



BUSINESS 121
CORRIDOR
PLAN

PLANNING AND ZONING COMMISSION

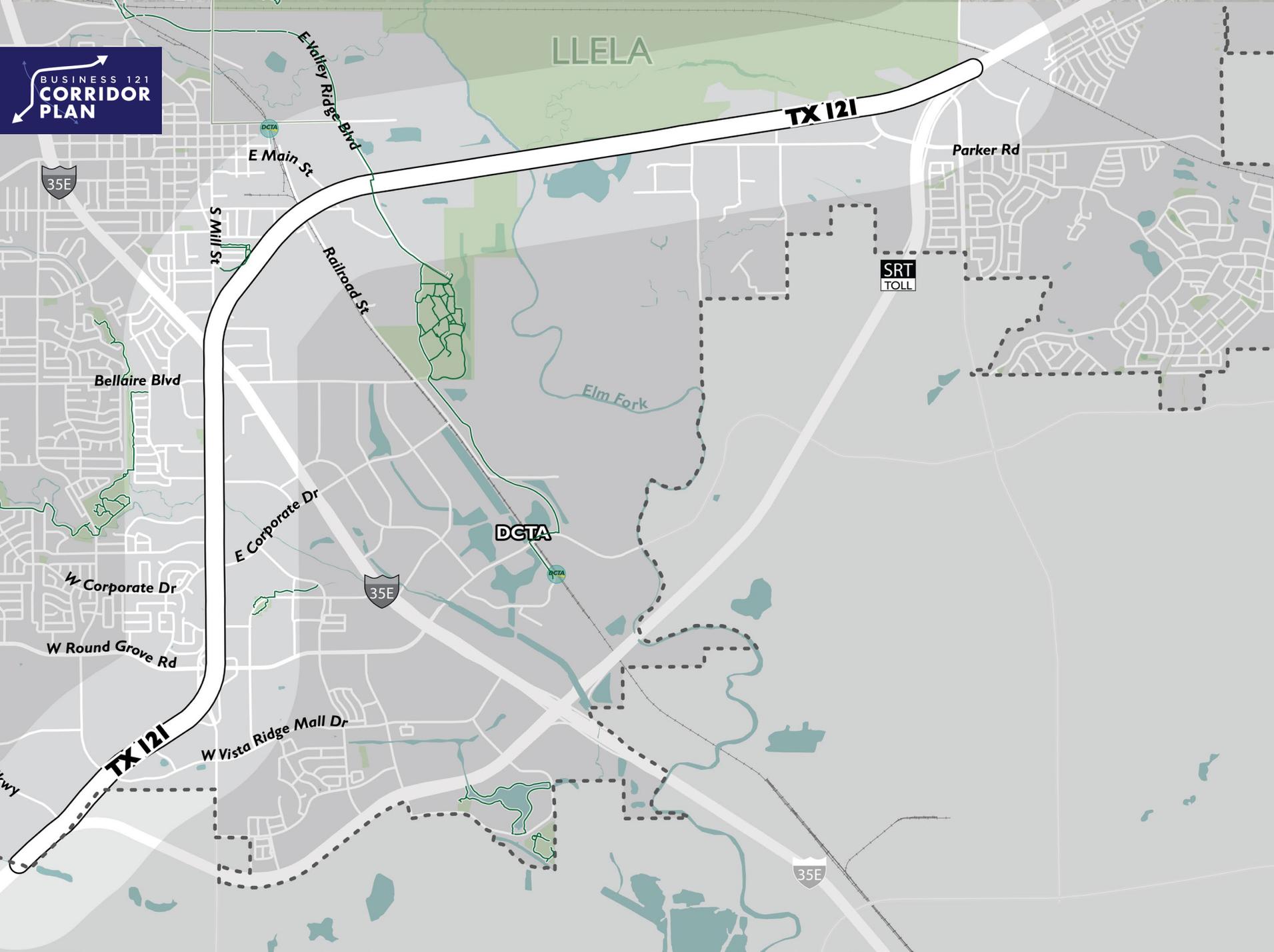
APRIL 2, 2024

Why Plan for Business 121?

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

What will be the Outcomes?

