



Final Report

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Acknowledgments

The following individuals are recognized for their significant contributions to the preparation of the Business 121 Corridor Plan.

Corridor Advisory Committee

Michele Berry
Richard Luedke
Jonathan Beckham
Ashleigh Feryan
Sirwan Shahooei
Jeremy Booker
Chris McGinn
Tim Reese
Tom Legler
Chief Mark McNeal
Chief Brook Rollins
Assistant Chief Donald Fulbright
Jackie Davis
Andres Barbara
Katelyn Hearon
Kelly Rouse
Aaron Russell
Mendie White
James Kunke
Jeff Kelly
David Salmon
Jose Marines
Randy Simon
Jason Kirkland
Chris Lee
Marichelle Samples
Christina Williams
D'Ann Tompkins
Kareem Doucette, TxDOT
Hram Mang, TxDOT
John Polster, Innovative Transportation Solutions
Lisa Polster, Innovative Transportation Solutions
Christina Troell, Innovative Transportation Solutions

City Council

TJ Gilmore
Bob Troyer
William J. Meridith
Ronni Cade
Brandon Jones
Kristin Green
Patrick Kelly

Planning and Zoning Commission

Erum Ali
Jack Tidwell
Rick Lewellen
Joshua Peterson
Francisca Al-waely
Karen Locke
Ainsley Stelling

Consultant Team

Halff
Interface Studio
SB Friedman
Esri
Urbex Solutions

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List of Acronyms

ADA: Americans with Disabilities Act

APS: Accessible Pedestrian Signals

BID: Business Improvement District

CAC: Corridor Advisory Committee

CAGR: Compound Annual Growth Rate

CMAQ: Congestion Mitigation Air Quality

COPS: Community Oriented Policing Services

CRIS: Crash Records Information System

DCTA: Denton County Transportation Authority

DFW: Dallas-Fort Worth

ESRI: Environmental Science Research Institute

FAR: Floor Area Ratio

FHWA: Federal Highway Administration

FM: Farm to Market Road

GIS: Geographic Information Systems

IH: Interstate Highway

ITS: Intelligent Transportation Systems

LISD: Lewisville Independent School District

LISDOLA: Lewisville Independent School District Outdoor Learning Area

LLELA: Lewisville Lake Environmental Learning Area

LPI: Leading Pedestrian Interval

MHP: Mobile Home Park

NACTO: National Association of City Transportation Officials

NCTCOG: North Central Texas Council of Governments

NHTSA: National Highway Traffic Safety Administration

NNN: Triple Net Lease

PSN: Project Safe Neighborhoods

PU: Public Use

PUD: Planned Unit Development

RAISE: Rebuilding American Infrastructure with Sustainability and Equity

ROW: Right-of-Way

SF: Square Feet

SS4A: Safe Streets for All

TCDS: Traffic Count Database System

TECC: Technology Exploration and Career Center

TIF: Tax Increment Financing

TIRZ: Tax Increment Reinvestment Zone

TOD: Transit-Oriented Development

TxDOT: Texas Department of Transportation

UDC: Unified Development Code

UNT: University of North Texas

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Planning Context

Plan Purpose

The Business 121 Corridor, a 8.4-mile Texas Department of Transportation (TxDOT) state highway, serves as a gateway into Lewisville from both the east and southwest sides of the city. The corridor connects IH-35E, DFW Airport, and major employment centers. While the corridor is a highly traversed roadway, significant mobility challenges and a lack of consistent character must be addressed. This plan is a result of city leadership's desire to improve the overall safety, functionality, and aesthetic quality of the corridor for all roadway users. The study area, shown in **Figure 1**, depicts the Business 121 corridor in Lewisville within a 10-minute walk (or approximately ½ mile) of the corridor.

Development along the corridor was built across several decades, resulting in piecemeal 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 regulatory standards and which ones precede current practices. The result is a disjointed built environment that can be distracting to motorists and does not provide a positive first impression of the City.



