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 residential neighborhoods. A river or canal winds through the landscape. The text 'IH-35E VISION STUDY' is overlaid on the left side of the image in three orange horizontal bars.

IH-35E VISION STUDY






INTERFACE STUDIO

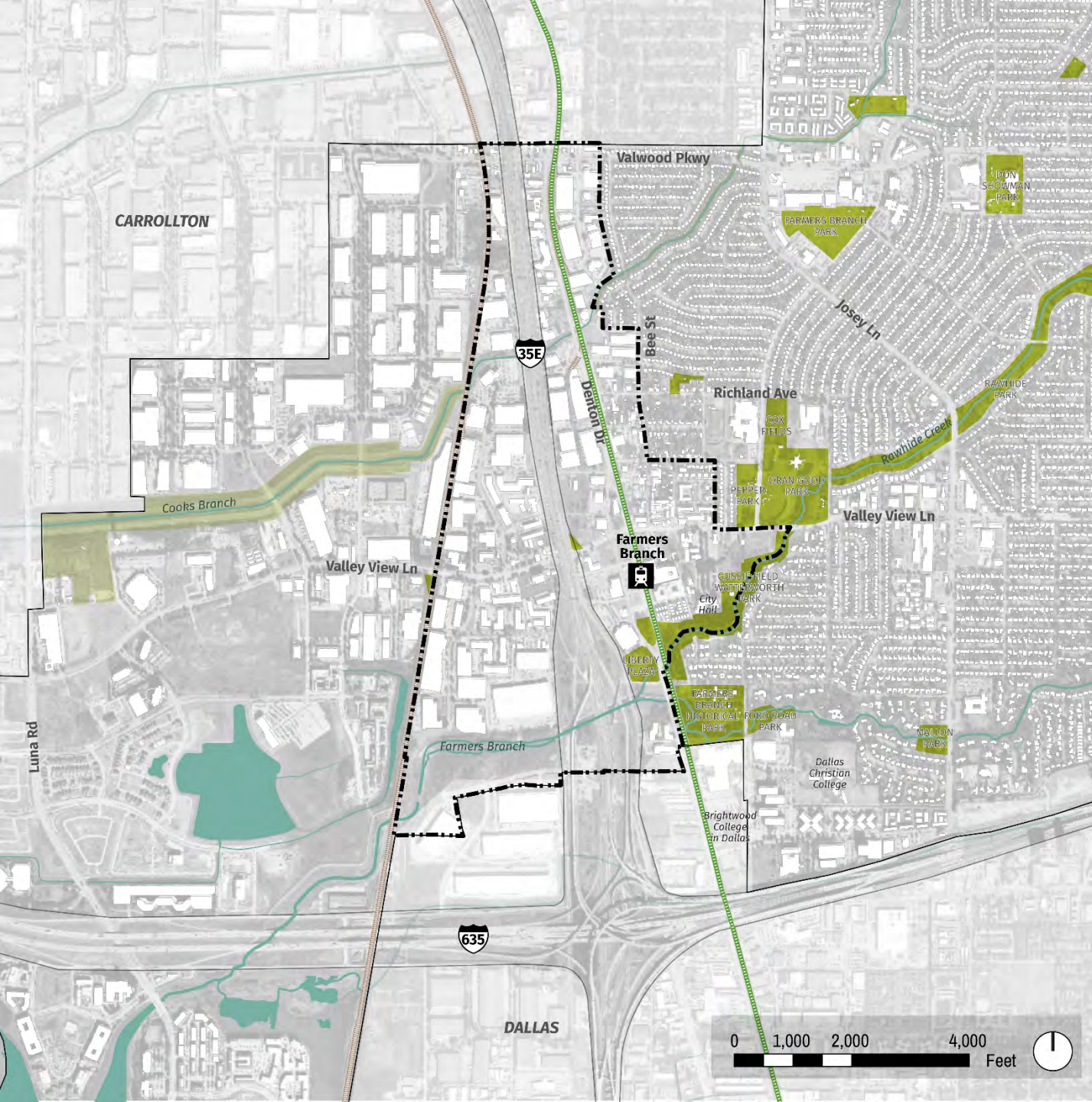
NINIGRET PARTNERS

WGI

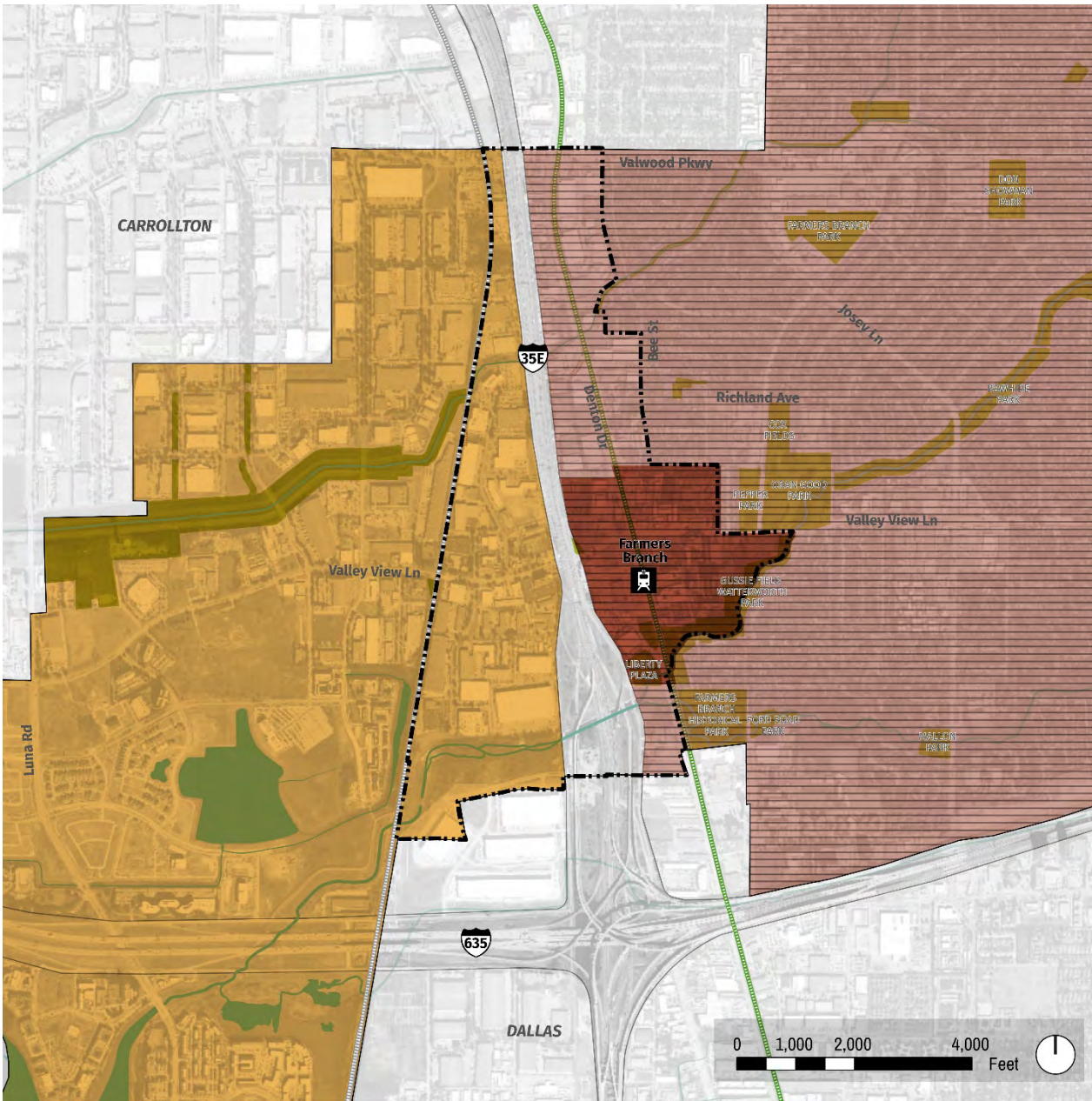
Study area

Source: TX GIS, City Of Farmers Branch

-  STUDY AREA
-  OPEN SPACE
-  WATER
-  DART RAIL SYSTEM
-  OTHER RAIL








The vision study builds on prior plans



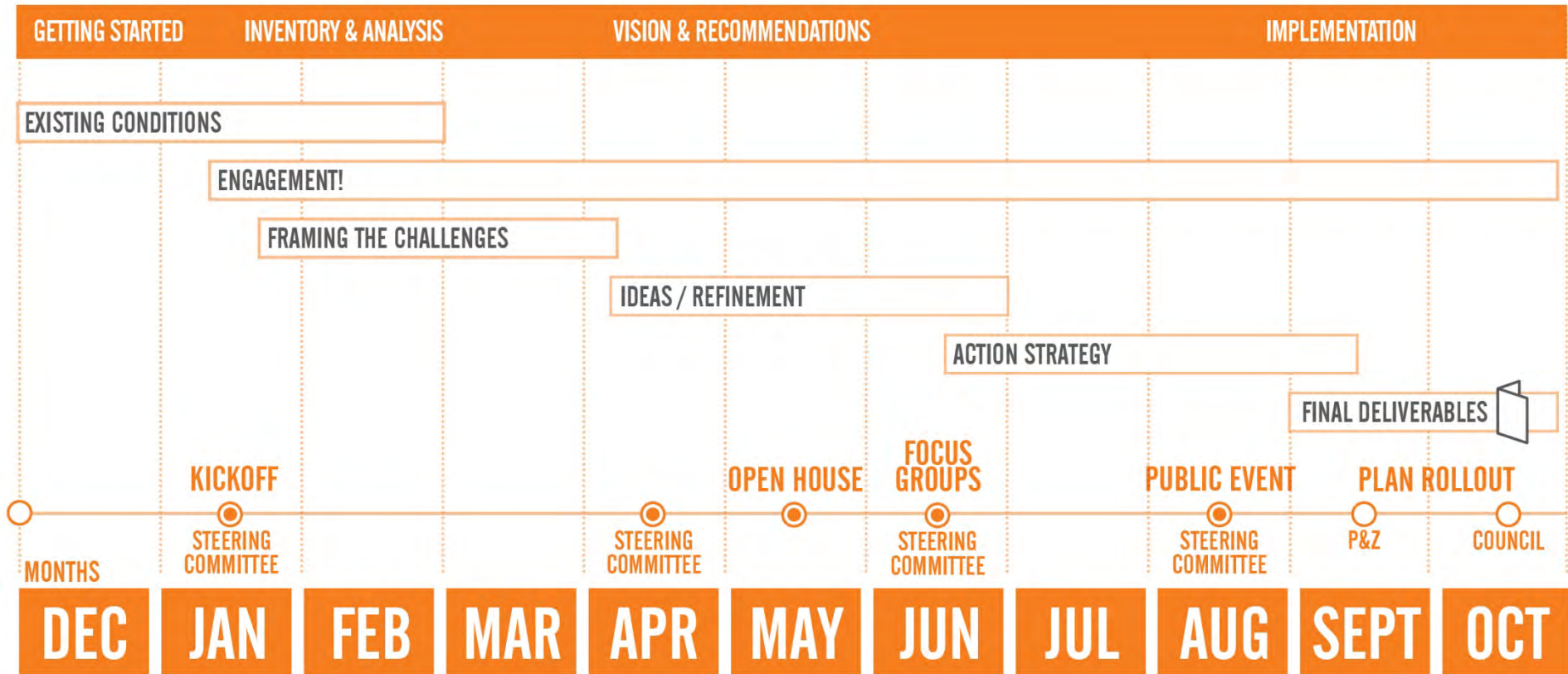
Planning Context

Source: TX GIS, City Of Farmers Branch

-  STUDY AREA
-  STATION AREA MASTER PLAN (2002)
-  CENTRAL AREA PLAN (2012)
-  WEST SIDE PLAN (2003)
-  DART RAIL GREEN LINE

