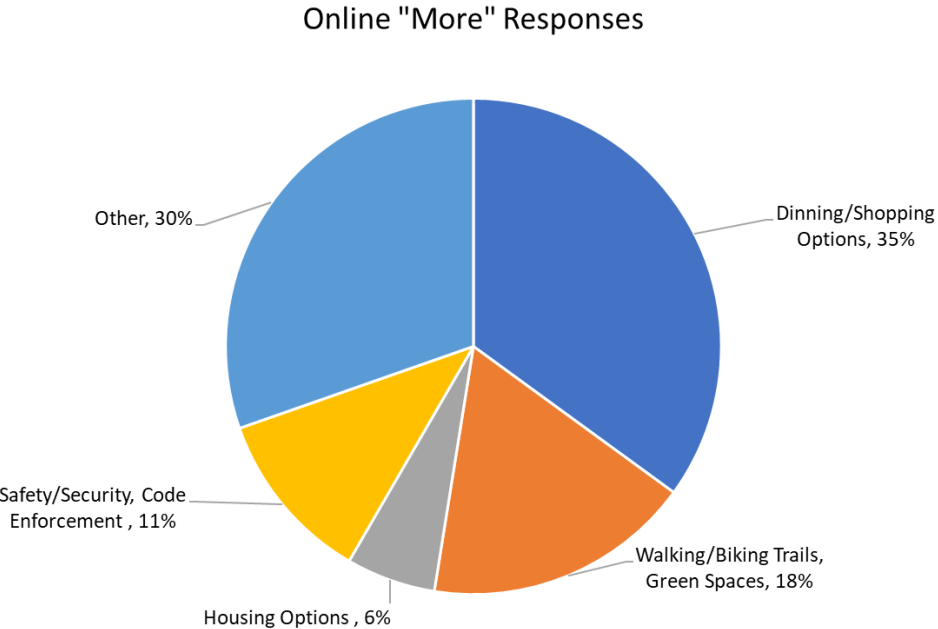
**What I love about Farmers Branch is...**

Responders expressed their satisfaction for three main elements: the strategic location of Farmers Branch within the metroplex area, the availability of Parks and natural spaces, and the small town feel that the city provides.



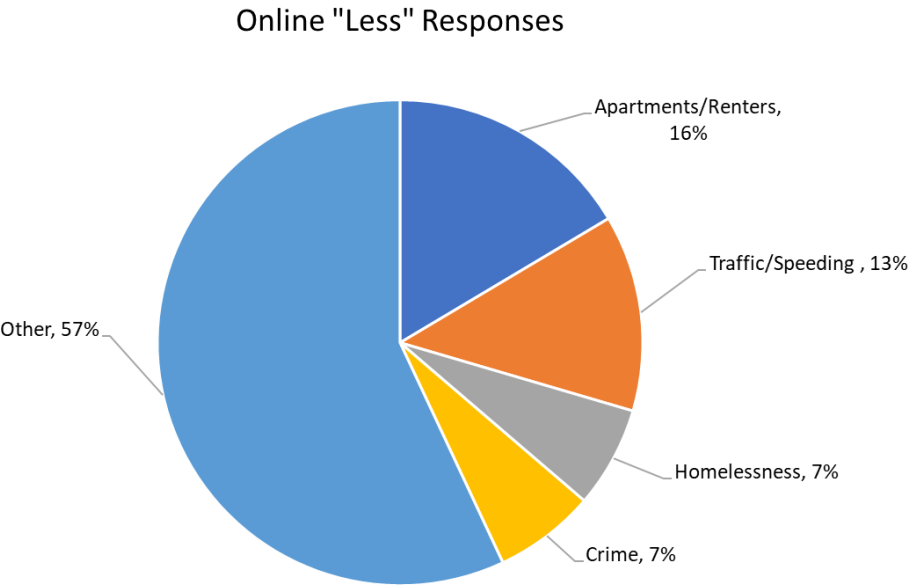
**What I want more of in Farmers Branch is...**

The main needs that emerged from all the answers are the following: more shopping and dining options, more housing options, and finally more green and open spaces to encourage biking and walkable activities.



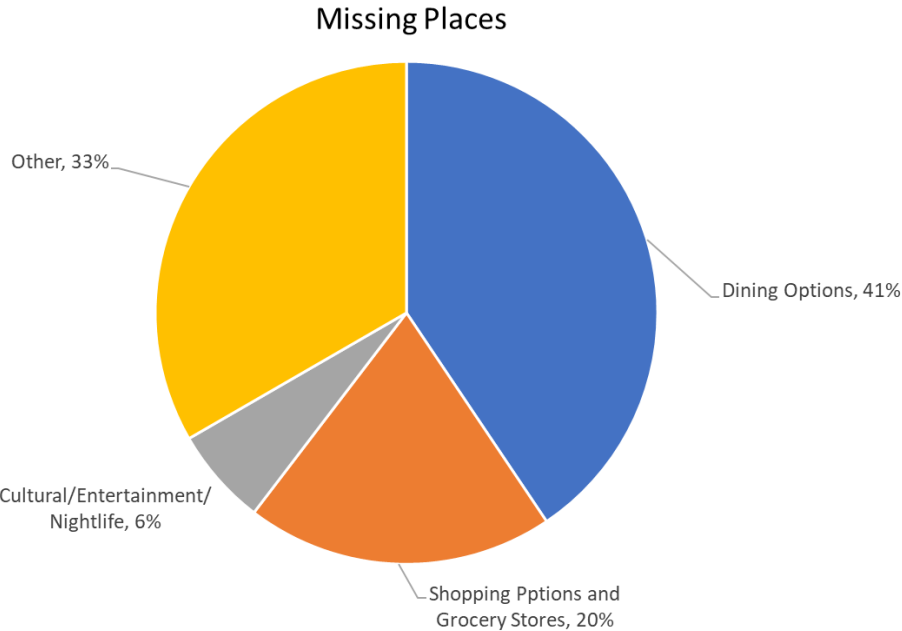
**What I want less of in Farmers Branch is...**

Many reoccurring answers were related to decreasing crime, homelessness, traffic, and speeding drivers. Some also expressed desire for fewer rental properties, multifamily developments, or poorly maintained/cleaned properties.



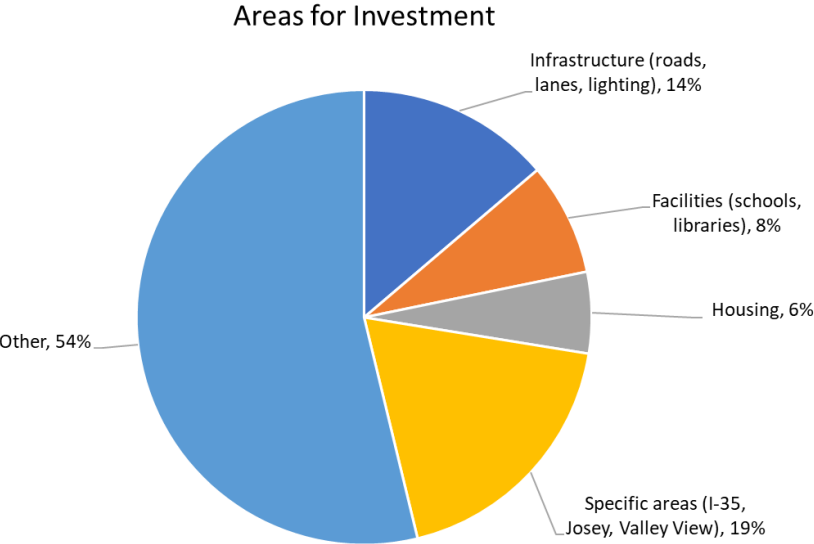
**What places and experiences are missing in Farmers Branch right now?**

Many places were on the list such as restaurants, grocery stores, and shopping areas. The responders want to have more shopping options, nightlife, and they want to spend their money locally instead of going to other places.



