



# Farmers Branch Long-Range Planning

City Council and Planning & Zoning Commission - Joint Meeting | June 9, 2025

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Requested By: Planning Department



# Purpose



Long-range plans help shape the future of Farmers Branch by providing a unified vision to guide growth and meet long-term goals and needs.



Offers a foundation for informed land-use decisions, strategic planning, policy enhancements, and public investment.



Shaped by input and expertise from residents, business owners, elected and appointed officials, staff, and consultant teams.

## FARMERS BRANCH 2045

### Farmers Branch Comprehensive Plan



# Farmers Branch 2045 Comprehensive Plan

Adopted August 1, 2023

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Farmers Branch Long-Range Planning

# Farmers Branch 2045 COMPREHENSIVE PLAN



The **Farmers Branch 2045 Comprehensive Plan** provides a city-wide vision and recommendations for growth over the next 20 years.

## 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

Seven guiding values were established by the community to help the City reach the vision statement over a 20-year timeframe.

1.5 years  
Engagement  
Process

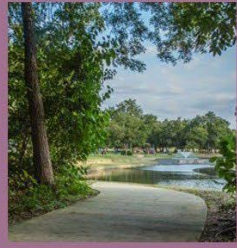
~300  
In-Person  
Attendees

~60  
"Walk-Shop"  
Attendees

~300  
Online Survey  
Responses



# Guiding Values

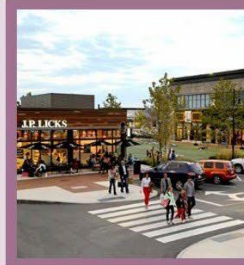


*Farmers Branch is the **City in a Park**. We continue to invest in our parks, strengthening them so that they serve our diverse community and are accessible to all.*



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

*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.*





Farmers Branch 2045 Comprehensive Plan

# Key Elements

## Farmers Branch Now

Analysis of existing conditions, trends, and demographics.

## Future Land Use & Community Design

Provides a framework to guide growth and redevelopment through a mix of land uses.

## Housing Diversity

Encourages a mix of housing types, supporting affordability, and aligning with community needs.

## Mobility Analysis & Themes

Emphasizes creating a connected transportation network that enhances safety, accessibility, and convenience for all users.

## Economic Development & Redevelopment

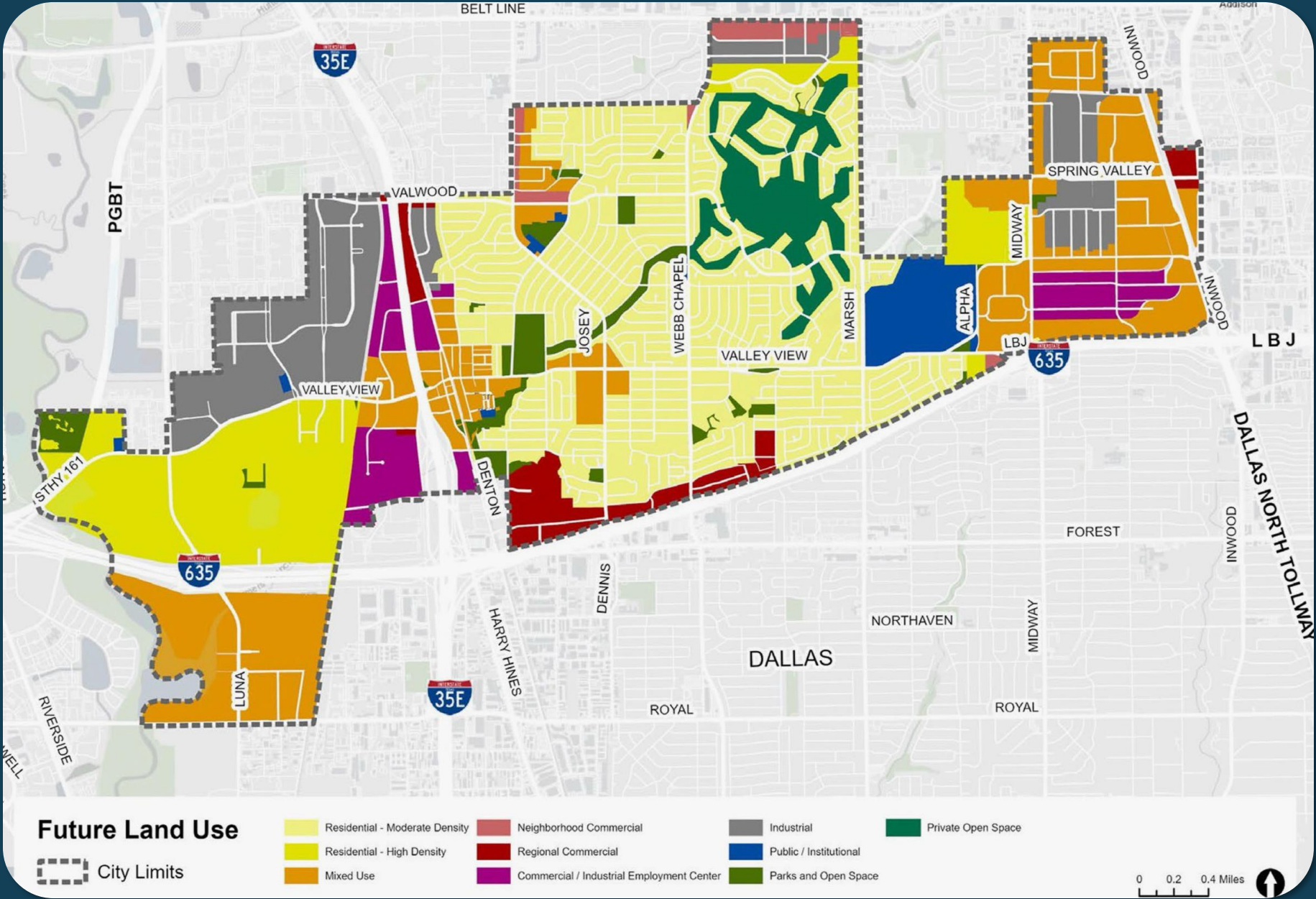
Focuses on revitalizing key areas, supporting local businesses, and attracting new investment.