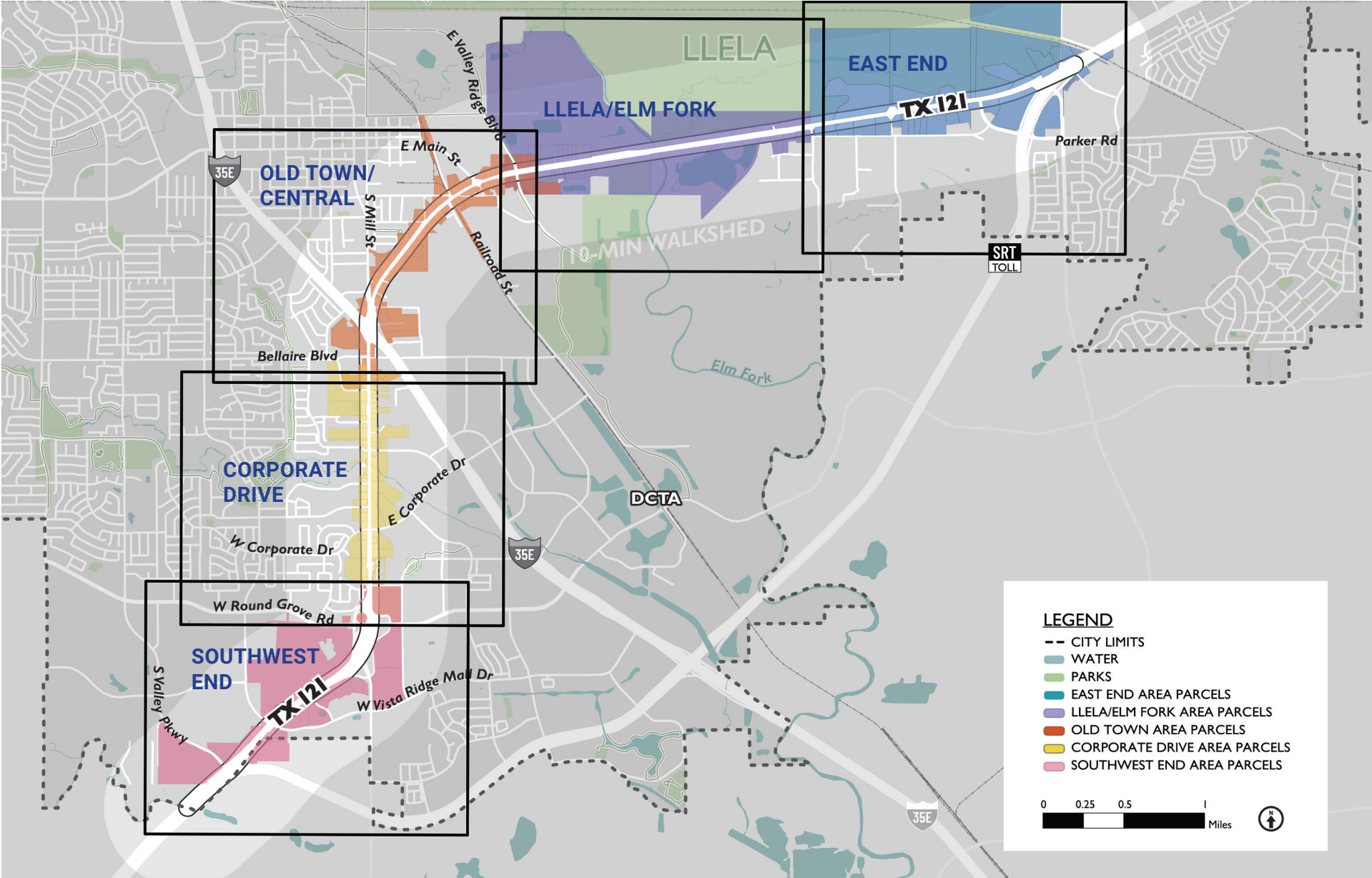
Multi-family and single family residential along the Business 121 Corridor with varied setbacks, architectural styles, and abrupt transitions to other land uses.

Due to the diverse conditions along the corridor, the study area was evaluated both as a whole, and as the five subareas illustrated in **Figure 1**.

- The **East End subarea** includes the Sam Rayburn Tollway interchange to Huffines Boulevard. The Lewisville Lake Environmental Learning Area (LLELA) Nature Preserve borders Business 121 to the north while light industrial and large-scale multi-family land uses line the southern part of the corridor.
- The **LLELA/Elm Fork subarea** is more industrial than the East End but includes more screening which softens the appearance. The LLELA Nature Preserve continues to border most of the northern side of Business 121 until the Elm Fork of the Trinity River. The western portion of the subarea abruptly transitions to light industrial with more density approaching Valley Ridge Boulevard.
- The **Old Town/Central subarea** is centrally located along the corridor and the subarea is identified as the Central Identity Focal Point by the Lewisville 2025 Plan. Business 121 curves through the subarea creating irregular parcels and frontage. Old Town Lewisville is accessible through the Mill and Main Street intersections.
- The **Corporate Drive subarea** includes multi-family housing, but the primary land use along this portion of Business 121 is commercial retail. While sidewalks are prevalent throughout the subarea, there are many driveways disrupting the path and a lack of significant buffers between the street and the sidewalk. Additionally, businesses, signage, and lighting are scaled for vehicle access despite the reports of pedestrian use in this subarea.
- The **Southwest End subarea** extends from just south of FM 3040 to the Sam Rayburn Tollway and is characterized by large industrial campuses with sizable grassy or wooded buffers. While there are some existing sidewalks, the condition and continuity is contingent on developments in the subarea.

Study Area

Fig.1: Business 121 Corridor Plan Study Area Limits



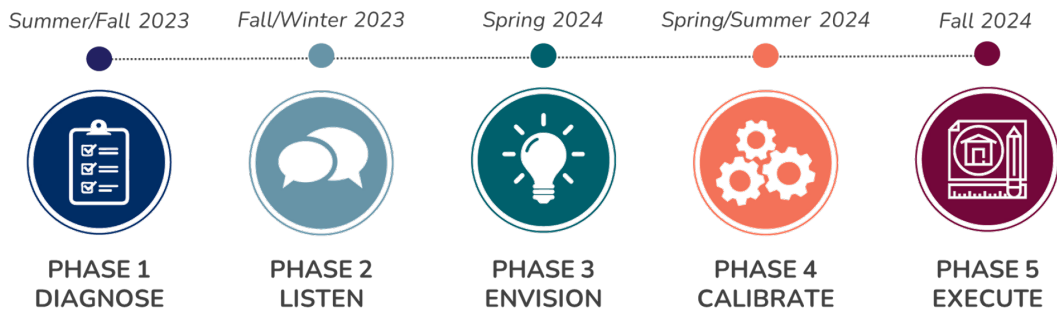
The corridor study area encompasses a 1/2 mile buffer on all sides of Business 121, which roughly equates to a 10-minute walk where pedestrian facilities exist. The study area was divided into five sub areas for further analysis.