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



STUDY AREA

8.4-MILE PRINCIPAL ARTERIAL ENTIRELY OWNED AND MANAGED BY TXDOT

½ MILE BUFFER AREA REPRESENTS ROUGHLY A 10-MINUTE WALKSHED

LEGEND

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



ANTICIPATED PROJECT SCHEDULE

Summer/Fall 2023

Fall/Winter 2023

Spring 2024

Spring/Summer 2024

Fall 2024



**PHASE 1
DIAGNOSE**



**PHASE 2
LISTEN**



**PHASE 3
ENVISION**



**PHASE 4
CALIBRATE**



**PHASE 5
EXECUTE**

EXISTING CONDITIONS ANALYSIS

Corridor-wide Analysis

CORRIDOR CONTEXT

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

MOBILITY NETWORK

Safety & Access
Crash Analysis
Commute Characteristics
Multi-Modal
Connectivity

LOCAL MARKET

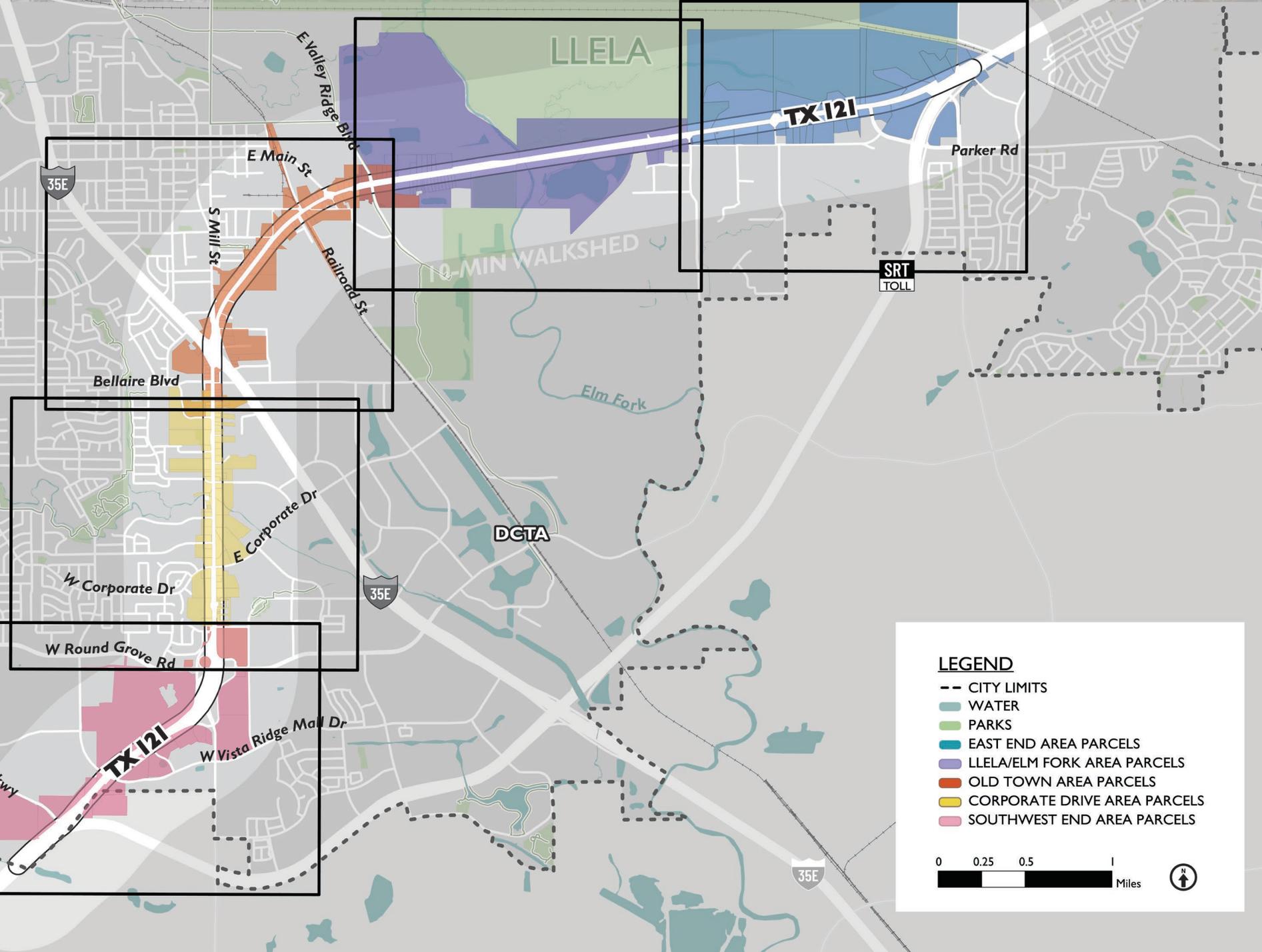
Industrial Trends
Residential Trends
Retail Trends
Office Trends
Hospitality Trends

SUB-AREA ANALYSIS

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

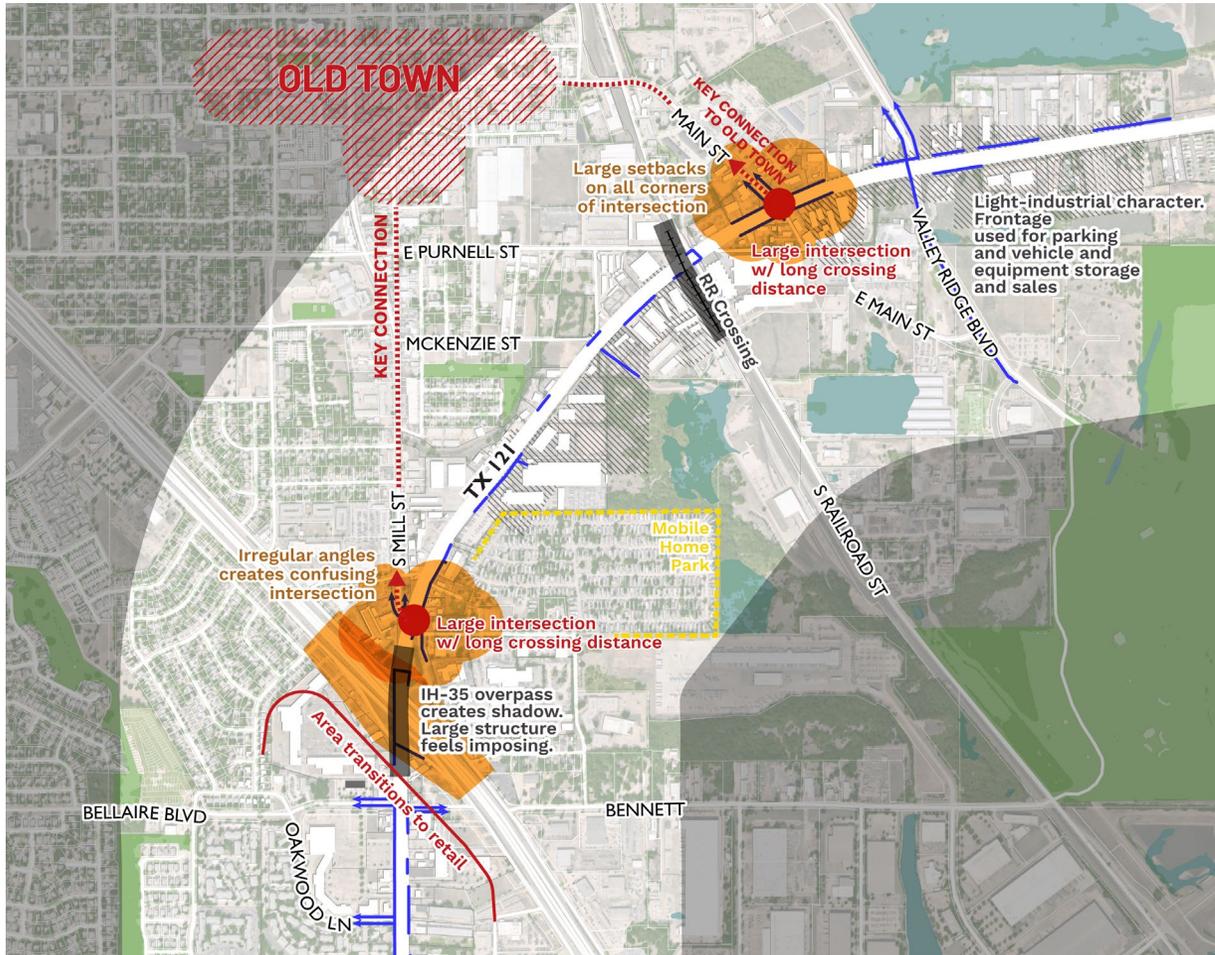
ANALYSIS FOR EACH SUB-AREA INCLUDED:

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

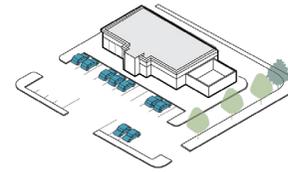


PHASE 1 RECAP: DIAGNOSE

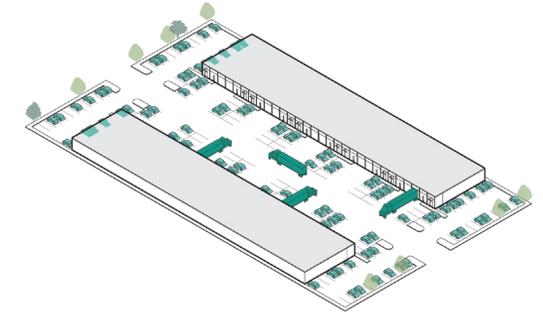
Existing Conditions Report: Built Form & Character Analysis



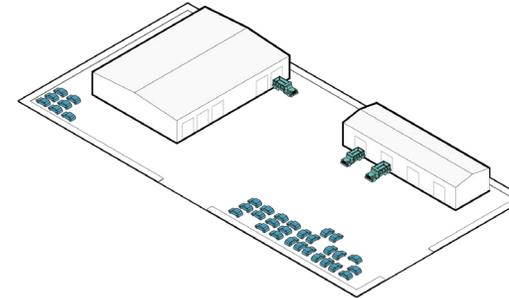
STAND-ALONE COMMERCIAL



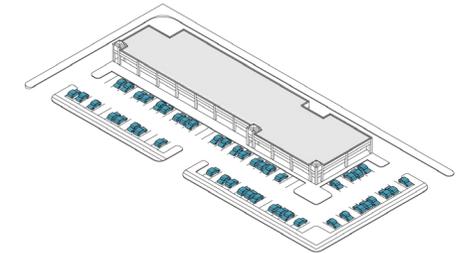
FLEX INDUSTRIAL



INDUSTRIAL WITH OUTDOOR STORAGE / WAREHOUSE



STRIP RETAIL



EXISTING CONDITIONS KEY TAKEAWAYS

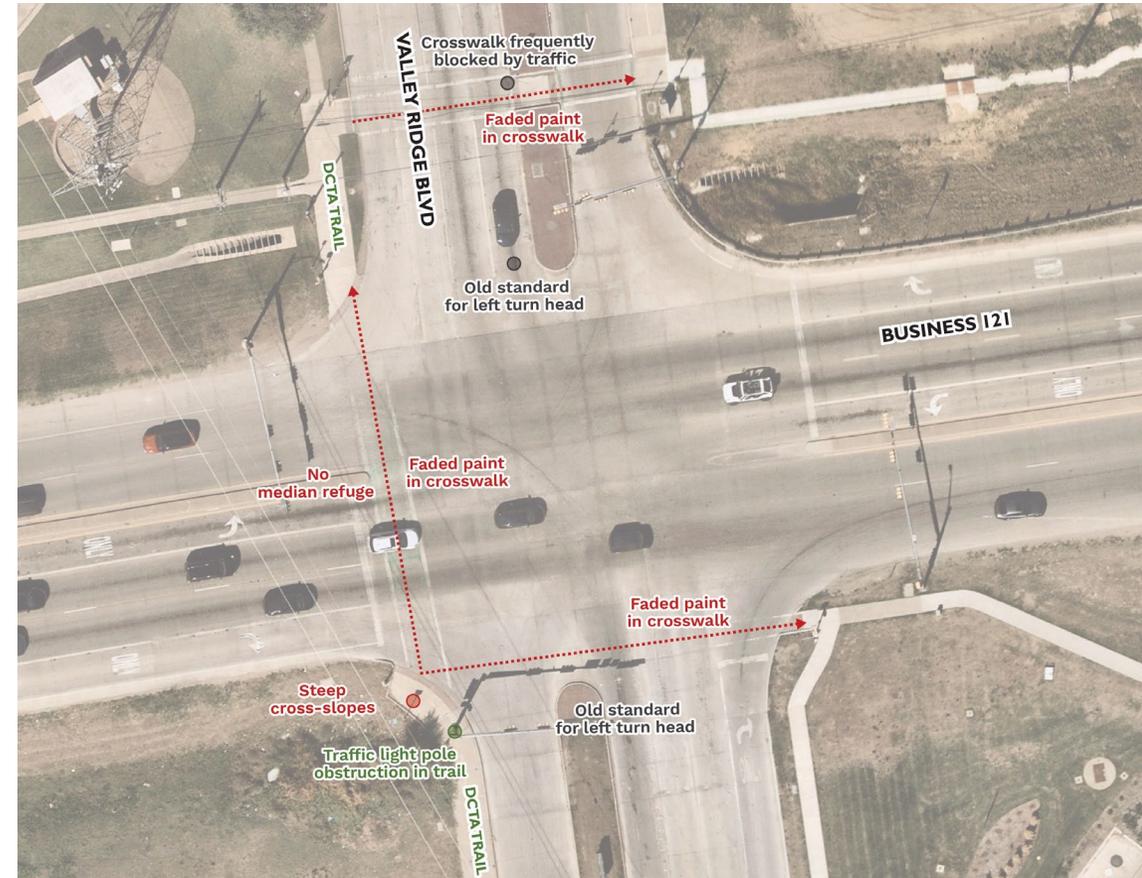
CHARACTER & BUILT FORM KEY FINDINGS

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


 PEDESTRIAN!