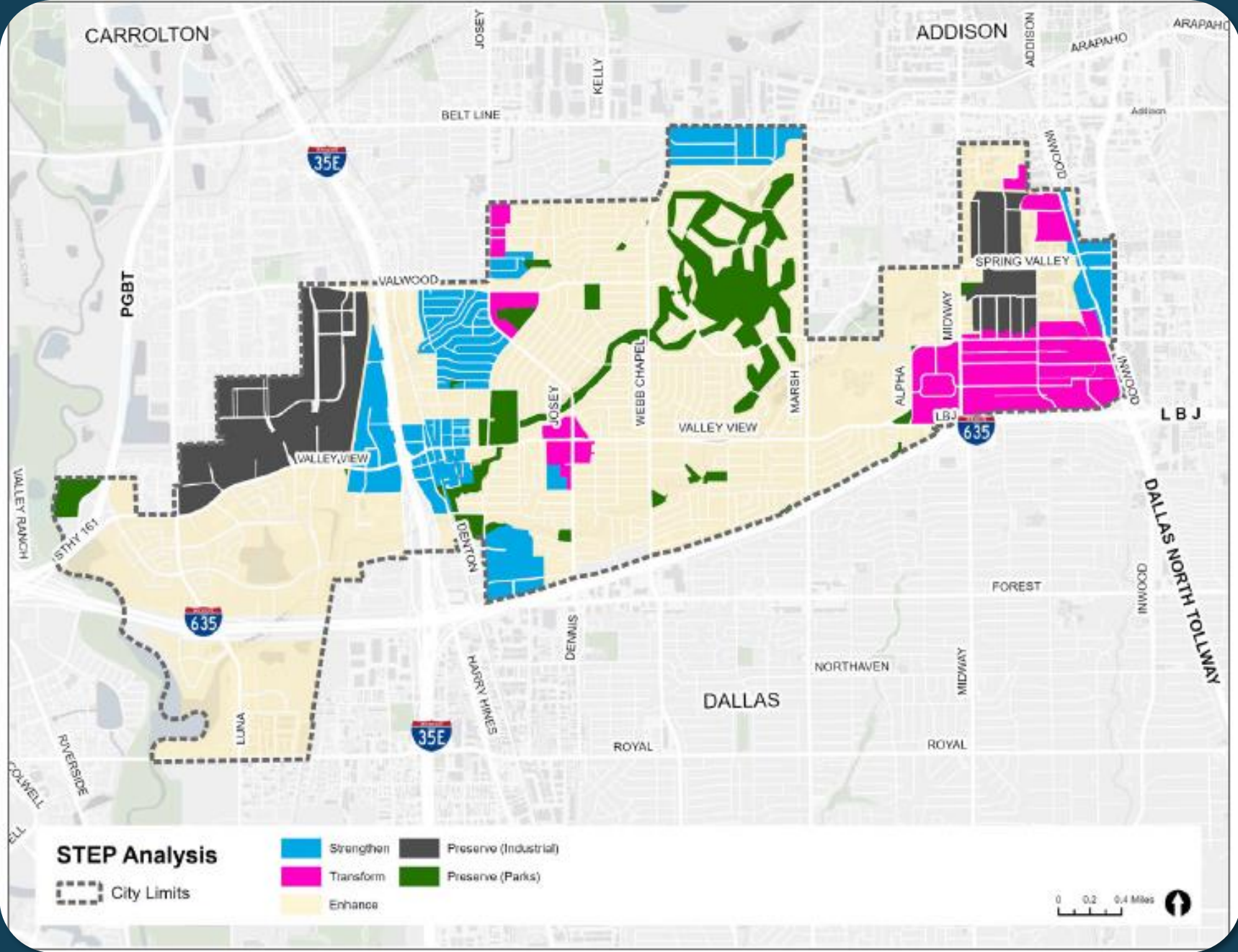
**FARMERS BRANCH**  
TEXAS



# Future Land Use Map



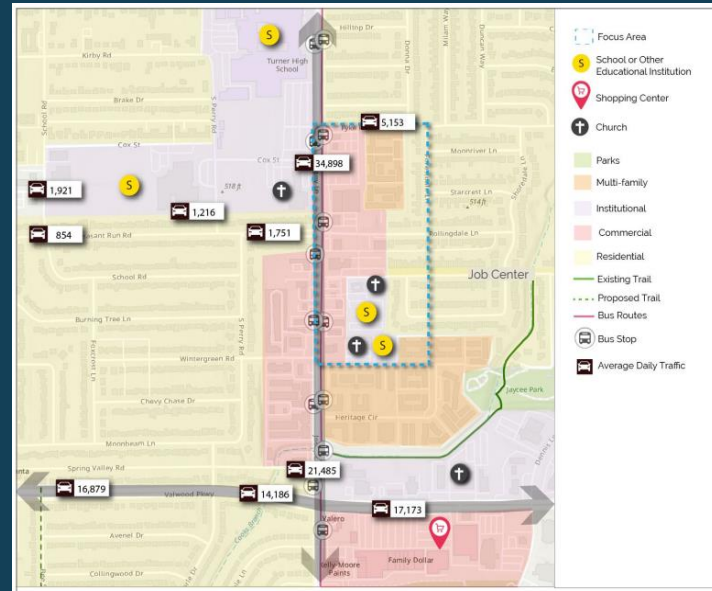
# STEP Analysis



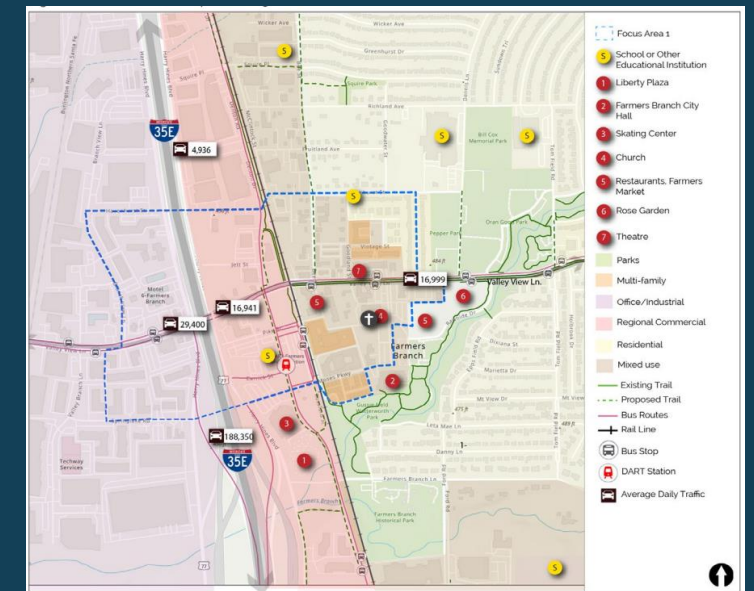


# Catalyst Sites

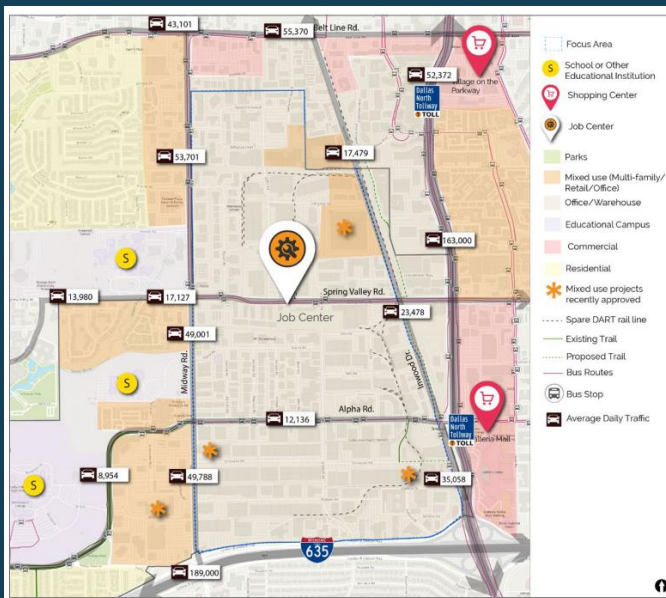
Strategically identified areas for redevelopment or investment to create dynamic spaces and stimulate economic growth.