Plan Components

The Business 121 Corridor Plan is comprised of four chapters. Additional technical details, Existing Conditions Report, and engagement summary are found in the Appendix.

- CHAPTER 1** **Planning Context** provides an overview of the existing conditions on the corridor today, including an analysis of the development characteristics, mobility patterns, and market conditions. This chapter is the foundation for the guiding principles and planning elements to facilitate the community’s vision for the Business 121 Corridor.
- CHAPTER 2** **Corridor Framework** presents plan recommendations grouped by theme, including mobility improvements, quality of place, and economic vitality. An overall composite framework map aligns the recommendations to illustrate a safe and aesthetically pleasing corridor for residents and visitors. This section also further defines specific recommendations for each subareas along the corridor.
- CHAPTER 3** **Catalytic Sites** proposed future development programs for three areas to illustrate how future growth can support the vision and goals of this plan. The catalytic sites include an analysis through ArcGIS Urban to help evaluate the potential fiscal implications of various development patterns. Each of these models present a framework that can be used to guide public expenditures and partnerships.
- CHAPTER 4** **Implementation Program** provides the steps to realize the plan in near-, mid-, and long-term timeframes. The implementation program includes regulations, investments, partnerships, and programs to achieve the plan goals over time.

Fig.2: Planning Process Timeline



Corridor Vision

The corridor vision statement was established through a series of listening and learning sessions with the Corridor Advisory Committee (CAC), Planning and Zoning Commission, and City Council. The Business 121 Corridor vision statement serves as an overarching statement of the Plan’s goals and aspirations.

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 motorists, bicyclists, and pedestrians and enhance the function of the roadway and flow of traffic.



Quality of place improvements will change aesthetics and enhance the overall user experience.



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

Listening + Learning

The foundation of this plan was built from listening to the community and learning about the existing conditions along the corridor.



A multi-faceted strategy for public engagement and outreach was utilized during the planning process.

Listening to the Community

Throughout plan development, there were multiple opportunities for public and stakeholder engagement including feedback from the Corridor Advisory Committee (CAC). The CAC consisted of City of Lewisville staff and a TxDOT liaison. Additional details about the input opportunities and results are included in the Appendix.

Focus Groups and Interviews (September 2023 and June 2024)

Key stakeholders were invited to participate in one of five focus groups and local developers were interviewed one-on-one by the market assessment team. The focus groups were asked similar questions but encouraged to foster dialogue that was important to them or their community. During the second round of focus groups, draft goals and catalytic site options were presented to stakeholder for feedback.

Public Town Hall (October 23, 2023)

Community members participated in the Business 121 Corridor Plan Town Hall. Featured activities included placing dots on a nearly 30-foot map of the corridor to identify key areas and answer “what would you change if you were ‘King of Lewisville?’” by placing sticky notes. Advertisements for the Town Hall were translated into Spanish.

Public Surveys (September-October 2023)

Two surveys were created for the plan - one geared specifically toward business/property owners and another for the general public. The survey was available at the Public Town Hall and advertised at subsequent municipal events. Of the responses received, 71 percent of respondents live along or close to Business 121 and 47 percent travel along Business 121 every day.

Engagement Booths at City Events (September 2023 and April 2024)

The project team facilitated an information booth at Western Days in September 2023 and at Colorpalooza in April 2024. These annual events are well-attended and served as an opportunity to seek feedback from Lewisville residents at key points in the plan process.

Interactive Online Input (July - August 2024)

Community members had the opportunity to review the draft strategies and catalytic sites by interacting with an ArcGIS StoryMap. The website included videos, interactive maps, and a survey for feedback regarding priorities for the Business 121 Corridor and plan components. Both an English and Spanish version of the StoryMap were created.



Members of the community interact with the Corridor on the Floor activity at the Town Hall.



Members of the Corridor Advisory Committee (CAC) discuss subarea challenges and assets.



Project team members raise project awareness during Western Days in September 2023.



A child adds stickers of street furniture on a picture of the Business 121 Corridor at the Colorpalooza event in April 2024.



CAC members participate in a driving tour to familiarize each other on strengths and weaknesses of the corridor.



Interactive activities at the Town Hall allowed attendees to identify amenities and features they would like to see along Business 121.

Key findings from community engagement are organized into two concepts. Function & Flow emphasizes the traffic, accessibility, and safety concerns. Form & Value specifies the character, growth, and development of the Business 121 corridor.

