

An aerial photograph showing a complex highway interchange with multiple overpasses and ramps. The surrounding area is a mix of industrial buildings, parking lots, and some green spaces. A river or canal is visible on the left side of the image.

IH-35E VISION STUDY

INTERFACE STUDIO

NINIGRET PARTNERS

WGI

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PROGRESS UPDATE

- **Interview Summaries**
- **Survey Results**

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INTERVIEW SUMMARIES

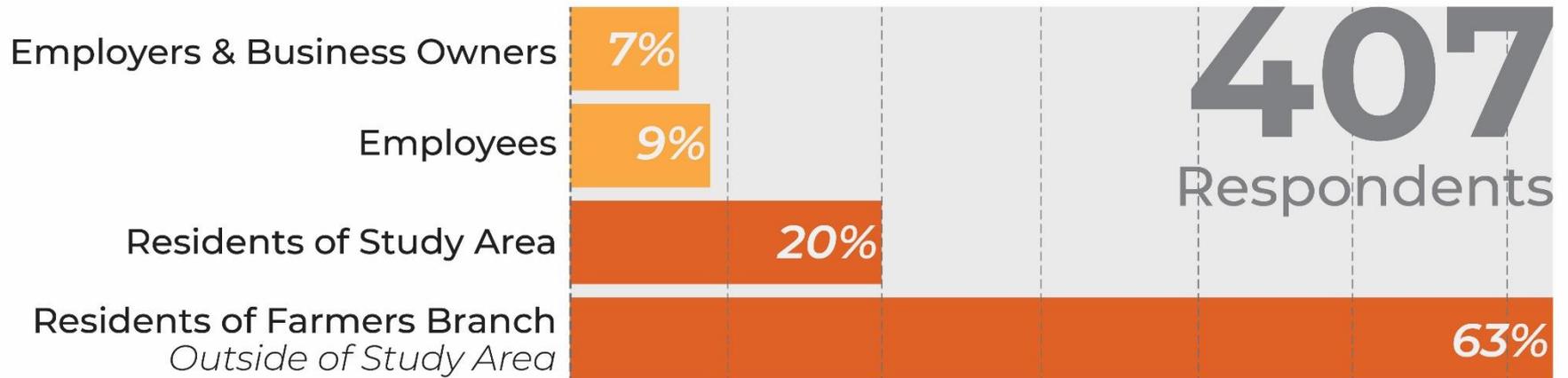
Coming Soon
Interviews in Process

3

SURVEY RESULTS

- **Who participated?**
- **Covid19 Business Impacts?**
- **Corridor Preferences?**
- **What Did People Say?**

Who Participated?



Who Participated?

