



BUSINESS 121
CORRIDOR
PLAN

PRE-COUNCIL WORKSHOP

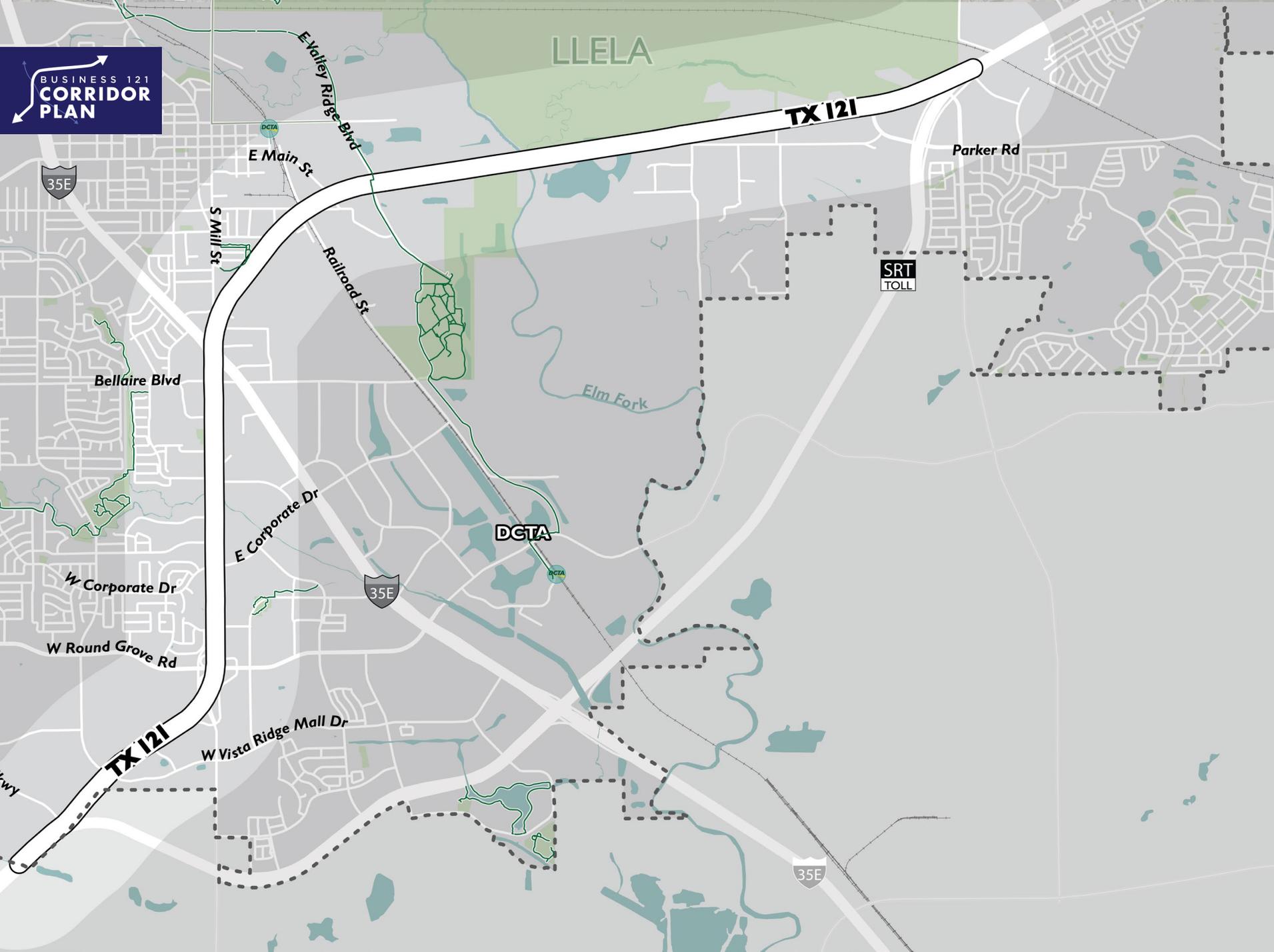
JANUARY 22, 2024

Why Plan for Business 121?

- It **connects many residents and businesses** within Lewisville and beyond
- It serves as a **gateway** and is often the first impression visitors have of Lewisville

What will be the Outcomes?