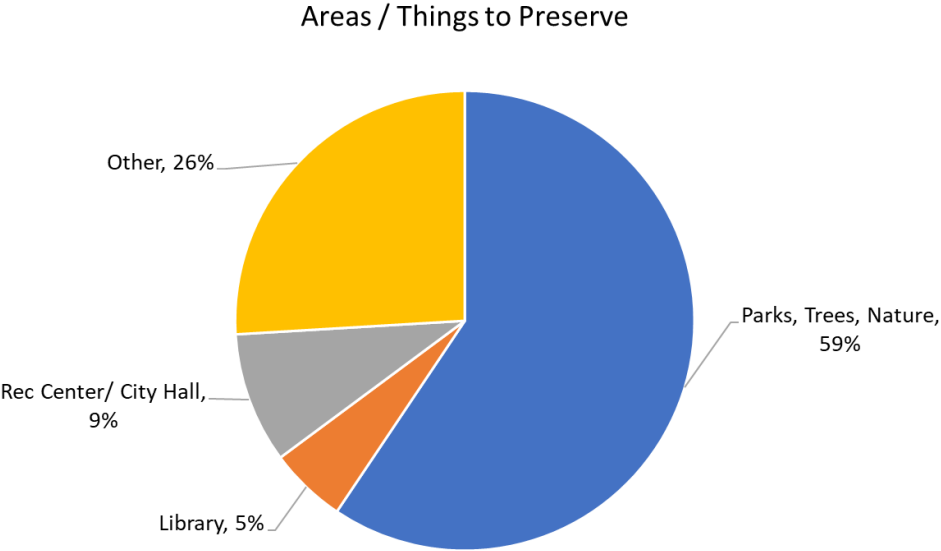
**What areas of Farmers Branch need more investment or improvements?**

Responders encourage more infrastructure improvements whether the ones related mobility such as roads and sidewalks or facilities such as schools and libraries. There many responses about the need for upgrading I-35 corridor as well as the housing stock in general.



**What areas of Farmers Branch need to be preserved as they are?**

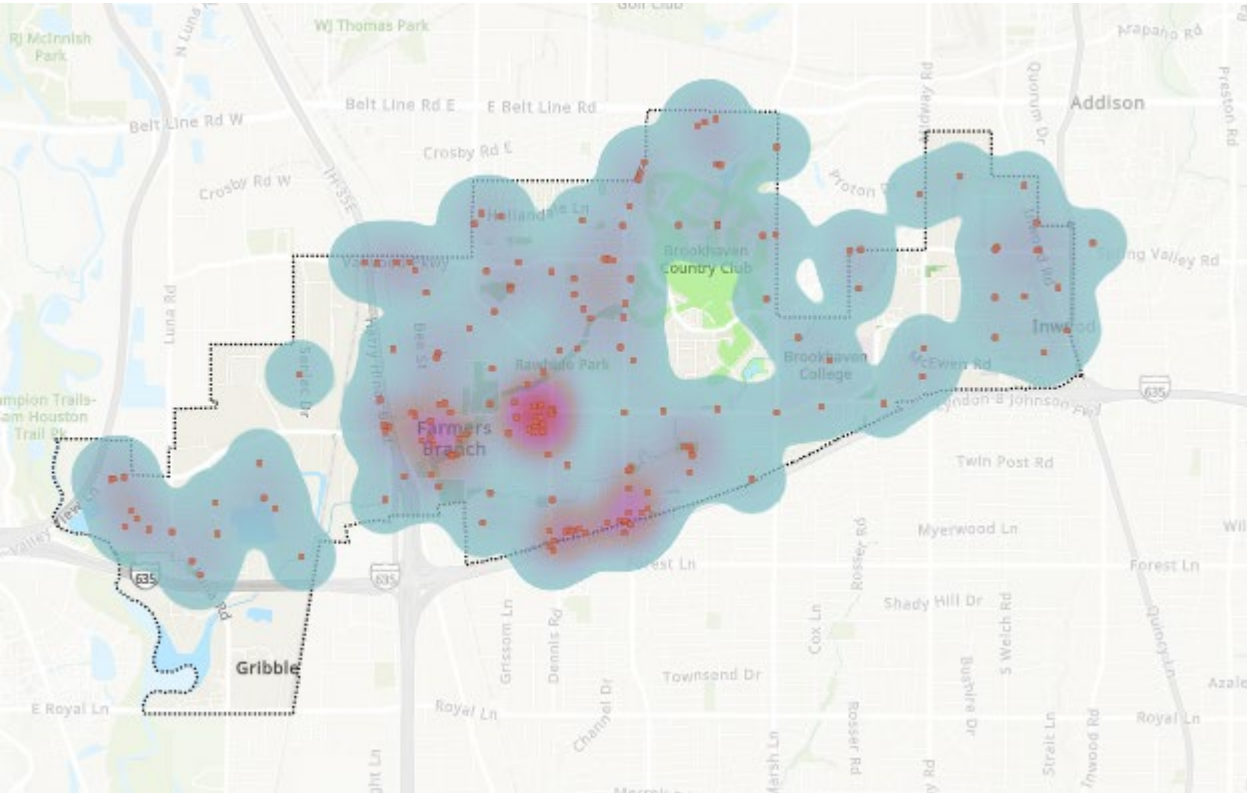
The main areas that need to be preserved are the parks and natural elements, the library, the city hall and the rec center.



**What areas of Farmers Branch need more investment or improvement? Add a point to the map.**

Concentrations of comments centered around Four Corners, near LBJ Fwy and Web Chappel Rd, Mustang Station, around the residential portion of west side, residential center, and east side.

- Four corners: better use with entertainment and retail, improve surface lots with trees or multifamily
- Valley View Ln: bike/ped/transit improvements needed
- LBJ and Webb Chapel/Dennis: address homelessness, unattractive parking lots and hospital
- Mustang Station: more density (residential, retail), need better bike/ped connections
- West side residential: traffic calming, bike/ped connections
- Residential center: housing maintenance (north side), sidewalk and road maintenance, park improvements
- East side: need to address vacancy, connections to parks and rest of city



PHASE 2 ENGAGEMENT SUMMARY

1/27/2023

A second phase of engagement focused on reaffirming the vision developed based on what the team learned from the Community Profile, stakeholder engagement from Phase 1, and subsequent analysis. While testing a draft Vision, the team asked stakeholders about topical issues/analysis and potential solutions or strategies.

There were several ways for the public to get involved with the process including a community workshop, walking workshops, pop-up events, focus groups, and online survey. For each engagement method, there were key questions asked of the public. These questions were designed to solicit answers that will inform the next phase of work. Key questions included:

- Does the draft vision relate to your own vision for the future of Farmers Branch? Do the guiding values reflect your values for the city?
- How can the City target investments? How can priority areas change for the better?
- How can the public realm be improved to connect people from around the city to the best of Farmers Branch?
- Does the city have housing options necessary to accommodate existing and future residents and employees?

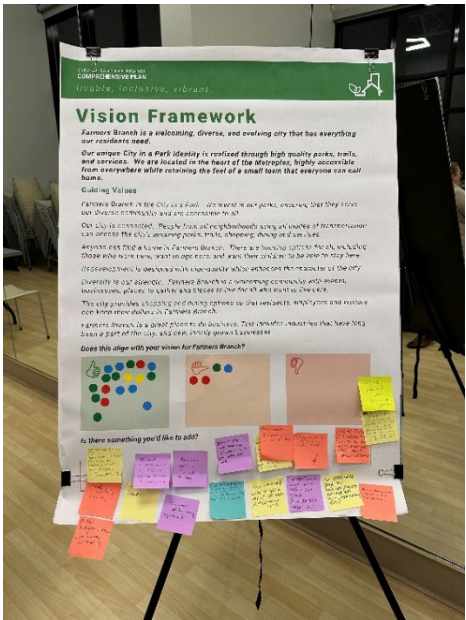
The following document summarizes engagement activities and the general feedback received through each method of engagement.

COMMUNITY WORKSHOP

The consultant team and City staff held a community-wide workshop on December 7 from 6:30-8:00pm at the Farmers Branch Community Recreation Center. The event was open-house style and attended by an estimated 60 participants. The City and consultant team engaged residents on the vision being developed, how it applies to areas across the city, and housing in Farmers Branch. There were four activities for participants to engage with at the open house which are described in more detail below.

Station 1: Vision

Description: The Vision station's purpose was to test the draft vision written based on community input from Phase 1. A poster that included a large print of the draft vision and guiding values was presented, and participants were asked to vote on "does this align with your vision for Farmers Branch?". There was also a



space to write comments on how to refine the vision and guiding values.

What we heard: Most of the participants liked the drafted vision and guiding values. Residents would also like to make sure the plan includes affordable housing options, more street art, more natural areas, more activities for kids, and more attractive retail and restaurants.

Station 2: Complete Communities

Description: This station aimed to gather more detailed input on potential policy solutions for redevelopment, housing diversity, public realm improvements, and complete streets in *specific areas of the city* with potential for change. These specific areas are Four Corners, East Side, Belt Line Corridor, and Valwood Neighborhood. Participants had a variety of tools to design their complete communities on aerial maps including various sizes and colors of LEGO blocks for land uses, Wiki Stix (waxy string) for connections, and green paper strips used for representing streetscape. They also left comments on sticky notes to describe their priorities. Facilitators documented discussions with sticky notes and photos of various scenarios for complete communities.