PHASE 1 RECAP: DIAGNOSE

Existing Conditions Report: Mobility Analysis



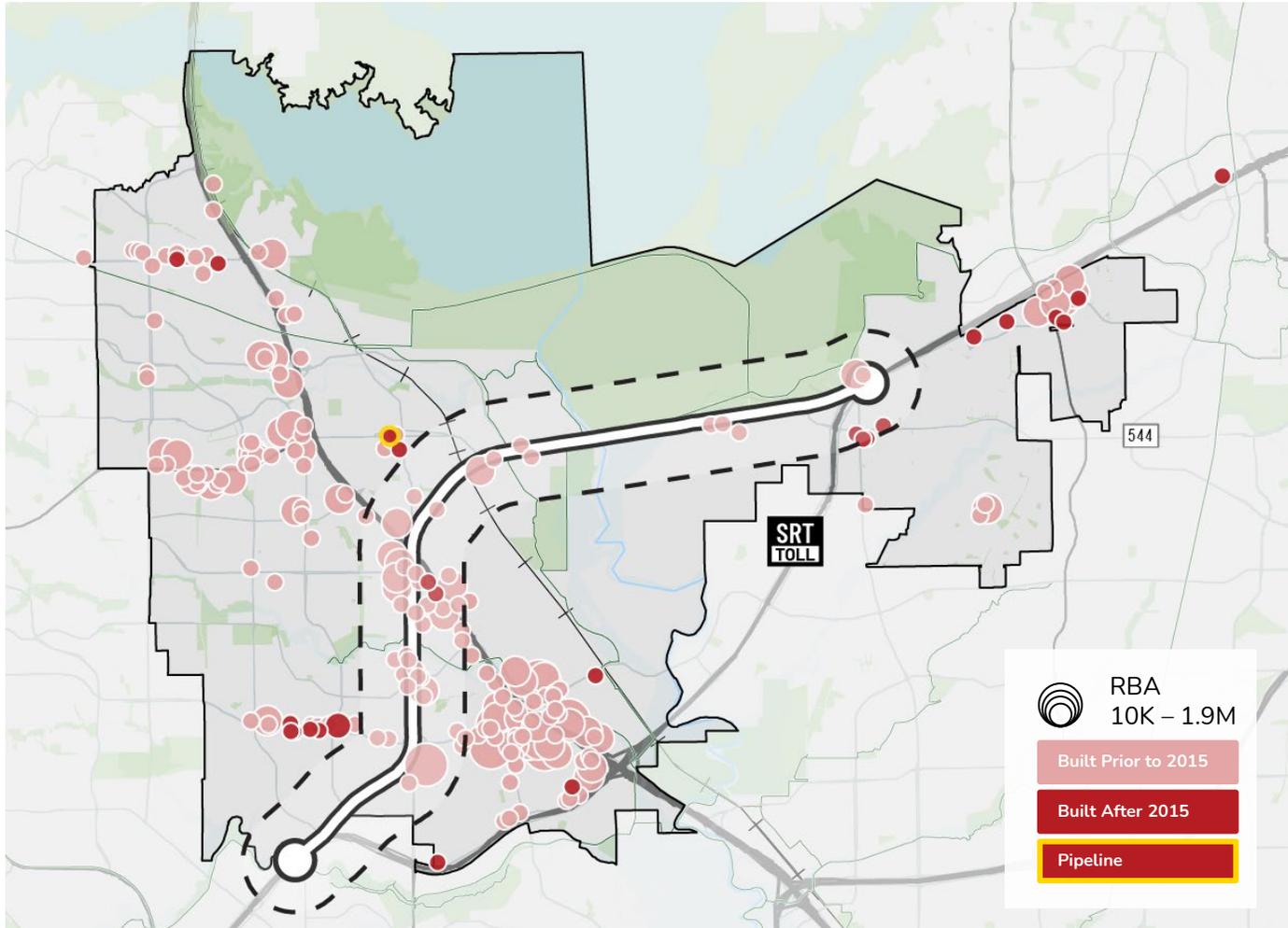
EXISTING CONDITIONS KEY TAKEAWAYS

MOBILITY KEY FINDINGS

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

PHASE 1 RECAP: DIAGNOSE

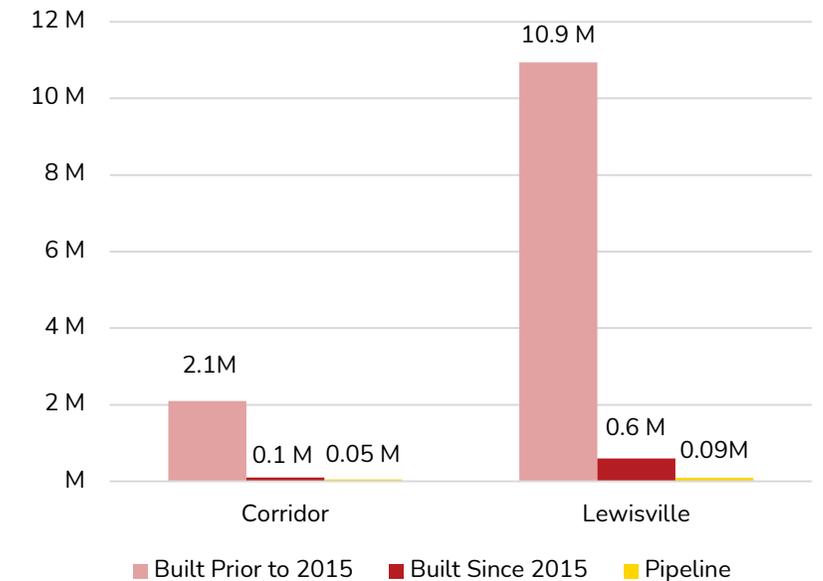
Existing Conditions Report: Local Market Analysis



CORRIDOR CAPTURE RATES - RETAIL



Local Retail Supply by Year Built



EXISTING CONDITIONS KEY TAKEAWAYS

MARKET SUMMARY KEY FINDINGS



MULTIFAMILY RESIDENTIAL

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



FOR-SALE RESIDENTIAL

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



INDUSTRIAL

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



OFFICE

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



RETAIL

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



HOSPITALITY

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

PUBLIC & STAKEHOLDER INPUT



*Does not include @CityofLewisville email addresses

IDEAS & OPINIONS

FOCUS GROUPS, INTERVIEWS, TOWN HALL, & SURVEY RESPONSES

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

- Non-Profit Leader

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

- Business owner

“Everybody wants a curb cut”

- Business owner

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

- Business-owner

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

- Lewisville Apartment Complex Manager

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

- Non-Profit Leader

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

-Resident

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

- Business-owner

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





DRAFT CORRIDOR VISION

Vision Statement: *Business 121 will remain a vital transportation corridor for the region, will be a vibrant place to live and do business, and will serve as a proud gateway into Lewisville.*

The Business 121 Corridor Plan includes strategies to support the overall vision that are related to three key themes:

Mobility improvements will increase safety for all users and enhance the function of the roadway and flow of traffic.

Quality of place improvements will change aesthetics and improve overall experience.

