



CORRIDOR VISION STUDY

APPENDIX

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Local and Regional Context

Farmers Branch like the rest of the Dallas region has grown significantly over the last decade. Between 2010 and 2018, the population is estimated to have grown 40%, and to have become more diverse.

Farmers Branch is one of the more affordable inner ring cities in the North Dallas region, it is central to the region's employment centers, and has excellent transportation assets. Development in the Dallas region over the 10 year period from 2009 to 2019 has been concentrated in the City of Dallas core, along the Dallas North Tollway corridor, and along the US 75 corridor. In Farmers Branch over this period, the bulk of development, 80%, has been residential.

The Dallas-Fort Worth Metroplex is organized around three major highways - the Dallas North Tollway, US 75 and IH-35E - and each has a distinctive identity. The IH-35E corridor is predominantly an industrial corridor and is a major regional employment hub. According to a 2018 market study conducted by Catalyst, Farmers Branch has the fourth largest employment district in the Metroplex. Seventy-four percent of workers live within 24 miles of the study area.

The following maps illustrate the regional and local context of the study area.

Population trend

Source: U.S. Census Bureau and Social Explorer

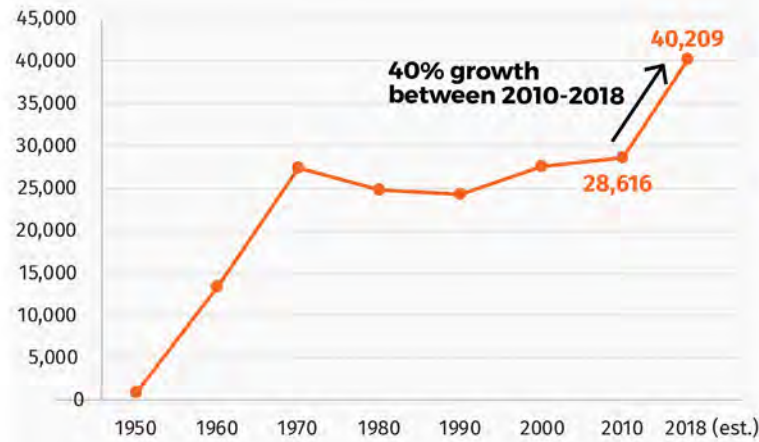
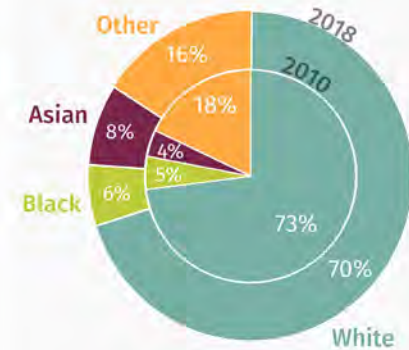


Fig. 1 Population trend, 1950-2018

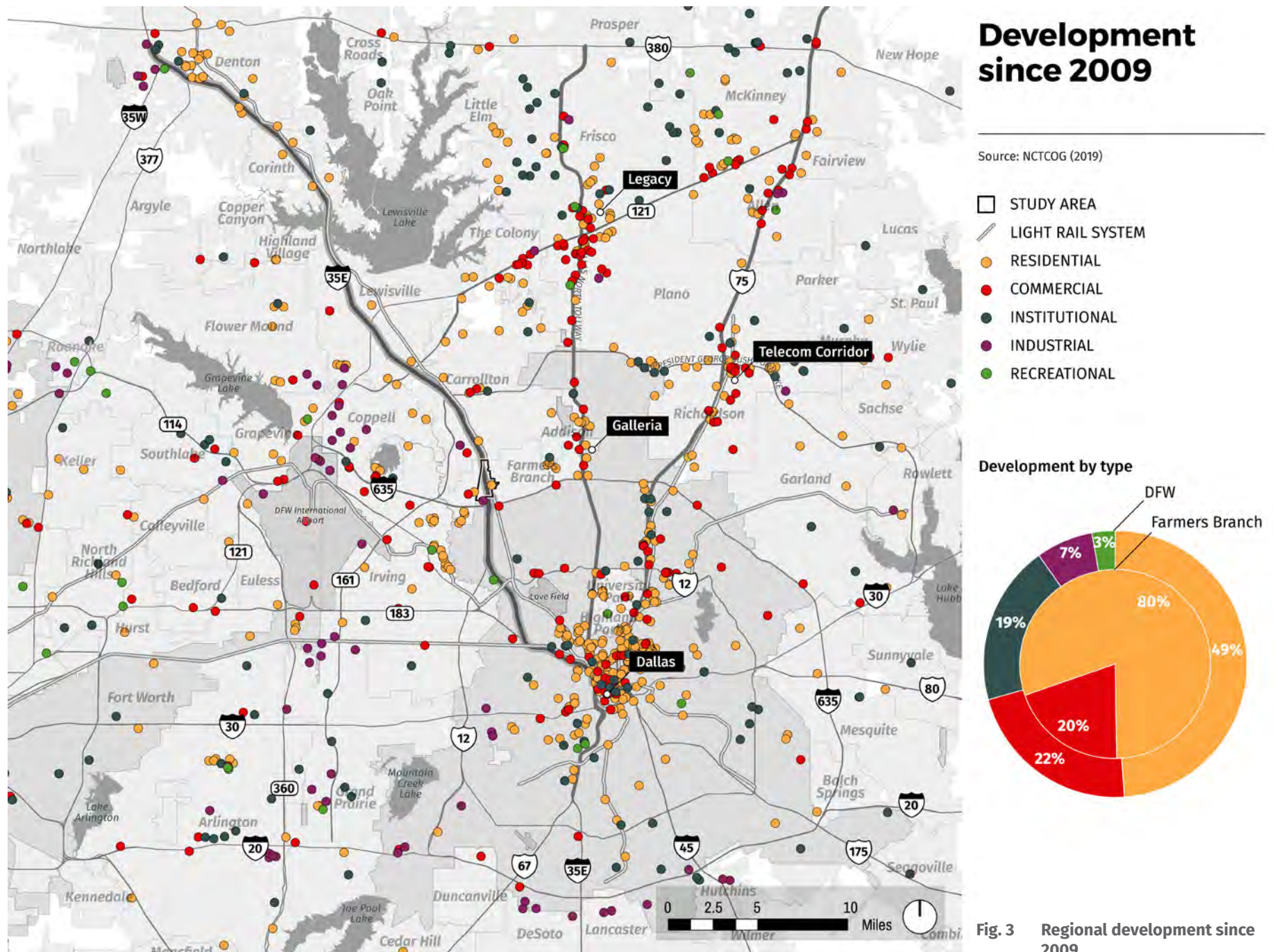
Race

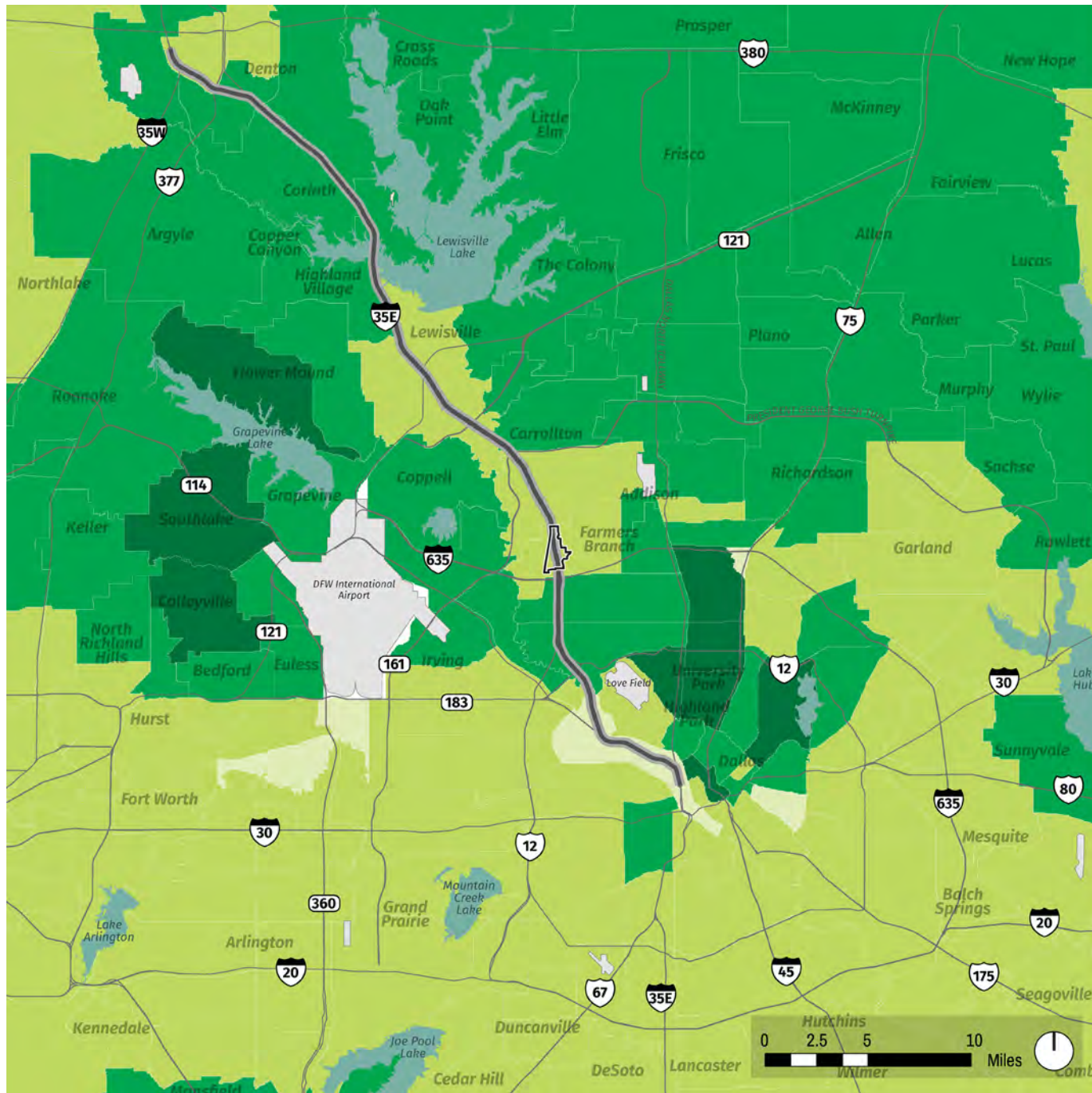


Ethnicity

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

Fig. 2 Race and Ethnicity, 2010 and 2018



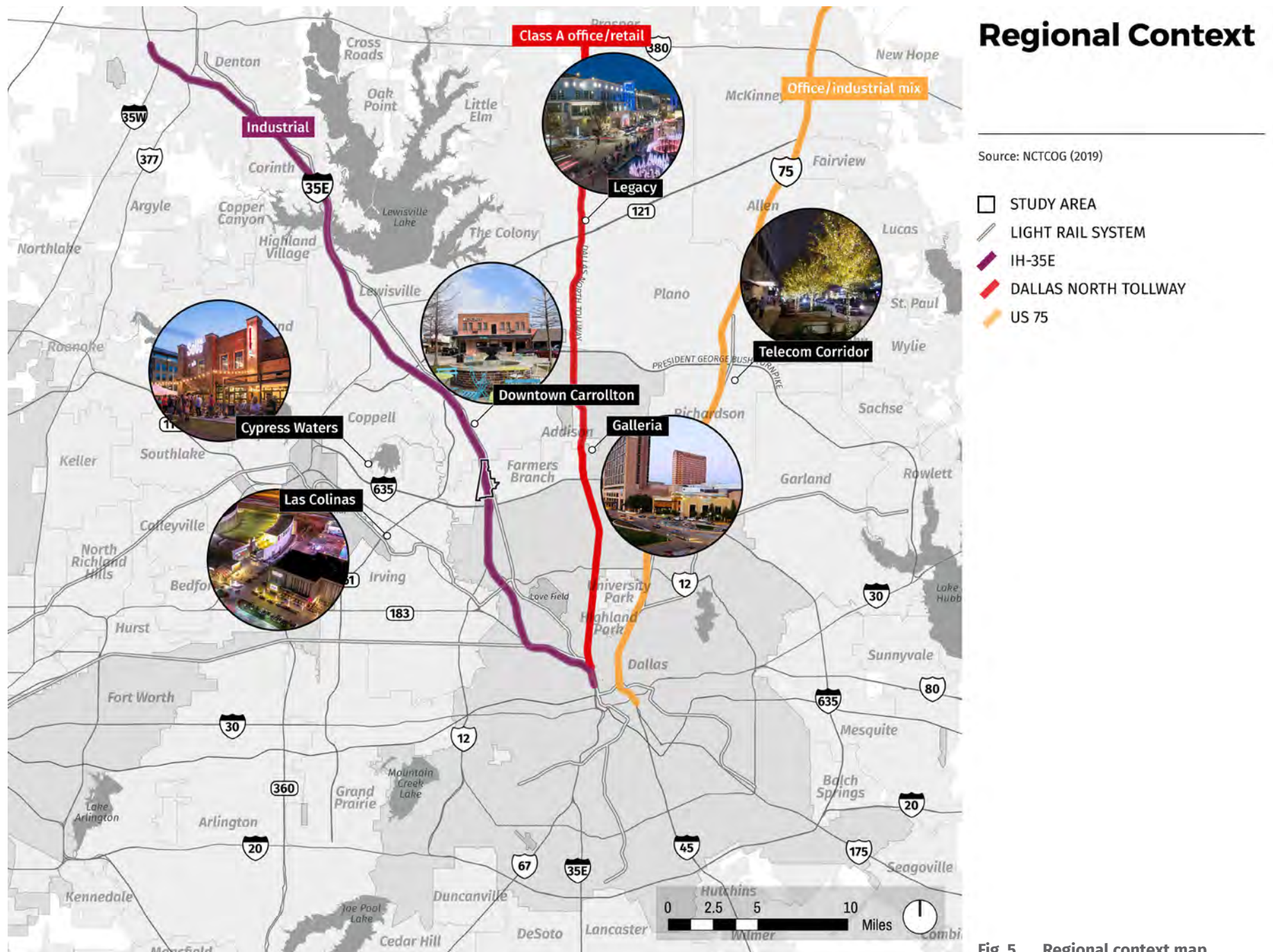


Median Home Prices by Zip Code

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

Fig. 4 Median home prices by zip code map



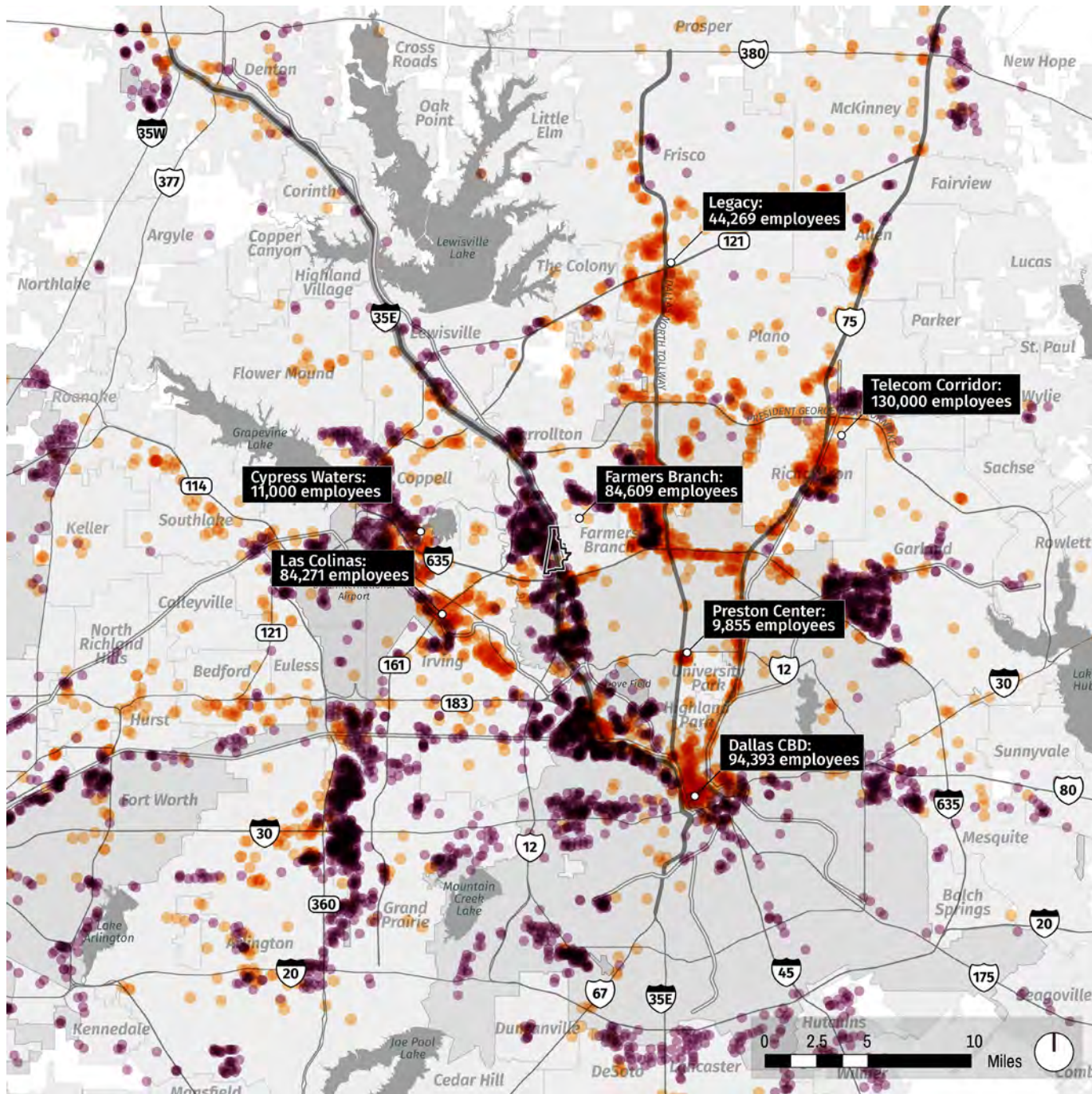
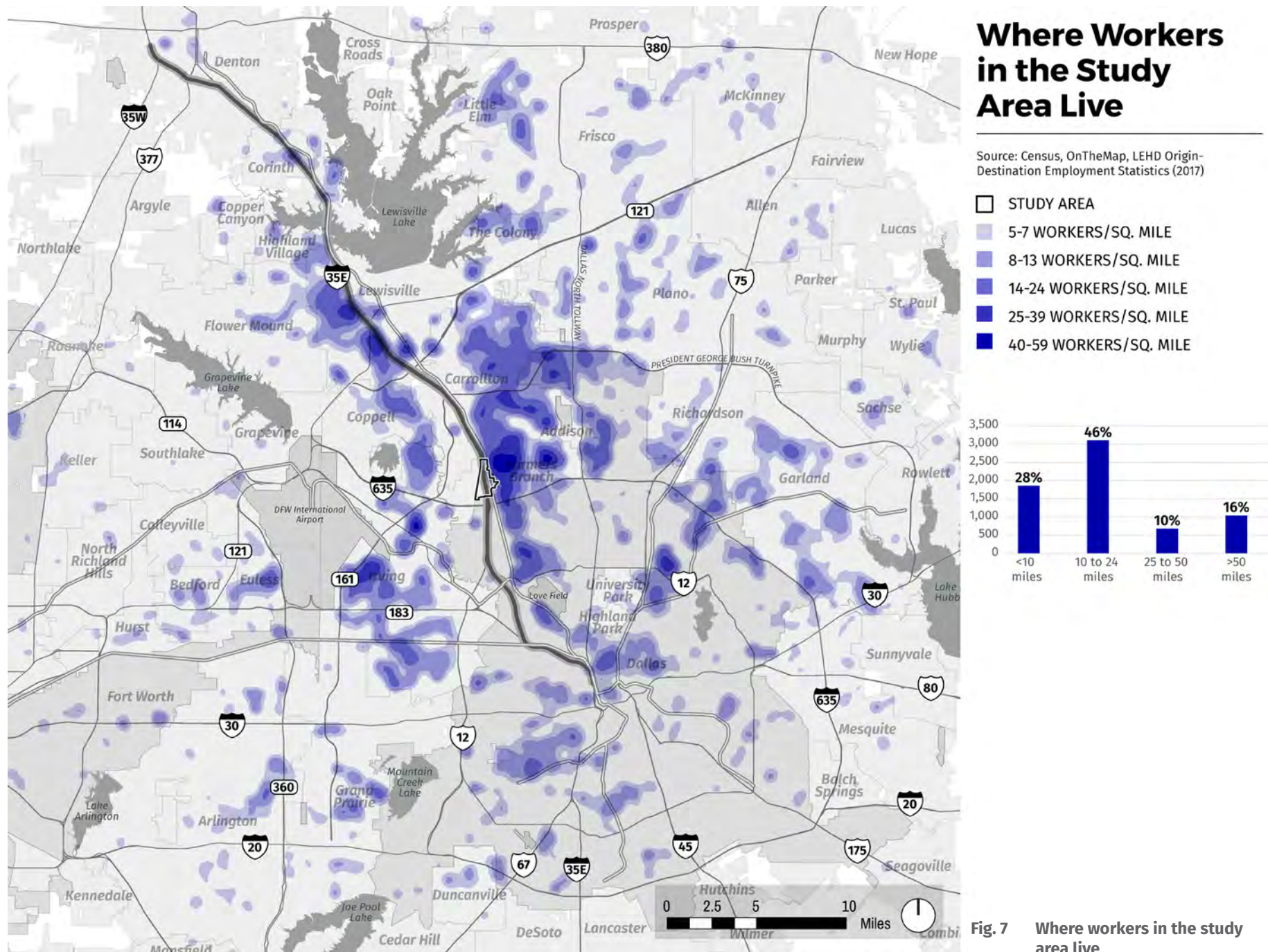


Fig. 6 Employment districts map



Corridor Conditions

Building typologies

Buildings were surveyed and categorized in the following typologies:

- **Flex Space** - Flex space is the dominant typology, accounting for 49% of all building square footage. As its name suggests, this building type is suitable for a variety of uses and can easily be converted. Uses include industrial, warehouse, logistics, office, and research and development. This typology includes loading areas.
- **Purpose-Built** - This building type is designed for a specific activity and contains spaces or machinery that would not easily allow it be converted to another use. Examples include the Star Center and some manufacturers.
- **Low-Rise Commercial** - This typology comprises buildings dedicated exclusively to retail, restaurant, office use, or a combination, and typically do not have a loading area.
- **Warehouse & Showroom** - This building type is prominent along the highway frontage road and used for wholesale retail.
- **Mid-Rise** - This typology refers to buildings at least two stories or higher and includes office buildings, multi-family residential buildings, mixed-use buildings, and motels.