What we heard:

**Four Corners-** There is a strong desire for redeveloping and revitalizing run-down and empty businesses and buildings on Four Corners. Residents would like to see more local mom-and-pop stores and high-end groceries there. They'd like to have enhanced safe walking and biking connections and slower motorized traffic between adjacent residential areas and Four Corners. Existing sidewalk conditions were also mentioned as an area for improvement, especially on the east side of Josey Lane and Rawhide Creek bridge. The pedestrian crossing needs to be shorter and safer at Valley View and Josey Lane intersection. Their Lego arrangements showed that there is a desire for 2-3 story mixed-use buildings along Valley View and having parking in the back. Having more shade and tree canopy along Rawhide trail is desirable for residents.

**East Side:** There is a need for better-maintained roads, sidewalks, and landscaping here. People would like to see a seamless transition from industrial areas to new housing areas by developing artist spaces, parks & green spaces, middle or high-rise offices, entertainment/experience-focused malls, and hotels. Bars, breweries, restaurants, and groceries in walking vicinity of the workplaces are mentioned as missing amenities. The ability to walk/bike to/from the residential areas is desirable.





**Belt Line Corridor:** There is a strong desire to have a pedestrian/bike lane along Webb Chapel Road and Oakbrook Parkway. Participants would like to see more mixed-use, housing, retail, and casual dining on Belt Line Road. On Webb Chapel Road, there is a need to add signage to improve wayfinding. Residents would also like to have fewer drive lanes there to reduce motorized traffic speed. Along Garden Brook Drive, people would like to add greenery and shared lanes (“sharrows”) for pedestrians and bikes. A seamless transition and connection between industrial and residential areas is desirable. Belt Line beautification was mentioned as a high priority for attendees.

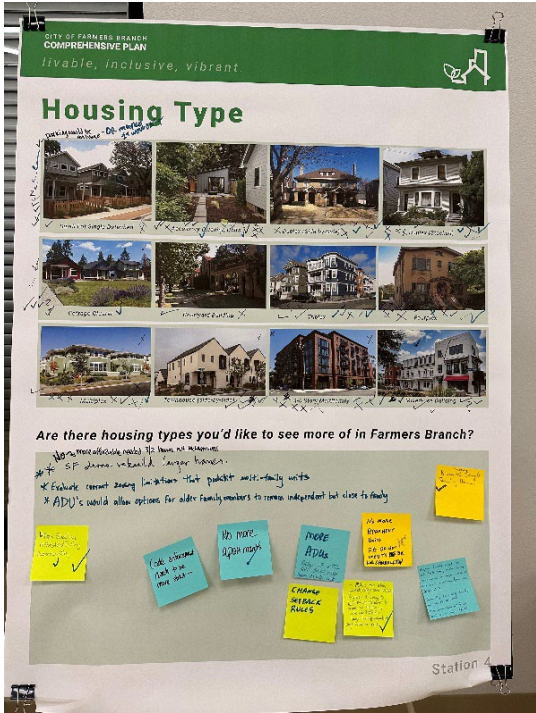


**Valwood Neighborhood:** There was a discussion about the potential of Valwood Plaza to be transformed into mixed-use centers for middle-class families. Participants mentioned Farmers Branch Park needs some improvements including adding more facilities/amenities like workout/stretching machines, better lighting, and easy pedestrian/bike and car access. Residential areas along the creek needs better maintenance and flood control. The commercial traffic on Josey Lane needs to be controlled, and the noise ordinance needs to be enforced in residential areas. There is a desire for better-maintained roads, sidewalks, and landscaping in the area.

**Station 3: Housing**

Description: The purpose of this station was to determine if Farmers Branch has the housing options necessary to accommodate existing and future residents and employees. Participants were presented with posterboards that show infographics on the makeup of existing housing, market trends, different housing types, and demand indicators for housing in Farmers Branch. They were asked to mark their housing type and size and answer these questions: Is there an area of Farmers Branch where you dream of living? What’s preventing you? And are there housing types you’d like to see more in Farmers Branch?

What we heard: All attendees had chosen to live in Farmers Branch because of the advantages



offered by its location and appreciated the accessibility to jobs, daily needs, and amenities. Most attendees currently live in mid- to large- size single family homes and were satisfied with their current homes. However, many were curious about options that they might consider in the future. There was particular interest in options that they were not very familiar with, such as zero lot line homes, courtyard homes, accessory dwelling units, and duplexes, which could provide a broader range of potentially affordable housing options better suited for changing needs as families age in place or to accommodate family members with special needs. There was also interest in mixed-use housing which appears to be associated with different perceptions than apartments. In general, there were mixed feelings about multi-unit housing options ranging from 3 to 10 units, with some expressing cautious interest in learning more while others expressed negative perceptions about these options but learned some nuances that broadened their perspective.

**Station 4: Connections and Public Realm Priorities**

Description: Input from this exercise shows *citywide* priorities to address mobility needs, better greening, public amenities, and connections to reach desired community destinations. Participants were presented with a huge citywide aerial map with major destinations and landmarks. They were offered the use of large green sticky dots to identify places for more parks or green space, long Wiki Stix to show desired connections for bikes or pedestrians to these major destinations, or narrow green strips of paper to show where to prioritize street trees and other public realm amenities like benches and lighting. A posterboard was also presented to show a map of previous input as well as highlight connectivity recommendations.

What we heard: Participants recommended two main south-north and west-east pedestrian/bike paths connecting major destinations within the area. The west-east path would start from Mercer Parkway at President George Bush Turnpike connecting residential areas on the south and west to Valley View Lane and continuing to Dallas College in the east. The south-north path would start from Senlac Dr (East of Mercer Crossing), goes to Valley View Lane and continue through Dennis Lane to the north. Also, there is a desire to have walking and biking access all along Valley View Lane, Josey Lane, Webb Chapel Road, and North Stemmons Freeway. Participants would like to see Mercer as a natural area with more natural resources and open spaces. There is a need for more on-street parking around apartment complexes. - Most parks need upgrades and better maintenance.



WALKSHOPS

A set of walking workshops (“walkshops”) were hosted on the streets of Farmers Branch in key areas where input was most important. Participants met at four preset locations, were given workbooks, were led on a walking route, and stopped at points along the way for discussion.

East Side

The first walkshop was on the East Side starting near Inwood and Galleria Drive with a loop to Welch Road, Alpha Road, and back to the starting point. The conversation focused on the industrial area with more recent high density housing development, the challenges and opportunities for fostering both together.

Themes heard through discussion and/or documented in the workbooks:

- Residential amenities – the things that make it easier or more comfortable to live in the area – are discontinuous. Sidewalks, lighting, and the feeling of safety after dark are fairly limited to the specific blocks on which housing has been developed in recent years. On neighboring blocks sidewalks are rarely present and can feel unsafe to walk, particularly after dark.
- Conflicts exist for existing commercial-industrial users with development of new housing in the area – particularly with the diminishing availability of on-street parking for idling and parked semi and box trucks.
- There are mature and healthy trees in the area.
- There are concerns over tax base and contribution of new residential compared to older industrial. Whether real or perceived, some believe that the newer residential redevelopment does not contribute to the city’s tax base or costs the city more resources compared to previous or existing industrial uses.
- Fostering the area as an arts district, using formerly industrial spaces for galleries, furniture stores, and studios, has been a topic of conversation for some time and perhaps to will continue as industrial users look for larger spaces and existing spaces become available for reuse.



Belt Line

The second walkshop was along Belt Line Rd and through an industrial area to the south. The conversation focused on safety along the busy corridor, vitality of businesses in the area, and connections to adjacent neighborhoods.

Themes heard through discussion and/or documented in the workbooks:

- Belt Line is uncomfortable, if not unsafe, to be outside the protection of a car. The sidewalks, where present, are narrow and without sufficient buffer from speeding traffic. Some people



walked off of the sidewalk to put greater distance between them and traffic. Though bus stops were present, they seemed unsafe for the same reasons.

- There are established businesses in the area. By looks, it appeared that businesses were functioning, even strong, though density was low and the area appears “sleepy” by some.
- Some mentioned that the area could potentially offer more diversity of use.
- Connectivity to adjacent neighborhoods was missing. Some participants lived nearby but driving was perceived as the only reasonable way to access the area as connections were limited to busy car-oriented thoroughfares.

Valwood Neighborhood

The third walkshop was through the Valwood Neighborhood and its connection to the adjacent retail area. The conversation focused on safe connections and the upkeep of residential properties and neighborhoods.

Themes heard through discussion and/or documented in the workbooks:

- There is a feeling of juxtaposition between safety in the residential neighborhoods (despite lack of lighting) and insecurity or lack of safety along the busy corridors, with Josey in particular.
- The single-family housing is fairly affordable and attractive, though garages and parking are perhaps inadequate for large and numerous vehicles.
- The retailers are appreciated but large parking lots and wide roads encourage speed and noise that detract from the community.
- There is a desire for more affordable housing (unclear if new-build single-family homes are providing) while also concerns that renters of apartment buildings aren’t personally invested in community or would buy home in Farmers Branch in the future.
- Enforcement of garbage pickup, feral cats, and party/vehicle noise are concerns.