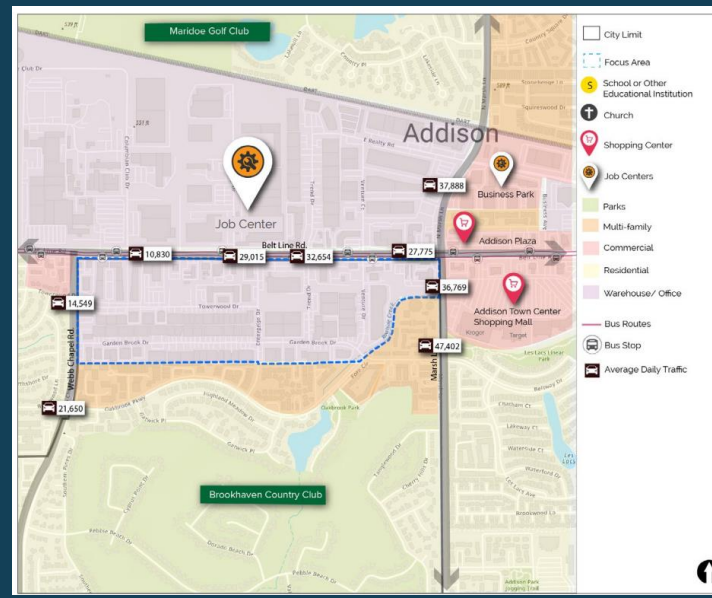
Josey/Valwood



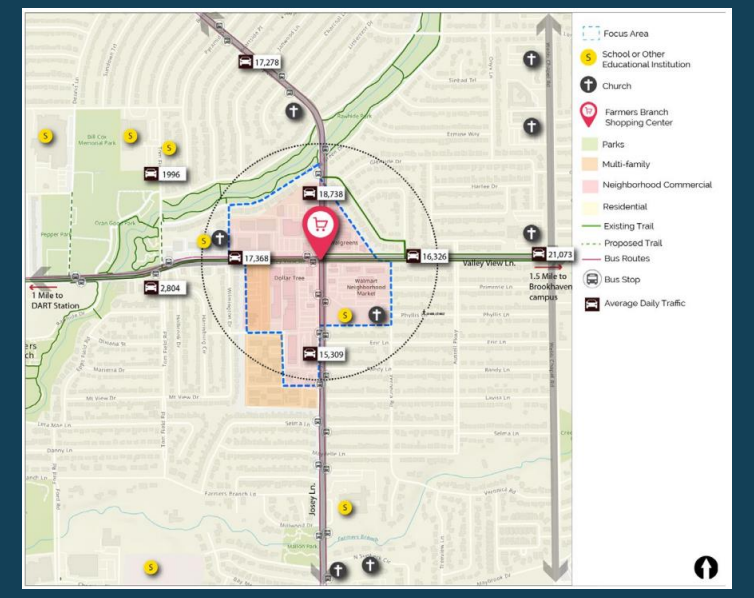
Mustang Station



East Side



Belt Line Corridor



Four Corners

# Implementation

## Strategy

Undertaking projects that align with the guiding values can help move the city closer to the vision established by the community.

