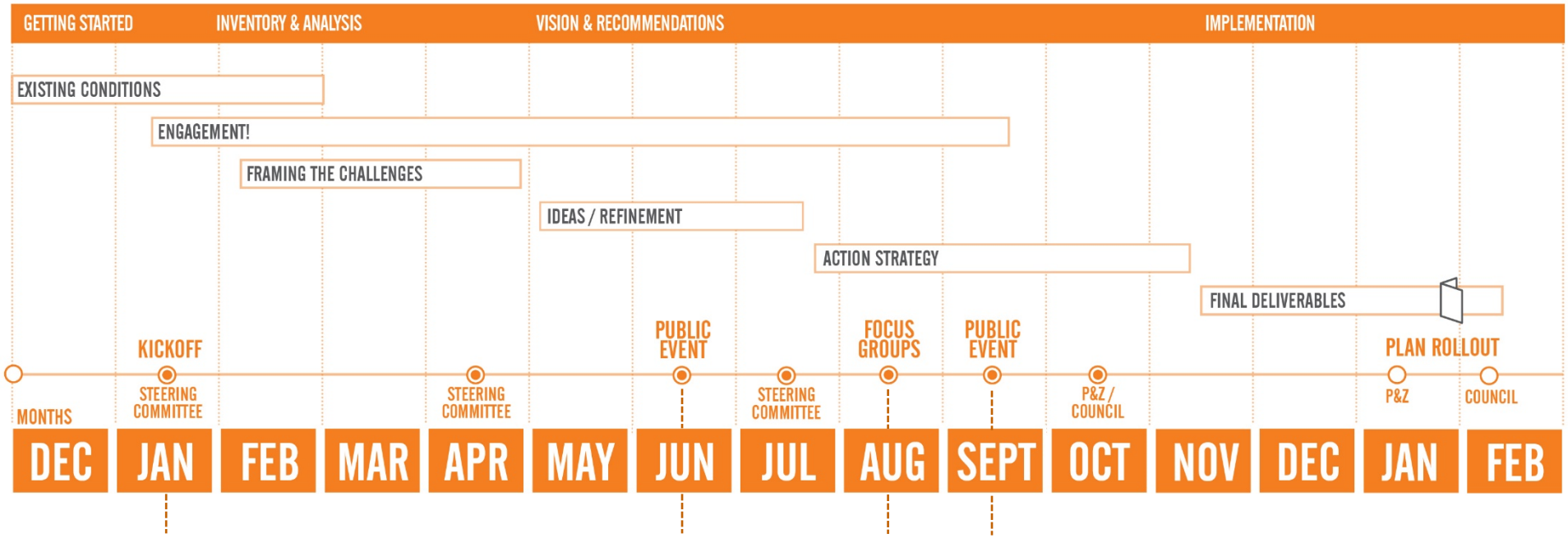
IH-35E VISION STUDY

COUNCIL MEETING
FEBRUARY 2, 2021

INTERFACE STUDIO
NINIGRET PARTNERS
WGI

Project Process

The vision and recommendations of the plan are the result of data analysis and public input