Land use and zoning

Commercial and industrial uses make up 68% of the land area. The Station Area harbors a mix of uses including residential and institutional. Commercial uses are located primarily along the highway and are dominated by office and wholesale retail, which combined account for 41% of all commercial uses. Vacancy is low however vacant land and partially vacant properties make it feel more vacant, especially in high visibility locations. Underlying zoning, with the exception of the Station Area, is light industrial.

Highway impact

An evaluation of crime data between 2013 and 2018 shows a concentration of incidents at the intersection of the highway with Valwood Parkway and Valley View Lane.

TxDOT's IH-35E highway widening project will impact several properties, primarily on the west side of the highway. In some cases, buildings will be impacted and/or properties will be rendered without access and undevelopable without assembly of adjacent property.

Frontage

Property frontages were evaluated in a field survey conducted in January 2020. As a primarily industrial district, most of the frontages are characterized by parking and/or loading areas. The Station Area by contrast is the one area where building entrances and landscaping are more common frontages.

Floodplain

Portions of the study area, particularly south of Valley View Lane, fall within the base floodplain. This has implications for development and green stormwater management opportunities.

Mobility

Several main challenges were identified with regard to non-vehicular mobility. Very few of the major employers are within a 10-minute walk of the DART Station, making the last mile connection a critical component of any mobility improvements. Additionally, there are gaps in the sidewalk and bike network. The gap is particularly acute along Valley View Lane which has been identified as an important east-west connector, but which also has had a concentration of the area's bike and pedestrian crashes over the last 10 years.

The following maps and diagrams illustrate the study area conditions.

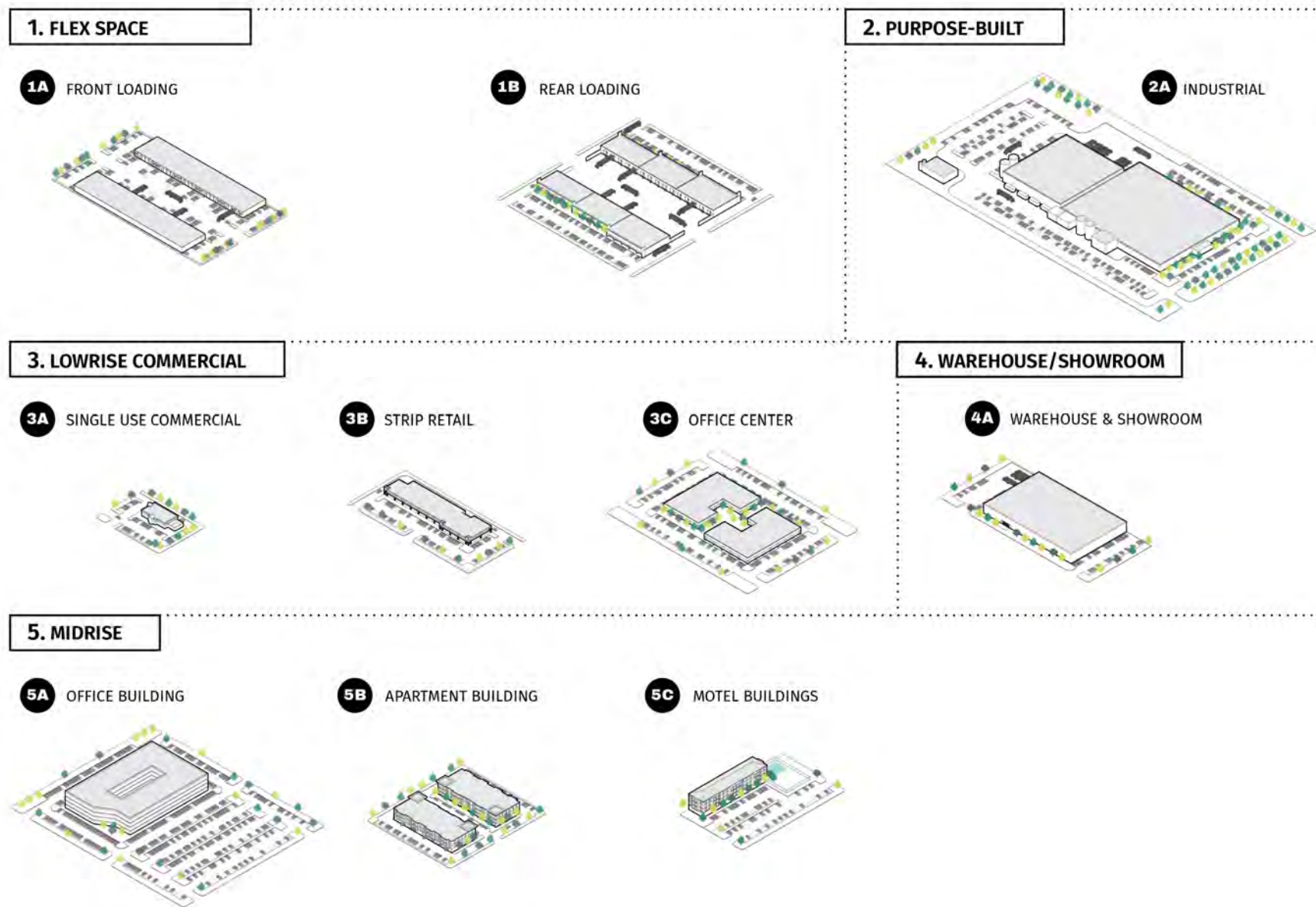
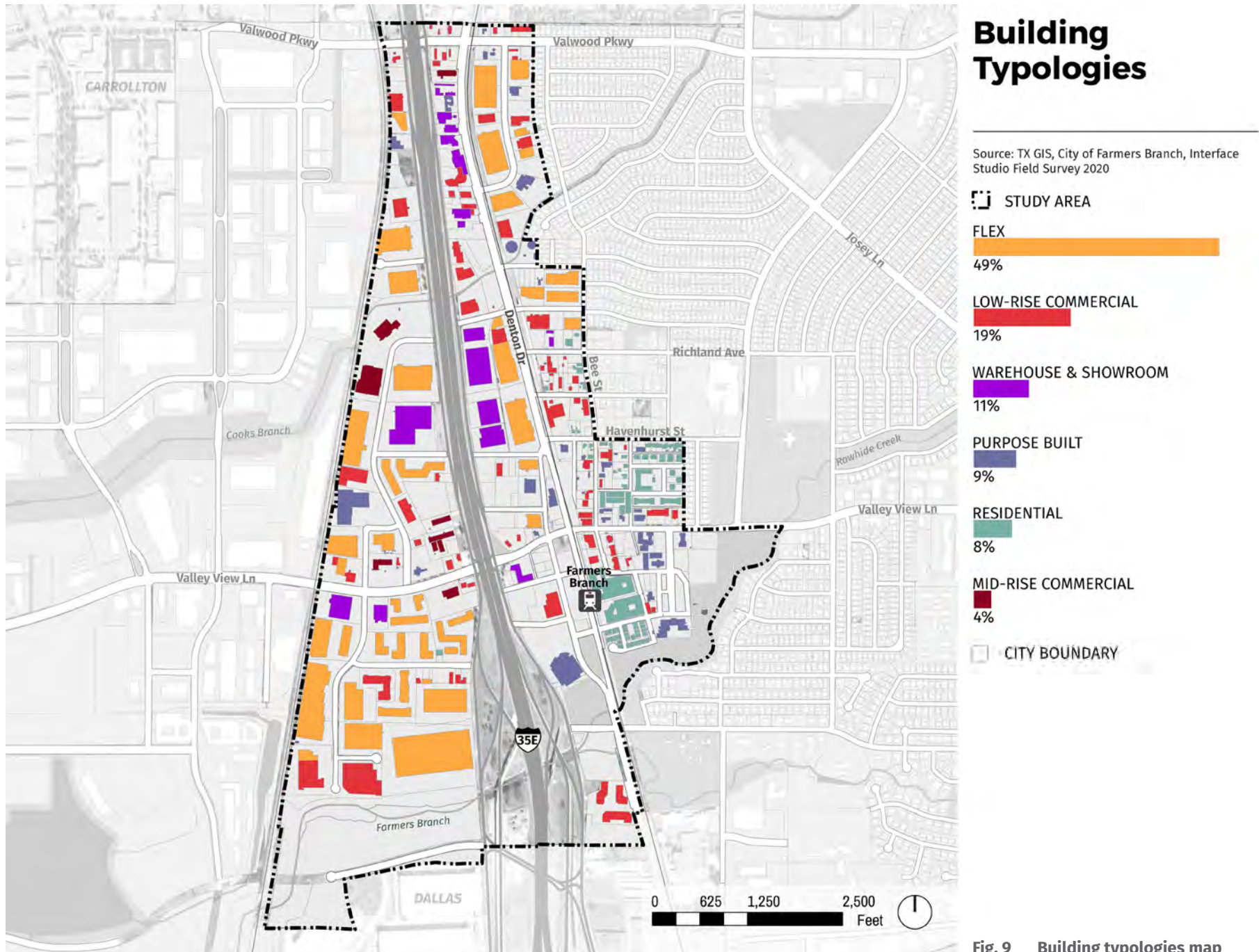


Fig. 8 Building typologies diagram



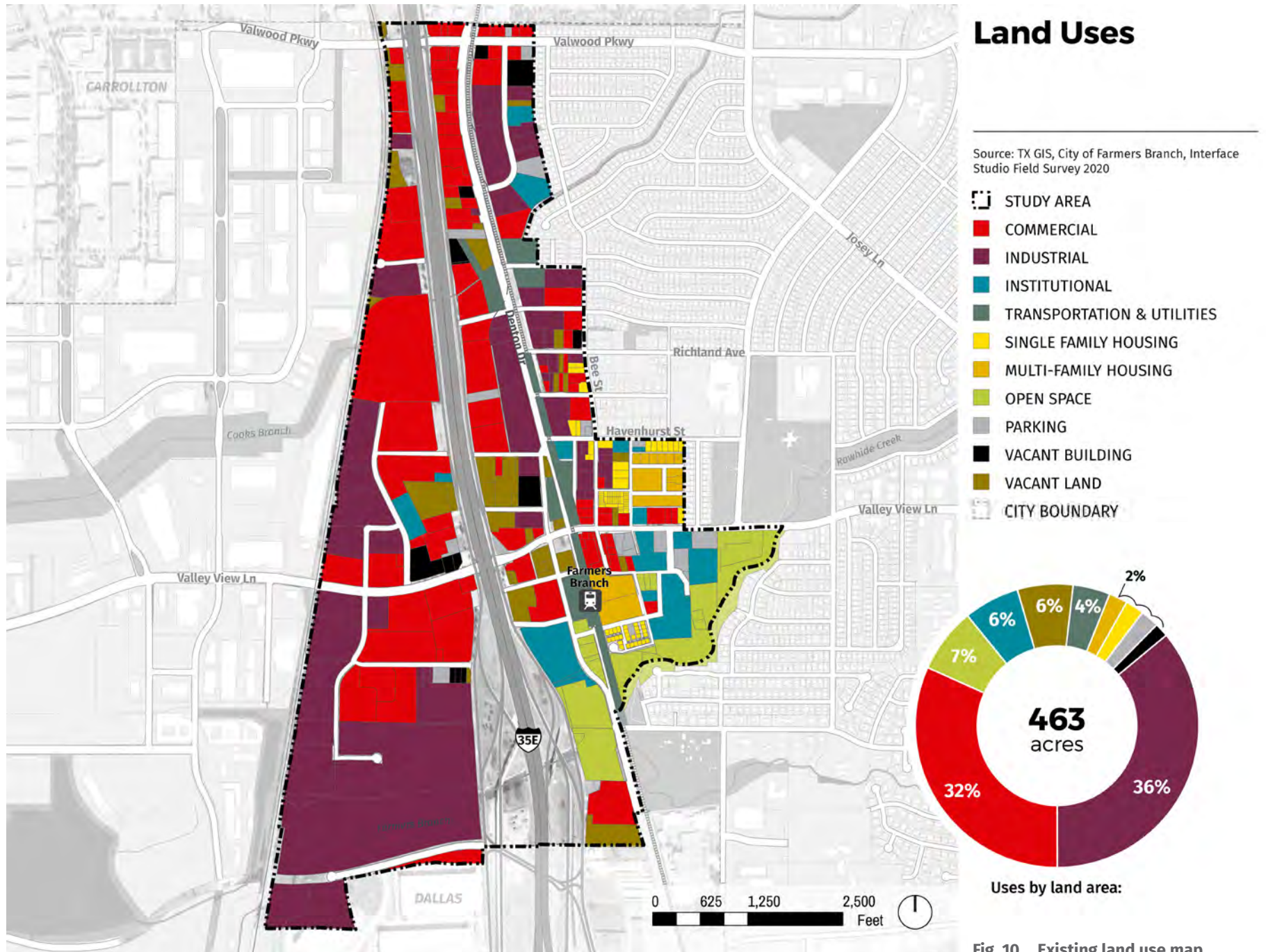
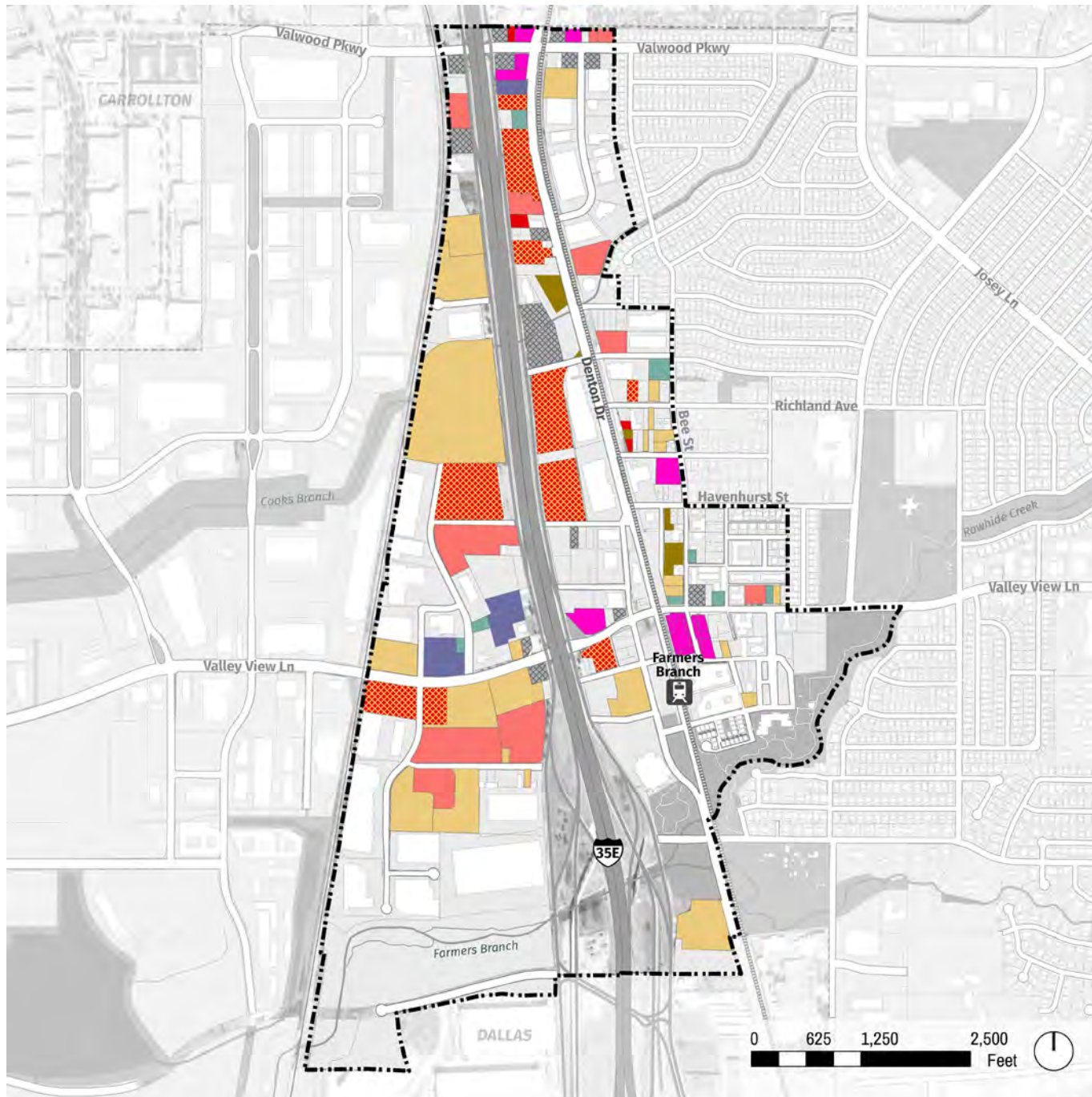