## Project Timeframes

- Short-Term (0-7 years post-adoption)
- Mid-Term (8-14 years post-adoption)
- Long-Term (15-20 years post-adoption)

## Decision Making Framework

- Top 5 Strategies for each focus area.
- Connects projects to Guiding Values.
- Identifies key stakeholders, departments, and funding mechanisms.

## Metrics and Monitoring

- Tracking of implementation projects and their impact.
- Recurring reporting to City Council.
- Planning for budget alignments and strategic plan links.



# Decision-Making Framework








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).

# Connection to Guiding Values

	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 & Funding Matrix

Catalyst Site Public Realm			
<div>Subject Areas</div> <div></div> <div>Economic Development and Redevelopment, Land Use</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>	

## Implementation Examples

### Active/Ongoing Initiatives

- ✓ Builders of Hope Partnership
- ✓ Dallas County Replacement Housing Program
- ✓ Demo-Rebuild Program
- ✓ Active Transportation Plan

### Additional Opportunities

- ✓ Investment in Catalyst Sites
- ✓ Regulatory Process Improvements
- ✓ Missing Middle Housing Options
- ✓ IH-35E Corridor Study Recommendations





Farmers Branch 2045 Comprehensive Plan

# Ongoing Connections

## Annual Strategic Plan

Alignment with Critical Business Outcomes

## Development Decisions

Framework for zoning, land use, and development actions.

## Annual Budget

Consideration of available project funding and Council priorities.

## Yearly Reporting

Individualized metrics to measure implementation progress and emphasize transparency.

## Policy and Ordinance Updates

Enhancements to existing codes and cross-departmental initiatives.



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# IH-35E Corridor Vision Study

Adopted February 2, 2021

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Farmers Branch Long-Range Planning

# IH-35E Corridor

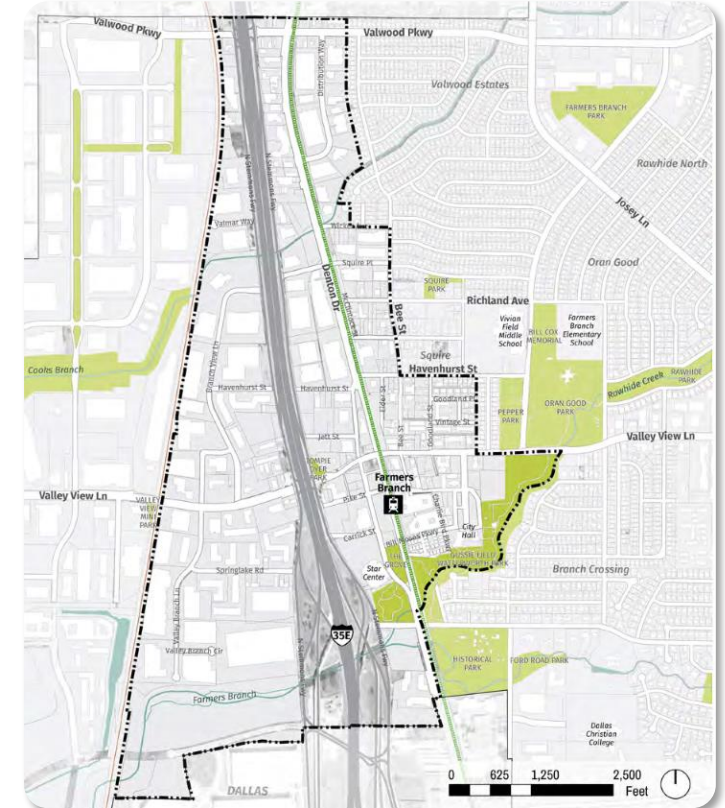
## VISION STUDY



The **IH-35E Corridor Vision Study** provides a 20-year vision and strategies for the development of areas along the IH-35 corridor.

### Vision Statement

*"The IH-35E corridor is the front door to Farmers Branch and a world-class place to live and do business in the Dallas-Fort Worth region. It offers space and access for a wide range of businesses looking to grow and expand, and a range of housing and amenities for residents. Visually, the corridor is an attractive gateway that reflects the City's reputation for excellence."*



463 acres  
Total Study  
Area

15 month  
Engagement  
Process

530  
Survey  
Responses

17  
Stakeholder  
Interviews



## IH-35E Corridor Vision Study

# Goals for the Corridor



**Create a modern urban industrial district** with opportunities for mixed use development and highway-oriented commercial amenities, in order to leverage existing assets and increase property values along the corridor.



**Extend the Station Area** mixed use development to the west side of IH-35E in order to form a cohesive new “front door” appearance along Valley View Lane, consisting of dense, compact, walkable development.



**Improve the appearance of the corridor** to create a visually enticing experience along IH-35E through property upgrades and attracting new businesses.