Four Corners

The fourth walkshop crossed the **Four Corners** area from the northeast to southwest corners and up to Rawhide Creek and park. The conversation focused on commercial center, redevelopment, and connections to neighborhoods and parks.

Themes heard through discussion and/or documented in the workbooks:

- An attractive cultural center is desired.
- Speed and noise are detractive, encourage people to pass by quickly and go elsewhere, leaving vacant storefronts here.
- The crosswalk timing is short and sidewalks are disconnected from storefronts.
- The area could serve as a connection



- between neighborhoods and parks rather than barrier.
- Parking lots in front of businesses creates poor branding for the area whereas parking behind businesses with frontage to the street would promote walkability, slow speeds, and a more attractive district that supports businesses.

AMBASSADOR PROGRAM

Description: Stantec and K Strategies worked with the City to pilot a community ambassador program as a unique approach that invites a small group of residents/stakeholders to participate in the process at an enhanced level and serve as ambassadors for the comprehensive plan update, particularly among harder to reach populations. This program created champions of the Comprehensive Plan through a grass-roots approach. A virtual onboarding meeting with the ambassadors took place in October with a training on how to engage in November. The team provided training in communicating and engaging about the comprehensive plan process and focused on a particular critical question or phase of the project. They were expected to help spread awareness through their network of friends, neighbors, colleagues, and acquaintances. The ambassadors were provided with a Meeting-in-a-Box. The kit contained an agenda template, attendee sign-in sheet, surveys, group questions, and project contact information. The individual deploying the method then collected the items and submitted them back to aggregate and summarize.

What we heard themes:

What do you like about where you live?

1. Good neighbors and community feel
2. Proximity to parks, trails, green space; “beautiful suburban environment minutes from an urban world”
3. Central location; short drive to airports (was mentioned a lot) as well as entertainment, restaurants, shopping
4. Visibility and responsiveness of Farmers Branch Police and Fire Departments

What don’t you like about where you live?

1. Too many apartments, often in one area
2. Homeless population
3. Poor road repair
4. Noise of emergency vehicles and lack of traffic and parking units re: emergency services
5. Low speed limits
6. City desperately needs more walkable shopping opportunities; other promised amenities that haven’t come to fruition
7. Politics, taxes
8. Neighborhood west of Mercer Crossing feels separated from the rest of Farmers Branch, Luna Rd acts as a barrier



Is housing affordable in Farmers Branch?

1. Farmers Branch is feeling effects of inflation like everywhere else; struggle to find affordable housing
2. Taxes, HOA fees too high
3. Private schools add to cost of living

Are there missing housing types in Farmers Branch?

1. General consensus is there are not missing housing types
2. No more apartments, short-term rentals
3. Desire for wider lots

What do you like most about Farmers Branch?

1. Firehouse Theatre, Branch Connection, Historic Park
2. Parks, trails, nature
3. City events
4. FB Police and Fire

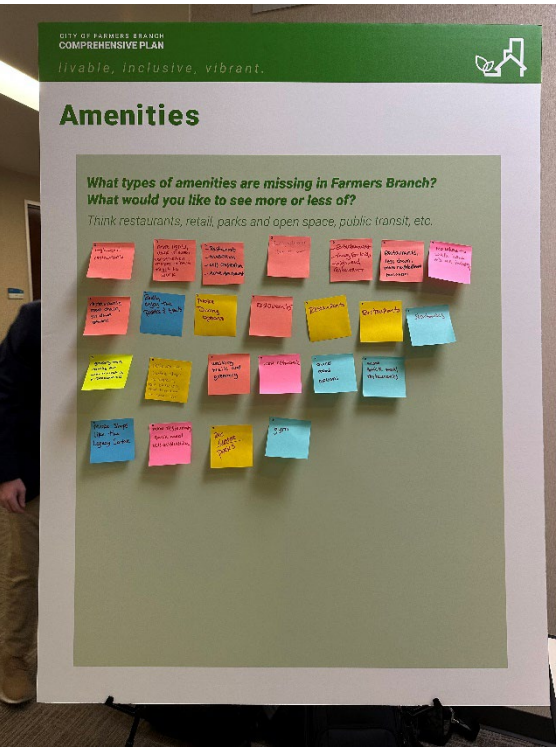
What do you like least about Farmers Branch?

1. Lack of restaurants
2. Lack of political trust, recent redistricting breaking apart communities
3. Lack of political transparency; leaders that don’t listen to constituents
4. Too many apartments
5. Disruption to nature, natural paths
6. Lack of environmental initiatives, be more attractive to younger gens
7. Put Christmas lights/decorations in Historic Park, multiple requests

POP-UPS

Description: Stantec and K-Strategies conducted pop-ups at two major employers (Essilor and International Plaza) in Farmers Branch on Tuesday, December 6<sup>th</sup> and Wednesday, December 7<sup>th</sup> during lunchtime from 12-1 pm to get employees’ input. The team asked employees the following questions: what types of amenities are missing in Farmers Branch? if they are living in Farmers Branch, are there missing housing types? And if they do not live in Farmers Branch, what stops them from living here?

K-Strategies also conducted a Spanish-only pop-up at El Rancho Supermercado. The same questions were asked of shoppers at the market.



What we heard:

**Amenities:**

**Prompt** - What types of amenities are missing in Farmers Branch? What would you like to see more or less of?

**Key Themes -**

- 1. Dining and Retail
- 2. Walkability
- 3. Green Space
- 4. Entertainment and Grocery
- 5. Infrastructure

**Takeaways -**

Dining and Retail

More quick meal options and high-end restaurants near the workplace was identified as the top missing amenity by many Essilor employees. Coffee shops and bars in walking vicinity of the workplace were also identified as missing amenities. The nearest Starbucks is a 3-minute drive down I-35 and there are no bars for employees to walk to after the workday. Diversity of dining is key in this area. Employees at Essilor would like more dining options for quick meal breaks, lunch meetings, and happy hour celebrations.

Walkability

The area around Essilor is lacking walking infrastructure as well as destinations to walk to. Employees would like to see Essilor become nested in a dense, walkable area with more walkable destinations including brick-and-mortar businesses as well as parks and trails.

Green Space

Many employees at Essilor expressed their appreciation for the existing parks and trails available in Farmers Branch and would like to see an increase in green space in the City.

Grocery

Several employees at Essilor brought up that there are no grocery stores close to the workplace, which can sometimes make the tasks of administrative professionals more difficult. The closest Wal-mart is 9 minutes away from the workplace. Employees would like to see more grocery stores closer to the office.

Infrastructure

The infrastructure-related feedback from Essilor employees was around safety and transit. Essilor employees would like to see increased safety around the office, including better lighting. Related to transit, Essilor employees would like to see more direct public transit options and infrastructure to support different modes of transit, such as bicycles.

**Housing:**

**Prompt** - Are there missing housing types? Are homes the right-size for everyone?

**Takeaways** - Pop-up participants want more affordable housing in general with a focus on single-family housing.



**Residency:**

**Prompt** - If you do not live in Farmers Branch, what is stopping you from living here?

**Key Themes -**

- 1. Family Ties
- 2. Housing Prices
- 3. Other Expenses
- 4. Traffic
- 5. Nature

Family Ties

Strong family ties are preventing people from moving into Farmers Branch. This was the top answer from employees at International Plaza. Participants said they like living close to family and would not consider a move to Farmers Branch for this reason.

Housing Prices

The price of homes is preventing employees at International Plaza from moving into Farmers Branch. Affordability is an issue.

Other Expenses

Other expenses, such as moving costs and taxes, are also preventing International Plaza employees from moving to Farmers Branch.

Traffic

Too much traffic in the area is preventing International Plaza employees from moving into Farmers Branch. Participants also requested a more walkable space to mitigate traffic.

Nature

Some International Plaza employees noted that they like the nature and privacy associated with that in the places they currently live, which is a reason they do not want to move to Farmers Branch.

**FOCUS GROUPS**

Description: This engagement method offered the project team an opportunity in Phase 1 to actively listen to the concerns and opportunities of stakeholder interest groups such as property owners, institutional partners, business owners, planners, and real estate specialists. The project team met with these same groups to see how their input in Phase 1 directed the plan's analysis in Phase 2.

The focus groups were first asked to review the Vision and Guiding Values with their group and provide feedback on how the draft vision aligns with their own vision for Farmers Branch. Then the STEP Framework was explained and discussed, and focus groups provided feedback on priority areas for redevelopment and reinvestment.

What we heard:

The two focus group meetings were comprised of developers, property owners, chamber and college representatives, and planning and design professionals.