Economic vitality policies will strengthen the economic position of the corridor by welcoming new development and transforming underutilized centers into more productive uses.

DRAFT CORRIDOR VISION – DISCUSSION

1. What is your initial reaction to the vision statement – is anything missing?
2. What does success look like for the corridor from a mobility lens?
Quality of place lens? Economic vitality lens?

PHASE 3: ENVISION

Establishment of Place Types

Neighborhood & Corridor Framework

Mobility & Circulation Framework

Traffic Assessment & Distribution Modeling

Catalytic Site Development

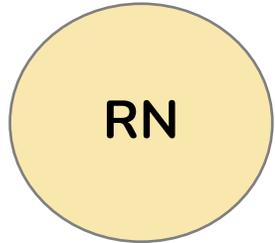
Economic Market Forecast

Concept Plan Refinement

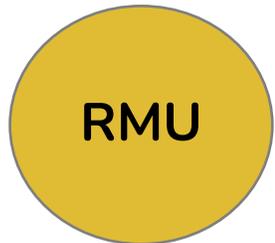




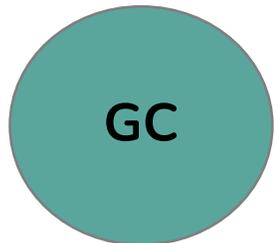
PLACE TYPE FRAMEWORK



Residential Neighborhoods: Focus on strengthening existing stable neighborhoods to retain residents while attracting new families, supported by diverse housing choices and community amenities.

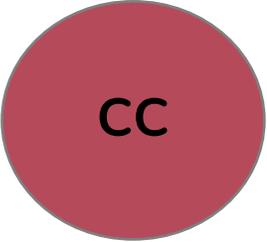


Residential Mixed-Use: Provides living, shopping, working, and recreational opportunities within a short distance, offering a diverse range of housing types with slightly higher densities.



Green Centerpiece: Celebrates Lewisville's natural assets, preserving areas like the Lewisville Lake Environmental Learning Area (LLELA) and Elm Fork of the Trinity River and offering passive recreation opportunities.

PLACE TYPE FRAMEWORK



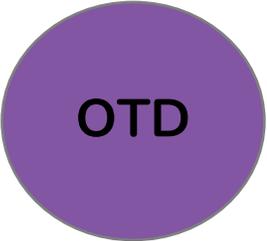
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Corridor Commercial: Includes retail and professional service establishments situated along Business 121 and I-35E, serving as both city-wide and regional attractions.



MUN

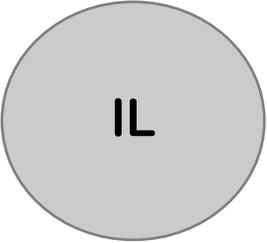
Mixed-Use Node: Encompass large-scale developed areas with a mix of vertical residential, office, retail, and entertainment uses. These areas are intended to be dynamic activity centers within the community.



OTD

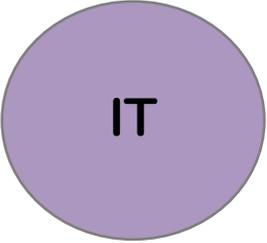
Old Town District: Provides urban living options and vibrant amenities like restaurants and entertainment within a walkable environment.

