

Appendix A

Existing Conditions Report

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Corridor Profile

Business 121 Corridor Plan

Corridor Context

Plan Purpose

The Business 121 Corridor Plan is an actionable plan intended to improve the experience of all corridor users including business owners, residents, pedestrians, cyclists, transit users, and private vehicles. Recommendations will include strategies addressing safety enhancements, beautification, economic development, access management, multi-modal transportation elements, and operational improvements. The study area includes the Business 121 corridor within Lewisville and surrounding area within a 10-minute walk (or approximately ½ mile) of the corridor. The plan is consistent with the City's 2025 Vision Plan Update.

This existing conditions report establishes the state of the community, development context, local market, and other components integral to understanding the study area and the surrounding community. The report contains key data and research that informs the recommendations of the corridor plan.

Planning Context

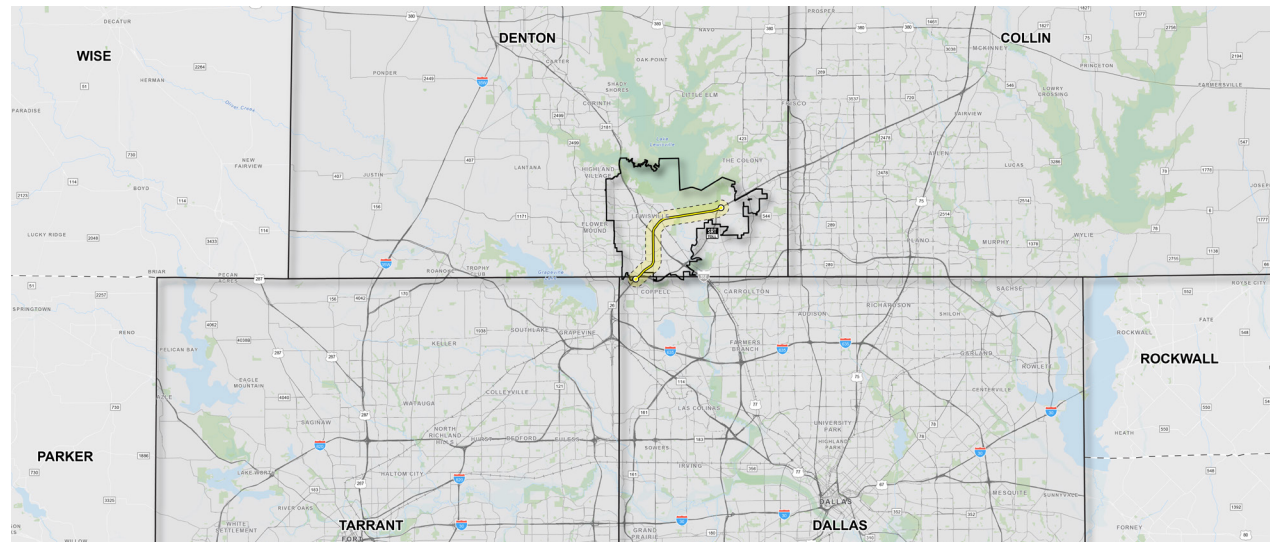
The Business 121 corridor is a 8.4-mile principal arterial traversing through much of Lewisville. The corridor serves as a major artery that connects to IH-35E, DFW Airport, and major employment centers. With parts of the corridor touching both the eastern and southern city limits, the roadway serves as a gateway into Lewisville and is oftentimes the first impression many visitors have of the city. Lewisville leadership recognizes that the impression of the corridor is not always positive – and therefore initiated this planning process to establish a vision for the corridor moving forward.

Since the early 2000s, the focus of significant planning and public investment has been on Old Town Lewisville. Initial public investment led to significant private investment and momentum for development in the area has accelerated in recent years. The next big priority for the City is the improvement of the Business 121 corridor.

Development along the corridor was built across several decades, resulting in a hodgepodge of commercial, industrial, and multi-family residential buildings with varied landscaping, pedestrian facilities, signage, and screening components. As one travels along the corridor, it becomes evident which properties were built under newer city regulatory standards and which ones precede current practices. The result is a disjointed built environment that can be distracting to motorists.

Business 121 is owned and operated by the Texas Department of Transportation (TxDOT), meaning the agency has full control over any changes or improvements that occur within the right-of-way. TxDOT ownership means that they assume the costs of any roadway improvements, but any improvements in the ROW must be to TxDOT standards. Some types of beautification elements that could be warranted along the corridor may not align with state agency standards. Therefore, as part of this corridor planning process, the idea of the 'turnback' program is explored, in which a section of TxDOT owned roadway is transferred to the City for them to operate and manage. In this situation, the City would have control over the look and feel of the corridor, but they would also be responsible for paying for all maintenance and improvements.

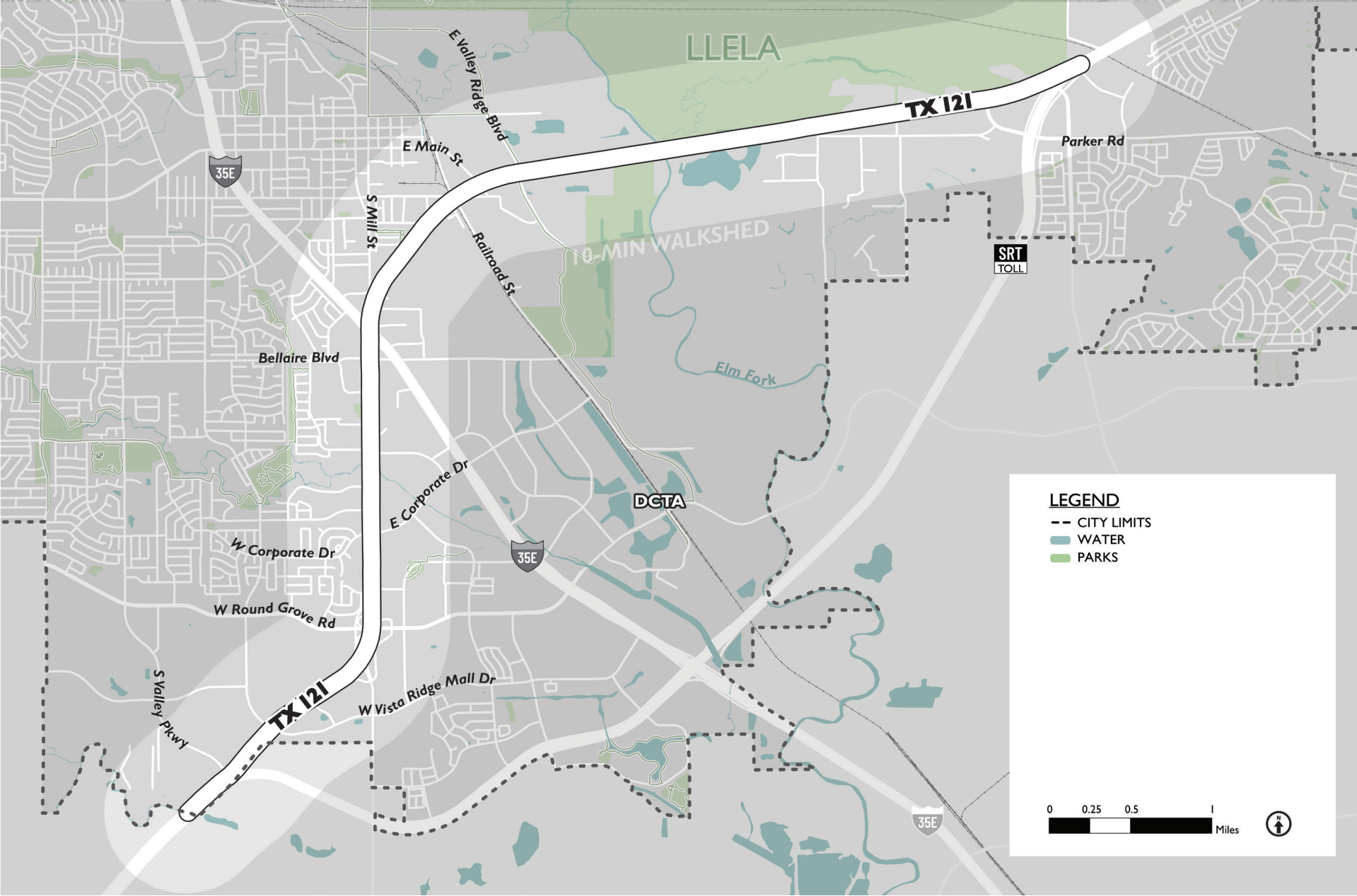
Fig.39: Regional Context



The corridor is situated in Denton County just north of DFW Airport.

Study Area Map

Fig.40: Business 121 Corridor Plan Study Area Limits



The corridor study area encompasses a 1/2 mile buffer on all sides of Business 121, which roughly equates to a 10-minute walk where pedestrian facilities exist.

Relevant Studies

Many of the existing plans and studies that the City has commissioned in recent years include analysis or recommendations for the Business 121 corridor.

Lewisville 2025 Vision Plan

The Lewisville 2025 Vision Plan outlines Lewisville’s shared community vision and relevant implementation strategies. According to the most recent plan update, the southwest Lewisville gateway located at the southern portion of the Business 121 corridor is intended to become a major employment area. Additionally, the plans for the new overpass at the intersection with IH-35E include wide sidewalks, bike lanes, decorative lighting, native landscaping, and embossed artwork.

Old Town Transit Oriented Development

The Old Town Transit Oriented Development (TOD) Plan analyzes the benefits of mixed-use development and its potential in Old Town Lewisville. The plan states that the corridor intersection at E. Main St is a key southeast gateway opportunity for the TOD. The plan also includes a Signage Master Plan that highlights the need for larger, more vertical signage that can be visible from the corridor.

Lewisville Healthy Infrastructure Plan

The Lewisville Healthy Infrastructure Plan provides actions and strategies to provide residents with healthy opportunities to play, explore, and connect. There are many areas along the corridor that are devoid of tree canopy. These areas could be improved through the enforcement of landscaping requirements.

Additionally, the corridor bisects many of the forested areas of the City and does not have trail crossings. Future crossings and connections could make the Lewisville Lake Environmental Area (LLELA) and Lewisville Lake more accessible. Pedestrian-scale lighting and amenities will improve the pedestrian experience along the corridor and improve safety.

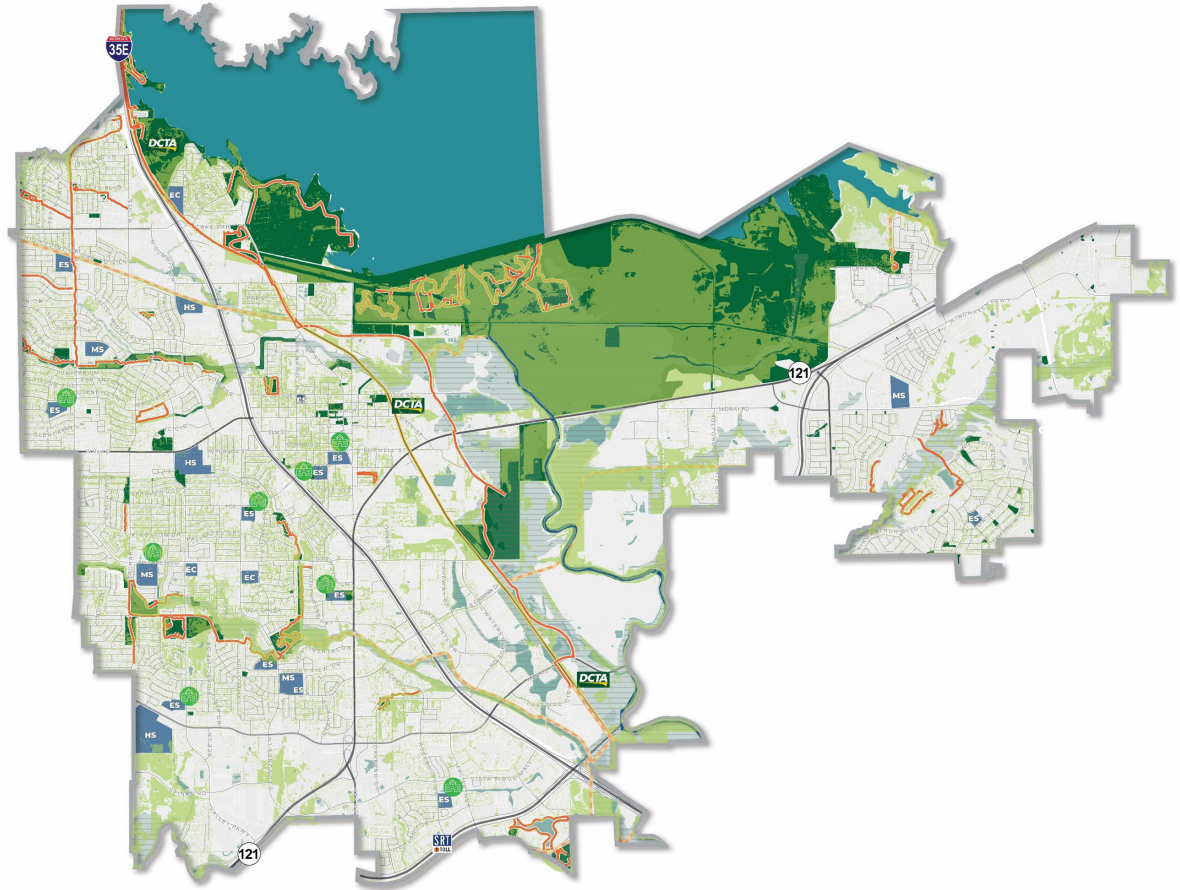


Fig.41: Lewisville Tree Canopy

Tree canopy coverage within the City of Lewisville as analyzed in the Healthy Infrastructure Plan. Apart from LLELA, tree canopy coverage along the corridor is relatively sparse.

Study Area Key Features

Corridor Assets

LLELA. The Lewisville Lake Environmental Learning Area is a nature preserve encompassing roughly 2,700 acres and is jointly managed by the City of Lewisville, the University of North Texas (UNT), and the Lewisville Independent School District (LISD). LLELA forms the northern border of the Business 121 corridor for approximately 2.5 miles. The preserve features passive activities including soft-surface trails, and kayaking; while guided activities include nature walks and fishing events.

Other Parks. In addition to LLELA, there are other public parks within the corridor study area. An undeveloped portion of Railroad Park is located south of the corridor to the west of the Elm Fork River. Rev. Alvin Turner Sr. Park is a small neighborhood park near Business 121 and Railroad St. Oak Bend Greenbelt is a linear park to the east of the corridor north of Round Grove. Finally, a new neighborhood park called Glory Park/Parque la Gloria has been constructed between Southwest Parkway and IH-35E. Portions of the corridor, particularly between Southwest Parkway and Round Grove are outside of a 10-minute walk to a park, indicating there is a need for more park space in these areas.

Trails. Within the corridor study area there are 3.1 miles of existing trails, including the Denton County Transit Authority (DCTA) Trail which is a 10'-wide paved trail running generally parallel to the DCTA Rail within Lewisville. There is also a designated paddling trail on the Elm Fork which crosses underneath Business 121. Additionally there is a planned extension to the Timber Creek Trail in the southern part of the corridor which will travel underneath Business 121.

Water Features. The Elm Fork of the Trinity River is central to the Green Centerpiece within Lewisville. The waterway begins at the Lewisville Lake Dam in LLELA and flows to the Trinity River in west Dallas. Further south along the corridor, Timber Creek travels under Business 121 just south of Southwest Parkway. The City is currently designing a paved trail for this portion of the Timber Creek corridor.

Schools. Within the corridor study area there are six LISD schools including Technology Exploration & Career Center (TECC) East, Independence Elementary, Lewisville Elementary, Mill Street Elementary, Central Elementary, and Southridge Elementary. Lewisville, Mill Street, and Central Elementary schools feature shared-use park facilities in which the playground areas are open to the public outside of school areas. Additionally, the Lewisville ISD Outdoor Learning Area (LISDOLA) is accessible from the corridor and is a facility frequently used by LISD students for field trips and for research purposes.

Civic Facilities. Lewisville City Hall is located just outside of the corridor study area limits. DCTA facilities, including Old Town Station and vacant property, are also within the study area. Other civic facilities within the corridor include LISD facilities and two fire stations.

Public Transit. Lewisville is a member of the Denton County Transit Authority (DCTA) and there are two primary transit options available to the community. Lewisville is served by a passenger rail service called the A-Train, which crosses the corridor near Railroad St. There is also an A-Train stop in Old Town within the study area. Lewisville is also served by GoZone, which is DCTA's on-demand ride service. The Business

121 corridor is served by the Lewisville/Highland Village service zone. As shown in [Figure 6](#) on [page 10](#), DCTA also owns a significant amount of land just to the south of the corridor at Railroad St. This will be the future site of new administrative offices for the agency.

Major Employers. The southern portion of the corridor has several employment and distribution centers. To the west of Business 121 there are warehouses for large corporations such as Kellogg and Ericsson. The southern end of the corridor also houses facilities for companies such as Quest Diagnostics, Mary Kay, and Texas Instruments. The Mary Kay facility is one of the largest employers in Lewisville with over 500 employees at the location.

Landfills. The Republic Services landfill is located just north of the corridor to the west of LLELA. The landfill is nearing its lifespan and is anticipated to close within the next ten years. The Healthy Infrastructure Plan identified the site as a potential passive park once the site has gone through environmental remediation.

Corridor Infrastructure. Areas west of the Elm Fork Trinity River along the corridor are served by stormwater and sewer infrastructure. Areas east of the river are served only on the southern portion of the corridor (LLELA is to the north). In general, infrastructure on the east side of the corridor is not as built out as on the west side. Much of the area not currently served by any infrastructure is in the floodplain and is therefore undesirable for development.

The public assets along the corridor are depicted in Figures 43 and 44 on the subsequent pages.

Fig.43: Key Public Assets Located Within 1/2 Mile of the Corridor



View of the Elm Fork Trinity River within LLELA.



The recently constructed Glory Park/Parque La Gloria fills a parks service gap along the corridor.



DCTA Trail crossing along Valley Ridge Blvd at Business 121.



LISDOLA is located just north of the corridor and is accessible from Fish Hatchery Rd (Source: LISD).



Firehouse #2 is located on Main St just north of the Business 121 Corridor (Source: City of Lewisville).



The DCTA Old Town A-Train station is located within the corridor study area.



Large employers are located along the southwestern end of the corridor.



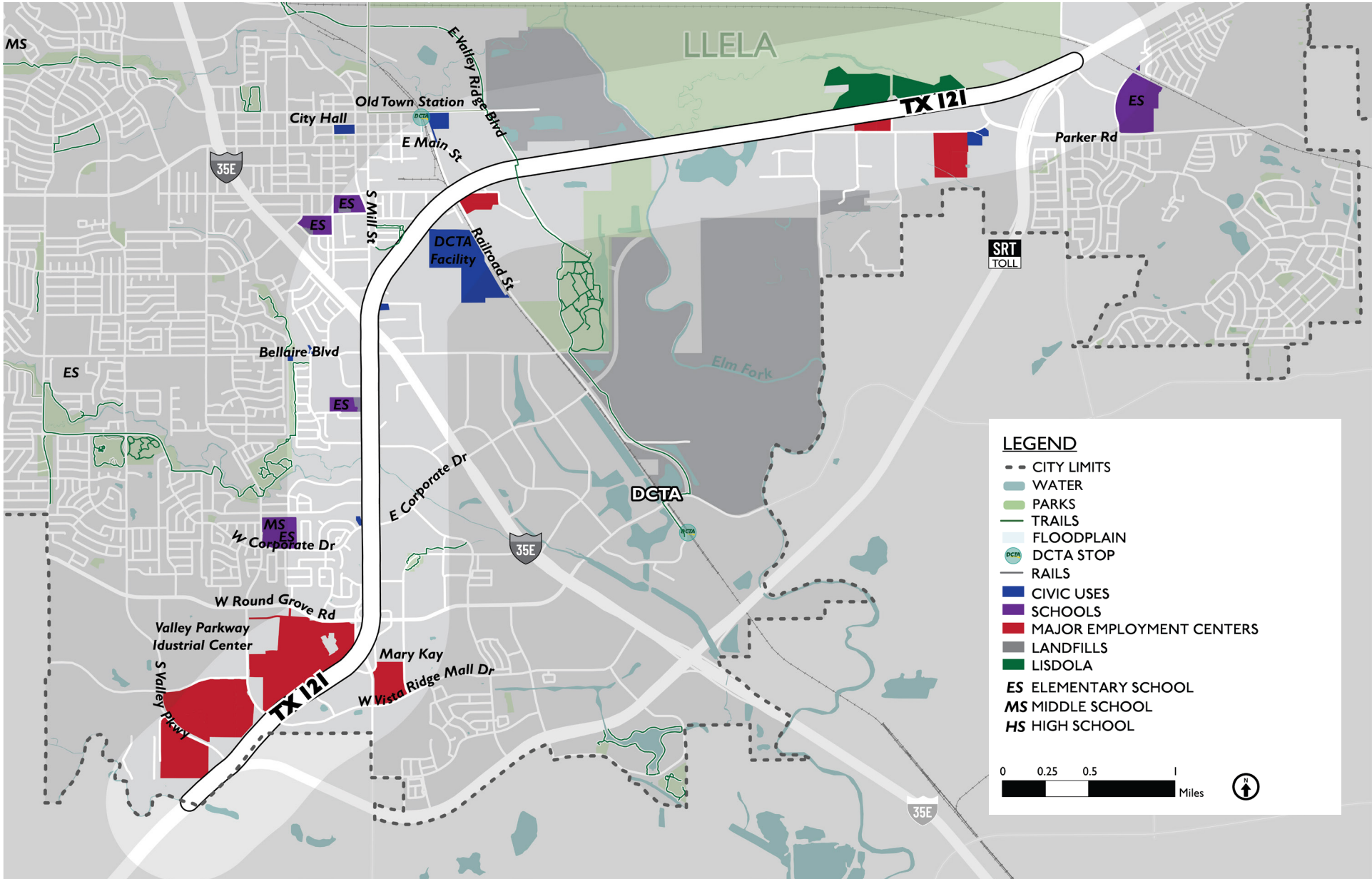
The Lewisville Landfill is located along the north side of the corridor.



Power lines are present on both sides of the corridor on the eastern end.

Corridor Asset Map

Fig.44: Public Assets Located Along the Corridor



The Corridor Asset Map displays major employment centers, public facilities, and other public assets within the corridor study area.

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Land Use

Corridor Land Use

Within a 400 foot buffer from the center of Business 121, the frontage along the corridor includes 19 categories of land uses. By acreage, the three land use categories that are most prevalent are parks, industrial, and retail.

The largest proportion of parcel acreage fronting the corridor is industrial, at 149 acres, or 28 percent of corridor frontage. Industrial land use refers to land designated for industrial purposes, such as manufacturing, processing, and distribution activities. Industrial areas often include production facilities, warehouse and distribution centers, and storage facilities. The highest intensity of industrial uses exists along the segment extending from S Mill St. to E Valley Ridge Blvd.

Following industrial in volume is the parks and recreation category, at 120 acres, or 22 percent of the frontage experience along the corridor. This is mostly within LLELA, which is seen in the LLELA / Elm Fork and East End subareas.

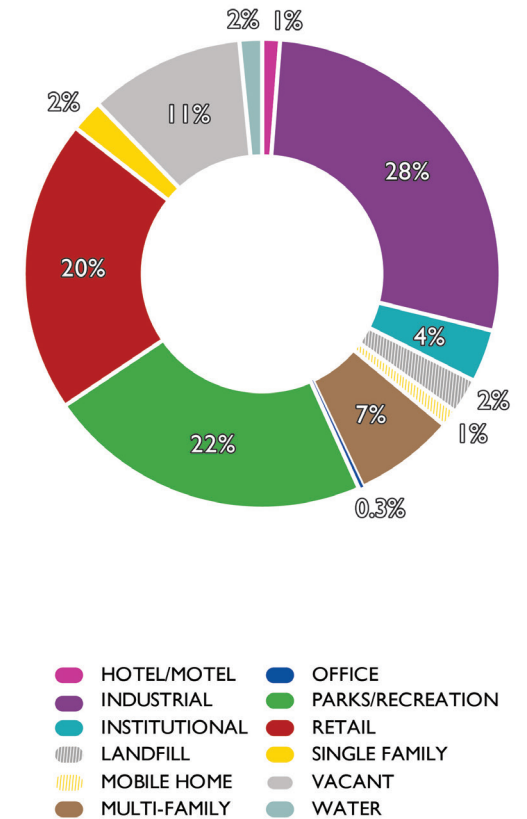
Retail land use describes areas designated for offices, retail stores, restaurants, and personal and professional services. Commercial land uses compose 20 percent, at 109 acres, including their parking lots. A larger proportion of commercial land uses exists near IH-35E and adjacent to the multi-family clusters south of the IH-35E overpass.

Because many of the single-tenant retailers on commercial parcels and smaller industrial businesses on industrial parcels are similar, the contextual shift from industrial parcels in Old Town to commercial parcels in the Corporate Drive area is not immediately obvious as one travels along the corridor. The more noticeable shift in development character is related to the scale of parcels and the presence of vacant land with more visible green, forested, and open spaces present in the LLELA / Elm Fork and Southwest End subareas. These areas soften the landscape considerably.

Residential land use along Business 121 is predominantly multi-family (7% of total acres fronting the corridor) and single-family (2%). The corridor is not residential in character, at 10 percent of total land. Many larger single-family residential areas are separated from the road by concrete barrier walls for soundproofing and privacy. Most of the multi-family complexes have entrances from Business 121, but are otherwise campus-like designs with internal circulation, which limits their relationship to the adjacent roadway. Of parcels facing the corridor, there are six acres of mobile home parks, or less than 1 percent of the overall parcel area along the corridor.

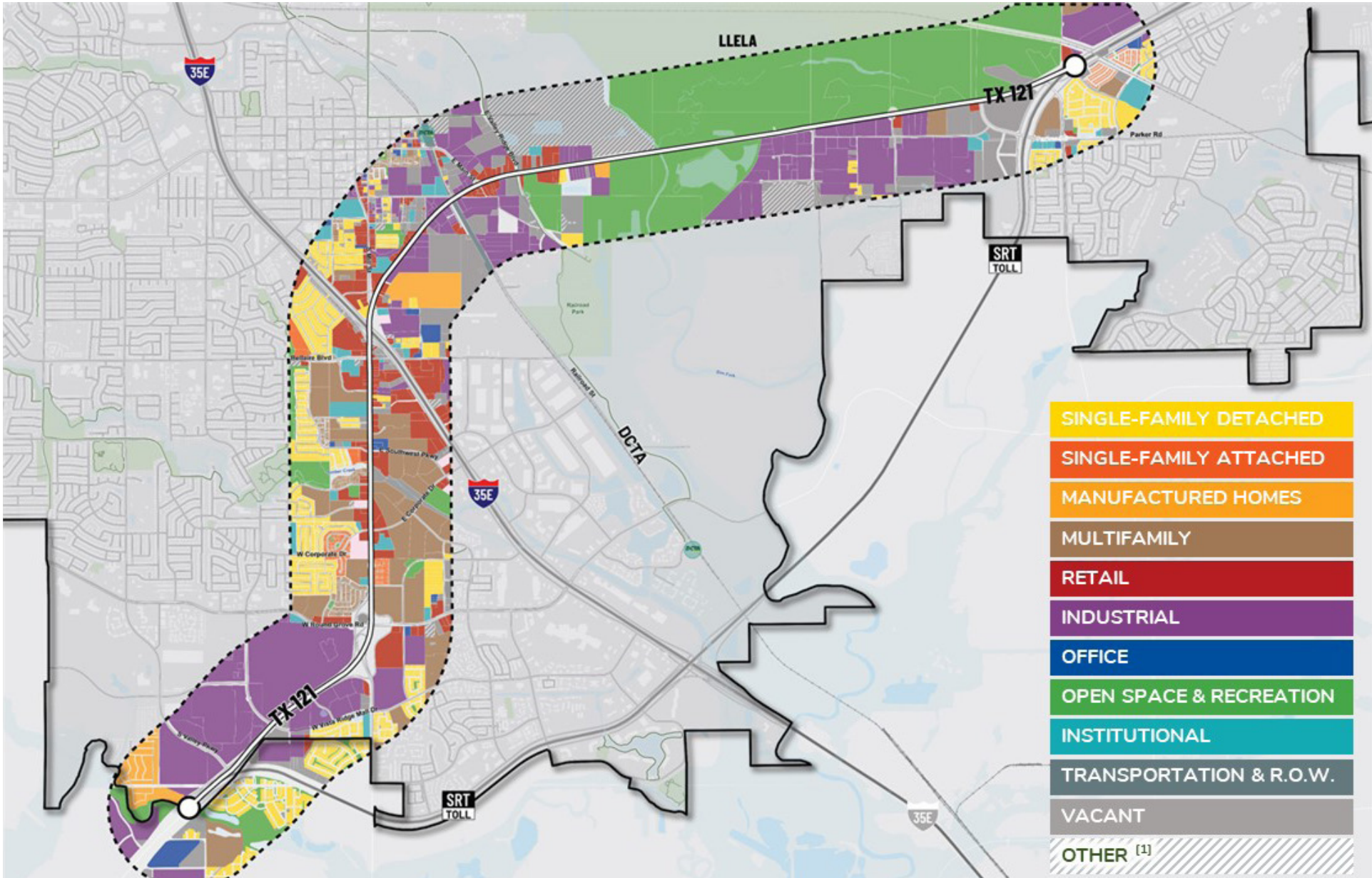
The Subarea Profiles section of this report includes a detailed analysis of the land uses within a series of corridor subareas and provides additional statistics on the land fronting the corridor, within 400 feet of the road from either side.

Fig.45: Corridor Land Use Distribution



Land Use Map

Fig.46: Corridor Existing Land Use Map



[1] "Other" land use category includes cemeteries, communications, utilities, improved acreage, land fill, and flood control. NOTE: Analytics are only for parcels in Denton County.
 Source: NCTCOG, Denton County, City of Lewisville, SB Friedman

Zoning

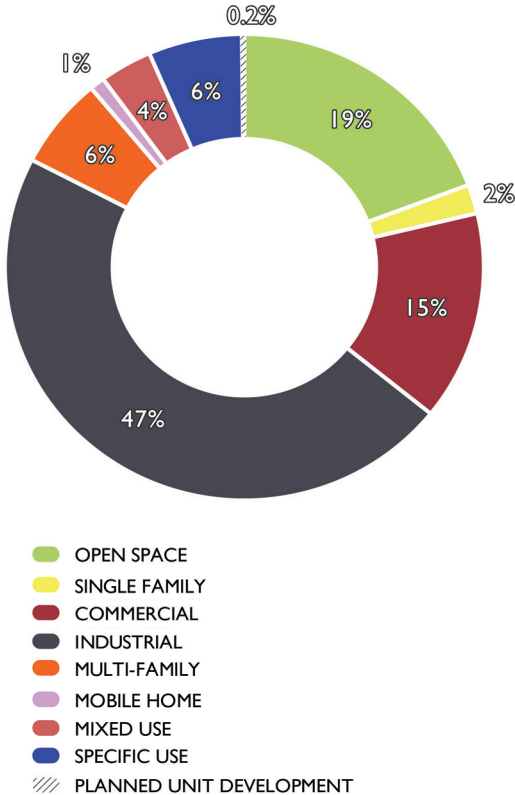
Corridor Zoning

An analysis of study area zoning indicates a strong correlation between zoning and existing land uses. There are 21 zoning categories of land within the study area. When examined in groups of similar zoning districts, the three most prevalent categories are industrial (47%), parks and open space (19%), and commercial (15%). A notable difference between zoning and current land use is that many properties zoned industrial are occupied by commercial retail tenants fronting Business 121, particularly in the Mill to Main area of Old Town / Central.

In addition to the zoning code, a closer look at the Unified Development Code (UDC), which was implemented in 2022, suggests that if the corridor were to be redeveloped under the current zoning, much of the character would stay the same. More specifically, major development activity would require a filling of the tree canopy gap where it exists, however, it would remain industrial and auto-centric. Achieving a significant change in character would require a closer examination of rezoning strategies. For example, if the Mill to Main area were to be redeveloped to be a welcoming and recognizable gateway to the city, substantial investment would be required to improve infrastructure, landscaping, lighting and signage.

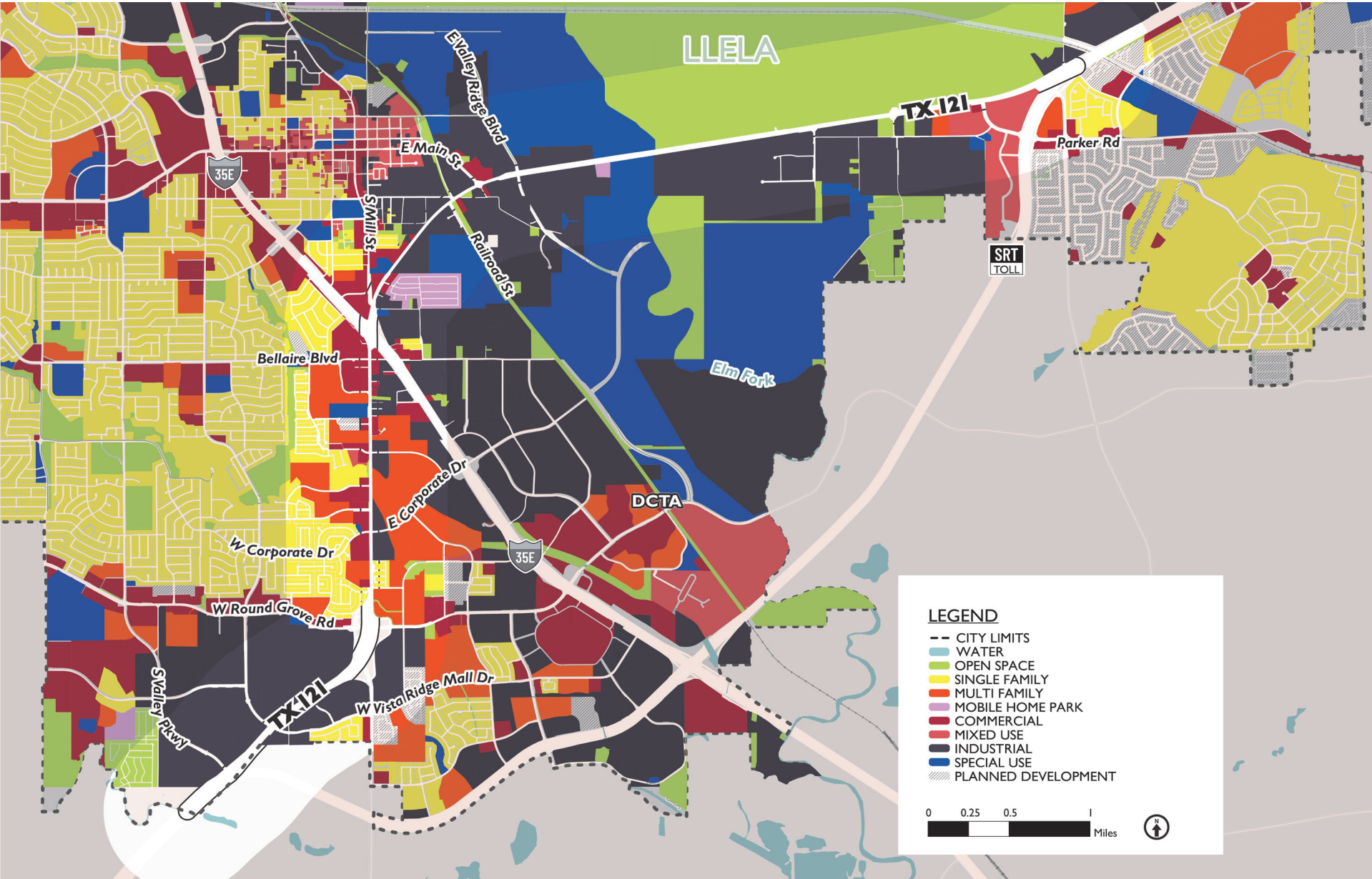
The Subarea Profiles section of this report includes additional statistics on the zoning of land fronting the corridor within each of the five identified subareas.

Fig.47: Corridor Zoning Distribution



Zoning Map

Fig.48: Corridor Existing Zoning Map



There are 21 distinct zoning categories found within the study area; when grouped into similar districts, there are nine total districts present.
Source: City of Lewisville, Interface Studio

Study Area Character and Design

The full Business 121 Corridor includes 8.4 miles of roadway that traverses several physical contexts but is predominantly auto-centric in form. Uses fronting most of the corridor include auto and service-related sales, construction material sales, and light-industrial. There are large, overhead signs, frequent business access drives, and substantial parking and outdoor storage visible from the street. In the blocks south of the IH-35E overpass, the corridor has a more retail and commercial feel. The presence of the forested edge of the LLELA Nature Preserve on the eastern end of the study area also changes the feel of the street considerably east of Valley Ridge Blvd.

For many, Business 121 is the first or only impression visitors may have of Lewisville. A landscaped central median and gateway signage announce the arrival into Lewisville from the east. Visual queues that one has entered the City of Lewisville are less discernible from the southern boundary. Natural assets like the Elm Fork River and LLELA Nature Preserve have a visual presence along the roadway, but because of a lack of signage, there is also a general lack of awareness about why these forested edges exist and what is beyond.

The Business 121 corridor was designed to move cars and trucks efficiently through Lewisville. As one drives northbound along Business 121 toward IH-35E facilities for non-motorized modes of transportation feel undersized, disconnected, or are missing entirely for much of the corridor. Improving the corridor experience for pedestrians will be a balancing act because the corridor will continue to play a critical role in the street network providing connections to area highways and the Sam Rayburn Tollway.

Fig.49: Photos illustrating Corridor Character



Business 121 looking southeast over the LLELA Nature Preserve.



Business 121 looking southwest over Bellaire Blvd, south of IH-35E overpass.

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Mobility Network

Roadway Network

Corridor Key Features

The character of the Business 121 corridor changes significantly as you travel along the roadway including right-of-way, number of lanes, speeds, and traffic volumes.

- The total TxDOT ROW width varies from approximately 100 to 300 feet.
- The number of main travel lanes vary from four to six.
- Speed limits range from 45 to 60 mph.
- Traffic volumes in 2022 varied from approximately 26,500 to 44,000 vehicles per day.

Due to the frequent changes in corridor character and conditions, recommendations for improvement must vary as well.

Fig.50: Motor Vehicle Crash Statistics

Location	2023*	2022	2021	Total
Number of Motor Vehicle Crashes	239	323	263	825
Number of Injuries	73	150	101	324
Number of Fatalities	2	1	2	5

Source: TxDOT CRIS, *2023 data does not include incidents for the entire year.

Safety

Roadway features that can impact safety include roadway geometry, visibility and sightlines, pavement condition, lighting, frequent driveway access, and intersection design. TxDOT’s CRIS database was used to query accidents along the corridor from 2021 to 2023. Figure 51 on the following page depicts the concentration of accidents and key findings include the following:

- A total of 825 motor vehicle accidents occurred from 2021-2023 resulting in 324 injuries and five fatalities.
- The most accidents and resulting injuries occurred in 2022.
- Of the 825 total accidents within the past three years, 54 percent occurred at a signalized intersection.
- Accident hotspots exist at Bellaire Blvd, Corporate Drive, Mill St., Southwest Parkway, and Valley Ridge.
- From 2021-2023 there were 11 reported crashes involving pedestrians and three reported crashes involving cyclists.
- Five bicycle/pedestrian accidents occurred away from signalized intersections.

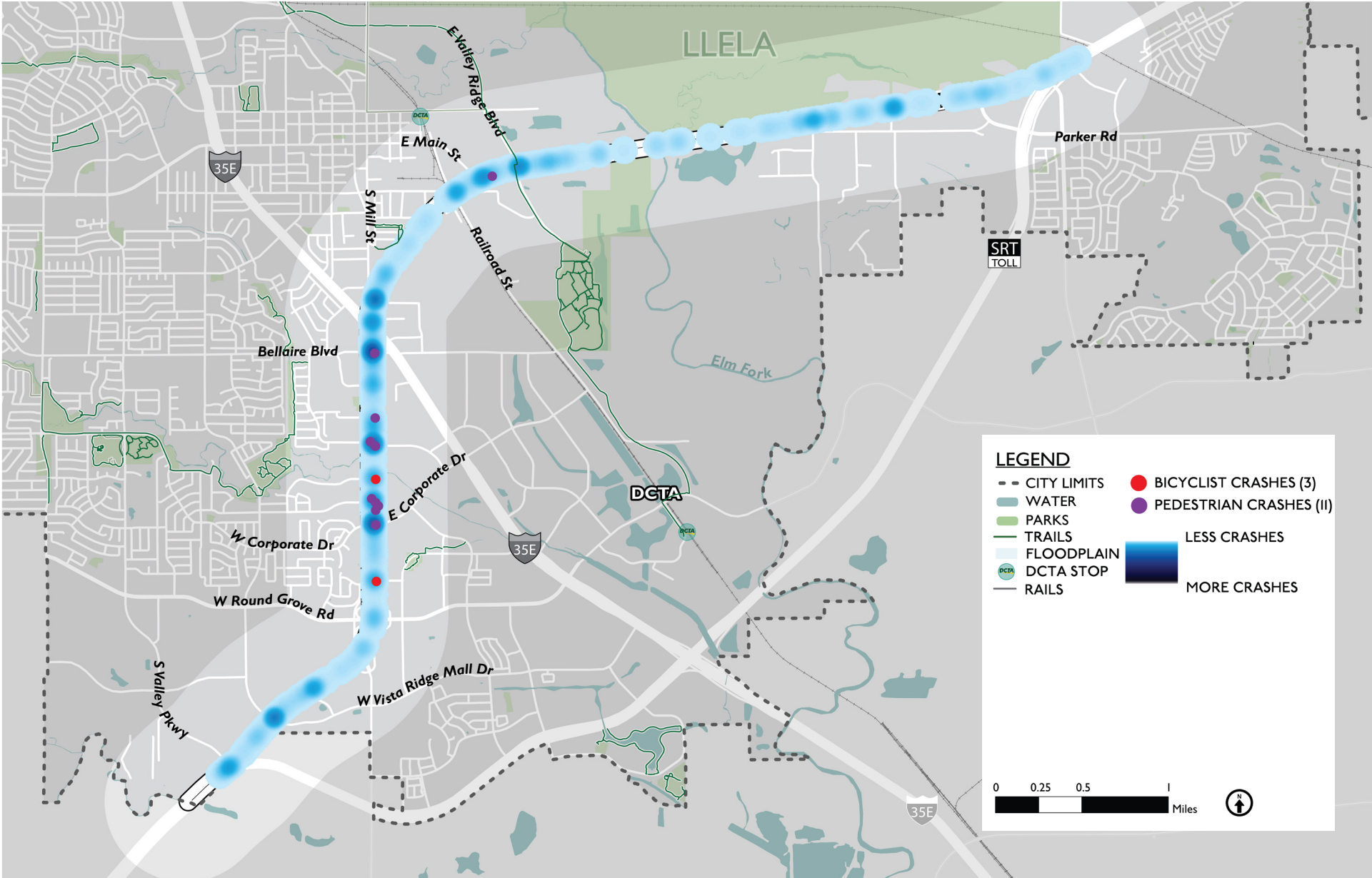
Another safety analysis conducted for this study was an audit of each of the 15 signalized intersections along the corridor. At each intersection, features related to motorist safety and bicycle/pedestrian safety were assessed. Motorist safety elements assessed included speed, roadway geometry, turning movements, signage, lighting, and crashes. Bicycle/pedestrian safety elements assessed included pavement condition, crossing features, ADA accessibility, pedestrian signals, and crashes. Additional discussion on each intersection is included in the Subarea Profiles section of this document.