Fig. 10 Existing land use map



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
- CITY BOUNDARY

Fig. 11 Commercial use by type map

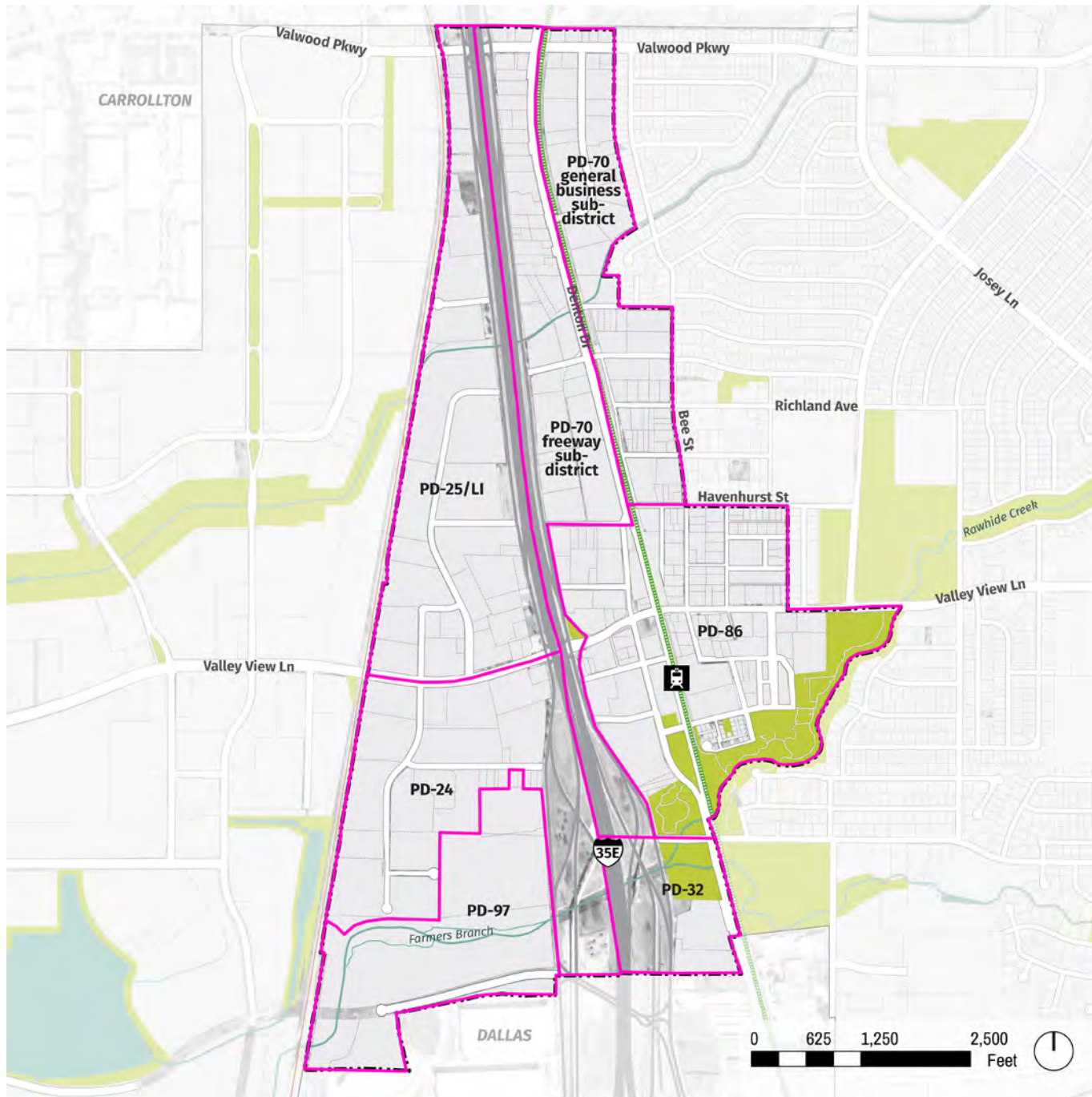


Vacancy

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

- STUDY AREA
- VACANT BUILDING
- PARTIALLY VACANT BUILDING
- VACANT LAND
- CITY BOUNDARY

Fig. 12 Vacancy map



Zoning

- STUDY AREA
- EXISTING ZONING
- CITY BOUNDARY

Fig. 13 Zoning map

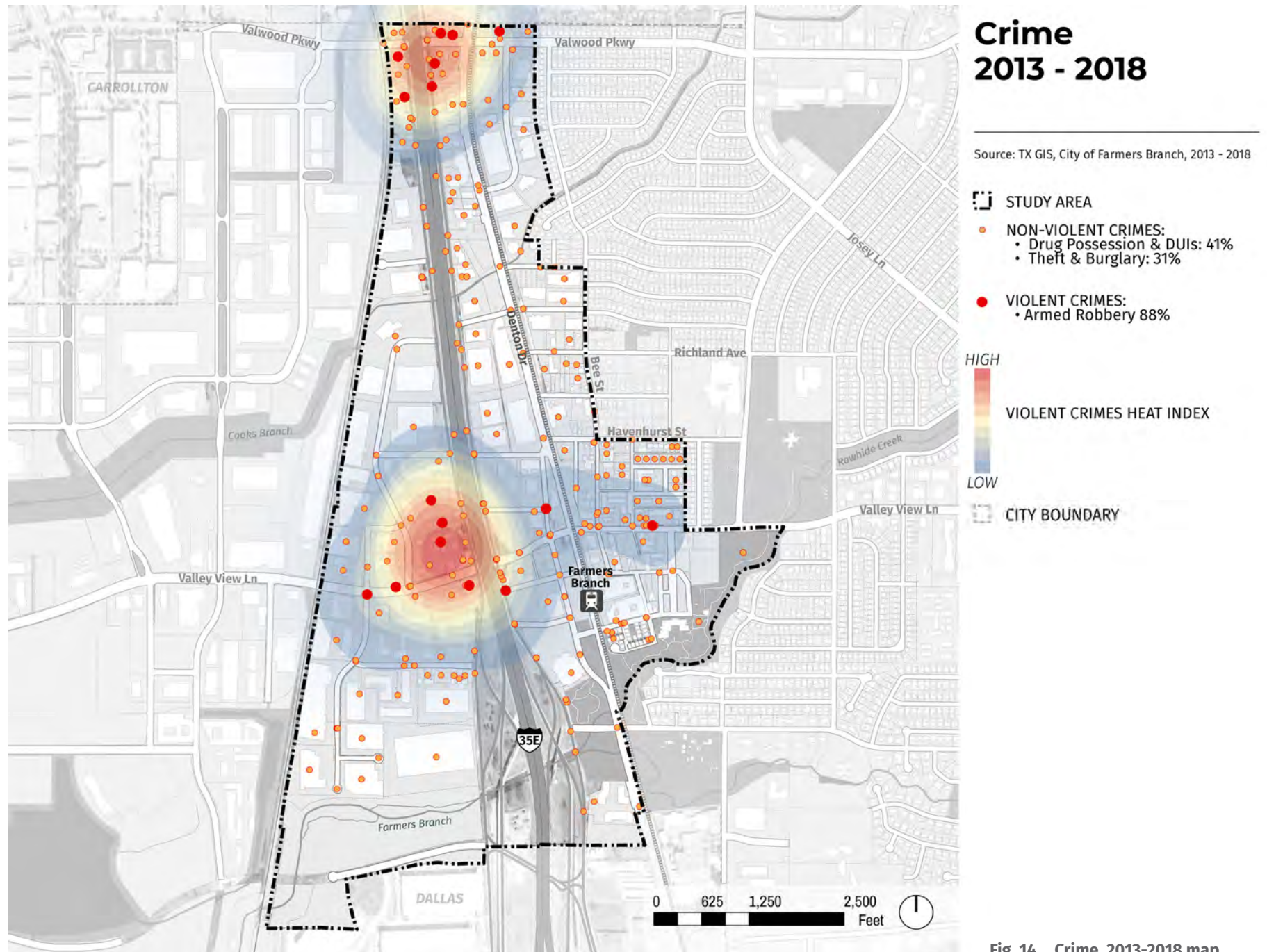
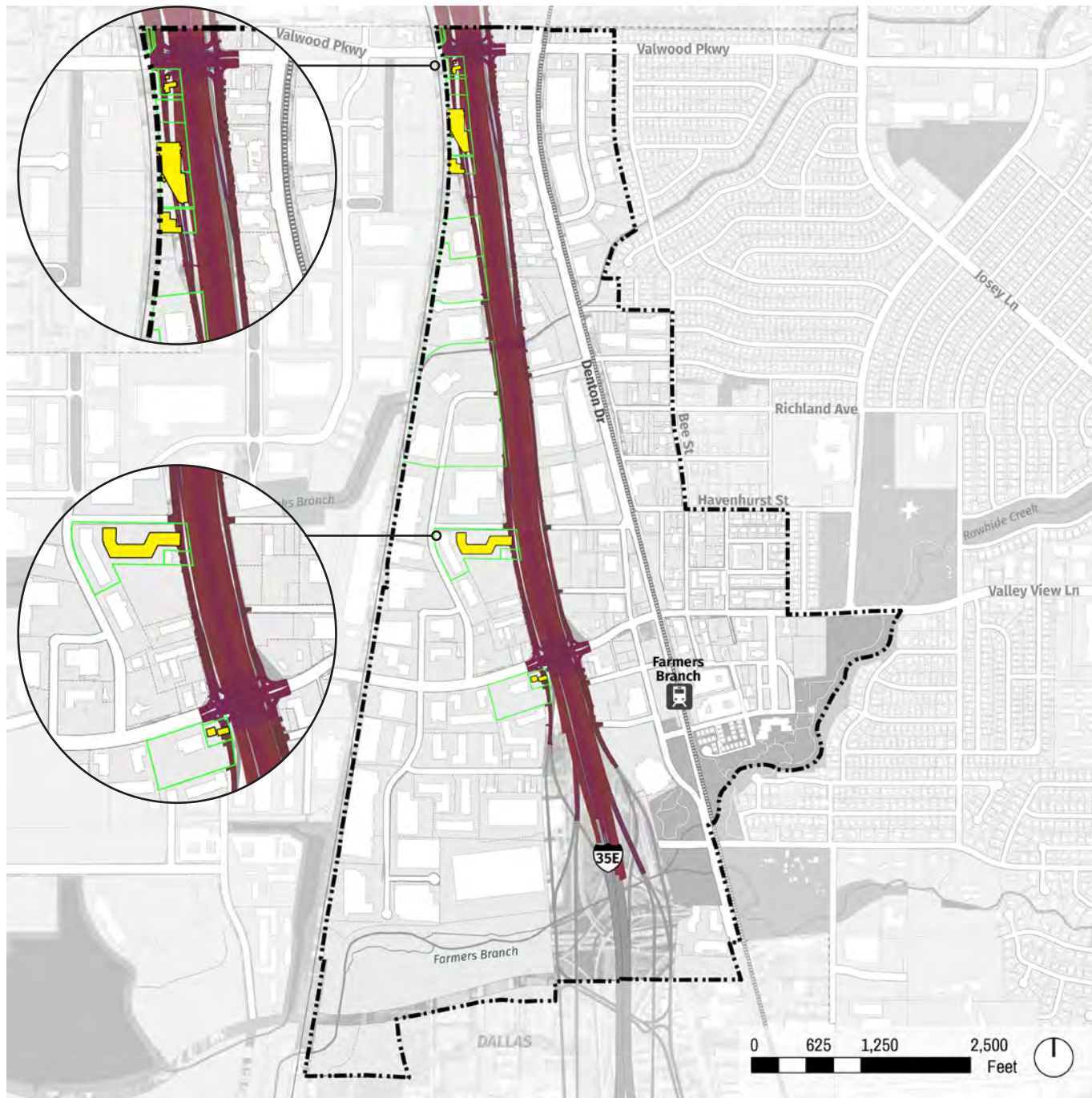


Fig. 14 Crime, 2013-2018 map

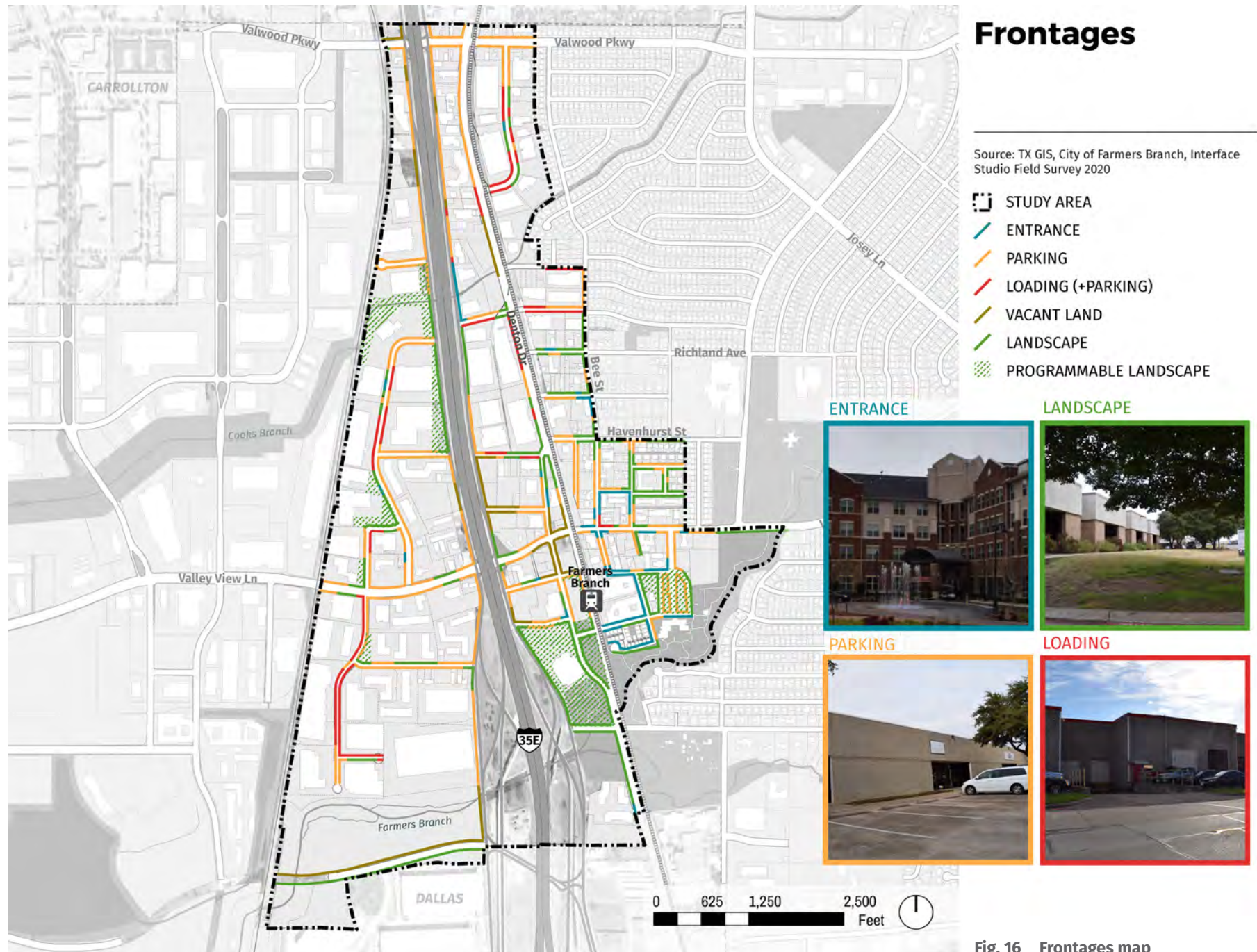


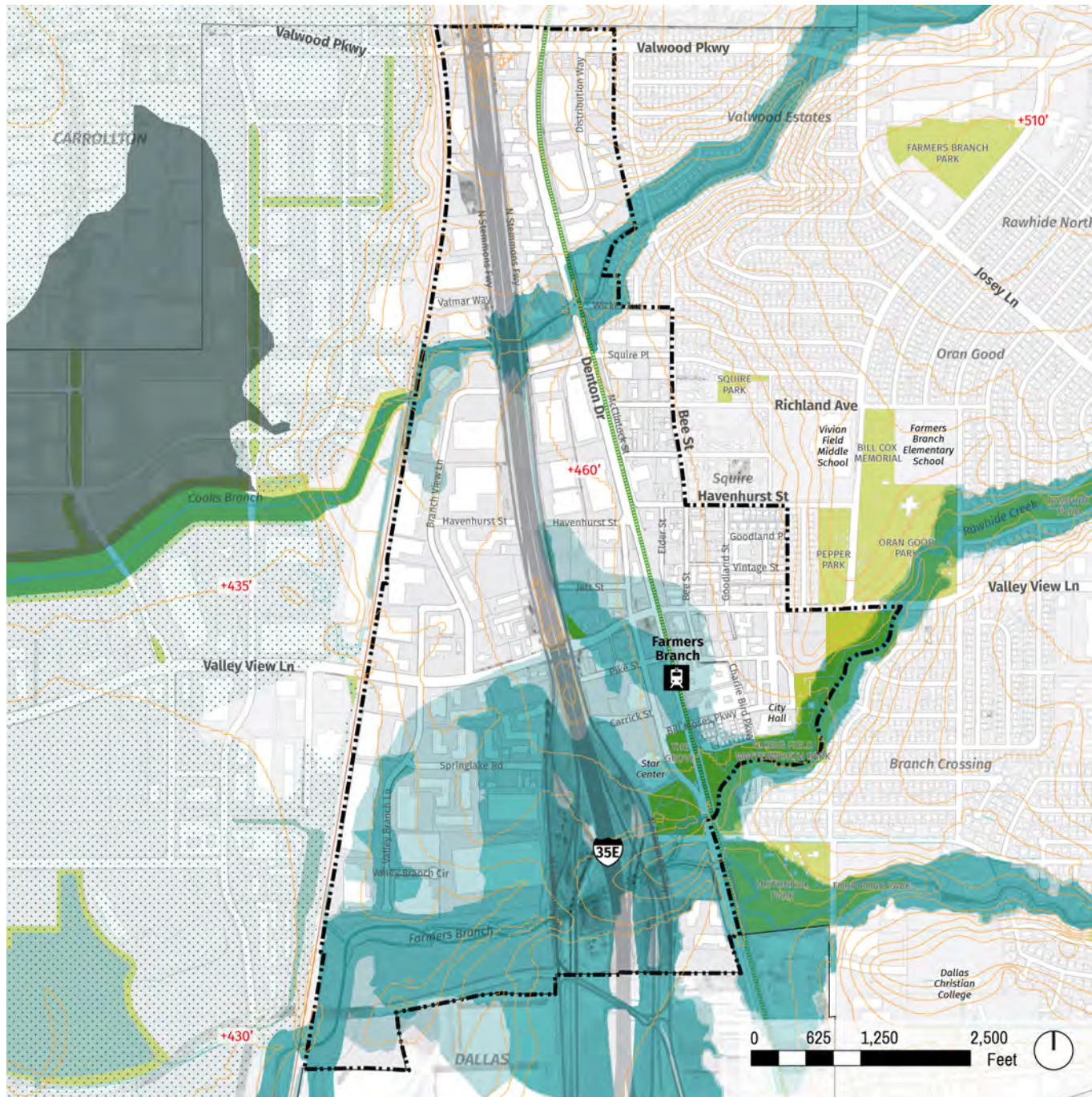
Spatial Impact of Highway Widening

Source: Texas Department of Transportation, City of Farmers Branch, Interface Studio

- STUDY AREA
- EXTENTS OF HIGHWAY WIDENING
- PARCELS OVERLAPPING RENOVATED HIGHWAY EXTENTS
- BUILDINGS OVERLAPPING RENOVATED HIGHWAY EXTENTS
- CITY BOUNDARY

Fig. 15 Spatial impact of highway widening





Floodplain

Source: ArcGIS Online, City of Dallas, FEMA

- STUDY AREA
- OPEN SPACE
- DART RAIL SYSTEM
- OTHER RAIL
- 5 FEET CONTOUR
- FEMA FLOOD ZONE**
 - 0.2% ANNUAL CHANCE FLOOD HAZARD
 - AE (THE BASE FLOODPLAIN)
 - AH (1% ANNUAL CHANCE OF SHALLOW FLOODING; 1-3 FEET)
 - PROTECTED BY LEVEE
 - CITY BOUNDARY

Fig. 17 Floodplain map

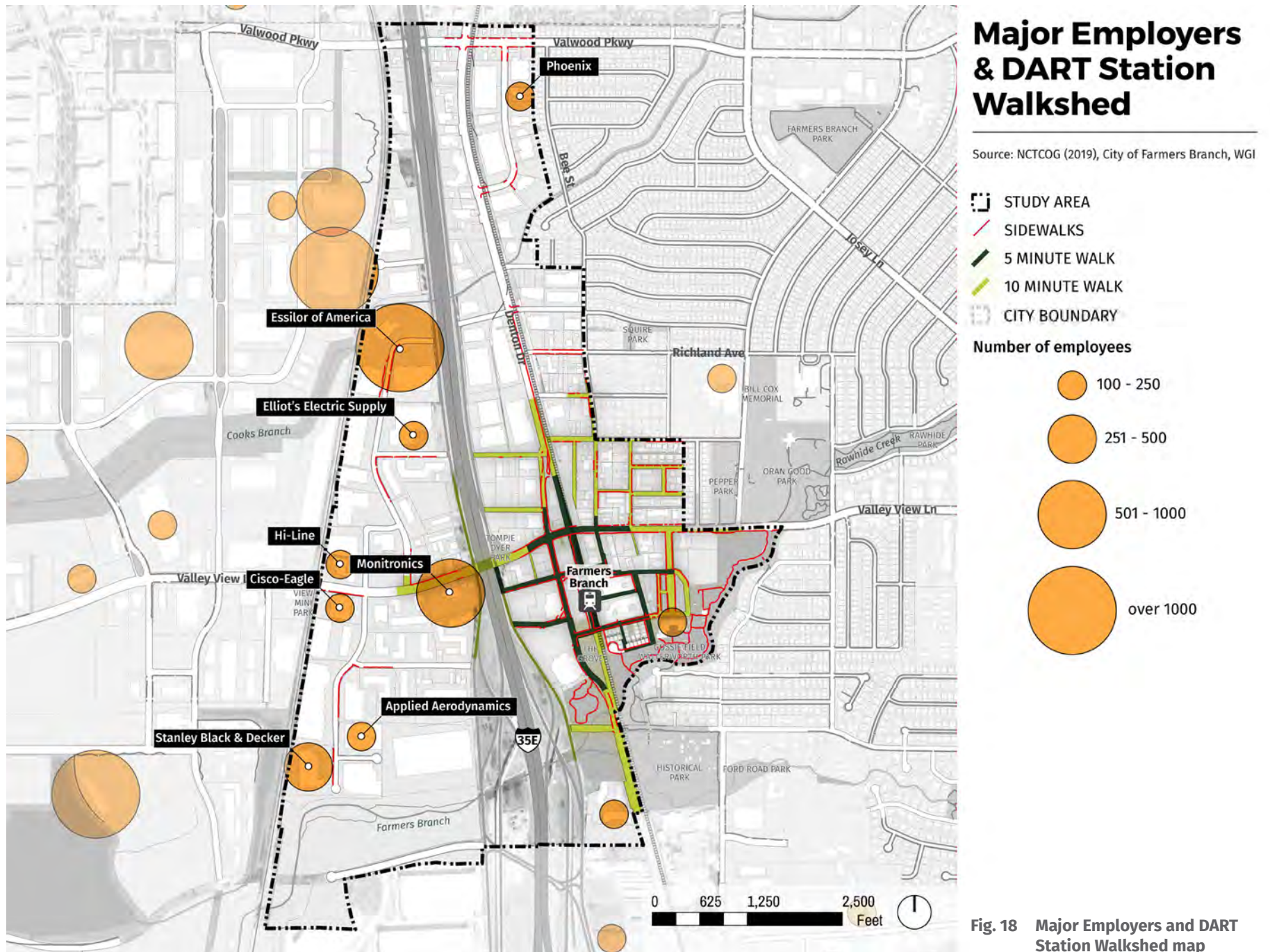


Fig. 18 Major Employers and DART Station Walkshed map

Last Mile Connection

SHUTTLE (Shuttle services would require funding from employer group and transit agencies)