Project schedule

*Project schedule may change due to the current health crisis.



1

KEY

TAKEAWAYS

Key Takeaways

(from interviews and data)

- > Regional growth has expanded outward but there is new **interest in the inner ring cities.**
- > The **IH-35E corridor is a major employment center**, with industrial and commercial uses as the dominant uses.
- > But the corridor is not seen as a cohesive and attractive place. An opportunity exists to create a **stronger sense of place and gateway to Farmers Branch.**
- > Getting around is difficult without a car but there is **potential to improve connectivity.**

2

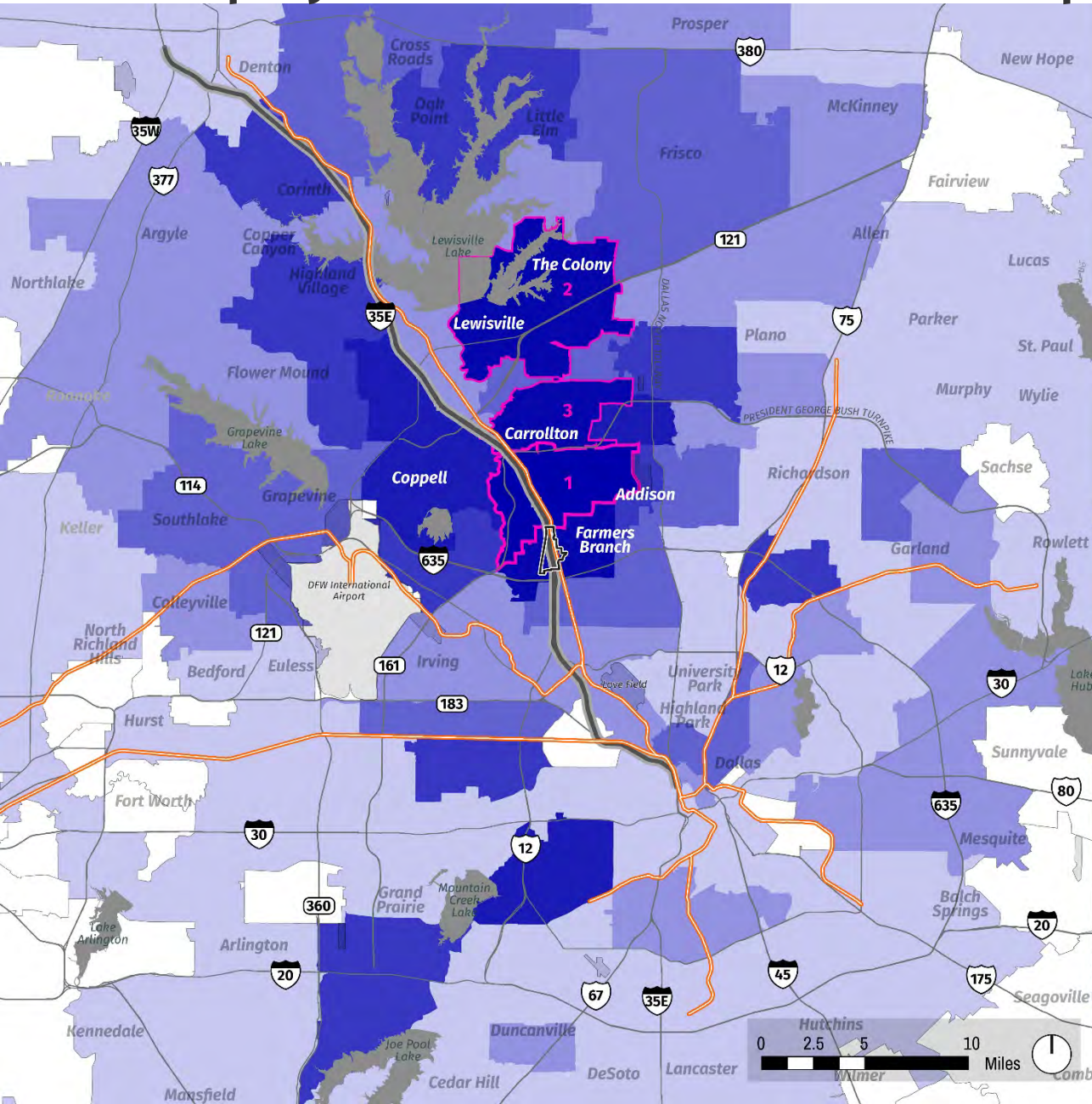
PLANNING FRAMEWORK

- **North Texas Context**
- **The District**
- **Getting Around**
- **A Sense of Place**



North Texas Context

At Essilor, one of the largest study area employers, at least 1 out of 10 employees live within one of three zip codes



Where Essilor Employees Live By Zip Code

Source: TX GIS, City Of Farmers Branch, Essilor Employee Survey 2020

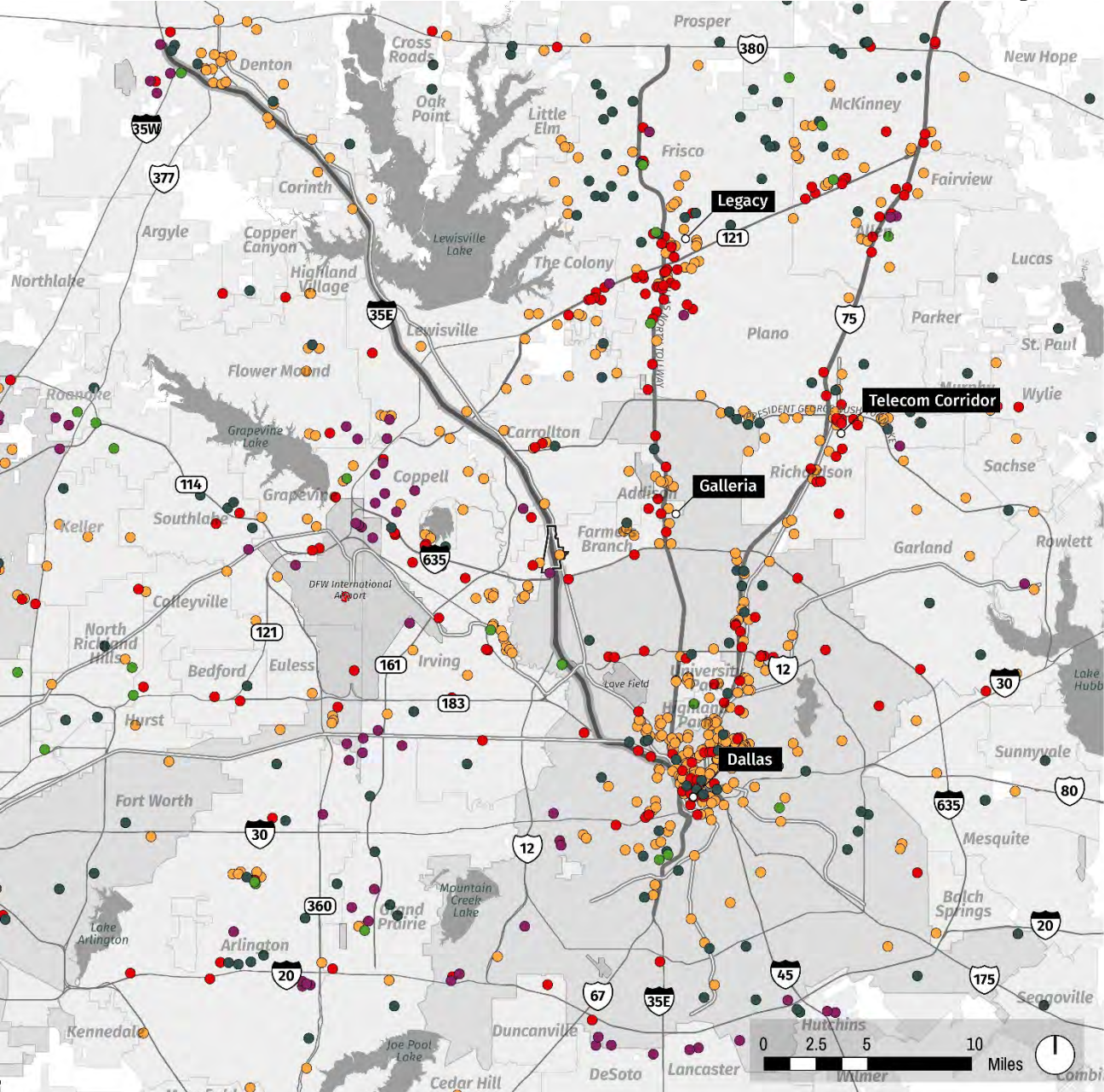
- STUDY AREA
- 🚊 LIGHT RAIL SYSTEM

- 0
- 1-5
- 6-10
- 11-15
- 16-20
- 21-40
- 41-63

- 🟪 TOP THREE ZIP CODES:
 - 1 75006: 63 Employees
 - 2 75056: 46 Employees
 - 3 75007: 42 Employees