PLACE TYPE FRAMEWORK



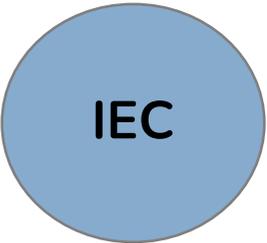
IL

Industrial Legacy: Includes long-standing small-scale industrial, wholesale trades, and auto-oriented uses. Focus efforts on improving the built environment.



IT

Industrial Transition: Provide a buffer zone between the Old Town District and the Industrial Legacy place types, facilitating the shift from urban living to industrial activities.



IEC

Industrial Employment Center: Includes large format industrial areas for corporate, innovation, and technology-driven activities.

CATALYTIC SITES

MILL STREET REALIGNMENT AREA

Size: 9.7 acres

Parcels: 4 total parcels

Site Considerations:

- New Mill Street alignment will cut through site
- Construction of new Mill Street is expected to begin Jan 2025
- LISD is contemplating relocation of Bus Barn (6 acres)



CATALYTIC SITES

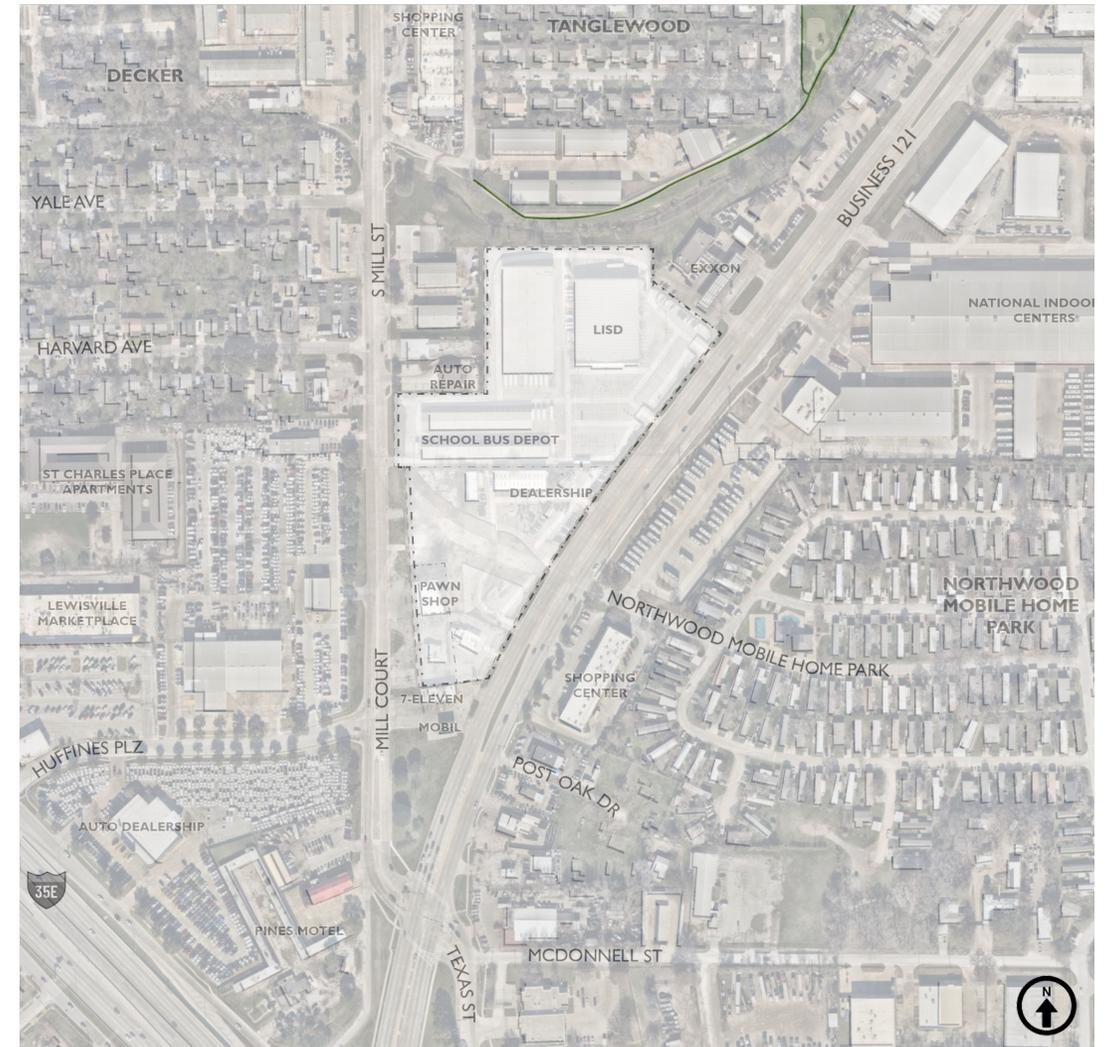
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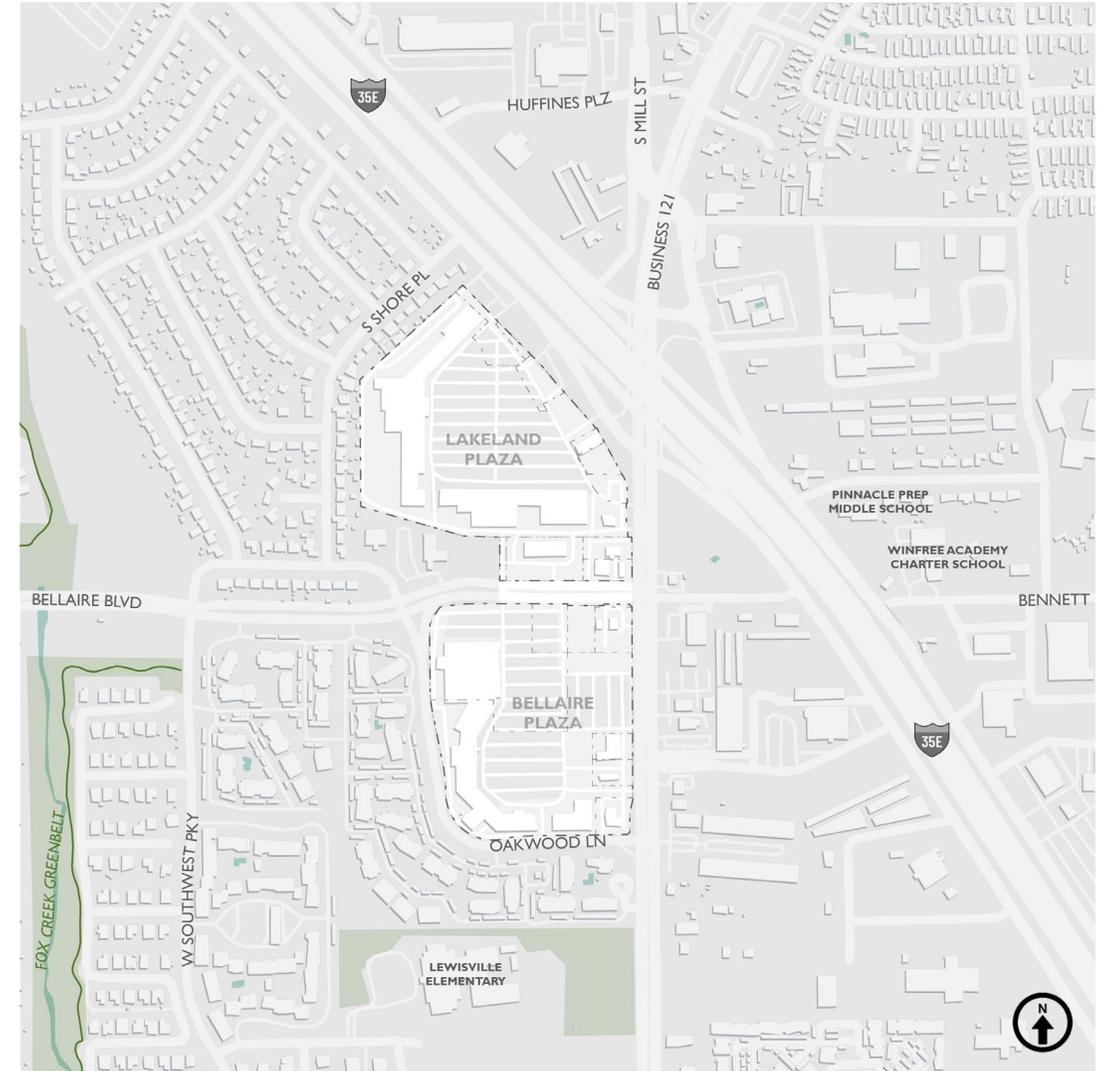
BELLAIRE & LAKELAND PLAZAS