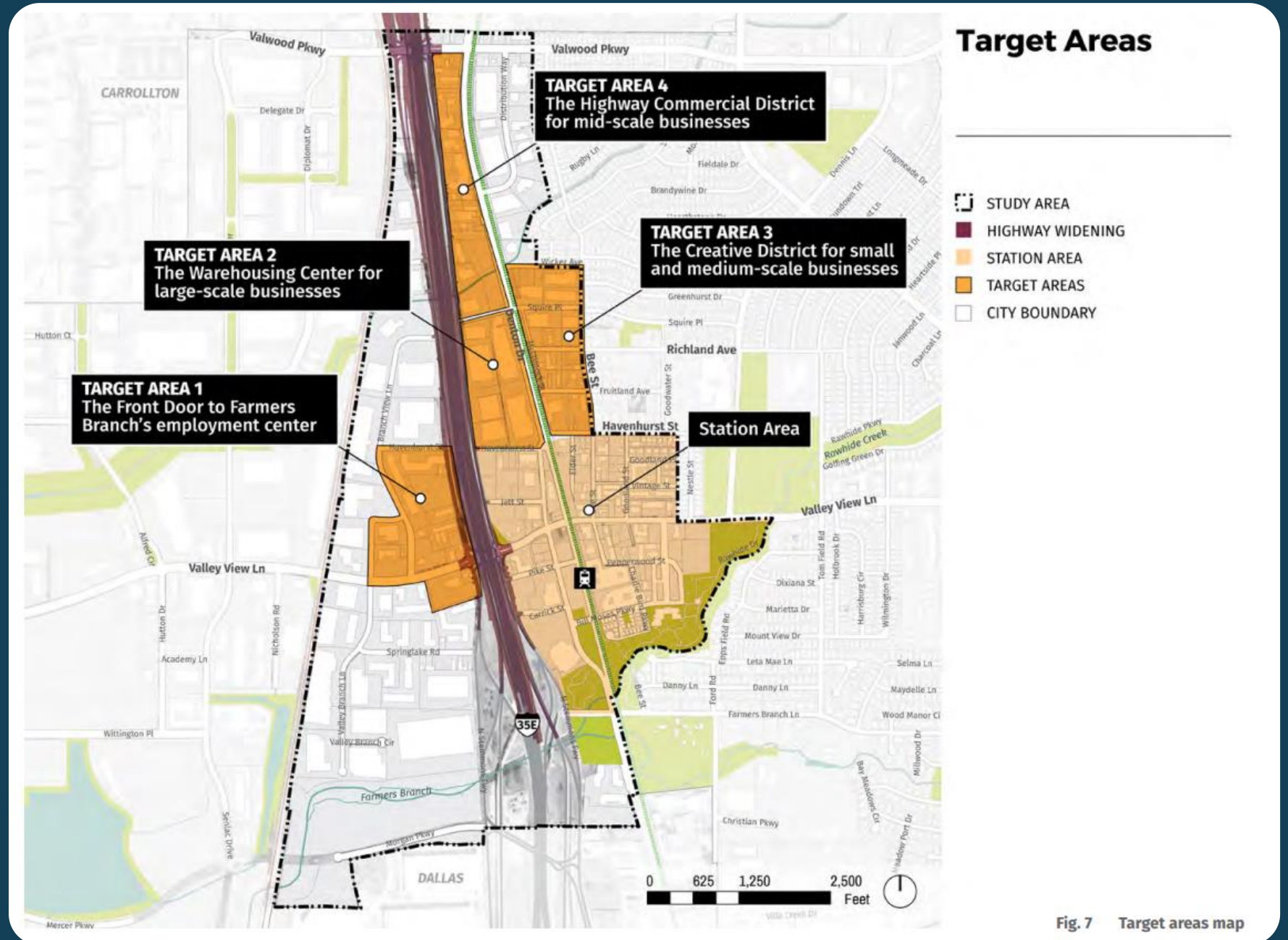
**Green the corridor** through increased landscaping and establishing corridor-wide initiatives so it better matches the City’s reputation as a “City in the Park.”



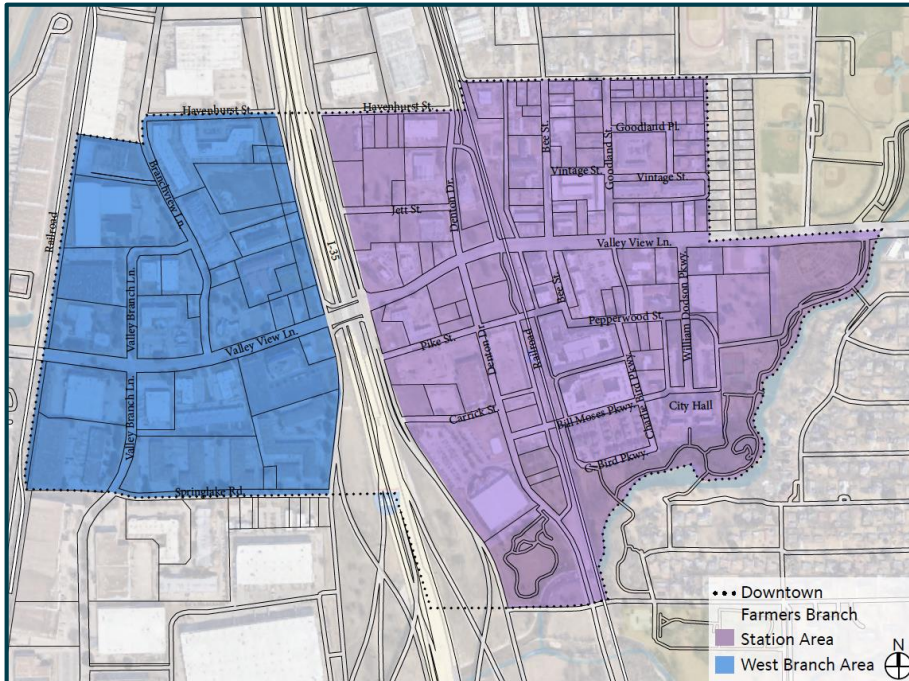
**Connect the Farmers Branch community** on both sides of IH-35E through improved aesthetics and infrastructure that is accessible to all modes of transportation.



# Target Areas



# Implementation Progress



## Completed/Ongoing Initiatives



### Valley View & Valwood Betterments

- Enhanced east/west pedestrian connections, lighting, and gateway branding (under construction).



### Creation of TIF #4

- Approved November 2021
- Includes the study area and Valwood Park residential to provide funding for future enhancements.



### Target Area 1 Rezoning

- Approved April 2023
- Expanded PD-86 zoning code to include Target Area 1.