The groups discussed the vision and guiding values and provided the following thoughts for things to cover in the vision and guiding values:

- quality of life,
- the need for restaurants for employees,
- the need for close-by trails for new apartments, and
- enhance the residential feel.

The groups also discussed the transformational focus areas from the STEP analysis (part of the future land use analysis for the Plan). Their ideas for redevelopment and reinvestment in the Four Corners included:

- Facelifting businesses like Walgreens and Cuquitas
- Paying more attention to the southeast corner of the area
- Tearing down and rebuilding some run-down buildings.
- Providing incentives to make businesses change or owners sell to get new developments.
- City investments in larger projects like Four Corners, instead of a few small projects, to improve the city identity.
- City incentives for development and redevelopment, along with investments in the public realm.
- Establishing the Four Corners identity and connect to the Mustang Station project to establish a district.
- Cross-marketing with other cities and chambers of commerce
- Eliminate obsolete retail spaces – shrinking the retail footprint if necessary – so that new and vibrant retail can succeed there.
- Go vertical with redevelopment to optimize the highest and best use.
- Include mixed retail and office, or retail and residential uses.

Regarding the East Side:

- Consider whether the residential development in the area meets the needs of any of the students at Dallas College
  - Dallas College wants to dissolve barriers between campus and the city – making the campus feel more a part of the community (and vice versa)
  - Food, childcare, housing and healthcare are key needs for students.
  - Access and affordable housing are important (many students do not have cars)
- Viability of industrial businesses is important – the city needs to get the zoning right so that housing does not intrude on industrial area.
- Also important to connect the industrial areas with area amenities that employees need.

Regarding the Beltline Road commercial and industrial area:

- Beltline Road feels very dangerous; employees walk there and take transit with stops along Beltline
- The industrial area is highly sought-after
- The commercial area is disconnected from nearby residential



ONLINE ENGAGEMENT

An online survey was published, asking many of the same questions as the in-person workshop. There were a total of 36 respondents.

1. Does the draft vision relate to your own vision for the future of Farmers Branch?

64 percent of respondents said “yes” or “generally yes”

Summary of comments:

- Desire to keep or improve the “small town feel.”
- Maintain existing homes and neighborhoods
- Desire for mixed land uses at 4 corners
- Desire for diverse housing, affordable housing for retirees
- Need to “right size” streets for all uses and users
- Greenspace
  - “City in a park” has diminished in the past 30 years – increase greenspace, plant trees
  - More trails and better connectivity to/between parks
- Walkability
  - Create walkable areas that connect living/recreation/business
  - More dining establishments with walkability

2. Do the guiding values reflect your values for the city of Farmers Branch?

66 percent of respondents answered “yes” or “generally yes”

Summary of comments:

- Need to support retail and businesses, fill vacant commercial space
- Maintain older infrastructure
- Concern that larger/bulkier redevelopment will reduce greenspace
- Community currently tailored to older adults, should welcome all, especially young people
- Concern about pedestrian and bicycle safety, especially for young people and children
- Desire for missing middle housing – granny flats and 2-4-unit condos and smaller scale apartments

3. What are opportunities for reinvestment in the Four Corners area, including both public and private space?

- More: restaurants, retail, outdoor seating, walkability, better/wider sidewalks and bike lanes, greenspace, trees, landscaping,
  - Specific retail: grocery store, coffee shops, small/local businesses,
- Less: “doc in the box,” chain, fast food, pavement and parking lots, vacancies
- “Grapevine Main Street”
- Improve aesthetics, “curb appeal,” consistency in signage
- Connection to adjacent neighborhoods

4. Where are there placemaking opportunities for existing and future residents on the East Side?

- Several respondents are not familiar enough with the area, proves point that the area lacks a destination that might bring residents in the central park of the community east.
- More: green space, trails, parks, food and housing options, safer sidewalks,

- Currently feels more industrial rather than commercial or residential. Opportunity for mixed-use development.
- Seems like a "loft/warehouse" mixed-use development ideal with a second city center built around pedestrian/bike traffic.
- Use the old rail tracks as a new trail to tie the east side together.
- Entertainment District .
- “There are number of really great businesses including places to hang out and get coffee and tea and beer and work...There are so many little gems in this area, so figure out what is allowing that to happen and encourage more of it.”

5. What would make the Belt Line Corridor more attractive for businesses, employees, and visitors?

- More: Street lights, landscaping, sidewalks, walkability, restaurants, greenspace, trees, parks, mixed-use development, housing options, better upkeep of properties
- Less: pawn shops, liquor stores, used car lots,
- Opportunity to be a gateway into the city following redevelopment of the old plant

6. How can commercial areas be improved to better serve nearby residents?

- More: greenspace/greenery/trees, safe connections for pedestrian and bicyclists, police presence, sidewalks, trails, grocery, and dining options, improved aesthetic
- Less: concrete, parking lots, speeding cars

7. What type of housing do you live in?

Single family home: 96.3%  
Duplex, condo, townhome: 3.7%  
Apartment: none  
Other: none

8. Are there housing types you’d like to see more of in Farmers Branch?

- Single family: smaller, affordable, that fit well into existing neighborhoods
- Quality senior living, 50+ affordable
- Multi-family: quality duplex, triplex, condos, townhomes, rowhouses that are moderately priced and affordable for people like teachers, fire fighters, and other city workers. Multi-family and multi-use developments must be located strategically. No multifamily in the Brookhaven Country Club area
- Small, attractive, high-quality cottages where people of all ages can afford to live and remain in Farmers Branch



PHASE 3 ENGAGEMENT SUMMARY

5/26/2023

The focus for Phase 3 engagement was to show the public how their input influenced the plan’s direction and strategies, and to solicit feedback on key strategies. The Guiding Values were used as a touchstone by asking how various key strategies help to further the Guiding Values.

**Vision: In twenty years, Farmers Branch will be a welcoming, diverse, and evolving city that has everything our residents need.**

Our unique City in a Park identity is realized through our continued emphasis on high quality parks, trails, and services. We retain our small-town feel that everyone can call home even as we are located in the heart of the Metroplex, highly accessible from everywhere.

Guiding Values

- Farmers Branch is the **City in a Park**. We continue to invest in our parks, strengthening them so that they serve our diverse community and are accessible to all.
- Our city is **connected**. We enhance our motorized and non-motorized connections so that people from all neighborhoods, using all modes of transportation, can access the city's amazing parks, trails, shopping, dining and services.
- Anyone can find a home in Farmers Branch. There are **housing options** for all, including those who work here, want to age here, and want their children to be able to stay here.
- **Redevelopment** is designed with high-quality which enhances the character of the city
- **Diversity** is our strength. Farmers Branch is a welcoming community with events, businesses, places to gather and places to live for all who want to live here.
- The city provides more **shopping and dining** options so that residents, employees and visitors can keep their dollars in Farmers Branch.
- Farmers Branch continues to be a great place to do **business**. This includes industries that have long been a part of the city, and new, locally grown businesses.

ACTIVITIES

There were several ways for the public to get involved with the process including the following activities:

- Community Workshop: The City hosted three citywide community workshops that highlight how the Vision and Guiding Values have been developed into policy and geographic strategies. Each station included information on how stakeholder input led to progress on the comprehensive plan. The community workshops were held in the west, central, and east parts of the city.
- Online Engagement: An online survey was posted that mirrored activities and questions asked at the Community Workshops
- Video: Stantec developed a video, uploaded to the website, with project information and encouragement for people to provide input into the strategies.
- TAC/SAC Meetings: TAC and SAC members met to review draft plan chapters and implementation strategies.
- Focus Group: One focus group meeting was held with invitees from previous focus groups to provide feedback on and identify obstacles to implementation strategies.

COMMUNITY WORKSHOP

The consultant team and City staff held three community-wide workshops. The event was open-house style and attended by an estimated 60 total participants. The city and consultant team engaged residents on the vision being developed, how it applies to areas across the city, and housing in Farmers Branch. There were three activities for participants to engage with at the open house which are described in more detail below.

Station 1: Process and Input Summary

Purpose: To review the plan’s process and corresponding input to show how community and decision-maker feedback directed the Vision, Guiding Values, and Strategies.

Description: Participants were presented with a poster that shows a process diagram of the questions they were asked in each phase of work and what deliverables resulted from that feedback. Engagement photos and quotes will provide examples. Additional boards will highlight the Vision and Guiding Values along with the Top Five strategies in each topic.

Station 2: Citywide Framework

Purpose: To reflect the Top Five strategies in the citywide STEP Framework map.

Description: Participants learned how the vision for Farmers Branch has been implemented in the neighborhoods they know best. We showed the STEP map overlaid with key locational strategies in the priority areas and ask participants what strategies may be missing and where that strategy could be achieved.