Access

The Business 121 corridor features 168 total driveways, many of which are within 250 feet of a signalized intersection. The sections of the corridor with the greatest concentration of driveways is south of IH-35E and north of Round Grove. In parts of the corridor there are wide shoulders or turning lanes to facilitate traffic turning into businesses, but this is not consistent throughout the corridor. The presence of driveways within close proximity to a signalized intersection disrupts traffic flow and poses a safety issue. The frequency of driveways along the corridor also makes it challenging for pedestrians to feel comfortable as they are required to navigate potential conflicts with traffic accessing intersecting driveways.

Crash Location Map

Fig.51: Motor Vehicle, Pedestrian, and Bicyclist Crashes (2021-2023)



Motor vehicle accident hotspots occur primarily at intersections. The densest concentration of accidents involving pedestrians and cyclists is between Bellaire Boulevard and Corporate Drive. Source: TxDOT CRIS, 2021-2023.

Commuting Characteristics

The following commuting characteristics are derived from Replica, an online system that uses multiple data points to represent travel patterns through an area. The dataset replicates travel behaviors for a typical weekday or weekend. This data includes variables such as trip origin and destination, trip purpose, mode of travel, household characteristics, land uses, trip lengths, and other factors.

Corridor Analysis

To evaluate trips along the corridor, census-designated block groups fronting the corridor were selected. In total, there are 19 block groups intersecting with the Business 121 corridor. Some of these block groups also touch regionally significant corridors such as IH-35E and the Sam Rayburn Tollway. The block groups also include portions of Old Town, Lake Park, and Railroad Park. There are two large landfills located within the block groups which contribute to the high trip volumes within less populated block groups.

On a typical weekday, there are nearly 150,000 trips that begin and 150,000 trips that end in census block groups that touch the Business 121 corridor. Of the trips beginning and ending along the corridor, nearly 65,000 of the trips, or almost 30,000 trip-takers, live within the 19 block groups adjacent to the corridor.

While most of the trip origins and destinations are in Lewisville and surrounding cities in the DFW Metroplex, some people travel from hundreds of miles away, including Tulsa, Oklahoma, Colorado Springs, Colorado, and Abilene, Texas. In many cases, the longer trip purposes are work-related, however, in some cases, shopping and commercial uses were also identified.

Trip Purpose

Trip purpose indicates the destination type for the trip. Based on Replica data, many of the trip purposes for the block groups are to travel home (32%), to shop (19%), and to work (13%). These variables further indicate that the block groups have a mixture of uses, but are primarily commercial and service based.

Trip Origins and Destinations

Trip origin includes the trips that start within the block groups. The data indicates that a majority of the trips start between 7 AM and 8 AM for the morning peak and remain consistently high from 3 PM to 8 PM. Over a quarter of the trips range from 20-40 minutes, while less than 20 percent are under 5 minutes.

Trip-Takers within the Corridor

Within the 19 block groups adjacent to the corridor, the nearly 30,000 trip-takers travel for shopping (24%), working (20%), eating (12%), and other commercial or service-based uses.

Of the trips taken, eight percent, or 5,760 trips, were pedestrian trips. The purpose of these trips is for shopping, socializing, eating, visiting other service-based uses, and returning home. It is important to consider the uses within the block groups and what might be drivers for pedestrian activity, including larger shopping and eating establishments along the Business 121 corridor, Railroad Park with access through a multi-use trail, Lake Park along Lewisville Lake, and Old Town which has a variety of dining and shopping establishments.

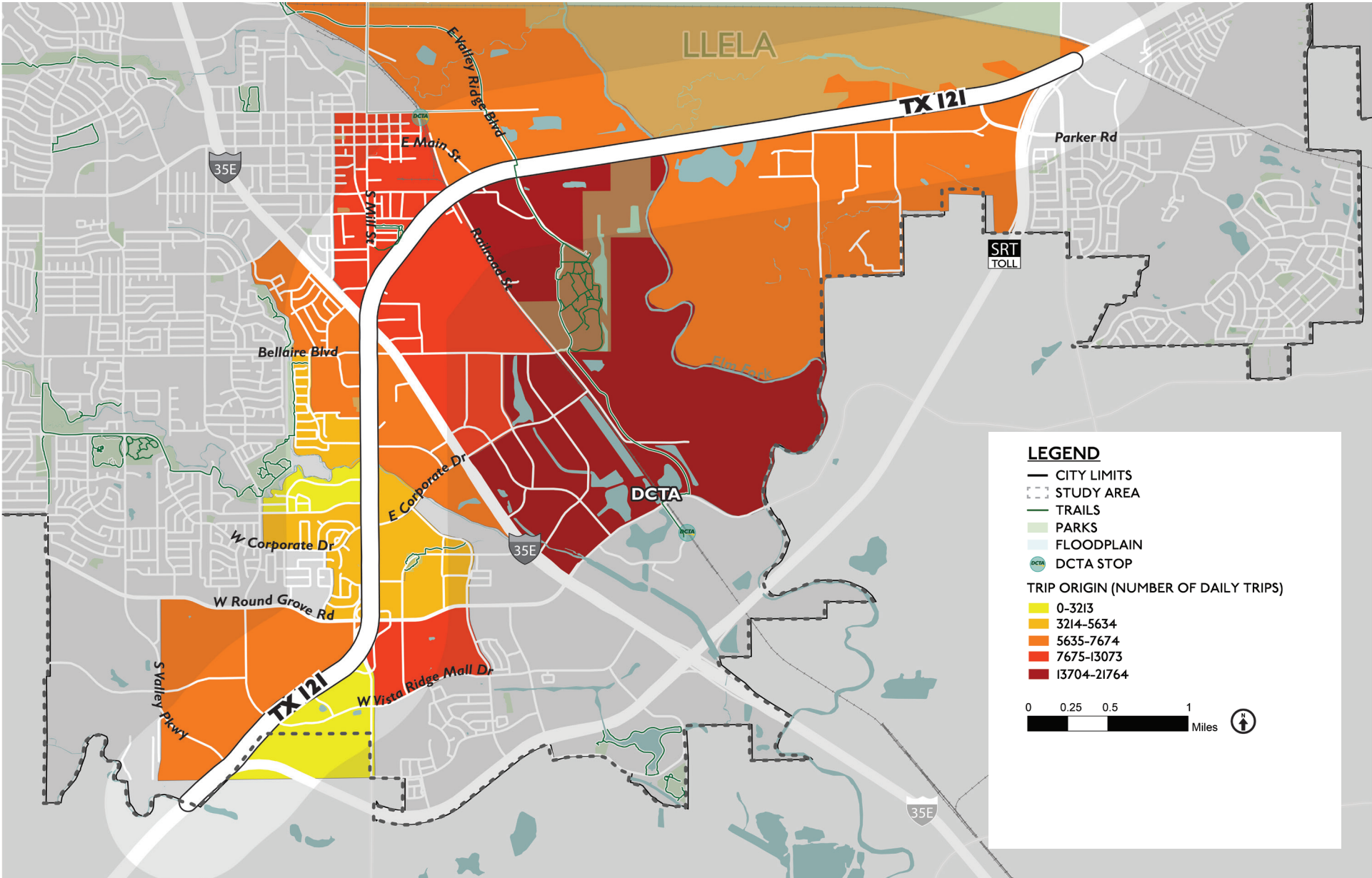
Cut-Through Traffic

When comparing volumes to surrounding roadways, some key inferences can be made related to cut-through traffic:

- Business 121 volumes are highest on the southern end between the Sam Rayburn Tollway and I-35E in the Corporate Drive and Southwest End subareas. It is possible that drivers are taking this section as a cut-through to avoid more tolls.
- Volumes on Business 121 are lowest between Main Street and I-35E in the Old Town/Central subarea, indicating that people may use Main Street or Valley Ridge as a cut-through to travel to I-35E northbound.

Trip Origin Map

Fig.52: Number of Daily Trips Originating from Census Blocks Groups Adjacent to the Corridor (2023)



The area with the greatest number of trips originating is to the south of the corridor near Railroad Park. Source: Replica, accessed December 2023.

Multi-Modal Connectivity

Trails and Bikeways

The Business 121 corridor features an inconsistent network of pedestrian facilities and lacks accommodations for bicycles. In total there are just over three miles of trail within a 1/2 mile of the corridor.

The Lewisville Healthy Infrastructure Plan introduced a hierarchy of trails and identified over 19 miles of planned trails within the corridor study area. As shown in Figure 55, this includes planned trails along the stretch of the corridor that borders LLELA. Several roads intersecting the corridor are also identified as bicycle/pedestrian candidate corridors, which could include enhanced sidewalks, shared-use paths, or bike lanes.

Most of the corridor does not provide a comfortable experience for pedestrians. Sidewalks vary in width, are often interrupted by driveways, and are highly fragmented. Tree coverage for shade is sparse or non-existent along the majority of sidewalks. The corridor is also poorly lit in most areas which can increase the risk of crashes. The majority of the reported pedestrian and cyclist crashes occurred south of IH-35E between Corporate Drive and Bellaire Blvd.

Public Transit

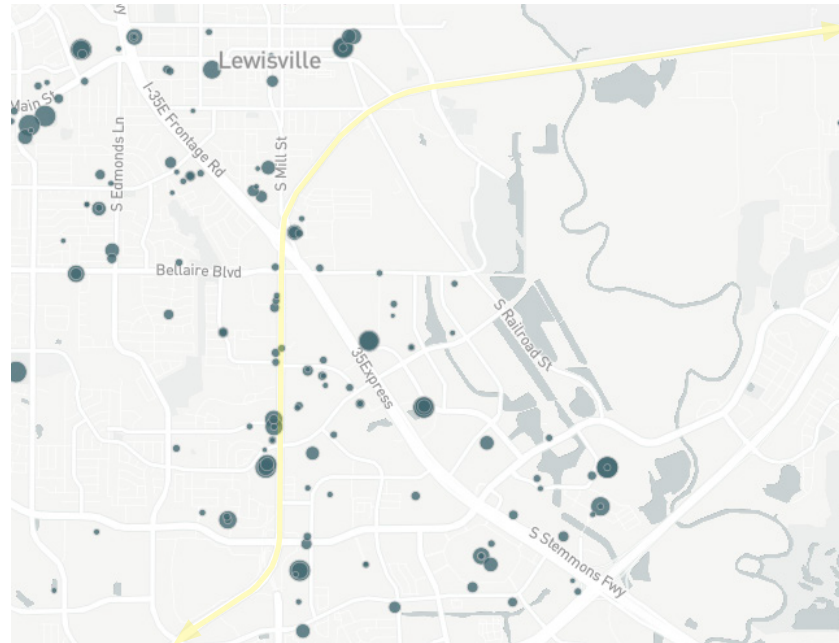
DCTA is the transit provider for Lewisville. The closest DCTA A-Train (passenger rail) station is at the edge of the corridor study area. The DCTA GoZone service is an on-demand rideshare service in which the City of Lewisville participates. As shown in Figure 53, based on performance data from DCTA reported in July 2023, there is a concentration of passengers being picked up near Corporate Drive in the southern part of the corridor and no pick ups reported in the northern portion of the corridor past Mill St.

Fig.53: Planned Trails within the Corridor Study Area

Trail Type	Description	Planned Mileage
Multi-Use Trail A	Paved trail running parallel to a roadway	2.56
Multi-Use Trail B	Paved or soft-surface trail located away from a roadway	3.81
Recreational Trail Type A	Paved or soft-surface trail that promotes fitness and recreation and link community destinations	1.40
Recreational Trail Type B	Mountain biking trails, paddling trails, or ATV trails	1.34
Candidate Bicycle Pedestrian Corridor	Roadways that could accommodate either enhanced sidewalks, shared-use paths, or bike lanes	9.72

Source: Lewisville Healthy Infrastructure Plan

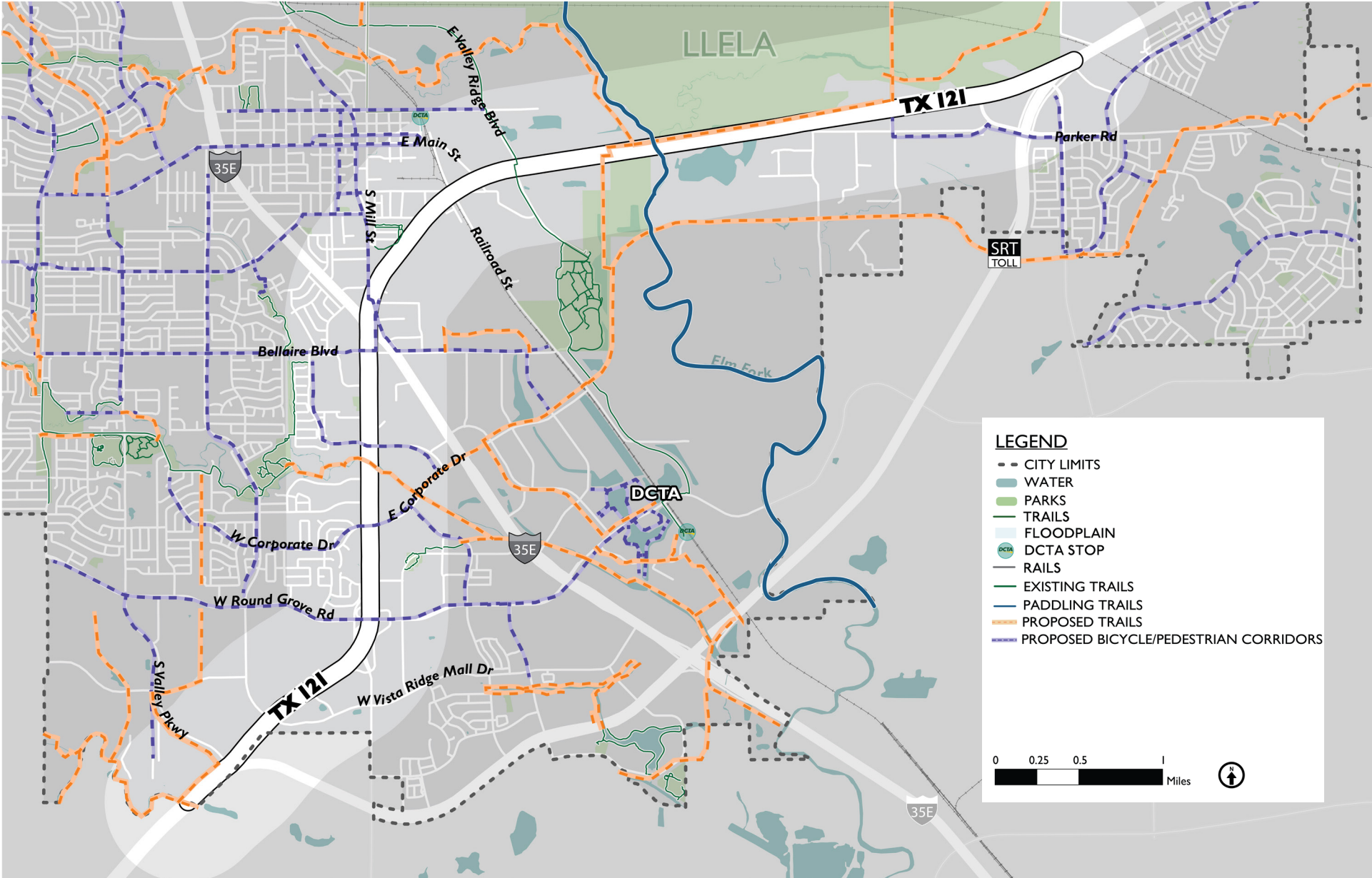
Fig.54: DCTA GoZone Trip Origins



Size of dots relate to number of passengers being picked up in a particular area for a GoZone ride. Source: DCTA

Multi-Modal Connectivity Map

Fig.55: Existing and Planned Trails and Bikeways



There are approximately three miles of existing trails within the corridor study area. The Lewisville Healthy Infrastructure Plan identified an additional 19 miles of planned trails of various types within the corridor study area.

Corridor Community

Population Profile

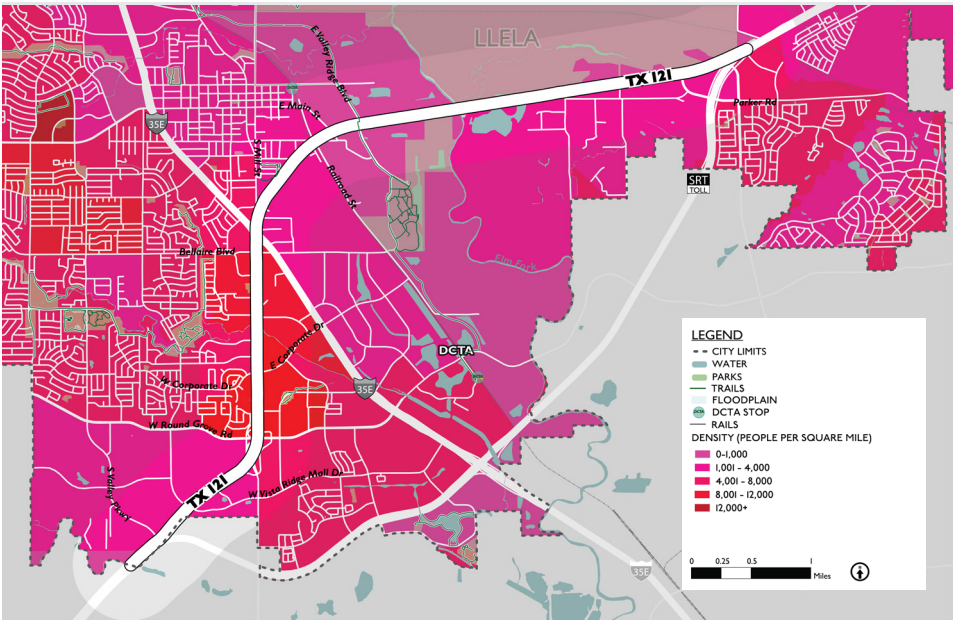
Study Area Key Characteristics

The study area encompassed roughly 20 percent of the total City of Lewisville population in 2020. The population along the corridor is densest just south of IH-35E and the densest concentrations of employment is in the southwest end and between Railroad St and Southwest Parkway.



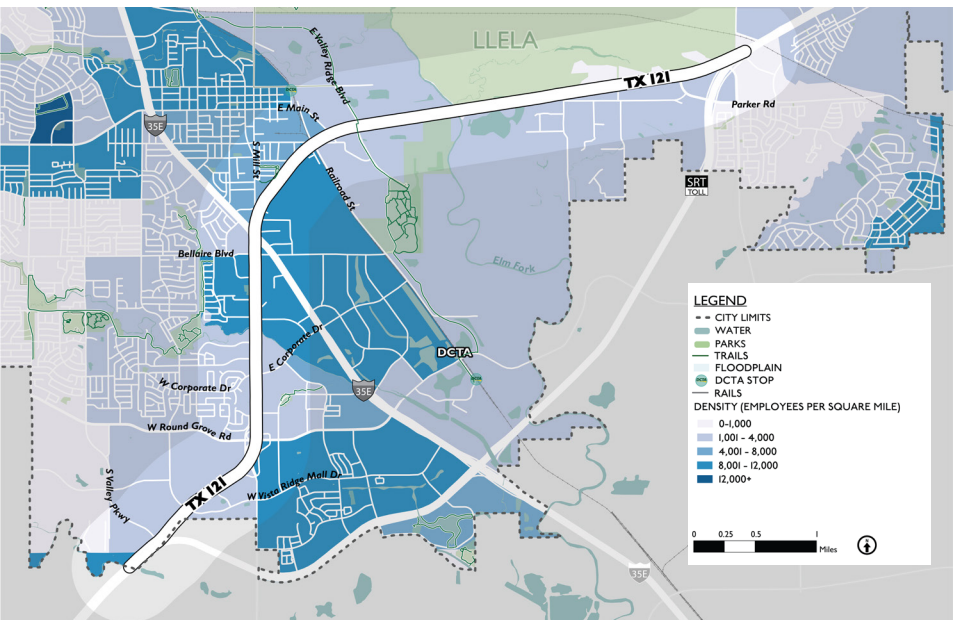
Source: 2020 Census, ESRI Business Analyst

Fig.56: Population Density



Source: NCTCOG 2045 Forecasts

Fig.57: Employment Density



Source: NCTCOG 2045 Forecasts

Comparison to Lewisville

Key demographics such as a higher poverty rate, lower median household income, and lower home ownership rates indicate that the study area is more economically vulnerable than the rest of Lewisville. The study area also has a higher percentage of residents under 18 and adults between 25 and 34 years old, indicating a younger demographic along the corridor.

Fig.59: Race and Ethnicity Comparison

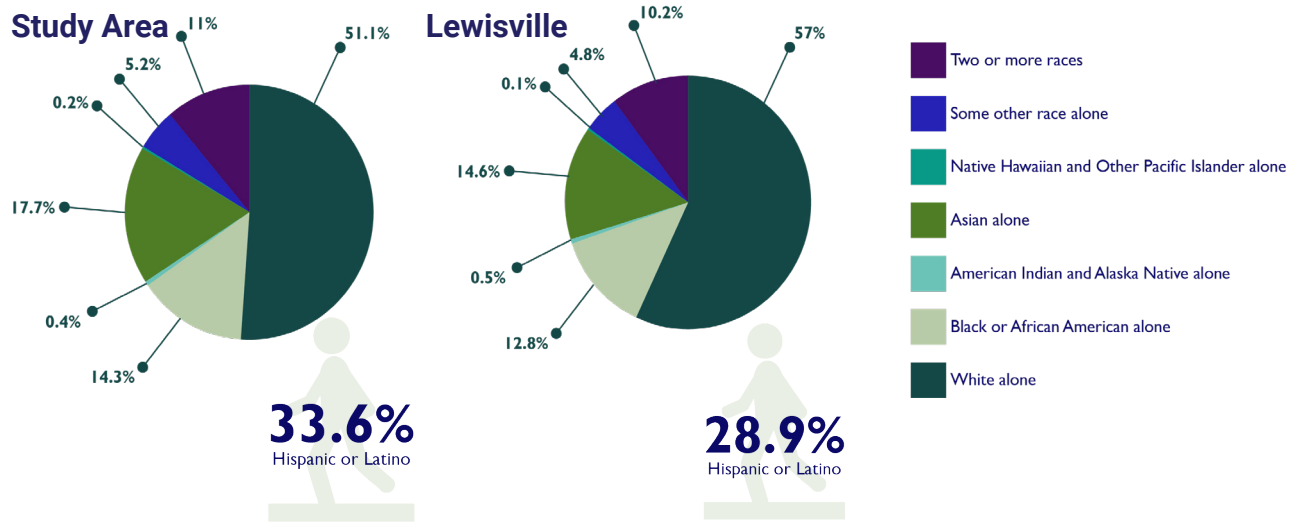


Fig.58: Age Characteristics (Study Area)

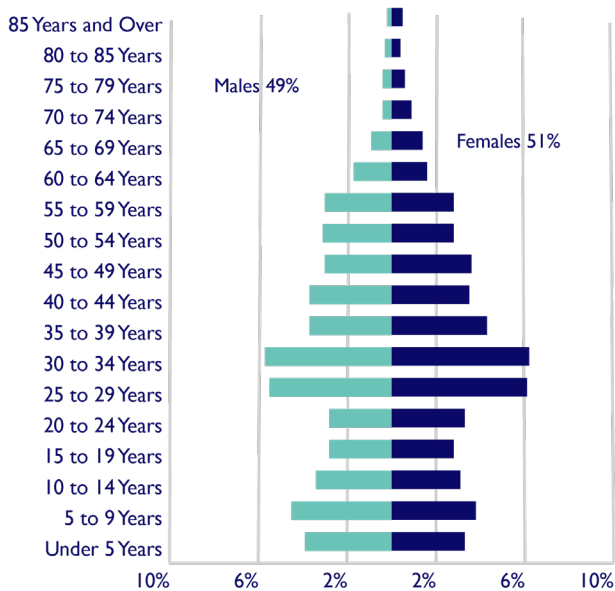


Fig.60: Housing Ownership Comparison

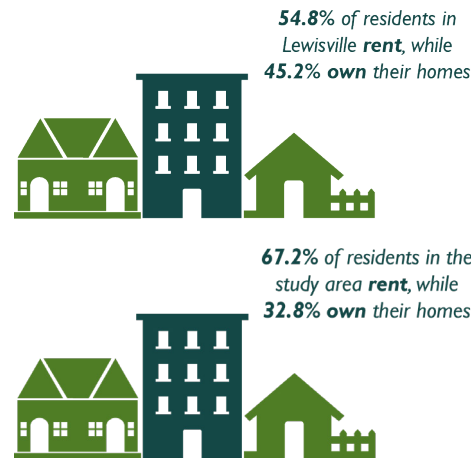
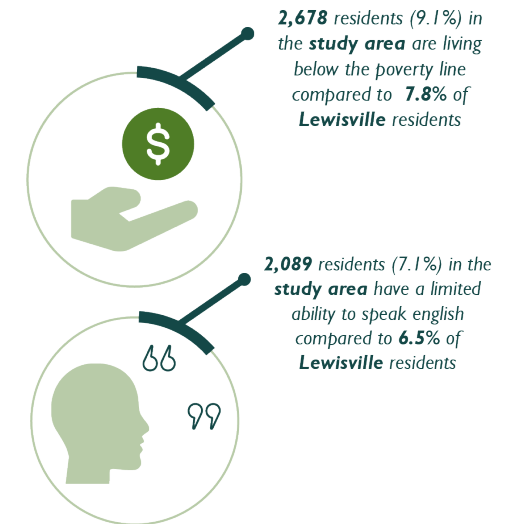


Fig.61: Other Key Demographics



Source: 2020 Census, ESRI Business Analyst

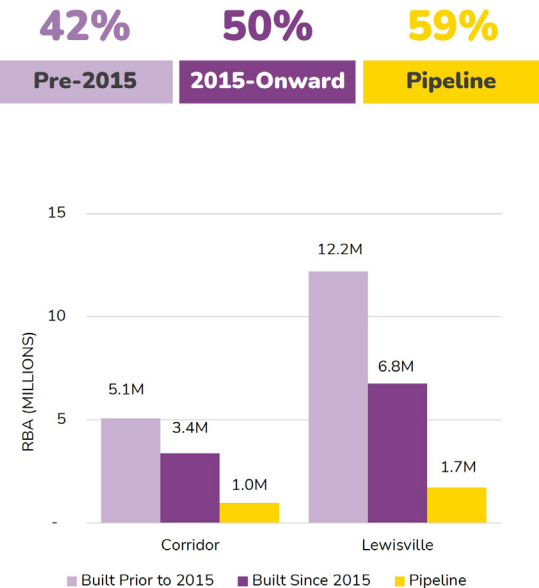
The Local Market

Industrial

Study Area Capture of New Industrial

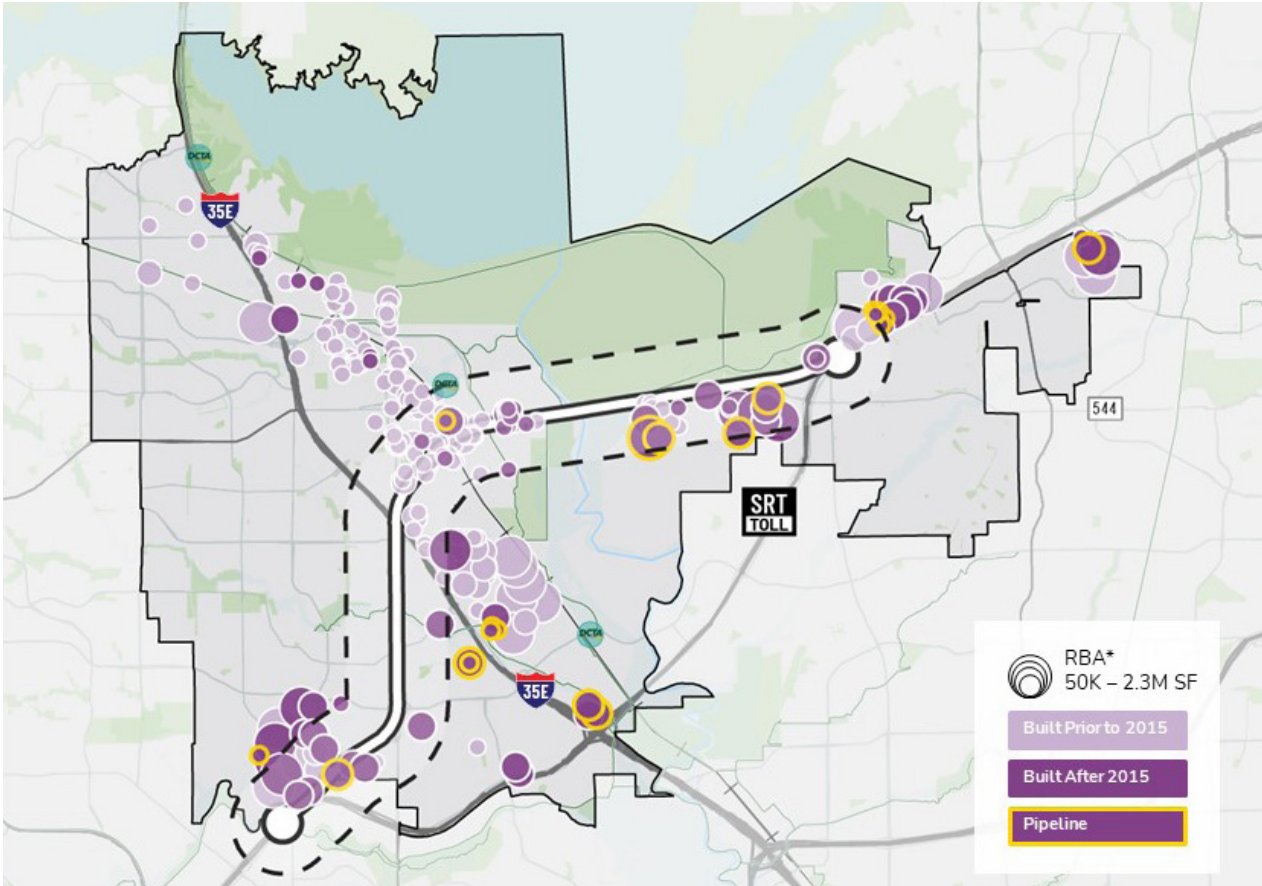
There is over 19 Million square feet of industrial space within Lewisville. From 2015 to 2023, the City added nearly 7 Million SF, or 750,000 square feet annually. The Business 121 corridor study area contains nearly 50 percent of the total industrial space citywide, and buildings are in prominent nodes spread throughout the study area. The City and study area both continue to be active industrial markets, with 1.7 Million and 1.0 Million square feet of industrial in the pipeline, respectively.

Fig.62: Industrial Development Capture Rates



Source: CoStar, SB Friedman

Fig.63: Local Industrial Supply by Year Built






*Rentable Building Area
Study area capture of industrial development is increasing
Source: CoStar, SB Friedman

Industrial development is generally classified as one of four categories: distribution, warehouse, manufacturing, or flex space. Within Lewisville, the vast majority of industrial is either distribution or warehouse space. Since 2015, warehouse development outpaced the other industrial categories, and warehouse and distribution comprised 93 percent of all inventory added in that time. Industrial space in the pipeline is split between distribution, warehouse, and flex space.

New Industrial in the Study Area

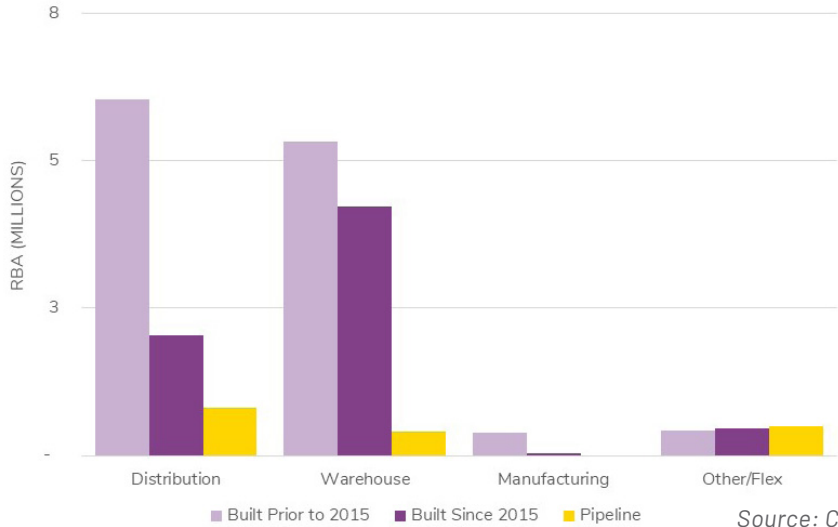
New industrial buildings are a substantially larger format than legacy industrial in the City. New industrial buildings, while still predominantly warehouse and distribution, are much larger than the older industrial building stock in Lewisville. The average industrial building size is just under 70,000 square feet, but the average size of industrial buildings built after 2015 is over 100,000 square feet. New industrial development within the study area is primarily speculative (built without a tenant identified) large, tilt-up construction.

Fig.64: Industrial Development Trends in Lewisville

	Total Inventory SF	Vacancy	Avg. Building Size	Primary Typology
 All Industrial	18.9M	7.0%	69,300 SF	Warehouse
 Industrial Built Since 2015	6.8M	9.8%	101,000 SF	Warehouse
 Pipeline	1.7M	NA	74,700 SF	Distribution

New industrial is predominantly large format warehouse space. Source: CoStar, SB Friedman

Fig.65: Industrial Character in Lewisville



Source: CoStar, SB Friedman

Fig.66: New Industrial Development in the Study Area & Reference Map



A 1580 Riverview Dr - Jubilee Lane
128,000 SF | 2022 YR BLT
\$6-7/SF Triple Net Lease (NNN)



B 2025 Midway Rd - First Park 121
124,800 SF | 2019 YR BLT
\$7-8/SF Triple Net Lease (NNN)



Reference Map



C 985 E State Hwy 121
17,400 SF | 2017 YR BLT
\$10-12/SF Triple Net Lease (NNN)

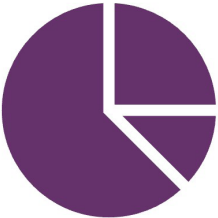


D 2950 S Valley Pkwy - Majestic Airport Center
89,900 SF | 2020 YR BLT
\$6-7 SF Triple Net Lease (NNN)

Source: CoStar, SB Friedman

Industrial Supply Takeaways

Recent industrial construction and performance is indicative of a strong market.



SHARE

45%
of existing and pipeline industrial inventory in Lewisville is in the Study Area



DELIVERIES

106K SF
of industrial space delivered in the Study Area annually since 2015



TYPE

Warehouse and Distribution are the primary industrial uses in the Study Area



SCALE

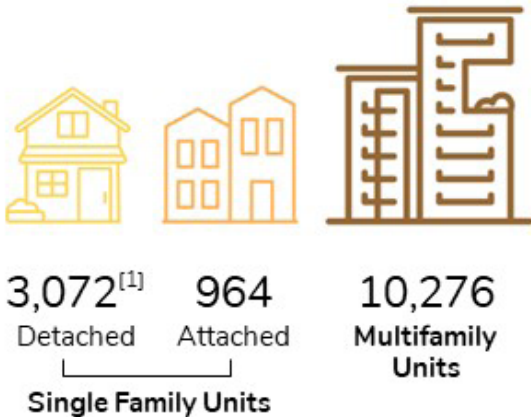
30,000 – 250,000 SF per project for recent new deliveries in the Study Area

Residential

Study Area Housing Stock

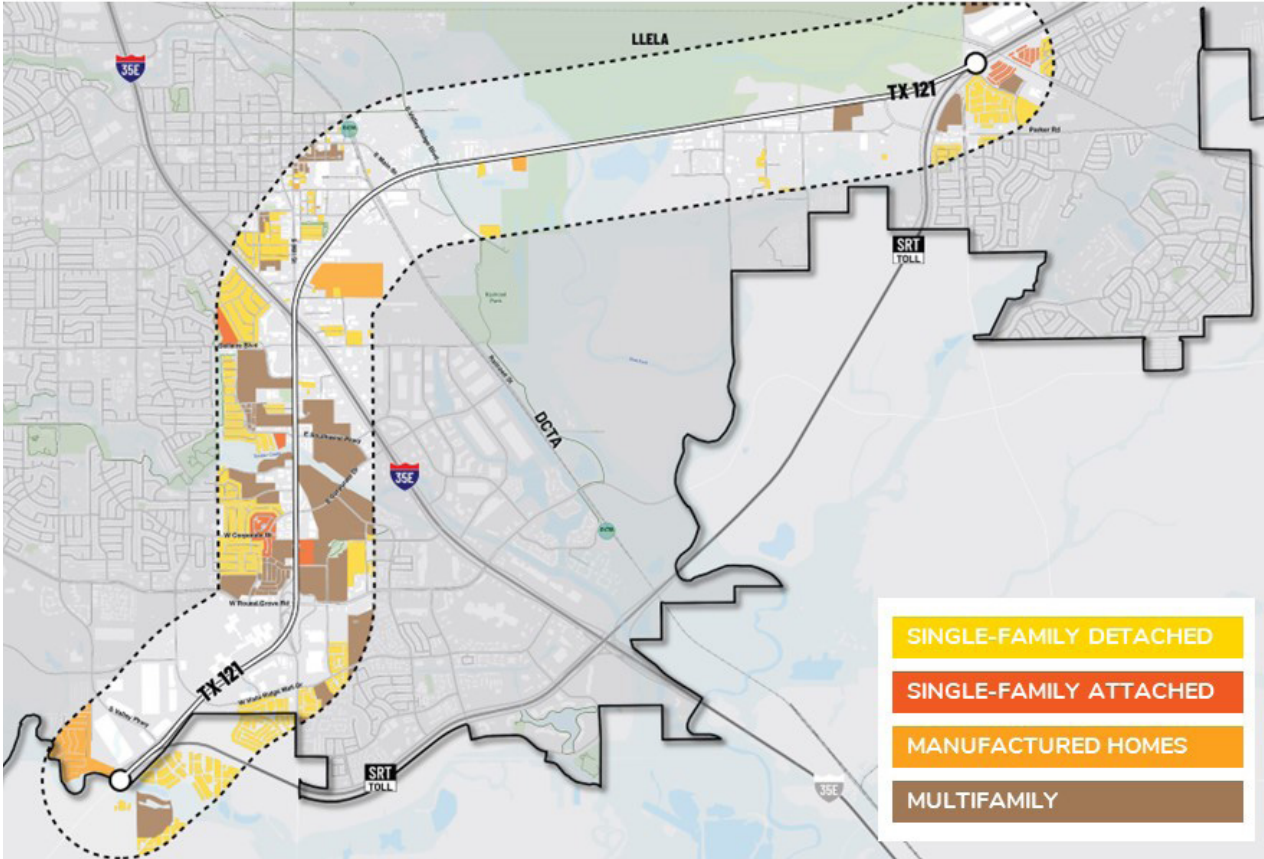
The existing housing stock within the study area is primarily multi-family built before 2015. Much of the older multi-family development in the study area is located south of IH-35E, between Bellaire Blvd and Round Grove Rd New multi-family and single family construction is primarily clustered near the northeast end of the study area in the Castle Hills development.

Fig.67: Study Area Housing Stock



[1] Includes 1,030 manufactured homes.

Fig.68: Study Area Housing Stock



Source: NCTCOG, Denton County, City of Lewisville, CoStar, SB Friedman

Study Area Capture of New Multi-Family

The study area capture of multi-family residential development has decreased over time. While the study area does contain approximately 35 percent of the existing multi-family units in Lewisville, the study area capture rates for units built since 2015 and within the pipeline are substantially lower, at 12 percent and 16 percent, respectively.

Fig.69: Study Area Capture Rates

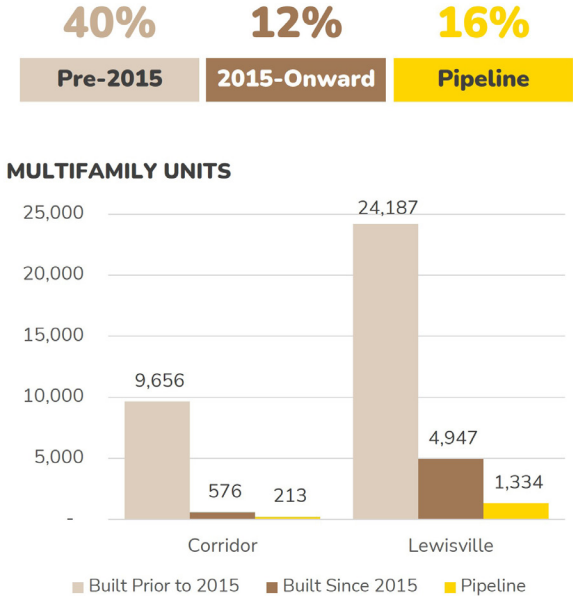
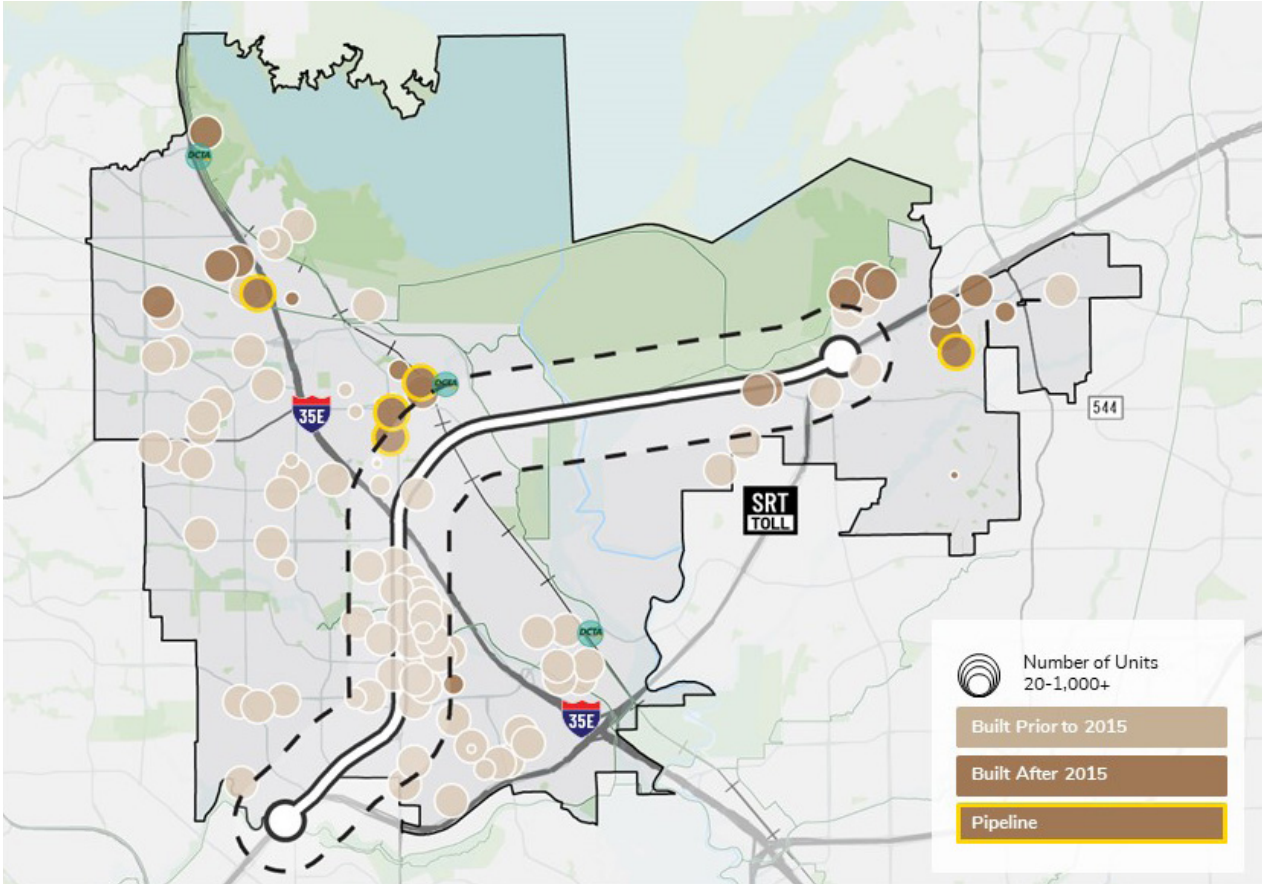


Fig.70: Local Multi-Family Residential Supply by Year Built



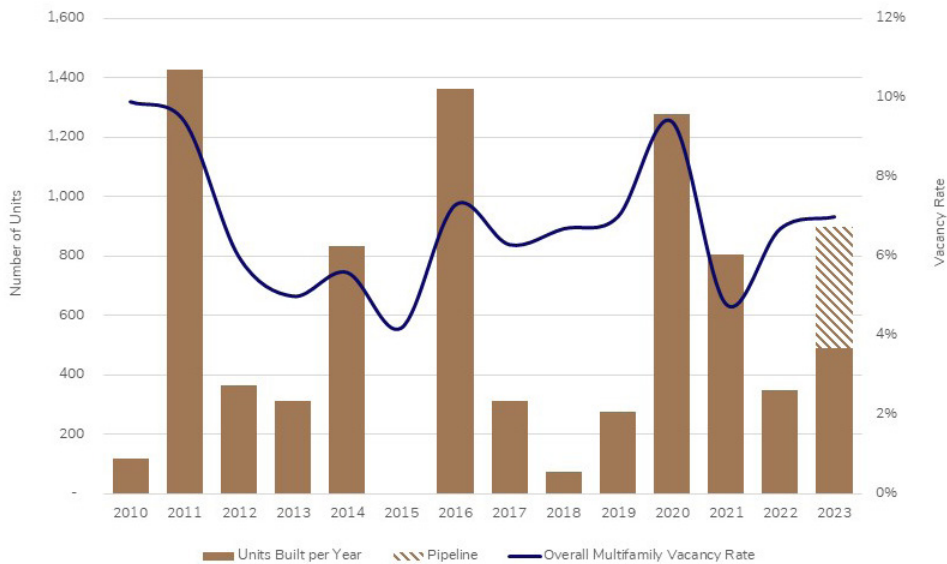
The study area has captured a modest share (12%) of new multi-family construction in Lewisville. Source: CoStar, SB Friedman

Multi-Family Rental Development

Despite development peaking in the 1980s, residential development has continued at a constant pace over the past 15 years. Since 2020, Lewisville added an average of 730 units annually.