Function & Flow

- **Traffic congestion and flow are priority issues for most stakeholders.** Stakeholders stated drivers will cut through parking lots and side streets to avoid Business 121 which increases safety concerns along local roads.
- **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.
- **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 & 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 bicycle infrastructure, and bus service were all points of discussion.
- **Business 121 does not give a good first impression for Lewisville.** The branding of the gateway is not clearly identified.
- **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 grocery stores.
- **Safety is 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.



Traffic congestion along the corridor is a primary concern for stakeholders.

Existing Conditions

The existing conditions along the corridor were reviewed in order to establish a baseline understanding of how the area functions and looks today. The following section summarizes findings from the Existing Conditions Report, which is found in the Appendix.

The **mobility analysis** included an assessment of crash data, current and projected traffic volumes, intersection audits, roadway profiles, commuting patterns, and multi-modal transportation options.

The **market assessment** included an analysis of supply and demand for residential, office, retail, industrial, and hospitality uses within the corridor study area.

The **character and built form analysis** included an assessment of existing land use and zoning, user experience, building blocks, and streetscape.

Mobility Key Takeaways

- **Motor vehicle accident hotspots exist at Bellaire Boulevard, Corporate Drive, Mill Street, Southwest Parkway, and Valley Ridge Boulevard.** 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 low visibility.** 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.



Two pedestrians utilize the signalized intersection to cross the Business 121 Corridor at Southwest Parkway.

Local Market Key Takeaways

- **There is a strong growth market for multi-family residential land uses, however it is limited by land capacity.** New multi-family dwellings should be targeted near Old Town and where entitlements exist to align with previously established plans and city priorities.
- **For sale residential has a strong market performance, particularly for detached housing.** Existing and planned detached residential along the corridor is primarily in the Castle Hills area and in the Corporate Drive area to the west of Business 121.
- **There is substantial new investment in industrial development across the corridor.** The priority moving forward should be compatibility with other uses and job generation.
- **There is very limited near-term office potential due to economic downturn.** Class A office space is competitively available in three nearby clusters: Legacy in Plano, CityLine in Richardson, and Cypress Waters in Dallas.
- **The majority of new retail investment is predominately single tenant, single use retail.** There should be a priority placed on activating existing multi-tenant retail centers.
- **Existing hospitality uses in the southern part of the corridor have limited near-term opportunities due to market conditions and distance from IH-35E.** The Business 121 Corridor study area contains 30 percent of the existing hospitality inventory in Lewisville.

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 Street and Main Street 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. Where possible, sidewalks should be widened for safety and comfort.

- **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 Unified Development Code (UDC), Business 121 will not evolve into a stand-out street.



The current intersection of Mill Street and Business 121 Corridor is not a conducive gateway to Old Town.



Sidewalks are difficult to traverse in places with debris and obstructions in the pathways.



City of Lewisville gateway signage on the south end of the Business 121 Corridor.

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Corridor Framework

Recommendations Overview

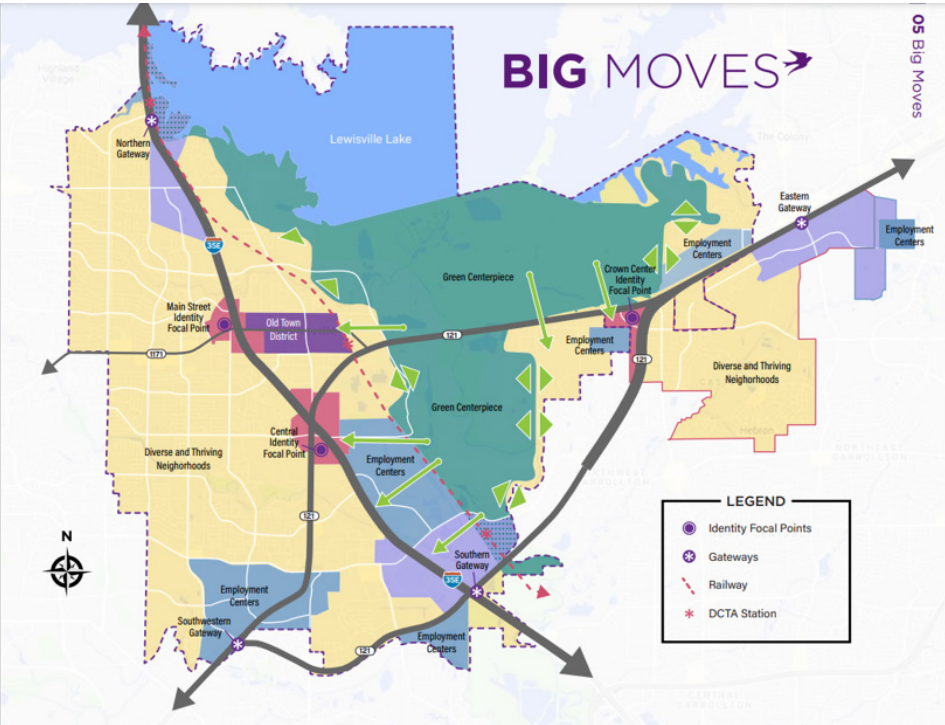
This chapter presents the recommendations for the Business 121 Corridor based on the needs identified from the existing conditions analysis and community engagement. The three components listed below comprise the overall vision for the Business 121 Corridor.