Additionally, participants were presented with an exercise called StreetMix which will allow them to take pieces of a generic ROW and redesign it to best show how to implement the Livable Street Retrofits strategy under the Transportation Recommendations. Participants had an opportunity to repurpose space within both a main street and neighborhood street scenario.

What we heard:

STEP Framework: Participants re-affirmed the STEP Framework as a way of sorting the community into categories with associated strategies that enables the city to prioritize areas. Overall, comments included the desire/need for a community that is more connected, safe (slow cars and increase safety of walking and biking), community-oriented, mixed-use, and has an improved and more attractive public realm (landscaping, greenery, trees).



Main Street: Feedback generally included the need to slow down cars and improve pedestrian and bicycle infrastructure and safety. Several participants suggested piloting shorter-term bicycle infrastructure and open streets before making longer-term and permanent improvements.

Neighborhood Street: Participants underscored the need for cars to slow down, citing safety and noise concerns. Interest in more tree coverage and greenery.

Station 3: Four Corners Case Study

Purpose: To show how strategies from topics like Land Use and Economic Development can be applied in a specific place.

Description: A virtual SketchUp model represented land use and urban design opportunities in the Four Corners area. A large screen and attached laptop allowed participants to maneuver around the Four Corners SketchUp model to provide additional context. A board accompanied the model by describing how it is implementing key strategies in Four Corners. Participants were provided with their own sketchy drawing of the Four Corners and will be asked to indicate further improvements that can best implement the identified Land Use and Economic Development strategies. An additional board provided context on what past plans for the area recommended, how the market has changed in today’s environment, and what broad strategies will be used to better implement this plan (e.g. zoning, CIP, TIF)

What we heard: Walkability was the resounding theme at this activity. Participants want to see better walking connections between residential, commercial, and park/open space uses, as well as an increase in safety and ease of walking around within the Four Corners area itself. There is desire to make this more of a destination with retail, entertainment uses, and increasing greenery. Land use and housing type interest is wide ranging, including co-working spaces, apartments and micro-apartments, street cafes, ADUs, and senior housing. Consider festival or open streets event to activate the area.

ONLINE ENGAGEMENT

An online survey was published, asking many of the same questions as the in-person workshops. The questions were open ended and there were a total of 14 respondents.

1. What strategies have we missed on the West Side?

Summary of comments:

- Commercial – desire for more commercial and mixed-use (residential above commercial)
  - Grocery, grocery, grocery! Pharmacy, retail, services
- Connections
  - Safe connections to other parts of the city
  - Continuous park system
  - Bicycle connections to DART and nature preserves
- Safety – desire for increased walking and biking safety
  - want a place that is safe to let children walk and bike
  - public safety in parks
- Growth/Housing – Accommodate growth through missing middle housing (duplex, triplex, fourplex)
- Parks and recreation – desire for more parks and recreation opportunities
- Traffic and congestion concerns



2. What else do we need to know about the West Side?

Summary of comments:

- Mercer Crossing is an EPA Superfund site

3. What strategies have we missed in the Central Area?

Summary of comments:

- Safety – improve safety of streets and sidewalks for walking and biking
  - Coordinate with school district for safe routes to school
  - Signals should prioritize non-car traffic
  - Public safety
  - Trees or planting buffers between sidewalk and roadway
  - Desire to improve Josey, Web Chapel, and Valley View
- Connections
  - pedestrian connectivity
  - improve connections between parks
  - connections between parks, school, and commercial
- Growth/housing
  - Should accommodate growth in a sustainable way
  - Desire for flexibility in single-family neighborhoods for more missing middle housing
- Parks, open space, greenery
  - Desire for upgrades to existing parks
  - Increasing greenspace and greenery along corridors that feel “overbuilt”

4. What else do we need to know about the Central Area?

Comment themes same as above: safety, connectivity, and parks/greenery

5. What strategies have we missed on the East Side?

Summary of comments:

- Connections
  - Better connectivity across all three sections of the city – Midway separates East side from rest of city
  - Bike connectivity
  - Desire for improved walkability
  - Desire for connection through Valwood Avenue to Alpha via Vitruvian
  - Site design – move parking areas to backs of buildings so fronts of buildings can be used by people
  - Walkable connections between the restaurants
- Safety – streets, traffic, car speeds
- Commercial – desire for more commercial development (grocery store) to support new residential in the area
- Marketing – desire for more city branding
- Greenery – desire for more tree shade in existing industrial area
- Support new businesses
- Maintenance – maintain existing property appearances through proper upkeep

6. What else do we need to know about the East Side?

Summary of comments:



- Interest in redevelopment of Tuesday Morning area

7. [Provided figure that shows a cross-section of a typical main/commercial street in Farmers Branch.] How would you improve the safety and comfort of main/commercial streets in Farmers Branch?

Summary of comments:

- Increase enforcement for speeding
- Safety
  - Increase bicycle and pedestrian safety. Increase sidewalk widths, add protected bike lanes to keep the traffic separate. Add buffer between street and sidewalk
  - Reduce number of lanes, and narrow lanes to slow traffic
  - Add lighting
  - Improve signage
- Comment: “We’ve designed our city around road mini highways that try to be both a street and road, but fail at both.”

8. [Provided figure that shows a cross-section of a typical neighborhood street in Farmers Branch.] How would you improve the safety and comfort of streets in your own neighborhood?

Summary of comments:

- Sidewalks and street buffers
  - Desire for sidewalks that are wider, connected and well-maintained (both sidewalk itself and create easy-maintenance boulevard)
  - Interest in boulevards that are wider/are traffic buffer and that offer green-infrastructure co-benefits for stormwater management and provide opportunity for landscaping/trees
- Safety:
  - Slow cars: speed bumps, bump-outs, striping to visually narrow driving lane
  - Safe crossing: signalized/raised/painted cross walks near parks/schools/high pedestrian traffic areas
- Enforcement / regulation
  - Concern about inoperable vehicles
  - Interest in regulating street parking; restricting overnight street parking
- Residents understand the importance of needing a better/appropriate match between street design and surrounding uses.

APPENDIX- FULL RESPONSES

Community Workshops Combined Feedback (5/09/2023, 5/10/2023, 5/10/2023)

4 Corners Worksheet – Individual comments

What improvements would help achieve the strategies?

- make the historical park the beginning of a new trail that's gonna be the new icon of farmers branch
- connect parks and stores (commercial) to the trail and creek
- develop apartment buildings along the new axis of the city, also new sidewalks, bike lanes, and public transport routes
- mix land uses - love this
- less emphasis on short term residential
- retail and entertainment
- bike paths
- increase pedestrian allure
- street [illegible], cafes
- long term residents - townhome ownership?
- co-working space
- micro-apartments
- housing options - ADU
- mix land uses / walkable -- with baby stroller
- Fire house theater
- Jobs - connections to East Side
- Catalyst site development - reduce sea of parking, green and density
- Support from city for catalyst development should be limited as appropriate
- Fun festival and open streets event to promote local and activate area
- new housing - seniors
- public-private partnerships
- high-rise housing along Rawhide Creek
- green space (respondent drew arrows to indicate that it should be interspersed with housing, create connections)
- linear park from Josey - make park longer
- redo parking situation - like head-on parking
- limit height to 3 stories
- stormwater management strategies
- pavers

Post-it Notes

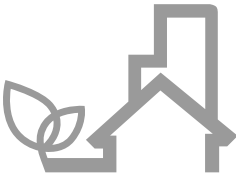
- need coherence between home and destinations... walkability and vicinity
- walkability
- connect to west side from central
- more greenery on streets
- valley view not safe to cross
- ease of movement from corner to corner with stroller (kids) or walker (older adults)
- reverse: building in front for walkability

Citywide Post-it Notes

- connection behind college? Brookhaven to Alpha
- unsafe crossing Marsh and Gardenbrook/Beltway
- need public space near brookhaven too
- wayfinding signage needed (public vs. private space)
- downtown FB historical at 4 corners
- historical park needs to be connected to the rest of parks
- community gathering spaces for different cultures
- as we concern oursevlres with the home insecure (good for us) we first need to increase services and make sure we have adequate and affordable housing
- entrances give sense of vacancy. Branding/signage
- trees
- mixed with amenities, like retail, restaurants, on west side, library
- needs 3rd places (gather, work together)
- beautify the major median - street lamps, flowers, and attractive signs
- east side and west side commercial and residential co-existing
- needs 3rd places (gather, work, play)
- community policing will be critical for the success of the city!
- basketball court
- Along Denton Ave and Bee St, it would be nice to see redevelopment of the buildings, older structures that look like warehouses appear gloomy and outdated
- Along the railroad tracks, it seems bare and dark at night, maybe brighten that area. Lights and more beautiful
- better street marking on Valleyview; white lines, turn lanes, and signs
- can there be more lights/lighting on Valleyview between LBJ and I-35 (entrance)?
- more parks / open space
- connections to trails needed
- communication and citizen engagement needs to be prioritized
- better connection from residential to destinations
- white rock lake is a good example
- it would be nice for sidewalks to accommodate two strollers or dog walkers at the same time in residential areas
- places to gather and mingle
- make east/west streets offer protected bike lanes: Valley View, Brookhaven Club Dr, Valwood Pkwy, Alpha Rd
- traffic calming for Oakbrook Parkway and Gatwick
- frustrated with the increase of traffic and the speed of cars using 30 mph through roads! Concern about the apartment residents from Vitruvion and new Addison Belt line area adding usage onto these roads
- more apartments means more cars. More cars increase traffic. Protected bike lanes would give people alternatives to driving. Valley View fits in with a lot of existing and planned apartments
- more capacity for indoor recreation too (for new population)