## Next Steps

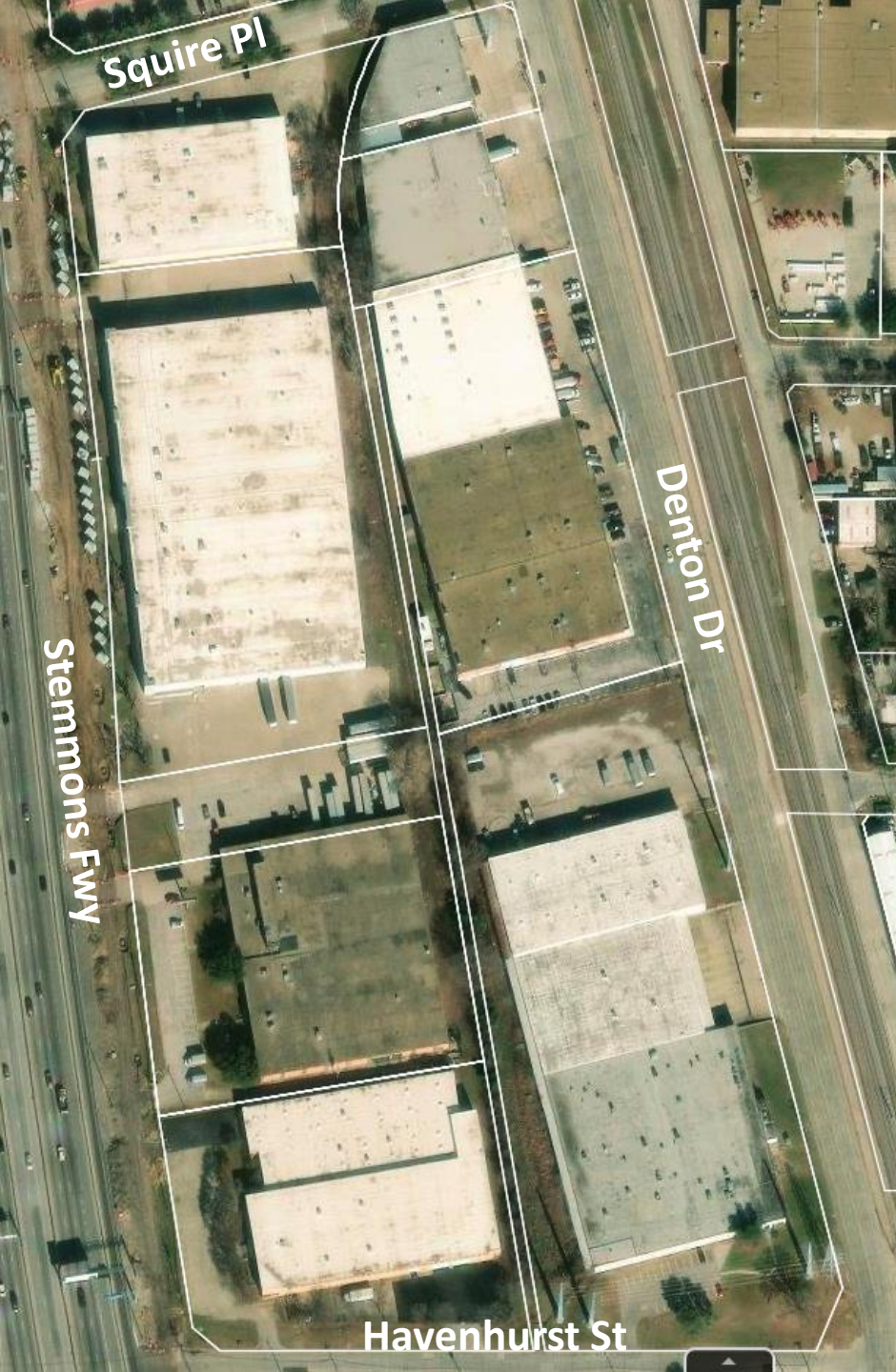


### Target Areas 2 & 4 Rezoning (short-term)



### Target Area 3 Rezoning (long-term)





## IH-35 Corridor Vision Study

# Target Area 2

### Vision:

- Positioned to house large-scale businesses that need larger spaces and highway access.
- Warehousing, e-commerce, event spaces, and creative industries, such as media and design, are well-suited.

### Current Status:

- Comments related to the appearance of lots in the area.
- Many lots are currently nonconforming with respect to site elements.
- No imminent change in structures expected.