- 1 Corridor Future Development Vision:** This map explores potential future land uses within the corridor study area to give guidance as future development and redevelopment occurs.
- 2 Corridor Concept Plan:** This map depicts recommended locations for mobility and safety improvements, neighborhood investments, and commercial vibrancy efforts within the corridor study area.
- 3 Corridor Strategies:** A series of goals and strategies seek to address the issues and challenges that the corridor faces today. Each of the strategies relates back to one or more of the key themes of mobility, quality of place, and economic vitality.

Corridor Future Development Vision

To determine what the corridor could look like in the year 2045, a character-based approach to future development was utilized. The Lewisville 2025 Vision Plan utilizes broad categories to plan for future land use within the community. The future land uses identified for the Business 121 Corridor Plan, called 'place types,' are slightly more specific categories that are intended to (1) reflect stable uses that are anticipated to remain in the future and (2) reflect the future vision of uses that are anticipated to change over time.

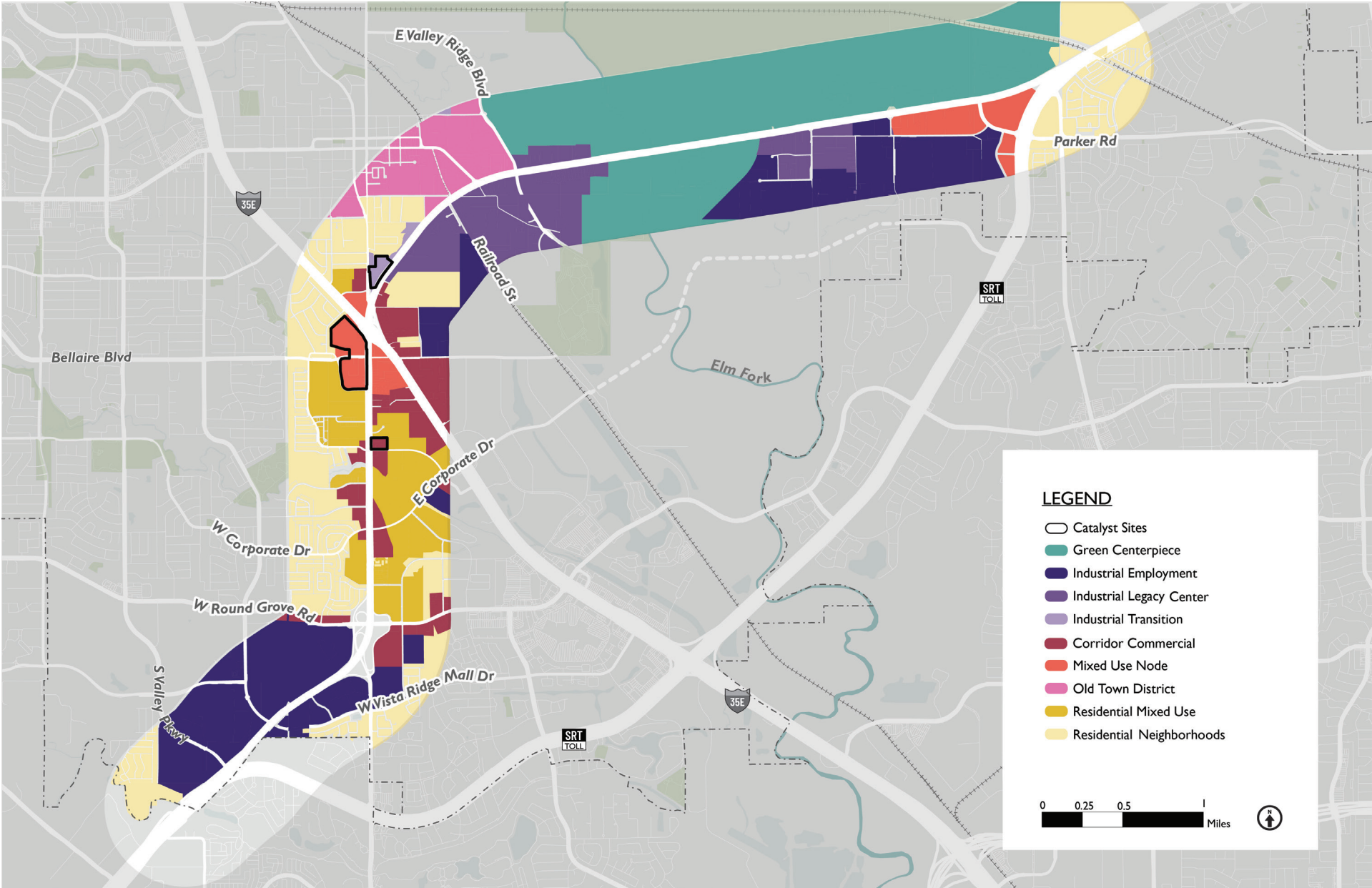
Figure 3 depicts the future development vision map for the year 2045. Descriptions of the individual place types are found on pages 14-15. For each place type, parameters related to density, height, and floor area ratio (FAR) were developed. The place types and associated parameters were utilized in this process for building the corridor and catalytic site scenarios in ArcGIS Urban. Additional information on the ArcGIS Urban process can be found in Chapter 3.