Development in the region over the last 10 years has been concentrated in Dallas, the North Tollway and US 75

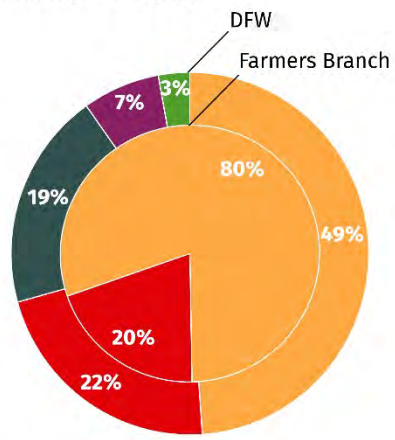


Development since 2009

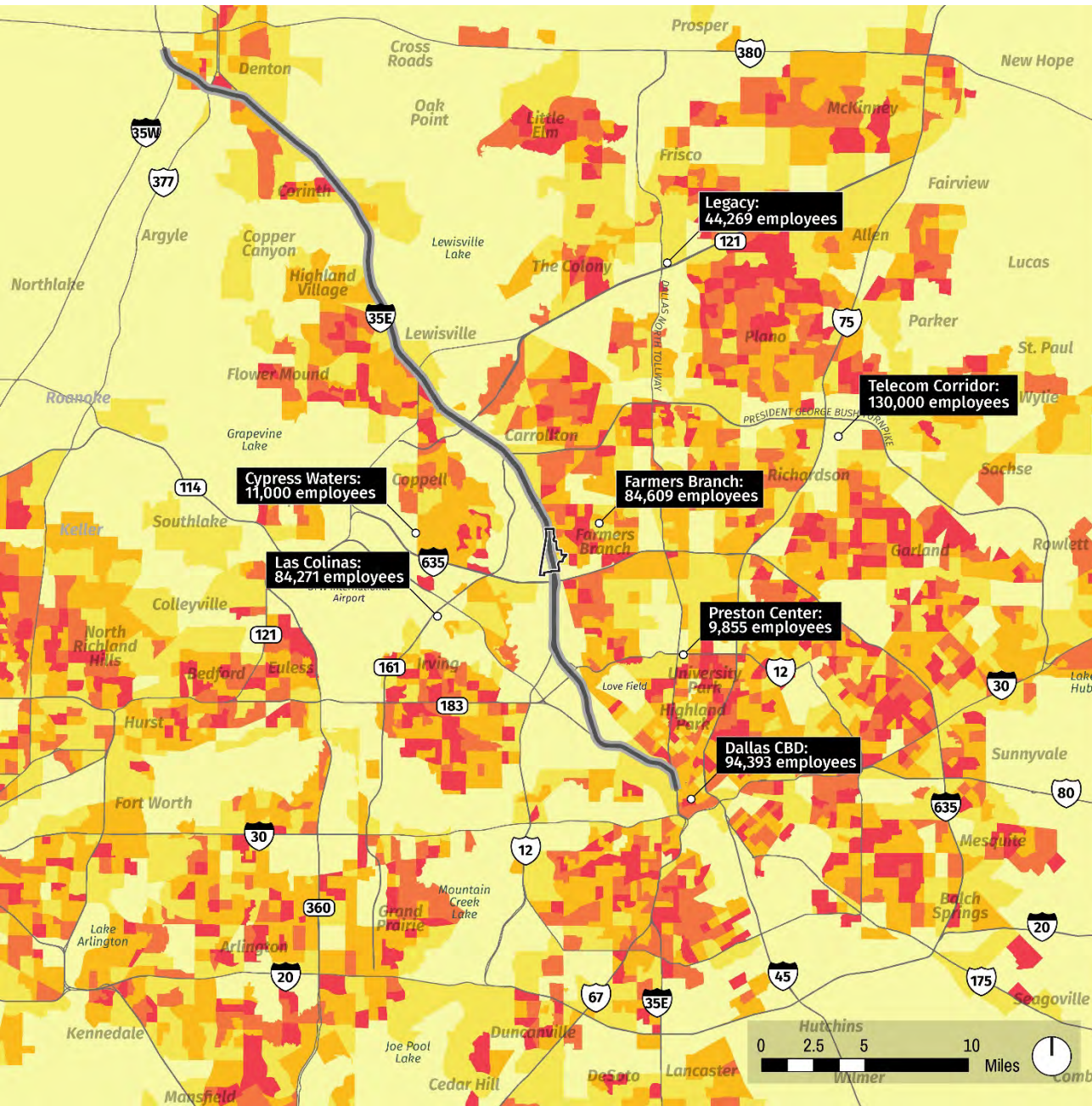
Source: NCTCOG (2019)

- STUDY AREA
- LIGHT RAIL SYSTEM
- RESIDENTIAL
- COMMERCIAL
- INSTITUTIONAL
- INDUSTRIAL
- RECREATIONAL

Development by type



Traffic and longer commutes are making the inner ring cities more attractive. Farmers Branch is central to major job hubs.



Population Density 2018 (Per Sq. Mile)

Source: ACS 2018 5-year estimate (by census block groups)

□ STUDY AREA

0 - 500

500 - 1,000

1,000 - 5,000

5,000 - 7,500

7,500 - 10,000

10,000+

DFW Employment Districts

Cypress Waters:
11,000 employees

Las Colinas:
84,271 employees

Farmers Branch:
84,609 employees

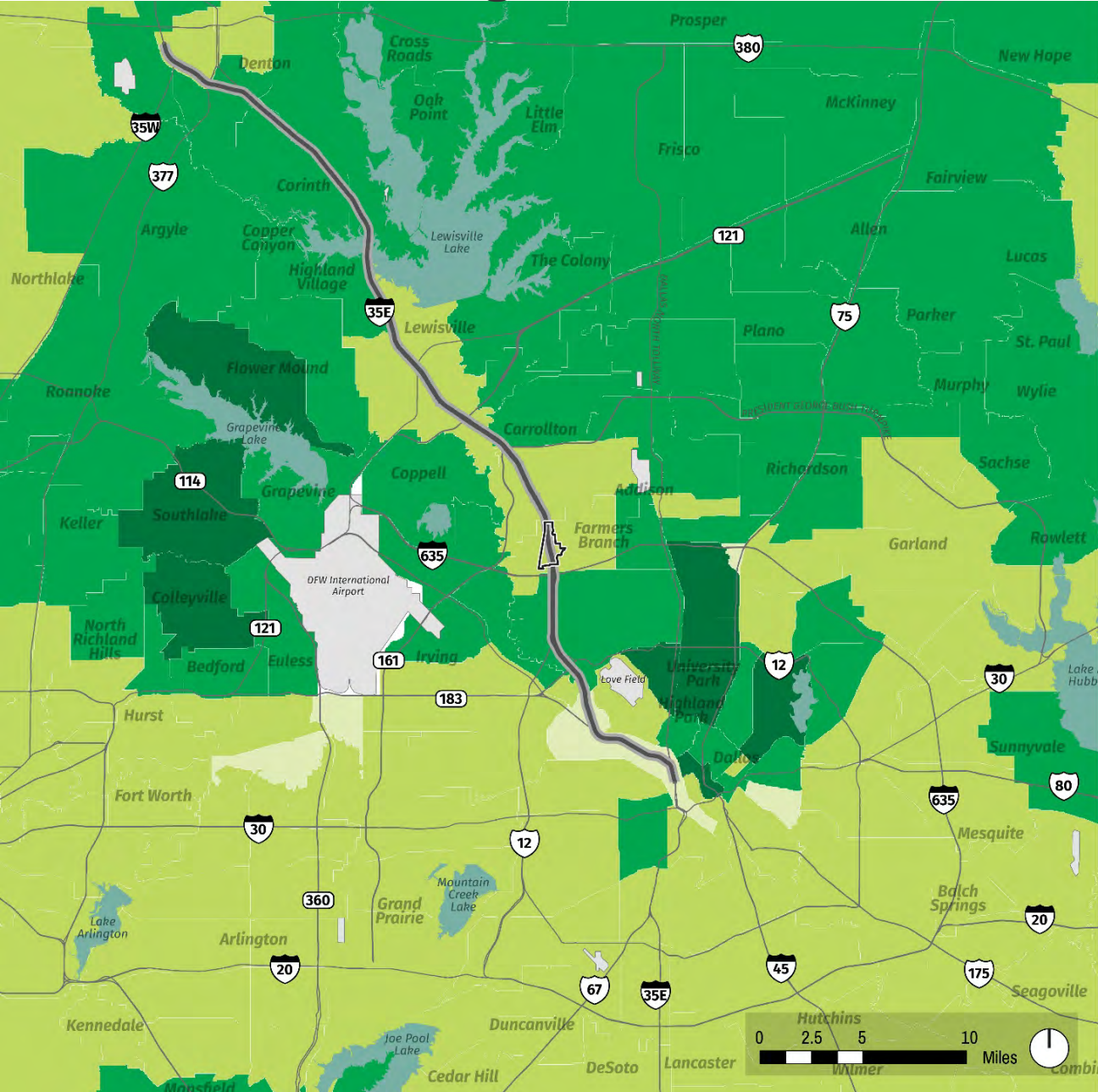
Preston Center:
9,855 employees

Dallas CBD:
94,393 employees

Legacy:
44,269 employees

Telecom Corridor:
130,000 employees

Farmers Branch is one of the more affordable inner ring cities in the North Dallas region.