Employers & Business Owners

Employees

Residents of Study Area

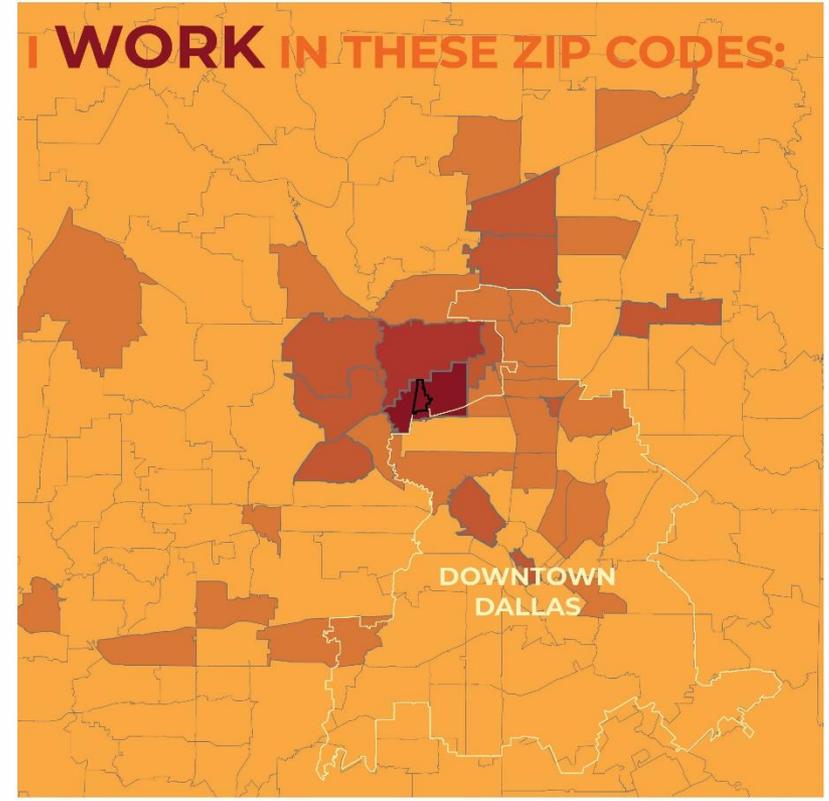
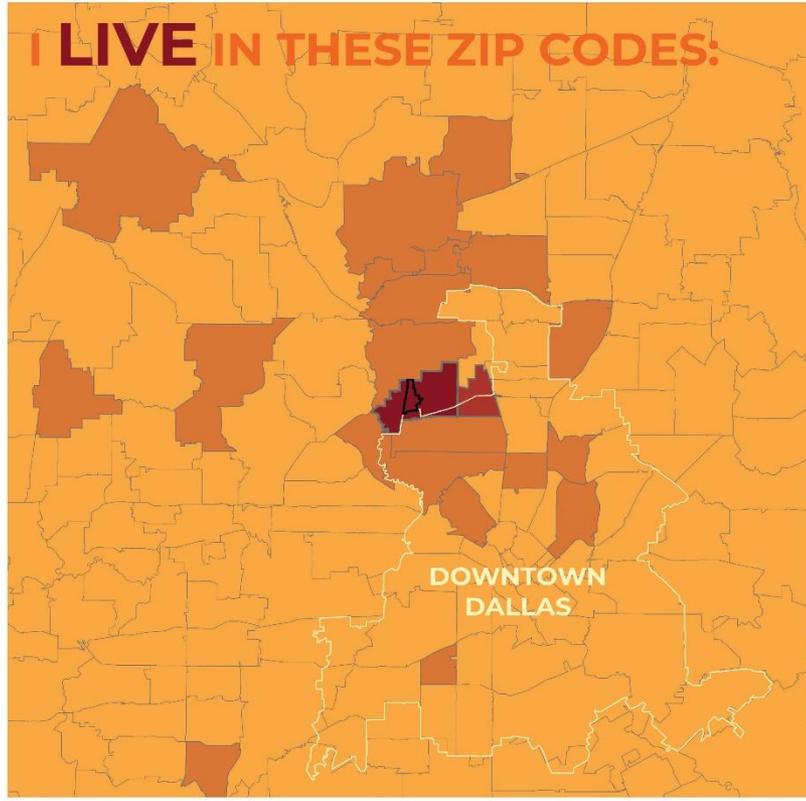
Residents of Farmers Branch

How differently are you operating now?
(compared to 6 months ago)

Which area of the corridor is priority?

What is the future of the corridor look like?

Who Participated?

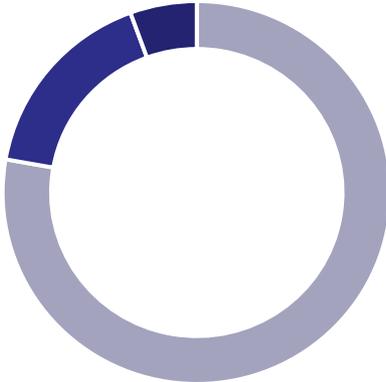


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COVID19
BUSINESS
IMPACTS

MOST BUSINESSES WERE ESSENTIAL MANY ARE AT OR CLOSE TO 100% WORKING CAPACITY

Was your business considered essential during the shutdown?



