

S T A F F R E P O R T

Case Number: N/A
Request: Discuss the IH-35E Corridor Vision Study including review of analysis and research conducted for the corridor.
Address: IH-35E Corridor
Lot Size: ± 463 net acres
Petitioner: City of Farmers Branch

BACKGROUND:

This is the second of four anticipated steering committee meetings for the IH-35E Corridor Vision Study. At this meeting the consultant, Interface Studio LLC, will present the results of initial analysis and research conducted related to the IH-35E corridor for discussion, and seek feedback from the Planning and Zoning Commission/Steering Committee related to the information presented. The presentation and discussion outcomes will form the basis for identifying opportunities and constraints within the IH-35E corridor.

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 Planning and Zoning Commission, which acts as the Steering Committee for the project, has held one Steering Committee meeting to date, on January 13, 2020, in which an introduction and project overview was presented and discussed.

PROJECT OVERVIEW:

The 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 continue into the fall and will include a robust public engagement plan, involving staff, elected officials, landowners, businesses, nearby residents and other interested members within the community. The first round of public consultation was planned for

March 19, 2020 but was canceled due to the Covid-19 public health crisis. In lieu of the public open house, staff and the consultant team are working on developing opportunities for public engagement, such as online survey, in order to gather feedback. The online survey will present analysis to the public and provide the opportunity for the public to answer a number of questions; the responses received will inform a draft vision, goals, and recommendations for future development within the corridor. However, due to the importance of having property owners and representatives from businesses located within the corridor participate in the engagement events, staff is sensitive to the fact that their priorities currently lie with protecting their property and business interests at this time, hence why the engagement events have been paused until such time when it is appropriate to engage the public.

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.

ACTIONS:

The Planning and Zoning Commission/Steering Committee should provide feedback related to the results of initial analysis and research information presented.