Size: 41.6 acres

Parcels: 20 total parcels

Site Considerations:

- Large, underutilized parking lots
- High visibility from I-35E
- Bellaire Plaza – two primary owners
- Lakeland Plaza – one primary owner



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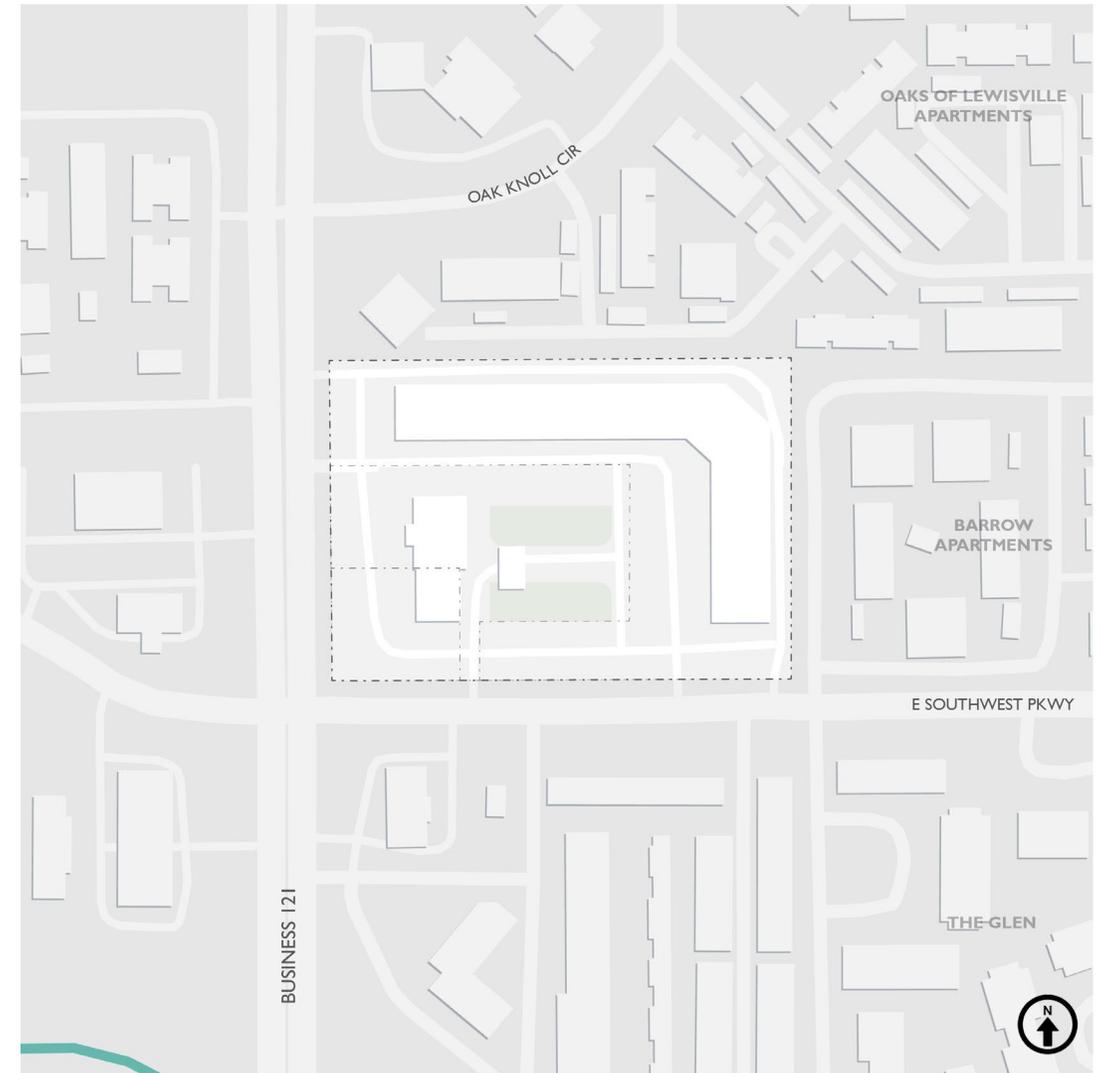
SOUTHWEST PARKWAY PLAZA