- Explore opportunities to improve the **look, feel, and functionality** of the corridor
- Identify **safety, beautification, and economic development** strategies to improve the roadway



STUDY AREA

8.4-MILE PRINCIPAL
ARTERIAL ENTIRELY
OWNED AND
MANAGED BY TXDOT

½ MILE BUFFER
AREA REPRESENTS
ROUGHLY A 10-
MINUTE
WALKSHED

LEGEND

- - - CITY LIMITS
- WATER
- PARKS
- TRAILS
- FLOODPLAIN
- DCTA STOP
- RAILS



ANTICIPATED PROJECT SCHEDULE

Summer/Fall 2023

Fall/Winter 2023

Spring 2024

Spring/Summer 2024

Fall 2024



PHASE 1
DIAGNOSE



PHASE 2
LISTEN



PHASE 3
ENVISION



PHASE 4
CALIBRATE



PHASE 5
EXECUTE

EXISTING CONDITIONS ANALYSIS

Corridor-wide Analysis

CORRIDOR CONTEXT

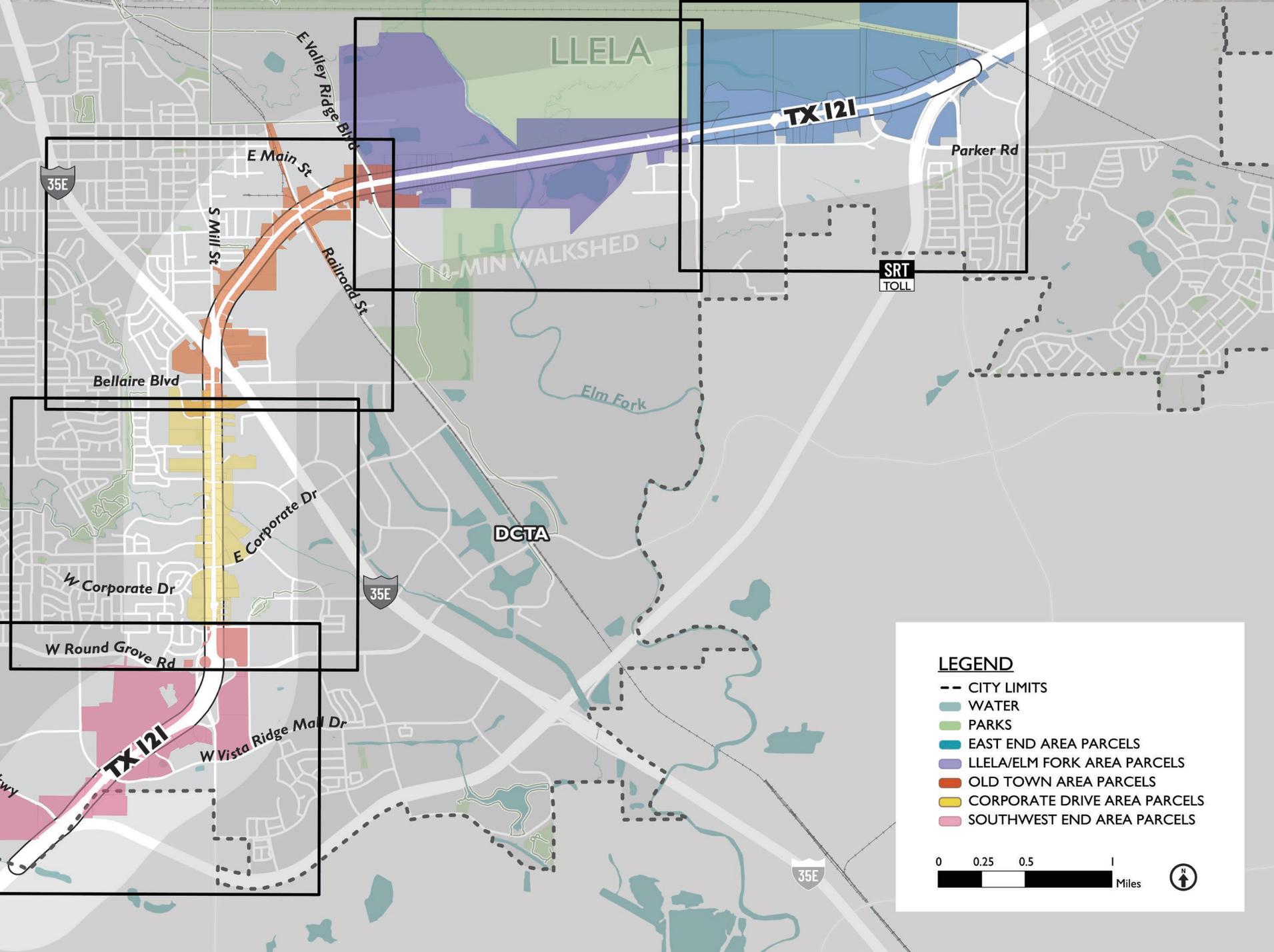
Significance of Corridor
Relevant Studies
Study Area Assets
Land Use & Zoning
Population Profile