Median Home Prices by Zip Code

Source: North Texas Real Estate Information System (Dallas Regional Chamber), as of Q4 2018

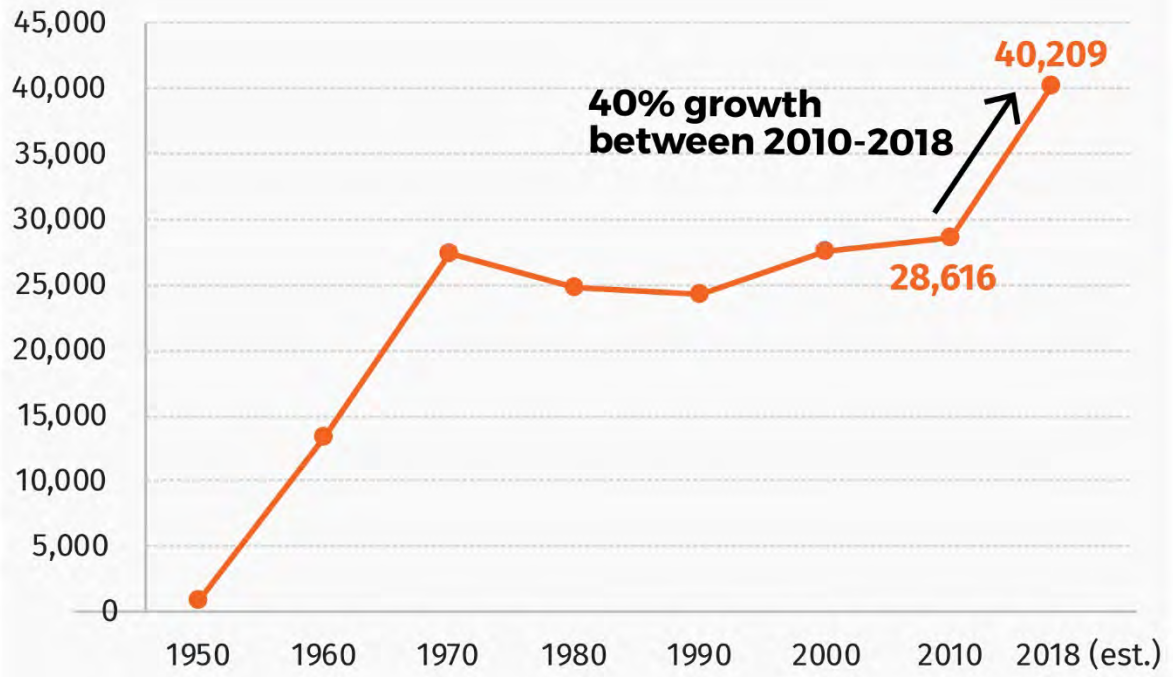
- STUDY AREA
- <\$100,000
- \$100,001-\$250,000
- \$250,001-\$500,000
- >\$500,000



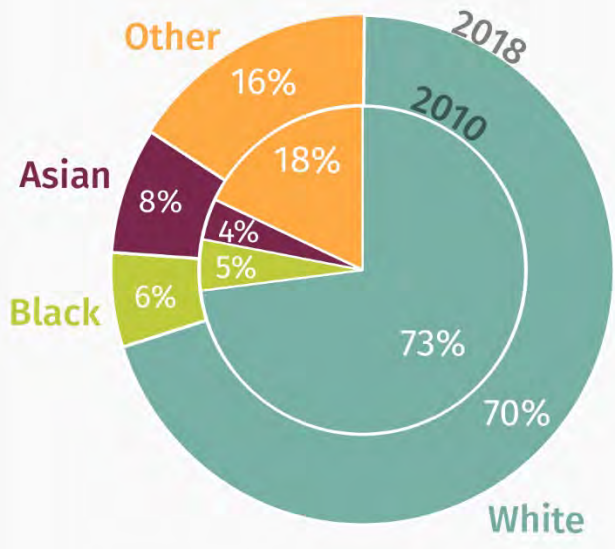
Farmers Branch has grown in population and diversity over the last 10 years and is positioned to continue that trend.

Population trend

Source: U.S. Census Bureau and Social Explorer



Race



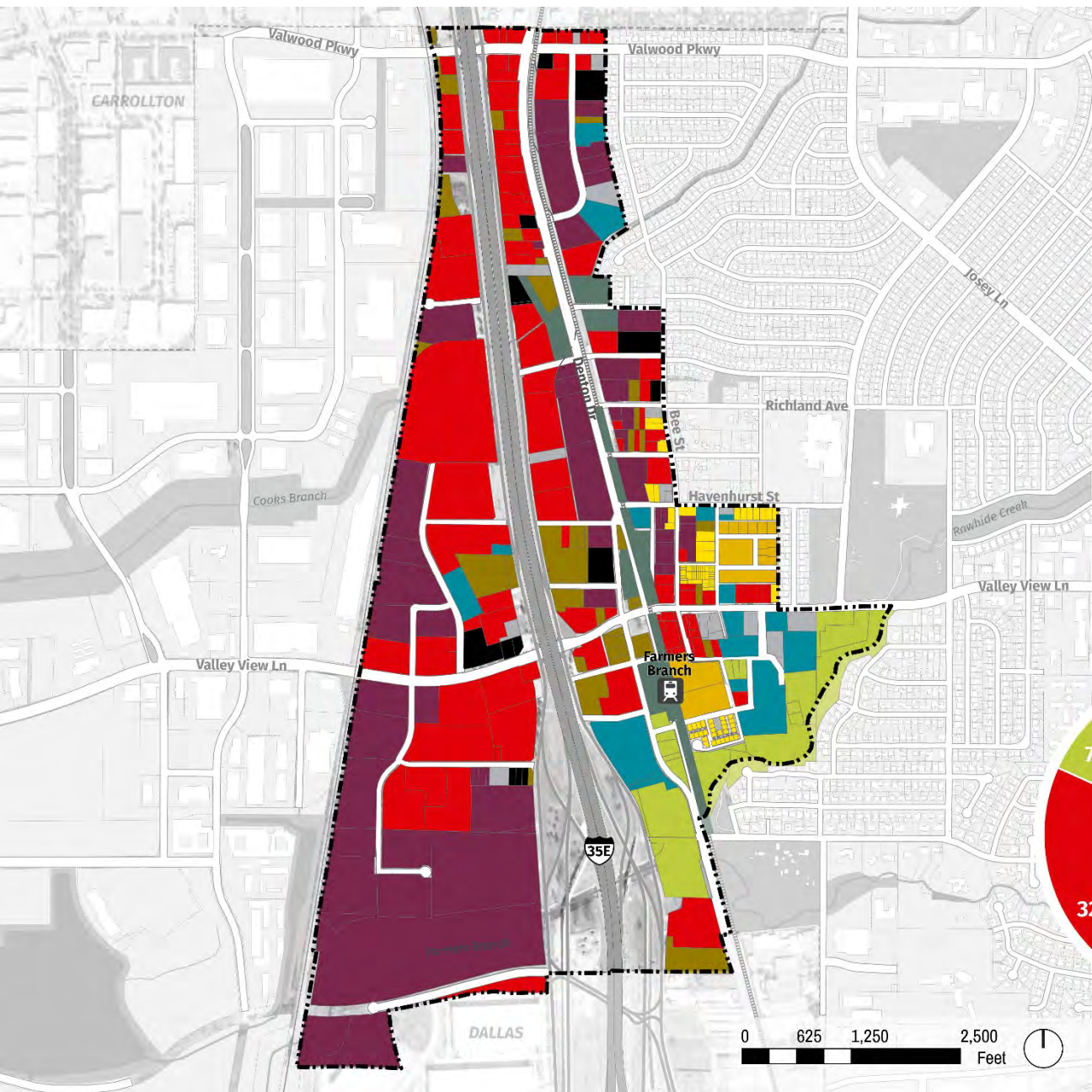
Ethnicity

45% Hispanic (2010)
44% Hispanic (2018 est.)



The District

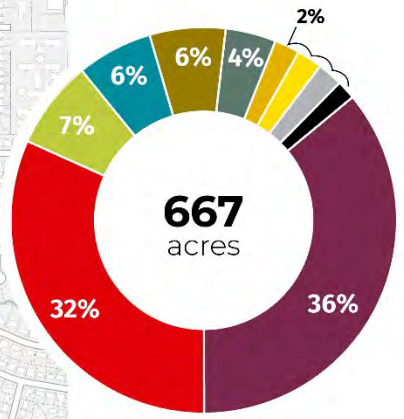
Industrial and commercial uses make up 68% of the land area



Land Uses

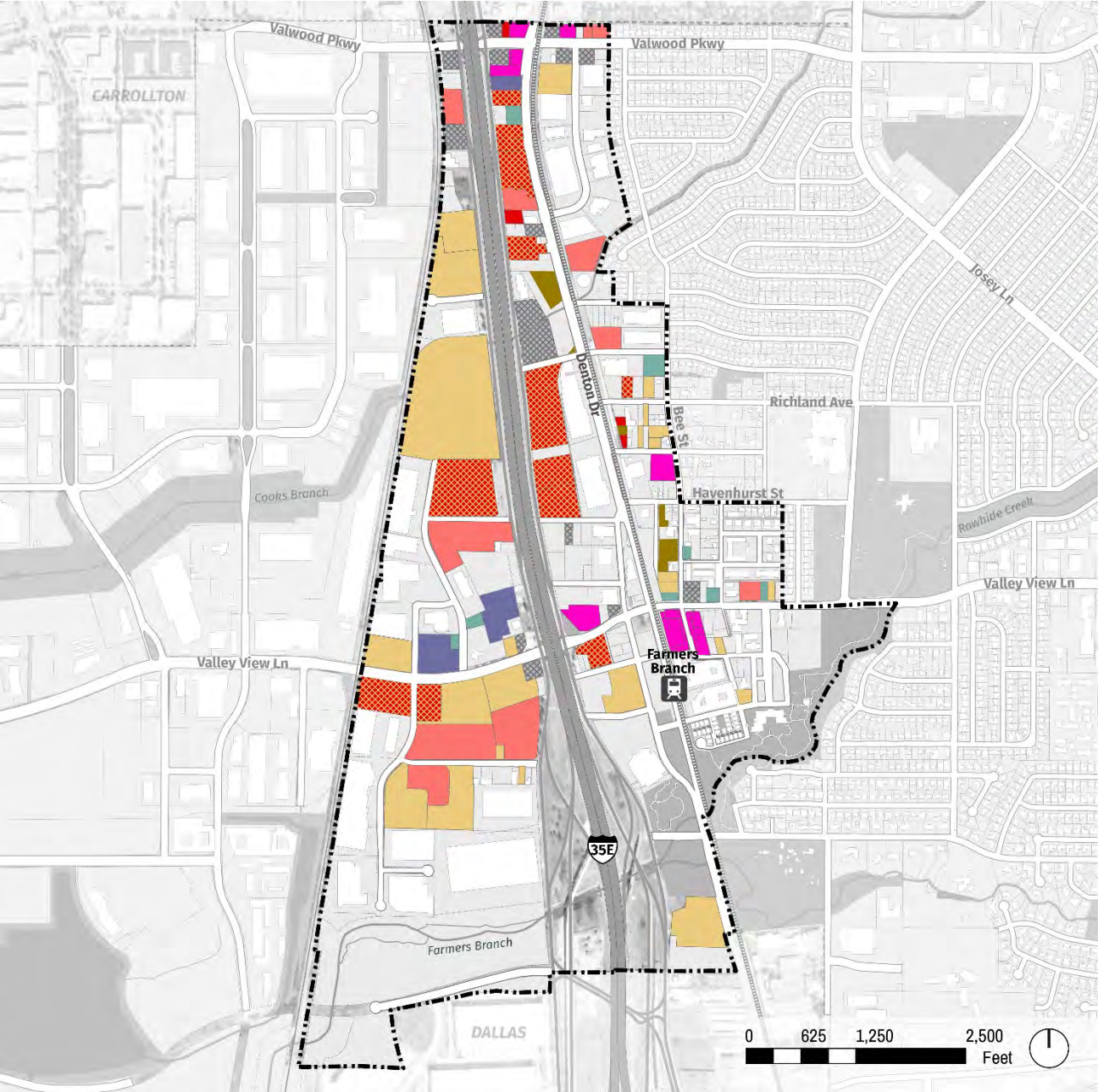
Source: TX GIS, City of Farmers Branch, Interface Studio Field Survey 2020