17 stakeholder interviews

407 participants

4 focus groups

123 participants

Vision & Goals for the Corridor

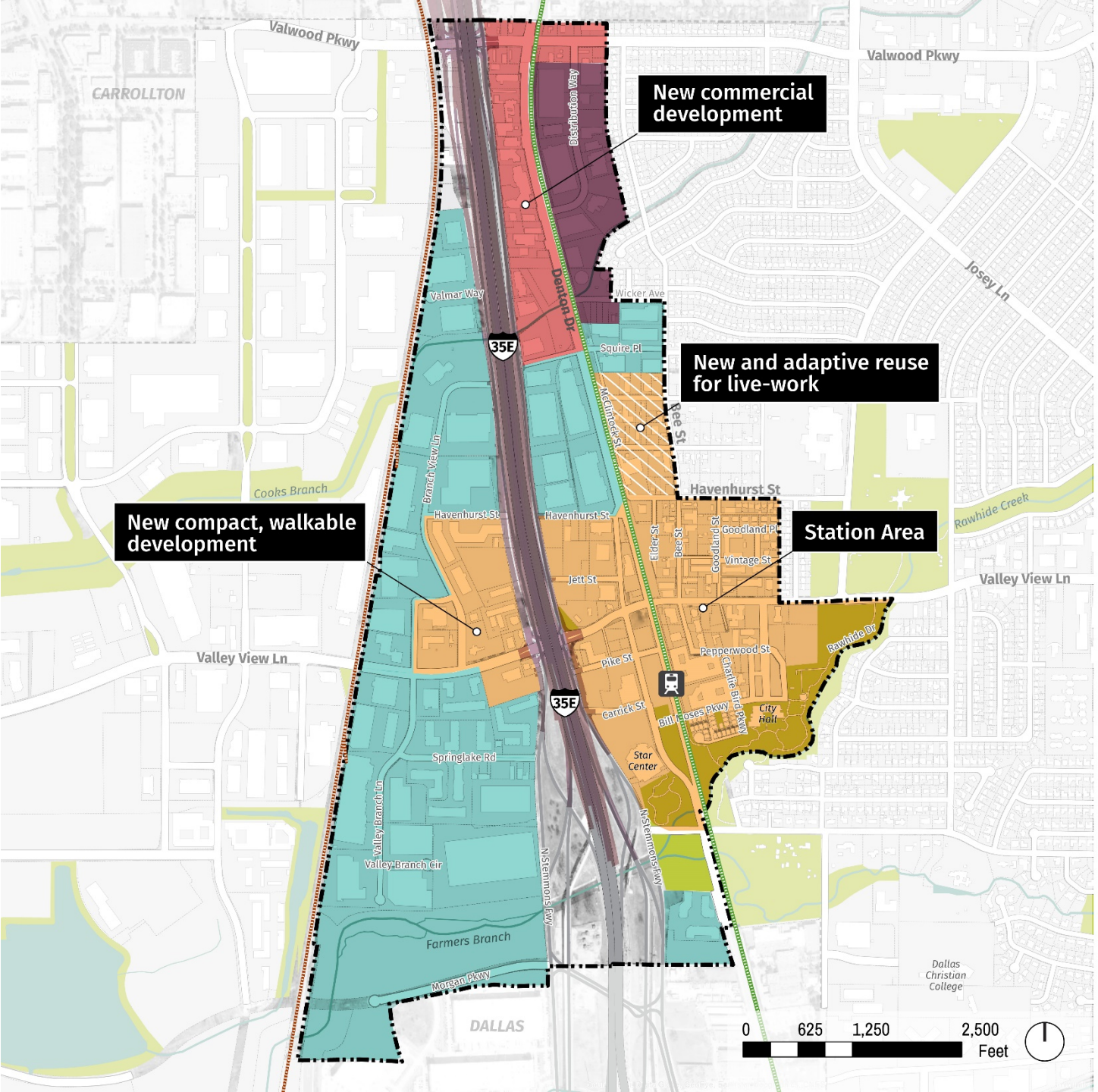
Vision:

The IH-35E corridor is the **front door** to Farmers Branch and a **world-class place to live** *and* **do business** in the Dallas-Fort Worth metroplex. It offers space and access for a wide range of businesses looking to grow and expand, and a range of housing and amenities for residents. Visually the corridor is an attractive gateway that reflects the City's reputation for excellence.

Goals:

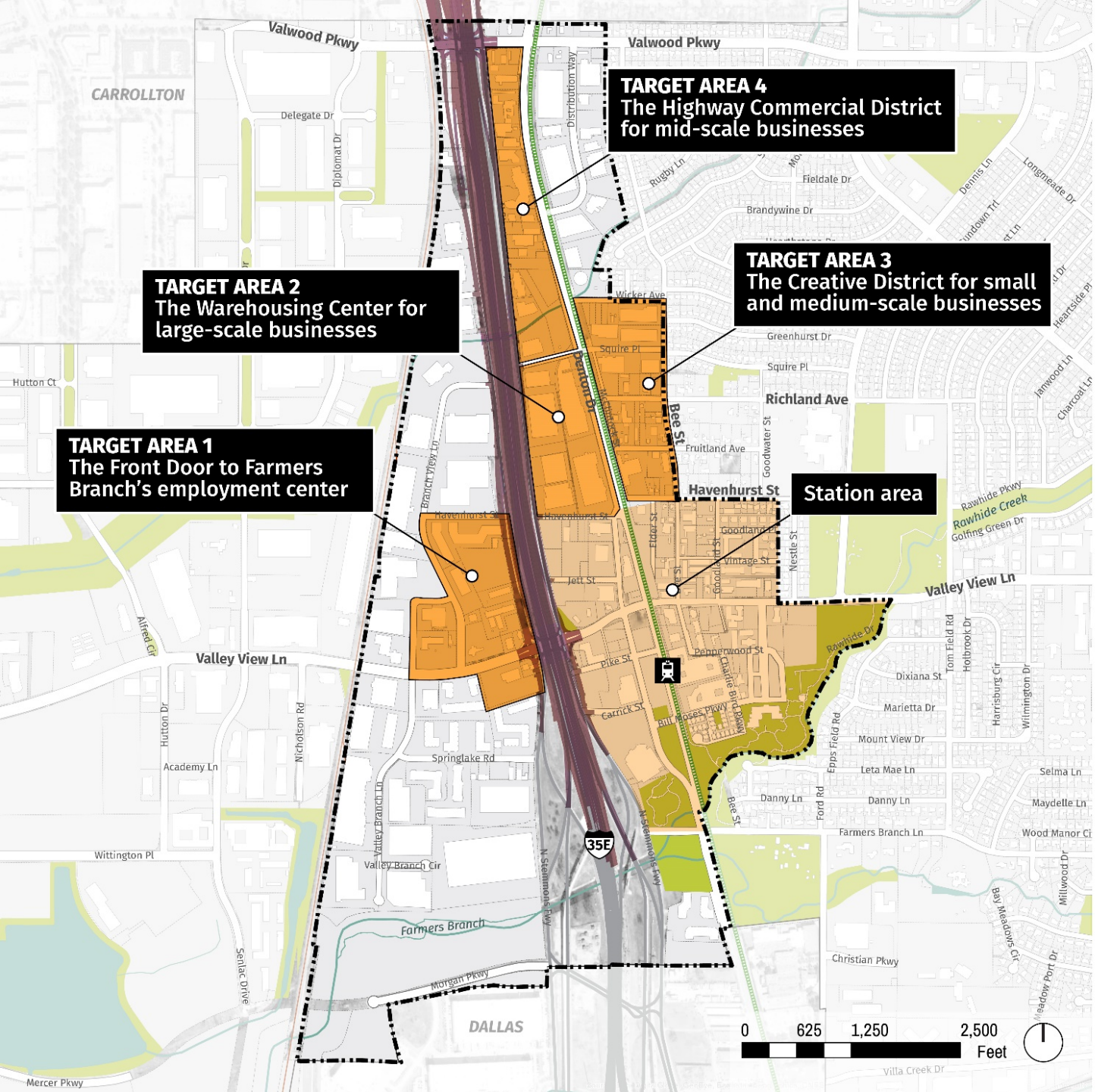
- **Create a modern urban industrial district** with opportunities for mixed use development and highway-oriented commercial amenities, in order to leverage existing assets and increase property values along the corridor;
- **Extend the Station Area mixed use development to the west side of IH-35E** in order to form a cohesive new "front door" appearance along Valley View Lane, consisting of dense, compact, walkable development;
- **Improve the appearance of the corridor** to create a visually enticing experience along IH-35E through property upgrades and attracting new businesses;
- **Green the corridor** through increased landscaping and establishing corridor-wide initiatives so it better matches the City's reputation as a "City in the Park"; and
- **Connect the Farmers Branch community on both sides of IH-35E** through improved aesthetics and infrastructure that is accessible to all modes of transportation.