Pros

- > Would complete last mile between station area and employment center
- > Higher transit commuter ridership
- > Fewer personal vehicles on roadway = less congestion
- > Less need for parking at place of employment

Cons

- > Currently not enough density to support
- > Could be costly to implement
- > If ridership is low, service may cease
- > Would require buy-in from multiple entities
- > Potential exclusive use for small number of employers

GOLINK (On-demand service that uses GoLink vehicles or UberPool to provide curb-to-curb service using a DART pass)



Pros

- > Can be cheaper than Transportation Network Companies (e.g. Uber, Lyft) or rideshare options
- > Curb-to-curb service
- > Comfortable

Cons

- > Varying wait times could make it difficult to rely on this option for commuting
- > No guarantee of ADA-compliant vehicle
- > Service does not operate after 9pm or on weekends

Fig. 19 Last mile connection options

Last Mile Connection

DOCKLESS SCOOTERS/BIKES



Pros

- > Easy to commute short distances
- > Cheap
- > Fun to ride
- > Environmentally friendly (i.e. not gas-powered)
- > Scooter usage data can help planners better understand demand
- > Creates jobs (scooter chargers)

Cons

- > Difficult to enforce safety regulations (i.e. where to ride, helmet/no helmet, riding while intoxicated)
- > Difficult to enforce proper use (i.e. one rider per scooter, placing scooter in an appropriate location at the end of a ride)
- > Greater number of discarded lithium batteries
- > Hurdles for low- to moderate-income riders due to smartphone/ credit card-based system

DOCKED BIKES

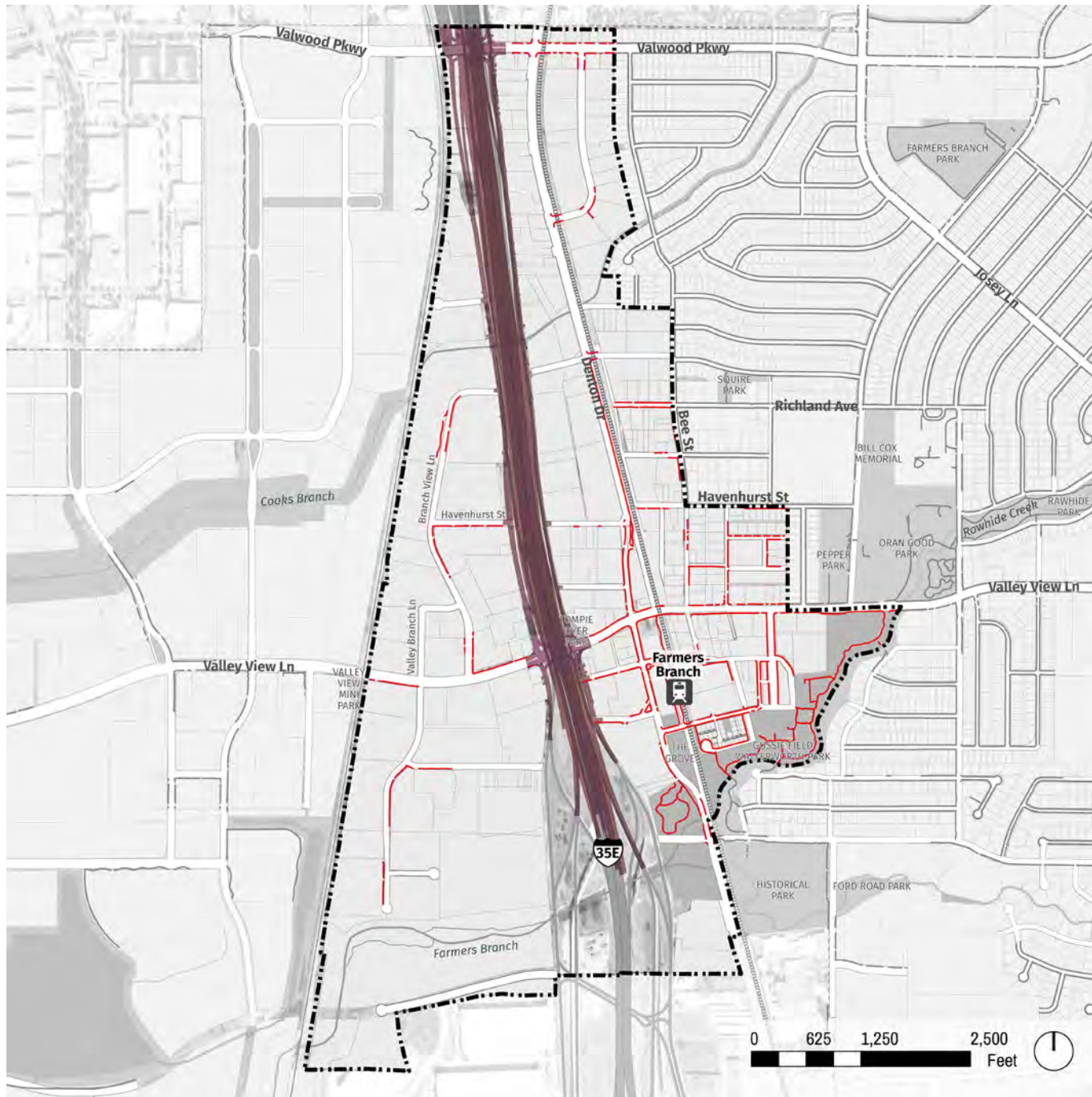


Pros

- > Easy to commute short distances
- > Cheap
- > Fun to ride
- > Environmentally friendly (i.e. not gas-powered)
- > Can be more accommodating to low- to moderate- income riders, especially if the system is a part of DART

Cons

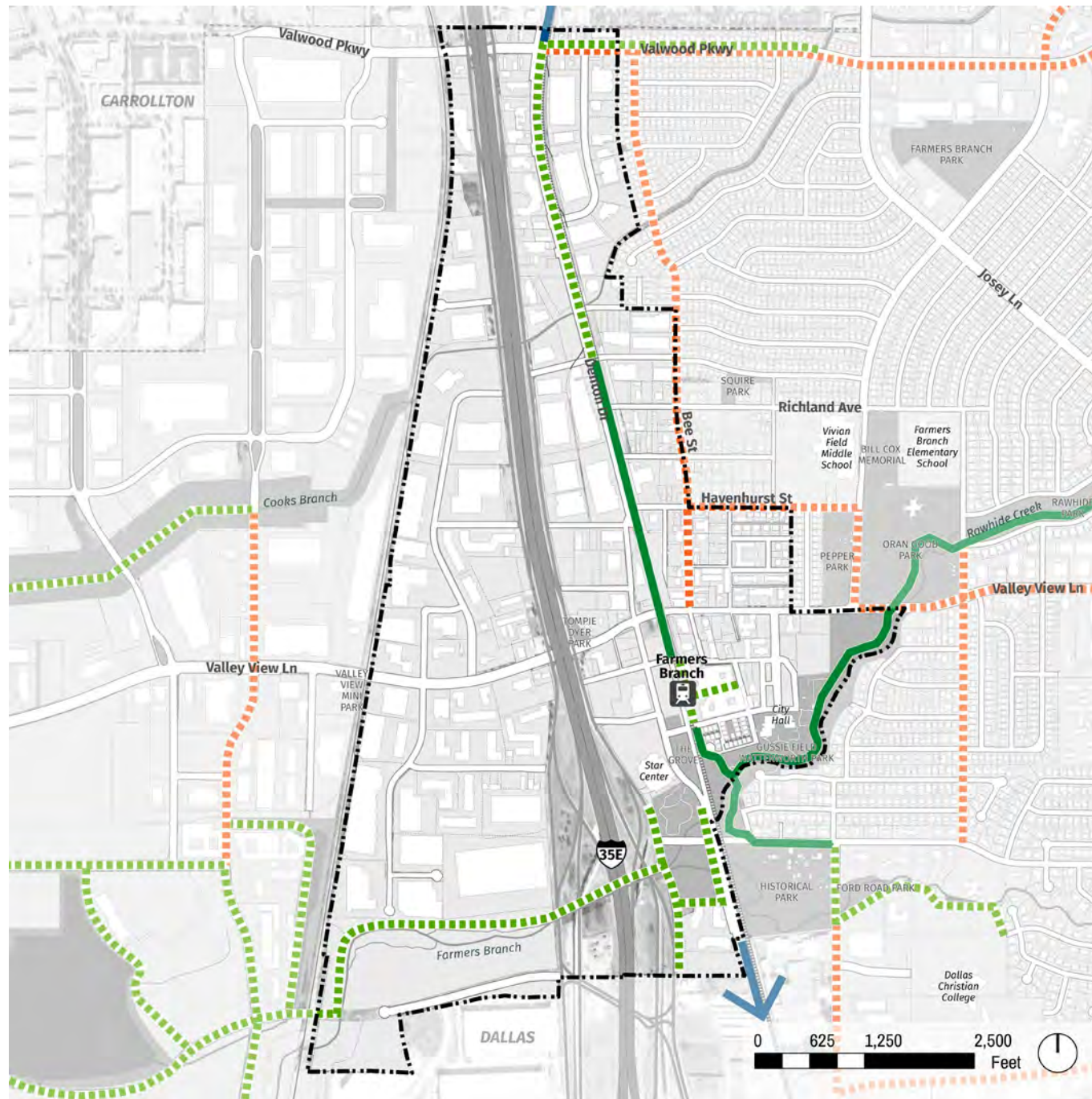
- > Difficult to enforce safety regulations (i.e. where to ride, helmet/no helmet, riding while intoxicated)
- > Must pick up / drop off at dock which can be limiting
- > Lack of roadway infrastructure for bikes/scooters



Existing Sidewalk Network

- STUDY AREA
- EXISTING SIDEWALKS
- CITY BOUNDARY

Fig. 20 Existing sidewalk network map

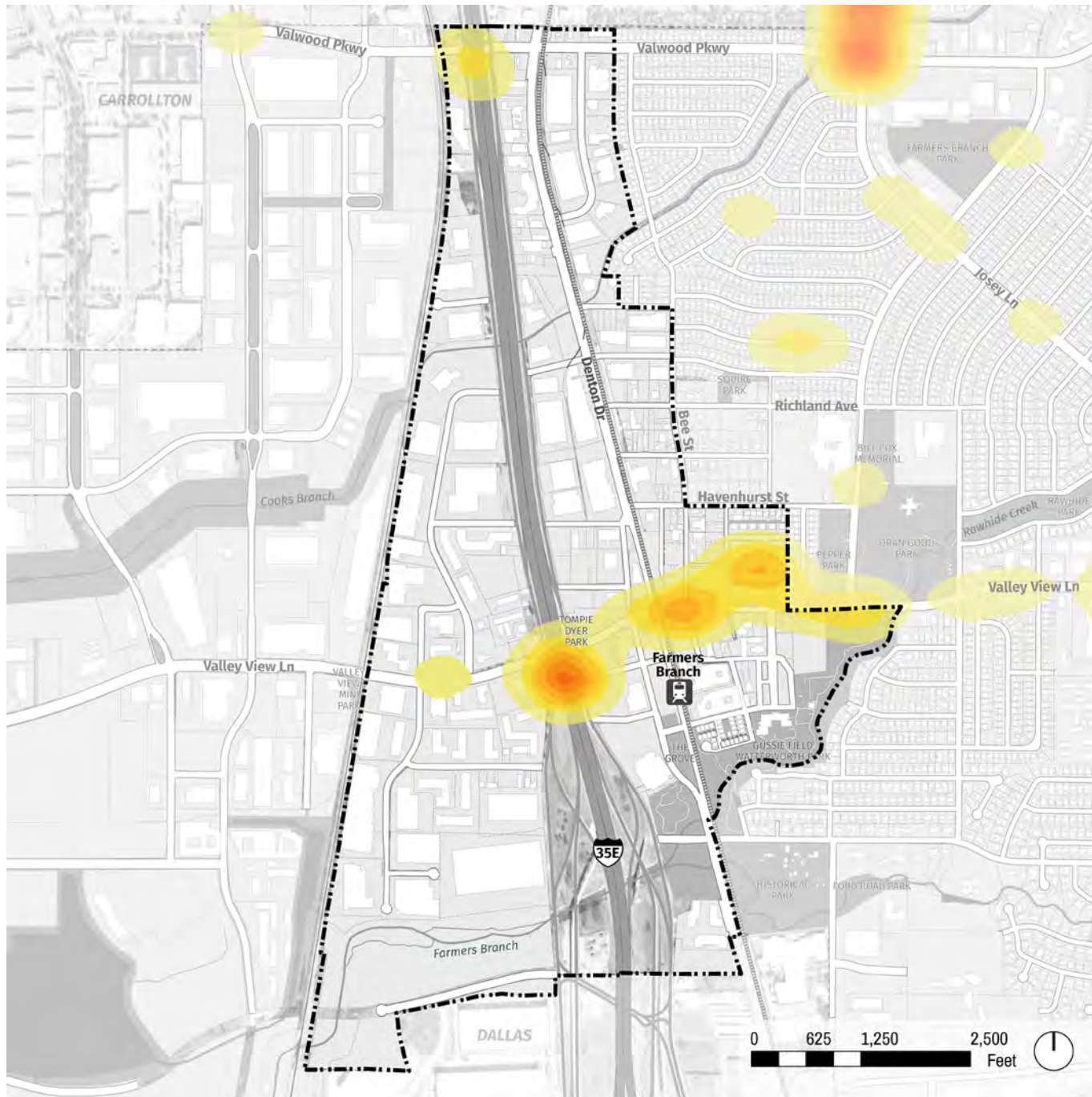


Bike Network

Source: Farmers Branch Trail Master Plan

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

Fig. 21 Bike network map



Bicycle and Pedestrian Crashes

Source: CRIS (2010-2019)

 STUDY AREA

5 CRASHES



BICYCLE AND PEDESTRIAN CRASH
HEAT INDEX

1 CRASH


 CITY BOUNDARY

Fig. 22 Bicycles and pedestrian crashes map

Target Areas

The following maps and diagrams collect all analysis related to the four target areas to provide an overview of the constraints and opportunities (covered in the report document) as well as additional analysis.