Neighborhood Street Post-it Notes

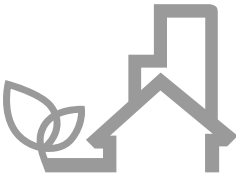
- more safer bike lanes, connected bike lanes
- reduced maintenance cost is good



- Wimbelton hard to pass delivery trucks
- many owners - large catakyst needed. Projects in Dallas "int district' may work
- point of contention "stacking" with sight lines especially in big trucks
- Mercer Pkwy speeding from one stop to another
- bigger "ownership" / faster of lane in 'prestige' pickups
- some older streets are not wide enough to accommodate ER access if cars are parking on both sides
- people use n'hood / Mercer Pkwy to cut through - need bumps or calming
- make them slow down
- law enforcement for noise control
- removal of dead animals in a timely manner
- bike lane: is the bike lane for both cars and bikes? Can are car remain driving in the bike lane?
- central: significant golf carts (need to be accomodated - LIT lanes) use pebble beach lanes
- streets feel safe and not crowded on west side
- speed: cars fly down Valleyview
- trash day really messy in Central - why? No bins? No accept
- slower is fine for residential streets
- tree coverage, wider sidewalks important
- don't want to lose buffer, unless we can have a couple extra feet for the sidewalk
- no street parking, yes to more landscaping space as protection for pedestrians
- more greenery is essential!

**Main Street Post-it Notes**

- street light
- connected bike lanes
- separate bike lanes not shared
- remove lanes will lead to more traffic
- a buffer between cars and people would be nice, similar to one of the examples on neighborhood streets
- more space for bikes is needed
- some streets don't feel safe to bike on even with a bike lane
- having bike lane in Luna
- conflict between bus and bike lanes
- bus shelters needed for heat
- have bike lane to connect
- narrower travel lanes
- having good sidewalk would help businesses
- sidewalk bike lane to increase foot traffic
- valleyview, josey, webchapel are unpleasant and unsafe to walk and bike
- sidewalk in the middle
- roundabout pool and glade work well never backed up, traffic calming
- slow down N/S traffic and they'll take 35E, etc.
- people going E-W pay the price for N-S and speed as a result
- throw up buffer and bike lane in one traffic lane
- use cheaper buffers to test
- open streets and pilot on Valley View
- Decatur, GA as good precedent for FB
- free/affordable public transit



- protected/separated bike infrastructure; improvement of tree coverage to help bring down temperature of street
- prioritizing bike facility with a buffer
- protection for bikers
- test it - when piloting count who uses it
- bike lanes need to be protected, cant throw up decals
- people need to feel safe or they won't go - it's a design issue
- (drawing of roundabout)
- left turn needs to be a u turn
- now I drive everywhere because I can't safely bike
- walking with kids need buffer from sidewalk --- I second this
- senior citizen need to be able to walk
- I don't feel safe biking on the streets
- currently not enticing even to walk short distance
- Valley View is a good start for improvement
- consider trial period for bike lanes. Lanes of traffic are removed constantly for construction with a negligible effect on traffic
- buffered bike lane takes bikes off sidewalk plus buffer for sidewalk

**Online Survey Responses**

**1. What strategies have we missed on the West Side?**

- Need grocery stores, pharmacy, and some retail
- Farmers Branch west side residents are somewhat isolated from the city amenities east of I-35. How do we connect across the interstate. This challenge faces many communities since the 1950s. Consider your child wanting to ride their bicycle to the Manskee library from Mercer crossing. This won't happen. I also did not see strategy for retail such as grocery stores, and service business.
- Maintaining 3-lanes on both sides of Valley View to minimize backed-up traffic and its corresponding higher carbon emissions. — No “road diets” please.
- Middle housing should include duplex/triplex/fourplex options. This is an environmentally sustainable way to accommodate growth without generating more urban sprawl, and it allows more people to take advantage of nearby bike, pedestrian, and transit infrastructure. Adding missing middle housing also allows the city to finally address decades of exclusionary land use and zoning policies originally developed as tools for racial and economic segregation.
- I think you've referenced this at a high-level, but I would like to see a continuous park system that extends through the west side all the way to John Burke. In addition, this area must both be safe to walk (and bike) through, and safe to get to by walking (and biking). The \*feeling\* of safety is so important here ... my personal standard is, would I feel comfortable letting my 10 year old walk to the park with friends?
- Public safety including protection from vagrancy in parks and thoroughfares Very difficult to bicycle safely across Farmers Branch to reach Campion Trails and new nature preserve west of Luna
- Can we get a supermarket on the intersection of Luna and Valley View? All those houses there are forced to cross highways to even find a market (Target, Walmart, Kroger, Whole Foods) and preferably one we don't have in the vicinity (e.g. Trader Joe's, Central Market, Tom Thumb, etc.)

- bike mobility to DART, bike access to Nature Preserve,
- Family/community parks and recreation. 1 coming soon to Mercer is not enough.

**2. What else do we need to know about the West Side?**

- Need grocery stores, pharmacy, and some retail
- Mercer Crossing is on a EPA superfund site due to lead contamination from the GNB battery plant. There is also a decommissioned land fill at Valley View and 161. Reference Google for additional information.
- Spread the word about our wonderful small-scale restaurants on our west side that feature foods from Sri Lanka, Cuba, and other international places. I'm thinking in particular about ones on Web Chapel and on Josey.
- I don't see any mixed use structures yet, with apartments above street level restaurants and retail. Legacy West is Plano's highest tax dollar generator on a square foot basis. Isolated single family neighborhoods aren't even close.
- I don't know the West Side as well as I do the rest of the city. What I have seen is a lot of small-lot single-residential housing and huge apartment complexes go in. What I would like to see is more diversity of housing options in individual neighborhoods. Or, the "middle-housing" options that you made reference to in the presentation.
- Park acreage is still lower per capita than in the east side in spite of the proposed higher density of housing associated with apartments and townhomes
- The Luna 635 intersection is a mess.
- One of the priorities appears to be "creating place". You cannot create place with 40-45 mph vehicle traffic included.
- No more daycare/Montessori schools. More vital retail business. Don't make Farmers Branch a Strip Mall attraction.

**3. What strategies have we missed in the Central Area?**

- Improve and replace streets and sidewalks
- Sustainability to keep up with desired population growth. Texas is in a draught and short on electricity. Will there be adequate water for parks and new residential construction. Industrialization of residential neighborhoods. Too many commercial vehicles, pole trailers, inoperable cars etc.. I also would add to consider the experience of children and their safe accessibility with schools. Farmers Branch has not planned adequately with the school district.
- Part of making FB less hostile towards non-car transport should include traffic lights that recognize cyclists and easier access to crosswalk buttons. Crosswalk signals should prioritize pedestrians over cars by changing to the walk signal faster. Ban right turns on red at intersections with heavier pedestrian traffic.
- I see a few ideas doubled, such as the Community Land Trust and the Demo Rebuild Program. If we want to really make this place a city in a park, we must emphasize a priority on safety and accessibility of movement through this part of the city as a pedestrian. I would also like to see a focus on zoning/ordinance changes that allow flexibility in housing in single-residential areas to allow for more "middle-housing" options.
- Public safety Prevention of vagrancy Bicycle safety
- Valley View, Webb Chapel, and Josey are all over built. This leads to excess noise, poor public safety, and poor business outcomes, and higher maintenance costs.



- Improving already existing parks. Keeping them fresh and new. No more building rec around rec center/aquatic center, it's very crowded and limited parking and summer traffic hasn't started yet.
- using road diets to slow traffic and increase pedestrian connectivity throughout the city.
- Lower speed limits and calm traffic by narrowing vehicle travel lanes and reducing the number of travel lanes, primarily on Josey Lane and Webb Chapel Road. Add protected bike lanes, widen sidewalks, and have a planted buffer with street trees between the sidewalk and roadway.