Future Land Use



- STUDY AREA
- COMMERCIAL
- INDUSTRIAL
- COMMERCIAL/INDUSTRIAL EMPLOYMENT CENTER
- MIXED USE: COMMERCIAL/ ARTISANAL PRODUCTION/ LIVE-WORK
- MIXED USE: RESIDENTIAL/ COMMERCIAL
- CITY BOUNDARY

Target Areas



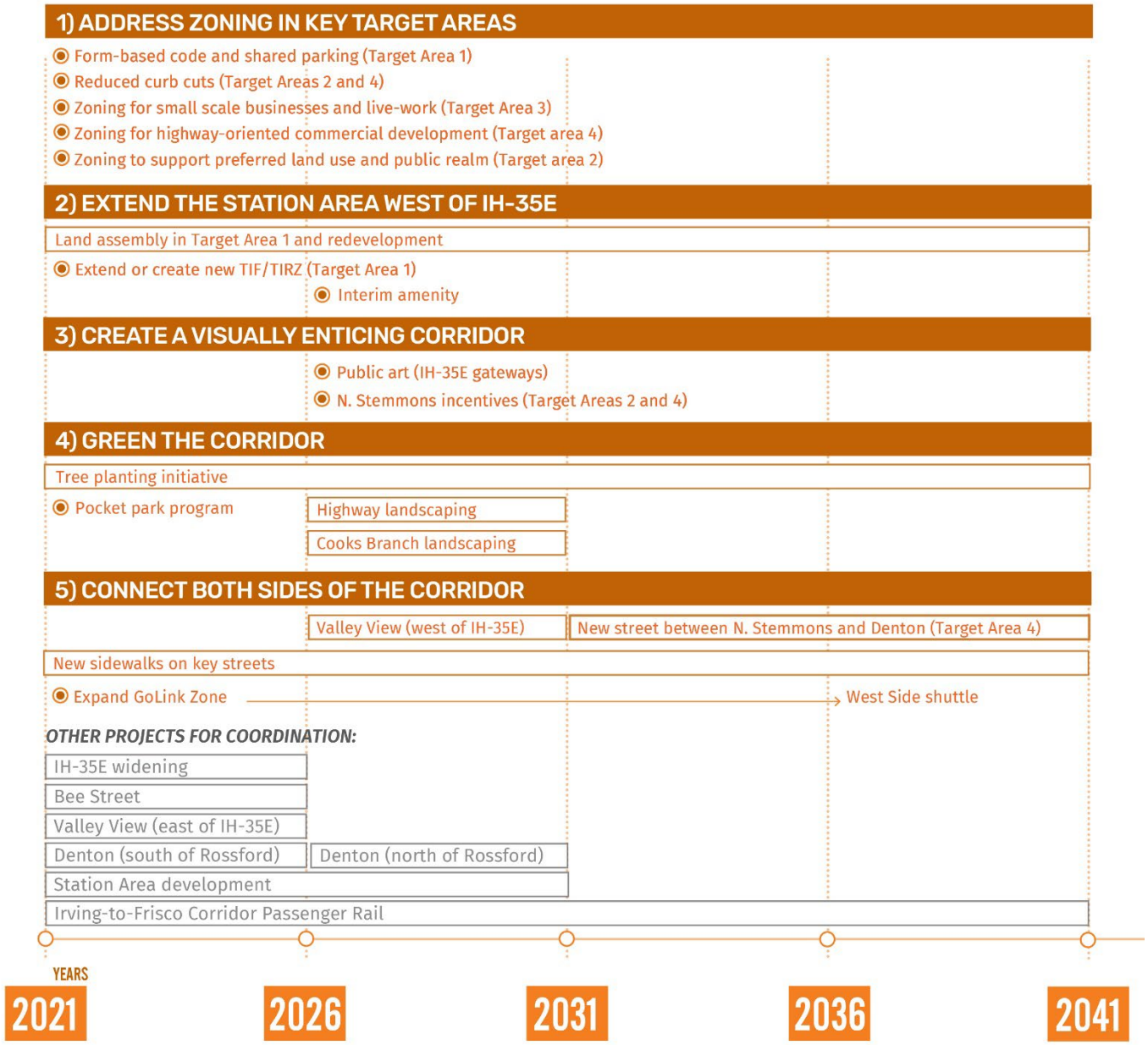
STUDY AREA

HIGHWAY WIDENING

STATION AREA

TARGET AREAS

Implementation



Implementing the plan will require:

coordination between projects,

collaboration throughout the municipality,

resource allocation to fund strategies,

regular monitoring of progress and to update the plan as things change.

QUESTIONS?