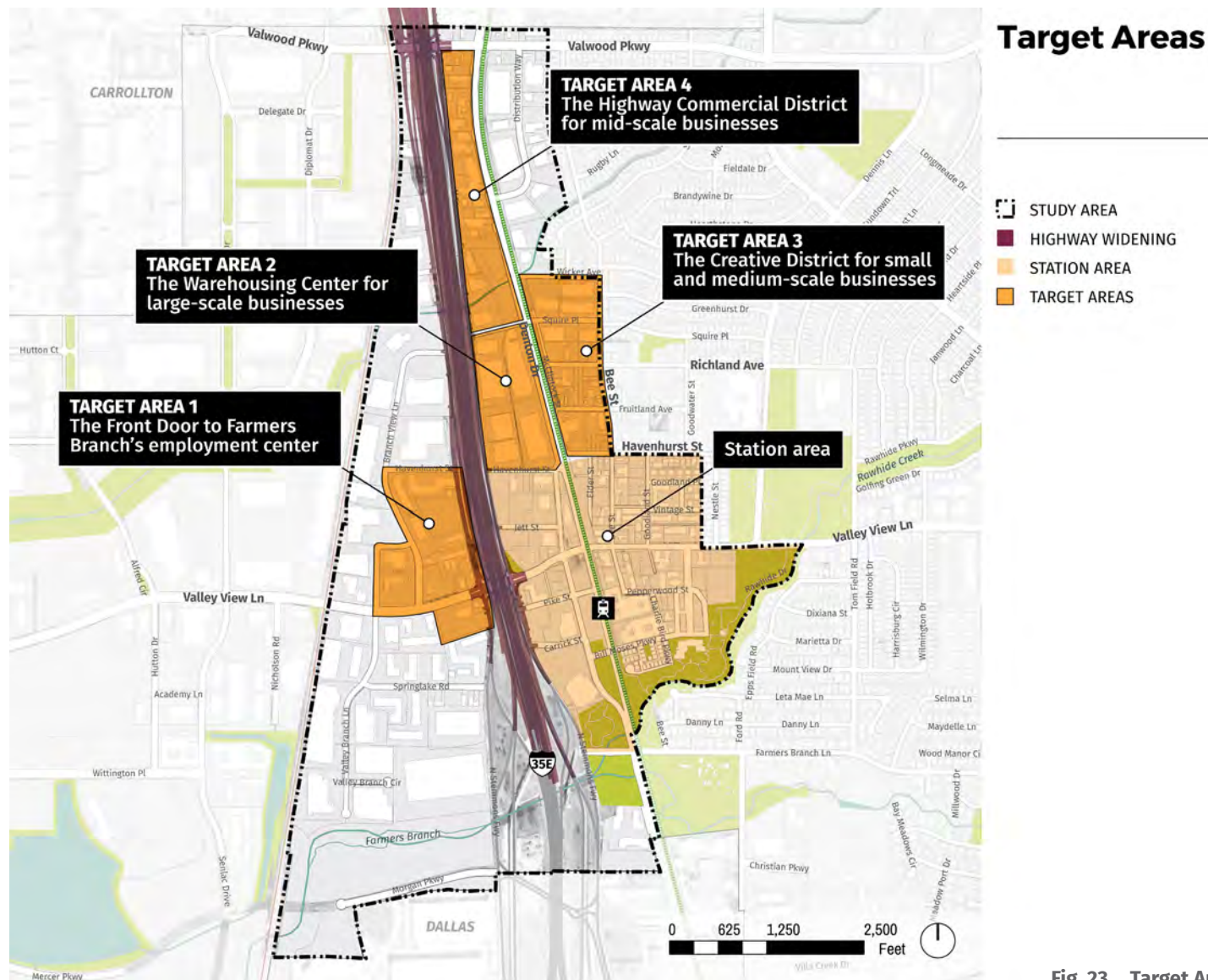


Fig. 23 Target Areas map

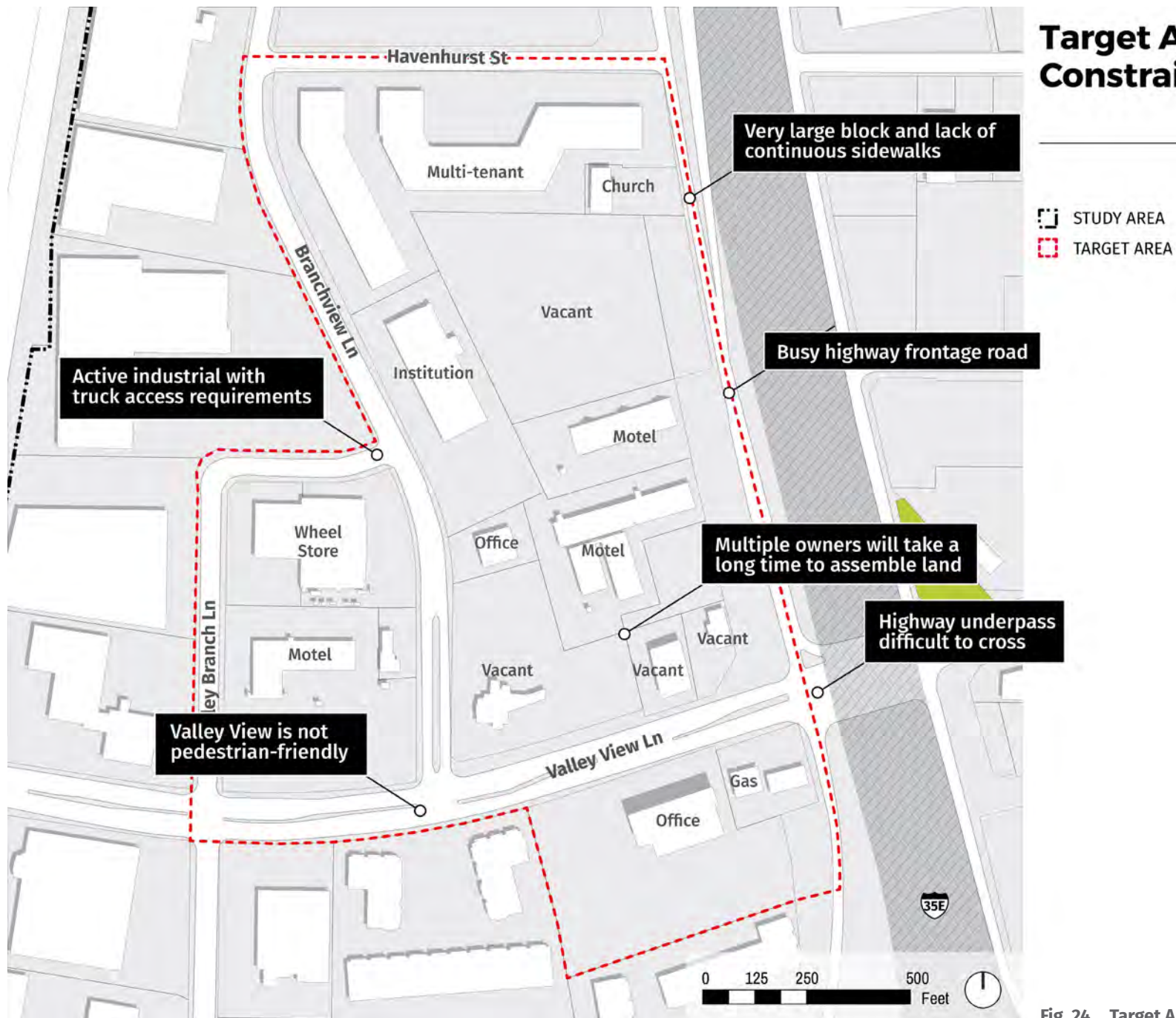


Fig. 24 Target Area 1 constraints

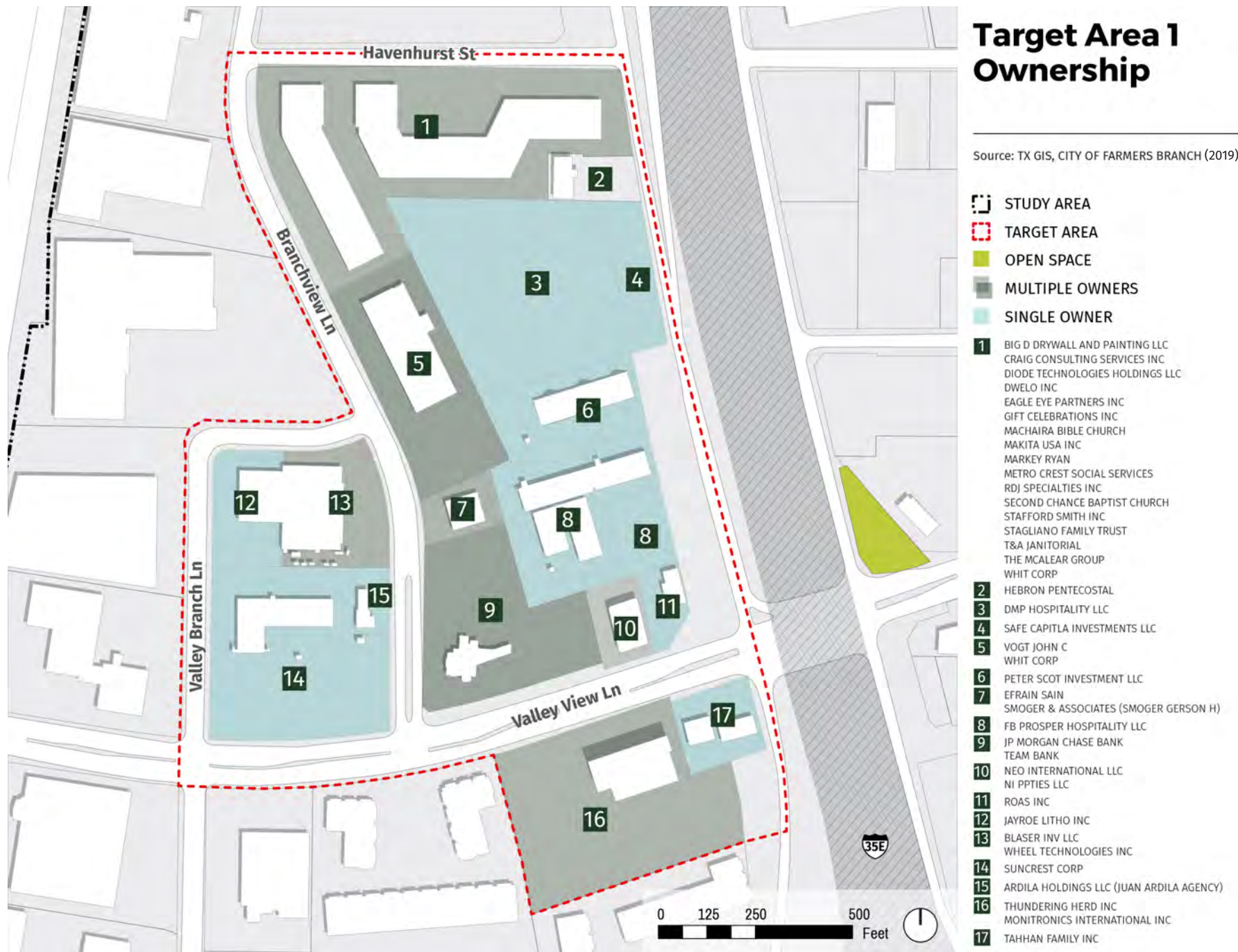
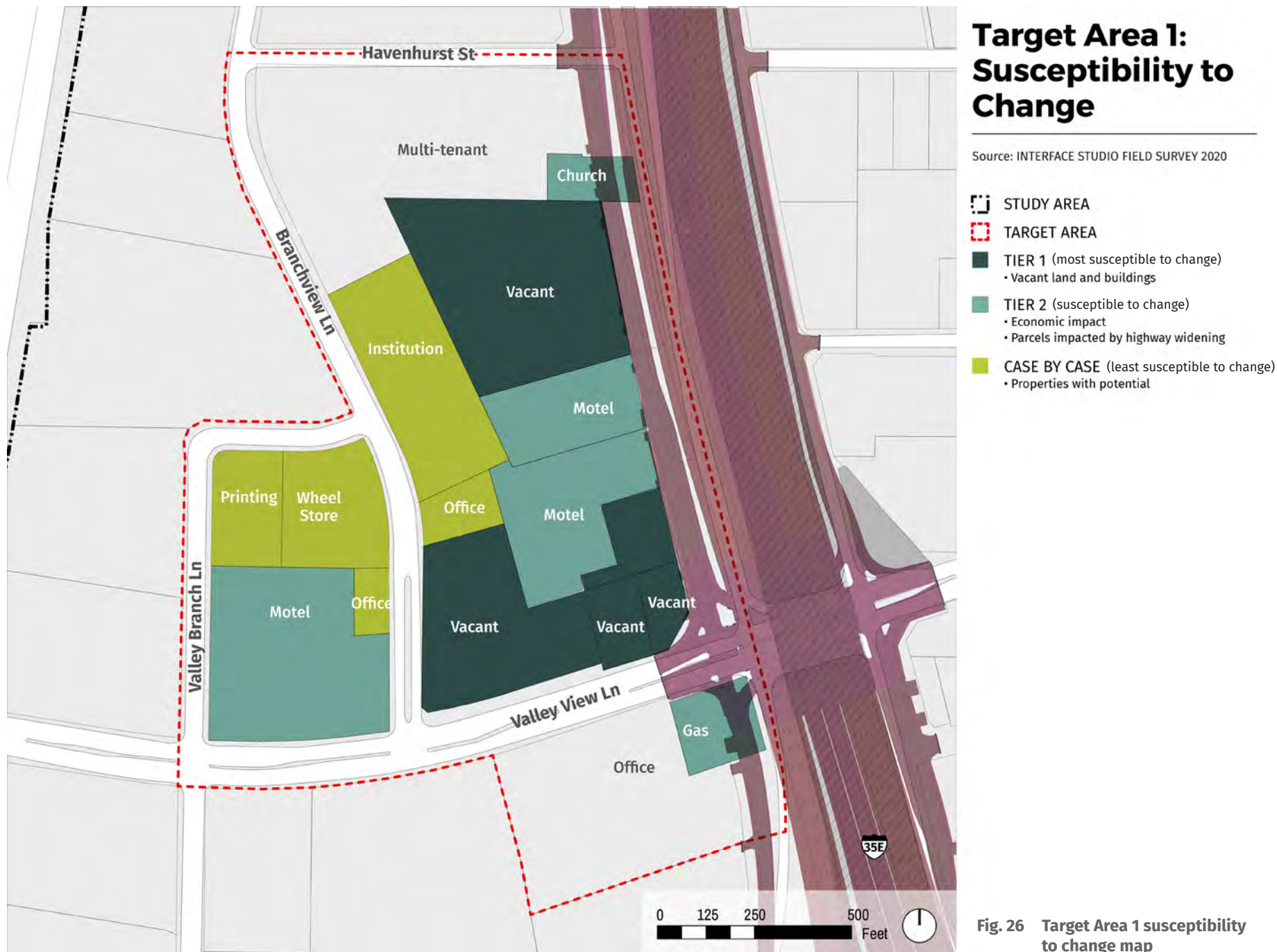


Fig. 25 Target Area 1 ownership map



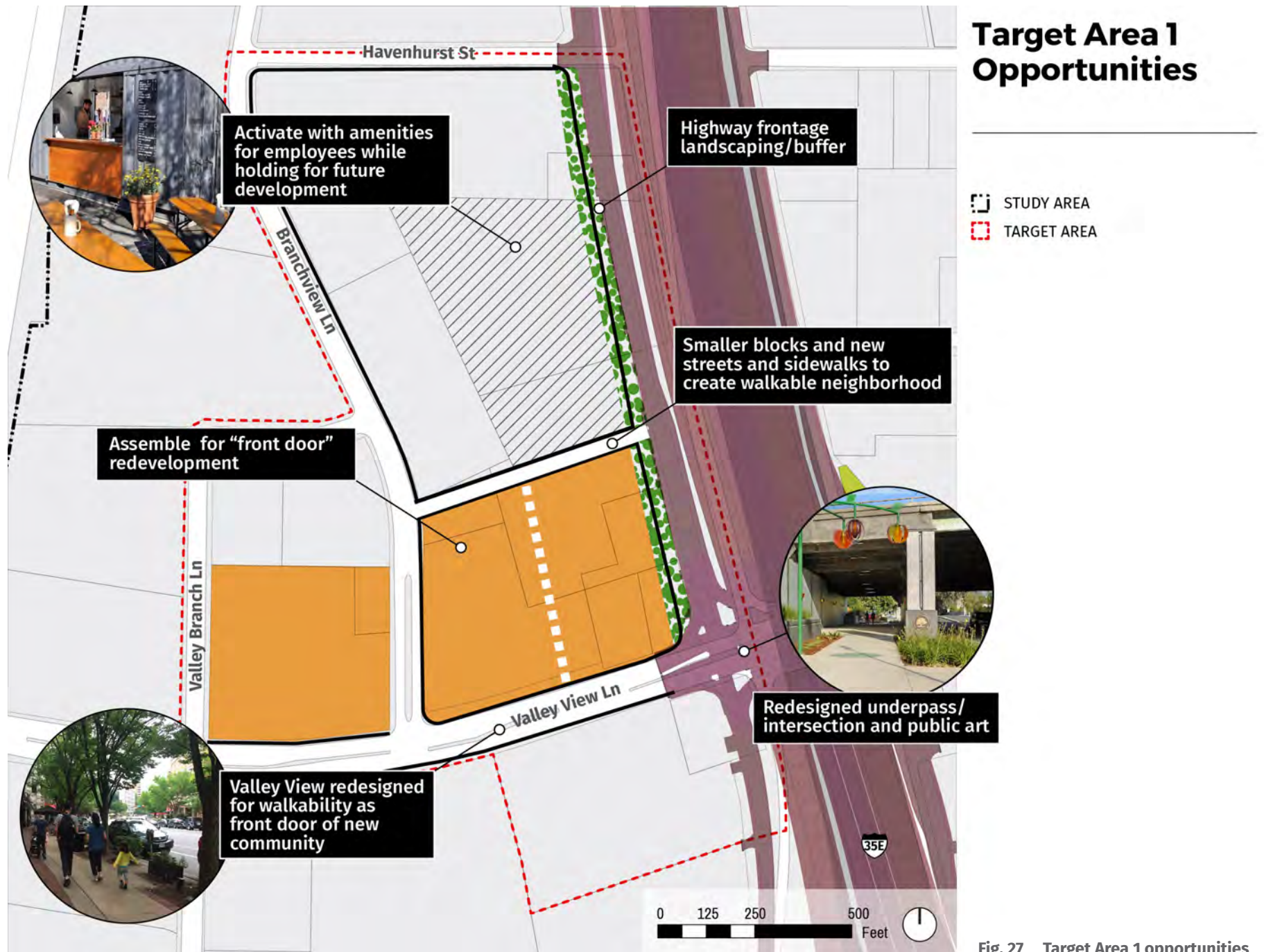


Fig. 27 Target Area 1 opportunities



Target Area 1 Proposed Site Plan

- STUDY AREA
- TARGET AREA
- SIDEWALK/PLAZA/AMENITIES
- LANDSCAPE/GREEN BUFFER

SITE 1 = 4.7 ACRES OFFICE/COMMERCIAL

TOTAL COMMERCIAL: 148,800 sq ft

TOTAL PARKING SPACE: 300
(shared parking model)

SITE 2 = 8.5 ACRES RESIDENTIAL

TOTAL DWELLING UNITS: 516

REQUIRED DWELLING UNITS: 508

TOTAL PARKING SPACE: 500
(shared parking model)

*This proposed site plan is for illustrative purposes only to show the potential build out for commercial and residential land uses. Either land use or a combination of them are possible given the recommendation of developing a form-based code.