Vacancy rates within the City generally held constant around 6 percent over the past decade. Spikes in vacancy align with years in which multiple multi-family developments were added to the market, requiring a lease up period.

Fig.71: Multi-Family Units Built Per Year and Vacancy in Lewisville

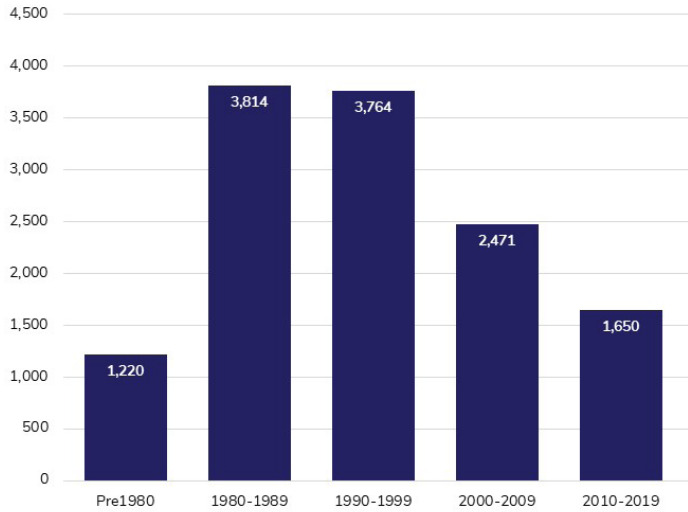


Source: CoStar, SB Friedman

All Residential by Year Built

The majority of housing in the study area was built between 1980 and 1999. The pace of development peaked in the 1980s and has declined each decade following.

Fig.72: All Residential Units by Decade Built in Study Area



Source: ESRI Business Analyst, SB Friedman

Multi-Family Rental Inventory

The majority of multi-family within the study area is older, garden style multi-family.

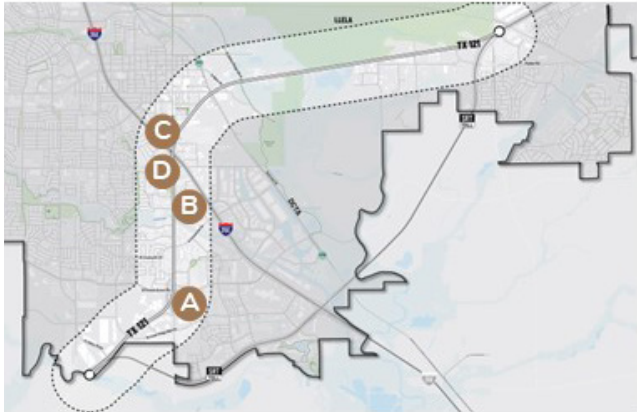
Fig.73: Multi-Family Rental Inventory & Reference Map



A Bridges at Oak Bend
426 UNITS | 1997 YR BLT | \$1.41/SF (\$1,400/UNIT)



B Oaks of Lewisville
486 UNITS | 1983 YR BLT | \$1.54/SF (\$1,225/UNIT)



Reference Map



C St. Charles Place
125 UNITS | 1957 YR BLT | \$2.21/SF (\$1,400/UNIT)



D 1531 South Highway 121 – Oak Forest
696 UNITS | 1995 YR BLT | \$1.37/SF (1,325/UNIT)

Source: CoStar, SB Friedman

Multi-Family Rental Inventory (Built in the Last Five Years)

Newer multi-family buildings command higher rents and tend to range from three to five stories.

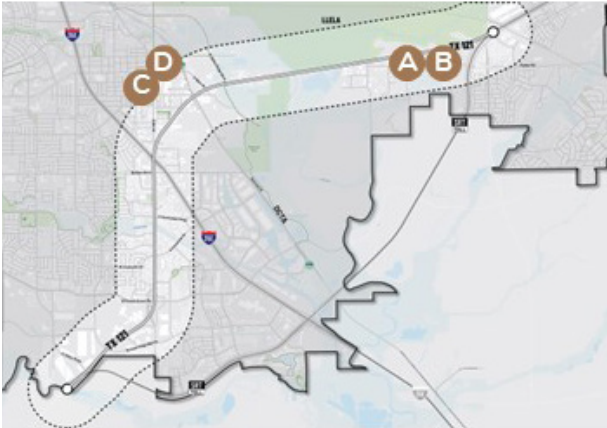
Fig.74: Multi-Family Rental Inventory (Built in the Last Five Years) & Reference Map



A Lakeway Castle Hills
276 UNITS | 2019 YR BLT | \$1.91



B Aura Crown Centre
300 UNITS | 2023 YR BLT | \$1.92/SF



Reference Map



C Main and Mill Apartments
203 UNITS | 2023 YR BLT | \$2.26/SF



D Station at Old Town
286 UNITS | 2021 YR BLT | \$1.91/SF

Source: CoStar, SB Friedman

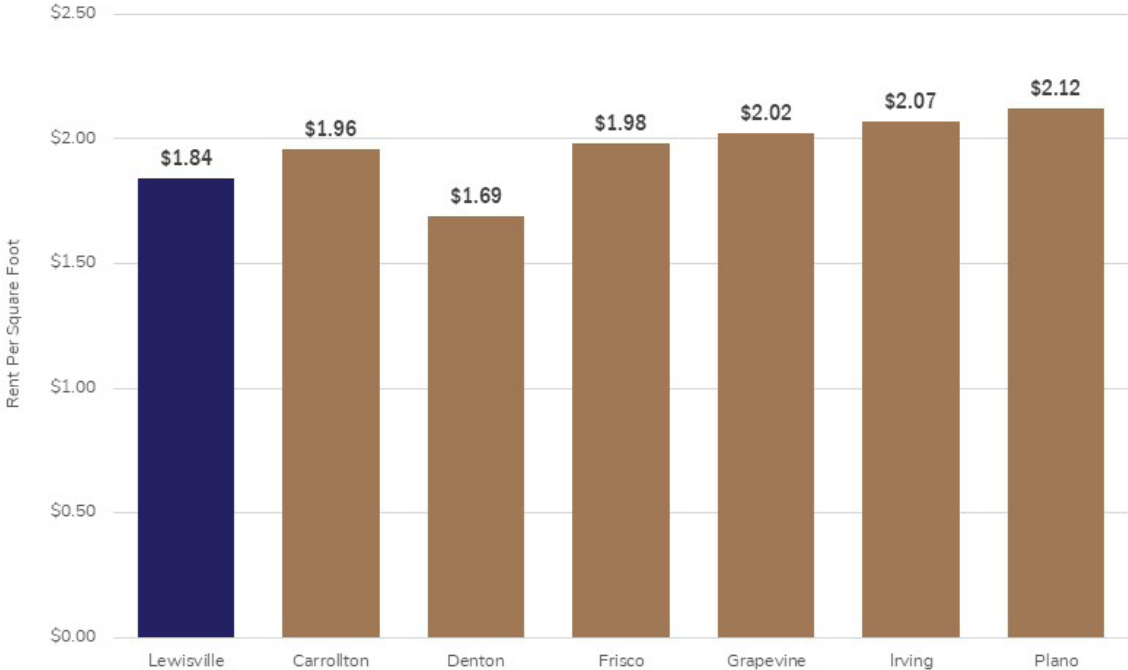
Multi-Family Residential Rent Premium for New Construction

Lewisville has the lowest rent per square foot among peer communities, aside from Denton. The rent per square foot for new development (built since 2015) in Lewisville averages \$1.84/SF. Comparable average rents for new construction in peer communities ranges from \$1.95 to \$2.12/SF.

Market rent in Lewisville has not historically supported the cost of structured parking. However, recent deliveries in the Old Town and Castle Hills neighborhoods include structured parking.

Structured parking typically requires rent of at least \$2.25/SF. Market rents therefore have resulted in some tuck-under structured parking, however some new construction developments can be seen with structured parking as the base of a building.

Fig.75: Rent Per Square Foot for Multi-Family Buildings Built 2015-Present

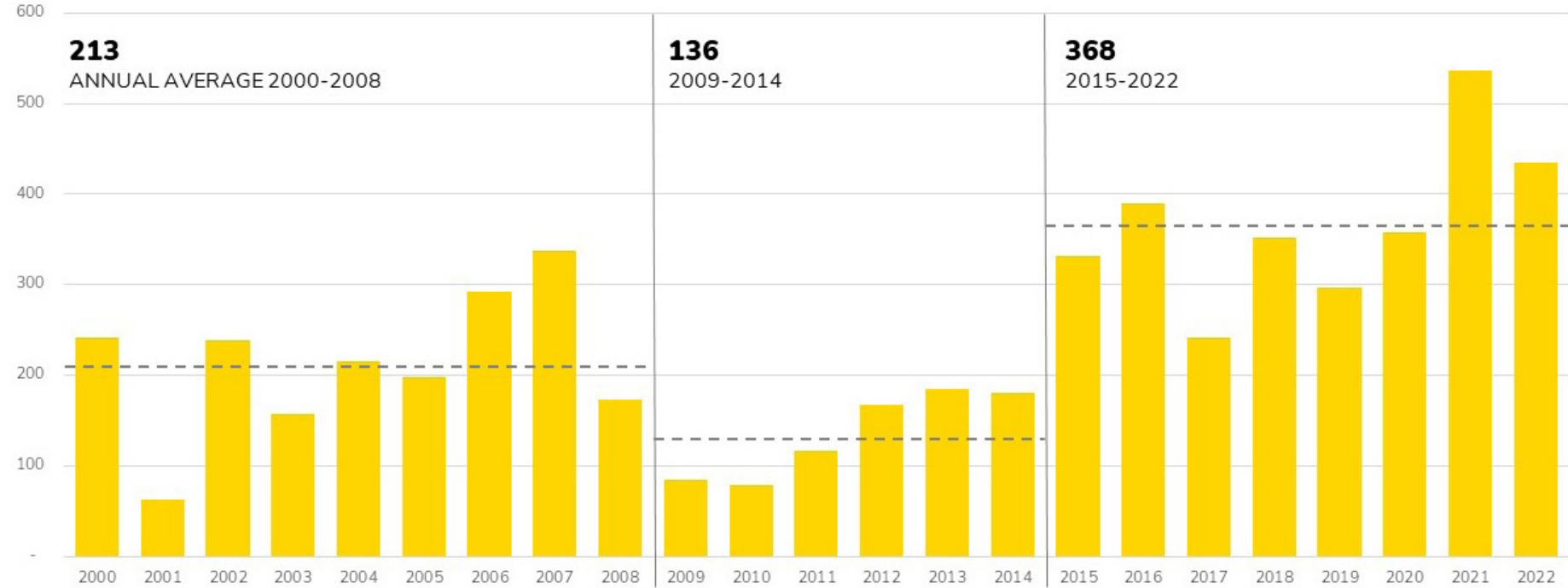


Source: CoStar, SB Friedman

Lewisville Single Family Residential Permits

New construction of single family homes in Lewisville appears to have rebounded from the 2008 recession starting in 2015. Since 2015, the City has issued an average of 368 single family residential permits annually. The 2021 spike in permits is partially attributable to the annexation of the Castle Hills neighborhood.

Fig.76: Annual Single Family Residential Permits Issued in Lewisville



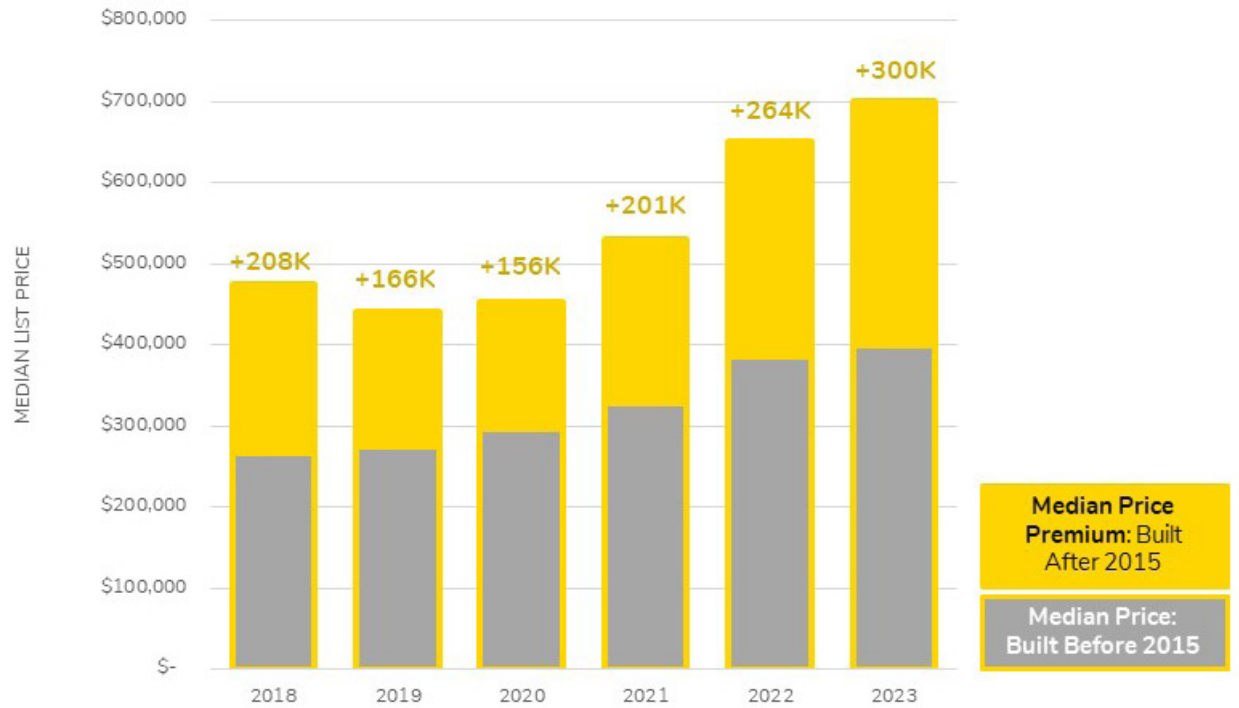
Source: CoStar, SB Friedman

Detached Residential Sales Trends

New construction has a significant price premium over older housing stock. The median list price in 2023 of homes built after 2015 is \$700,000 dollars compared to \$400,000 dollars for homes built before 2015. The price of newer homes is growing 50 percent faster than older stock, with median list price of newer houses growing 15 percent annually over the last three years.

The premium for new construction is, in part, attributable to increasing size of new construction homes. Controlling for size, the median price per square foot of single family detached homes built since 2015 increased from \$170 dollars in 2018 to \$250 dollars in 2023 (an 8.1% CAGR). The median list price per square foot of new homes in 2023 was 18.4 percent higher than the list price per square foot of homes built prior to 2015.

Fig.77: Single Family Detached List Price for Older/Newer Inventory In Lewisville



\$700k

MEDIAN PRICE OF NEW HOMES (2023)

\$400k

MEDIAN PRICE OF PRE-2015 HOMES (2023)

15%

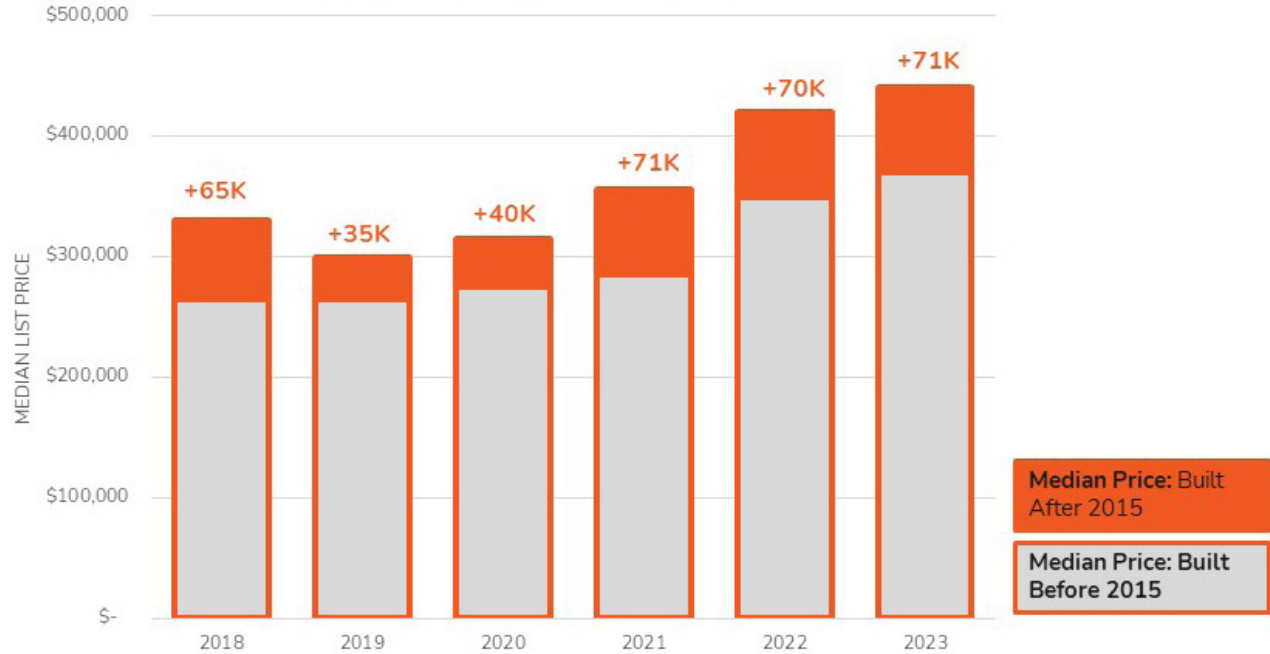
COMPOUND ANNUAL GROWTH RATE OF PRODUCT BUILT POST-2015 (2020-2023)

Source: Redfin, SB Friedman

Attached Residential Sales Trends

Single family attached home prices are much less dependent on age. According to Redfin data, newer buildings report average list prices 19 percent higher than older product. For single family attached units, older units have experienced a slightly higher growth rate than newer units over the last 3 years, growing 7 percent annually.

Fig.78: Single Family Attached List Price for Older/Newer Inventory in Lewisville



\$440k

MEDIAN PRICE OF NEW HOMES (2023)

\$370k

MEDIAN PRICE OF PRE-2015 HOMES (2023)

7%

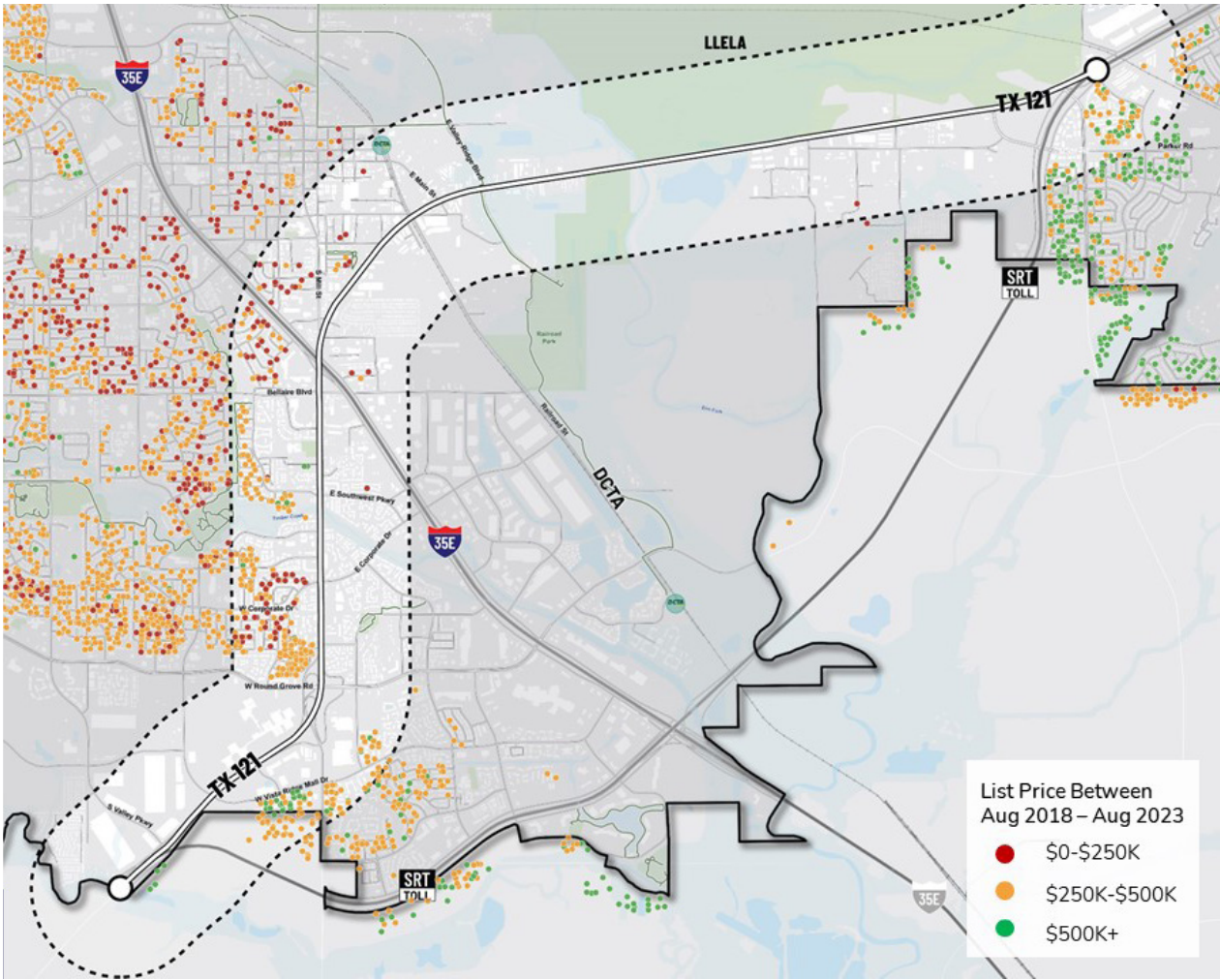
COMPOUND ANNUAL GROWTH RATE OF PRODUCT BUILT PRE-2015 (2020-2023)

Source: Redfin, SB Friedman

Residential Sales Trends for Detached Single Family Homes

Based on Redfin data from August 2018 to August 2023, the lowest list prices were reported for homes centrally located in Lewisville, while the greatest concentration of higher list prices is near Castle Hills. This distribution of price is expected based on concentrations of new development in the northeast and southwest areas of the study area.

Fig.79: Detached Single Family Residential List Prices

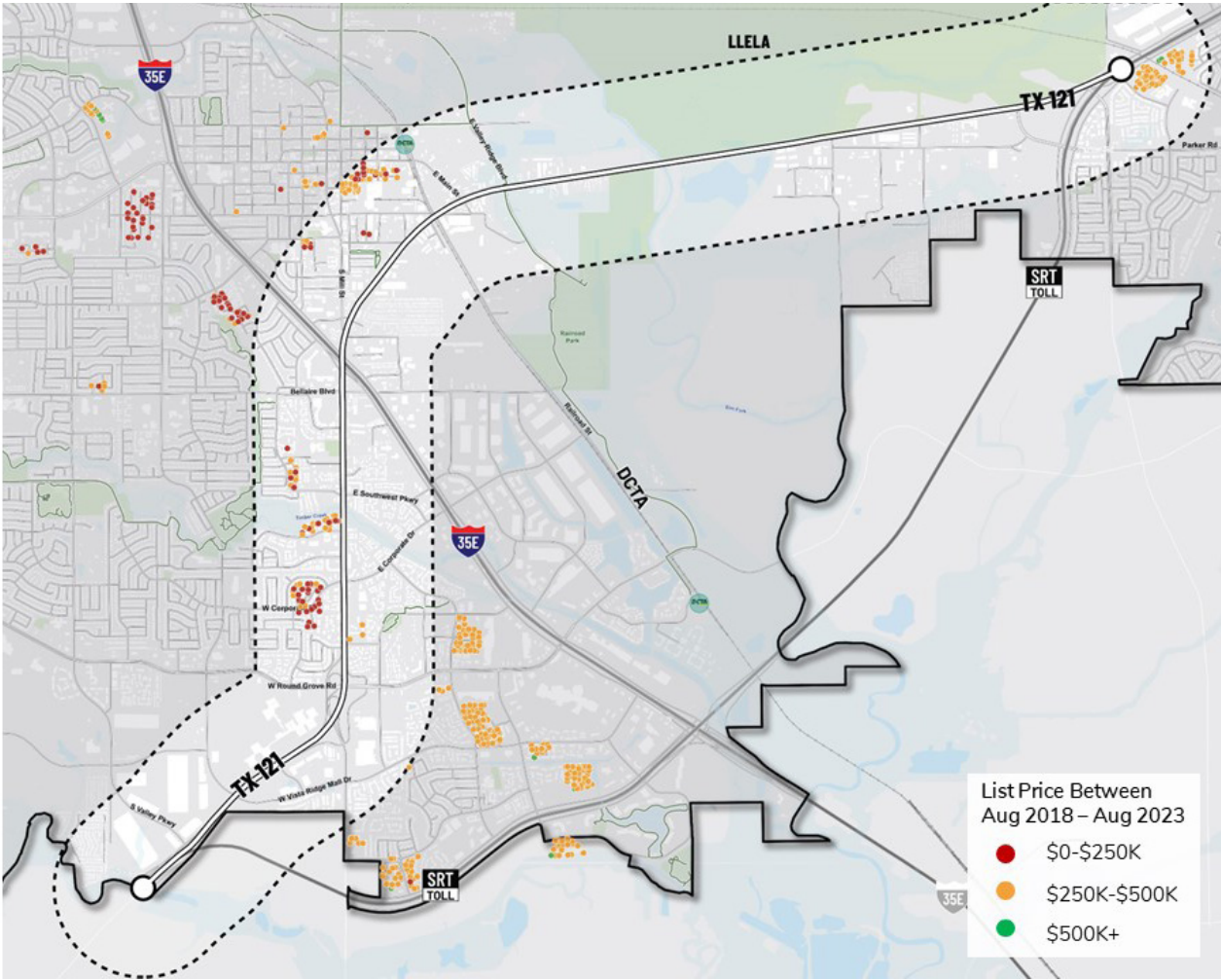


Note: Redfin data excludes some new construction sales never listed on the local MLS (e.g., McCart Drive).
Source: Redfin, SB Friedman

Residential Sales Trends for Attached Single Family Homes

List price for attached single family homes are generally lower than detached, with the lowest prices reported within the study area and near Old Town. Higher prices are reported near Castle Hills and Vista Ridge Mall.

Fig.80: Attached Single Family Residential List Prices



Source: Redfin, SB Friedman

Existing Single Family Home Inventory

The existing single family inventory ranges in age, price, and typology. Generally, newer and larger detached homes are located in northeast portion of the study area near Castle Hills. Smaller and older detached homes are located south of IH-35E within the study area. Recent construction of for-sale housing is generally consistent with the character of older product across the study area.

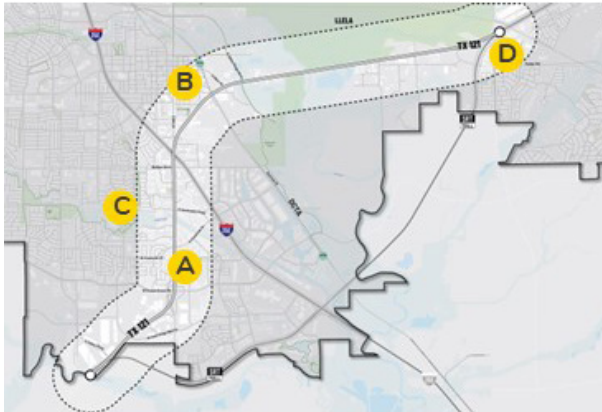
Fig.81: Existing Single Family Development in the Study Area & Reference Map



A Manors of Forestbrook
2,022 SF | 2019 YR BLT | \$496,000 (list price)



B Old Town
1,807 SF | 2017 YR BLT | \$375,000 (list price)



Reference Map



C Timberbrook Estates
1,201 SF | 1991 YR BLT | \$315,000 (list price)



D Wyndale Meadows
2,695 SF | 2017 YR BLT | \$699,000 (list price)

Source: Redfin, SB Friedman

Residential Supply Takeaways

Limited land capacity in Lewisville and the study area constrains residential growth potential.



SHARE

34%
of existing and pipeline multi-family inventory in Lewisville is in the Study Area



DELIVERIES

576 multi-family units
delivered in the Study Area since 2015



RENT

\$1.90 - \$2.04/SF
average rent for multi-family units built in the Study Area since 2015



SCALE

60-350 units
per project for recent new multi-family developments in the Study Area



PRICE - DETACHED

\$700,000¹
median list price for detached single-family homes built since 2015 in Lewisville



PRICE - ATTACHED

\$440,000
median list price for attached single-family homes built since 2015 in Lewisville

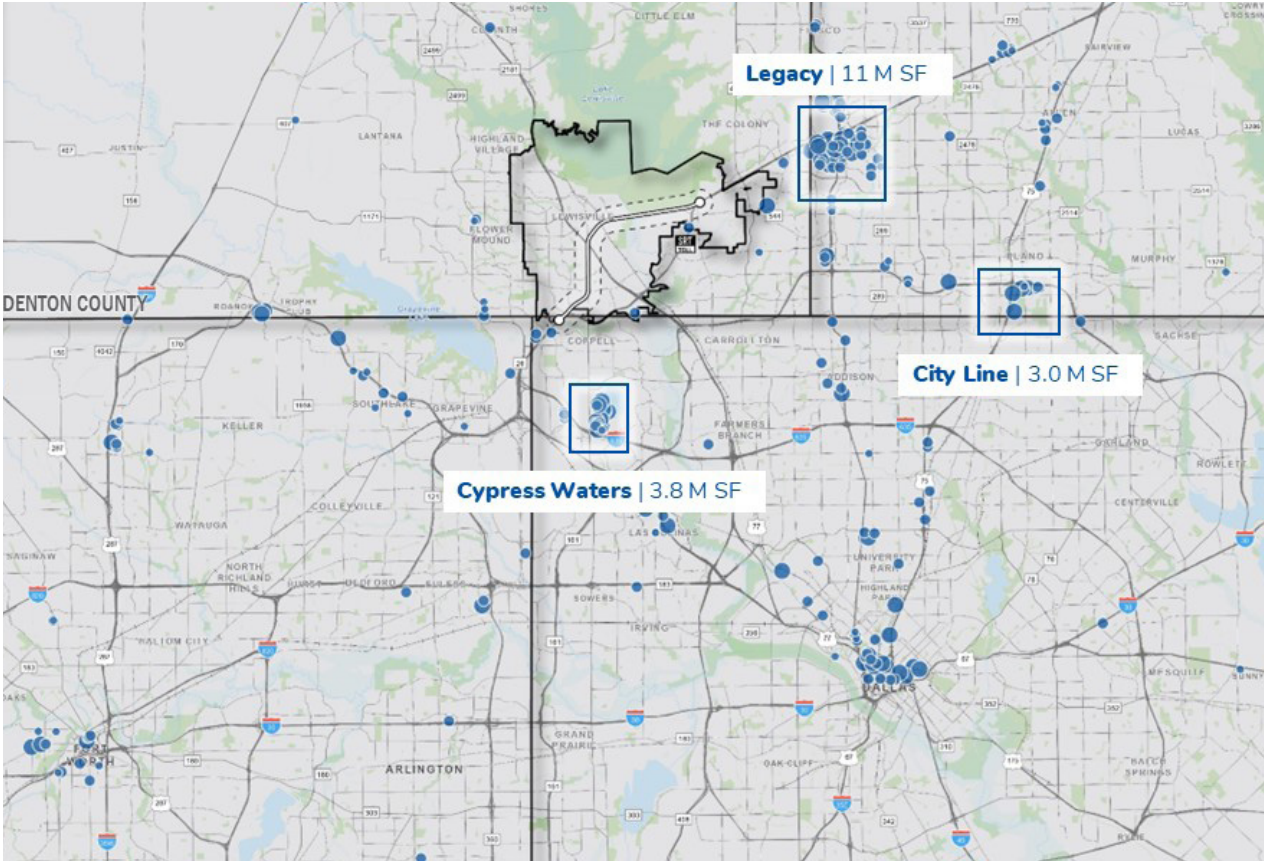
[1] Median list price for detached single-family homes without Castle Hills was \$675,000 during the same timeframe.

Office

Regional Office Comparison

There is limited Class A office space in Lewisville, but three Class A office clusters are located nearby: Legacy in Plano, City Line in Richardson, and Cypress Waters in Dallas. Together these clusters contain nearly 18 million square feet of space.

Fig.82: Regional Office Market



Source: CoStar, SB Friedman

Capture of New Office in the Study Area

The Business 121 Corridor Plan study area contains approximately 30 percent of the existing office inventory in Lewisville. The majority of the office space was built prior to 2015 and is located within the Convergence Office Park. Small professional office space exists closer to the intersection of Business 121 and IH-35E.

The study area has captured a modest share (19%) of new office construction in Lewisville. There is very limited, 0.4 Million square feet, office in the pipeline. Approximately 47 percent of the pipeline office city-wide is located within the study area. The relatively high capture rate is primarily due to one large project in the pipeline and the limited new development of office space in Lewisville overall.

Fig.83: Study Area Capture Rates

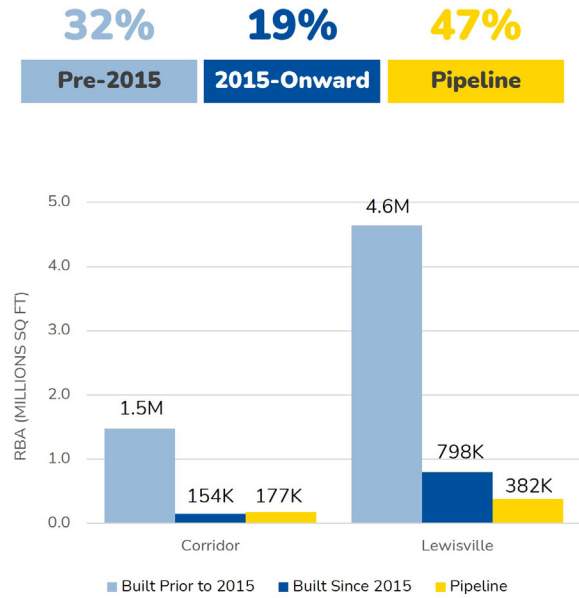
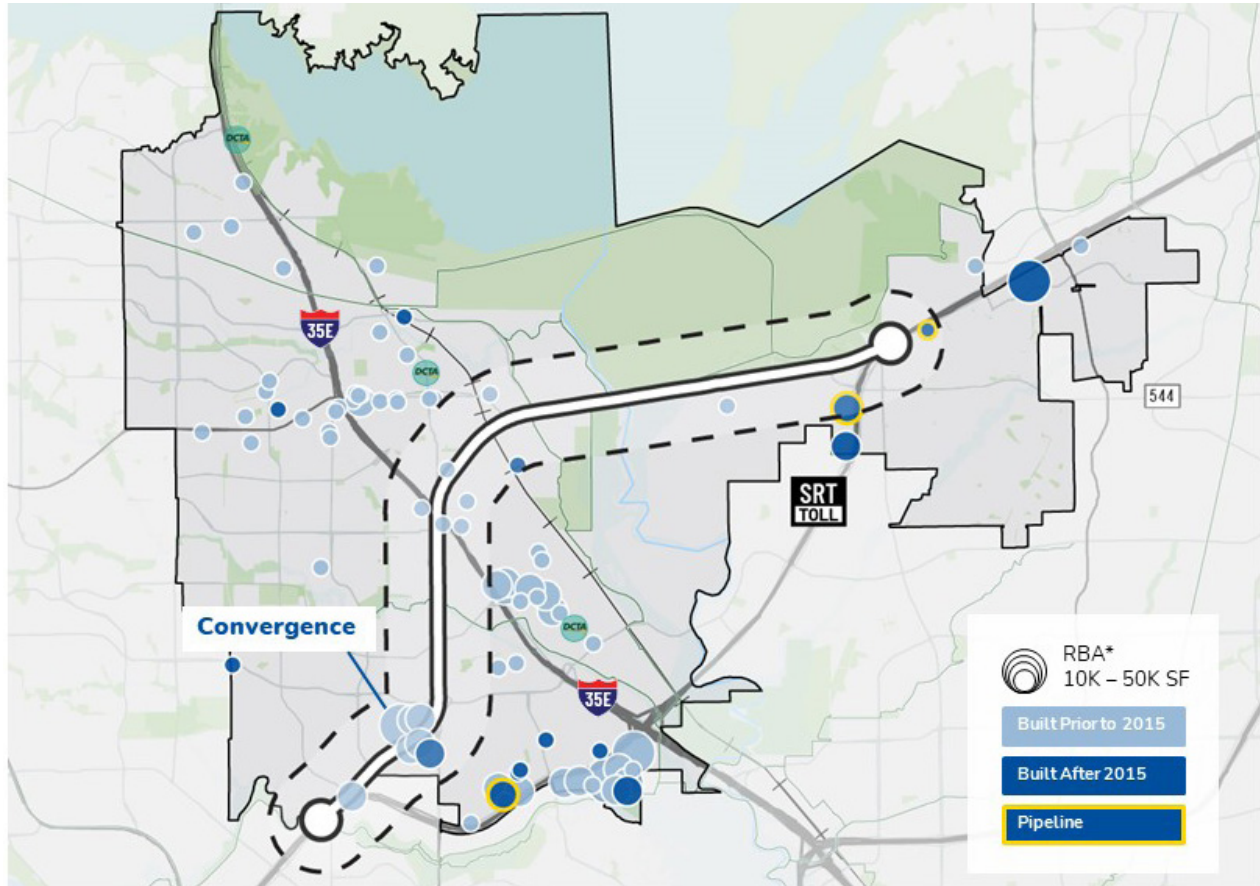


Fig.84: Local Office Supply by Year Built

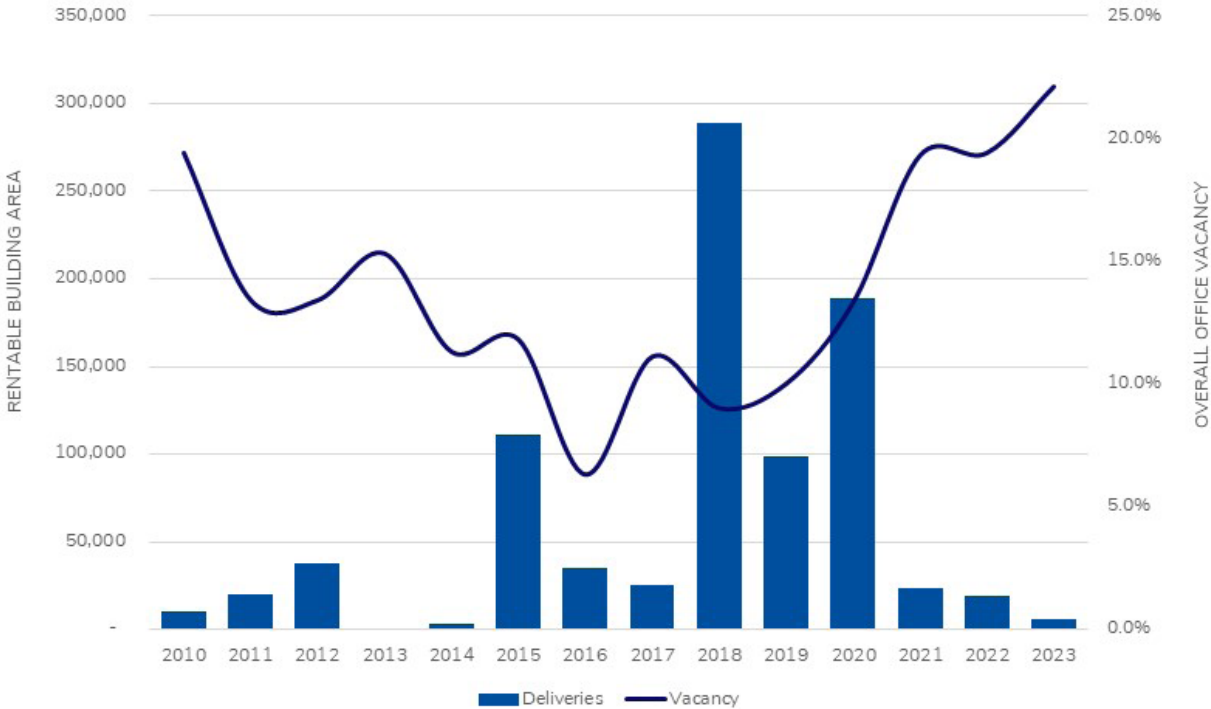


*Rentable Building Area
Source: CoStar, SB Friedman

Office Deliveries

Office deliveries and vacancy rates in Lewisville match national trends, with a large spike in new inventory leading up to 2020 and a precipitous fall following the onset of the COVID-19 pandemic. During the period from 2018-2020, Lewisville averaged 200k square feet of development annually and maintained a vacancy rate at or below 10 percent. Since the pandemic, vacancy has steadily risen peaking at a 10-year high in 2023 at 22 percent.

Fig.85: Office Deliveries and Vacancy in Lewisville



Source: CoStar, SB Friedman

Existing Office Inventory in Lewisville

The existing office stock is primarily small class B and C professional and medical space.