#### PREFERRED USES

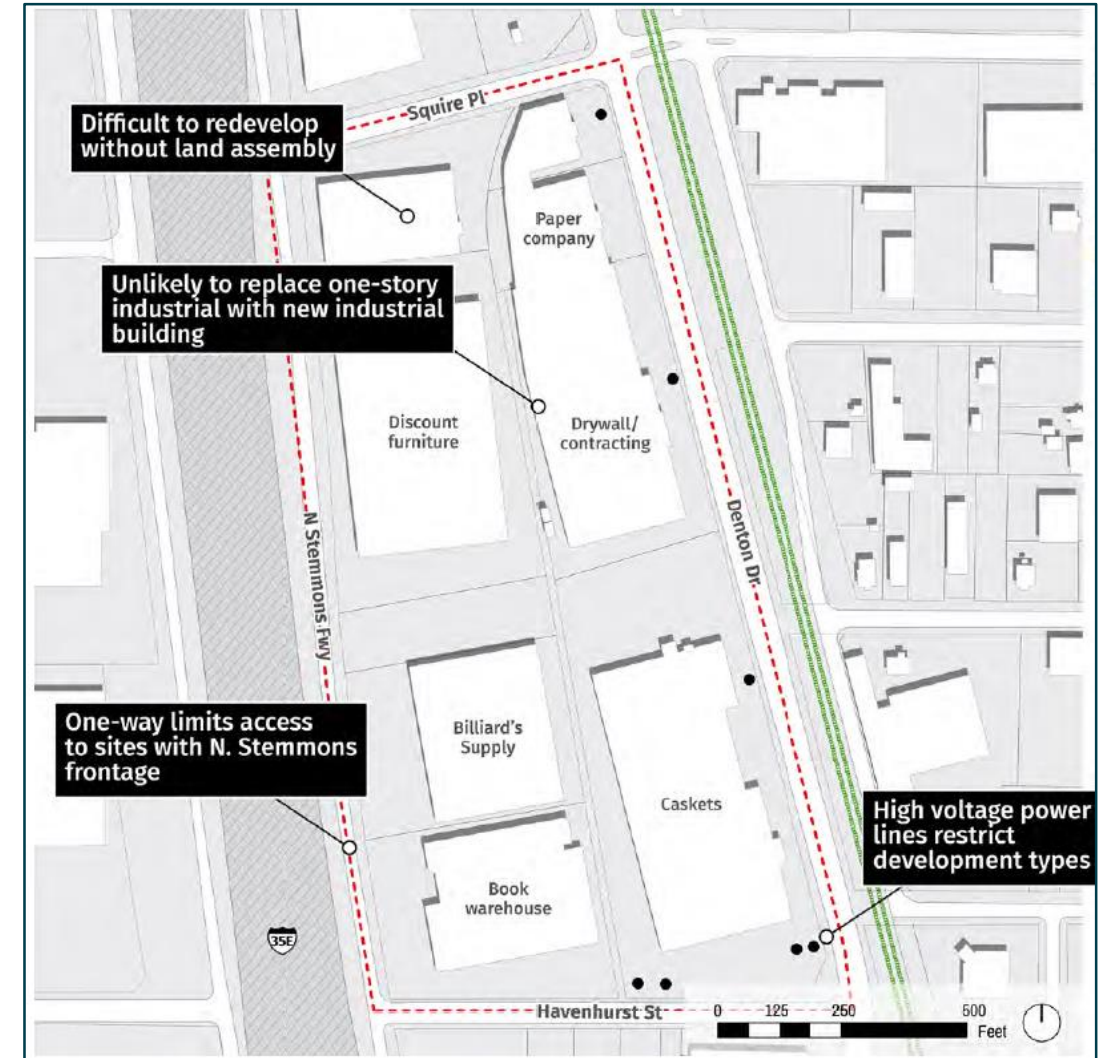
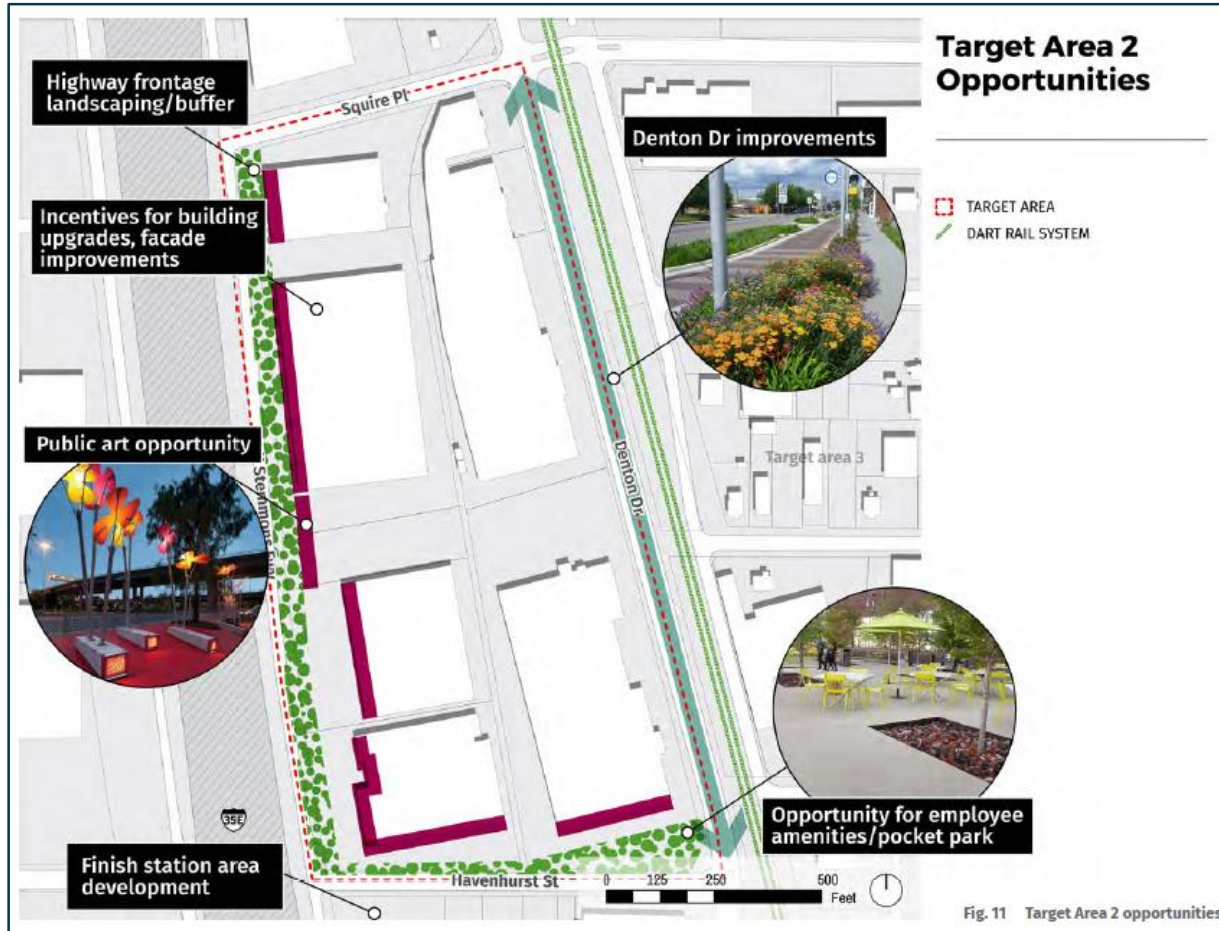
- Warehousing/logistics
- Entertainment
- Indoor recreation
- Creative industries (i.e. large-scale studio and production space for visual and performing arts, design, media, crafts, food, and beverage)

