

## STAFF REPORT

<b>Case Number:</b>	N/A
<b>Request:</b>	Discuss the IH-35E Corridor Vision Study including the roles and responsibilities of the Planning and Zoning Commission as the project steering committee.
<b>Address:</b>	IH-35E Corridor
<b>Lot Size:</b>	± 463 net acres
<b>Petitioner:</b>	City of Farmers Branch

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### BACKGROUND:

This is the first of four anticipated steering committee meetings for the IH-35E Corridor Vision Study. In this meeting the consultant, Interface Studio LLC, will introduce the (approximately) 11 month long vision study process, and review the roles and responsibilities of the committee.

The City's 2020 Strategic Plan identifies the IH-35E Corridor Vision Study as a project to help fulfill C2 of the Strategic Plan: provide attractive, unique and connected spaces for community interaction. The vision study will guide development within the IH-35E Corridor for approximately the next 20 years and include recommended action items to leverage existing assets in order to increase property values and allow for higher quality land uses within the corridor. This is an optimal time to conduct the study as the IH-35E highway infrastructure will be widened in the near future, further impacting properties particularly along the west side of the highway.

On November 12, 2019 City Council approved a Professional Services Agreement with Interface Studio LLC for completion of the study. Interface Studio LLC will serve as the primary consultant, with Ninigret Partners and Big Red Dog a division of WGI teaming together as sub-consultants. The project scope (Attachment 1), which outlines the project process, milestones, and key deliverables, identifies the Planning and Zoning Commission as the Steering Committee for the project.

### PROJECT OVERVIEW:

The proposed study area, shown in Attachment 2, includes approximately 463 net acres of land on the east and west sides of the IH-35E right-of-way. The study area is bounded by the City of Dallas to the south; City of Carrollton to the north; the Madill Railroad on the west; and generally the eastern boundary of PD-70, PD-86, and PD-32.

The vision study process will be approximately 11 months in length and will include a robust public engagement plan, involving staff, elected officials, landowners, businesses, nearby residents and other interested members within the community. Engagement of the groups listed above will ensure that all pertinent information is considered in the crafting of the plan, and ideally result in "buy-in" of the longer term vision thereby promoting investment within the corridor.

When completed the vision study will provide:

- A cohesive vision for the IH-35E Corridor developed through consultation with the City, landowners, tenants, and area residents.
- A statement of goals and objectives.
- A set of recommendations for future development within the Corridor.
- An implementation plan that will outline action items that the City and business community can perform in order to implement the vision. The implementation plan will consider the IH-35E highway infrastructure widening in the timing and sequencing of implementation action items.
- A monitoring plan that will identify metrics that can be measured over time to demonstrate how change is occurring within the Corridor.

#### ROLES AND RESPONSIBILITIES:

It is anticipated that the steering committee will meet four times throughout the IH-35E Corridor Vision Study process, and key roles and responsibilities will include:

- Providing input and background knowledge on Farmers Branch and the Corridor Vision Study plan area;
- Receive updates and provide feedback to the consultant group at key points in the process including review of plan goals and objectives, plan process, analysis and strategies;
- Aid in community engagement, promotion of the plan and advocate for plan adoption; and
- Encourage plan implementation.

#### MEETING GOALS:

This first meeting of the steering committee will be an opportunity for the consultant group to introduce the study and the process that will be taking place over the next 11 months. The steering committee will review their roles and responsibilities, familiarize themselves with the Corridor Vision Study process, provide initial input into the study to help establish a baseline of knowledge, and have an opportunity to ask questions of the consultant group regarding the project process.

#### ACTIONS:

None