File #: ORD-3678, **Version:** 1

Conduct a public hearing and consider adopting Ordinance No. 3678 for the IH-35E Corridor Vision Study, amending the City of Farmers Branch comprehensive plans; approximately 463 acres generally located along both sides of IH-35E Freeway, extending from the north city limit line to the south city line, and generally bounded by the DART/BNSF Railroad on the west, and on the east by Denton Drive, Rawhide Creek, Valley View Lane, the rear property line of properties on Nestle Street, Havenhurst Street, Bee Street, Wicker Avenue, the rear property lines of properties fronting on Hermitage Street, the Cooks Creek Channel, and the west property lines of the residential lots fronting Bee Street; and take appropriate action

BACKGROUND:

This is a city-initiated project. The City's 2020 Strategic Plan identified 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 also aligns with City Council's FY2019-2020 Critical Business Outcome CBO1 which is implementing a vision for the central corridor. The vision study will guide development within the IH -35E corridor for approximately the next 20 years and include recommended strategies 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 adopt and begin implementation of the study as the IH-35E highway infrastructure will be widened during the next five years, further impacting properties particularly along the west side of the highway. While the highway construction is occurring, implementing vision study recommendations and strategies can begin thereby establishing a foundation for future development in the corridor.

Preparation of the study has been conducted in just over one year, beginning on November 12, 2019, when City Council approved a Professional Services Agreement with Interface Studio LLC for completion of the study. During that time the consultant team, led by Interface Studio LLC (and assisted by Ninigret Partners and WGI), have conducted a robust public engagement process that included interviews, focus groups, four steering committee meetings, and two online surveys. The public engagement process was conducted in tandem with extensive analysis including: evaluation of existing conditions; constraints and opportunities analysis; and the development of strategies to implement the vision for the corridor over the next 20 years. The result of extensive public consultation and professional analysis is the proposed IH-35E Corridor Vision Study.

The purpose of this agenda item is for the City Council to conduct a public hearing and consider the adoption of the IH-35E Corridor Vison Study as it relates to guiding land use and development, and public infrastructure investments within the IH-35E corridor, for approximately the next 20 years.

RECOMMENDATION:

The IH-35E Corridor Vision Study provides a vision - or a road map - for the IH-35E corridor for the next approximately 20 years, with the aim of becoming a world class place to live and do business in the Dallas-Fort Worth region, accommodating a variety of land uses, and improving the aesthetics of the corridor. The study advocates for the creation of 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. Additionally, the vision study sets out a detailed set of strategies and an accompanying

implementation plan to provide the City with the framework needed to implement the plan and monitor its progress over time, contributing to the success of the corridor.

On January 11, 2021 the Planning & Zoning Commission unanimously recommended approval of the IH-35E Corridor Vision Study.

POSSIBLE COUNCIL ACTION:

1. Motion to close the public hearing and adopt Ordinance No. 3678.
2. Motion to close the public hearing and adopt Ordinance No. 3678, with the following modifications…
3. Motion to close the public hearing and deny Ordinance No. 3678.
4. Motion to continue discussion at the next meeting.

ATTACHMENT(S):

1. Information Memorandum
2. Ordinance No. 3678
3. Exhibit A: Proposed IH-35E Corridor Vision Study
4. Exhibit A (continued): Proposed IH-35E Corridor Vision Study - Appendix
5. Resident written response
6. Minutes from the January 11, 2021 meeting of the Planning & Zoning Commission
7. Consultant presentation

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