Fig. 28 Target Area 1 proposed site plan build out

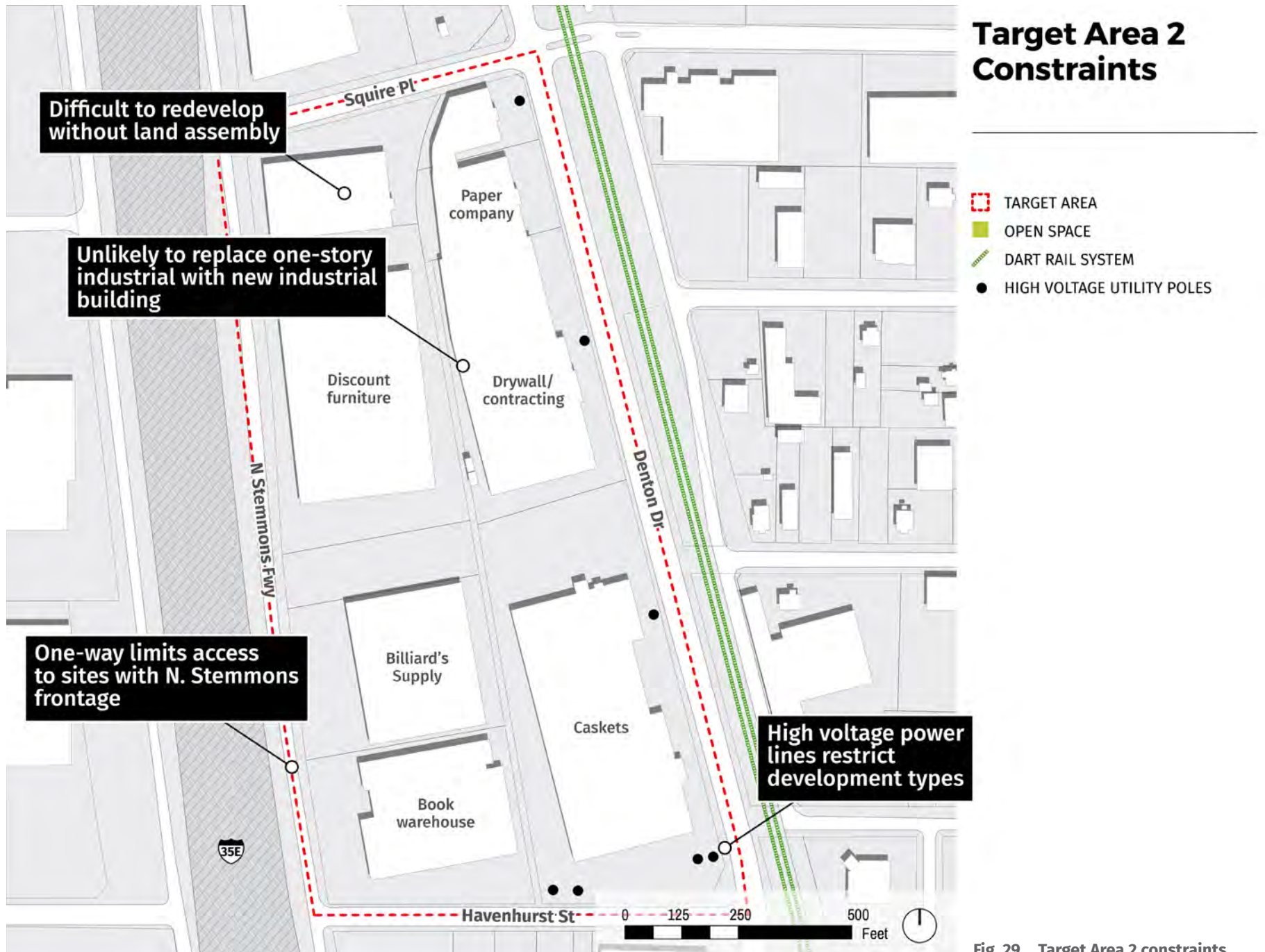


Fig. 29 Target Area 2 constraints

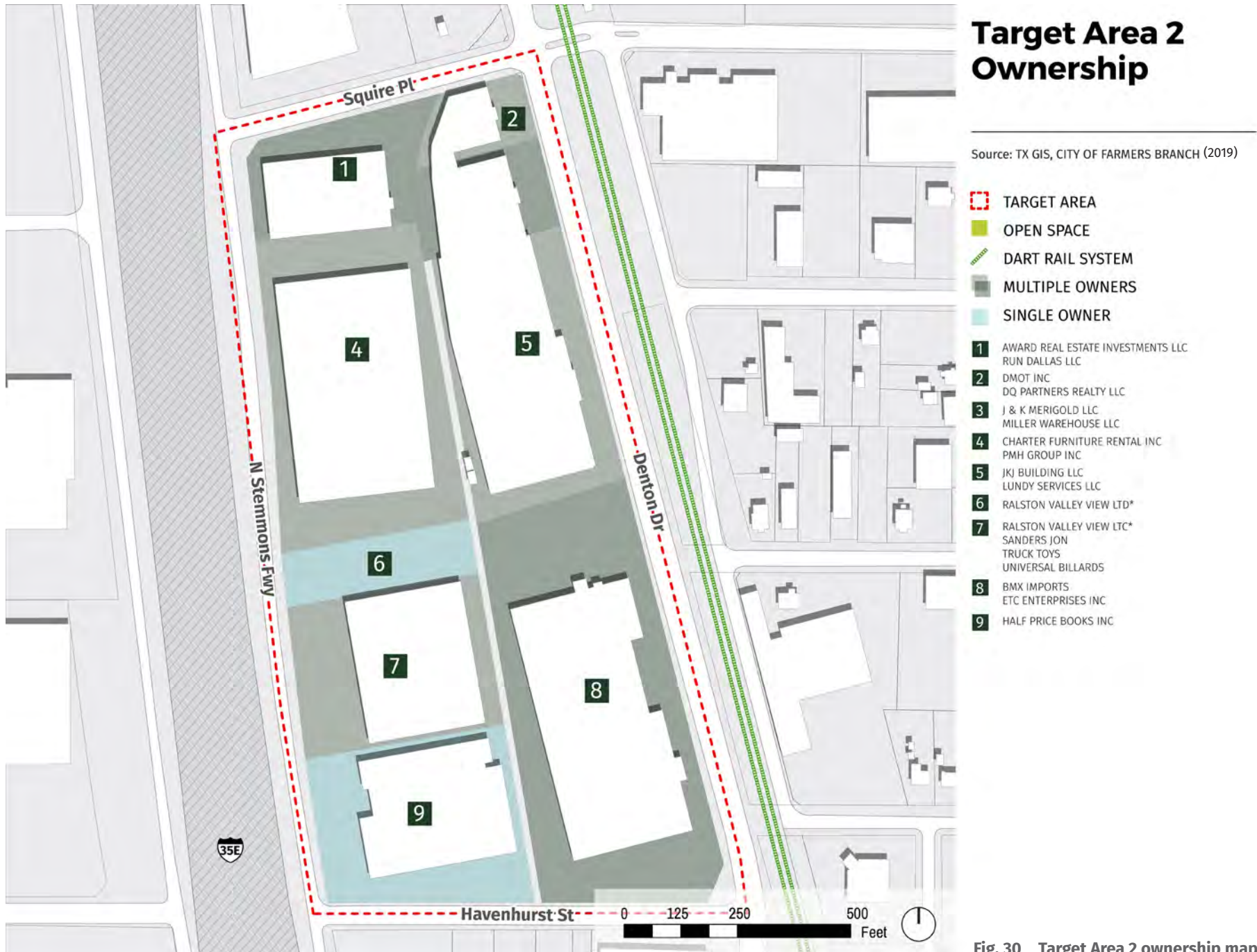


Fig. 30 Target Area 2 ownership map



Fig. 31 Target Area 2 opportunities

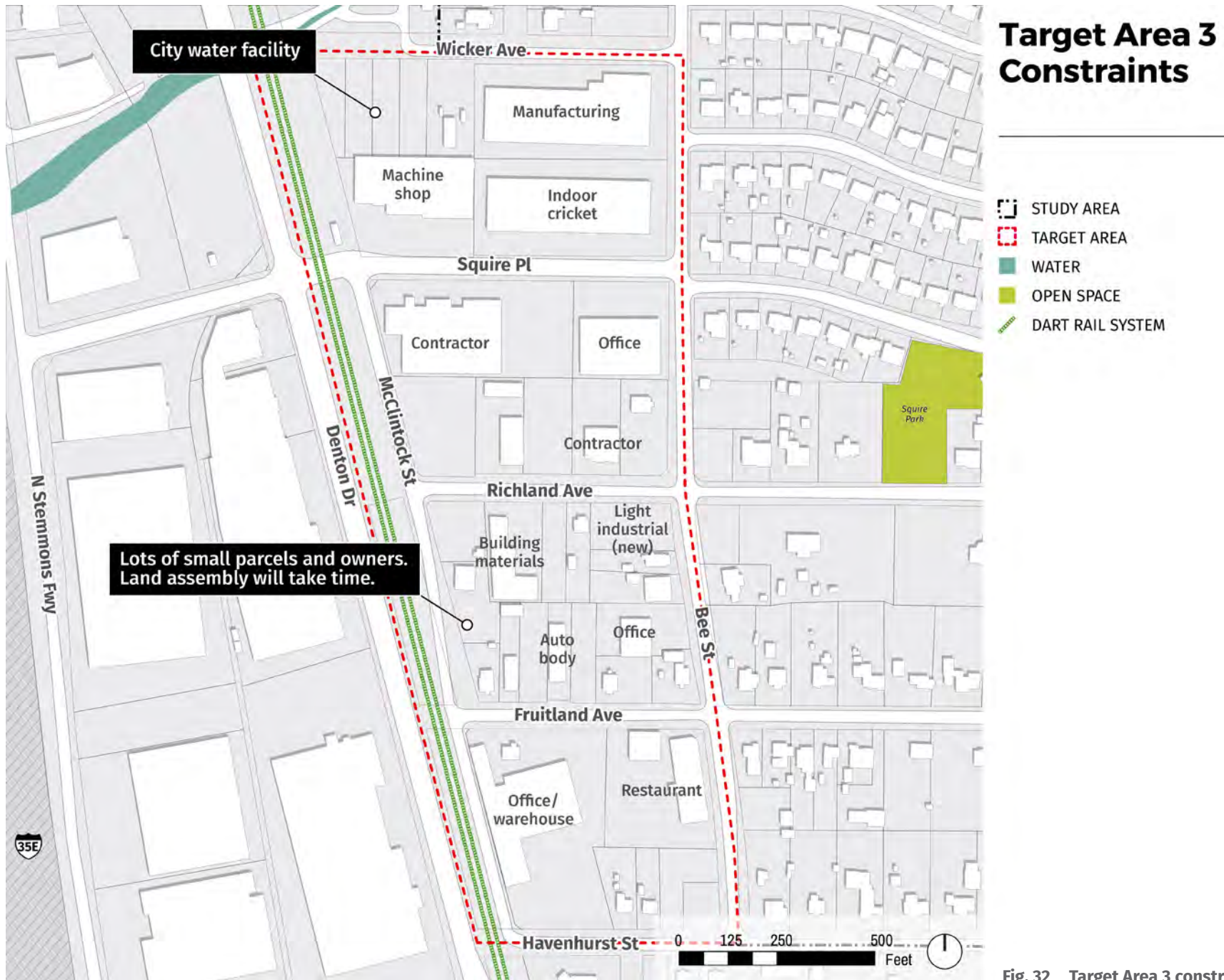


Fig. 32 Target Area 3 constraints

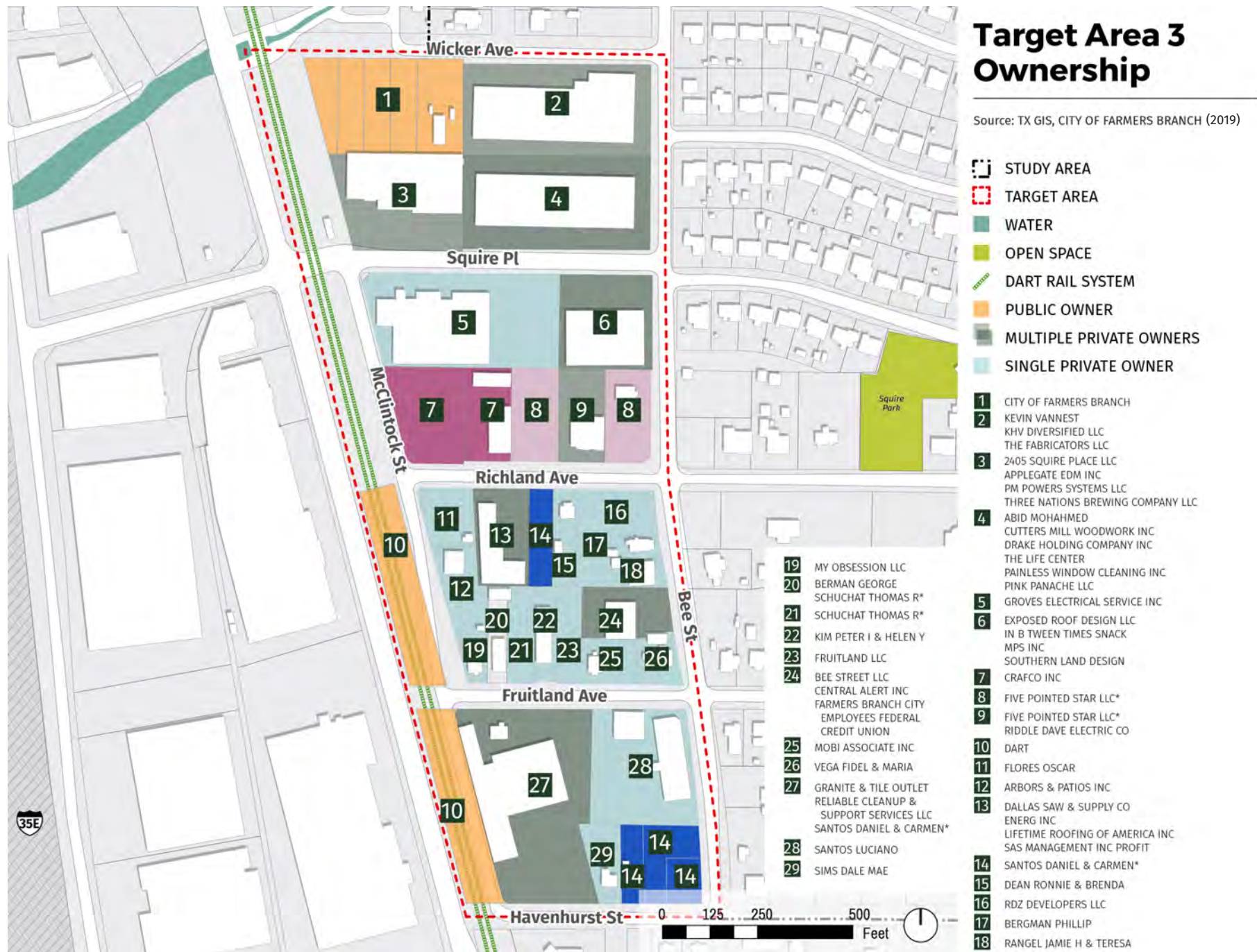


Fig. 33 Target Area 3 ownership map



Fig. 34 Target Area 3 opportunities

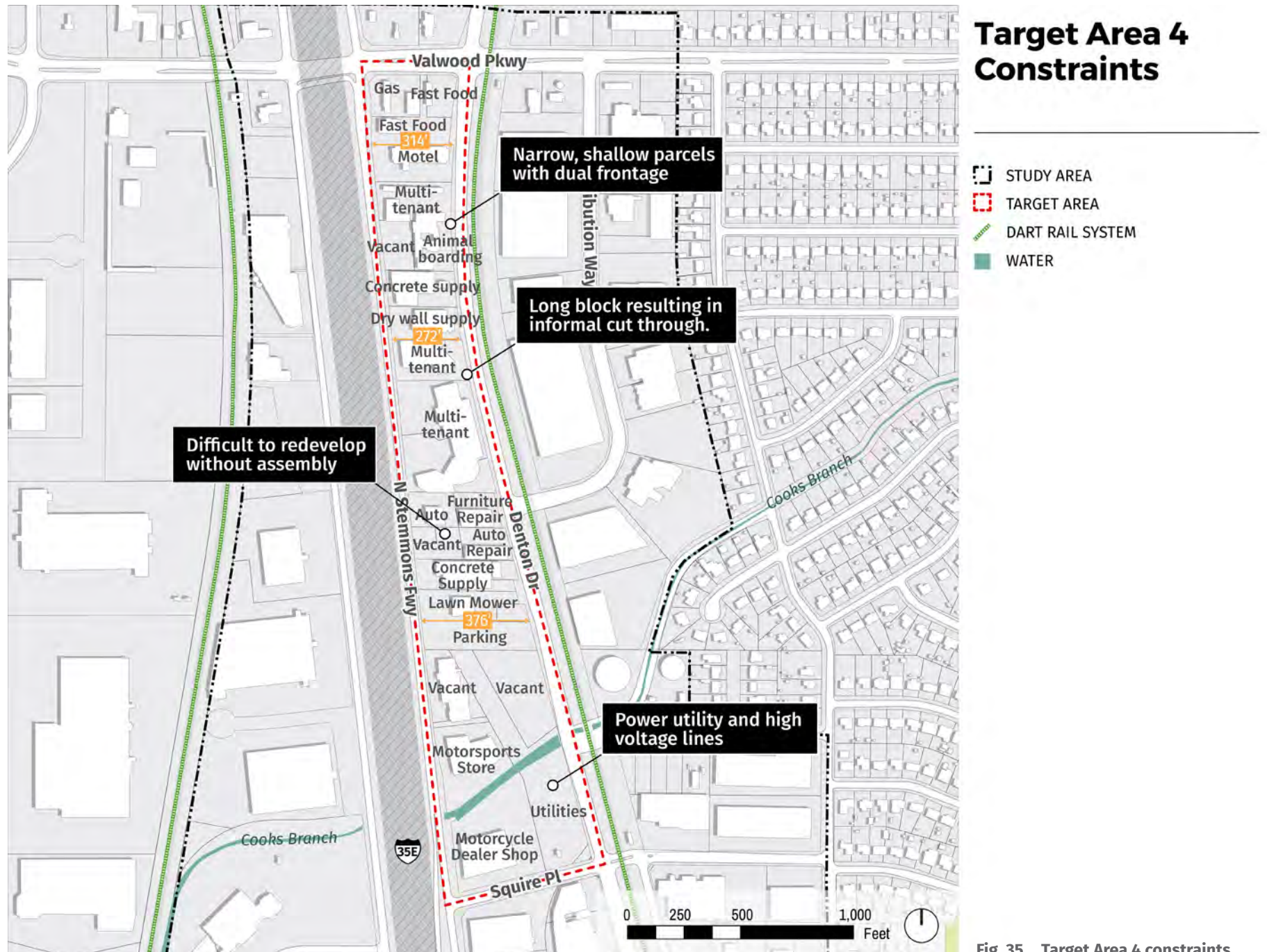
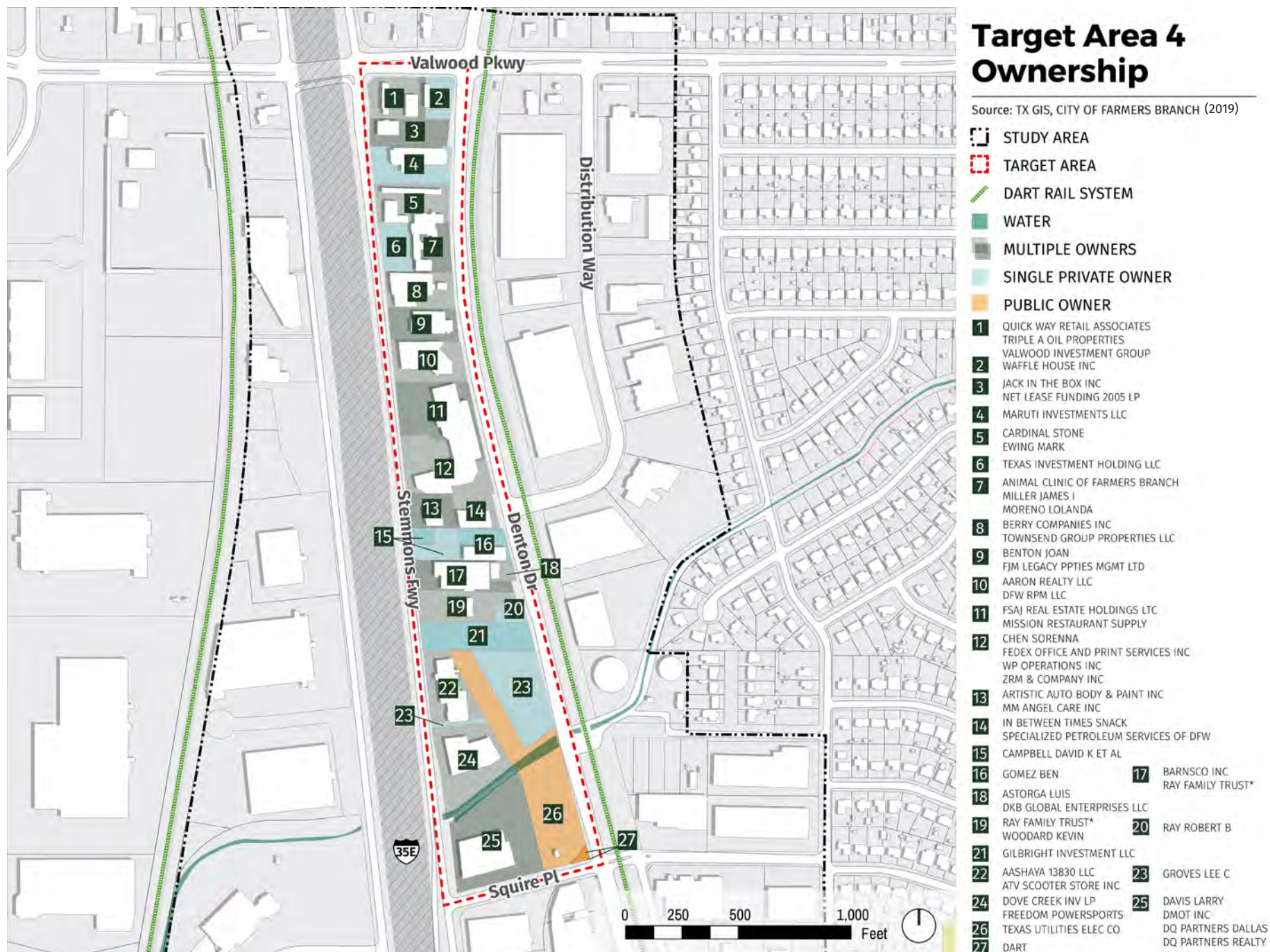


Fig. 35 Target Area 4 constraints



Source: TX GIS, CITY OF FARMERS BRANCH (2019)

- STUDY AREA**

TARGET AREA

DART RAIL SYSTEM

WATER

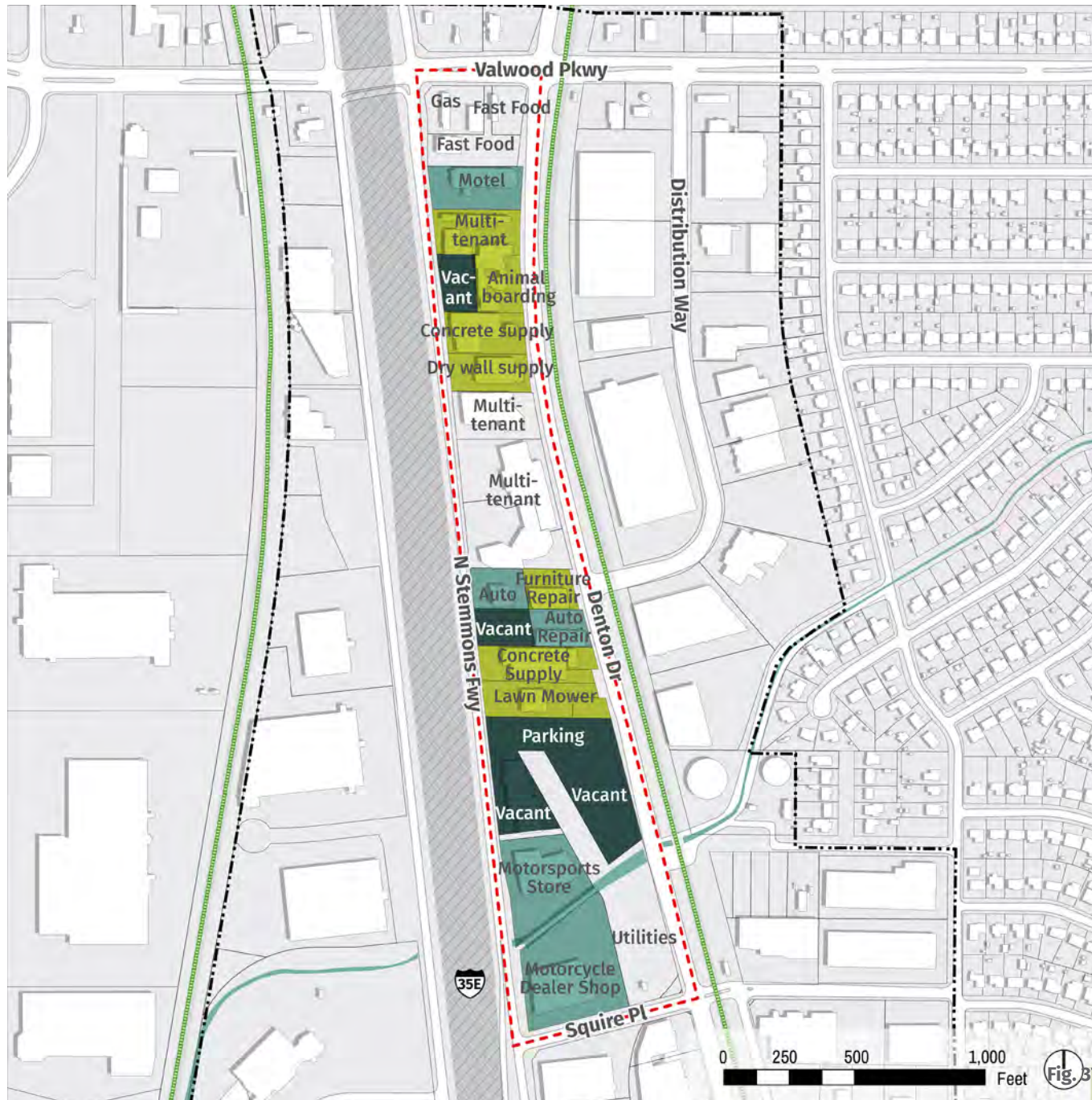
MULTIPLE OWNERS

SINGLE PRIVATE OWNER

PUBLIC OWNER

 - 1 QUICK WAY RETAIL ASSOCIATES
TRIPLE A OIL PROPERTIES
VALWOOD INVESTMENT GROUP
WAFFLE HOUSE INC
 - 2
 - 3 JACK IN THE BOX INC
NET LEASE FUNDING 2005 LP
 - 4 MARUTI INVESTMENTS LLC
 - 5 CARDINAL STONE
EWING MARK
 - 6 TEXAS INVESTMENT HOLDING LLC
 - 7 ANIMAL CLINIC OF FARMERS BRANCH
MILLER JAMES I
MORENO LOLANDA
 - 8 BERRY COMPANIES INC
TOWNSEND GROUP PROPERTIES LLC
BENTON JOAN
 - 9 FJM LEGACY PPTIES MGMT LTD
 - 10 AARON REALTY LLC
DFW RPM LLC
 - 11 FSAJ REAL ESTATE HOLDINGS LTC
MISSION RESTAURANT SUPPLY
CHEN SORENNIA
FEDEX OFFICE AND PRINT SERVICES INC
WP OPERATIONS INC
ZRM & COMPANY INC
 - 12 ARTISTIC AUTO BODY & PAINT INC
MM ANGEL CARE INC
 - 13 IN BETWEEN TIMES SNACK
SPECIALIZED PETROLEUM SERVICES OF DFW
 - 14 CAMPBELL DAVID K ET AL
 - 15 GOMEZ BEN
 - 16 ASTORGA LUIS
DKB GLOBAL ENTERPRISES LLC
 - 17 RAY FAMILY TRUST*
 - 18 RAY FAMILY TRUST*
 - 19 WOODARD KEVIN
 - 20 RAY ROBERT B
 - 21 GILBRIGHT INVESTMENT LLC
 - 22 AASHAYA 13830 LLC
ATV SCOOTER STORE INC
 - 23 GROVES LEE C
 - 24 DOVE CREEK INV LP
FREEDOM POWERSPORTS
TEXAS UTILITIES ELEC CO
 - 25 DAVIS LARRY
DMOT INC
DQ PARTNERS DALLAS
DQ PARTNERS REALTY
 - 26 DART
 - 27

Fig. 36 Target Area 4 ownership map



Target Area 4 Susceptibility to Change

Source: INTERFACE STUDIO FIELD SURVEY 2020

- STUDY AREA
- TARGET AREA
- TIER 1 (most susceptible to change)
 - Vacant land and buildings
- TIER 2 (susceptible to change)
 - Economic impact
 - Parcels with nonconforming use
- TIER 3 (least susceptible to change)
 - Properties with potential