**4. What else do we need to know about the Central Area?**

- Improve and replace streets and sidewalks. Older homes need replaced. Many look awful
- I live in Valley View Estates and our family can't walk or cyccke to a park without crossing poorly designed, dangerous "strodes" (josey, valley view, web chapel). Make it easier to cross these dragways that are too wide, too straight, and encourage speeding.
- While it's currently fairly easy to walk through the neighborhoods in this area, Josey, Webb Chapel, and Valley View are wide expanses that limit movement across these areas as a pedestrian. As a result, we get isolation rather than connection across the city.
- There are lots of parks in the central area but movement between them requires a car. If you have to drive to a park, you don't "live in it" as the city motto might suggest. Walking and biking between parks, schools, grocery stores and shared public spaces should be prioritized.
- Make it flow more as you go throughout the city. It seems to be haphazard as far as feel and not cohesive.
- 4 Corners is, unfortunately, not a destination. Dense, mixed-use development should be added to make 4 Corners a true destination.

**5. What strategies have we missed on the East Side?**

- Reduce taxes not increase
- Where is the grocery store? Landscape existing industrial with more shade. Slow down traffic. Control noise pollution.
- Help to minimize car traffic on Spring Valley and Midway by working cooperatively with Addison to FINALLY cut through Valwood Avenue all the way to Alpha (going through Vitruvian.
- We need more restaurants/shopping/mixed use to support all the multi-family housing. The warehouse space was being repurposed (yay) but now some of it seems to be updated yet still industrial. The roads don't really support this application. Outsiders staying in my hotel (Sheraton) see this as an industrial area with little leisure options - we need to shift their perspective. Create improved walkability under the DNT at Alpha - perhaps a pedestrian bridge of some sort as the level of traffic makes some too nervous to cross here. The central side has lots of new/added FB branding, we have zero over here.
- I think you got it
- Bike mobility through the east side and across Midway. East side is isolated from the rest of Farmers Branch by Midway.

- Don't think any. Just keep getting revenue and taxes for businesses. That is vital and important. Businesses are coming and Farmers Branch needs to be competitive and ready to get their business.
- Better connectivity between West, Central, and East Farmers Branch would be appreciated.

6. What else do we need to know about the East Side?

- Add Single family homes. Minimize apartments
- How will the Tuesday Morning warehouse area be developed now that it is officially shutting down business?
- I'm not sure what the p&z guidelines look like for development, but I do see a lot of parking and setbacks that don't seem to be necessary. I'm completing this survey while sitting outside at a coffee shop in this area, and I would much prefer to see spaces inhabitable by pedestrians right next to the building, rather than a parking lot full of cars. Designed right, parking can be moved to the back, out of site. To connect and build community, we must regularly see people ... not a bunch of cars, and not people isolated in cars.
- There are multiple very good restaurants in this area that deserve better pedestrian access and accommodation. For example, sitting outside at Odd Muse is borderline uncomfortable because of high speed traffic feet away from you.
- Hold businesses accountable for building maintenance and grounds.I to keep the community attractive.

7. [Provide figure that shows a cross-section of a typical main/commercial street in Farmers Branch.] How would you improve the safety and comfort of main/commercial streets in Farmers Branch?

- Additional Police enforcement to slow the vehicles Replace the sidewalks and re-pave streets. Add additional lighting for pedestrians.
- There should be a3' buffer between the street travel lane and pedestrian sidewalk. Also crossing signal buttons need to be set back from the street. Consider road diet to slow traffic down. Place bike lane sharrows.
- Please keep it the SAME. Thanks.
- I am against bike lanes if that is what you are asking. The road is for cars, not bikes. The city offers plenty of bike trails and leisure space for bikes, along with the rest of the city.
- I wouldn't think in terms of main/commercial. I think in terms roads vs streets. We've designed our city around road mini highways that try to be both a street and road, but fail at both. Roads: Exists separately from neighborhoods, civic engagement, and anything else that doesn't fit into a traffic model. A line on a map without context to its surroundings. Efficient, but fragile. Its primary purpose is to move traffic like a pipe moves water. A small disruption can lead to complete failure. Measured by delay, congestion, level of service. Streets: A civic stage. A platform for creative, social, and economic life. Robust and complimentary. Multiple activities on the street encourages a healthy public space. Democratic and "bottom up". While infrastructure is built by the city, adaptable and community driven uses gives a neighborhood ownership of the street. Playful, intuitive, exists with neighborhoods, not despite them.
- Remove two of the travel lanes entirely, as traffic numbers have almost never supported the number of lanes we currently have. In addition, landscape with shade trees along



these routes to provide a more habitable environment for people to walk in the heat of the summer, to reduce heat island effect caused by an excess of concrete, and provide safer paths for people to walk (and bike). This design, putting pedestrians within a few feet of automobiles traveling at speeds that can easily kill them, is borderline insane. People are not going to walk along these streets if they don't \*feel\* safe doing so. People are not going to bike along these routes if they don't \*feel\* safe doing so. Farmers Branch is not that big, and getting around by walking or by biking or e-biking is something I think a lot more people would do if they felt \*safe\* doing so.

- Remove 1 lane of travel traffic and replace it with a protected bike lane. Narrow travel lanes to slow traffic.
- Signage visible and easy to understand flow of traffic.
- take away a lane in both directions and add larger sidewalks and divided bike lanes. Expand pedestrian connectivity. Beautify with native landscaping and adding trees in areas where they are lacking.
- Josey Lane, Valley View, and Webb Chapel should be reduced from 6 to 4 lanes. There are too many travel lanes, resulting in city streets feeling like highways. Further, many people treat these streets as such, often exceeding the posted speed by nearly double. Lane widths should be reduced to 9 feet as a way to calm traffic and give more space to pedestrians and cyclists. Sidewalks should be wider and should have a buffer, ideally with street trees for shade, between foot traffic and vehicle traffic. Crosswalks should be more frequent and should give pedestrian right of way on demand (e.g., with the press of a walk button, vehicles are immediately printed to stop and pedestrians can immediately cross). Traffic circles should be considered where intersections exist.

8. [Provide figure that shows a cross-section of a typical neighborhood street in Farmers Branch.] How would you improve the safety and comfort of streets in your own neighborhood?

- Additional Police enforcement to slow the vehicles. Also widen the Travel and parking lanes by reducing the buffer area and sidewalk to 3 feet
- Remove inoperable cars. Restrict pole trailers and commercial vehicles from street parking. Repair broken sidewalks with emphasis around schools for children safety. Provide accessibility ramps and marked crossings. Plan improvements with the schools.
- We need sidewalks in all neighborhoods
- Somehow regulate street parking. If a house has a driveway, then that is where cars should be parked. If you have friends over or a party I get it. But some houses have cars parked on the street 365 days a year.
- Please keep it the same.
- copying from above: I am against bike lanes if that is what you are asking. The road is for cars, not bikes. The city offers plenty of bike trails and leisure space for bikes, along with the rest of the city.
- The value of a street comes from its ability to support land use patterns that create capturable value. The street with the highest value is the one that creates the greatest amount of tax revenue with the least amount of public expense over multiple life cycles. If we want to maximize the value of a street, we design it in such a way that it supports an adjacent development pattern that is financially resilient, architecturally timeless and socially enduring.
- I'm personally not a huge fan of sidewalks in neighborhoods, at least not how they are typically designed. They are often sporadic, poorly maintained, and create an area between the sidewalk and street that can be challenging for a homeowner to maintain. The alternative? I'm not sure. I know I

personally prefer walking on more natural paths, but ... probably even more difficult to maintain. That said, I would like to see a program (probably with training) to utilize curb-cuts and proper landscaping in these areas to harvest rainwater for street shade trees, and to filter and reduce rainwater runoff, becoming an important part of natural stormwater systems, and keeping rainwater closer to where it falls instead of directing it out somewhere else. For example, Frisco is proud of their ability to quickly disperse stormwater, but the way they do it causes problems elsewhere. Medians on main streets would also be a good place to do this, but the roads are usually graded towards the sides, not the medians, for obvious reasons, so I'm less sure of the potential effectiveness there.

- Restrict overnight street parking. Consider adding speed bumps in residential area near parks
- Stripe the parking lane(s) to visually narrow the driving lane. Provide pedestrian bulb-outs at intersections, continuous sidewalks in school-zones, painted cross walks near parks/schools/high pedestrian traffic areas.
- More Crosswalk intersections with lights to slow traffic down for safe crossing.
- Expansion of street lighting around Farmers Branch with decorative streetlights.
- Neighborhood streets are too wide. Streets should be narrowed and should include other traffic calming measures. Sidewalks should be widened and there should be a consistent, planted buffer between vehicle traffic and foot traffic. Neighborhood speed limits should be 10 miles per hour.