- STUDY AREA
- COMMERCIAL
- INDUSTRIAL
- INSTITUTIONAL
- TRANSPORTATION & UTILITIES
- SINGLE FAMILY HOUSING
- MULTI-FAMILY HOUSING
- OPEN SPACE
- PARKING
- VACANT BUILDING
- VACANT LAND



Uses by land area:

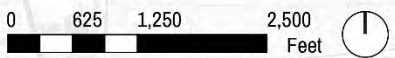
Offices and wholesale retail dominate, accounting for 41% of all commercial uses



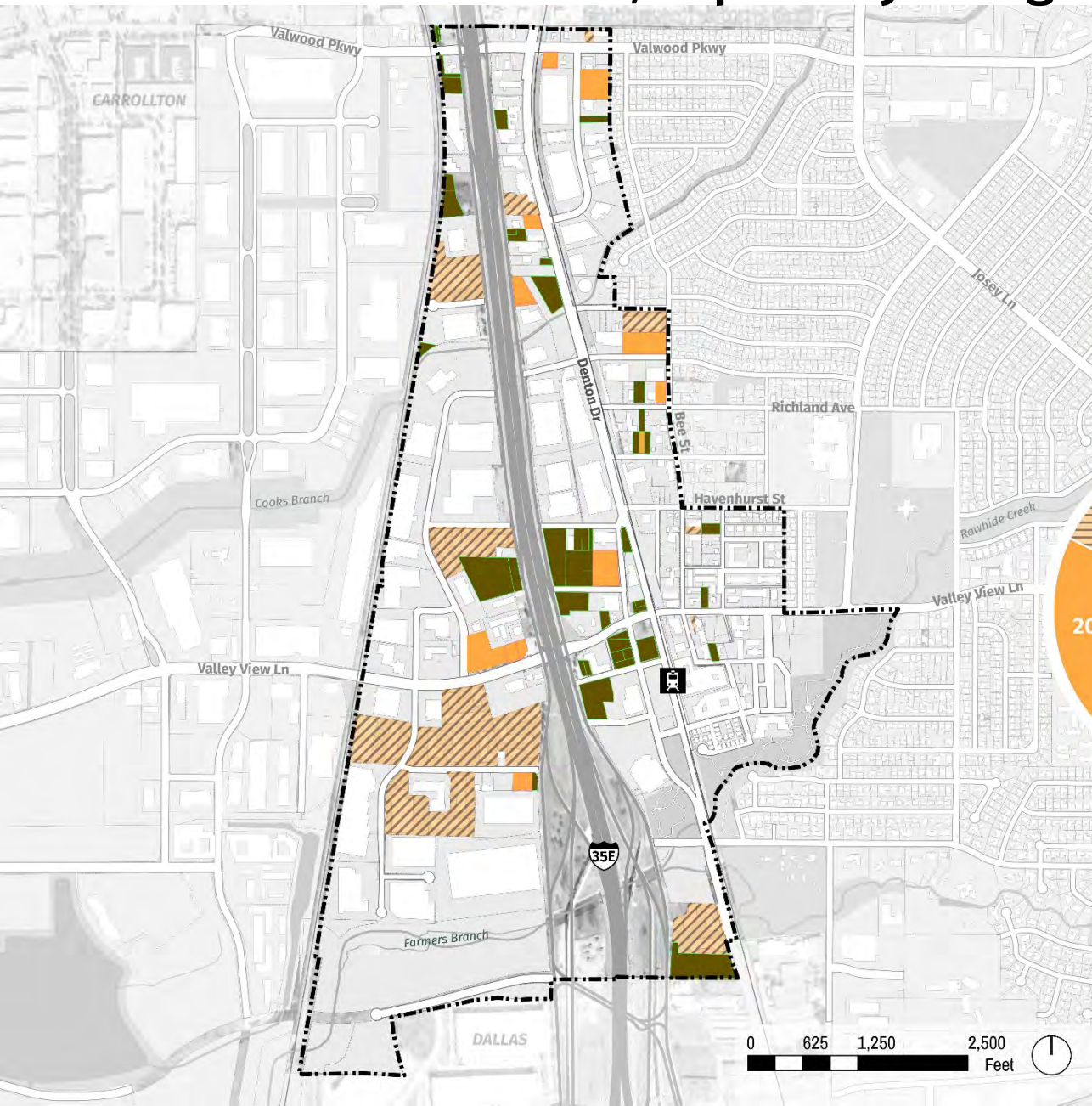
Commercial Use by Type

Source: TX GIS, City of Farmers Branch, Interface Studio Field Survey 2020

- STUDY AREA
- RESTAURANT
- RETAIL
- WHOLESALE RETAIL
- OFFICE
- MULTIPLE COMMERCIAL USES
- HOTEL
- OUTDOOR STORAGE
- AUTOMOTIVE USES
- PROFESSIONAL SERVICES



Vacancy is low but vacant land and partially vacant properties make it feel more vacant, especially in high visibility locations

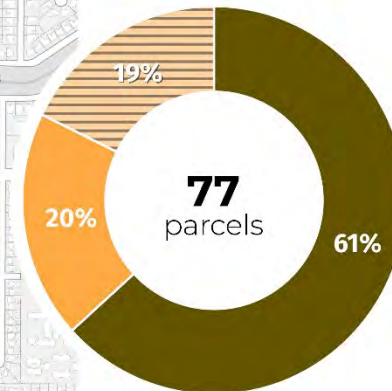


Vacancy

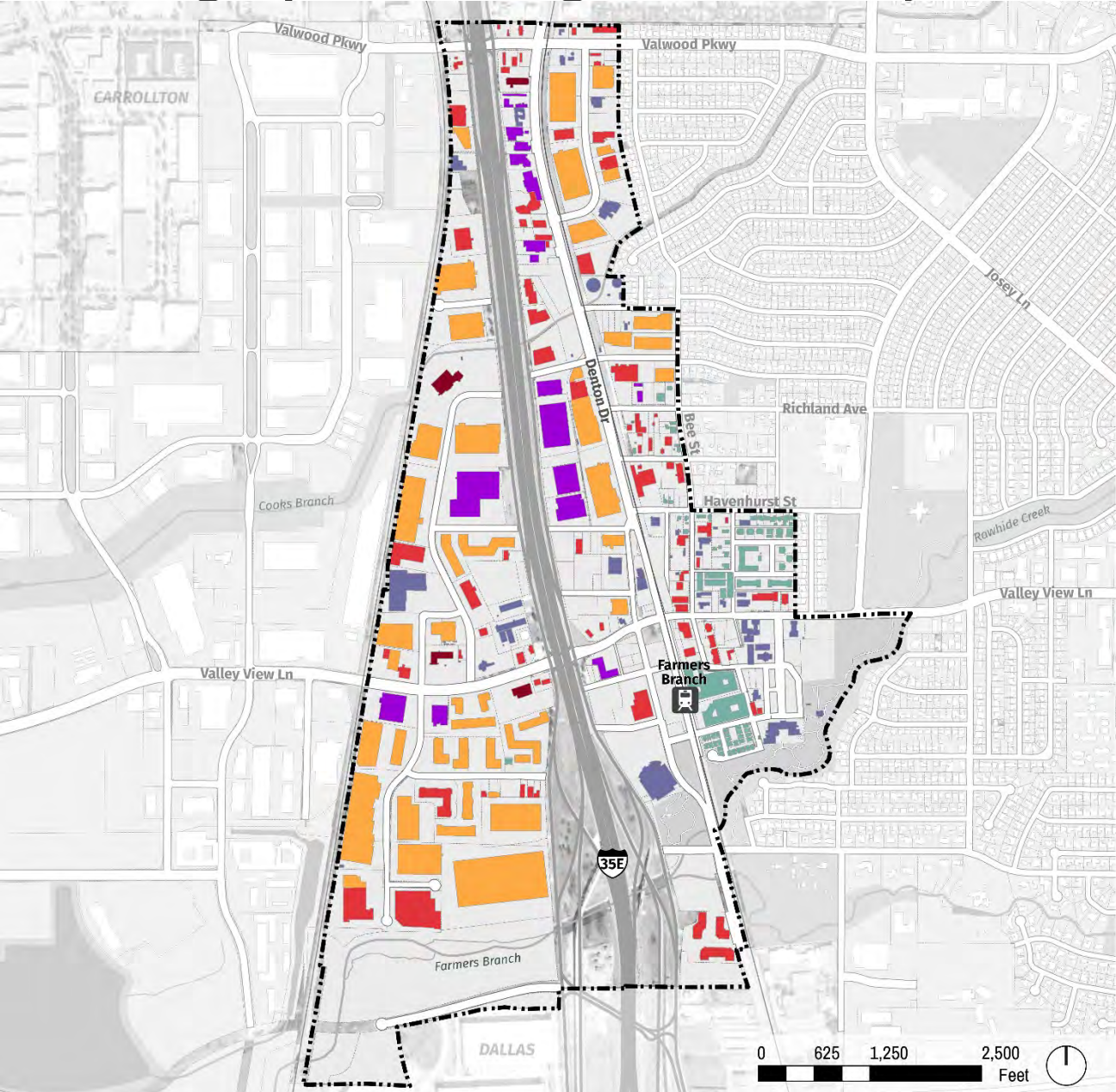
Source: TX GIS, City of Farmers Branch, Interface Studio Field Survey 2020