■ Yes ■ No ■ Partial

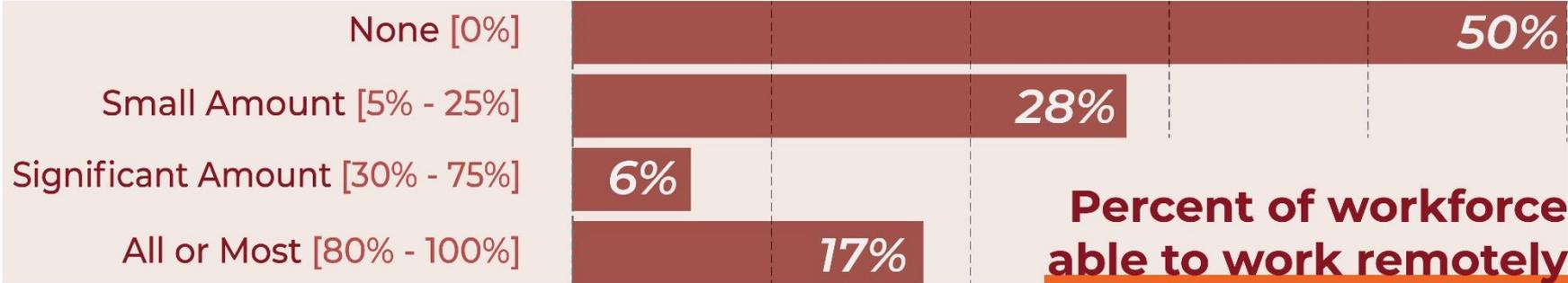
What capacity is your business at now?



■ 10% ■ 25% ■ 80% ■ 90% ■ 50% ■ 100%

AS MOST BUSINESSES WERE ESSENTIAL, THERE WERE LIMITED IMPACTS ON AREA WORKFORCE

89% of businesses report having their entire workforce currently working



Before the shutdown **61%** of businesses reported having 1 - 10 Employees

WHAT WERE THE MOST REPORTED ADMINISTRATIVE IMPACTS DURING THE SHUTDOWN?

Reduced orders or sales **41%**



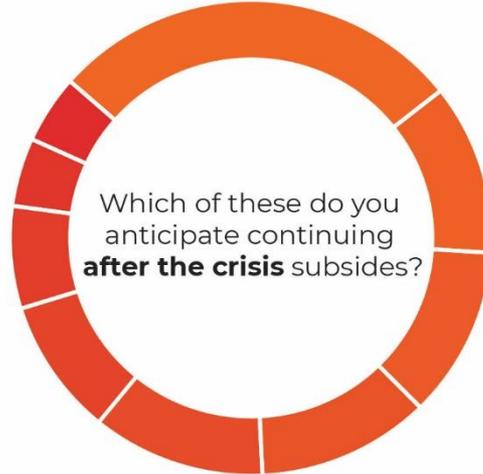
- 22%** Supply chain issues
- 19%** Staffing issues
- 9%** Other (please specify)
- 6%** Inventory management
- 3%** Transportation/logistics issues

Applied for relief funding **22%**



- 20%** New safety procedures & equipment
- 12%** Reduced hours
- 10%** Operational changes
- 8%** Shifted to remote work where possible
- 7%** Negotiated rent / mortgage payments
- 7%** Switched to online platforms
- 5%** Stopped making bill payments
- 5%** Furloughed or laid off employees
- 3%** Changed business model / product

New procedures & equipment **27%**



- 11%** Seek additional relief funding
- 11%** Shift to remote work where possible
- 11%** Operational changes
- 11%** Expand online platforms
- 9%** Different business model/product
- 7%** Reduce hours
- 5%** Negotiate rent/mortgage payment
- 5%** Delay making bill payments
- 2%** Furlough or lay off staff

WHAT DOES THE FUTURE LOOK LIKE IN THIS CRISIS?

22% of businesses would not be able to survive 1+ months under another shutdown

61% of businesses would be able to survive 3+ months under another shutdown



“We will expand into other markets”

“Grooming has totally recovered, boarding 75% recovered”

“We bid jobs every day but need more work”

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CORRIDOR

PREFERENCES

WHAT IDEAS COULD WORK FOR IH-35E?

36%



<1%



2%



7%



30%



12%



13%



CONNECTIONS

WHAT IDEAS COULD WORK FOR IH-35E?

2%



36%



21%



4%



6%



16%



15%



LOOK AND FEEL

WHAT IDEAS COULD WORK FOR IH-35E?

16%



3%



10%



9%



15%



6%



40%



THINGS TO DO

WHAT DID PEOPLE SAY?