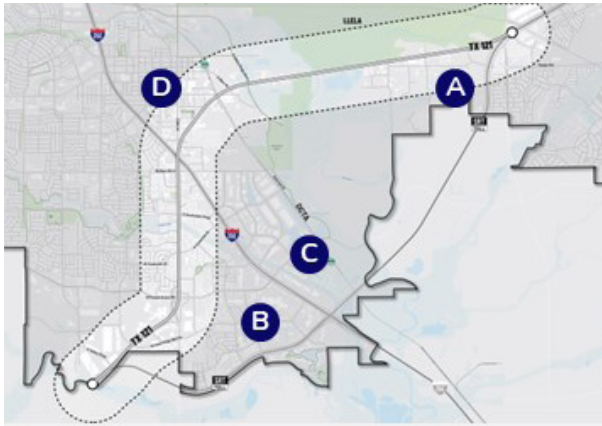
Fig.86: Office Development in the Study Area & Reference Map



A Crowne Center I
104,713 SF | 2020 YR BLT | \$24/SF NNN



B Vista Ridge Rockbrook Office Park
28,199 SF | 2011-16 YR BLT | \$30/SF MG



Reference Map



C Hebron Parkway
SF varies | 2020-23 YR BLT | \$22/SF NNN



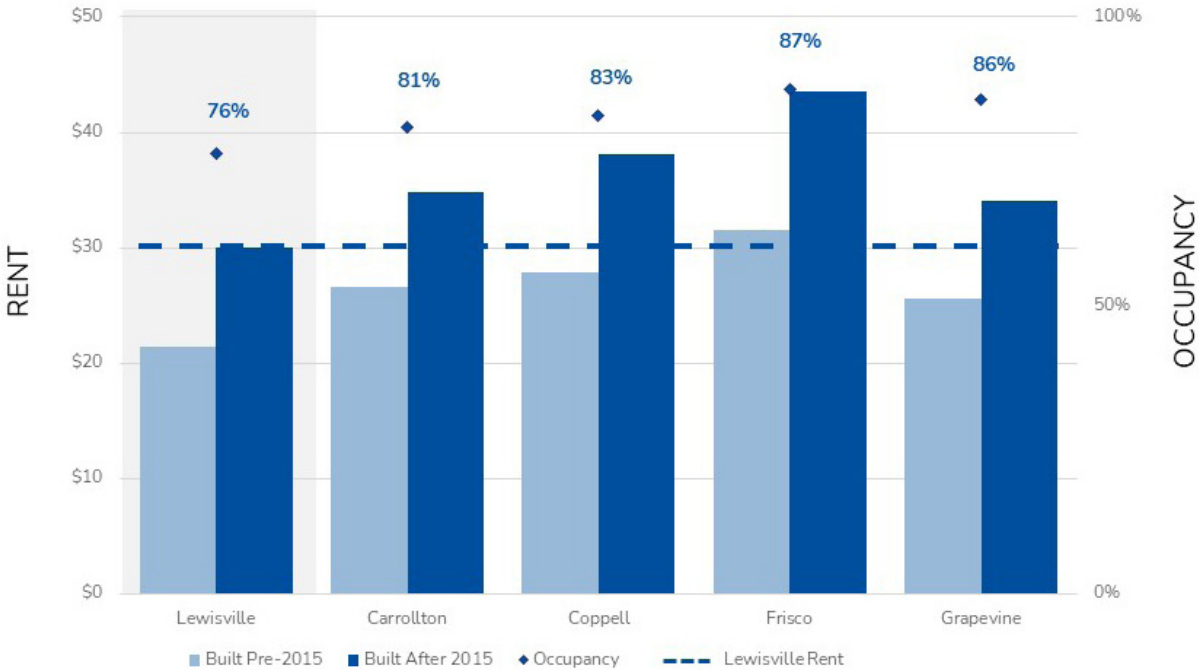
D 273 Church St
4,533 SF | 2022 YR BLT | \$17.50/SF NNN

Source: CoStar, SB Friedman

Performance of Office in Peer Markets

Office rents and occupancy are lower in Lewisville than peer markets. Lower rent and higher vacancy is in part attributable to absence of Class A office in Lewisville. In a high-vacancy environment regionally, leasing can be particularly challenging for non-peak markets. There has been a national trend toward tenants seeking highly amenitized Class A office that is more likely to attract employees back to the workplace than legacy office.

Fig.87: Office Rent and Occupancy in Peer Markets



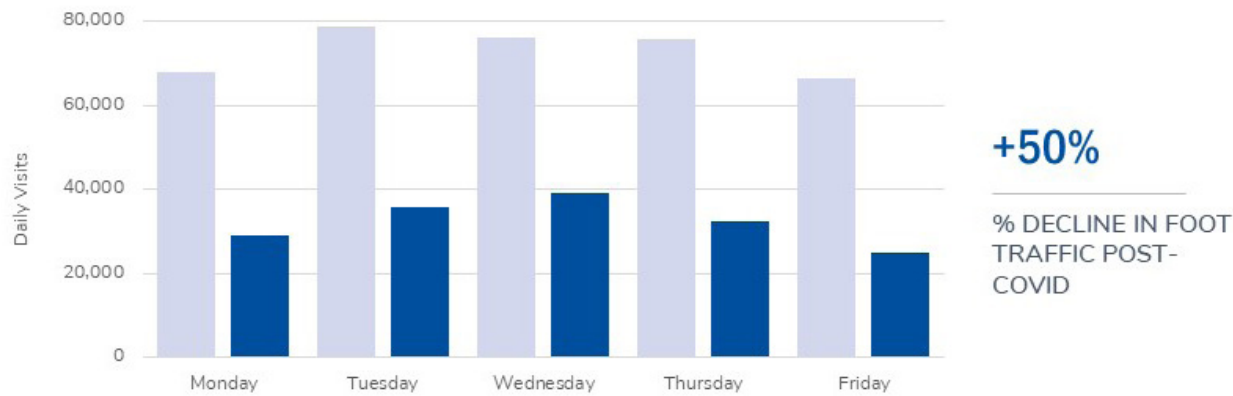
Source: CoStar, SB Friedman

Daily Visits to Office Parks

Office foot traffic remains substantially below pre-pandemic levels at Lake Vista Office Center, while foot traffic in other office centers has recovered. Foot traffic data from the Gaylord Parkway Office Center shows a slight decline in visitors on Monday and Friday, but foot traffic is consistent with pre-pandemic levels the remainder of the week.

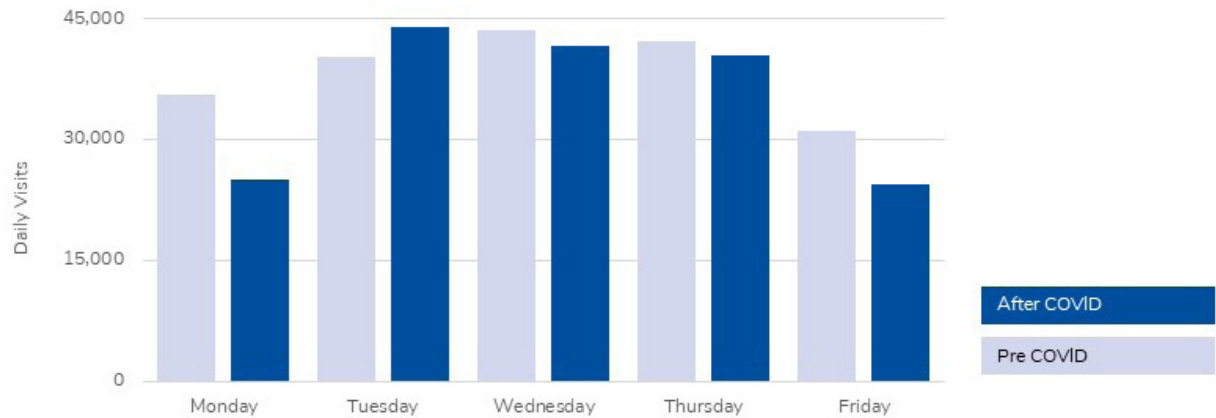
The Gaylord Parkway Office Center recovery is consistent with market interviews which suggested Class A buildings will have a competitive advantage when attracting and retaining tenants. The phenomenon has been described as the “flight to quality.”

Fig.88: Daily Visitors to Lake Vista Office Center, Lewisville



Source: Placer AI, SB Friedman

Fig.89: Daily Visitors to Gaylord Parkway Office Center, Frisco



Source: Placer AI, SB Friedman

Office Supply Takeaways

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



SHARE

31%
of existing and pipeline office inventory in Lewisville is in the Study Area



DELIVERIES

150K SF
of office delivered in the Study Area since 2015



RENT

\$19.27
per square foot within the Study Area, which is lower than the wider Lewisville market rent



OCCUPANCY

76%
occupied office space within the Study Area, which is lower than other regional competitive markets

Retail

Study Area Capture of New Retail

The Business 121 corridor study area contains approximately 20 percent of the existing retail inventory in Lewisville. The majority of the retail space was constructed prior to 2015 and is located south of IH-35E within the study area.

The vast majority of the retail space in Lewisville is located around Vista Ridge Mall, southeast of the study area. New retail construction is spread across Lewisville with concentrations of new construction along Round Grove Rd in the southwest and associated with Castle Hills in the northeast. While the study area is set to capture 55 percent of pipeline retail, there is very little retail in the pipeline citywide.

Fig.90: Study Area Retail Capture Rate

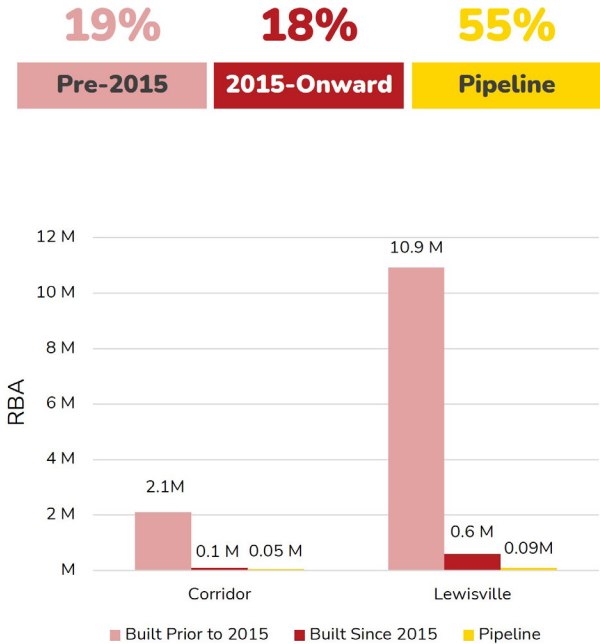
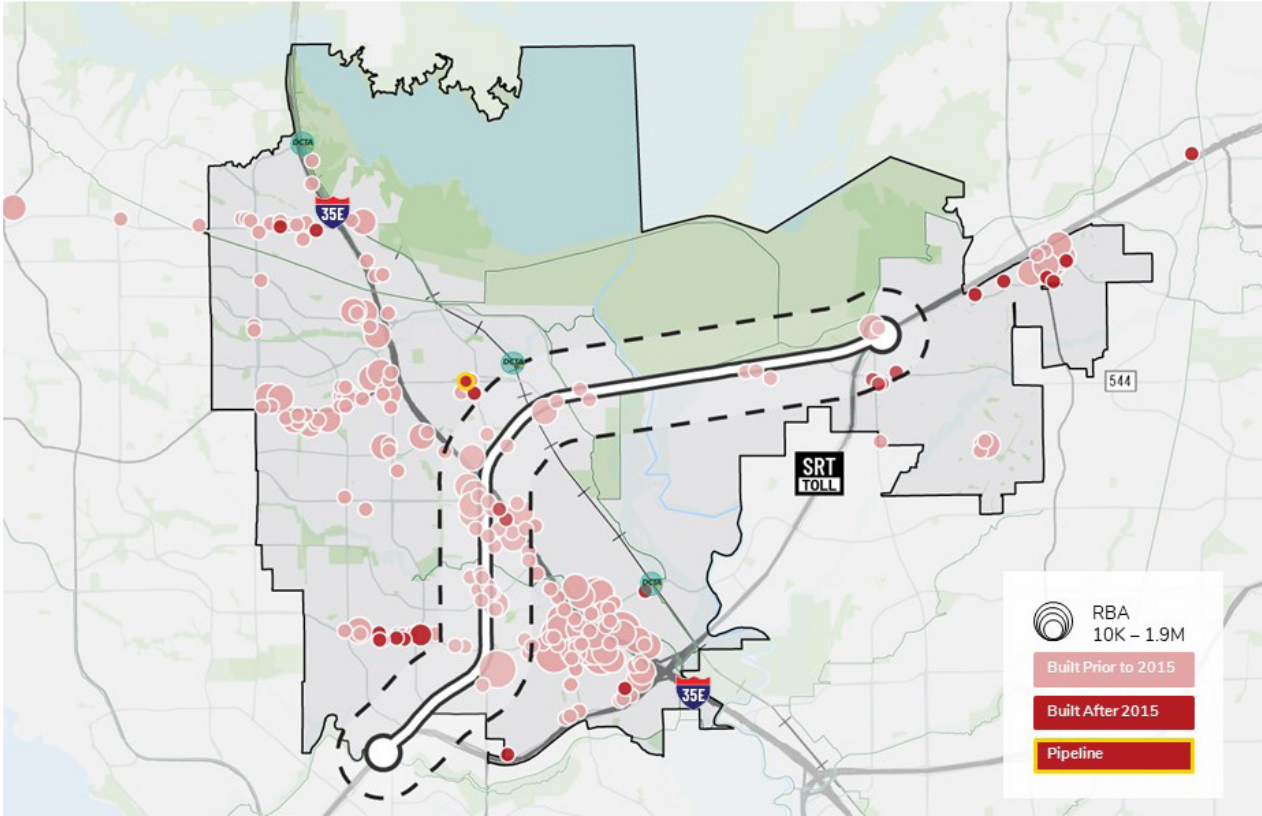


Fig.91: Study Area Retail Stock

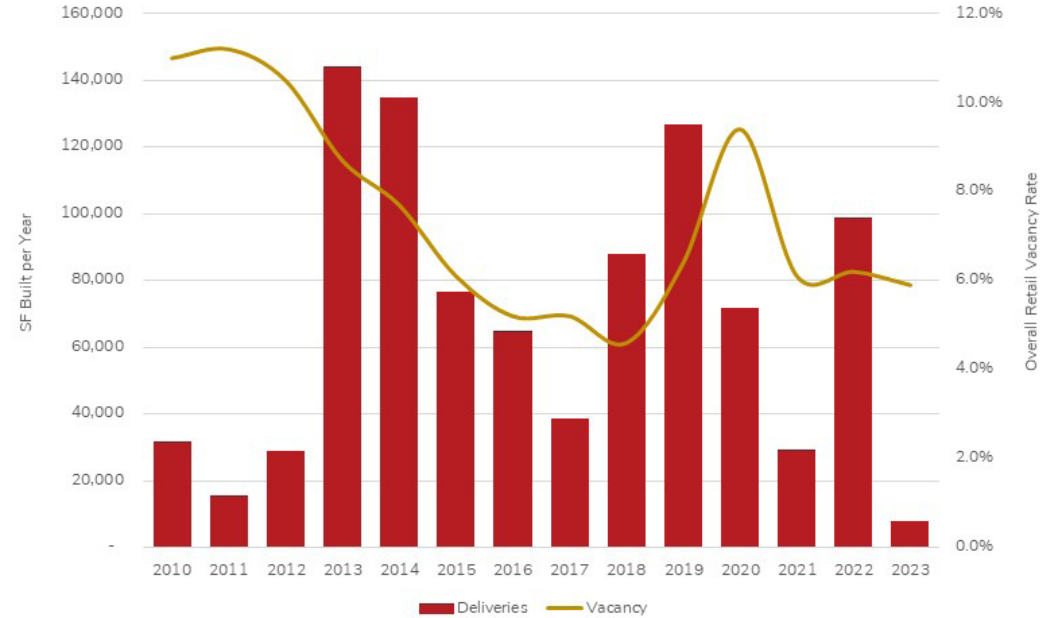


Source: CoStar, SB Friedman

Retail Deliveries in Lewisville

Lewisville retail occupancy remains strong (<6%) despite adding over 600k square feet since 2015. The low vacancy rate benefits from some substantial retail spaces within shopping centers being re-purposed for non-retail uses (e.g., churches).

Fig.92: Retail RBA Built Per Year in Lewisville



Sources: CoStar, SB Friedman

Retail Typologies

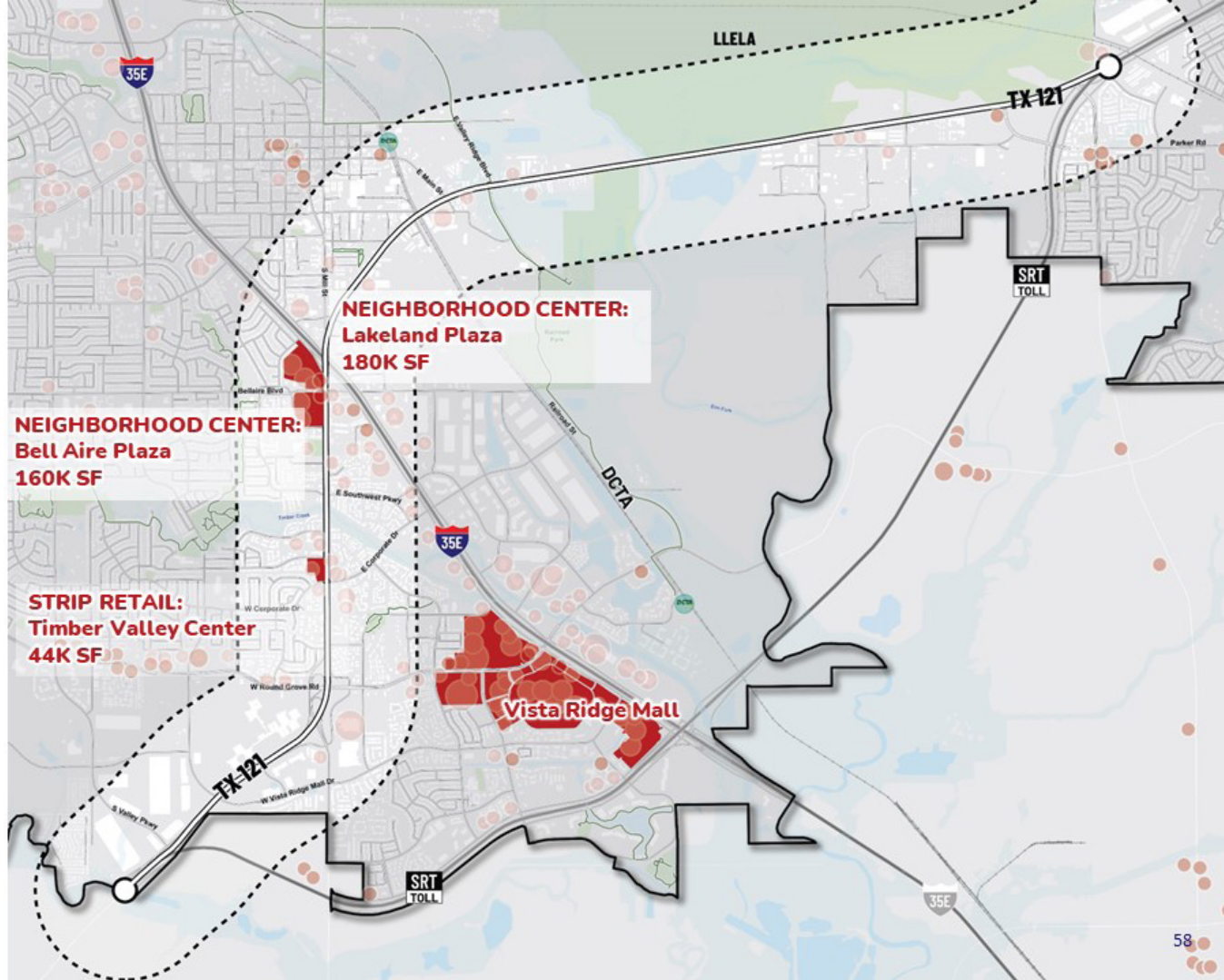
Retail clusters in and near the study area can be broadly typologized into three major categories: community centers, neighborhood centers, and freestanding/strip retail. Centers are classified based on characteristics including total square feet, number of anchors, diversity of retail types, and the size of the trade area that retailers service.

<p>MALL & LIFESTYLE CENTER</p>	<p>HYBRID</p>	<p>REGIONAL RETAIL CLUSTERS</p>	<p>NEIGHBORHOOD CENTER</p>
<p>REGIONAL OR SUPER-REGIONAL MALL</p> <ul style="list-style-type: none"> - Typically enclosed - Anchored by 2+ full-line department stores <p>~400,000-1,000,000+ SF</p>	<p>HYBRID OF LIFESTYLE CENTER AND POWER/COMMUNITY CENTER</p>	<p>POWER CENTER</p> <ul style="list-style-type: none"> - 2+ Category-Dominant freestanding anchors of ~100,000+ SF <p>~1M+ SF</p>	<ul style="list-style-type: none"> - 1+ Grocer anchors of ~50,000 SF + - Additional supporting retail <p>~100,000-700,000 SF</p>
<p>LIFESTYLE CENTER</p> <ul style="list-style-type: none"> - Upscale national-chain specialty stores - Dining and entertainment - Outdoor setting <p>~250,000-500,000SF</p>		<p>COMMUNITY CENTER</p> <ul style="list-style-type: none"> - 1+ Category-Dominant freestanding anchors of ~100,000+ SF <p>OR</p> <ul style="list-style-type: none"> - 1+ Grocer anchors of ~50,000+ SF and additional smaller category dominant retailers <p>~200,000-500,000 SF</p>	<p>FREESTANDING/STRIP RETAIL</p> <ul style="list-style-type: none"> - Small convenience center with goods and services - Limited trade area <p>5,000-150,000 SF</p>
			<p>DOWNTOWN/EXPERIENTIAL</p> <ul style="list-style-type: none"> - Mixed-Use - Ground-floor retail - Walkable pedestrian environment <p>VARIES</p>

Retail Centers

There are three existing retail centers within the study area: Lakeland Plaza, Bellaire Plaza, and Timber Valley Center. Lakeland and Bellaire Plazas are considered “neighborhood centers” despite having footprints more indicative of a “community center.” This is due to the presence of office space and lack of major retail anchors. Timber Valley Center is a considered free standing/strip retail center due to its size and limited trade area.

Fig.93: Retail Centers



Source: CoStar, SB Friedman

Retail Profile: Lakeland Plaza



LAKELAND PLAZA

Center Typology	Neighborhood Center
Total Inventory	181,154 SF
Vacant Space (%)	25,051 (13.8%)
Average Rent	\$14.23/SF NNN
Monthly Visits [1]	81,800
Select Tenant	Electric Cowboy, Thrift City, Planet Fitness

Source: CoStar, Placer AI (accessed Fall 2023), SB Friedman [1] For entire property highlighted in red in Figure 94.

Lakeland Plaza Analytics

Placer AI was used to assess foot traffic to Lakeland Plaza from December 2022 to November 2023. Key findings include:

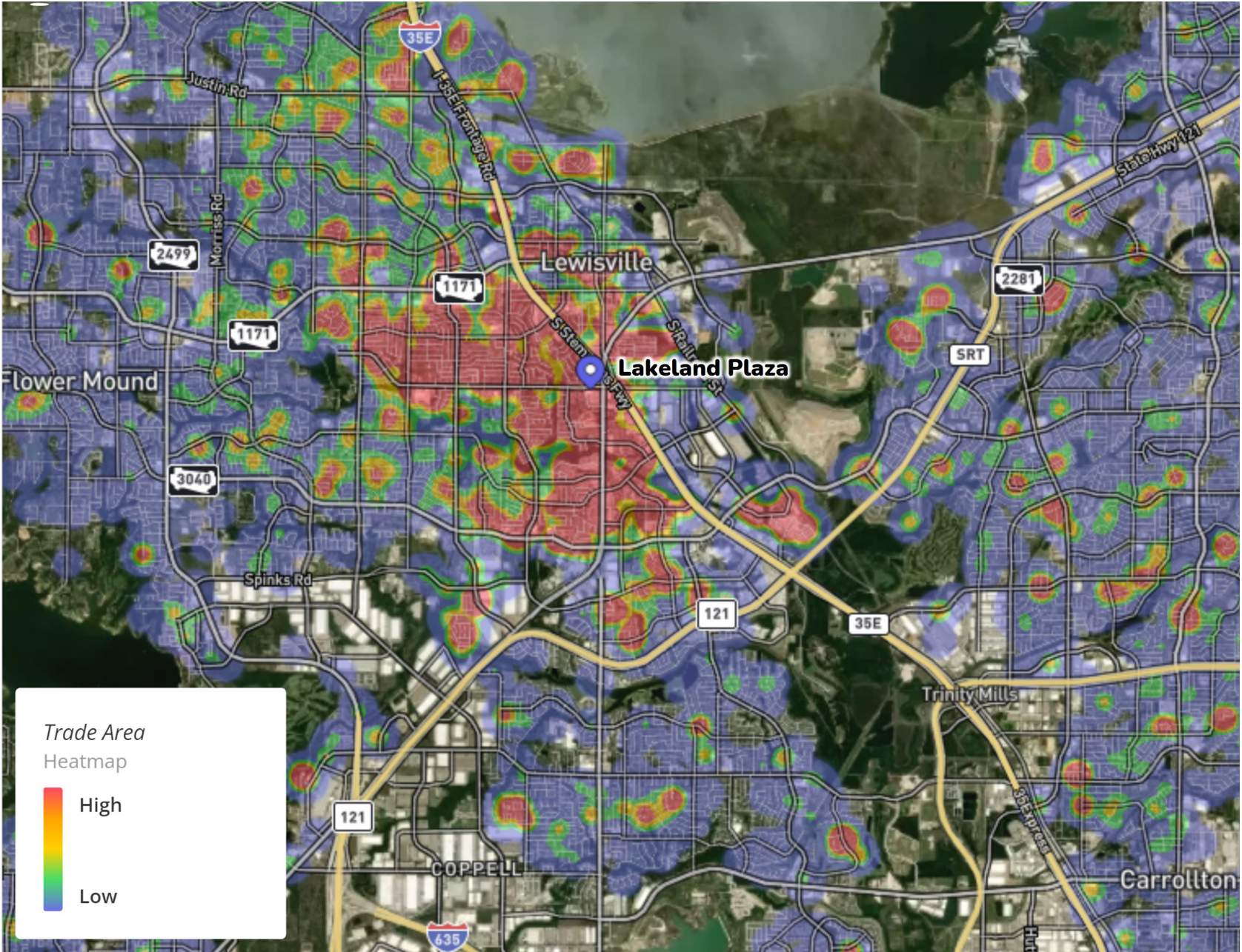
- Average duration of visit was 99 minutes
- Top tenants were Planet Fitness (227.9k visits), Aaron’s (25.7k visits), and Napa Auto Parts (19.8k visits)

The trade area for Lakeland Plaza, where shoppers come from, is relatively small. Visitors to the shopping center almost exclusively come from other locations along Business 121 or in the adjacent neighborhoods.

Fig.94: Lakeland Plaza Plan View



Fig.95: Lakeland Plaza Trade Area Heat Map



Source: Placer AI, SB Friedman

Retail Profile: Bellaire Plaza



BELLAIRE PLAZA

Center Typology	Neighborhood Center
Total Inventory	159,497 SF (60,370 SF occupied by Valley Creek Church)
Vacant Space (%)	26,382 (26.6% of available office/retail)
Average Rent	\$8.72/SF
Monthly Visits [1]	35,800
Select Tenant	Majestic Event Centers, City Coin Laundry, T's Bar and Grill, Luci's

Source: CoStar, Placer AI (accessed Fall 2023), SB Friedman [1] For entire property highlighted in red in Figure 96.

Bellaire Plaza Analytics

Placer AI was used to assess foot traffic to Bellaire Plaza from December 2022 to November 2023. Key findings include:

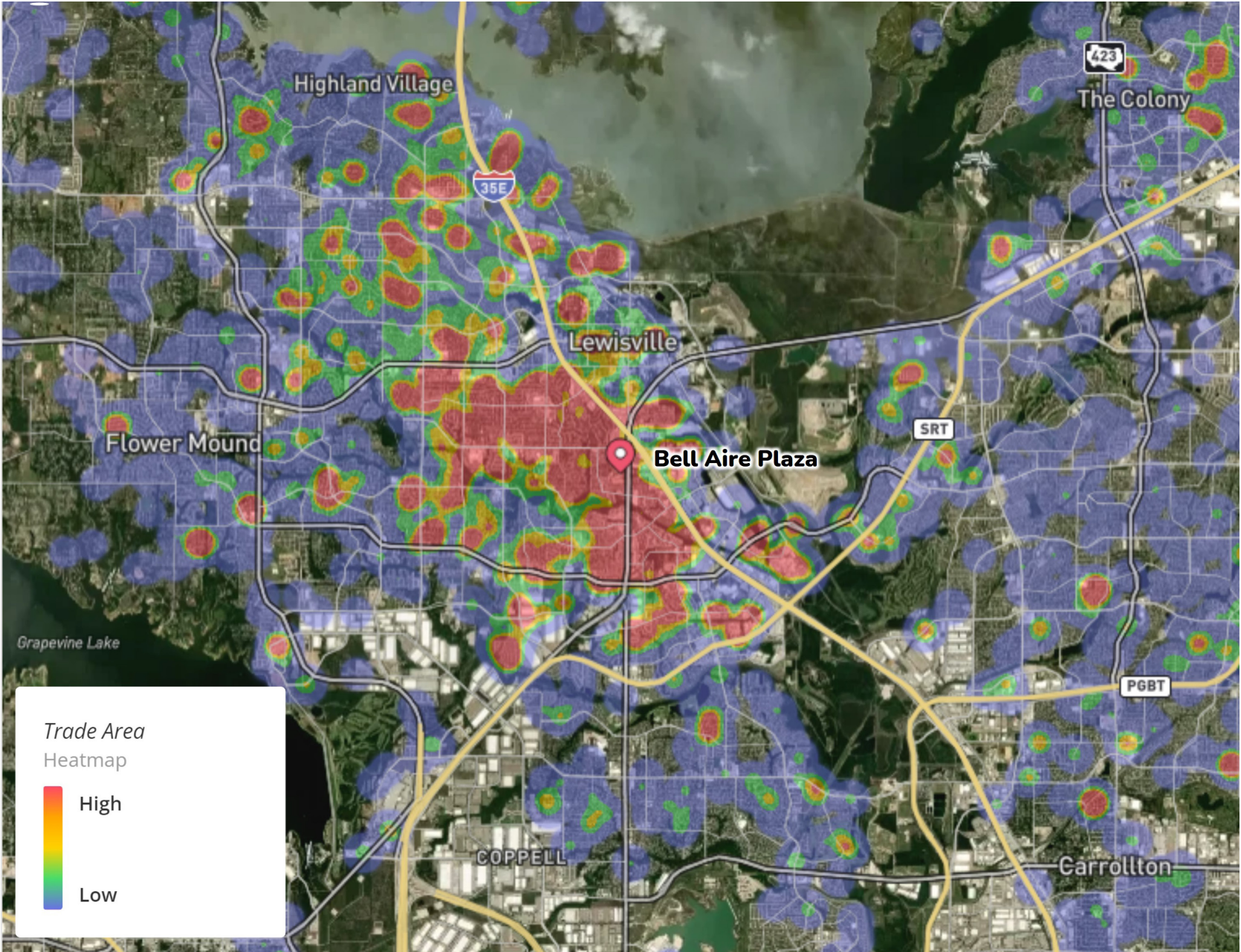
- Average dwell time: was 83 minutes
- Top tenants were 7-Eleven (48.3k visits), Burger King (26.9k visits), and Taco Bell (25.4k visits)

Like the Lakeland Plaza, Bellaire Plaza is primarily attracting customers from the immediately surrounding neighborhoods, especially those west of the study area. The owner of the center is Kroger and rent is \$8-13/ square feet NNN.

Fig.96: Bellaire Plaza Plan View



Fig.97: Bellaire Plaza Trade Area Heat Map



Source: Placer AI, SB Friedman

Retail Profile: Timber Valley Center



TIMBER VALLEY CENTER

Center Typology	Free Standing/Strip Retail
Total Inventory	44,552 SF
Vacant Space (%)	0 (0%)
Average Rent	\$14.00/SF
Monthly Visits [1]	34,300
Select Tenant	Pho One, Kabayan Filipino Store & Cafe

Source: CoStar, Placer AI (accessed Fall 2023), SB Friedman
[1] For entire property highlighted in red in Figure 98.

Fig.98: Timber Valley Center Plan View



New Retail In and Around Study Area

New development is predominately standalone or strip retail, most of which is built-to-suit for specific retailers. New retail development within the study area is auto-oriented and is dependent on on-site surface parking.

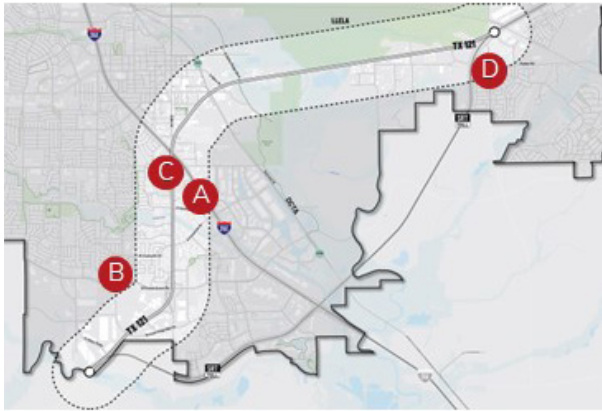
Fig.99: Retail Development in the Study Area & Reference Map



A 1515 S Stemmons Fwy - Lewisville Autoplex
37,000 SF | 2019 YR BLT



B 771 W Round Grove Rd
Edmond Plaza East & West
15,600 SF | 2015 YR BLT | \$20-24 NNN



Reference Map



C 1165 S Stemmons Fwy (Scooter's Coffee)
3,885 SF | 2022 YR BLT



D 615 FM 2281
11,189 SF | 2018 YR BLT | \$29 NNN

Source: CoStar, SB Friedman

Retail Supply Takeaways

New investment in the study area is predominantly single tenant, single use retail.



SHARE

19%
of existing and pipeline retail inventory in Lewisville is in the Study Area



DELIVERIES

105K SF
of retail space delivered in the Study Area since 2015



TPOLOGY

Single Tenant
and single use buildings make up majority of new inventory



BUSINESSES

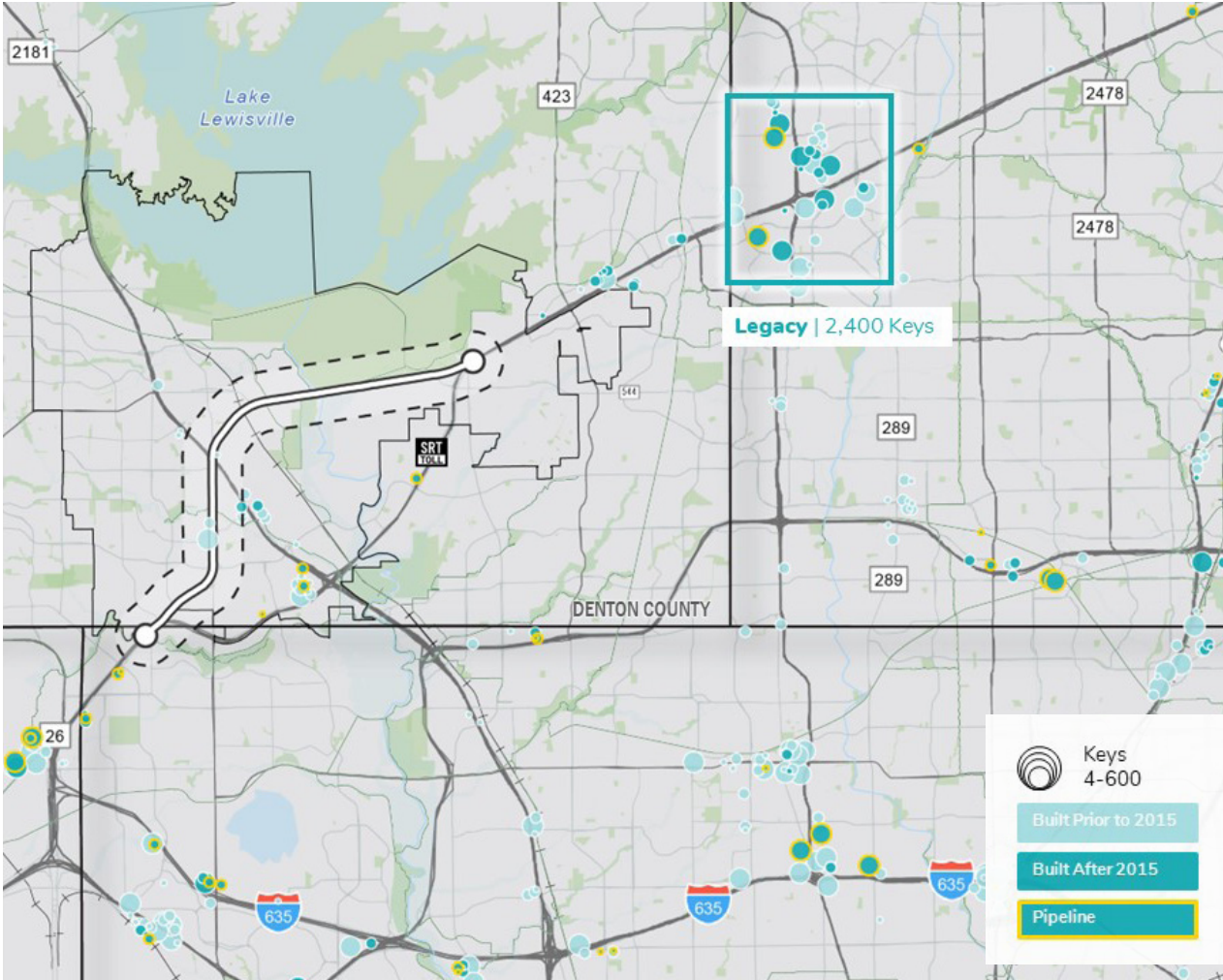
100+
retailers located within the Study Area

Hospitality

Regional Hotel Comparison

The majority of new hospitality inventory is located in the Frisco cluster to the northeast of Lewisville. The pandemic has led to a difficult underwriting environment for hotels, limiting the near-term development potential outside of the strongest markets. Hotels typically co-locate and are near interstate exits or major office parks.

Fig.100: Regional Hospitality Market



Source: CoStar, SB Friedman

Study Area Capture of New Hospitality

The Business 121 corridor study area contains approximately 32 percent of the existing hospitality inventory in Lewisville. The City has only had two hotels built since 2015, one of which was within the study area.

There are multiple pipeline projects within the Vista Ridge Mall and surrounding areas.

Fig.101: Study Area Capture Rates

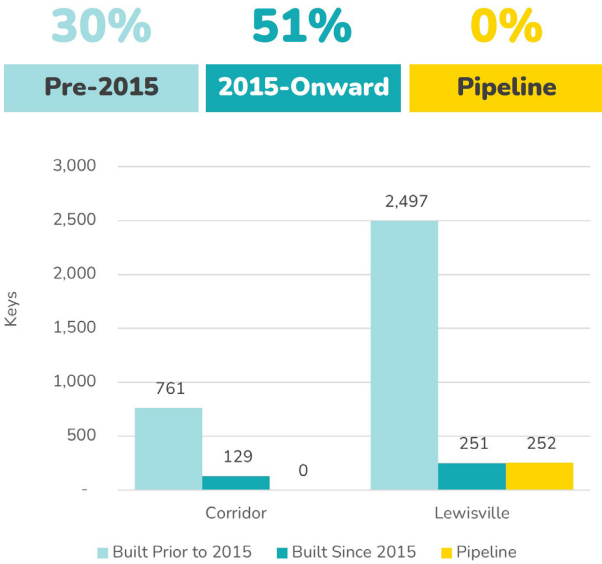
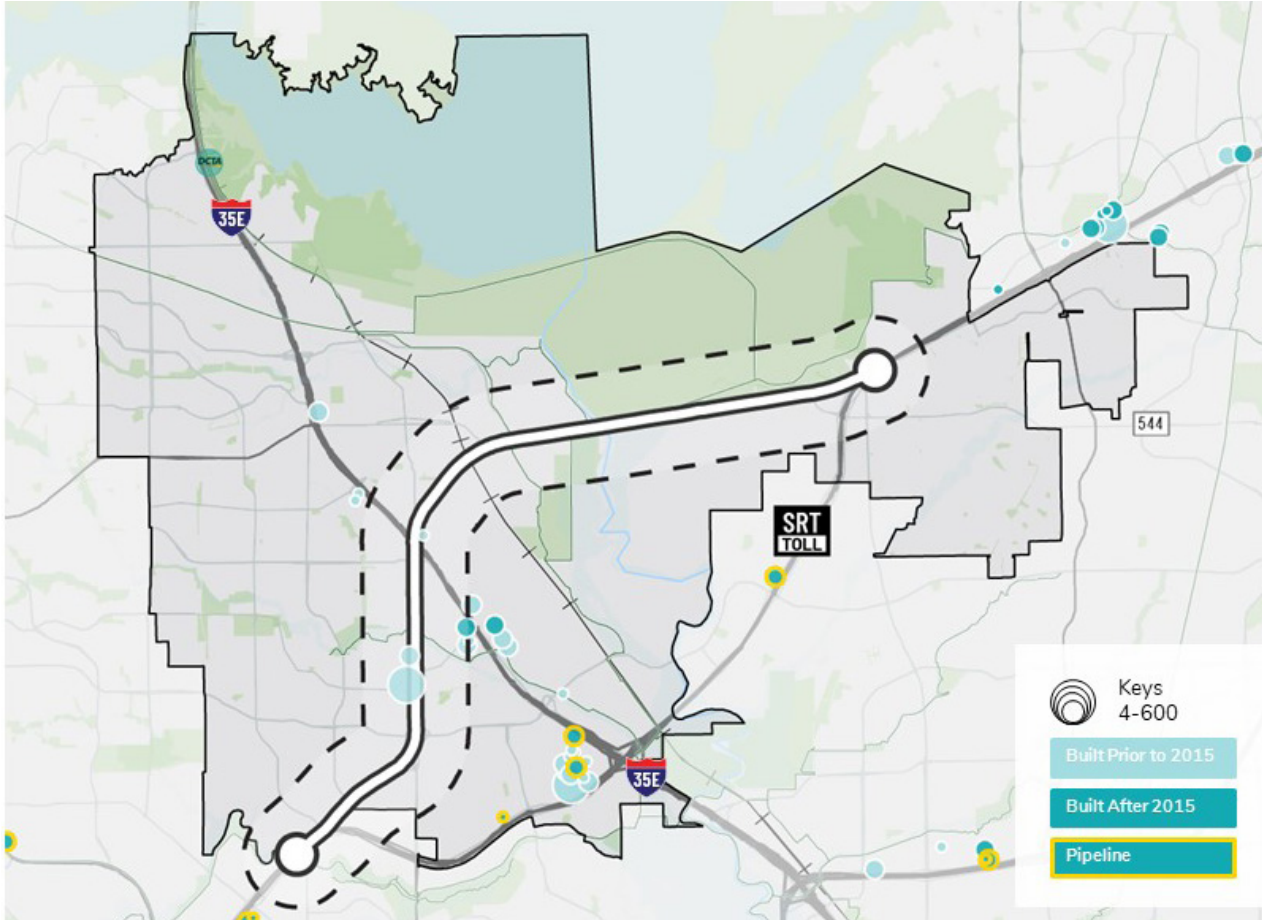


Fig.102: Hospitality in the Study Area



Source: CoStar, SB Friedman

Existing Hospitality In Study Area

The existing hospitality inventory was mostly constructed in the 1990s and represent economy or midscale product types. The largest hotel in Lewisville, the Budget Suites of America, is located in the study area and contains 424 rooms. Multiple hotels in the study area are dual purpose and also serve as transitional or longer-term housing for some residents.