- STUDY AREA
- VACANT BUILDING
- PARTIALLY VACANT
- VACANT LAND

Vacancy type by parcels:



Flex space is the dominant typology accounting for 53% of all building square footage in the study area



Building Type

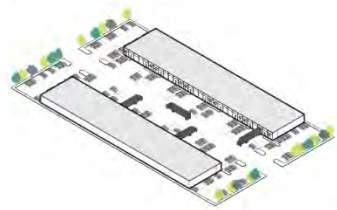
Source: TX GIS, City of Farmers Branch, Interface Studio Field Survey 2020



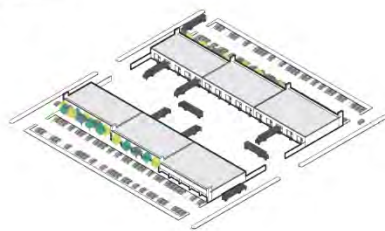
Building typology

1. FLEX SPACE

1A FRONT LOADING

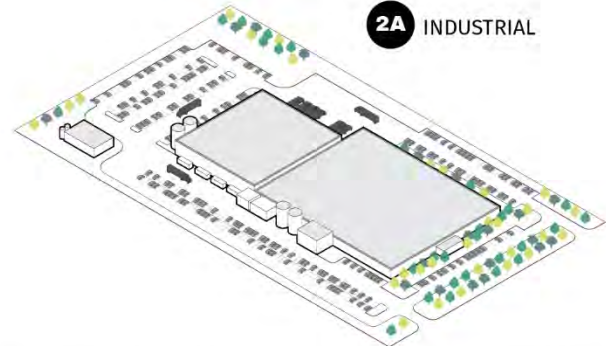


1B REAR LOADING



2. PURPOSE-BUILT

2A INDUSTRIAL



3. LOWRISE COMMERCIAL

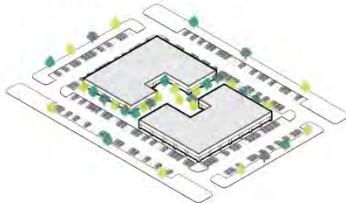
3A SINGLE USE COMMERCIAL



3B STRIP RETAIL



3C OFFICE CENTER

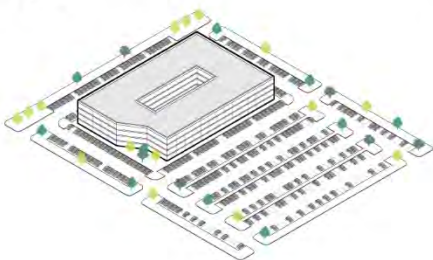


3D WAREHOUSE & SHOWROOM



4. MIDRISE

4A OFFICE BUILDING



4B APARTMENT BUILDING

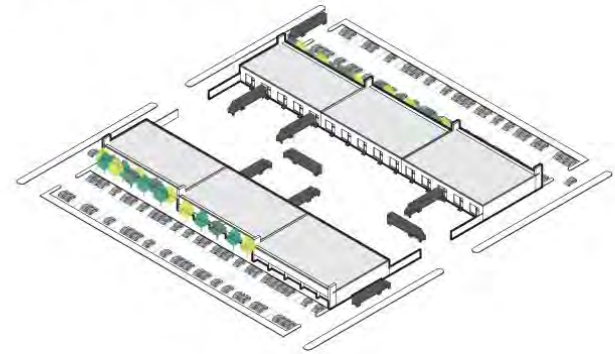
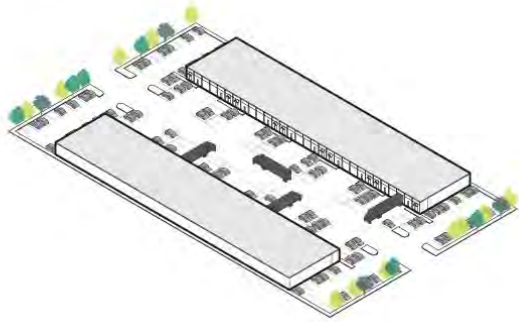


4C MOTEL BUILDINGS

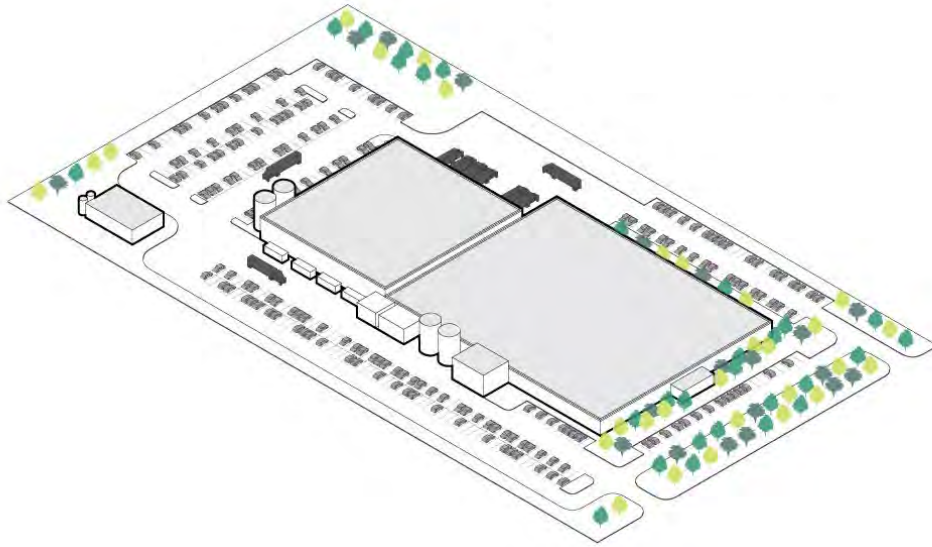


Flex Space

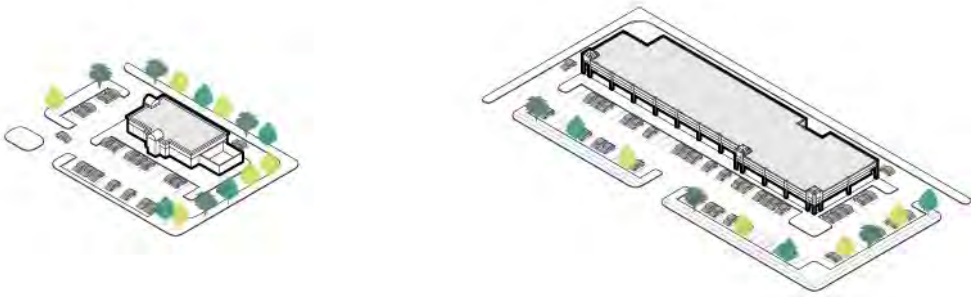
with front and rear loading



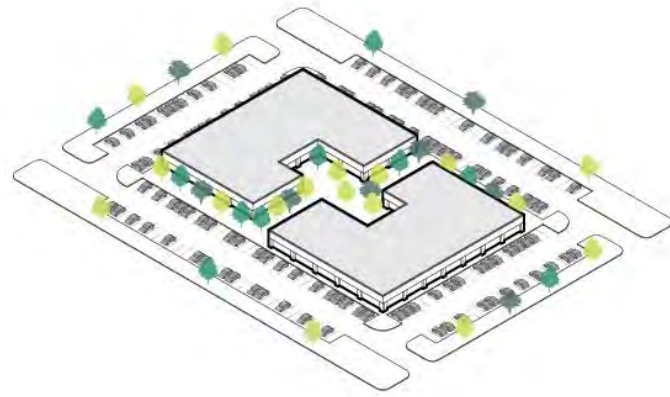
Purpose Built



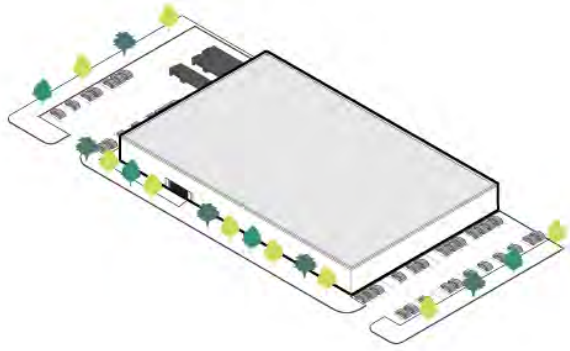
Lowrise Commercial – Fast Food & Retail



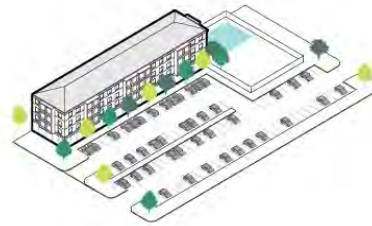
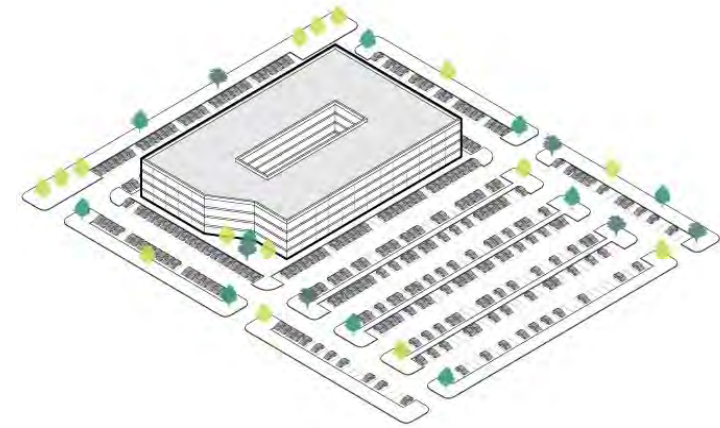
Lowrise Commercial – Office Centers



Warehouse showroom



Midrise Commercial – Office and Motel Buildings




Parking and loading are the primary frontages, but there are opportunities for enhanced landscape.