Size: 4.5 acres

Parcels: 3 total parcels

Site Considerations:

- Smaller-scale strip retail
- Three different property owners
- Southwest Parkway roadway improvements



CATALYTIC SITES

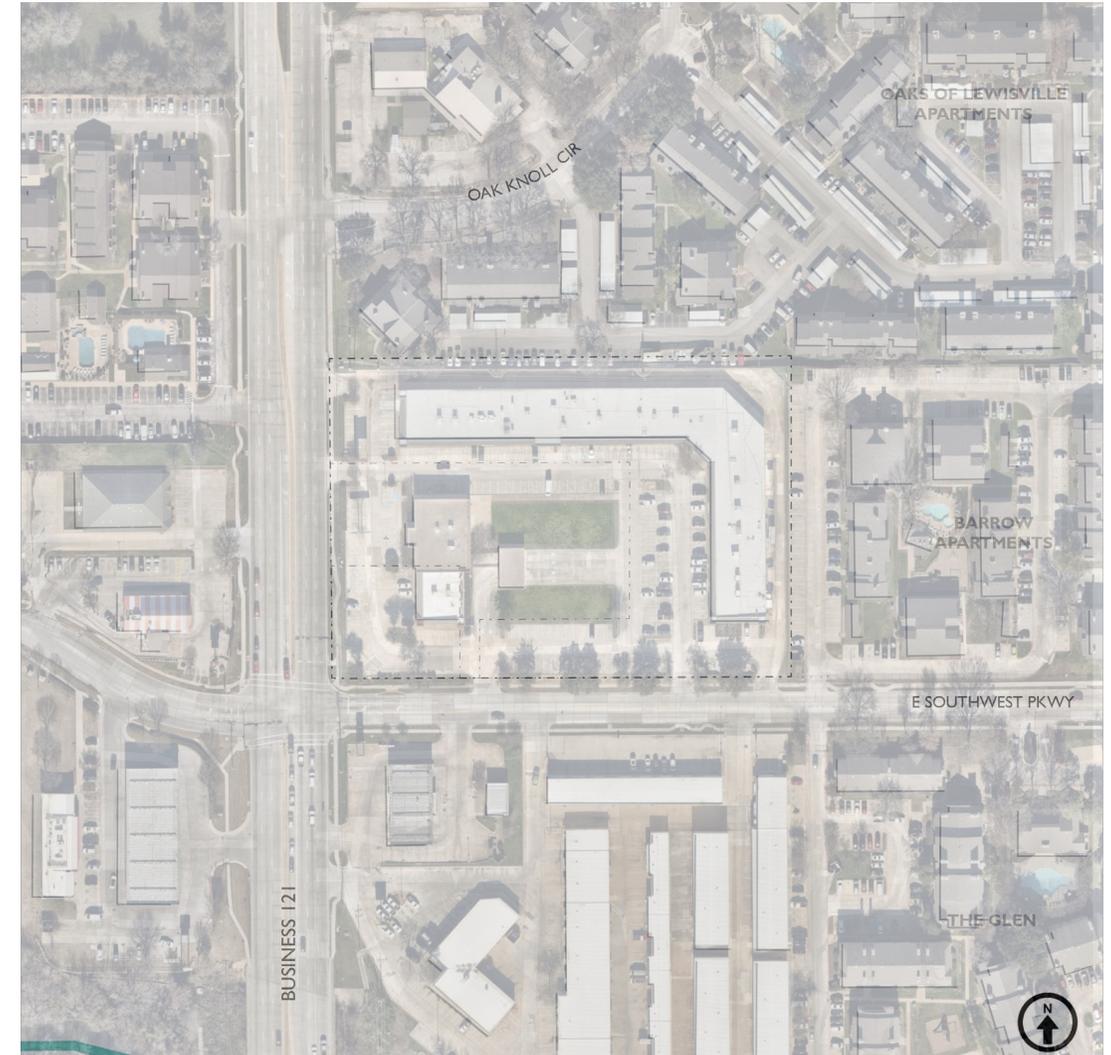
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CATALYTIC SITES – DISCUSSION

1. What do you know about these sites that we should know?
2. What place types do you envision for each of the catalytic sites?
3. What should the City's role be for these catalytic sites; what is the level of interest in potential incentives, public assistance mechanisms, and potential tenant relocation?

NEXT STEPS

- Scenario Development for Catalytic Sites
- Neighborhood & Corridor Framework
- Mobility & Circulation Framework
- Traffic Assessment & Distribution Modeling
- Economic Market Forecast