200+
Comments

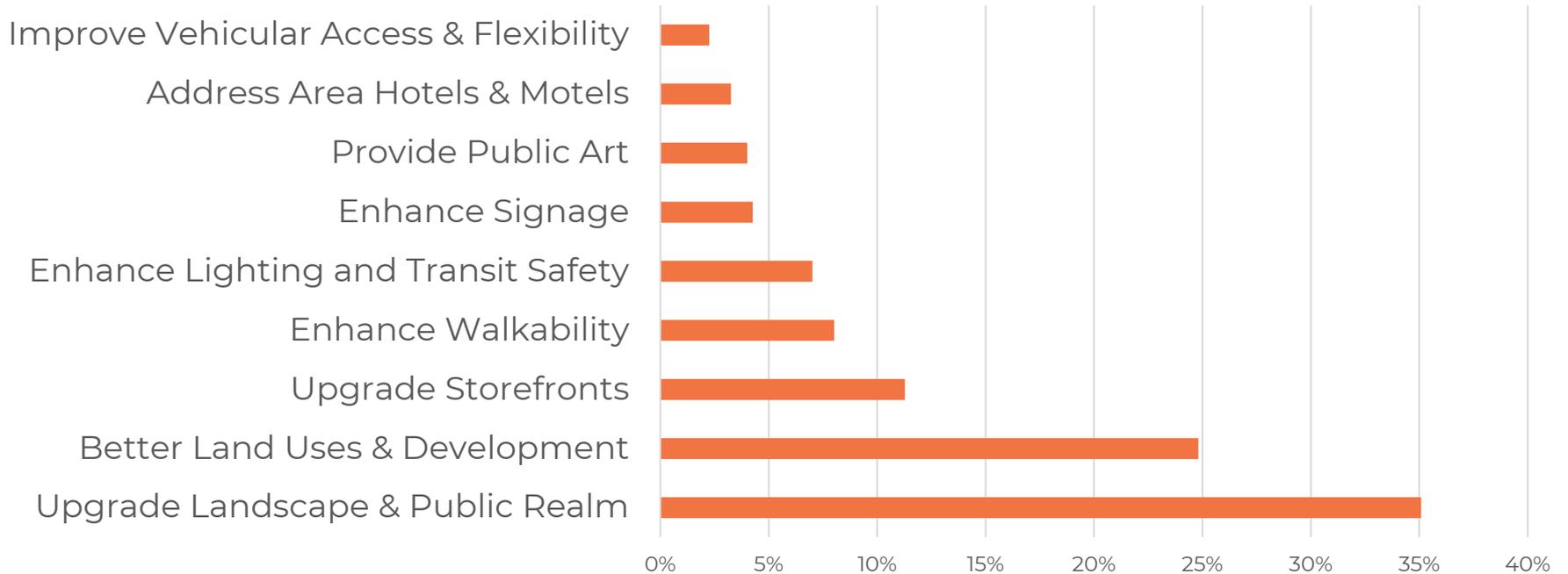
“Use lower speed limits and other traffic calming methods, add buffered bike lanes...get rid of off-street parking minimums, wide sidewalks...**STOP** designing this city around cars. Design it for **PEOPLE.**”

“Make the corridor... look much nicer... **Currently it looks very old and industrial with the exception of the station area.**”

“From I35 we look like a 'City in an **Industrial Park**' and it doesn't really entice people to pull off the highway and spend money here.”

WHAT DID PEOPLE SAY?