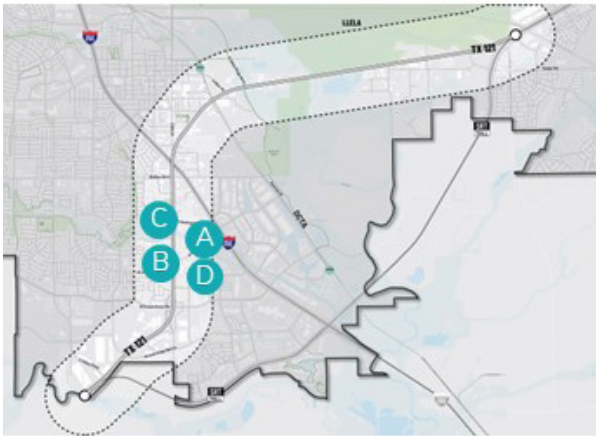
Fig.103: Hospitality Development in the Study Area & Reference Map



A La Quinta Inns & Suites
129 Keys | 2019 YR BLT | Upper Midscale



B Budget Suites of America
424 Keys | 1999 YR BLT | Economy



Reference Map



C InTown Suites Lewisville
121 Keys | 1996 YR BLT | Economy



D Best Western Plus
64 Keys | 1998 YR BLT | Upper Midscale

Source: CoStar, SB Friedman

Hospitality Supply Takeaways

The near-term potential for growth of hospitality uses in the study area is limited due to market conditions and distance from interstate.



SHARE

19%
of existing and pipeline
hospitality inventory in
Lewisville is in the Study
Area



DELIVERIES

129 keys
have been added within the
Study Area since 2015



REGION

2,400 keys
exist nearby in Legacy,
indicating significant market
draw limiting near-term
potential of hotel development
in the Study Area

Corridor-Wide Conclusions

Mobility Key Takeaways

- **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 and pathways.
- **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 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.



Elements that impact pedestrian safety and comfort include placement of pedestrian signals and alignment of curb ramps.



The roadway geometry of Mill St results in long crossing distances for pedestrians.



The Corporate Drive area features a high number of driveways; many signalized intersections have a driveway within 250 feet, posing potential safety and traffic flow issues.

Local Market

Key Takeaways

- **Multi-family residential has a strong growth market, however its is limited by land capacity.** New multi-family should be targeted near Old Town and infill locations.
- **For sale residential has a strong market performance, particularly for detached housing.** There are opportunities for creative redevelopment of shopping centers.
- **There is substantial new investment in industrial development across the corridor.** The priority moving forward needs to be compatibility with other uses and job generation.
- **There is very limited near-term office potential due to economic downturn.**
- **The majority of new retail investment is predominately single tenant, single use retail.** The priority should be on activating existing retail centers.
- **Hospitality has limited near-term opportunities due to market conditions and distance from IH-35E.**

Character & Built Form

Key Takeaways

- **Business 121 is a gateway to Lewisville, but corridor aesthetics fail to establish a defining character. For many, Business 121 is the first or only impression visitors may have of Lewisville.** Wayfinding signage exists, but there are few other physical indications of Business 121's significance to the City or relationship to Old Town.
- **Old Town connections are hidden.** Key connections to Old Town from Mill St and Main St do not adequately announce the presence of Lewisville's town center.
- **Cars are the "king" of the corridor.** The Business 121 corridor was designed to move cars and trucks efficiently through Lewisville. Facilities for non-motorized modes feel undersized, disconnected, or are missing entirely for much of the corridor. Land use fronting most of the corridor is also auto-centric in form, with large signage, frequent access drives, and expansive parking visible from the street. Improving the corridor experience for pedestrians will be difficult because the corridor will continue to play a critical role in the street network providing connections to area highways and the Sam Rayburn Tollway.
- **Sidewalks and buffers vary widely, but they never feel big enough for Business 121.** Business 121 is a wide roadway and many buildings are set back from the street by parking lots creating very little sense of enclosure in the streetscape. The perceived scale of the corridor is contrary to development patterns that are comfortably "human" in scale.
- **The entire corridor requires aesthetic and functional improvements, but the same interventions will not work everywhere.** The land use mix and context around the thoroughfare changes as one travels through the study area. In some areas pedestrian improvements are paramount, in other areas supporting visibility and access to existing businesses should shape improvements.
- **Business 121 requires coordinated aesthetic improvements to make the biggest visual impact.** Even as properties are redeveloped under the local UDC, Business 121 will not evolve into a stand-out street.

Public Input

Key Takeaways

The following key takeaways summarize public and stakeholder feedback received between July and December 2023 in support of the City of Lewisville's Business 121 Corridor Study. Events and activities included a series of focus groups (September 2023), the public town hall (October 23, 2023), public surveys (Open September-December 2023) and an activity used during Lewisville's old town holiday stroll event (December 2, 2023). A complete summary of public outreach and engagement conducted during phase 1 of the Business 121 Corridor Study has been summarized in the Public Outreach Appendix.

Function and Flow

- **Traffic congestion and flow are priority issues for most stakeholders.**
- **There are no intersections which feel safe or comfortable for pedestrians.** School bus pickup/drop off locations are of particular concern. Sidewalk width, condition, separation, and quality are all lacking.
- **Side street and cut through traffic from drivers avoiding Business 121 congestion creates unsafe conditions along side streets and parking lots.**
- **Driveways and access-drives are confusing and create congestion.** Turning movement management is a common talking point.
- **Lighting is an important consideration.** Though stakeholders mentioned this for many different locations along Business 121, the frequency and spread of locations mentioned make this a corridor-wide issue.

Form and Value

- **Stakeholders agree that Business 121 needs aesthetic and functional improvement.** City investment in beautification, lighting, and landscaping is critical.
- **The community is looking for better transportation options.** Pedestrian crossing improvements, a network of bike infrastructure, and bus service were all points of discussion.
- **Business 121 does not give a good first impression for Lewisville.**
- **Business 121 is convenient, but it lacks personality (physical and business mix).** People are looking for more things to do and lament the loss of entertainment destinations (drive-in theater) and a grocery store.
- **Safety is very much an environmental equity issue in this study.** Stakeholders in the focus group sessions indicated that there are more residents (particularly those without vehicles) within the study area than any data set will accurately represent.

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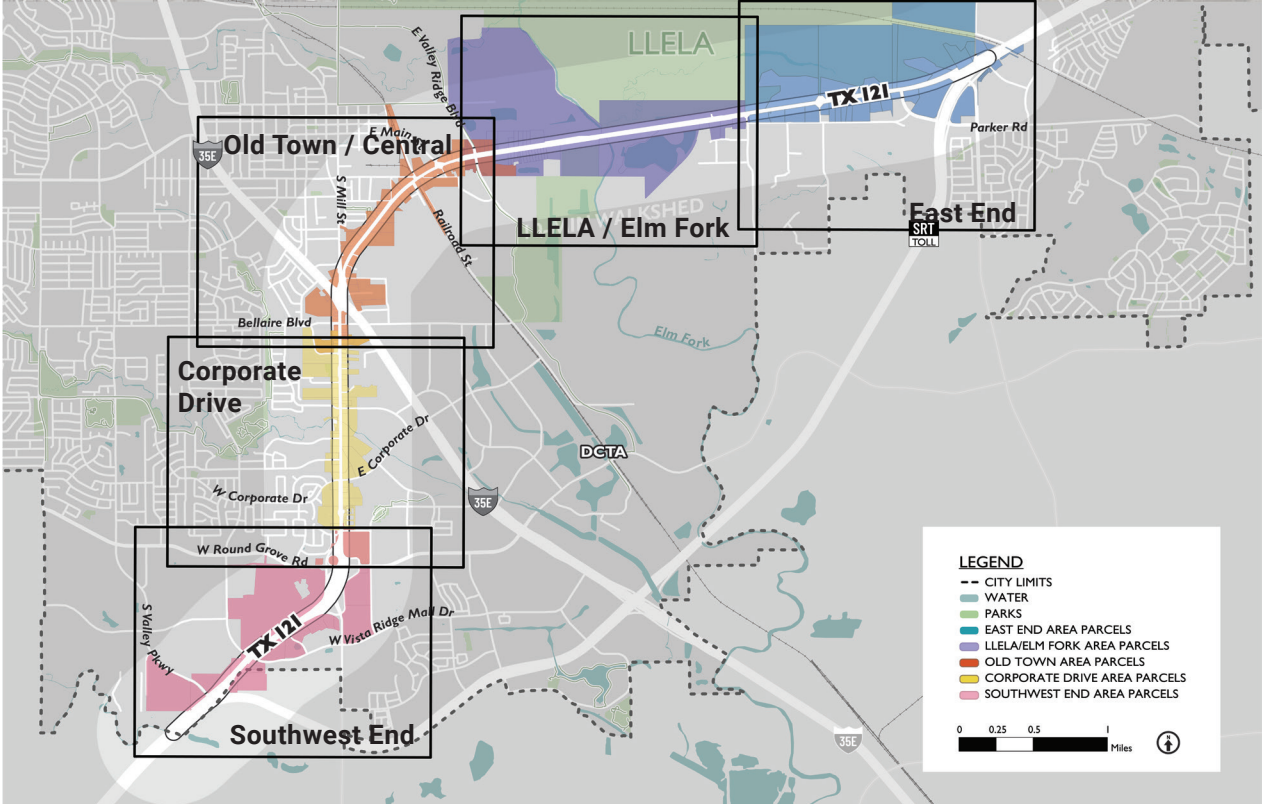
Subarea Profiles

Business 121 Corridor Plan

Corridor Subareas

The full Business 121 Corridor Plan includes 8.4 miles of roadway that traverses several physical contexts. To understand the nuance in the physical characteristics and functions of this roadway, the Corridor has been divided into five subareas. Within each of these subareas, the land use, zoning, typical streetscape and built-form characteristics were considered. Figure 65 illustrates each of these subareas, which are referenced throughout this report.

Fig.65: Reference Map of Subareas

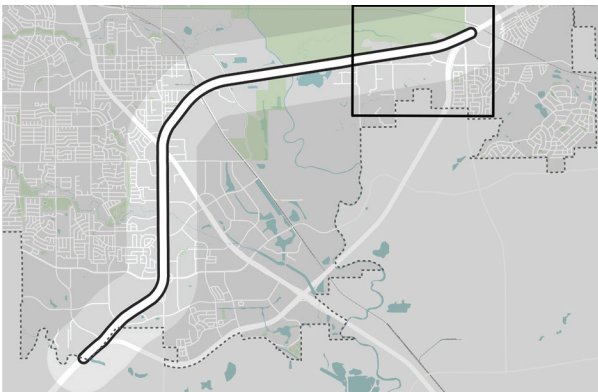


East End

About the Subarea

The eastern boundary of the study area is the Sam Rayburn Tollway interchange and Old Denton Rd connection. Business 121 continues beyond the study area to the northeast, flanking the Sam Rayburn Tollway. Traveling west along this segment, Business 121 is bordered by the LLELA Nature Preserve to the north and visible ongoing and recent development along the southern frontage. There is an abrupt transition to smaller, light industrial businesses west of the Lakeway Castle Hills apartment complex (1980 State Hwy 121) which continues to the western subarea boundary. The East End is also the eastern gateway into the City of Lewisville and provides a direct connection into the Castle Hills community via 544/Parker Rd. Future development along this segment will be influenced by the Castle Hills master plan. This intersection is key to Lewisville's regional image and identity. The Crown Centre Identity Focal Point was called out in the Lewisville 2025 Plan.

Fig.66: East End Subarea Extents



Sam Rayburn Tollway interchange to Huffines Blvd

Key Characteristics:

- Bordered by LLELA Nature Preserve on the north side with a heavily forested edge.
- Newer, large-scale multi-family residential properties front the south side of the street with landscaping and lighting.
- Abrupt transition between residential and light industrial land uses along the southern frontage east of Lakeway Castle Hills apartment complex.
- Visible recent investment in an enhanced center median with trees, landscape, and hardscape with "Lewisville" gateway signage.
- Highway-scale directional and guide signage and billboards along roadway in both directions.

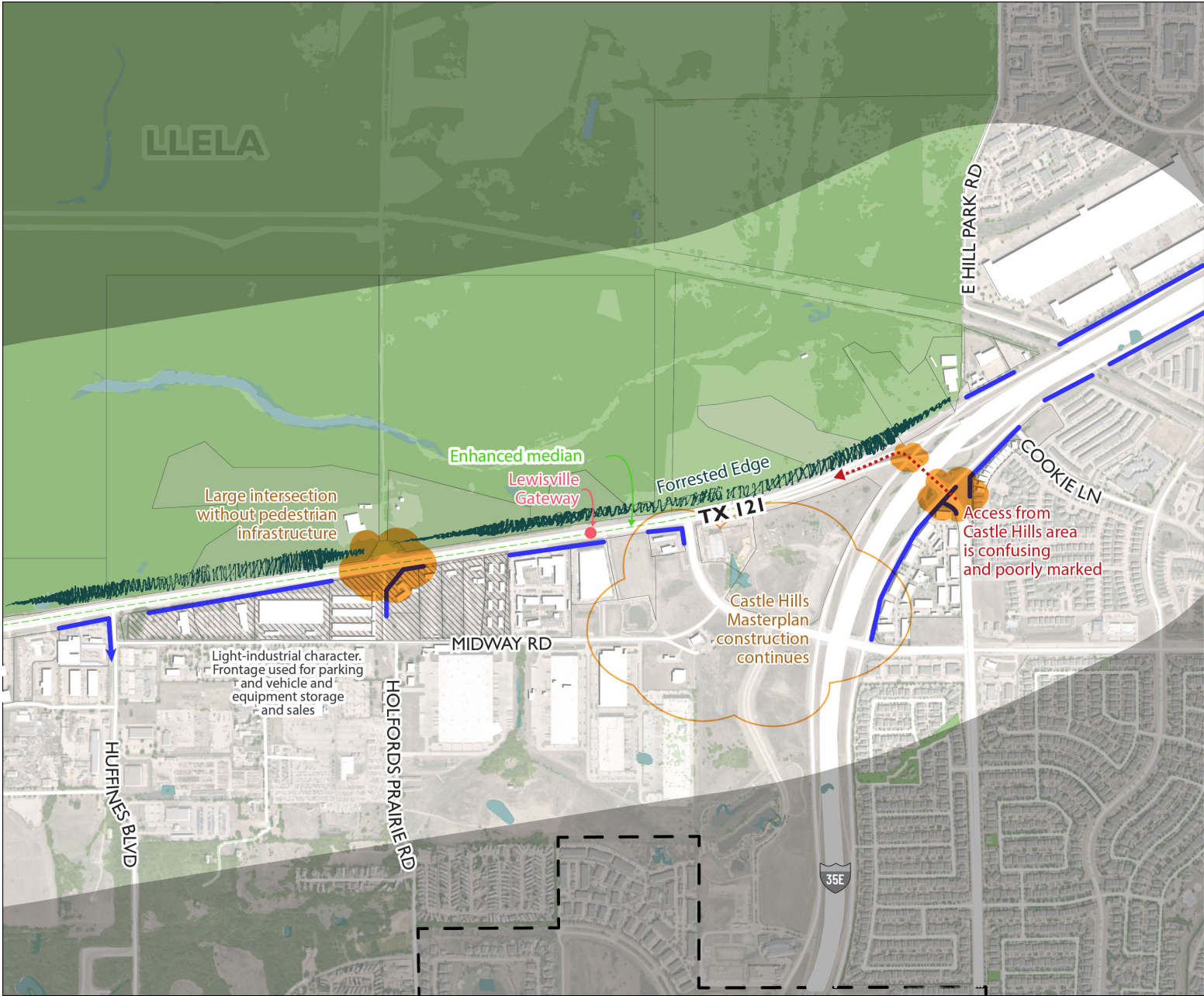
East End Subarea Experience

The East End of Business 121 feels like a highway with a relatively large setback between the edge of the roadway and the nearest building, sidewalk, or treeline. The wide shoulder and expansive view for drivers encourages speeding. There are no sidewalks along the north side of Business 121. Some sidewalk segments exist along the southern edge, but the roadway infrastructure such as overhead guide signage and billboards reinforces that the streetscape is car-oriented in design and scale. Public feedback indicates that large vehicle and truck traffic through this area makes it noisier and dustier than other segments. The public also noted that the outer lanes function as turn lanes, but are not marked as such creating unsafe conditions for turning vehicles.

The north and south sides of the road present very different experiential qualities. The north side of Business 121 is bordered by the heavily forested edge of the LLELA Nature Preserve. LLELA maintains a fence along the perimeter of the nature preserve that is obscured by the tree line. Notably, there is no signage for the LLELA Nature Preserve, Lewisville ISD Outdoor Learning Area, or Agriculture Center at the Fish Hatchery Rd intersection. Public feedback indicates that many are unclear on the purpose or unaware of the existence of the LLELA Nature Preserve in this area.

Subarea Experience Map

Fig.67: East End Subarea Experience



LEGEND

- WATER
- PARKS
- PARCELS IN 100M WALKSHED
- PARCELS ON BUSINESS 121
- LIGHT INDUSTRIAL CHARACTER
- CHALLENGING INTERSECTION
- EXISTING SIDEWALK SEGMENTS
- KEY CONNECTIONS

Built Form & Character

Common built form building blocks in the East End Subarea:

Mixed-Family Residential with Structured Parking

Mixed-use residential properties combine residential spaces with commercial, retail, or office components within a single development.

Multi-Family Complexes

Multi-family residential complexes accommodate multiple households within a single property. Large complexes can have campus-like qualities and often feature shared amenities such as parking areas, recreational spaces, and a management office.

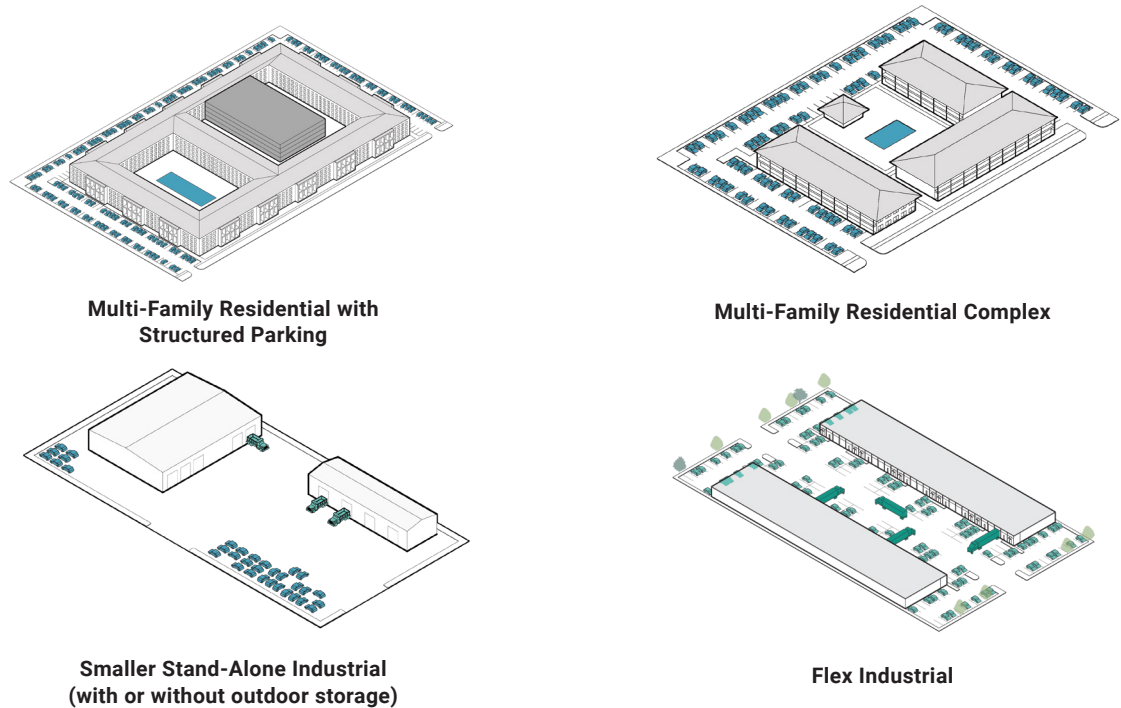
Smaller Stand-Alone Industrial (with or without outdoor storage)

Stand-alone smaller industrial sites are designed for the production and storage of goods and typically feature moderate-sized warehouses, manufacturing facilities, or assembly spaces. These properties often have loading docks and may include offices for administrative functions. Many of these properties use outdoor space (paved and unpaved) for storage of vehicles, equipment, and materials.

Flex Industrial

Flex industrial properties are versatile spaces that blend office and warehouse features. These properties vary widely in scale (typically 5,000 SF or more) and provide adaptable environments for businesses, accommodating a mix of manufacturing, distribution, and administrative functions. They typically support multiple tenants.

Fig.68: East End Subarea Components of the Built Environment



East End view from drone over Aura Crown Centre residential development, looking west.

Land Use & Zoning

The East End Subarea land use distribution was analyzed within the following six Land Use Categories: Industrial, Multi-family, Parks/Recreation, Retail, Education, and Vacant. The land use categories with the highest proportion of parcel area are Parks/Recreation (45 acres or 43%), Industrial (25 acres or 24%), and Vacant (20 acres or 19%). Parks/Recreation includes LLELA, which represents nearly all the land north of Business 121.

The proportion of parcel area was also analyzed based on Lewisville's Zoning Classifications. Parcels in the East End subarea fall into six Zoning Categories: Agricultural Open Space, Local Commercial, Light Industrial, Multi-Family 3, Mixed Use District, and Planned Unit Development. The zoning categories with the highest proportion within the study area, are Agricultural Open Space (includes LLELA; 61 acres or 53% of the frontage area), Light Industrial (28 acres or 25%), and Mixed Use District (19 acres or 16%).

Fig. 69: East End Subarea Land Use Distribution

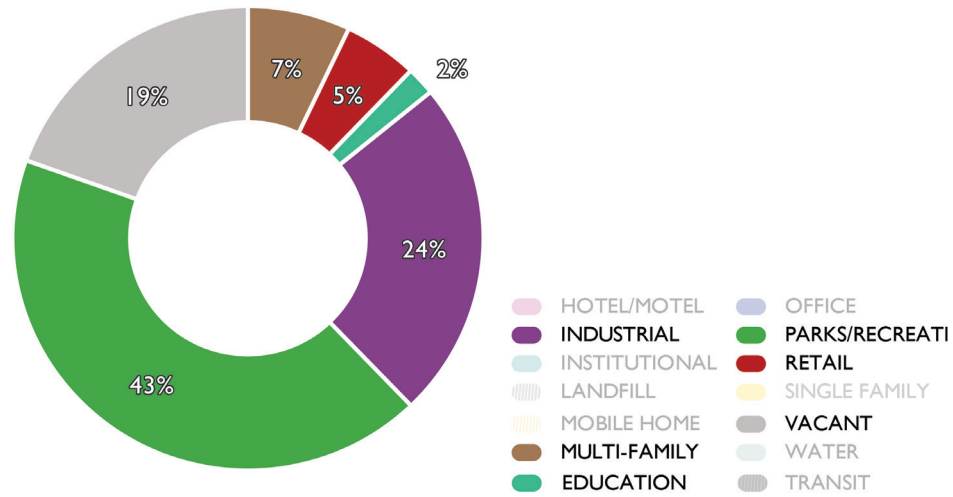
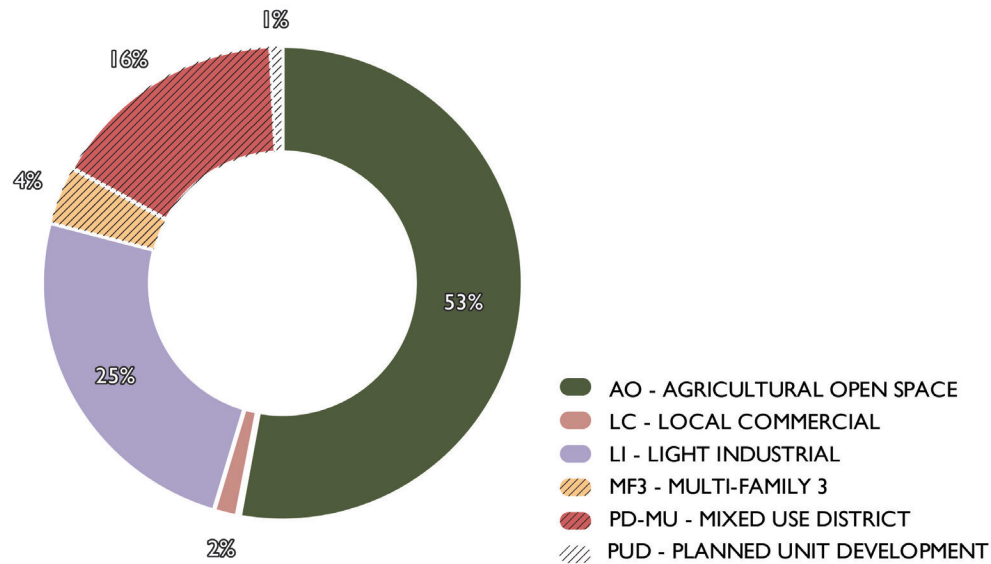


Fig. 70: East End Subarea Zoning Distribution



Streetscape

The illustrative section, shown in Figure 72, illustrates conditions that are common along the East End segment. Figure 71 features photos of conditions that impact the look and feel of the corridor.

The City of Lewisville provided GIS data representing tree cover and sidewalk segments across the City. 13 percent of the total linear feet on either side of Business 121 is accompanied by sidewalk. Tree cover, assessed within approximately 200 feet from either side of the center line of Business 121, excluding an estimate of the road area, encompasses 19 percent of the total acreage within that 200-foot span on both sides of the center line. However, this tree cover may not offer functional shading, as in the case of East End, the tree line is set back from the road and does not accompany a sidewalk.

Fig.71: East End Subarea Typical Streetscape Photo Examples



Newer sidewalk segments associated with development.



Drainage along the roadway.



Curbless edge and undefined driveway.

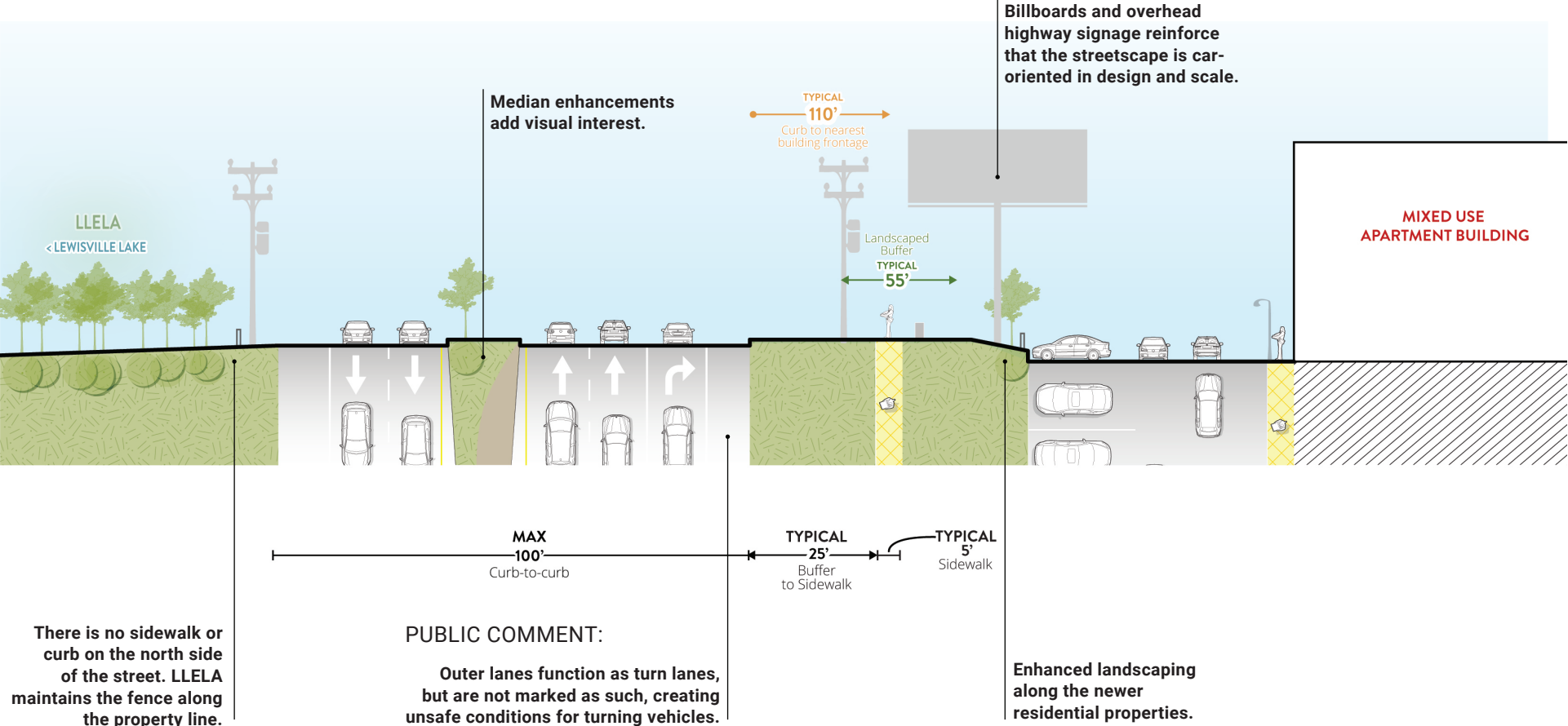


Disconnected sidewalk segments and billboards.



Newer industrial properties have landscaped edges, sidewalks, and enhanced fencing.

Fig.72: Illustrative Section - Business 121 West of Parker Road



Roadway Profile

This portion of the corridor is a four-lane divided roadway throughout the entire segment from the convergence with Sam Rayburn Tollway in the east to Huffines Blvd to the west. LLELA is to the north and a mixture of multi-family residential, commercial, and industrial is to the south.

Roadway Dimensions

Figure 73 depicts a typical section for this corridor segment. The total ROW width varies from approximately 150 – 200 feet and the pavement width (curb to curb) ranges from approximately 85 to 100 feet with a median that is 16 feet at its widest point. There are 12 driveways along the southern side of the corridor, some with a dedicated right-hand turn lane and some without. Six-foot sidewalks are present in parts of the corridor associated with newer development (RaceTrac, Lakeway Castle Hills, Texas First Rentals, and Sunbelt Rentals), but overall the connectivity is disjointed. There are no sidewalk or trail facilities on the northern side of the corridor. It's important to note that the majority of the businesses and the two apartment complexes also have an entrance off Midway Rd which is just to the south of Business 121.

Crashes

From 2021 to 2023, there were a total of 80 reported vehicle crashes along this corridor segment, which resulted in 28 injuries and one fatality. A concentration of crashes is centered on the Fish Hatchery/Holfords Prairie intersection. During this same time period there were no reported crashes involving bicyclists or pedestrians along this corridor segment. The densest concentration of motor vehicle accidents exist at the signalized intersections. As you travel further west along the corridor the traffic volumes increase. There are no reported bicycle or pedestrian crashes within the corridor subarea in the past three years.

Fig.73: East End Subarea Typical Section

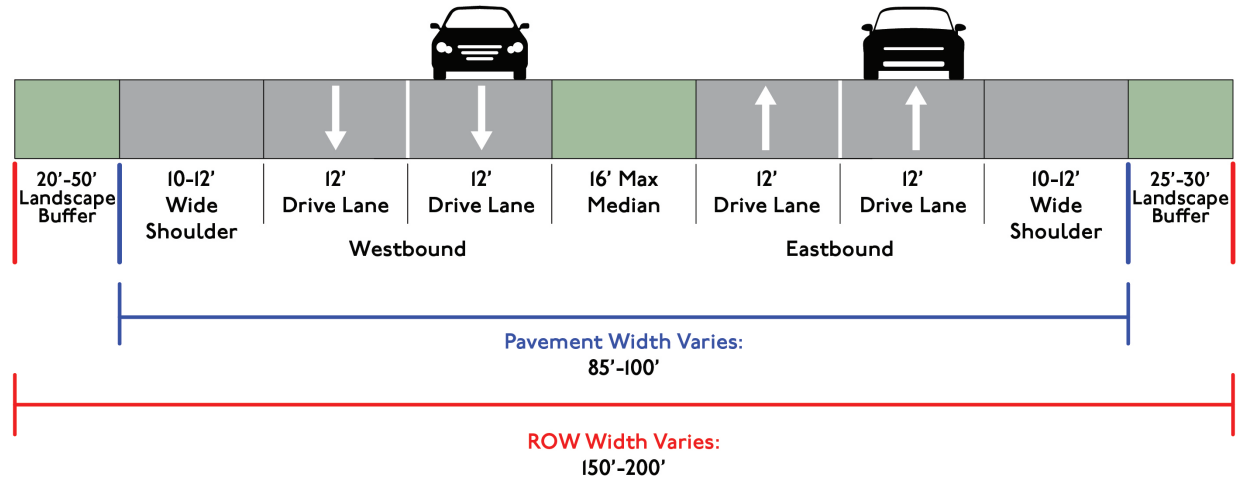
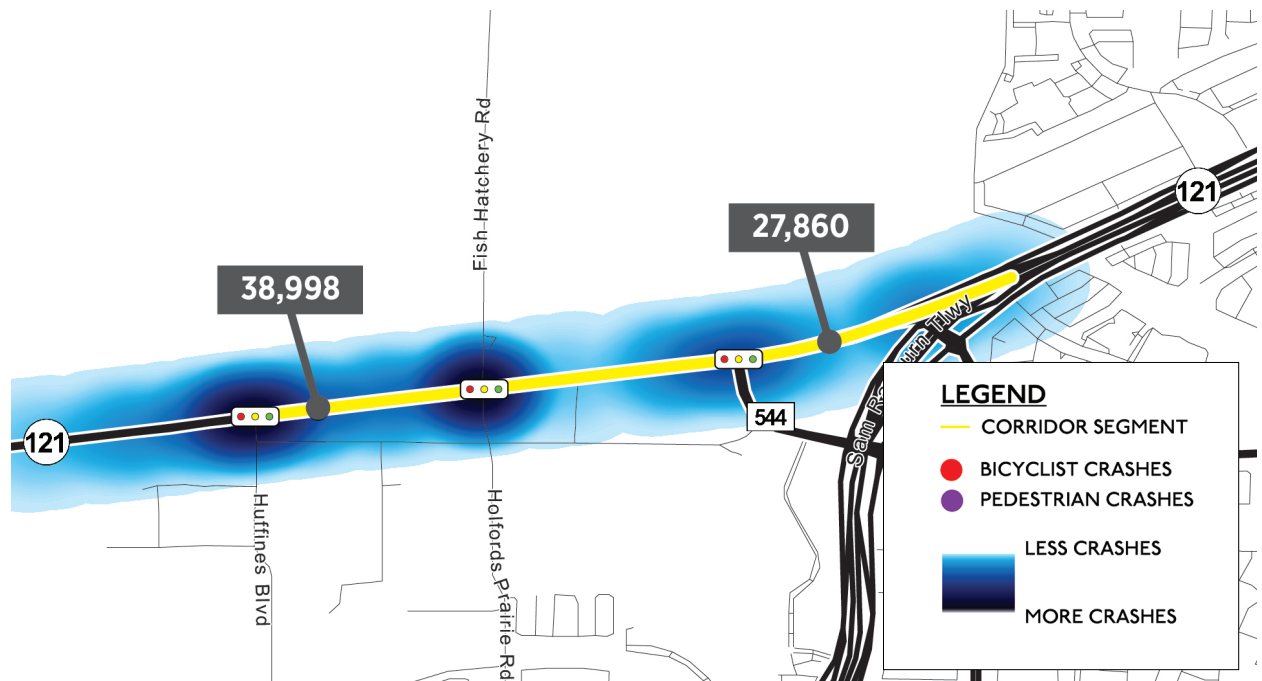


Fig.74: East End Subarea Signalized Intersections, Crash Density, and Traffic Volumes



Speed & Traffic Counts

There are two locations in which TxDOT collected traffic counts along this corridor segment. From 2021 to 2022, there was a slight decrease in traffic volumes for both locations. The posted speed limit for the entire corridor segment is 60 mph.

Fig.75: East End Subarea Traffic Counts

Location	2022	2021	2020	2019
Just east of FM 544	27,860	28,701	26,894	34,287
Just east of Huffines Blvd.	38,998	44,281	39,956	47,826

Source: TxDOT Traffic Count Database System (TCDS), accessed November 2023.

Fig.76: Crown Centre Concept Plan & Area Photos



Crown Centre concept plan near Business 121. (Source: LandDesign)

Planned Improvements

The Crown Centre subdistrict is a proposed mixed-use center fronting parts of Business 121 and the Sam Rayburn Tollway on the very western edge of the larger Castle Hills development. The concept plan includes office, retail, and multi-family residential uses. As shown in Figure 76 there are proposed internal roadways that would connect to Midway Rd and FM 544, but no new roadway connections to Business 121 are proposed.



Crown Centre development taking shape near the intersection of FM 544.



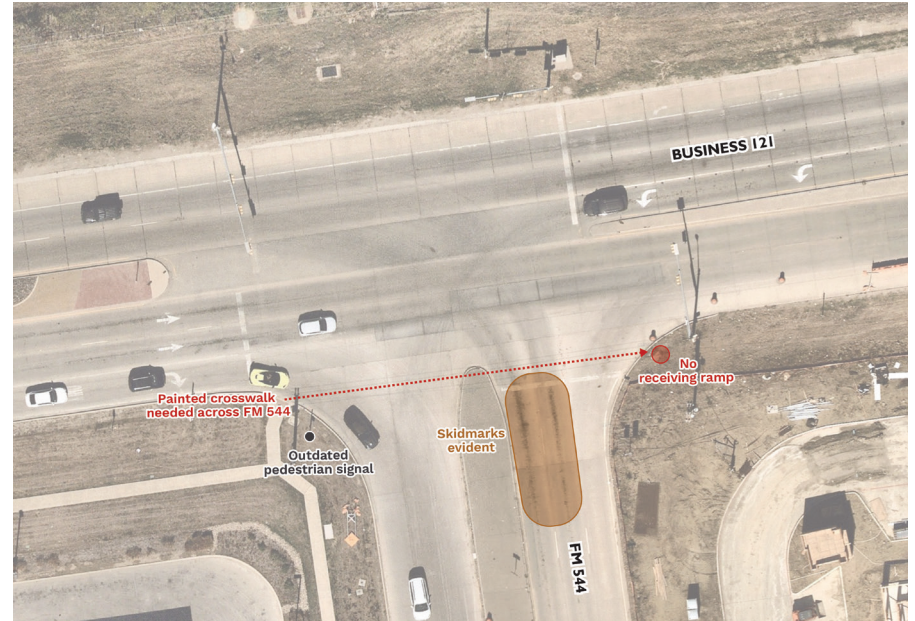
Wide sidewalks were built with the multi-family development.

Fig.77: FM 544 Intersection Key Issues

Signalized Intersections

FM 544

Also known as Parker Rd, FM 544 is designated as a six-lane divided principal arterial on the thoroughfare plan. The roadway carries significant traffic for the Castle Hills neighborhood and the future Crown Centre development. In terms of motorist safety, the intersection needs better lighting to see street signage and the intersection at night. In terms of pedestrian safety, painted crosswalks should be added along FM 544 and the existing pedestrian signal needs to be updated to newer standards.



Fish Hatchery/Holfords Prairie

Fish Hatchery Rd leads to the Lewisville ISD Outdoor Learning Area (LISDOLA) and is not meant for through traffic. To the south, Holfords Prairie Rd is designated as a two-lane undivided collector on the thoroughfare plan that carries traffic to the businesses to the south of Business 121. In terms of motorist safety, there is a driveway within 150 feet of the intersection, which poses a safety issue as people start to accelerate away from the intersection. In terms of pedestrian safety, there are only existing sidewalks in the southeast corner of the intersection. These sidewalks are set a great distance back from the roadway so additional sidewalks will be needed to be able to connect to other sides of the intersection.

Fig.78: Fish Hatchery/Holfords Prairie Intersection Key Issues



Image Source: NearMap, 2023

LLELA / Elm Fork

About the Subarea

The LLELA / Elm Fork subarea has the most heavily forested and natural landscape along the Business 121 Corridor. Though it is mostly obscured by trees, the Elm Fork River crosses underneath Business 121 in this area. The LLELA Nature Preserve extends from the eastern edge of the subarea to the Elm Fork River along the northern edge of the roadway. The western end of this area includes the Valley Ridge Blvd intersection. There is an abrupt transition to light-industrial character at the western end of the Lewisville Landfill fence and mobile home park. This light-industrial character continues into the Old Town Area to the west.

Key Characteristics:

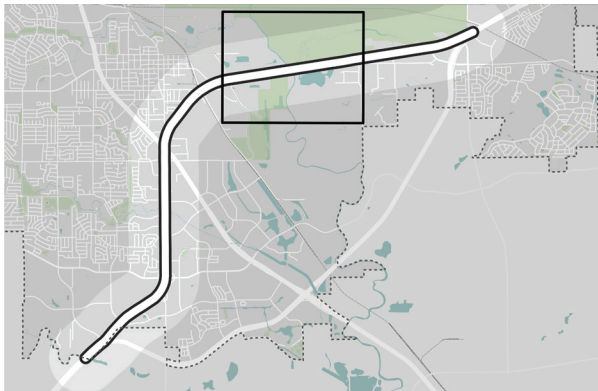
- Bordered by LLELA Nature Preserve on the north side with a heavily forested edge.
- Abrupt transition from the natural landscape to light industrial land uses approaching Valley Ridge Blvd intersection on both sides.
- Visible recent investment in an enhanced center median with trees, landscape, and hardscape.
- Lewisville Landfill is visible from the street traveling in both directions.
- Ground slopes away from the roadway on both sides. Non-contiguous sidewalk segments are set behind a large grassy shoulder drainage channel and driveway culverts.
- Along segments with lighter industrial uses, buildings are smaller with wide, grassy front setbacks. Industrial and auto-related commercial parcels increase in size approaching the western end of the area.

LLELA / Elm Fork Subarea Experience

The north side of Business 121 is bordered by the heavily forested edge of the LLELA Nature Preserve. LLELA maintains a fence along the perimeter of the Nature Preserve that is obscured by the tree line. Notably, there is no signage for LLELA Nature Preserve, Lewisville ISD Outdoor Learning Area, or Agricultural Center along the roadway. This area also includes the Republic Services Lewisville Landfill (north) and Camelot Landfill (south). Both landfills and the Big City Crushed Concrete plant are visible from the roadway beyond the treeline and fencing visible from Business 121. Throughout this area, mature trees are visible between and behind buildings, which has the effect of softening the industrial landscape.

The edge of the roadway feels informal with few curbed edges or driveways, and a more narrow median through this area. The frequency of curb cuts increases significantly when traveling west as the area transitions from natural open space to light industrial and auto-related businesses approaching the Valley Ridge Blvd intersection. The Valley Ridge Blvd intersection has large setbacks and lacks pedestrian or bike crossing infrastructure to connect existing sidewalks north to south across Business 121.