The Lewisville 2025 Vision Plan Big Moves that exist in the Business 121 Corridor study area include Employment Centers, Diverse and Thriving Neighborhoods, Central and Crown Center Identity Focal Points, Old Town District, and Green Centerpiece.

Future Development

Fig.3: Business 121 Corridor Future Development Vision Map



The Future Development Vision Map represents what the future character of the corridor could look like.

Place Types

Place types are meant to represent future character of development. For the Business 121 Corridor, a total of nine place types were created to help guide future growth and redevelopment that is consistent with the desired character. The images shown in the subsequent graphics include those both in and outside of Lewisville.



Green Centerpiece

This place type 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. Supported land uses include parks, trail corridors, and conservation areas.



Residential Neighborhoods

This place type focuses on **strengthening existing stable neighborhoods** to retain residents while attracting new families, supported by diverse housing choices and community amenities. Supported land uses include detached and attached single family dwellings as well as manufactured home communities.



Corridor Commercial

This place type focuses on enhancing **retail and professional service establishments** situated along Business 121 and I-35E, serving as both city-wide and regional attractions. Supported land uses include neighborhood retail and personal services, general retail, and professional office.



Residential Mixed-Use

This place type provides **living, shopping, working, and recreational opportunities within a short distance**, strengthening existing areas with a diverse range of housing types with slightly higher densities. Supported land uses include detached and attached single family dwellings, multi-family dwellings, townhomes, and neighborhood retail and personal services.



Mixed-Use Node

This place type encompasses 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. Supported land uses include multi-family dwellings, attached single family, general retail, professional office, and mixed-use.



Old Town District

This place type provides **urban living options and vibrant amenities like restaurants and entertainment within a walkable environment**. Supported land uses include multi-family dwellings, attached single family dwellings, general retail, professional office, civic uses, and mixed-use.



Industrial Transition

This place type provides a **buffer zone between the Old Town District and the Industrial Legacy place types**, facilitating the progression from urban living to industrial activities. Supported land uses include light industrial, general retail, commercial services, professional offices, townhomes, and multi-family dwellings.



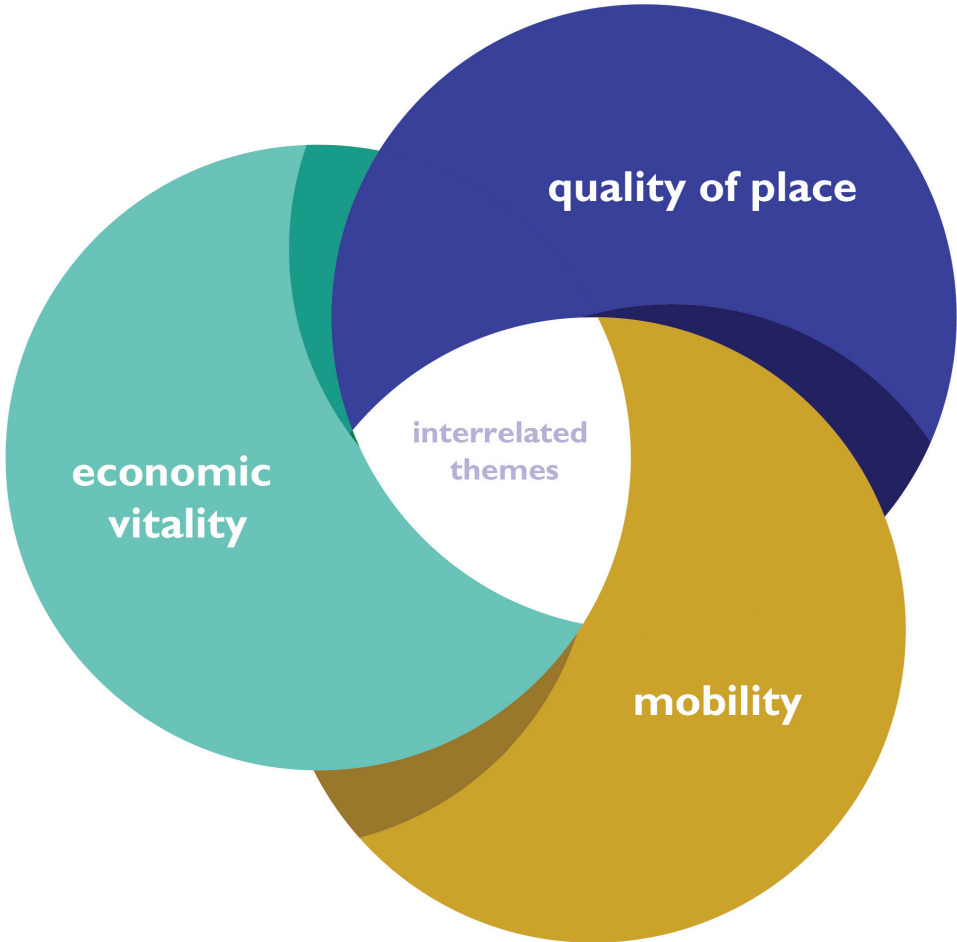
Industrial Legacy

This place type includes **long-standing industrial and auto-oriented uses that have been established on the corridor**. Focus efforts on improving the built environment. Supported land uses include light industrial, wholesale trade, general retail, commercial services, professional offices, and auto-related services.