#### TOOLS

- Updated zoning regulations (see strategy 1.5)
- Public realm investment (see strategies 1.2, 4.1)
- Infrastructure investment (see strategy 5.1)
- Incentives (see strategy 3.2, 4.4)



## Target Area 2: Opportunities & Constraints





## IH-35 Corridor Vision Study

# Target Area 4

### Vision:

- Highly visible location for mid-scale commercial activity, such as restaurants and entertainment-related uses.
- Properties fronting N. Stemmons Freeway should be attractive and inviting.

### Current Status:

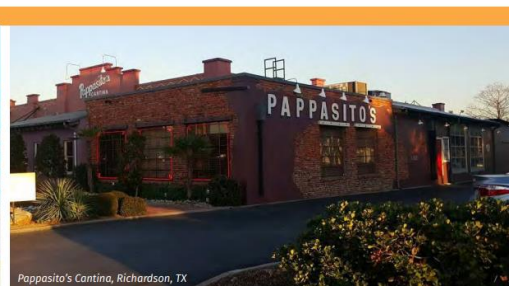
- Narrow, shallow parcels with dual frontage.
- Utility constraints including overhead utility and high voltage lines.
- Assembly of parcels will help facilitate redevelopment.
- Examples of preferred uses (below)

#### PREFERRED USES

- Retail (Zone A, B, C)
- Restaurant (Zone A, B, C)
- Entertainment (Zone C)

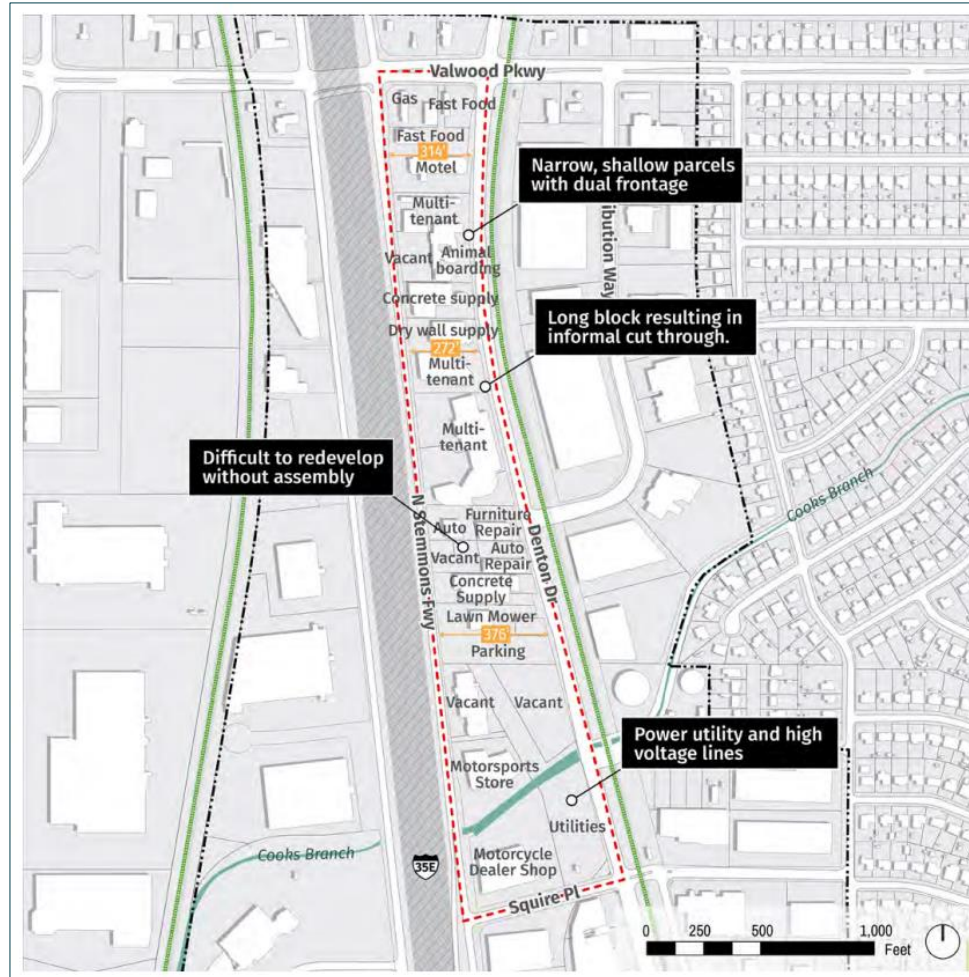
#### TOOLS

- Updated zoning regulations (see strategies 1.2, 1.4)
- Public realm investment (see strategies 4.1, 4.2)
- Infrastructure investment (see strategy 5.1, 5.4)
- Incentives (see strategy 3.2)





## Target Area 4: Opportunities & Constraints





Farmers Branch Long-Range Planning

# IH-35E Corridor

## VISION STUDY



## NEXT STEPS FOR IMPLEMENTATION

### Rezoning Discussion with City Council

- Seek direction on potential zoning amendments in Target Areas 2 and 4 through a study session discussion.

### Public Notice and Hearing

- Based on direction, a public hearing process can be initiated.
- Notification to all impacted property owners.
- Consideration by Planning & Zoning Commission and City Council.

### Additional Opportunities

- Continued tracking of implementation projects and their impact.
- Opportunities for public realm improvements and partnerships with TxDOT to create a visually enticing corridor.
- Future study and zoning realignment in Target Area 3 (creative district).

# Questions & Discussion

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