Fig. 37 Target Area 4 susceptibility to change map



Target Area 4 Frontage

Source: INTERFACE STUDIO FIELD SURVEY 2020

- STUDY AREA
- TARGET AREA
- ACTIVE FRONTAGE/ENTRANCE

Fig. 38 Target Area 4 frontage map

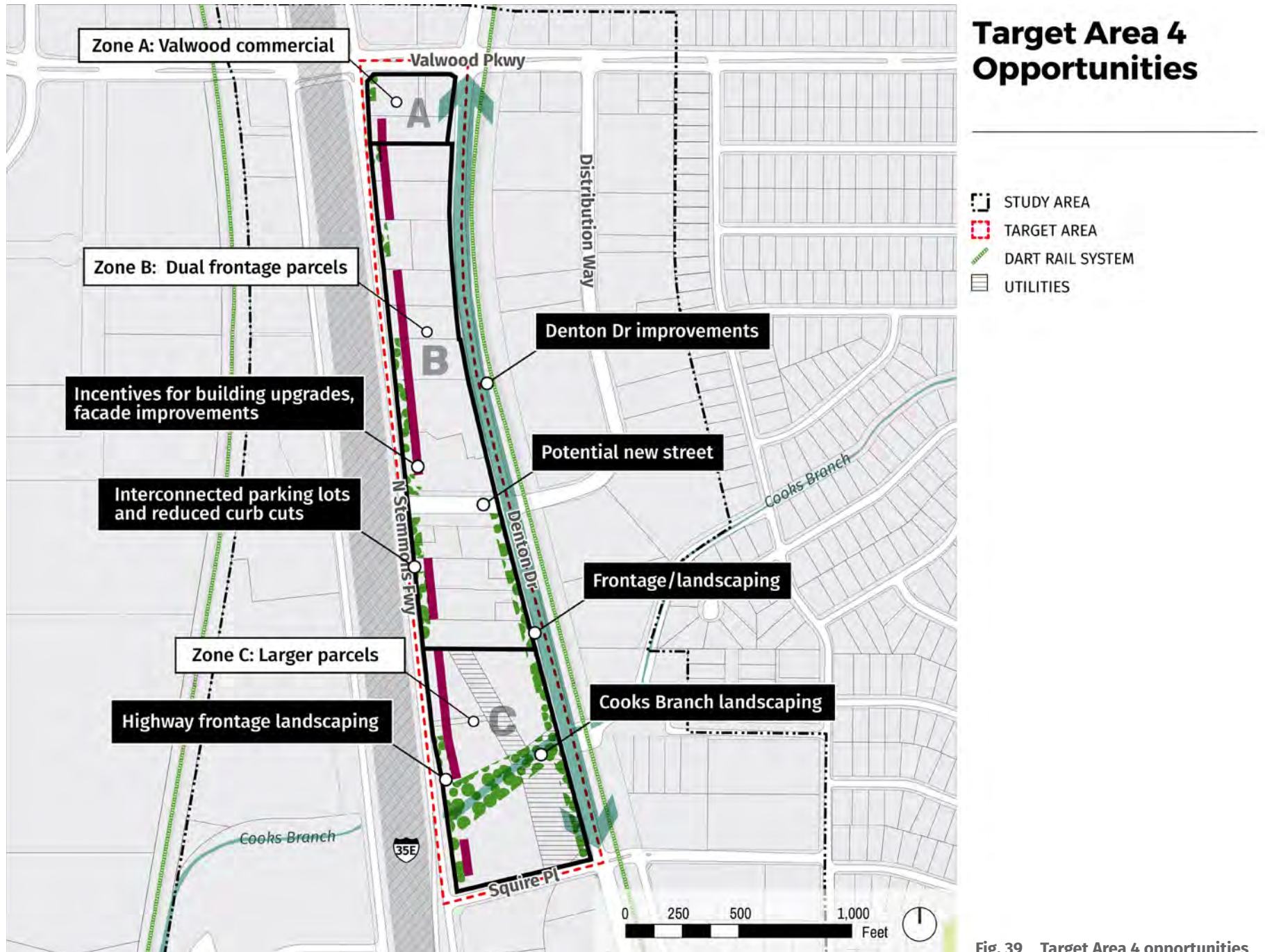
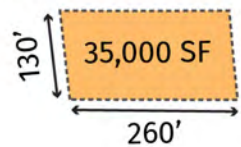


Fig. 39 Target Area 4 opportunities

Example Zone B
parcel:



Restaurant uses could potentially fit within the existing parcels of Zone B, however land assembly could provide more options for site design.

Restaurant

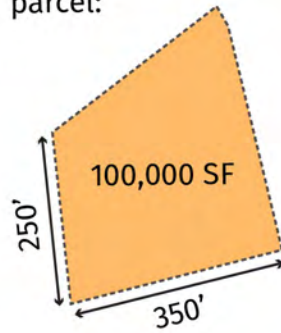


Restaurant



Fig. 40 Target Area 4 Zone B development opportunities based on fit

Example Zone C parcel:



The larger parcels of Zone C can accommodate larger uses without the need for land assembly.

Fitness Center



Indoor Recreation



Fig. 41 Target Area 4 Zone C development opportunities based on fit

Some uses would be challenging to accommodate due to land assembly and proximity to competing market areas

Entertainment



Supermarket



Fig. 42 Target Area 4 development constraints

Public Engagement

A robust public engagement plan involved City staff, elected officials, land owners, businesses, nearby residents and other interested members within the community through both in-person and virtual interactions. The public engagement was originally conceived as primarily in-person events and meetings, but the City and consultants pivoted to online forums to ensure public safety during the pandemic.

The following pages summarize the comments received from the project public engagement events:

1. Interviews
2. Focus Groups
3. Public Input (June & September Surveys)

1. Interview Summary

DFW Context

- In the Dallas area, “the bubble” is considered the crème de la crème, wealthiest, most desirable area located around “Park Cities” (Highland Park, University Park) south of Route 12. Next tier is between Route 12 and IH-635.
- Dallas is mostly new, little reuse.
- Distances are getting longer. Used to be everything was about 20 minutes away, but now it’s 30-40 minutes. Mindset used to be that north of loop 12 is far, then north of IH-635, but now people are used to driving longer (maybe it’s the new influx of people from other places who are used to longer commutes?)
- The new “it” center is IH-635/Tollway and moving north. But Frisco is far and there is

new interest in the inner ring. Inside loop 12 is unaffordable so inner ring suburbs are attractive.

- Blue chip office is located in Dallas CBD, US 75/loop 12, Dallas North Tollway/loop 12
- Current real estate cycle has been going on longer than the typical 6-8 year cycle so there is worry that downturn may be soon.
- Farmers Branch was “passed by” in terms of development, but that is changing now.

The Corridor

Residents:

Why did you choose to live in FB?

- Central location
- Close to work
- Safe
- Sense of community
- Small town feel, “It’s like being in a small town in the middle of a metropolitan area”
- Quality of life
- Great parks
- New residential construction
- Empty nester downsizing, lower taxes

What do you do in the District? What do you wish you could do in the District?

- Parks and trails are good
- Need more restaurants that aren’t low end chains. Right now, people have to leave Farmers Branch if they want to eat out somewhere nicer. For food and shopping people go to Midway/IH-635, Las Colinas (MacArthur, Target, Whole Foods, shopping), The Sound – Cypress Waters, Walnut Hill restaurant row, Addison or Carrollton
- Need more entertainment options

Businesses / developers:

Why have they invested in the IH-35E corridor?

Business perspective:

- Central location
- DART is a plus. Some employees use it – at least as a back up option - but need connection to and from station.
- Fantastic industrial location on the west side: interstates allow trucks, good rates, metroplex is running out of industrial land and even the old buildings are important because it’s hard to find those spaces elsewhere.

Developer perspective:

- Ethnic diversity is something that could be embraced more
- Potential for round the clock activity with residents and workers
- DFW market is strong so commercial and tax revenue will improve, it’s just a matter of time.
- If the City wants to speed it up, they will have to be proactive partners in investments. The market will not make aspirational things happen at this location. City will need to be aggressive and gain control to assure developers and do something at scale rather than one off.

What is a challenge in the IH-35E corridor?

- “I leave Farmers Branch to go to lunch, I leave Farmers Branch to entertain clients, to talk with suppliers. I only come here because my office is here.”
- Area looks bad when trying to recruit employees.

- Essilor, Elliot Electric, Phoenix employees from all over the region: Lewisville, South Lake, Fort Worth, McKinney, Frisco, Garland, Plano, Rockwall. Some commute an hour or more. About 10% live in Farmers Branch. Maybe rental prices are preventing more from living closer?
- Nowhere to eat for employees: Essilor has cafeteria
- Hard to find space for expansion
- Uncertainty around highway expansion
- No neighborhood feel, disjointed and disconnected

COVID Impact:

Developer perspective:

- Office market is uncertain. In theory companies might not need so much office. No near term growth, even in urban center. Secondary office locations will be impacted most.
- Industrial market is strong for warehousing/logistics, last mile facilities (Amazon, Fedex, e-commerce). COVID has accelerated delivery trend.
- Multifamily housing will be fine as the DFW continues to grow. Affordability will still be an issue.

Business perspective:

- Safety and comfort given public health protocols is important. Business model of people gathering is not possible now.

General:

What is important/distinctive about the corridor? What should be highlighted/strengthened?

- Accessibility, proximity: highways, DART, DFW Airport
- Parks are an asset that could be enhanced and also marketed better

Issues:

- Not walkable. Lacking continuous sidewalks, even on Valley View. New Starbucks is an attraction for both residents and workers but they can't walk there.
- Cars travel faster than the speed limit on Valley View.
- Safety concerns on the west side of 35 around the motels and gas station. Police activity there. Also foot traffic between the motels and DART station.
- Motels are a disincentive for other higher end hotels which the city would like to have in the station area.
- "This is still a commuter city."
- A lot of neighborhoods are dated – most housing is from 1950-60s and housing around Vivian School is the oldest from 1930s-40s.
 - Valwood neighborhood is rental, more ethnically diverse.
 - South of City Hall/Rawhide Creek has slightly larger lots and City demo/rebuild incentive. Larger houses are being built on lots. Some call it "gentrification" with "McMansions"
- Construction costs are high but area won't bear pricing structure needed.

- School district is not a selling point. Combined Farmers Branch-Carrollton school district means kids are bussed, newer schools are in Carrollton, Farmers Branch doesn't put much money into its schools, no HS in Farmers Branch.
- Litter around the highways and in the neighborhoods (from middle school students)
- Two different types of residents: conservative old guard and lower-middle income residents. New Mercer Crossing development on west side will bring new younger professionals
- Some households have a lot of trucks and cars, not enough room to park them
- IH-35E is unattractive, not distinctive, not cohesive:
 - "It's a drive-through corridor. There's no reason to get off."
 - "There's no reason to slow down."
 - "It's a mish mash of different businesses that are not distinctive."
 - "It seems like every time you turn around they're building another lane on the highway."
 - IH-35E is nicer south of Walnut Hill and north at Downtown Carrollton. In between it is not nice. It's industrial and seedy.

What are the district's competitors in the region? What could it aspire to be like – in the region or beyond?

- Downtown Carrollton
- Cypress Waters (Nokia HQ, multifamily, The Sound)

- Las Colinas (MacArthur)
- Farmers Branch/Addison (Galleria) around Tollway: east side is retail, west side is industrial but nicer than around IH-35E
- Downtown Frisco: “It could have been us if the city had taken the right direction.”
- Highway examples:
 - IH-35E treatment (stamped concrete, lighting, gazebos) in Downtown Carrollton
 - Landscaping along George Bush Turnpike in Grand Prairie
 - Lewisville highway lighting
 - US 75 viewshed in Richardson and Plano

What would make the district better for you, e.g. transportation, housing options, amenities?

- Connections:
 - More walkable
 - Dedicated bike lanes. Valley View shared lanes don’t feel safe, even for an experienced biker.
 - Connection to/from DART Station
- Development:
 - Upgrade old housing up to Richland and make it denser
 - Station area:
 - Fitness center/studio
 - Services like spa, nail salon
 - West Side around Valley View/IH-35E: retail, esp. food options, walkable lunch spot for workers
 - Vocational school
 - Taller development along IH-35E to buffer neighborhoods
 - Not big box (this is more the style of

development in the original downtown at Four Corners)

- Look and feel:
 - Tree planting, greening, green infrastructure
 - Improve look and feel – It looks run down from major roads
 - IH-35E improvements: landscaping, underpasses
 - Wayfinding signage, especially for station area visible from highway
- Things to do:
 - More active programming for open spaces, ex. splash parks
 - Station area needs destination entertainment/gathering place to get people to come and stay a while. Consider parking, programming, price point.
 - Cultural district. Applying for state designation for performing arts/visual arts grants
 - Historical Park could use updating, programming. Bluegrass Festival is a big annual event.
 - Family-friendly, multigenerational activities

How could this vision plan help? What would you like to see come out of it? What is your vision?

- Connectivity: How can we connect two sides of IH-35E?
- West and east side of IH-35E don’t seem to be able to be tied together. East side is dense, retail restaurant and west side is industrial.

- Downtown: destination that brings communities together
- “Premiere industrial area”: modern industrial park, upgraded job center, more white collar jobs, companies like Essilor

City Interactions

Is the City helpful? What could be better?

- City will need to put in some investment (incentive or tax abatement) to put down some markers to make this a destination. It will take time. Patient capital is needed.
- Form-based code and materials requirement make new construction expensive. Numbers don’t work if you are building to sell.
- Review process is slow and unreactive. Each plan review is separate which takes more time vs a comprehensive review happening in parallel across departments.
- Uneven code enforcement.

2. Focus Group Summary

- The area is confusing, what is the identity? Some parts are nice, ex. Starbucks, alongside vacancy and auto repair.
- Vacant buildings have been vacant for many years and it seems like not a lot of people are looking to sell.
- Food and amenities are important, especially in target area 1.
- Open Space
 - Retain some open space in Station Area, don't overdevelop,
 - Active open space, like running or roller blading paths, is needed.
- Connectivity is an issue, especially the underpass at Valley View Lane and last mile connection to DART:
 - Valley View Lane is important to connect new Mercer Crossing housing with Station Area.
 - Potential future rail station at Valley View Lane for Irving-Frisco Rail Corridor could have an impact.
 - Expand DART GoLink zone for last mile connection. There's not enough density on the west side for a site-specific shuttle.
- Look and feel is important:
 - Greening and especially trees are desired,
 - Support building improvements,
 - Address truck loading and storage,
 - Bury power lines along frontage road and Valley View?
 - Improve highway frontage:
 - on private property, frontage setback and landscape requirement,
 - on public property, Green Ribbon enhancement program and City contribution.
- There was general agreement with the target areas growing from the station area.

Target Area 1

- There was mixed reaction to residential, but most participants see a need for variety of housing options (multi-family and townhomes) in general. For those with concerns, scale matters and there is a desire for lower density than Mustang Station.
- There was interest in some restaurant options but be careful not to oversaturate the area and compete with the restaurant park.

Target Area 2

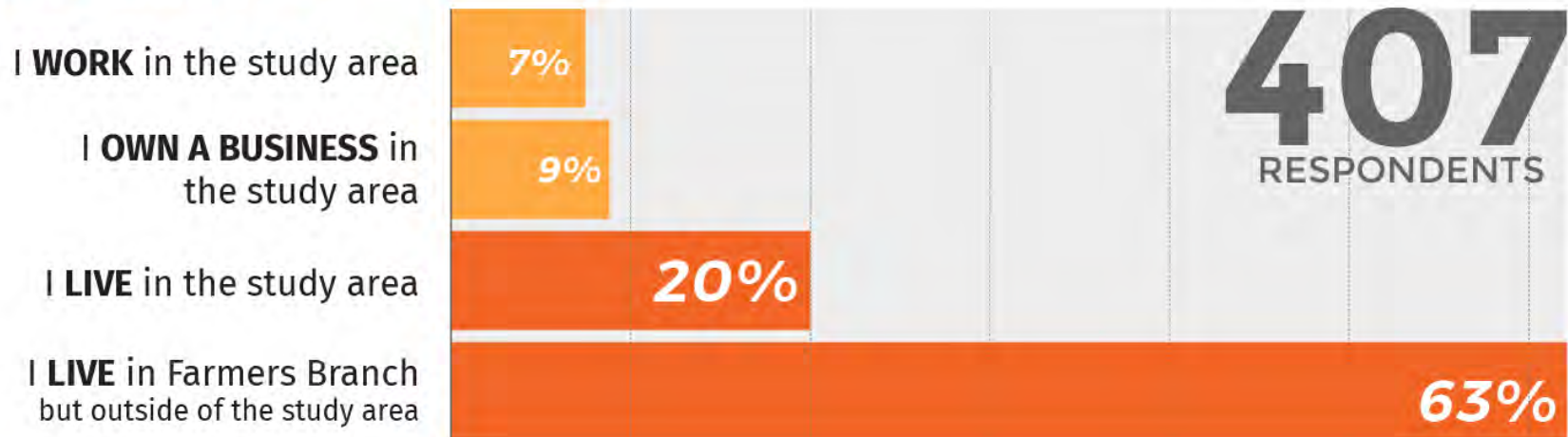
- There was interest in open space near the Station Area that offers opportunities for family-friendly active recreation and engagement.
- There was interest in activity businesses like indoor mountain biking, trampoline park, etc.
- Frontage road commercial is ok.

Target Area 3

- Encourage property owners to make incremental improvements

3. Public Input Summary

JUNE SURVEY



SEPTEMBER SURVEY

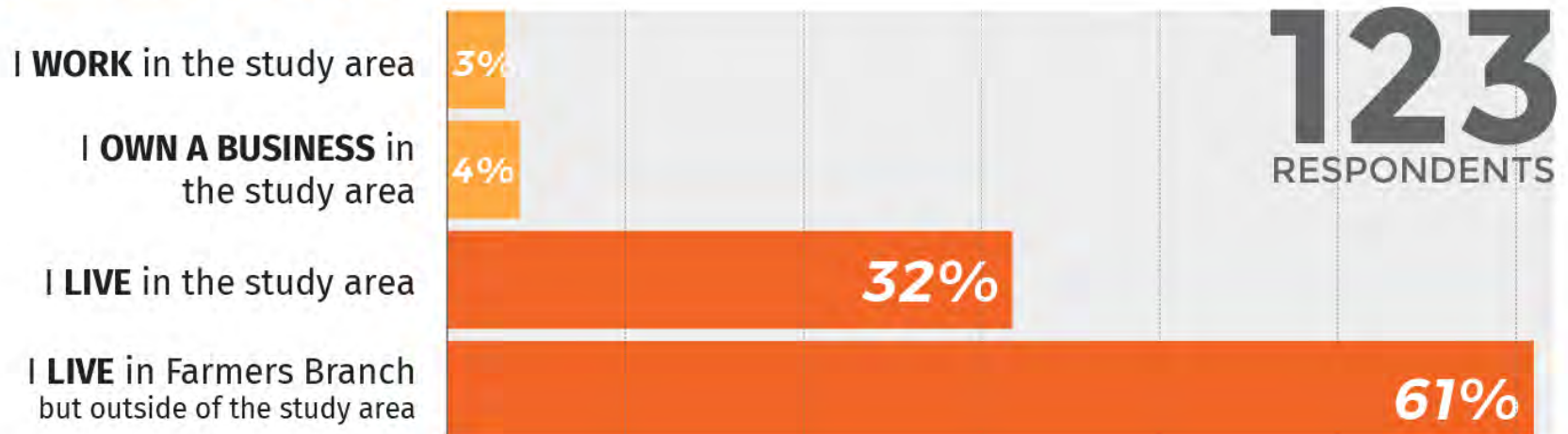


Fig. 43 Breakdown of public participation

JUNE SURVEY:

How would you like to see the corridor change in the future to best represent Farmers Branch?

"People should be able to see that Farmers Branch is beautiful, family-friendly, and safe."

*"We need to **make it easier** for **businesses** to **make a home here.**"*

*"As much as restaurants and entertainment would be great, we need a **solid tax base that light industrial and manufacturing could bring.** Putting the two in the area could support each other."*

*"I see this as a great opportunity to **provide better amenities to the residents of Farmers Branch** and make it a place that people would love to live long term."*

Comment Themes

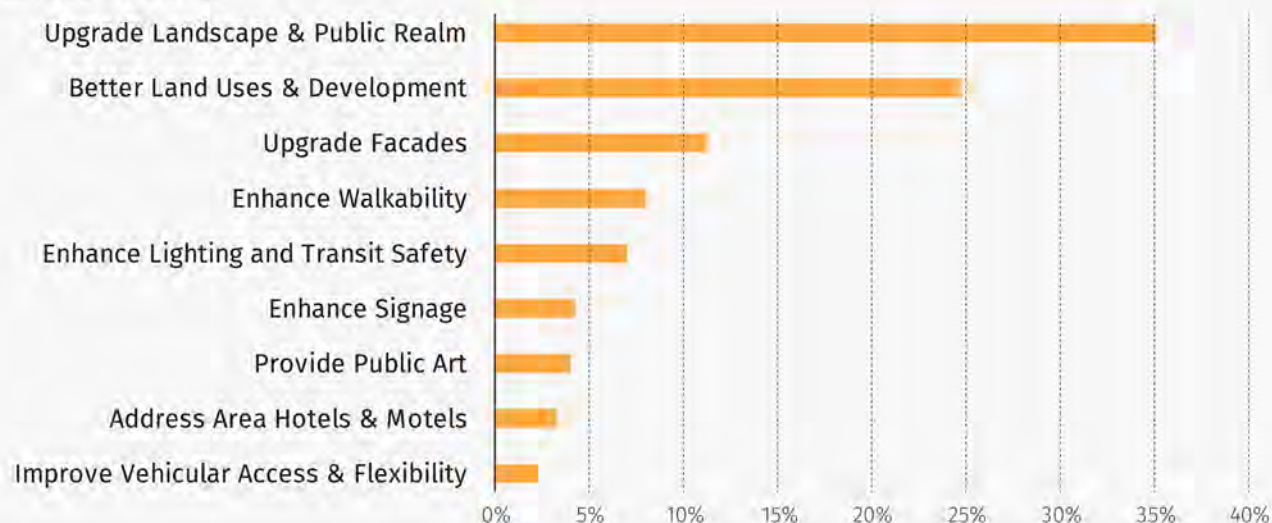


Fig. 44 June Survey: themes for future change

JUNE SURVEY:

What ideas for **Connections** would work in the IH-35E corridor?