MOBILITY NETWORK

Safety & Access
Crash Analysis
Commute Characteristics
Multi-Modal
Connectivity

LOCAL MARKET

Industrial Trends
Residential Trends
Retail Trends
Office Trends
Hospitality Trends



SUB-AREA ANALYSIS

CORRIDOR WAS DIVIDED INTO FIVE (5) SUB-AREAS BASED ON EXISTING CHARACTER

ANALYSIS FOR EACH SUB-AREA INCLUDED:

- CHARACTER & BUILT FORM
- EXPERIENCE
- STREETScape
- ROADWAY PROFILE
- INTERSECTION AUDIT

EXISTING CONDITIONS KEY TAKEAWAYS

CHARACTER & BUILT FORM KEY FINDINGS

- **Business 121 is a gateway to Lewisville, but it doesn't feel like it.** For many, Business 121 is the first or only impression visitors may have of Lewisville.
- **Old Town connections are hidden away.** Key connections to Old Town from Mill Street and Main Street don't adequately announce the presence of Lewisville's town center.
- **Cars are the king of the corridor.**
- **Sidewalks and buffers vary widely, but they never feel big enough for Business 121.** Facilities for non-motorized modes feel undersized, disconnected, or are missing entirely for much of the corridor.
- **Business 121 needs coordinated aesthetic improvements to make the biggest visual impact.** Even as properties are redeveloped under the local UDC, Business 121 won't evolve into a stand-out street.
- **The entire corridor needs aesthetic and functional improvements, but the same interventions won't work everywhere.**


 PEDESTRIAN!

EXISTING CONDITIONS KEY TAKEAWAYS

MOBILITY KEY FINDINGS

- **Motor vehicle accident hotspots exist at Bellaire, Corporate, Mill, Southwest Parkway, and Valley Ridge.** Roadway geometry, sight visibility, and concentration of signalized intersections are factors in accident hotspots.
- **Reported pedestrian and cyclist accidents are mostly concentrated in the Corporate Drive area.** While the overall number of these types of accidents is low, many are located away from intersections, indicating a lack of safe and useful crossings.
- **Primary intersection issues include lack of lighting, unsafe pedestrian crossing features, and visibility issues.** Enhanced pedestrian crossings are needed at most intersections along the corridor and potentially at other locations based on crash data.
- **The high number of driveways along the corridor impedes traffic flow and safety for other users.** At many intersections there is a driveway located within 250 feet of the intersection.
- **The most common destination for trips originating and ending along the corridor is home.** Over 150,000 trips are taken in block groups intersecting the corridor area.

EXISTING CONDITIONS KEY TAKEAWAYS

MARKET SUMMARY KEY FINDINGS



MULTIFAMILY RESIDENTIAL

Strong growth market, limited by land capacity. Target multifamily near Old Town and infill locations.



FOR-SALE RESIDENTIAL

Strong market performance, particularly for detached housing. Opportunities for creative redevelopment of shopping centers.



INDUSTRIAL

Substantial new investment in industrial across the Corridor. Priority needs to be compatibility with other uses and job generation.



OFFICE

Very limited near-term office potential due to economic downturn.



RETAIL

The majority of new investment is predominately single tenant, single use retail. Priority is activating existing retail centers.



HOSPITALITY

Limited near-term opportunity for hospitality due to market conditions and distance from interstate.

PUBLIC & STAKEHOLDER INPUT



*Does not include @CityofLewisville email addresses

IDEAS & OPINIONS

FOCUS GROUPS, INTERVIEWS, TOWN HALL, & SURVEY RESPONSES

“Sidewalk is too narrow to ride a bike. Down by Autumn breeze the sidewalk condition is dangerous for biking.”

- Non-Profit Leader

“Traffic is terrible from the Railroad to where it opens up - all the way to the toll road.”

- Business owner

“Everybody wants a curb cut”

- Business owner

“My whole life, the business 121 corridor has been a place where you find resources...Not retail businesses... a cabinet maker, stone supply, warehouse. It’s business resources...”

- Business-owner

“Feels dangerous to turn out of the apartment complexes and on to busy streets...”

- Lewisville Apartment Complex Manager

“The walkways across 121 business is tough. I wouldn’t want to do it, let alone with little kids.”

- Non-Profit Leader

“Look at school bus stops and routes. [They are] not safe!”

-Resident

“...it’s just scary, the number of people walking or running across the street, the sidewalk being all uneven...that’s the stuff that’s scary.”

- Business-owner

What do you think are the most important priorities for Business 121?



NEXT STEPS

- Finalize Existing Conditions Memo
- Develop Corridor Vision and Goals
- Additional Focus Group Discussions
- Scenario Development for Catalytic Sites