Frontages

Source: TX GIS, City of Farmers Branch, Interface Studio Field Survey 2020

-  STUDY AREA
-  ENTRANCE
-  PARKING
-  LOADING (+PARKING)
-  VACANT LAND
-  LANDSCAPE
-  PROGRAMMABLE LANDSCAPE

ENTRANCE



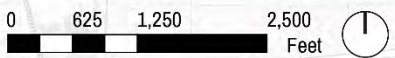
LANDSCAPE



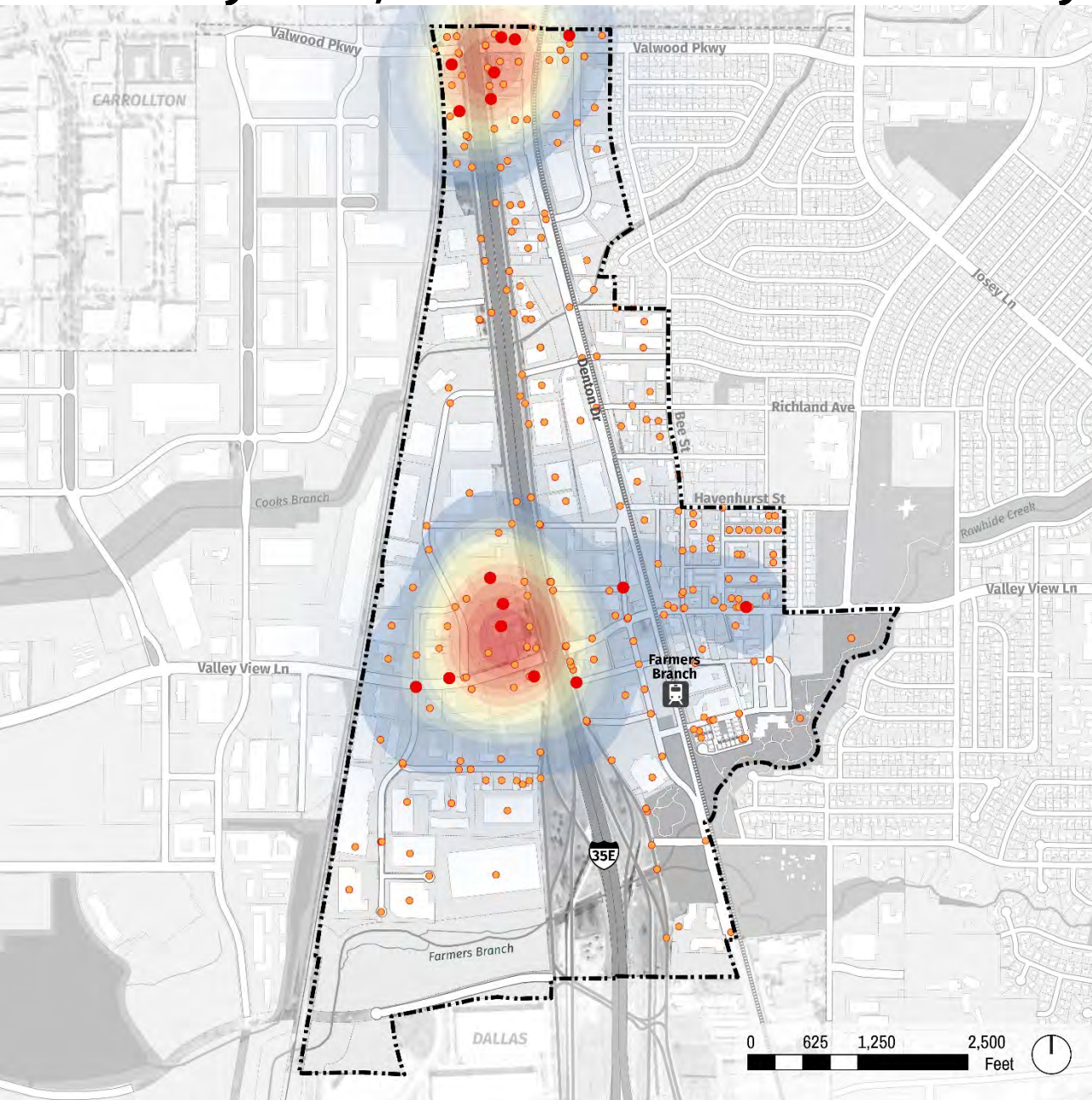
PARKING



LOADING



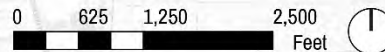
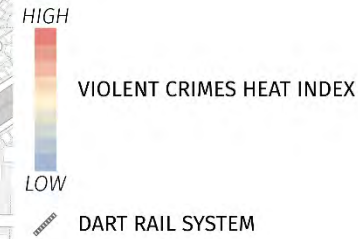
Violent crimes account for less than 2% of illegal activities in the study area, but are concentrated in key areas



Crime 2013 - 2018

Source: TX GIS, City of Farmers Branch, 2013 - 2018

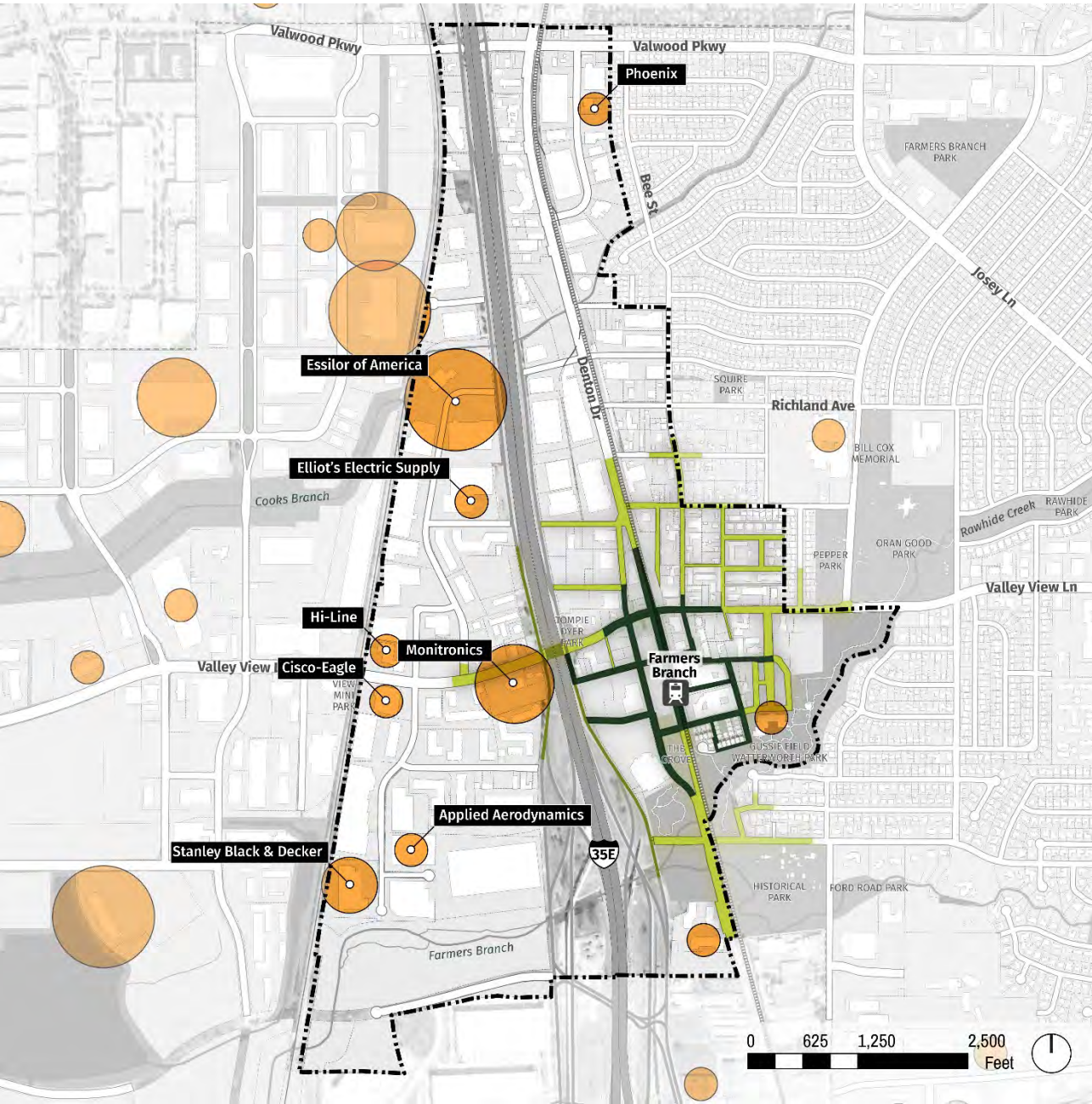
- STUDY AREA
- NON-VIOLENT CRIMES:
 - Drug Possession & DUIs: 41%
 - Theft & Burglary: 31%
- VIOLENT CRIMES:
 - Armed Robbery 88%





Getting Around

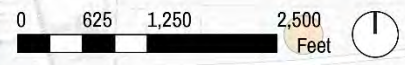
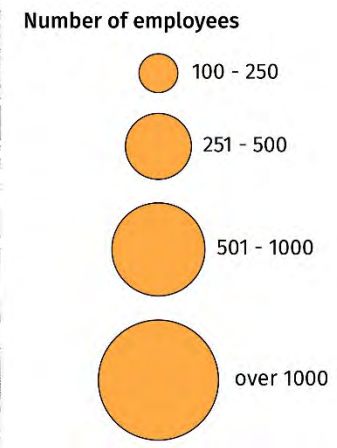
Very few of the major employers are within a 10-minute walk of the DART station



Major Employers & DART Station Walkshed

Source: NCTCOG (2019), City of Farmers Branch, WGI

- STUDY AREA
- SIDEWALKS
- 5 MINUTE WALK
- 10 MINUTE WALK

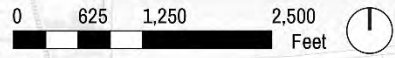


Getting to and from the DART station and other destinations is a challenge without a car: sidewalks are not continuous