“STOP designing this city around cars. Design it for PEOPLE.”



Fig. 45 June Survey: preferences for corridor connections

JUNE SURVEY:

What ideas for **Look and Feel** would work in the IH-35E corridor?

*"From I-35 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."*



Fig. 46 June Survey: preferences for corridor look and feel

JUNE SURVEY:

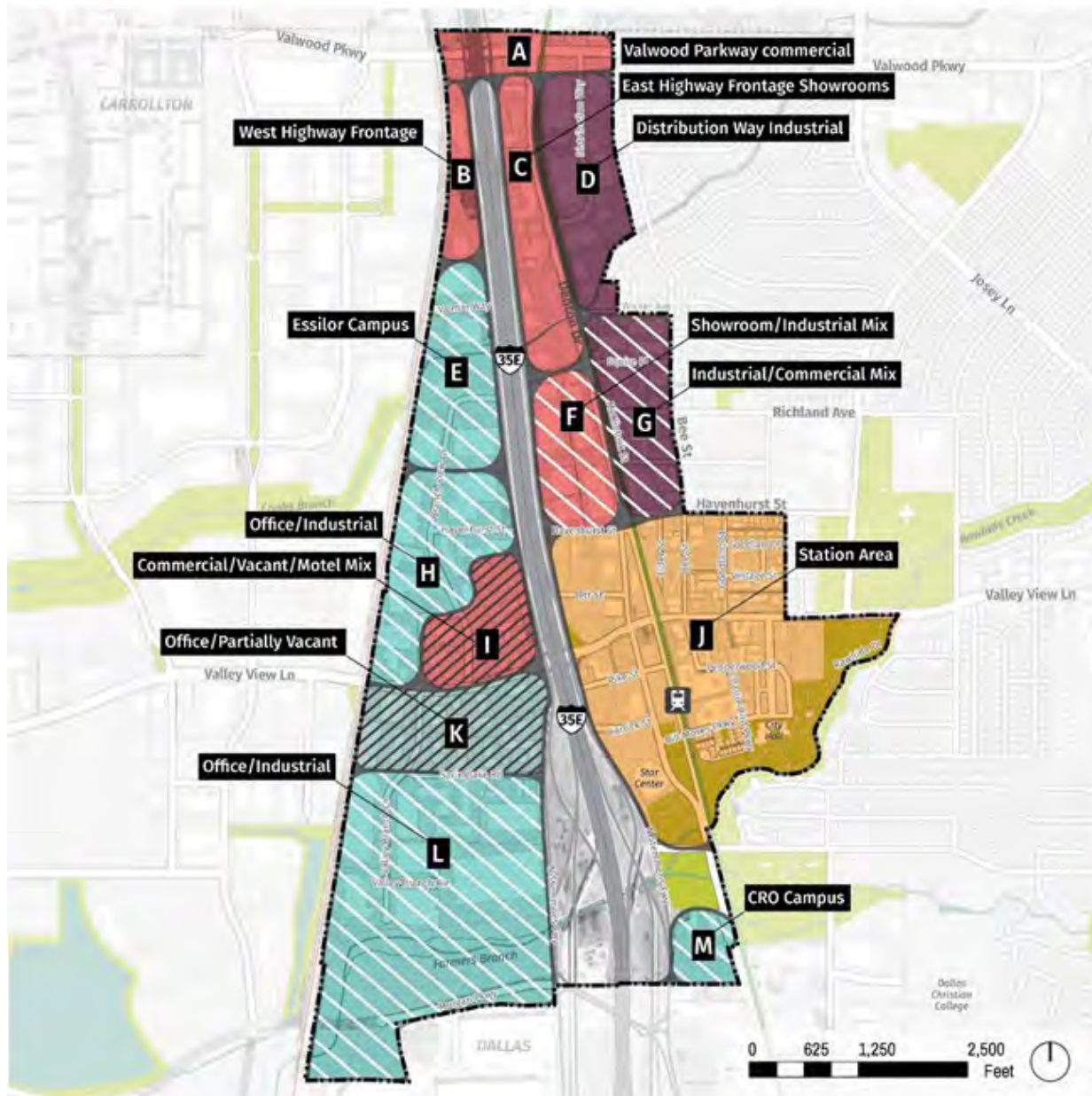
What ideas for **Things to Do** would work in the IH-35E corridor?

*“A place where **families want to spend Saturday morning** and **young people want to spend Saturday night.**”*



Fig. 47 June Survey: preferences for corridor things to do

JUNE SURVEY: Which zone should be a priority for change?



Zone I: 26%
Zone F: 20%
Zone G: 14%
Zone K: 11%

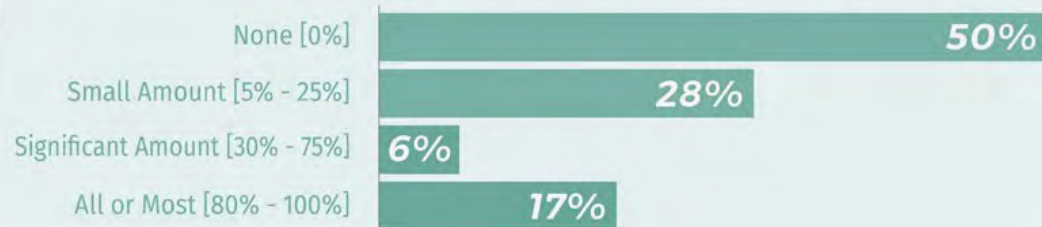
*Note: Station Area was not provided as an option as City Council has already identified it as a priority.

Fig. 48 June Survey: priority zones for change

JUNE SURVEY – COVID IMPACT:

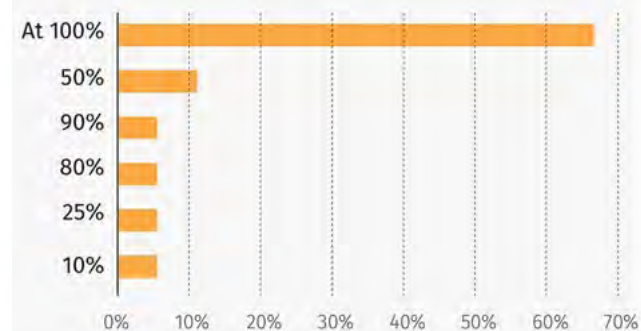
89% of businesses report having their entire workforce currently working.

What percent of your workforce is able to work remotely?



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

What capacity is your business at now?



Was your business considered essential during the shutdown?

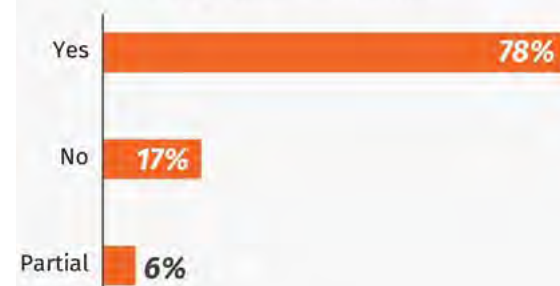


Fig. 49 June Survey: COVID-19 impact on businesses

JUNE SURVEY – COVID IMPACT:

The most reported impacts of the shutdown include:

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
- 9% 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
- 3% Furlough or lay off staff

JUNE SURVEY – COVID IMPACT:

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.

How do you see your business recovering in the near and long-term?

**"We will expand
into other
markets."**

**"We bid jobs
every day but
need more work."**

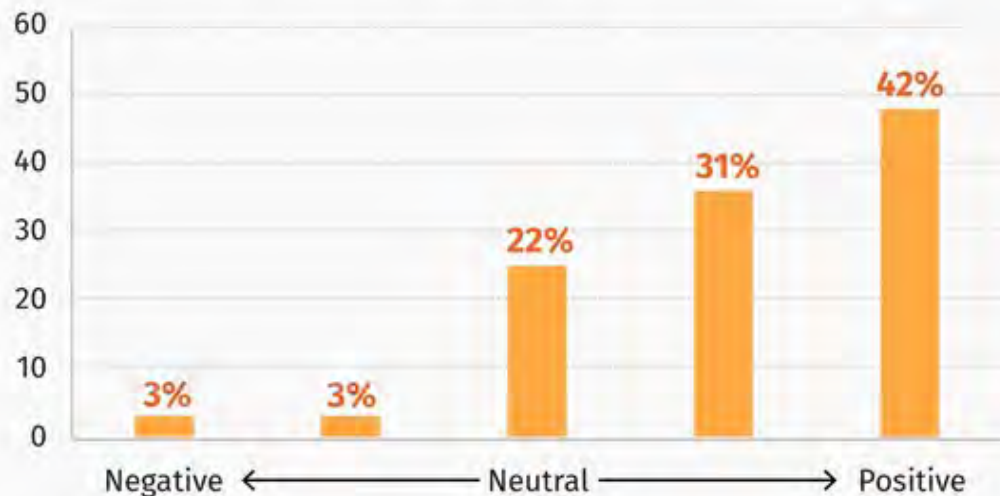
**"We will work on
new avenues of
income."**

**"Grooming has totally
recovered, boarding
75% recovered."**

SEPTEMBER SURVEY:

Overall, how do you feel about this vision for the corridor over the next 20 years? Is there anything you would change?

73% of participants view the draft vision favorably



Comments focused on:

improving appearance and maintenance of the corridor and industrial district,

more dining and shopping in the station area,

more family-friendly and recreational opportunities

"I'd like to hear more of an emphasis on community and family-friendliness."

"I think the vision ought to emphasize 'City in a Park' a little more and perhaps how that meshes with business interests."

"I would focus solely on the residential infrastructure improvements and adding restaurants."

Fig. 50 September Survey: vision

SEPTEMBER SURVEY:

What do you think of creating a gateway into Farmers Branch through highway landscaping?

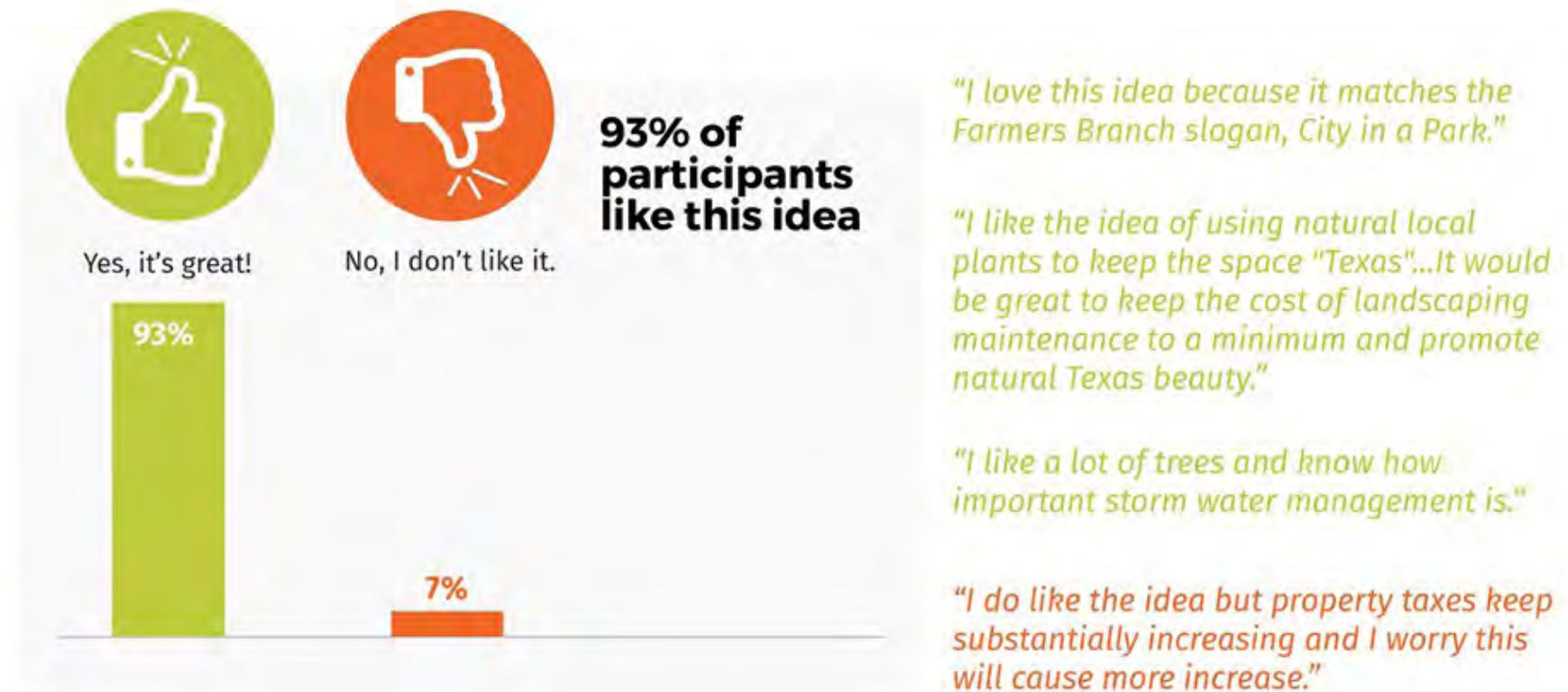
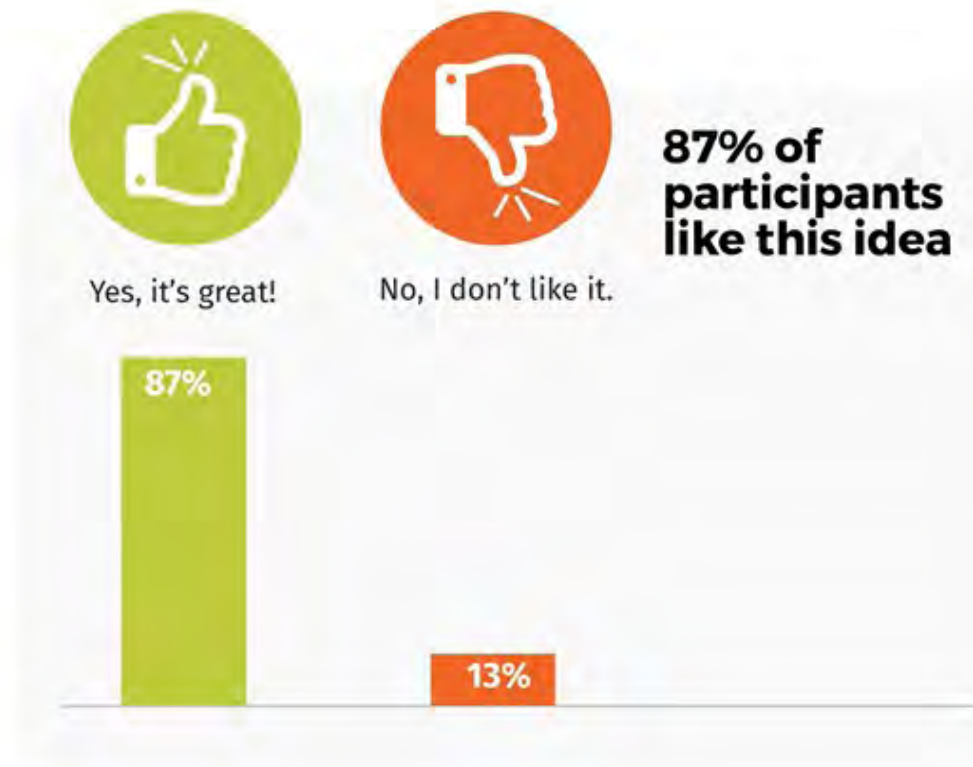


Fig. 51 September Survey: highway landscaping

SEPTEMBER SURVEY:

What do you think of incentivizing property owners to create amenities in the corridor?



"For far too long the business along the corridor have been negligent in upkeep of their properties. It is a poor representation of our city and poor reflection on our city management."

"I like the public-private partnership. We would need to make sure they actually maintained the greenery though."

"Free market will not motivate change initially due to how run down the area has become. City help will jump start that."

"Depends on what the incentives would be and if they would increase taxes to homeowners."

Fig. 52 September Survey: corridor amenities

SEPTEMBER SURVEY:

What do you think about target area 1?



Fig. 53 September Survey: Target Area 1

SEPTEMBER SURVEY:

What do you think about target area 2?

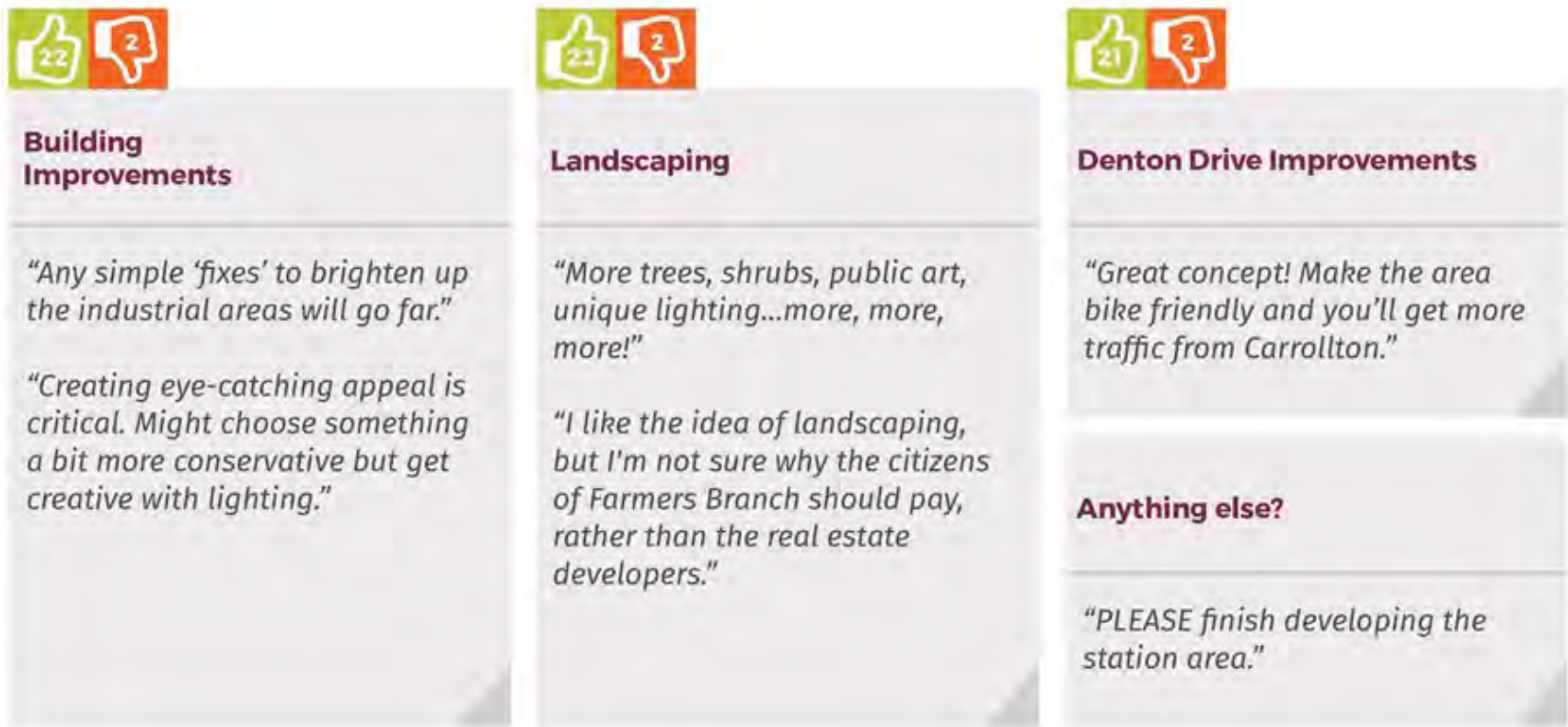


Fig. 54 September Survey: Target Area 2

SEPTEMBER SURVEY:

What do you think about target area 3?



Creative District Live-Work

"Adaptive reuse seems like a smart idea...areas with all new construction (like Legacy West) look nice, but lack "personality." Our inspiration should be more of a Bishop Arts feel - keeping the historical look/feel of buildings but modernizing them."



Warehouse District

"This kind of development would benefit from the removal of parking minimums if it exists. Focus on bike/walk."



Bee Street and Squire Improvements

"I love the idea of making more efficient use of the road way to get more walking/biking area without reducing lanes and adding congestion."

"What will you do to stop speeding down the road? Bee street is dangerous now."

Fig. 55 September Survey: Target Area 3

SEPTEMBER SURVEY:

What ideas are most important to prioritize?

38% of participants prioritize improvements to the highway and its surrounding.



Fig. 56 September Survey: priorities

