

## STAFF REPORT

<b>Case Number:</b>	N/A
<b>Request:</b>	Discuss the IH-35E Corridor Vision Study including but not limited to review and analysis of public engagement responses, and next steps.
<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:

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.

This is the third 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 and analysis of the public survey that was conducted online between June 22, 2020 and July 5, 2020.
- Present the findings from a series of interviews that were conducted with business owners and developers to gain an understanding of the impact coronavirus has had on the corridor.
- Discuss outcomes of the interviews and survey results for the IH-35E corridor including key opportunity areas.
- Outline next steps in the development of the IH-35E Corridor Vision Study.

### 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 first round of public consultation was originally planned for March 19, 2020 but was canceled due to the coronavirus public health crisis. In lieu of the public open house, staff and the consultant team conducted an online survey which ran from June 22, 2020 to July 5, 2020, in order to gather feedback from residents, business owners, and employees. The results and analysis of the survey are presented in Attachment 3. The online survey allowed respondents to review initial corridor analysis and provide an opportunity to answer a series of questions, including identifying priorities

for the corridor. The responses received will inform the draft vision, goals, and recommendations for future development within the corridor.

To gain interest and participation in the survey, it was advertised and promoted using a number of methods including: advertisement in the Branch Bulletin and via Farmers Branch social media sites; promotional emails; and promotion by the Steering Committee and City Council. A total of 407 responses were received including 147 from residents, employers and business owners within the study area, and 260 responses from the general population of Farmers Branch.

As the coronavirus public health crisis began during the IH-35E Vision Study process, staff and the consultant team believed it would be beneficial to conduct interviews with a sample of businesses and developers in the corridor to assess the impact of the health pandemic on the corridor. Questions regarding the impact of Covid-19 were also incorporated into the survey questions for residents, employers and employees within the study area. The results of these interviews and survey responses will inform the corridor study and provide valuable information related to the impact of the coronavirus on businesses within the area.

The vision study process will continue into the fall and will include focus groups and a second phase of public engagement once a draft vision and concepts for the corridor have been developed. The second phase of public engagement will provide additional opportunity for staff, elected officials, landowners, businesses, nearby residents and other interested members within the community to provide input related to the vision study.

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 public engagement results and analysis presented.