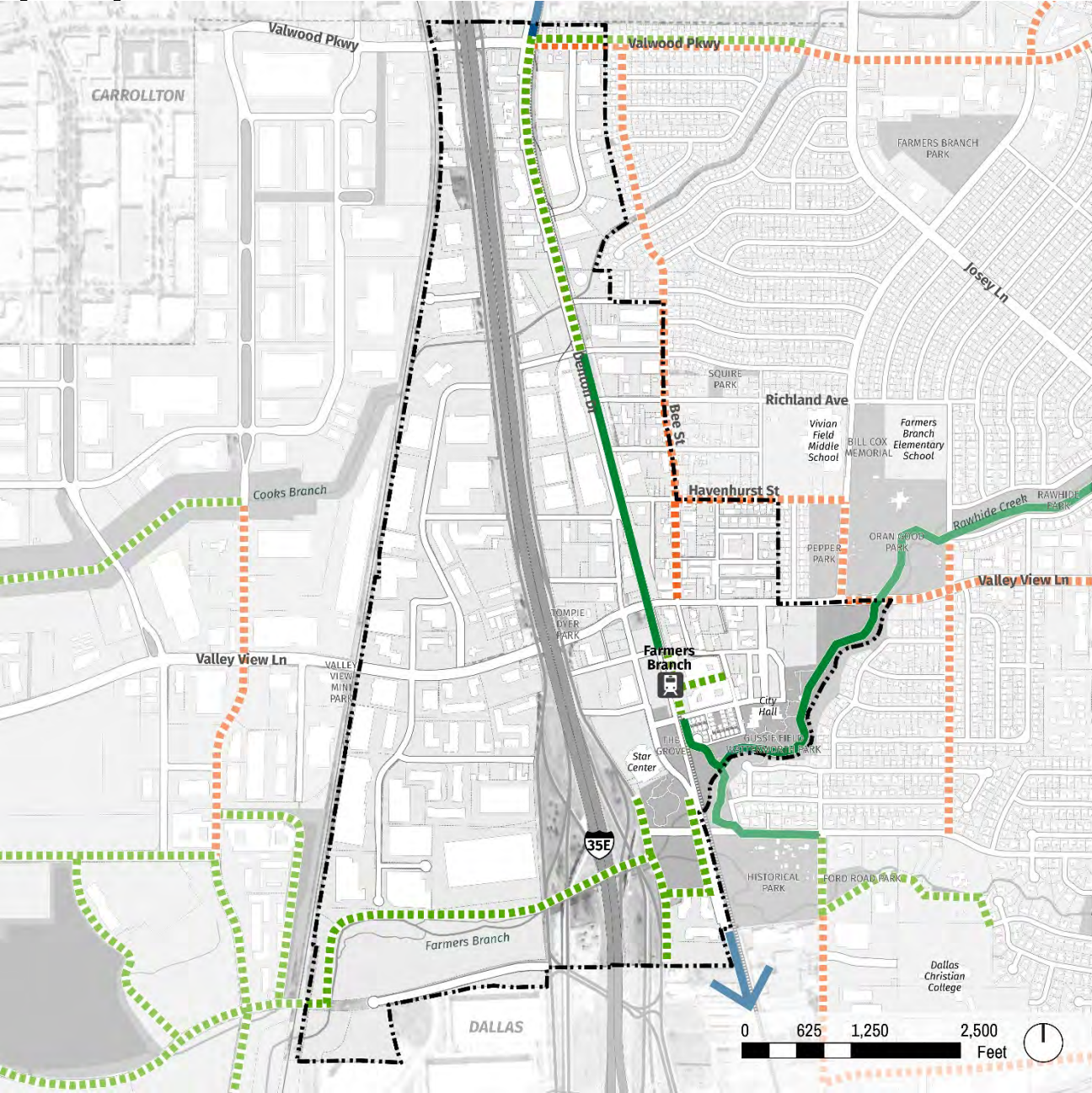
Walksheds

Source: City of Farmers Branch, WGI, Interface Studio

- STUDY AREA
- FOOD DESTINATIONS
- SIDEWALKS
- 5 MINUTE WALK
- 10 MINUTE WALK



Bike infrastructure is not yet sufficient to encourage more people to ride.

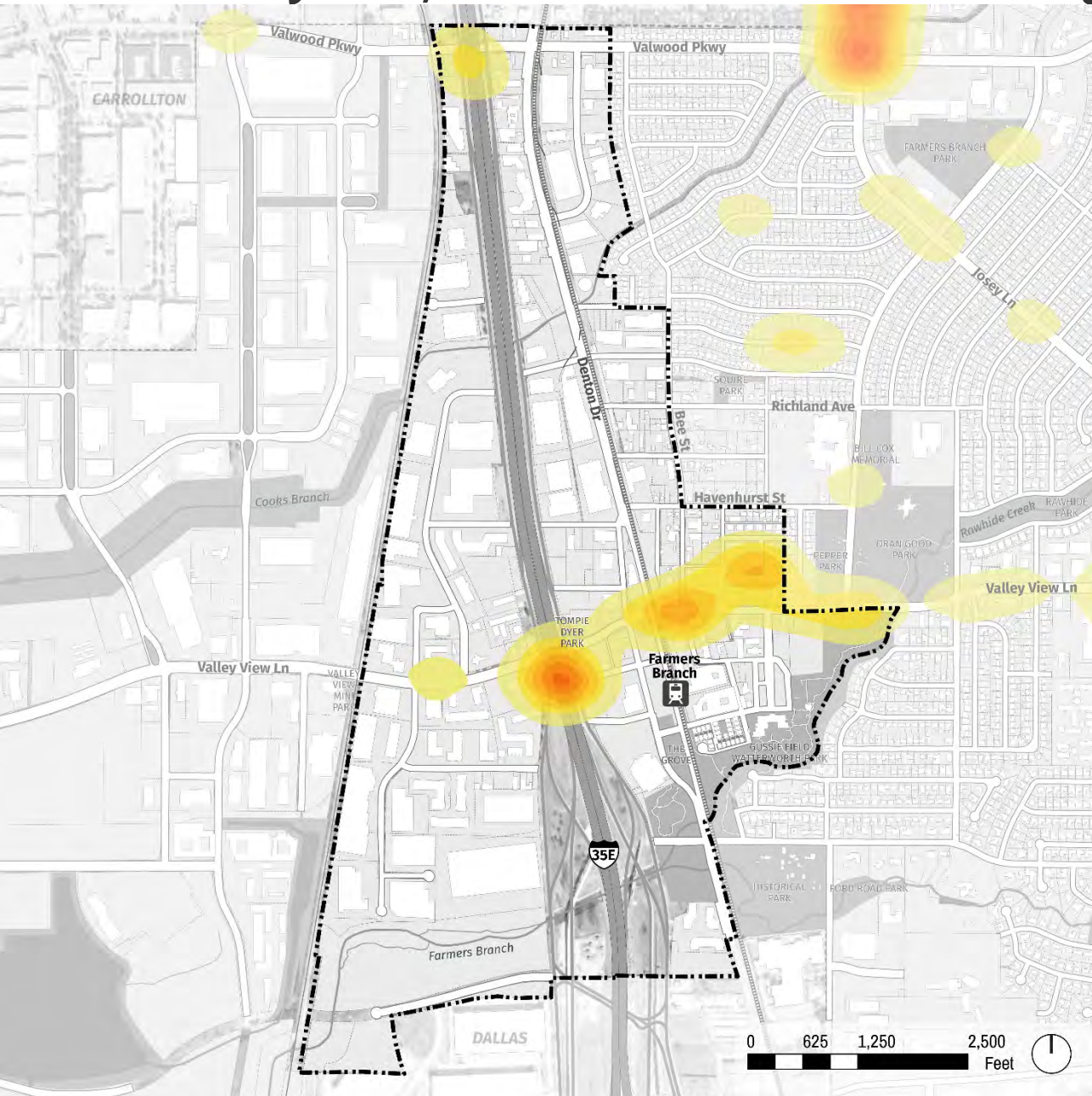


Bike Network

Source: Farmers Branch Trail Master Plan


- STUDY AREA
- EXISTING TRAILS
- PROPOSED SHARED USE TRAIL
- PROPOSED ON STREET NETWORK
- REGIONAL VELOWEB TRAIL NETWORK

9 bicycle/pedestrian crashes occurred in the study area over the last 10 years, with a concentration along Valley View.



Bicycle and Pedestrian Crashes

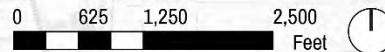
Source: CRIS (2010-2019)

 STUDY AREA

5 CRASHES

 BICYCLE AND PEDESTRIAN CRASH HEAT INDEX

1 CRASH



The widening of IH-35E presents opportunities

- Create a gateway to Farmers Branch
- Maintain pedestrian and bicycle connectivity
- Preserve and expand pedestrian space





A Sense of Place



City parks are a key asset



City parks are a key asset



NON-CONDUCTIVE MATERIALS
PROHIBITED

CONDUCTING OBJECTS WITHIN
A FEET OF THE WATER
FEATURE IS PROHIBITED

USE OF THE WATER FEATURE
BY ALL WITH A CONDUCTIVE
OBJECT IS PROHIBITED

RETRACT CORDS AND CABLES FROM
THE WATER FEATURE

USE OF THE WATER FEATURE
WHEN ILL WITH DIZZINESS IS
PROHIBITED

CONTACT THE MANAGEMENT
AT 204 871 8716 IN THE
EVENT OF A MALFUNCTIONAL
EQUIPMENT CONDITION. OR
IF ANY OTHER NON-EMERGENCY
PROBLEM OR CONCERN
CONCERNING

smoking station

As are new public spaces

**A denser, more walkable
station area will be a
new hub of activity**





**Underutilized parking
lots are common**



**Underutilized parking
lots are common**



Some properties offer amenities but not many



Green spaces could be enhanced



And could even be designed to manage stormwater



Many properties are partially vacant



Many properties are partially vacant



STEMMONS
CROSSING
10076 STEMMONS
10076 SCOUTS VIEW

FOR LEASE
Office/
Warehouse
Alan Clark, CCIM
(972)
991-1330
www.jscrealty.com
JSC REALTY SERVICES

For lease signs are ubiquitous



Conditions along the highway frontage roads vary



Conditions along the highway frontage roads vary



What are other cities doing to improve the public realm and create a sense of place?

Highway lighting



Highway Underpass



A photograph of a parking lot designed for environmental friendliness. The foreground shows a permeable paving system made of grey interlocking bricks, which allows water to filter through. To the right of the paving is a landscaped area with a bed of large, light-colored rocks and several clumps of green grass. A wooden post stands in the middle ground. In the background, a blue Mini Cooper is parked in a space, with other cars and buildings visible under a clear blue sky.

Green Parking Lot

Public Art

Industrial Areas



Public Art
Transportation Facilities





Seating / Tables

Bike Parking



Bike Path



OLIS
A Legacy of Gene & Marilyn Glick

YIELD TO TRAIL USERS

SPEED LIMIT 30

CULTURAL DISTRICT

CARE

ART BANK

ART PRIZES

Key questions to consider



Character Zones

- Where should the corridor change?
- What should it change to?
- Which zone is a priority?
- What constraints and barriers must be addressed?

3

WHAT'S NEXT

- **Online activities – May**
- **Focus groups - June**