Industrial Employment Center

This place type includes **large format industrial areas for corporate, innovation, and technology-driven activities**. Supported land uses include light industrial, manufacturing, wholesale trade, general retail, commercial services, and professional offices.



Corridor Concept Plan

As an industrial corridor, Business 121 must continue to support economic growth while also addressing the needs of adjacent neighborhoods. Balancing the tensions between industrial and residential land uses is a critical aspect of the corridor’s future planning, particularly in shaping its form and function. These tensions are also present in the streetscape, where competing needs between drivers and pedestrians must be considered.

Given that Business 121 is a TxDOT-owned and maintained state highway, the project also investigates the limitations and opportunities for collaboration with TxDOT as a partner. Future planning will explore ways to enhance pedestrian access and safety while ensuring the corridor continues to function effectively as a vital roadway corridor.

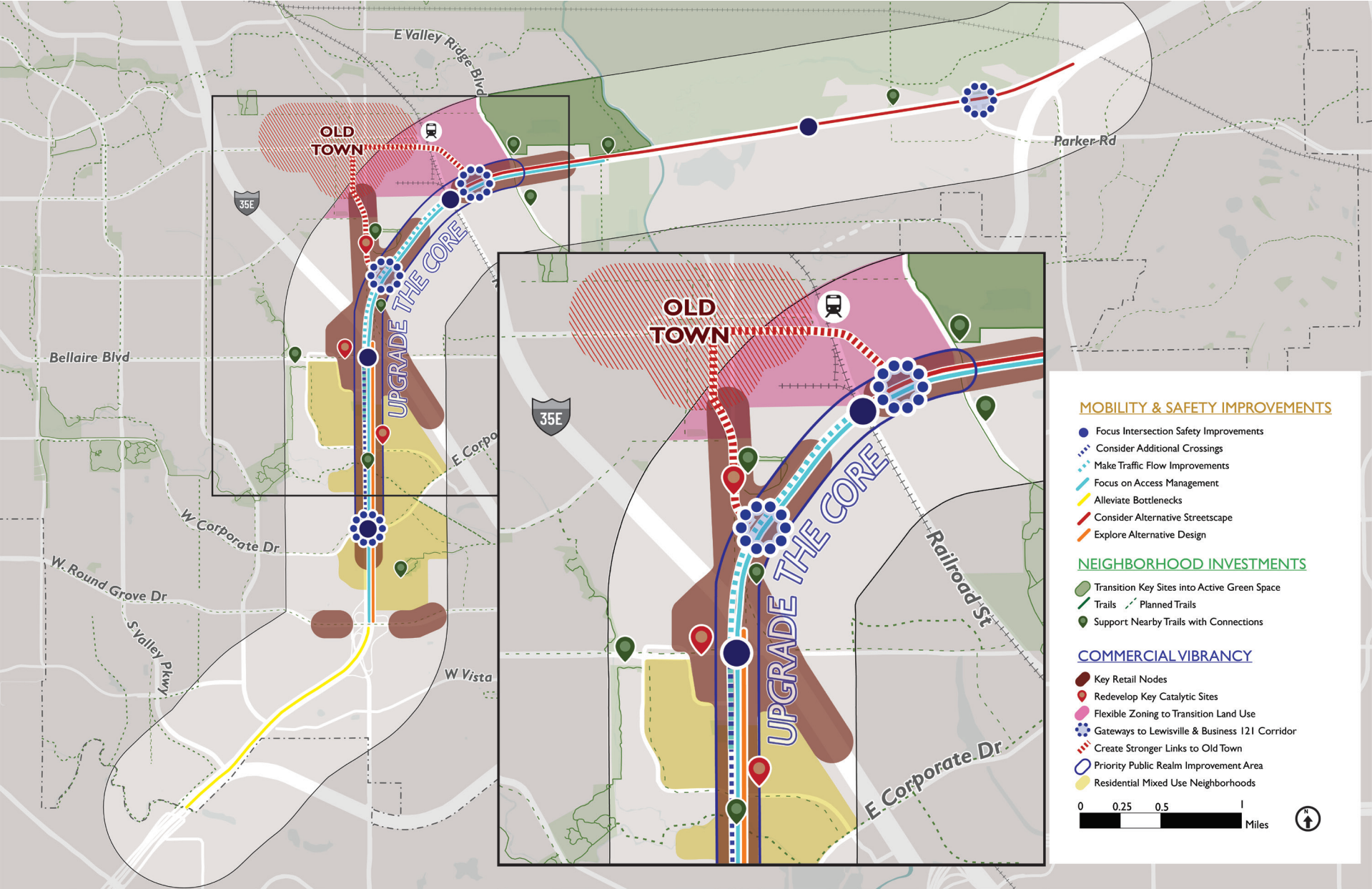
The Concept Plan map shown in **Figure 4** highlights the place-based actions and investments associated with the three major themes of the project recommendations across domains. These include the mobility changes for safety, pedestrian accessibility, and street sections; locations of relevant upcoming open space opportunities; and core areas of focus to create commercial vibrancy through property upgrades, transformation, signage, and gateways.