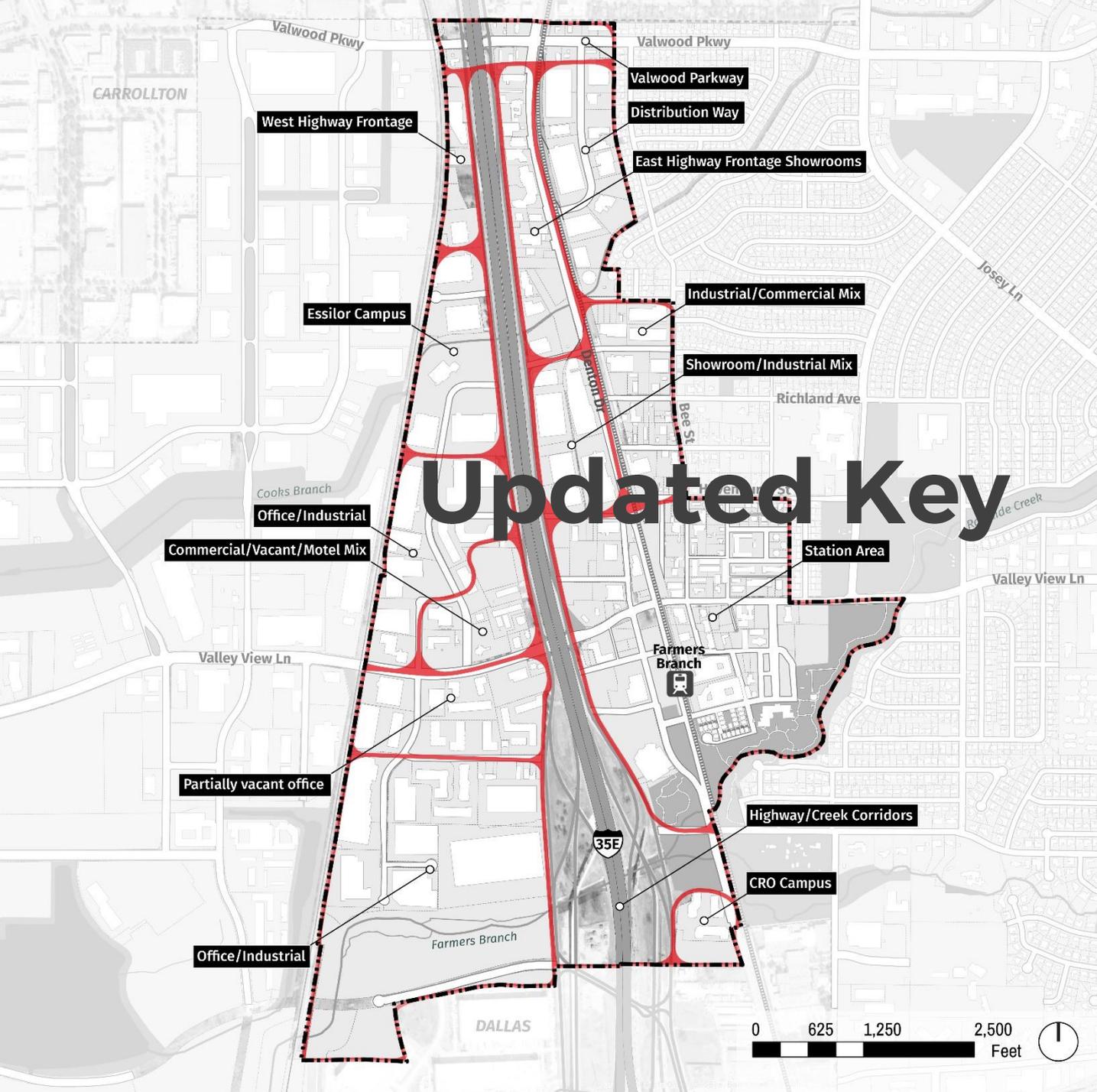
Comment Themes



Character Zones

Source: Interface Studio Field Survey 2020

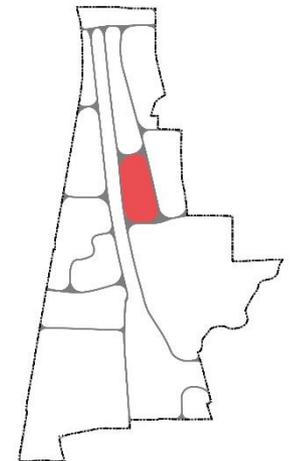
-  STUDY AREA
-  ZONE BOUNDARIES



Character Zone: **F**

Source: Interface Studio Field Survey 2000

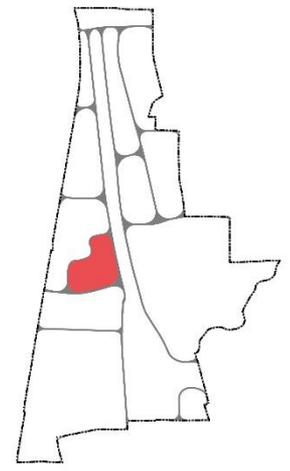