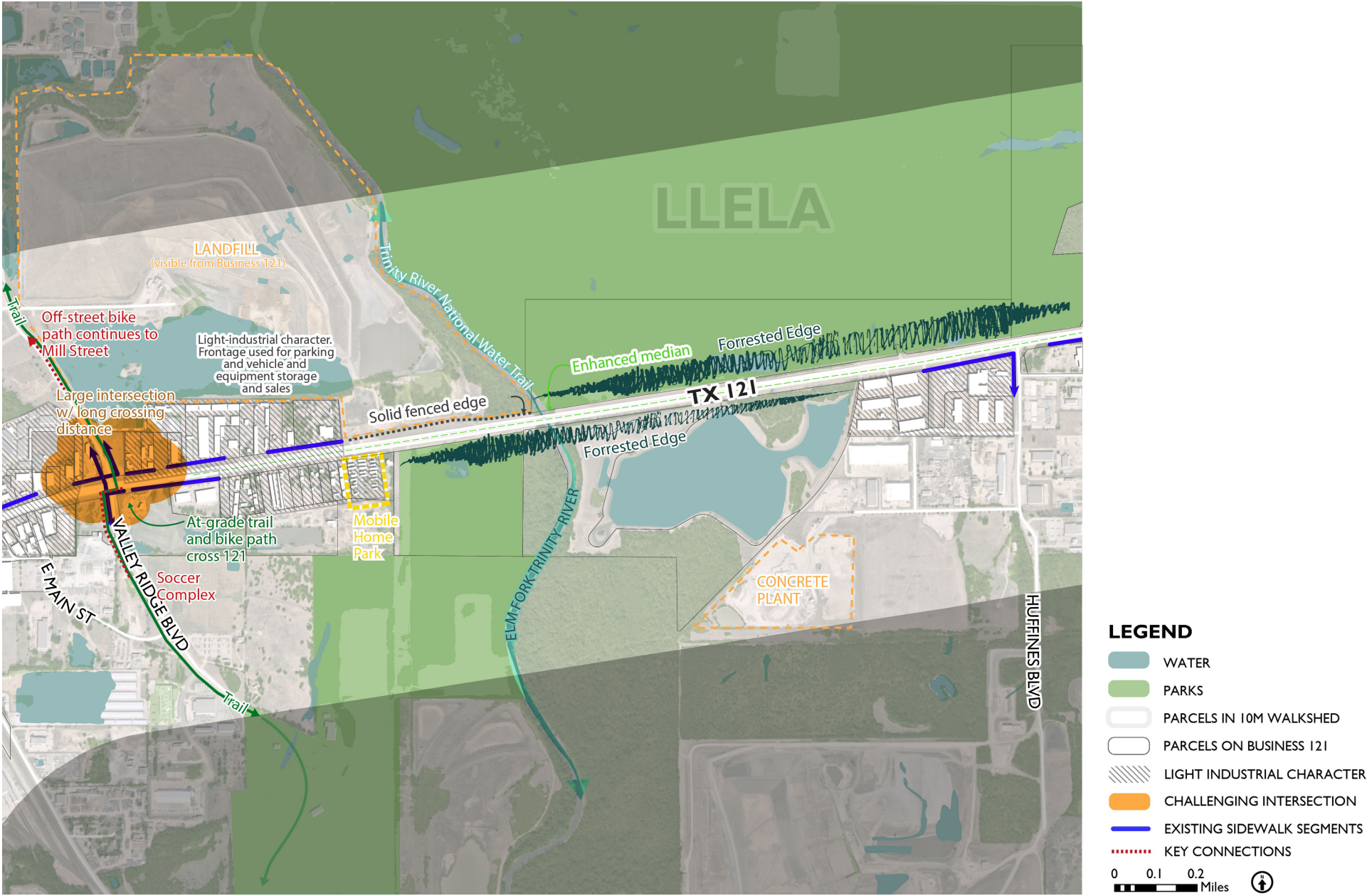
Fig.79: LLELA / Elm Fork Subarea Extents



Huffines Blvd (east) to E Valley Ridge Blvd (west)

Subarea Experience Map

Fig.80: LLELA / Elm Fork Subarea Experience



Built Form & Character

Common built form building blocks in the LLELA / Elm Fork Subarea:

Smaller Stand-Alone industrial (with or without outdoor storage)

Stand-alone smaller industrial sites are designed for the production and storage of goods and typically feature moderate-sized warehouses, manufacturing facilities, or assembly spaces. These properties often have loading docks and may include offices for administrative functions. Many of these properties use outdoor space (paved and unpaved) for storage of vehicles, equipment, and materials.

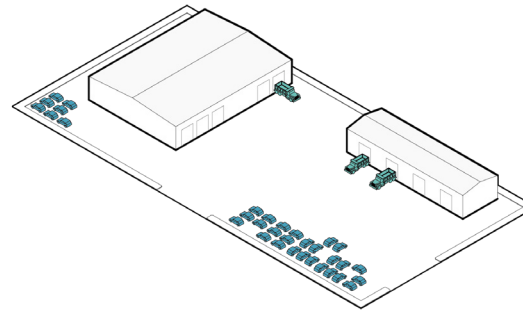
Flex Industrial

Flex industrial properties are versatile spaces that blend office and warehouse features. These properties vary widely in scale (typically 5,000 square feet or more) and provide adaptable environments for businesses, accommodating a mix of manufacturing, distribution, and administrative functions. They typically support multiple tenants.

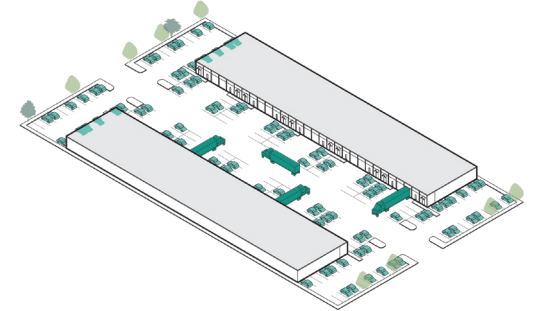
Stand-Alone Commercial

Stand-alone commercial or pad-site commercial properties refer to independent retail or service establishments situated on their own parcels of land, sometimes found in shopping centers. They often have dedicated parking and driveways, facilitating easy access for customers.

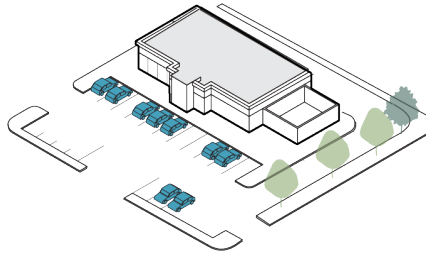
Fig.81: LLELA / Elm Fork Subarea Components of the Built Environment



Smaller Stand-Alone Industrial
(with or without outdoor storage)



Flex Industrial



Stand-Alone Commercial



LLELA / Elm Fork Subarea view from drone over commercial buildings, looking west.

Land Use & Zoning

The LLELA / Elm Fork Subarea land use distribution was analyzed within the following eight Land Use Categories: Industrial, Landfill, Mobile Home, Parks/Recreation, Retail, Single Family, Vacant, and Water. The land use categories with the highest proportion of parcel area are Parks/Recreation (71 acres or 52%), Industrial (24 acres or 18%), and Retail (15 acres or 11%).

The proportion of parcel area was also analyzed based on Lewisville's Zoning Classifications. Parcels in the LLELA / Elm Fork area fall into seven Zoning Categories: Agricultural Open Space, Heavy Industrial, Light Industrial, Mobile Home Park, Public Use, Specific Use, and Warehouse. The zoning categories with the highest proportion of parcel area are Heavy Industrial (40 acres or 29%), Agricultural Open Space (37 acres or 27%), and Light Industrial (32 acres or 23%).

Fig.82: LLELA / Elm Fork Subarea Land Use Distribution

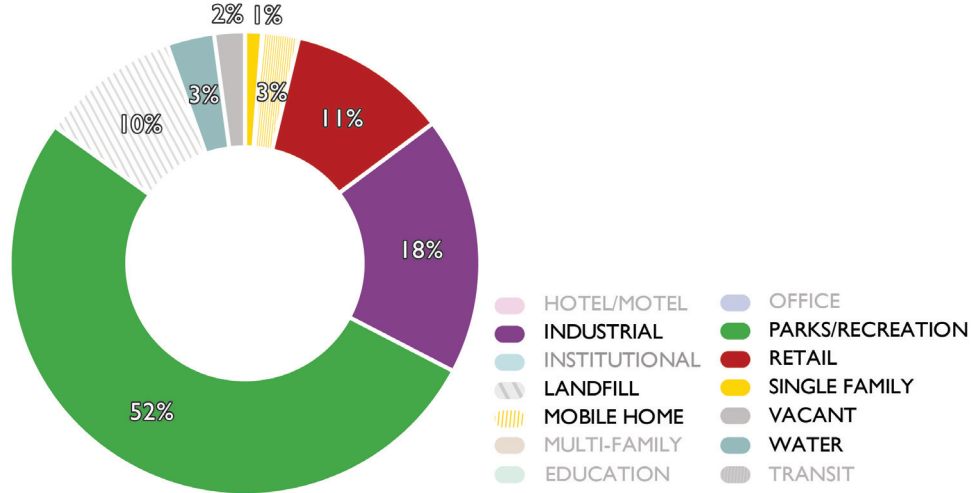
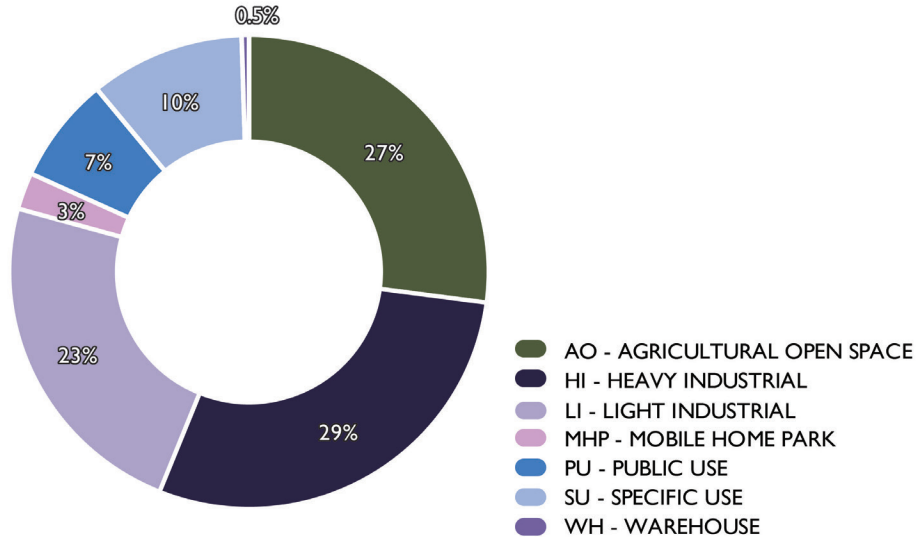


Fig.83: LLELA / Elm Fork Subarea Zoning Distribution



Streetscape

This corridor segment maintains the highway feel for much of the corridor and as one approaches Valley Ridge Blvd, the number of businesses and associated driveways greatly increases.

The illustrative sections, shown in Figures 85 and 86, illustrates conditions that are common along the LLELA / Elm Fork segment. Photos in Figure 84 highlight conditions that impact the look and feel of the corridor.

Eleven percent of the total linear feet on either side of Business 121 is accompanied by sidewalk. Tree cover, assessed within approximately 200 feet from either side of the center line of Business 121, encompasses 48 percent of the total acreage, less the road.

Fig.84: LLELA / Elm Fork Subarea Typical Streetscape Photo Examples



Roadway edge lined with jersey barriers.



Curbless, forested edge.



Large setbacks at the Valley Ridge intersection.



Landscaped median continues.



Drainage ditch and disconnected sidewalk segments.



Large trees on private parcels visible from the street.

Fig.85: Illustrative Section - Business 121 at Elm Fork

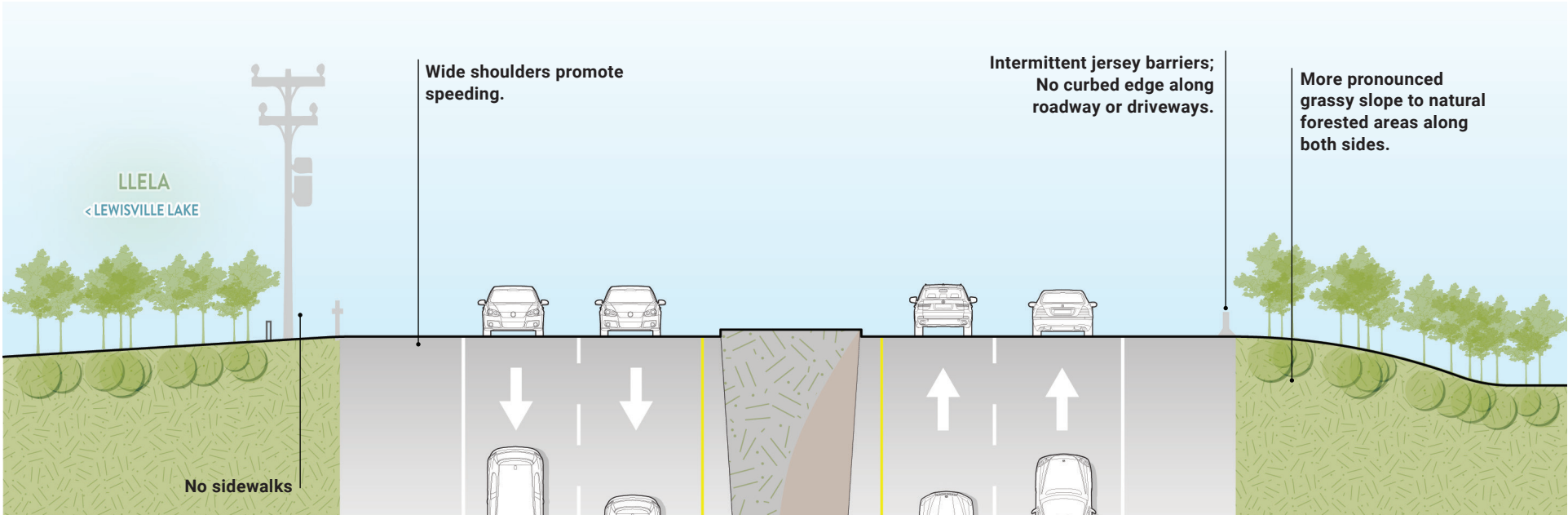
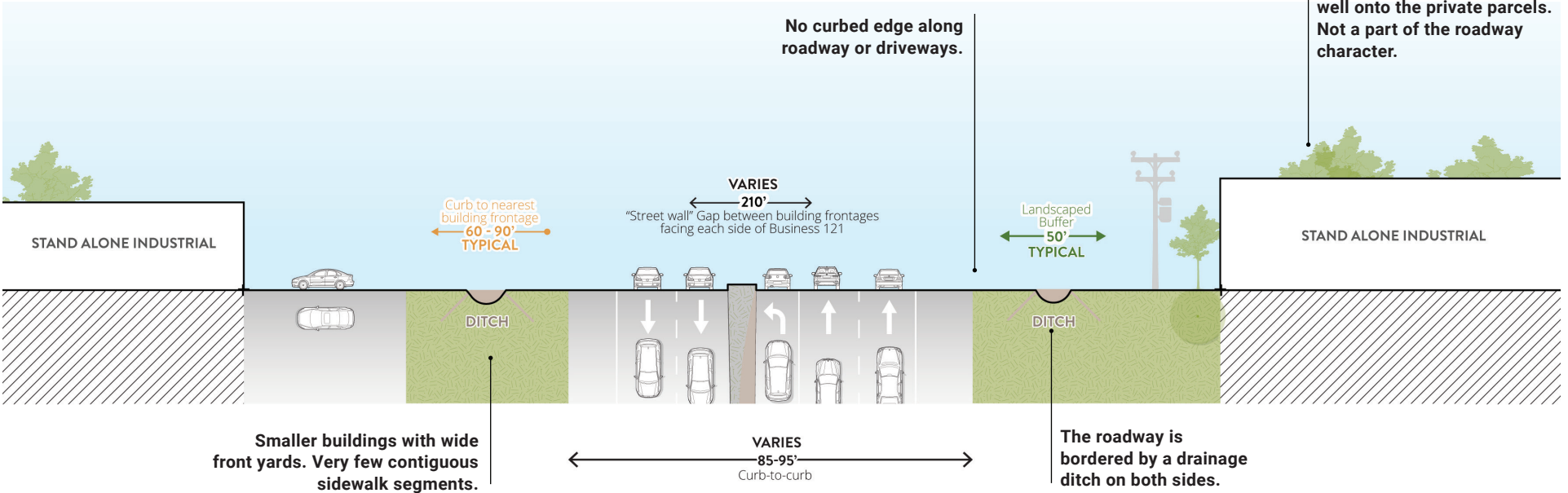


Fig.86: Illustrative Section - Business 121 North of Main Street



Roadway Profile

Business 121 through the LLELA/Elm Fork area is a four-lane divided roadway throughout the entire segment from Huffines Blvd to the east to Valley Ridge Blvd to the west. LLELA is to the north for a portion of the corridor and commercial and industrial occurs throughout the rest of the corridor. The Elm Fork Trinity River bisects this section.

Roadway Dimensions

The typical section for this corridor segment is shown in Figure 87. The total ROW width varies from approximately 170 to 230 feet and the pavement width (curb to curb) ranges from approximately 85 to 95 feet with a median that is 15 feet at its widest point. Additionally, there are 25 driveways on the southern side of the corridor and 10 driveways on the northern side of the corridor. There are disconnected portions of five feet, six feet sidewalks associated with businesses that were developed at different times. The bridge over the Elm Fork Trinity River is approximately 310 feet in length.

Crashes

From 2021 to 2023, there were a total of 81 reported vehicle crashes along this corridor segment, which resulted in 32 injuries and one fatality. The number of incidents increase as one approaches Valley Ridge Blvd and Huffines Blvd, indicating that some crashes may be from sudden braking. During this same time period there were no reported crashes involving bicyclists or pedestrians along this corridor segment. The densest concentration of motor vehicle accidents exist at the signalized intersections. The traffic volumes are relatively equal along the corridor. There are no reported bicycle or pedestrian crashes within the corridor subarea in the past three years.

Fig. 87: LLELA / Elm Fork Subarea Typical Section

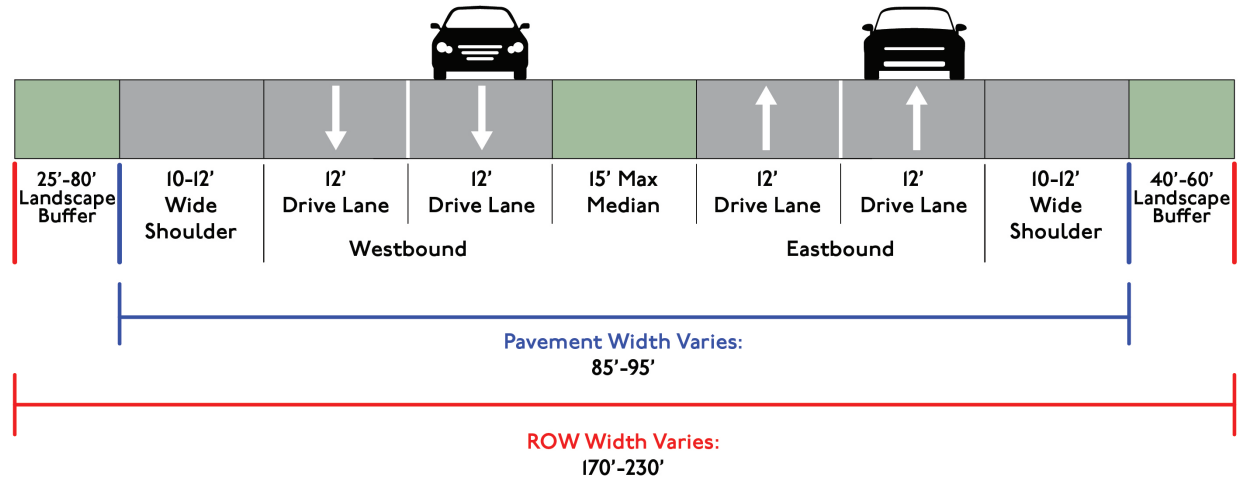
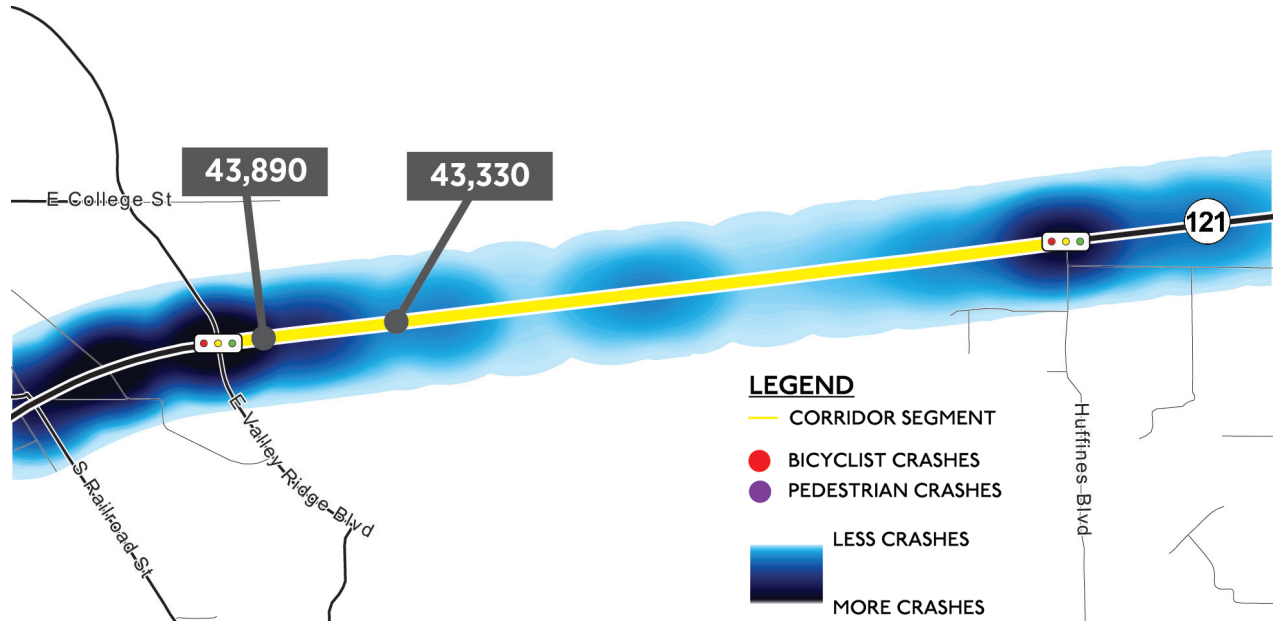


Fig. 88: LLELA / Elm Fork Subarea Signalized Intersections, Crash Density, and Traffic Volumes



Speed & Traffic Counts

The posted speed limit for the entire corridor segment is 60 mph. There are two locations in which TxDOT collected traffic counts along this corridor segment. From 2021 to 2022, there was a slight decrease in traffic volumes for both locations.

Fig.91: LLELA / Elm Fork Subarea Traffic Counts

Location	2022	2021	2020	2019
By Precision Demolition	43,330	44,050	46,727	44,767
Just east of Valley Ridge Blvd	43,890	45,215	40,534	48,037

Source: TxDOT Traffic Count Database System (TCDS), accessed November 2023.

Signalized Intersections

Huffines Boulevard

This roadway is designated as a four-lane undivided collector on the Thoroughfare Plan and provides access to industrial businesses to the south and the Camelot Landfill. There appear to be traffic queuing issues for vehicles on Huffines turning left onto westbound Business 121. There are also no pedestrian crossing features at any corner of the intersection and lighting is needed for better visibility at night.

Valley Ridge Boulevard

This roadway is designated as a four-lane divided principal arterial and a "major traffic carrier" on the Thoroughfare Plan. The roadway serves as an alternative route to IH-35E, particularly for motorists traveling north on the interstate. This is the only intersection along the corridor that includes a designated trail facility (DCTA Trail). However, the enhanced crosswalk across Business 121 is very faded and hard to distinguish. The pedestrian push button is also further than 10 feet from the intersection and the cross-slopes appear steep, causing issues for ADA accessibility.

Fig.89: Huffines Intersection Key Issues



Fig.90: Valley Ridge Intersection Key Issues

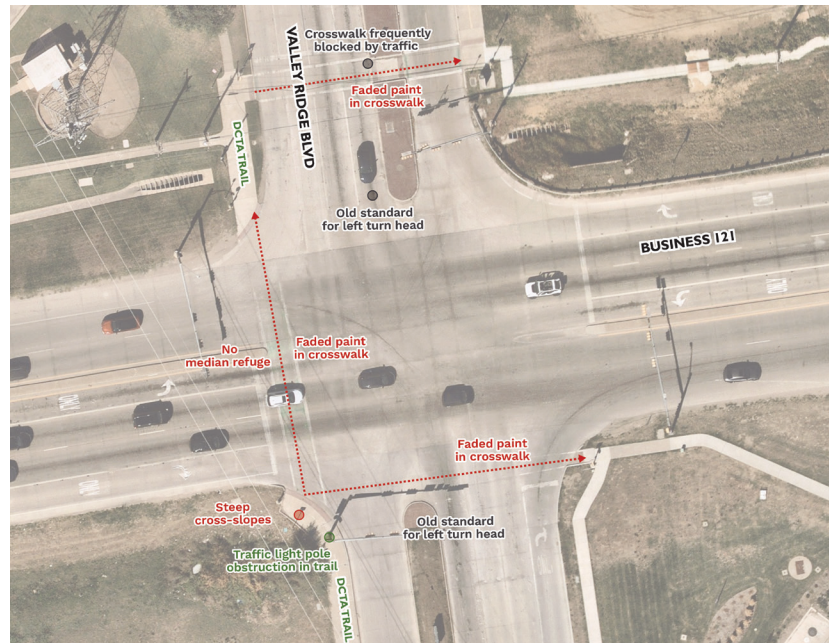


Image Source: NearMap, 2023

Planned Improvements

An extension of Corporate Drive is planned from its current terminus at Railroad St to Carrollton Parkway in Carrollton. Identified as a four-lane undivided collector, the future roadway has the potential to serve as a reliever route for Business 121. Construction for the initial segments in Lewisville are anticipated to begin in early 2024 and take about 2.5 years to construct. Later phases are still in the ROW acquisition phase.



Corporate Drive extension schematics. (Source: Halff)



Commercial vehicle traffic at intersection with Huffines Boulevard.



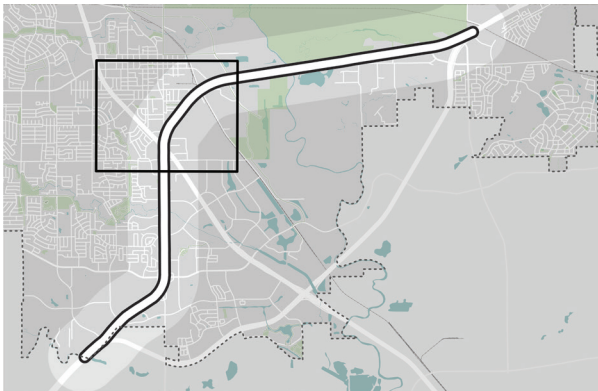
Newer development triggered landscaping and sidewalk requirements.

Old Town / Central

Key Characteristics:

- Legacy auto-related retail, light-industrial, and material yards line the roadway.
- Outdoor vehicle and equipment storage is visible from the roadway at retail sites.
- Roadway curves create irregular parcels and asymmetrical front yards, particularly along the southern edge, and create some areas with smaller setbacks and a more narrow landscaped buffer.
- Some larger light industrial buildings along the southern edge.
- Limited, disconnected sidewalks on both sides of the street. Sidewalk and buffer are most narrow along this segment compared to other subareas.

Fig.92: Old Town / Central Subarea Extents



E Valley Ridge Blvd (east) to Bellaire (west)

About the Subarea

The center of the study area's corridor is Old Town / Central, the center-most segment of the five corridor subareas extending between Bellaire Blvd and East Valley Ridge Blvd. It is through this area that Business 121 transitions from north-south to east-west along a sweeping curve. The IH-35E overpass and Lakeland Shopping Center anchor the southern end of this area. This intersection is key to Lewisville's regional image and identity. This area was identified as a Central Identity Focal Point by the Lewisville 2025 Plan.

TxDOT is planning for a major overpass replacement project at the intersection of IH-35E and Business 121. As part of the overpass reconstruction project, the Mill St intersection will be relocated approximately 900 feet to the east to align with Northwood Dr to provide better traffic flow and intersection spacing and to eliminate a confusing intersection.

The Old Town/Central segment provides direct access to Old Town Lewisville via both Mill St and Main St. The DCTA A-train commuter rail station is a 10-minute walk from the intersection of Main St and Business 121. The rail line crosses Business 121 just south of Railroad St.

Primarily longtime light industrial and auto-related retail sales and service businesses line the roadway through the Old Town/Central area. There are no residential properties fronting Business 121 through this central area, however single- and multi-family residential areas exist just behind the retail properties fronting the corridor on both sides. The Northwood Manufactured Home Park is accessed from Business 121 north of the Northwood MHC retail strip (380 SH 121), the largest community of manufactured homes along the corridor.

Old Town / Central Subarea Experience

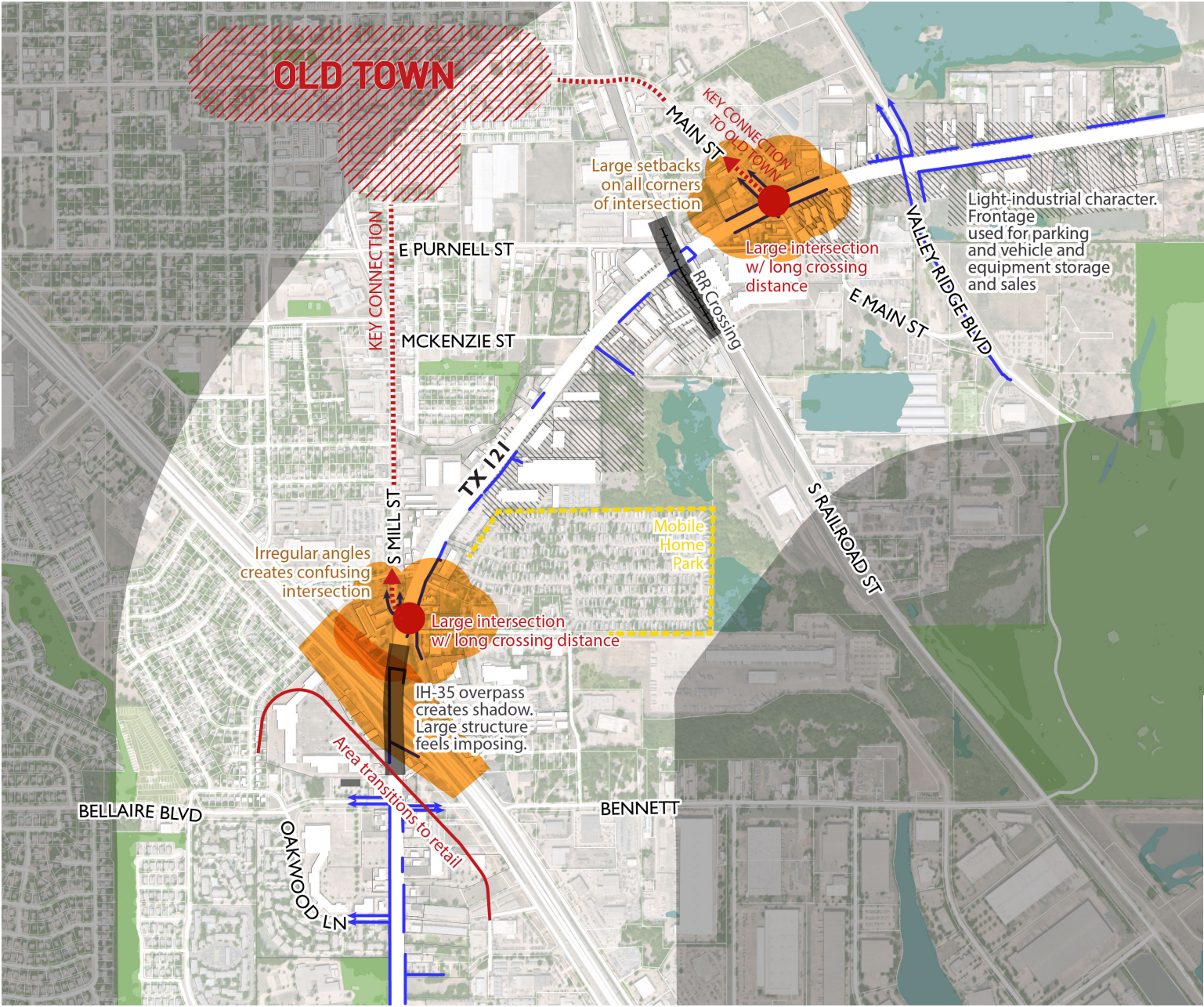
The Old Town/Central area is characterized by the smaller, stand-alone businesses fronting both sides. Many of the properties between Mill St and Main St are held by auto-related or contractor resource businesses. Most use part or all of their visible outdoor space for vehicle (car and boat) sales and storage. The frontage conditions of these properties do not meet the desired UDC standards for fencing, landscaping, and visible use of outdoor storage. The quality of the landscape buffer varies widely between properties.

Main St and Mill St provide direct connections to Lewisville's Old Town area and DCTA station. However, there is no gateway or wayfinding signage indicating either destination to passersby.

The curvature of the roadway creates irregular parcel shapes and sizes. Traveling northeast from the Mill St intersection, Business 121 transitions from retail to a more light-industrial feel. Through this area, there is a higher density of auto-related retail (sales, service, and repair), as well as boat repair and storage, and raw material sales. Many of these businesses use their front yards for vehicle storage and sales, which are highly visible from the roadway and create visual clutter through some parts of the area. Some sidewalk segments exist throughout this area. Notably, several informal pathways are visible along the roadway through this area, indicating the need for more formal sidewalks.

Subarea Experience Map

Fig.93: Old Town / Central Subarea Experience



Built Form & Character

Common built form building blocks in the Old Town / Central Subarea:

Retail Strip

Retail strip properties are linear arrangements of attached or adjacent commercial units. These properties house various retail and service businesses, each with its own storefront. Typically parking is shared. Square footage for a retail unit in a retail strip building can vary, but modern units often range from about 1,000 to 3,000 square feet.

Flex Industrial

Flex industrial properties are versatile spaces that blend office and warehouse features. These properties vary widely in scale (typically 5,000 square feet or more) and provide adaptable environments for businesses, accommodating a mix of manufacturing, distribution, and administrative functions. They typically support multiple tenants.

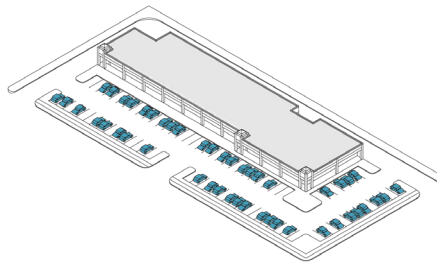
Stand-Alone Commercial

Stand-alone commercial or pad-site commercial properties refer to independent retail or service establishments situated on their own parcels of land, sometimes found in shopping centers. They often have dedicated parking and driveways, facilitating easy access for customers.

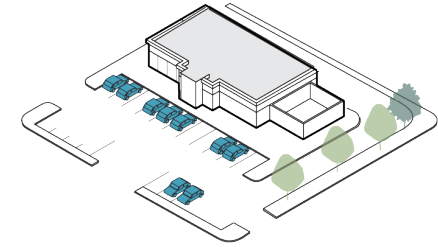
Smaller Stand-Alone industrial (with or without outdoor storage)

Stand-alone smaller industrial sites are designed for the production and storage of goods and typically feature moderate-sized warehouses, manufacturing facilities, or assembly spaces. These properties often have loading docks and may include offices for administrative functions. Many of these properties use outdoor space (paved and unpaved) for storage of vehicles, equipment, and materials.

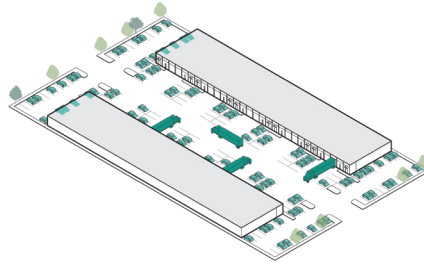
Fig.94: Old Town / Central Subarea Components of the Built Environment



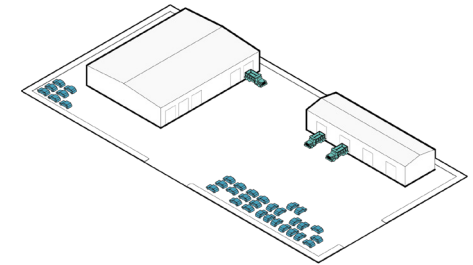
Retail Strip



Stand-Alone Commercial



Flex Industrial



Smaller Stand-Alone industrial (with or without outdoor storage)



Land Use & Zoning

The Old Town / Central Subarea land use distribution was analyzed within the following nine Land Use Categories: Single Family, Mobile Home, Retail, Hotel/Motel, Institutional/Semi-Public, Industrial, Transit, Parks/Recreation, and Vacant. The land use categories with the highest proportion of parcel area are Industrial (38 acres or 36%), Retail (38 acres or 35%), and Vacant (18 acres, or 17%).

The proportion of parcel area was also analyzed based on Lewisville's Zoning Classifications. Parcels in the Old Town/Central area fall into nine Zoning Categories: Agricultural Open Space, City Park, General Business, Heavy Industrial, Local Commercial, Light Industrial, Mobile Home Park, Public Use, and Single Family Residential. The zoning categories with the highest proportion of parcel area are Light Industrial (62 acres or 56%), General Business (28 acres or 25%), and Local Commercial (5 acres or 4%).

Fig.95: Old Town / Central Subarea Land Use Distribution

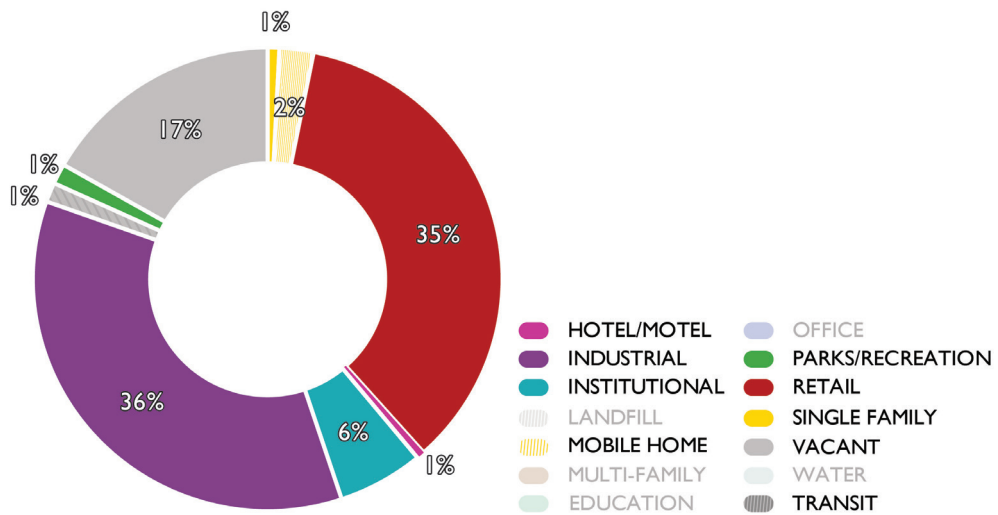


Fig.96: Old Town / Central Subarea Zoning Distribution

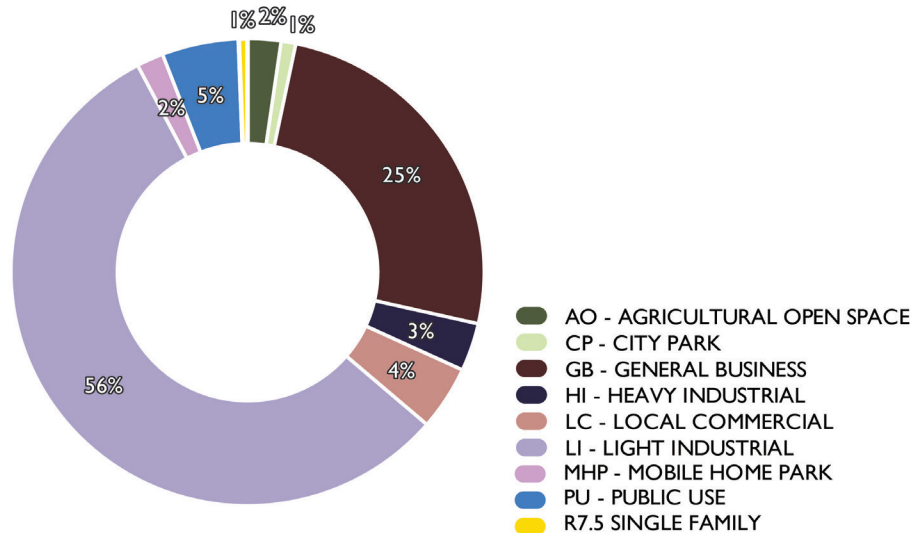


Fig.97: Old Town / Central Subarea Typical Streetscape Photo Examples

Streetscape

The illustrative section, in Figure 98 on page 94, illustrates conditions that are common along Old Town/Central. Photos in Figure 97 highlight conditions that impact the look and feel of the corridor.

39 percent of the total linear feet on either side of Business 121 is accompanied by sidewalk. Tree cover, assessed within approximately 200 feet from either side of the center line of Business 121, encompasses 6 percent of the total acreage, less the road.



Irregular parcels surrounding roadway curve approaching intersection with IH-35E.



Curbless edge of parcels with visible outdoor storage.



Visible outdoor storage and materials.



Darkness in shadow under IH-35E overpass.

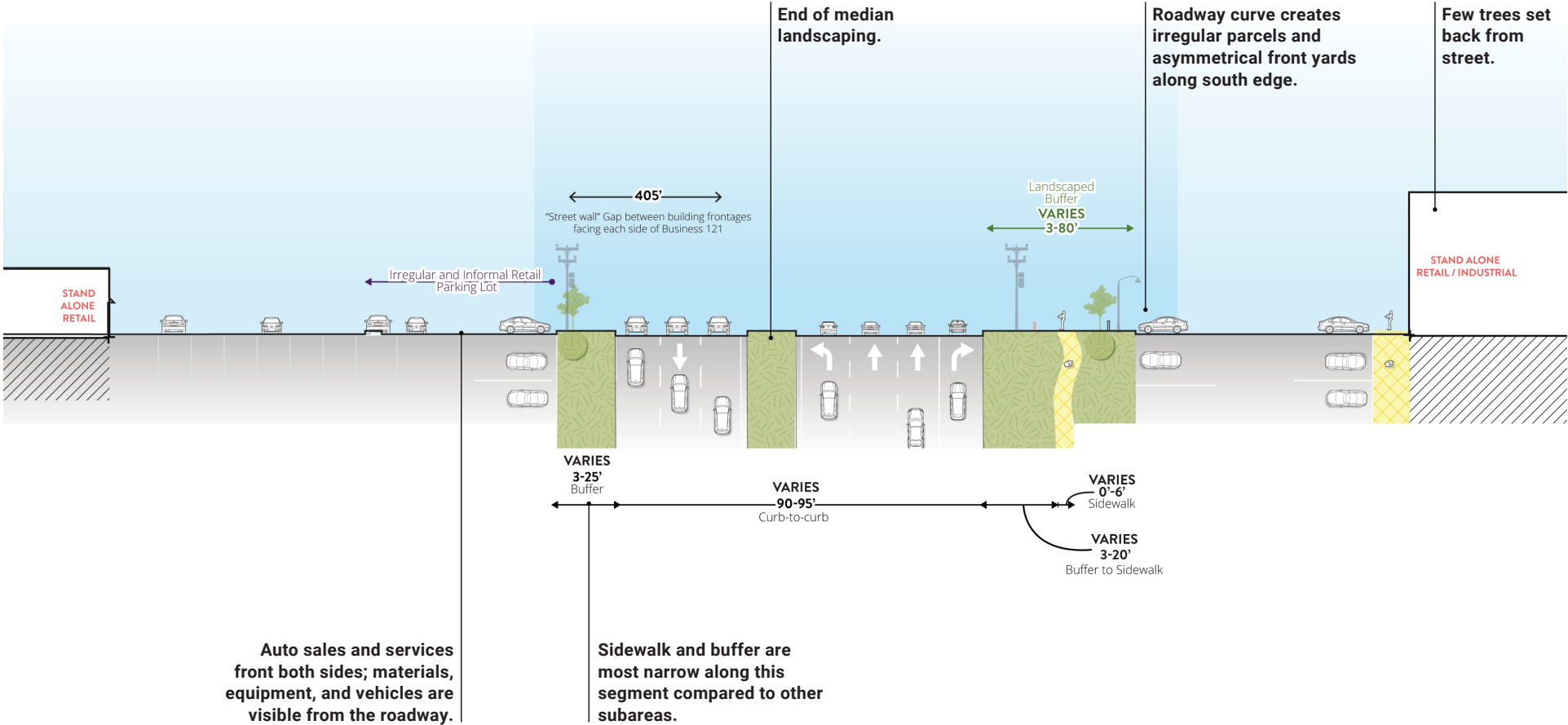


Informal walking paths where sidewalk segments do not exist show that people are walking along the roadway.