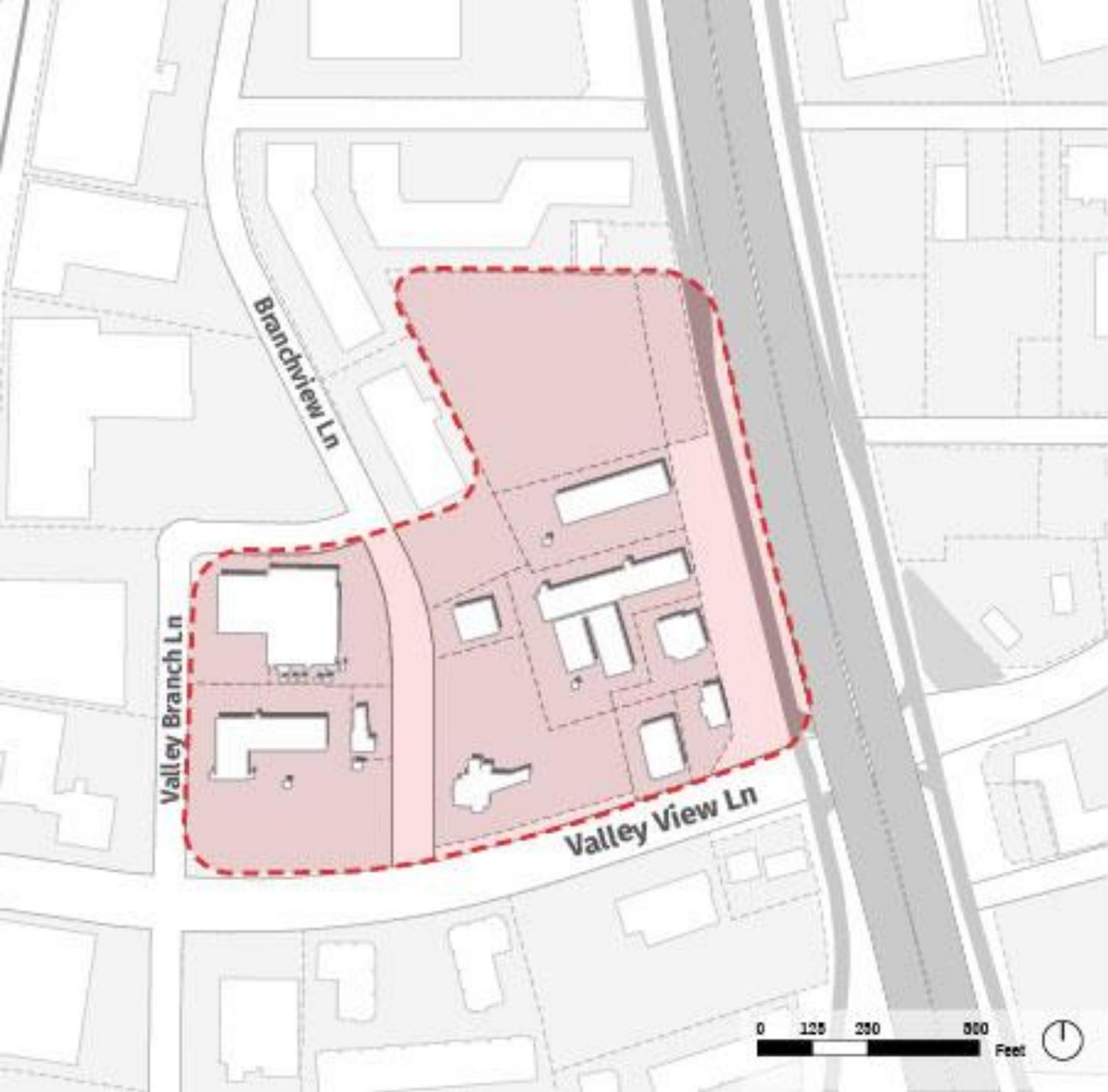
 ZONE BOUNDARIES



Character Zone: **I**

Source: Interface Studio Field Survey 2000

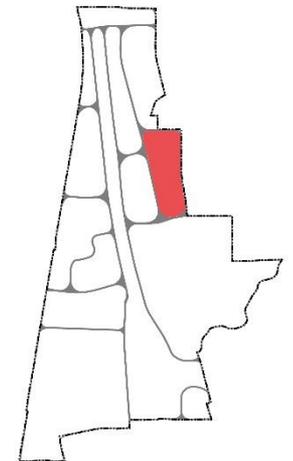
 ZONE BOUNDARIES



Character Zone: G

Source: Interface Studio Field Survey 2000

 ZONE BOUNDARIES





Questions?