Narrow roadside buffer and chain link fencing.

Fig.98: Illustrative Section - Business 121 North of Mill Street



Roadway Profile

Business 121 through the Old Town/Central area is a four-lane divided roadway at Valley Ridge Blvd and then transitions to a six-lane divided roadway beginning at Railroad St for the rest of the segment to Bellaire Blvd to the south. Within this corridor segment, there are six signalized intersections, including the north and southbound frontage roads of IH-35E. The railroad owned by Union Pacific and used for the DCTA A-Train also bisects this portion of the corridor.

Roadway Dimensions

The typical section for this corridor segment is shown in Figure 99. The total ROW width varies from approximately 100 to 195 feet and the pavement width (curb to curb) ranges from approximately 90 to 95 feet with a median that ranges from 10-15 feet at its widest points. Additionally, there are 30 driveways on the southern and eastern sides of the corridor and 32 driveways on the northern and western sides of the corridor. Some of the driveways are blocked by stationary vehicles or boats within the ROW, which poses an issue for emergency access. There are disconnected portions of 5' and 6' sidewalks associated with businesses that were developed at different times.

Crashes

From 2021 to 2023, there were a total of 214 reported vehicle crashes along this corridor segment, which resulted in 80 injuries and two fatalities. There are concentrations of crashes at the major intersections including Main St, Railroad St, IH-35E, and Bellaire Blvd. During this same time period there were two reported crashes involving pedestrians resulting in four injuries; one occurred just east of Main St and the other at the Bellaire Blvd intersection. As of September 2024, there have been two fatalities on Business 121 near the Northwood Manufactured Homes community..

Fig.99: Old Town/Central Subarea Typical Section

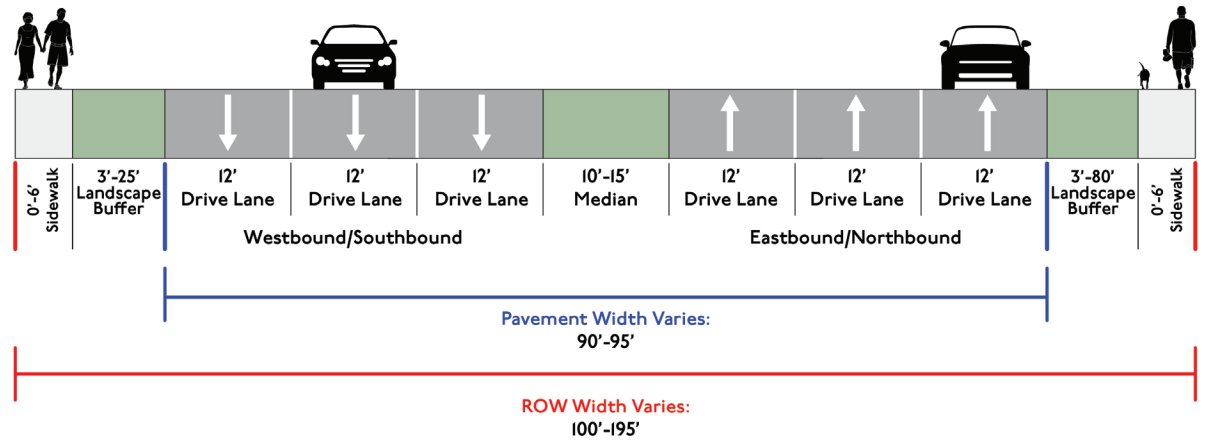
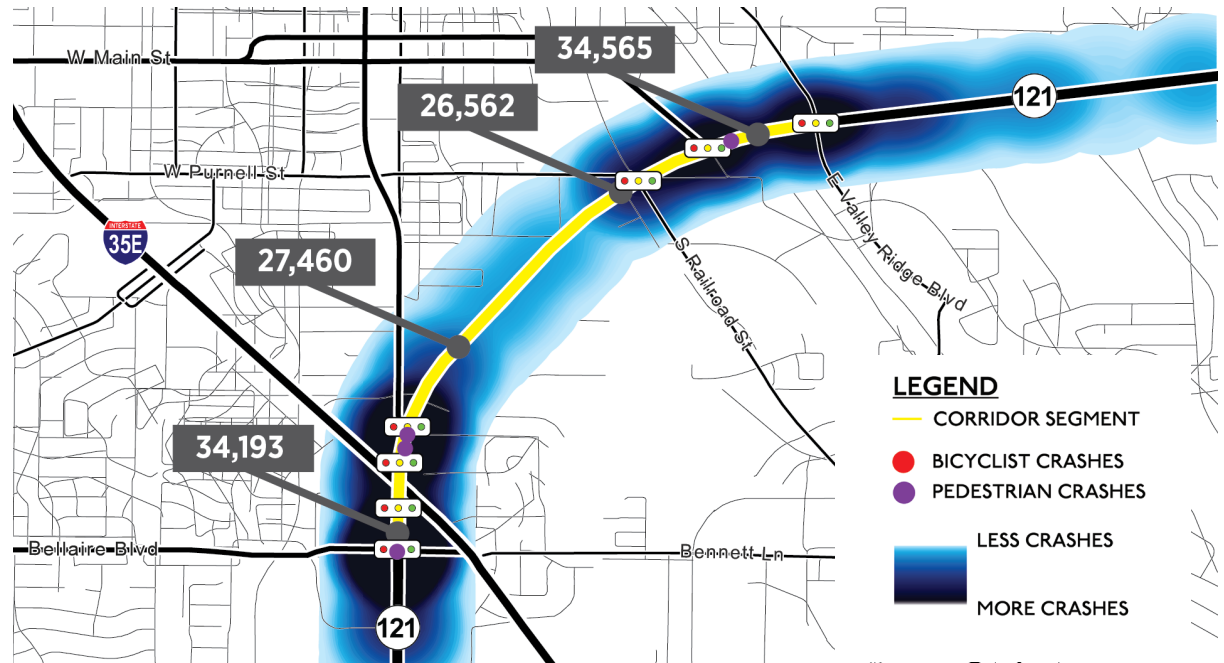


Fig.100: Old Town / Central Subarea Signalized Intersections, Crash Density, and Traffic Volumes



Speed & Traffic Counts

The posted speed limit for the corridor is 50 mph to the north of IH-35E and 45 mph to the south of IH-35E. There are four locations in which TxDOT collected traffic counts along this corridor segment. While interim year traffic counts were not available for all four of the locations, there was a slight decrease in traffic volumes from 2019 to 2022.

Fig.101: Old Town / Central Subarea Traffic Counts

Location	2022	2021	2020	2019
Between Main St and Valley Ridge	34,565	N/A	N/A	38,950
Just west of Railroad St	26,562	N/A	N/A	29,932
By LISD Building	27,460	29,357	27,850	30,323
Just north of Bellaire	34,193	N/A	N/A	38,531

Source: TxDOT Traffic Count Database System (TCDS), accessed November 2023.

Signalized Intersections

Main Street

To the north of Business 121, Main St is identified as a four-lane divided primary arterial on the Thoroughfare Plan. The roadway serves as the primary connection from the corridor to Old Town Lewisville. On the western side of the intersection, there is a missing street sign for Business 121. There is also evidence of pavement cracking and wear. The intersection features no pedestrian crossing features or pedestrian signalization.

Fig.102: Main Street Intersection Key Issues

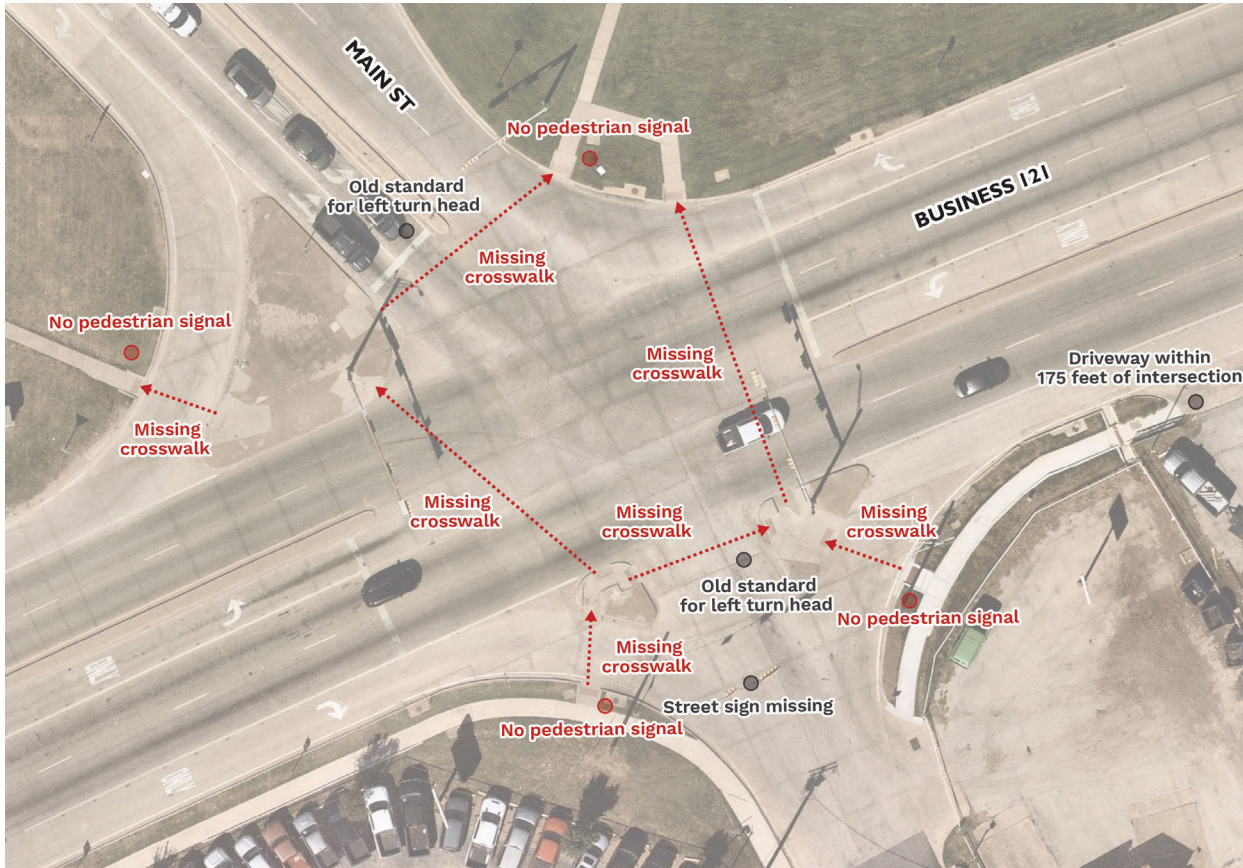


Image Source: NearMap, 2023

Fig.103: Railroad Street Intersection Key Issues

Railroad Street

This roadway is designated as a two-lane undivided collector on the thoroughfare plan. Railroad St runs parallel to the railroad and provides connectivity to Railroad Park to the south of the corridor. During the intersection site visit, motorists were observed making a prohibited U-turn along Business 121. The close proximity of the railroad to the intersection also causes traffic queuing issues. The closest driveway entrance to the intersection is just over 30 feet away. Finally, the sidewalks along Business 121 are partially blocked with overgrowth and debris, creating an uncomfortable environment for pedestrians.

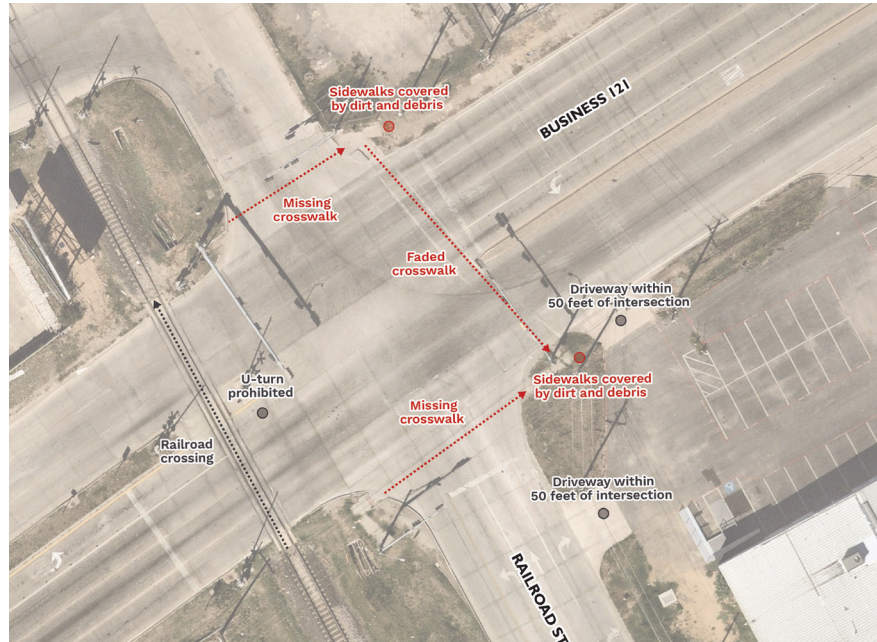


Fig.104: Mill Street Intersection Key Issues

Mill Street

Mill St is identified as a four-lane undivided collector on the thoroughfare plan. In its current configuration, the roadway presents an unsafe intersection, but there are plans to realign Mill St (see Planned Improvements section). The current configuration of the intersection is offset, leading to driver confusion and long crossing distances for pedestrians. This is also the portion of the corridor with the highest concentration of signalized intersections within a short span, which leads to queuing issues. There is also a driveway within 100 feet of the intersection and no pedestrian signalization is present.

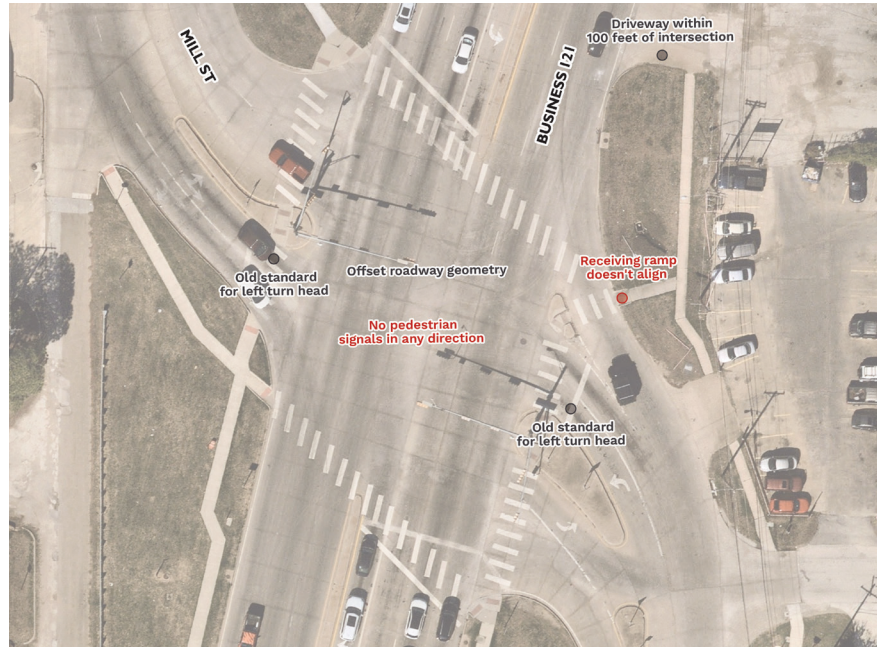


Image Source: NearMap, 2023

Fig.105: NB IH-35 Frontage Road Intersection Key Issues

NB IH-35E Frontage Road

There is a signalized intersection at the northbound frontage road of IH-35E. The interchange at IH-35E is being reconstructed by TxDOT (see Planned Improvements section). This intersection is missing street signage in all directions, including interstate signage, which can cause confusion for people not knowing which direction they are going on IH-35E. There is also significant vehicle queuing and a driveway within 150 feet of the intersection. This intersection does feature newly reconstructed sidewalks and curb ramps as part of the TxDOT IH-35E reconstruction project.



Fig.106: SB IH-35 Frontage Road Intersection Key Issues

SB IH-35E Frontage Road

There is a signalized intersection at the southbound frontage road of IH-35E. The interchange at IH-35E is being reconstructed by TxDOT (see Planned Improvements section). This intersection is missing street signage in all directions, including interstate signage. There is also significant vehicle queuing due to the number of signalized intersections in a short span. The southwest corner of the intersection is missing a pedestrian curb ramp to cross Business 121. Additionally, there is evidence of past crashes at the intersection including vehicle debris and damage to the median.

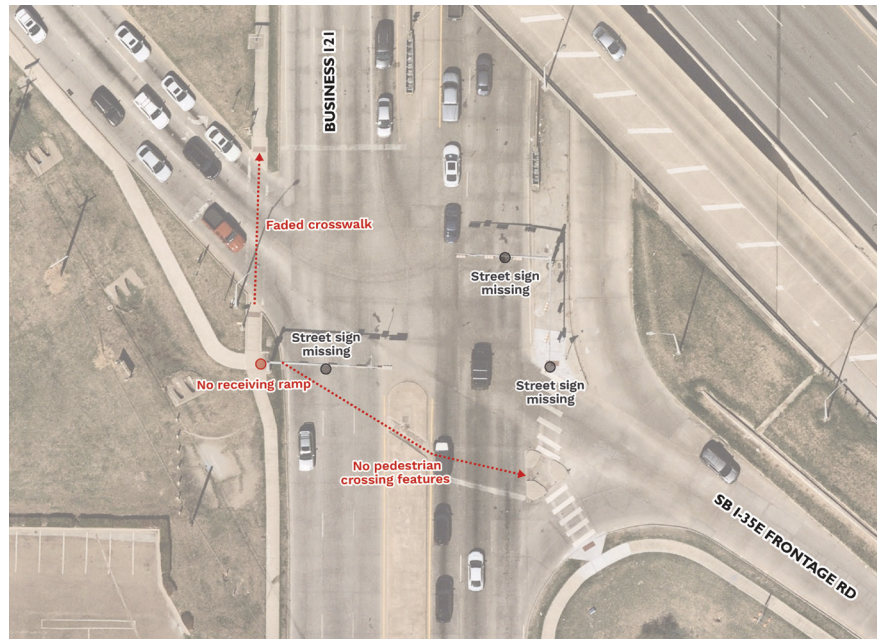


Image Source: NearMap, 2023

Fig.107: Bellaire Blvd Intersection Key Issues

Bellaire Boulevard

To the west of Business 121, Bellaire Blvd is identified as a four-lane divided principal arterial. The roadway is an east-west connector in the city providing access to many residential neighborhoods. For motorists traveling through the intersection on Bellaire, the alignment is offset and confusing. Additionally, the closest driveway to the intersection is less than 25 feet. Additionally, the intersection features faded crosswalk paint where there are crosswalks. Finally, this intersection had the highest number of motor vehicle accidents of any signalized intersection along the corridor in the past three years.

Planned Improvements

There are three major roadway improvements associated with this portion of the corridor. First, TxDOT has approved plans for reconstructing the grade separation at Business 121 and the IH-35E frontage roads between Corporate Drive and Business 121. The proposed section for Business 121 will maintain at least three lanes and include 6' sidewalks on either side. With the roadway reconstruction, TxDOT will also include an aesthetics package to incorporate Lewisville design elements into the highway project.

Just to the north of IH-35E, TxDOT and the City of Lewisville are coordinating on a realignment of Mill St to result in a more perpendicular intersection with Business 121. Mill St serves as a primary gateway to Old Town from Business 121, so this connection is critical.

Additionally, the City is proposing to realign Redbud St to provide access to Business 121 and removing the railroad crossing at Purnell St. This will help alleviate traffic congestion and unsafe turning movements at Business 121 and Railroad St. This project will be included in the 2024 bond election package, so construction timing is unknown at the time of this report development.

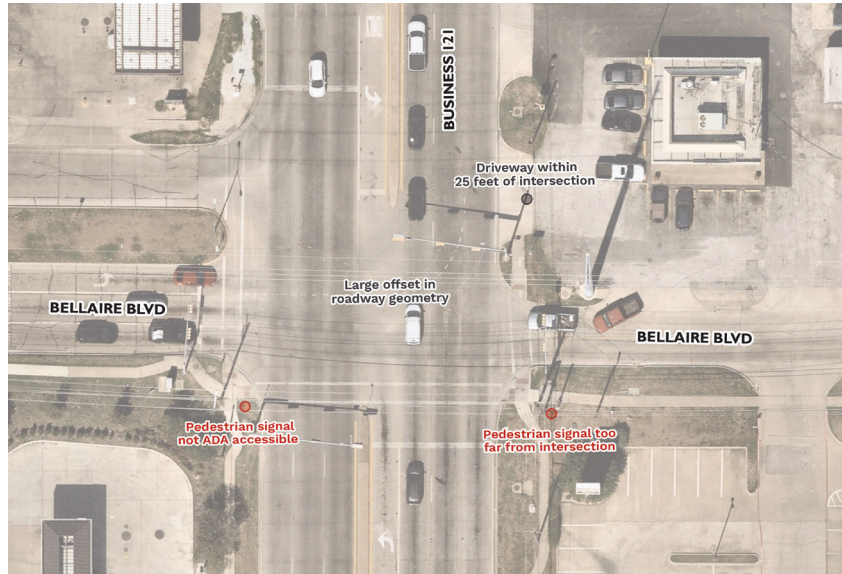


Image Source: NearMap, 2023

Fig.108: Planned Purnell-Redbud Connection

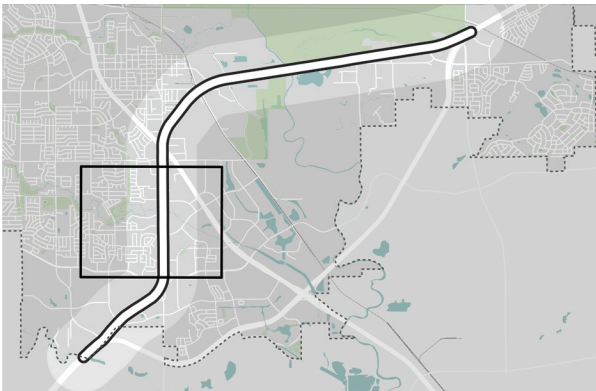


Corporate Drive

About the Subarea

The Corporate Drive area of Business 121 extends from FM 3040 (E Round Grove Rd, south) to Bellaire (north). In the southern end of the area, closer to E Round Grove Rd, there are a number of multi-family properties with entrances from Business 121. As one drives northbound along Business 121 toward IH-35E the land use becomes increasingly commercial, and the percentage of paved area dedicated to parking lots and access drives increases considerably. Commercial properties in the Corporate Drive area come in a variety of forms including stand-alone retail, strip retail, and larger retail centers. Two of these larger retail centers are now anchored by a church occupying the largest retail spaces, adapted to suit this new use.

Fig.109: Corporate Drive Subarea Extents



Bellaire (north) to FM 3040 (south)

Corporate Drive Subarea Experience

This area has a high proportion of retail land use. The built form is auto-oriented in nature. Sidewalks exist along most of the corridor through this area, but there is a lack of connectivity and comfort for the people using them. Shade is lacking most in the areas with a higher density of retail destinations. In some areas there is a larger grassy buffer between the sidewalk and Business 121, but trees are located on the outside of sidewalks, offering no psychological barriers between pedestrians along Business 121 and the busy roadway. A common variation of the distance from the sidewalk along Business 121 to the front of an adjacent building is 75-100 feet with a row of parking and access drive separating the two.

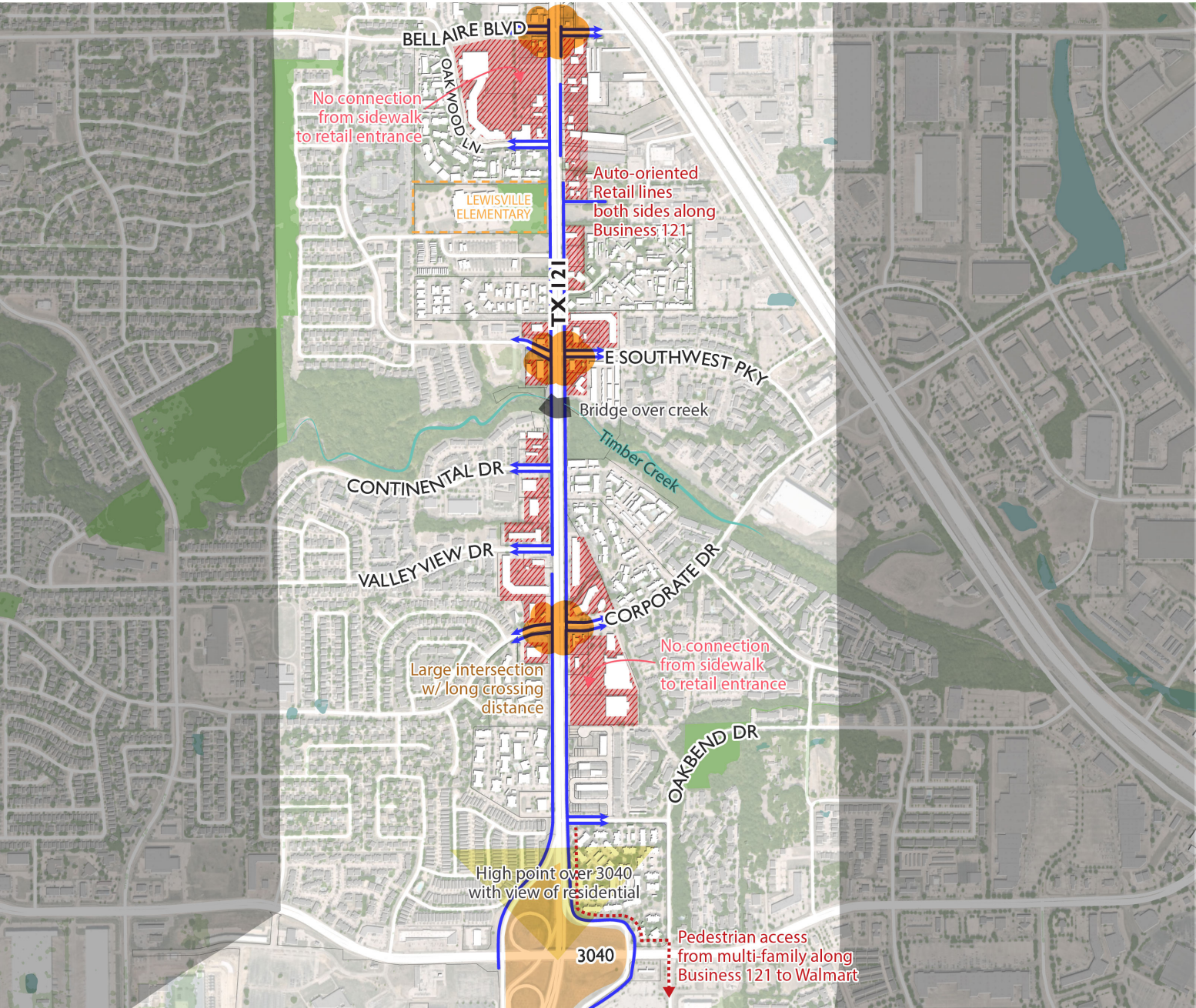
Along the larger retail centers, this setback is much larger, some measuring over 300 feet. There are a large number of access drives serving retailers along the roadway, as well as large expanses of parking lots. Public feedback suggests that traffic in this area can be severe. Many mentioned the frequency of driveways and lack of turning lanes as contributing to this issue. Public feedback on this area also highlights a desire for more maintenance and landscaping along the roadway and parking lots that are visible from the road, and improvements to dated building facades. The multi-family complexes have consistently well-landscaped buffers and entrances visible from the street.

Key Characteristics:

- The Corporate Drive area offers more retail variety to a typical consumer than the other subareas, offering primarily fast food, personal service, and convenience options.
- The built form is auto-oriented in nature with a high number of retail businesses, access drives, and larger expanses of parking.
- Residential housing in this area is typically oriented inward as a campus, with a larger landscaped entrance to each residential complex from Business 121.
- A higher proportion of properties in this area have sidewalks along Business 121. Anecdotally, more pedestrians are seen in this area than in any other subarea.
- Larger anchored shopping centers are set far back with limited visibility from or connectivity to the sidewalk.
- Curbed medians serve as vehicle blocks, but are not landscaped.
- Signage and lighting area designed for cars passing along Business 121; auto-oriented in scale and position.

Subarea Experience Map

Fig.110: Corporate Drive Subarea Experience



Built Form & Character

Common built form building blocks in the Corporate Drive Subarea:

Multi-Family Complexes

Multi-family residential complexes accommodate multiple households within a single property. Large complexes can have campus-like qualities and often feature shared amenities such as parking areas, recreational spaces, and a management office.

Stand-Alone Commercial

Stand-alone commercial or pad-site commercial properties refer to independent retail or service establishments situated on their own parcels of land, sometimes found in shopping centers. They often have dedicated parking and driveways, facilitating easy access for customers.

Drive-Thru Retail

Drive-through retail properties are typically restaurant, bank, pharmacy, and coffee shop establishments situated on independent parcels of land. Space dedicated to clear, directional vehicle circulation to and around the building is a critical site characteristic.

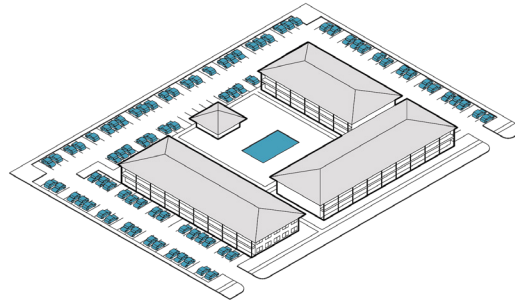
Retail Strip

Retail strip properties are linear arrangements of attached or adjacent commercial units. These properties house various retail and service businesses, each with its own storefront. Typically parking is shared.

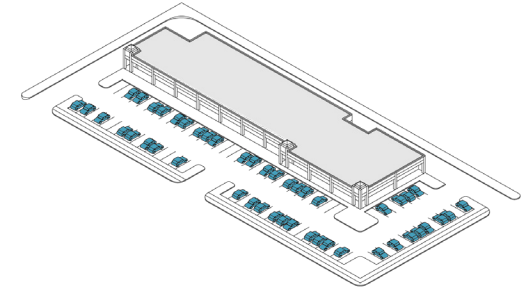
Retail Center

Retail center properties are comprehensive commercial complexes featuring multiple retail and service establishments. These properties, provide a mix of stores, restaurants, and amenities, often with shared infrastructure and parking facilities.

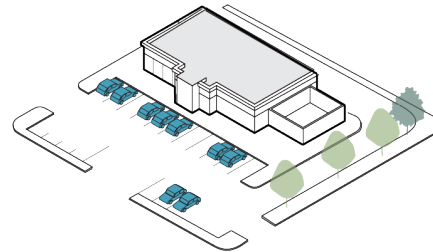
Fig.111: Corporate Drive Subarea Components of the Built Environment



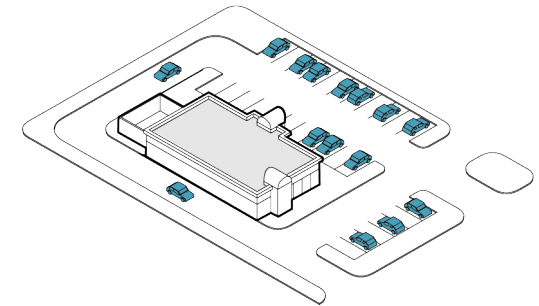
Multi-Family Complexes



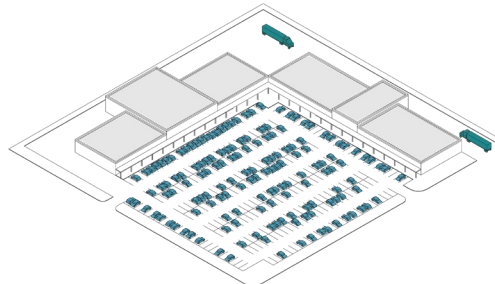
Retail Strip



Stand-Alone Commercial



Drive-Thru Retail



Retail Center

Land Use & Zoning

The Corporate Drive Subarea land use distribution was analyzed within the following nine Land Use Categories: Hotel/Motel, Industrial, Institutional/Semi-public, Education, Multi-family, Office, Retail, Single Family, and Vacant. The land use categories with the highest proportion of parcel area are Retail (50 acres or 43%), Multi-family (30 acres or 26%), and Vacant (9 acres or 8%).

The proportion of parcel area was also analyzed based on Lewisville’s Zoning Classifications. Parcels in the Corporate Drive area fall into twelve Zoning Categories: Agricultural Open Space, Estate Townhouse, General Business, Local Commercial, Light Industrial, Multi-Family 1, Multi-Family 2, Mixed Use District, Planned Development, Public Use, Townhouse, and Townhouse 2. The zoning categories with the highest proportion of parcel area are General Business (34 acres or 28%), Light Industrial (28 acres or 24%), and Multi-Family 2 (19 acres or 16%). Despite the higher proportion of zoned Industrial land, there is not significant industrial land use in Corporate Drive.

Fig.112: Corporate Drive Subarea Land Use Distribution

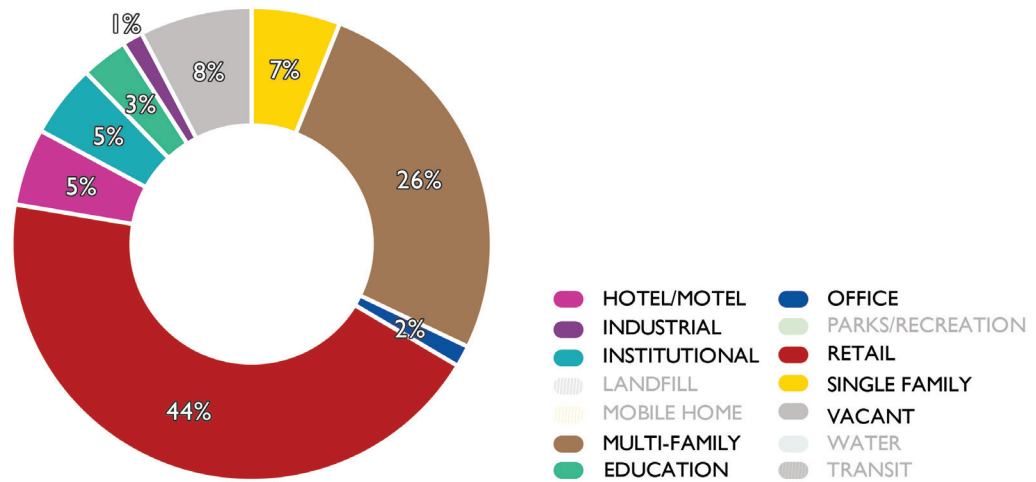
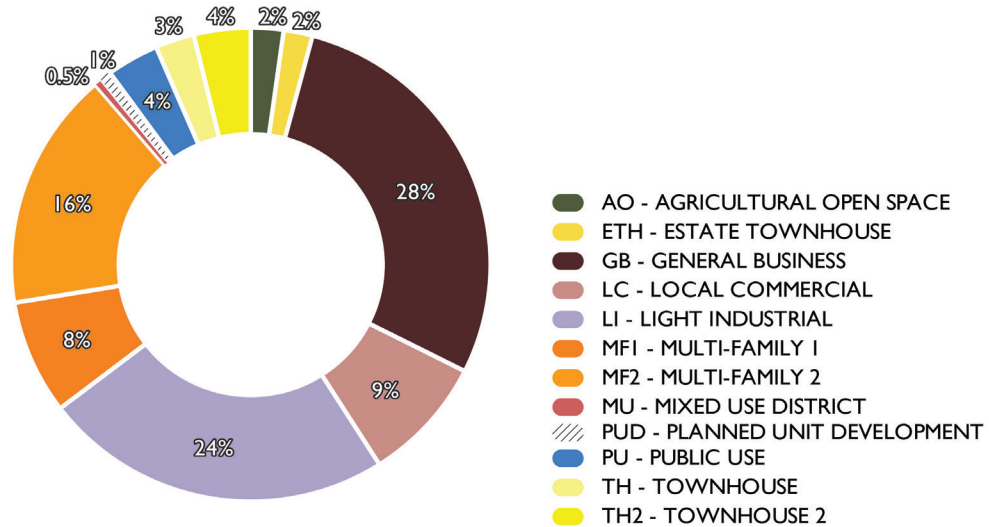


Fig.113: Corporate Drive Subarea Zoning Distribution



Streetscape

The illustrative section, shown in Figure 115, illustrates conditions that are common along the Corporate Drive subarea. Photos in Figure 114 highlight conditions that impact the look and feel of the corridor.

Eighty-six percent of the total linear feet on either side of Business 121 is accompanied by sidewalk. Many sidewalks are interrupted by frequent curb cuts, posing numerous opportunities for collision. Tree cover, assessed within approximately 200 feet from either side of the center line of Business 121, encompasses 19 percent of the total acreage within that 200-foot span on both sides of the center line.

Fig.114: Corporate Drive Subarea Typical Streetscape Photo Examples



Landscaped residential entrances.



Signage scaled for visibility from roadway.



Landscaping varies throughout the subarea.



Sidewalk buffer and landscaping widths vary.

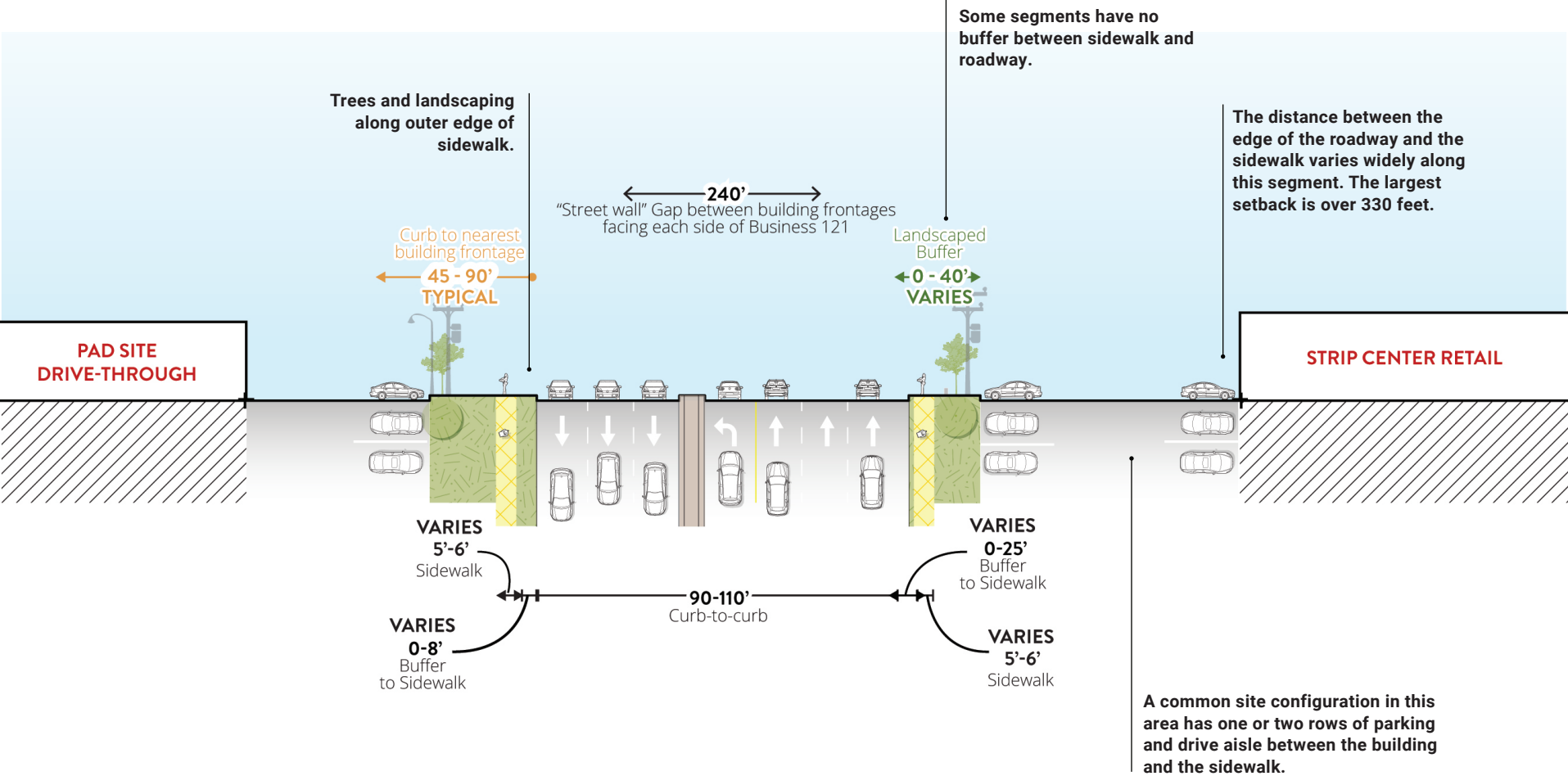


This subarea features many driveways.



Large parking lots are prevalent.

Fig.115: Illustrative Section - Business 121 at Valley View Rd



Roadway Profile

Business 121 through the Corporate Drive area is a six-lane divided roadway from Bellaire Blvd in the north to FM 3040 in the south. This portion of the corridor is the most densely populated with retail and residential lining both sides of the corridor. Timber Creek also bisects this section.

Roadway Dimensions

The typical section for this corridor segment is shown in Figure 116. The total ROW width varies from approximately 110-160 feet and the pavement width (curb to curb) ranges from approximately 90 to 110 feet with a median that is 15 feet at its widest point. There are 34 driveways on the eastern side of the corridor and 22 driveways on the western side of the corridor. Additionally, there are several streets that intersect with the corridor on either side that are not signalized, adding to the number of ingress and egress points along the corridor. This portion of the corridor is most connected with sidewalks; there are relatively continuous sidewalks on both sides of the corridor that range from 5 to 6 feet. The bridge over Timber Creek is approximately 370 feet in length.

Crashes

From 2021 to 2023, there were a total of 310 reported vehicle crashes along this corridor segment, which resulted in 132 injuries and one fatality. The locations of crashes are spread throughout this corridor segment, with the most incidents occurring at Corporate Drive and Southwest Parkway. During this same time period there were four reported crashes involving pedestrians resulting in six injuries and three reported crashes involving bicyclists resulting in three injuries. Three of the four pedestrian incidents occurred away from a signalized intersection, indicating that people were crossing in an unsafe manner away from a designated crosswalk.

Fig.116: Corporate Drive Subarea Typical Section

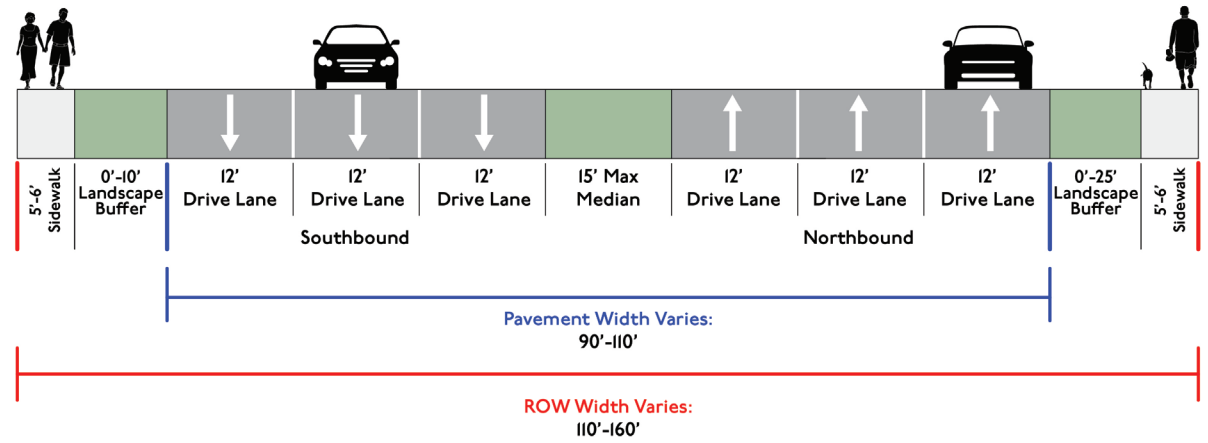
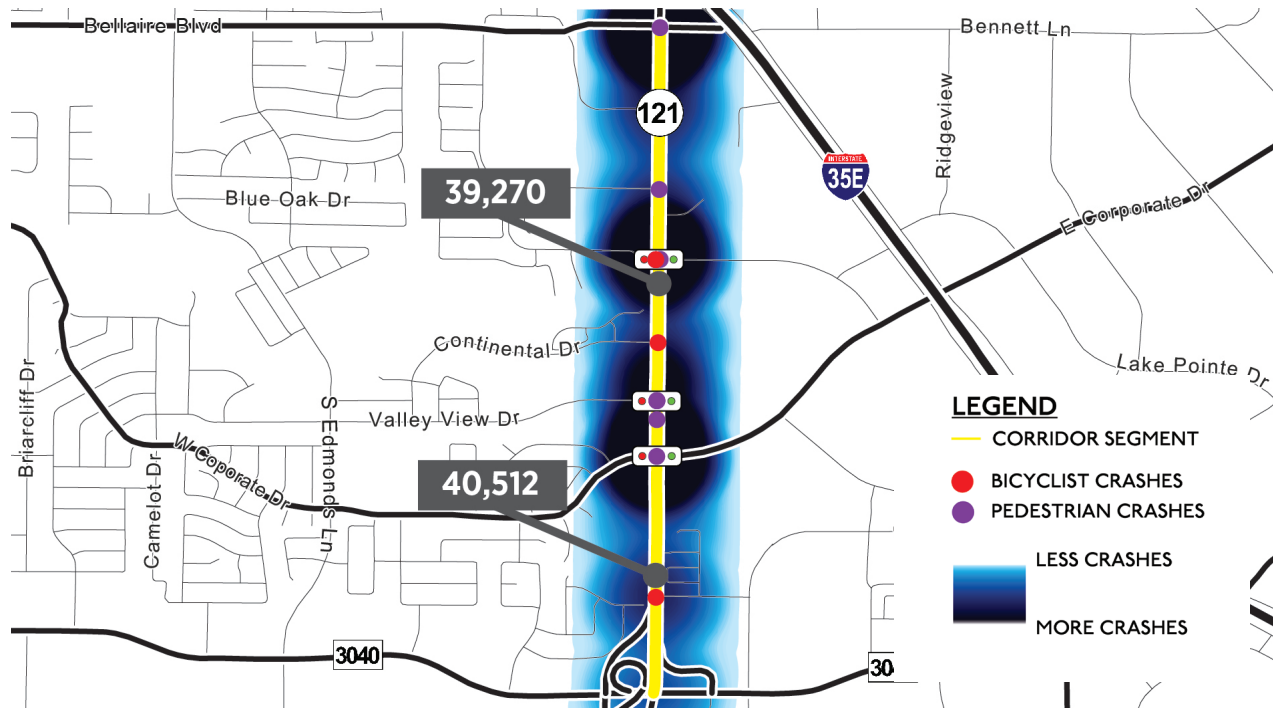


Fig.117: Corporate Drive Subarea Signalized Intersections, Crash Density, and Traffic Volumes



Speed & Traffic Counts

The posted speed limit for the corridor range from 45 to 55 mph. There are two locations in which TxDOT collected traffic counts along this corridor segment. While interim year traffic counts were not available for one of the locations, there was a slight decrease in traffic volumes from 2019 to 2022.

Fig.118: Corporate Drive Subarea Traffic Counts

Location	2022	2021	2020	2019
Just south of Southwest Pkwy	39,270	41,051	34,677	42,247
Just north of Forestbrook Dr	40,512	N/A	N/A	45,652

Source: TxDOT Traffic Count Database System (TCDS), accessed November 2023.

Signalized Intersections

Southwest Parkway

This roadway is designated as a two-lane undivided collector on the Thoroughfare Plan and provides access to residential areas on either side of the corridor. There are potential sight distance issues at this intersection due to the change in topography. As for pedestrian safety, curb ramps don't exist at every corner and multiple pedestrian signals are located too far from the intersection to be ADA accessible. Finally, better lighting is needed at the intersection to improve visibility at night.

Fig.119: Southwest Parkway Intersection Key Issues

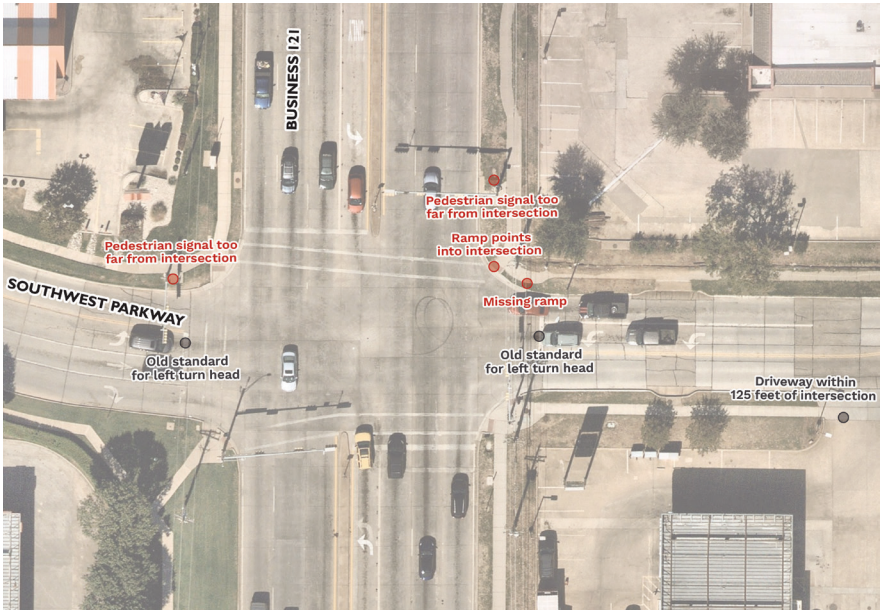
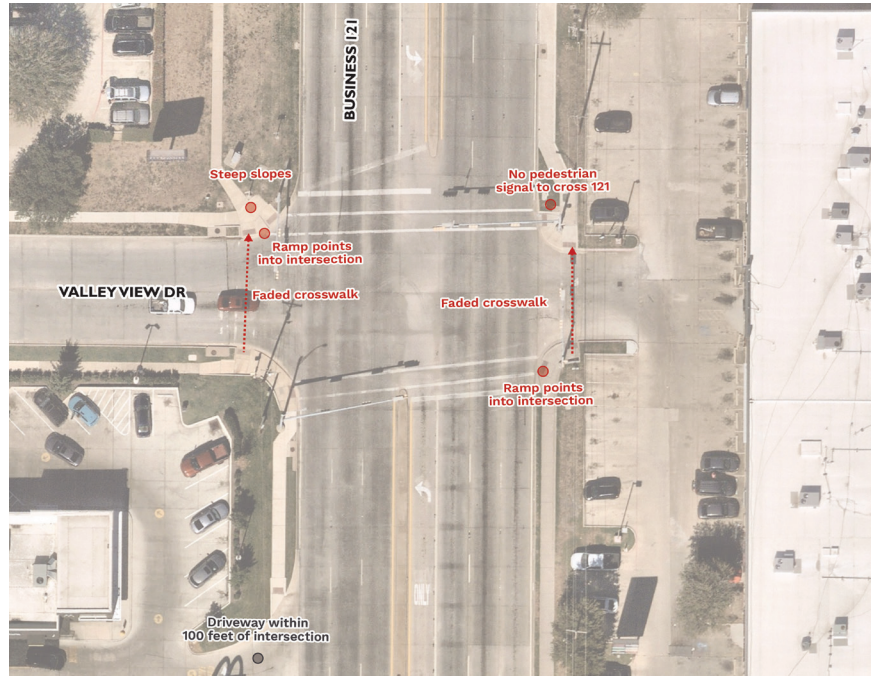


Image Source: NearMap, 2023

Fig.120: Valley View Drive Intersection Key Issues

Valley View Drive

This roadway is designated as a two-lane undivided collector on the Thoroughfare Plan and only intersects with the corridor on the western side. There is a driveway entrance located within 100 feet of the intersection and better lighting is needed. As for pedestrian safety, some of the curb ramps point into the intersection and the crosswalk paint is faded at each crossing of Valley View Drive.



Corporate Drive

This roadway is designated as a four-lane undivided collector on the Thoroughfare Plan and is a major east-west connector throughout Lewisville. This is one of the darker intersections along the corridor, as there is no lighting at the intersection or along the roadway. The closest driveway is approximately 100 feet from the intersection. Additionally, the curb ramps are not directional and therefore point to the middle of the intersection and do not align with the receiving ramps. Finally, within the past three years there were two reported pedestrian crashes within 500 feet of this intersection.

Fig.121: Corporate Drive Intersection Key Issues

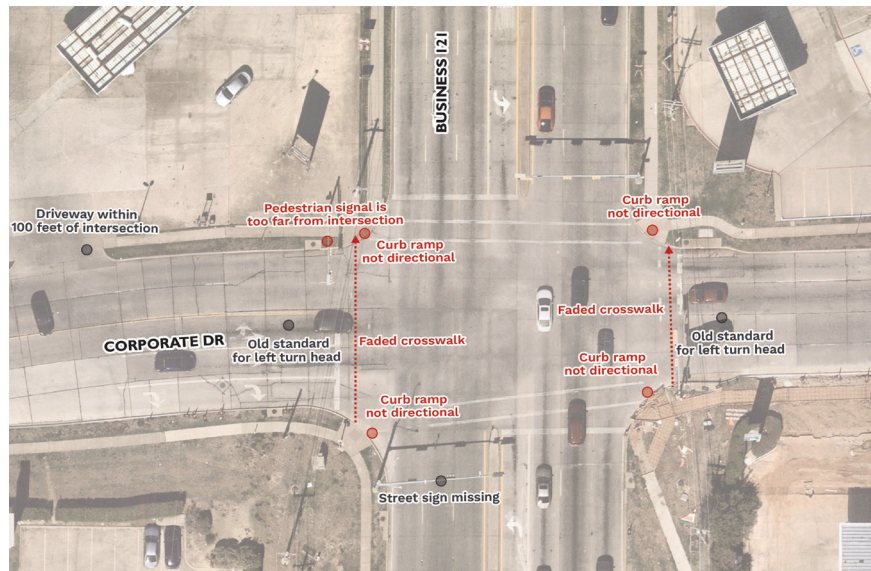


Image Source: NearMap, 2023

Planned Improvements

Plans are currently underway to redesign Southwest Parkway as a Complete Street with enhanced accommodations for non-motorized users. As part of this design process, special consideration will be given to the intersection with Business 121 to identify ways to improve safe crossings for cyclists and pedestrians. Additionally, the City is finalizing designs for an extension of the Timber Creek Trail that will traverse underneath the elevated portion of Business 121 at Timber Creek.

An extension of Corporate Drive is planned from its current terminus at Railroad St to Carrollton Parkway in Carrollton. Identified as a four-lane undivided collector, the future roadway has the potential to serve as a reliever route for Business 121. Construction for the initial segments in Lewisville are anticipated to begin in early 2024 and take about 2.5 years to construct. Later phases are still in the ROW acquisition phase.

Fig.122: Corporate Drive Extension Schematics



Source: Halff

Southwest End

About the Subarea

The Southwest End of Business 121 marks the southern boundary of the study area, extending from just south of FM 3040 to the Sam Rayburn Tollway. Business 121 curves between W. Vista Ridge Mall Dr and W. Round Grove Rd, transitioning from a northeast trajectory to a direct North-South alignment. Large grassy expanses with new tree plantings are visible from Business 121 at the Sam Rayburn Tollway Interchange and the connection to W. Round Grove Rd

Key Characteristics:

- Large industrial campuses, warehouse and distribution centers are separated by grassy and wooded buffers along either side of the roadway.
- There are few curb cuts and limited access to uses along the corridor. The industrial businesses are primarily accessed via side streets.
- A large grassy median separates the street making the roadways profile much wider than areas to the north.
- Sidewalks are present along newer properties but are not contiguous through this area.

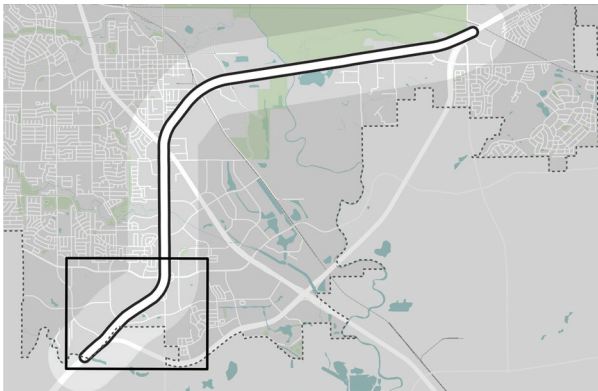
Southwest End Subarea Experience

A pedestrian walking along Business 121 through this area may feel out of place among the massive scale of the buildings and the larger road profile. Sidewalks, although present along some of the industrial properties, lack continuity and are not sheltered from the sun or sound.

The presence of extensive grassy buffers and limited curb cuts along make this area feel more like a highway than the other segments. The driver's view is wide open and intersections are far apart, encouraging speeding.

Traveling northbound from the City of Lewisville's southern municipal boundary, large-format industrial buildings are visible along both sides of the roadway. Wooded areas and large setbacks separate Business 121 from these larger buildings and soften the landscape. Passing over W. Round Grove Road, the multi-family residential complexes to the north are visible.

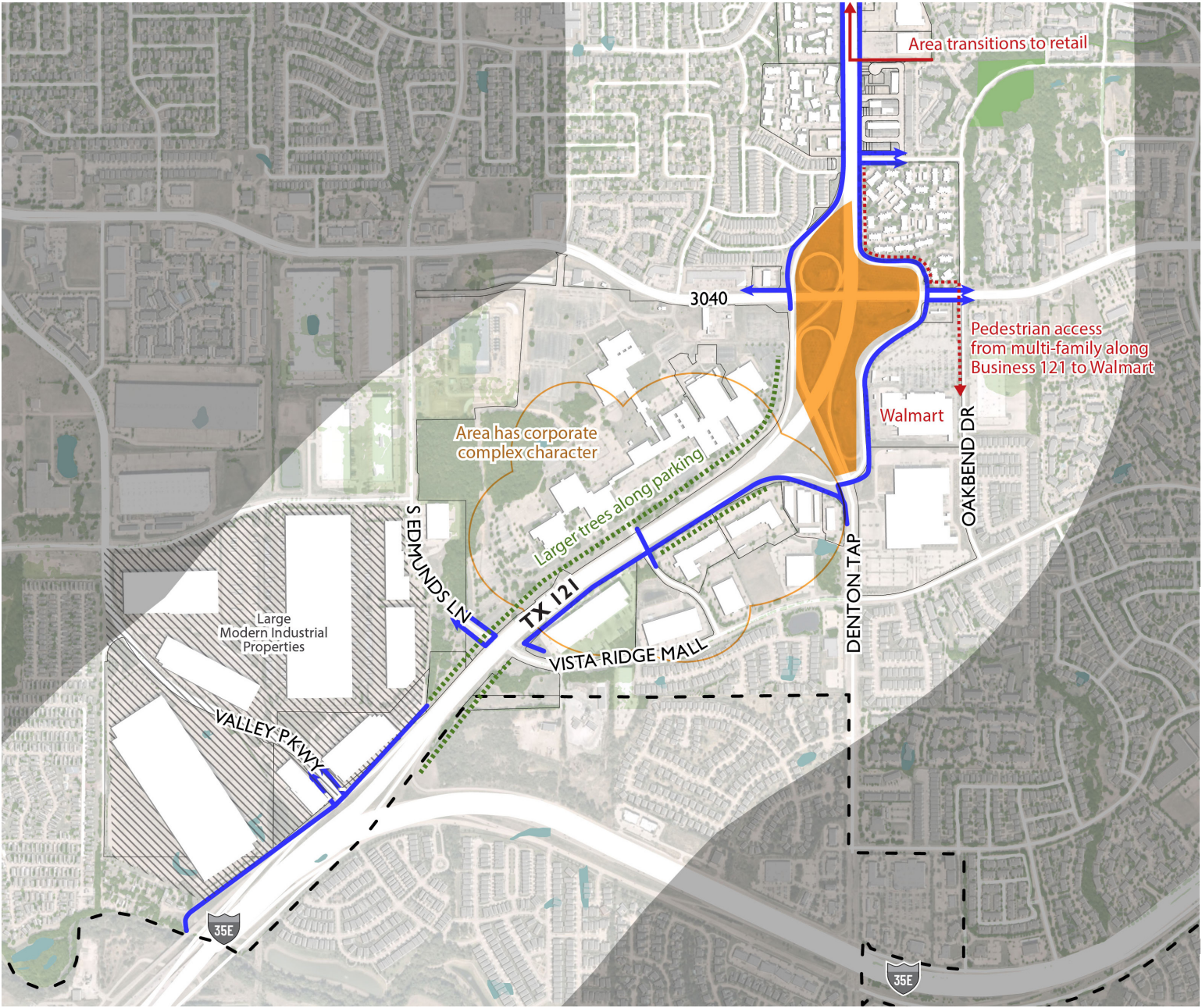
Fig.123: Southwest End Subarea Extents



FM 3040 (north) to Sam Rayburn Tollway (south)

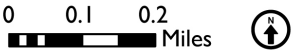
Subarea Experience Map

Fig.124: Southwest End Subarea Experience



LEGEND

- WATER
- PARKS
- PARCELS IN 10M WALKSHED
- PARCELS ON BUSINESS 121
- CITY BOUNDARY
- LIGHT INDUSTRIAL CHARACTER
- CHALLENGING INTERSECTION
- EXISTING SIDEWALK SEGMENTS
- KEY CONNECTIONS



Built Form & Character

Common built form building blocks in the Southwest End Subarea:

Single Family Residential

Single family residential properties include detached homes, townhomes, and duplexes intended for individual households. These properties typically have dedicated yards or outdoor spaces and parking.

Multi-Family Complexes

Multi-family residential complexes accommodate multiple households within a single property. Large complexes can have campus-like qualities and often feature shared amenities such as parking areas, recreational spaces, and a management office.

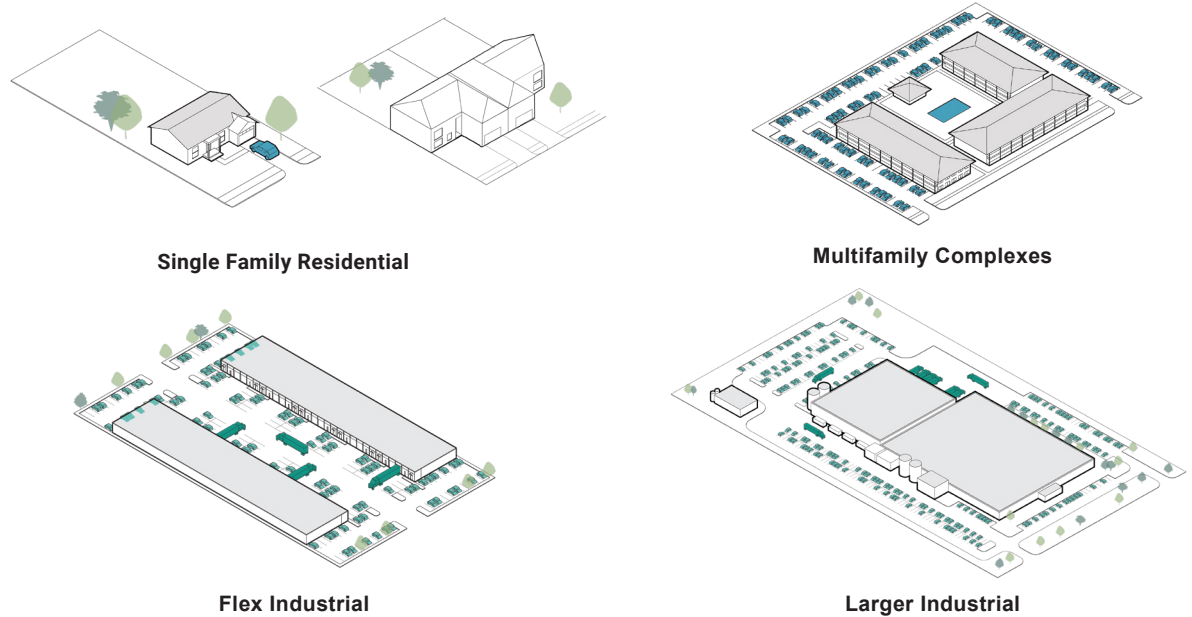
Flex Industrial

Flex industrial properties are versatile spaces that blend office and warehouse features. These properties vary widely in scale (typically 5,000 square feet or more) and provide adaptable environments for businesses, accommodating a mix of manufacturing, distribution, and administrative functions. They typically support multiple tenants.

Larger Industrial

Large industrial properties are designed for heavy manufacturing, storage, or distribution. They have expansive floor areas, high-ceiling warehouses, and loading docks. Often near transportation hubs for efficient logistics, these properties support large-scale industrial operations.

Fig.125: Southwest End Subarea Components of the Built Environment



Southwest Subarea view from drone over industrial buildings, looking west.

Land Use & Zoning

The Southwest End Subarea land use distribution was analyzed within the following six Land Use Categories: Industrial, Multi-family, Mobile Home, Retail, Parks, and Vacant. The land use categories with the highest proportion of parcel area are Industrial (60 acres or 85%) and Vacant (7 acres or 9%). These parcels are large, with considerably grassy setbacks, parking lots, and buffers between the road and the sidewalk.

The proportion of parcel area was also analyzed based on Lewisville’s Zoning Classifications. Parcels in the Southwest End area fall into only one Zoning Category: Light Industrial.

Fig.126: Southwest End Subarea Land Use Distribution

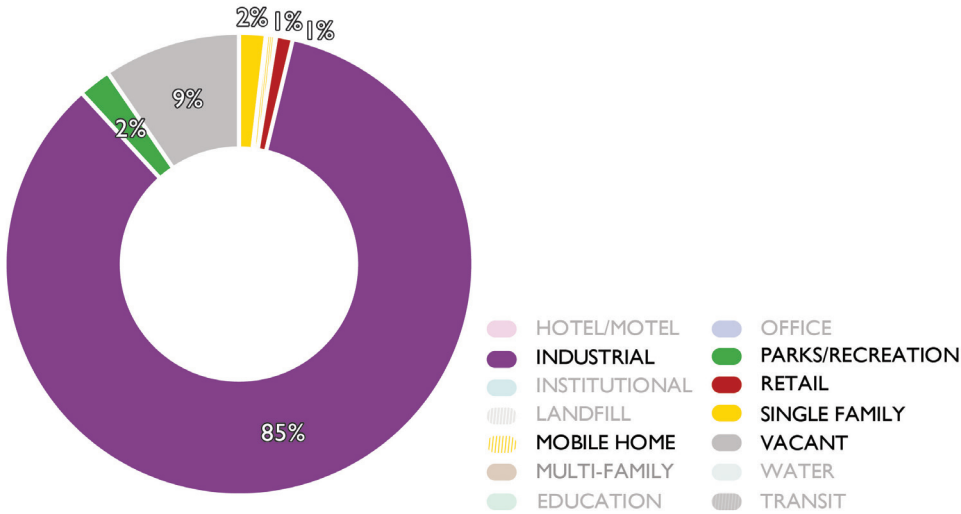
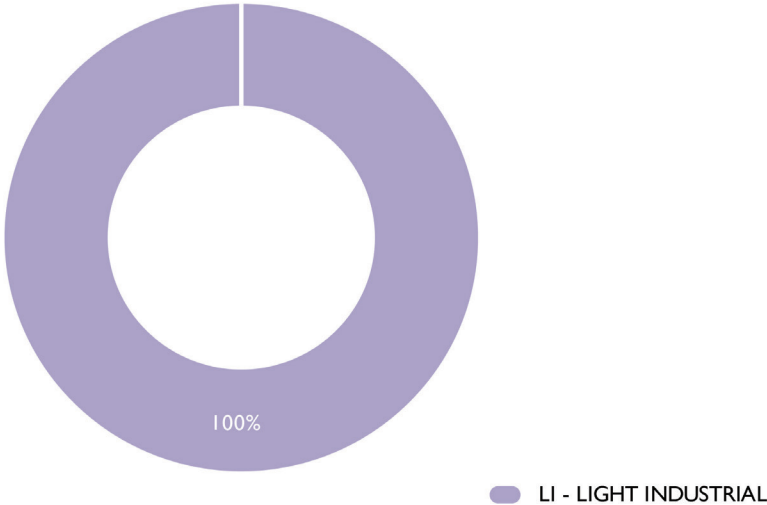


Fig.127: Southwest End Subarea Zoning Distribution



Streetscape

The illustrative section, shown in Figure 129, illustrates conditions that are common throughout the Southwest End. Photos in Figure 128 highlight conditions that impact the look and feel of the corridor.

Ten percent of the total linear feet on either side of Business 121 is accompanied by sidewalk. Tree cover, assessed within approximately 200 feet from either side of the center line of Business 121, encompasses 10 percent of the total acreage, less the road.

Fig.128: Southwest End Subarea Typical Streetscape Photo Examples



Lewisville gateway signage.



Curbless edge along roadway.



Industrial buildings set away from the roadway.

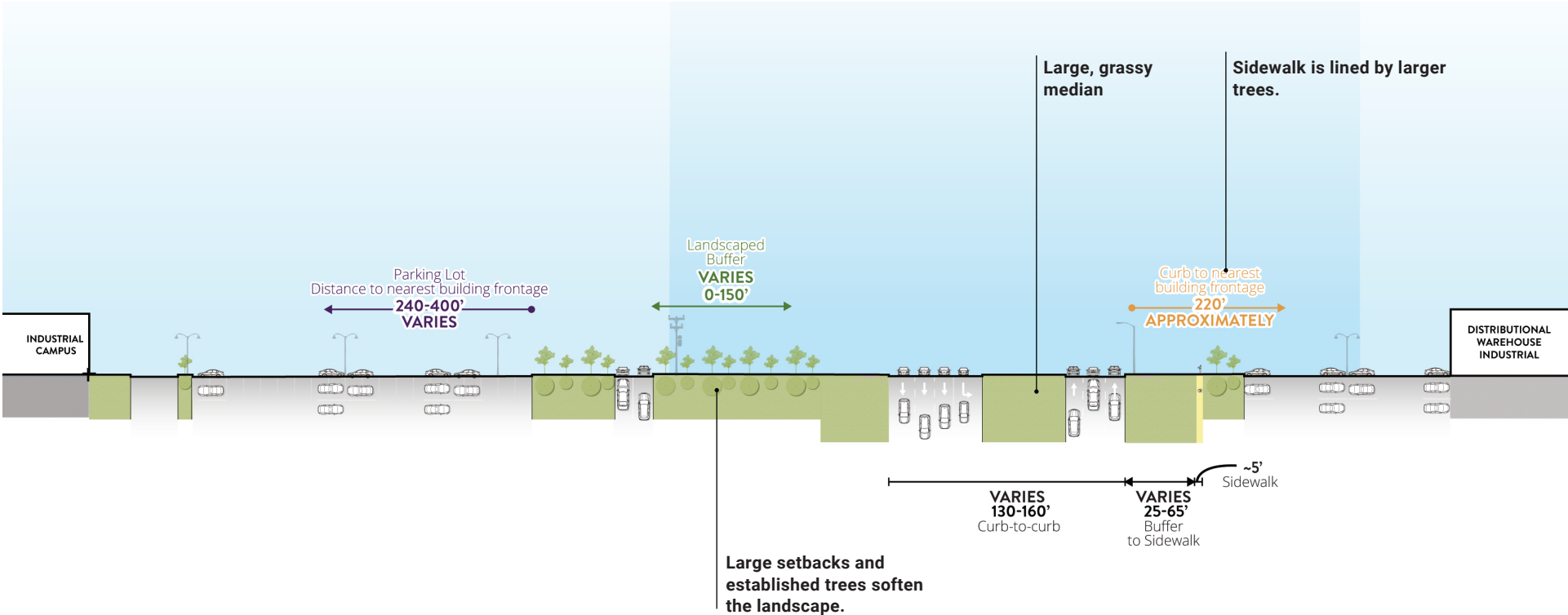


Interchange with FM 3040 is landscaped.



Transition from FM 3040 overpass directly into residential on both sides of corridor.

Fig.129: Illustrative Section - Business 121 South of E Round Grove Rd (FM 3040)



Roadway Profile

Business 121 through the Southwest End area is a four-lane divided roadway from FM 3040 to the north to the convergence with Sam Rayburn Tollway in the south. South of FM 3040 there are larger corporate campuses and industrial buildings on either side of the corridor.

Roadway Dimensions

The typical section for this corridor segment is shown in Figure 130. The total ROW width varies from approximately 265 to 300 feet, the pavement width (curb to curb) ranges from approximately 130 to 160 feet with a median that is 65 feet at its widest point. TxDOT owns a significant amount of ROW at the Business 121/FM 3040 interchange with a ROW of approximately 1,330 feet at its widest point. There are no driveways from the main lanes on the southern side of the corridor and three driveways from the main lanes on the northern side of the corridor. There are five feet sidewalks on the southern side of the corridor that are continuous until Vista Ridge Mall Drive. There are no sidewalks on the northern side until the new industrial at Valley Parkway.

Crashes

From 2021 to 2023, there were a total of 141 reported vehicle crashes along this corridor segment, which resulted in 52 injuries and no fatalities. Most of the crashes are concentrated at High Point Oaks Drive and Vista Ridge Mall Drive. During this time period there were no reported crashes involving bicyclists or pedestrians within this corridor segment. The densest concentration of motor vehicle accidents exist at the signalized intersections. The traffic volumes increase towards the southern end of the study area. There are no reported bicycle or pedestrian crashes within the corridor subarea in the past three years.

Fig.130: Southwest End Subarea Typical Section

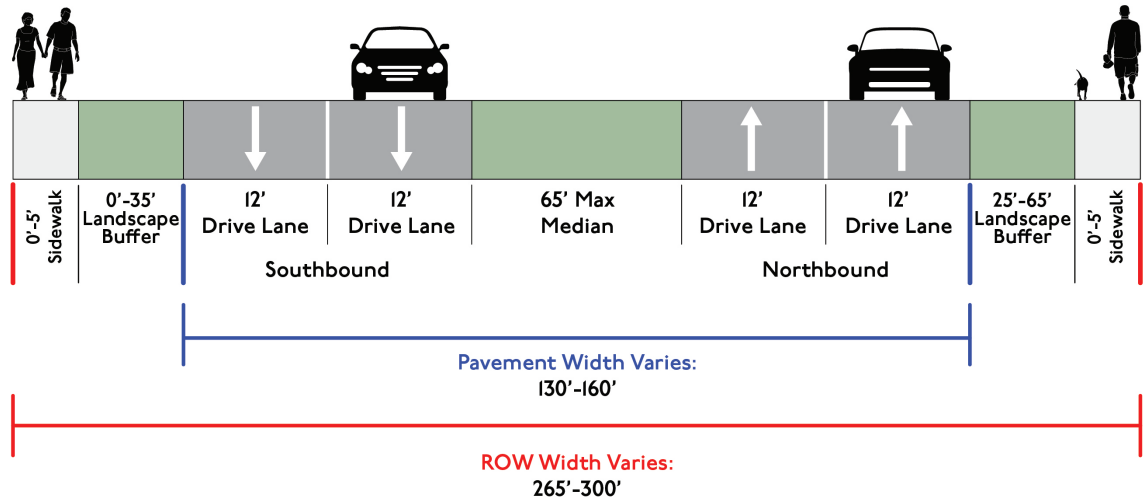
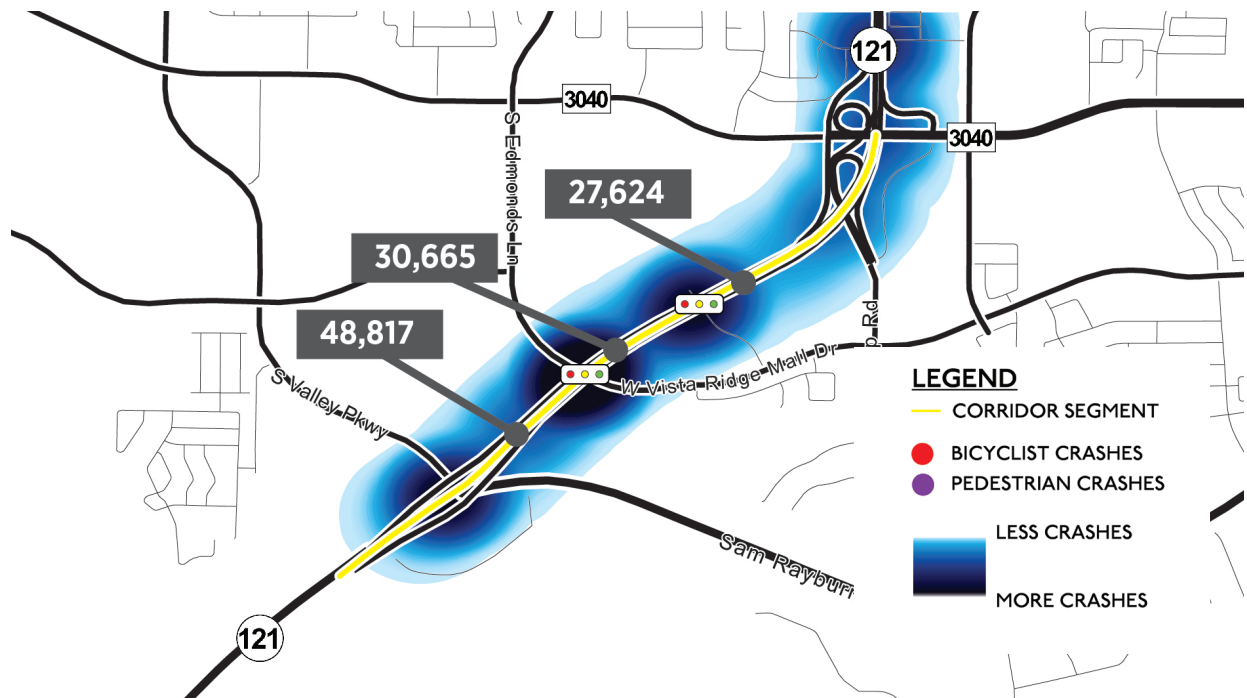


Fig.131: Southwest End Subarea Signalized Intersections, Crash Density, and Traffic Volumes



Speed & Traffic Counts

The posted speed limit for the corridor is 55 mph.

There are three locations in which TxDOT collected traffic counts along this corridor segment. While interim year traffic counts were not available for all of the locations, there was a slight decrease in traffic volumes from 2019 to 2022.

Fig.132: Southwest End Subarea Traffic Counts

Location	2022	2021	2020	2019
Just northeast of Highpoint Oaks	27,624	N/A	N/A	31,128
Just northeast of Vista Ridge Mall Dr	30,665	N/A	N/A	34,556
Just northeast of S Valley Pkwy	48,817	44,815	44,507	54,394

Source: TxDOT Traffic Count Database System (TCDS), accessed November 2023.

Signalized Intersections

Highpoint Oaks Drive

This roadway is designated as a local street on the Thoroughfare Plan and primarily serves the Convergence Business Center area. Street signs are missing in all directions at this intersection, which causes a safety issue for visitors and delivery vehicles trying to find specific offices. Additionally, unprotected left turns are allowed in both directions on Highpoint Oaks, but the signage is the old yield on green standard. As for pedestrian safety, there is a median refuge in the northern crossing of Business 121, but due to the length of the crossing and light timing, pedestrians are forced to stop and wait in the median, which is not a comfortable experience. There are also issues with curb ramps not aligning with the receiving ramps.

Fig.133: Highpoint Oaks Drive Intersection Key Issues

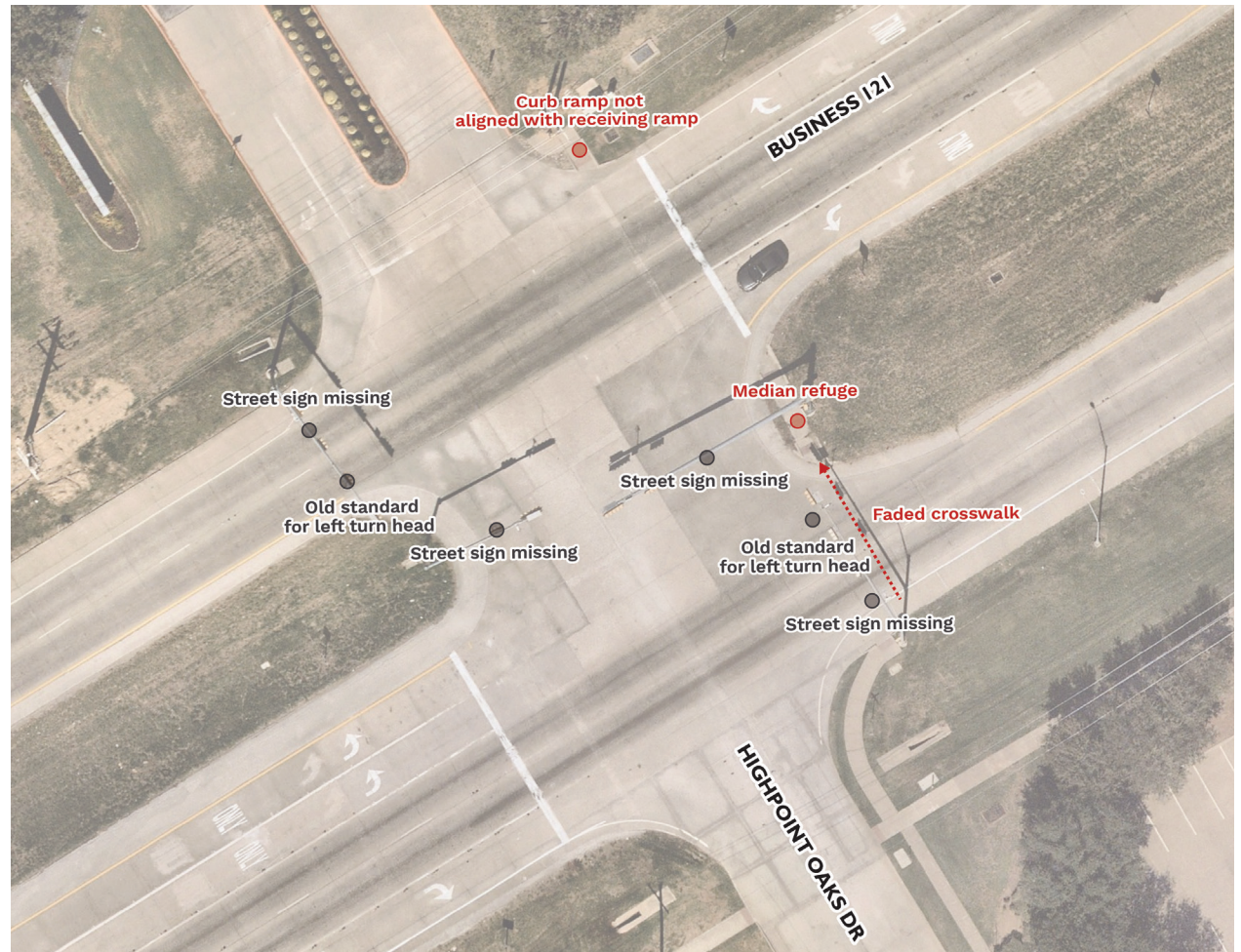


Image Source: NearMap, 2023

Vista Ridge Mall Dr/Edmonds Ln

This roadway is designated as a four-lane divided principal arterial in the Thoroughfare Plan. It provides connectivity to residential areas to the east and north of this portion of the corridor. Unprotected left turns are allowed on Vista Ridge Mall Drive and Edmonds Lane, but the signage is the old yield on green standard. There are also no pedestrian signals or crossing features in any direction.

Planned Improvements

There are no known planned improvements associated with this corridor segment. There are no plans to reconfigure the existing Business 121/FM 3040 interchange, resulting in a large amount of undevelopable space.

Fig.134: Vista Ridge Mall Drive / Edmonds Lane Intersection Key Issues

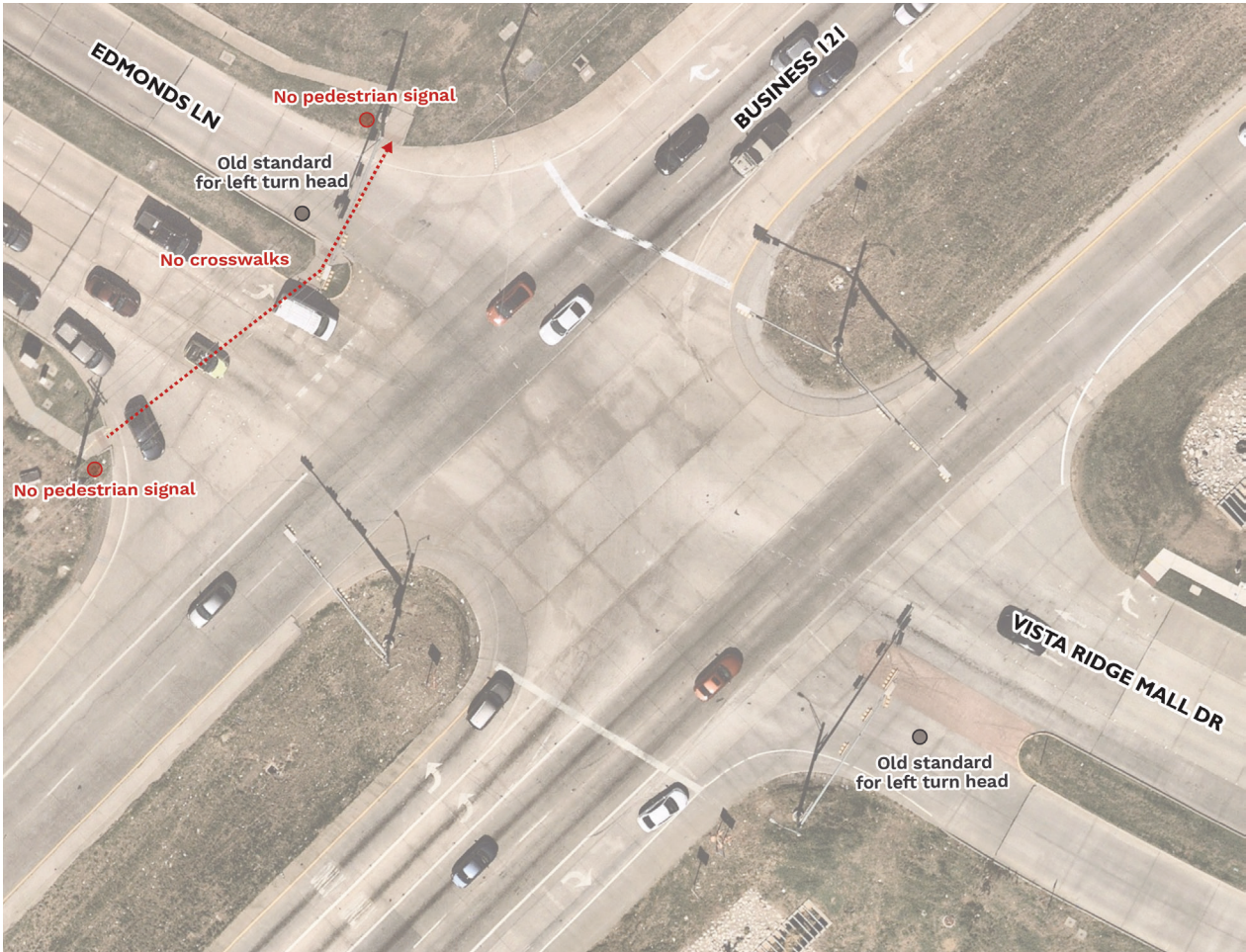


Image Source: NearMap, 2023