Corridor Strategies

A total of 12 goals were developed that seek to address the plan themes of mobility, quality of place, and economic vitality. Under each goal, a series of strategies are included that represent specific actions the City, TxDOT, and partners can take to improve the corridor in the future. Pages 18-62 include the goals, strategies, and association discussion.

Corridor Concept Plan

Fig.4: Corridor Map of Framework Concepts



Opportunities for investment and improvements were developed from the framework concepts and specific areas were identified within the 1/2 mile buffer of Business 121.

Goal 1: Enhance and unify the core commercial activity area's visual appeal and pedestrian connectivity with human-scale elements.

Throughout this process, a common sentiment emerged: people envision (and use) the corridor as more of a boulevard than a highway. Many residents living along Business 121 lack regular access to a vehicle and navigate the corridor on foot, sometimes in wheelchairs, in the heat of day or the darkness of night, or with children. However, pedestrian comfort is limited in the right-of-way, and many shopping centers and private properties are designed primarily for cars. Addressing this tension by enhancing pedestrian comfort and visual appeal will help businesses thrive and improve the overall experience for both pedestrians and drivers.

Fig.5: Typical Street Section on Business 121

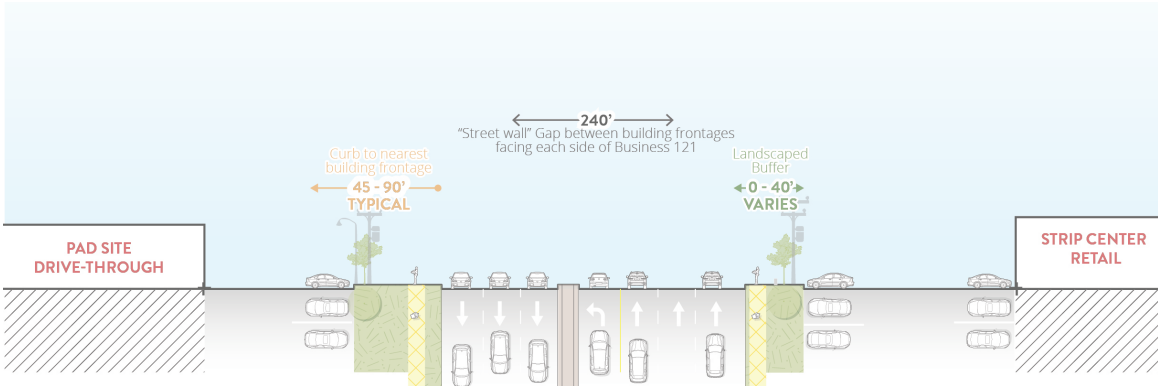
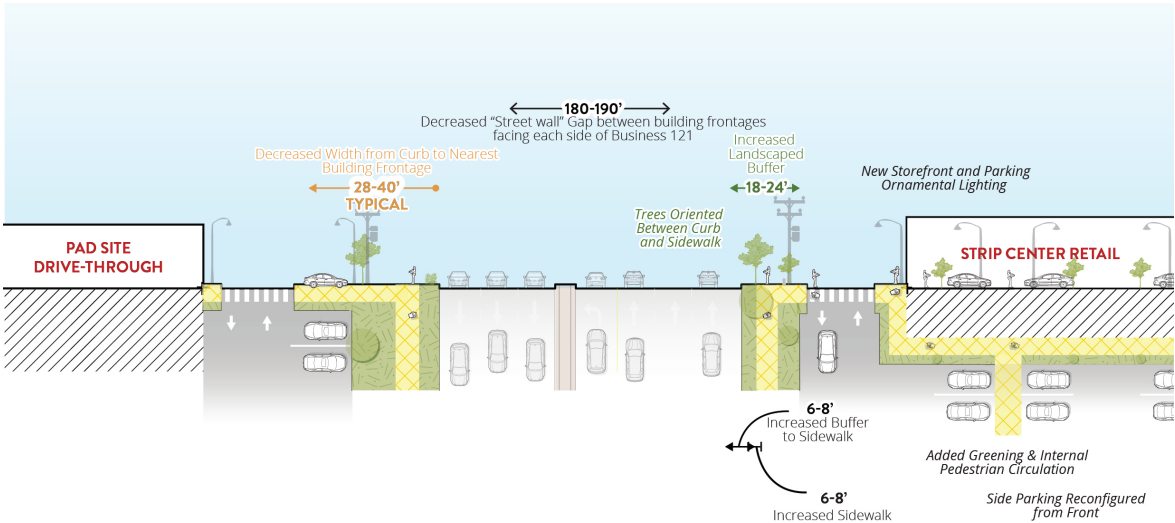


Fig.6: Potential Public Realm and Property Improvements



1.1 Conduct meetings twice annually to engage with the Lewisville Area Chamber of Commerce and Corridor businesses to provide updates from police on crime, changes to the street, and implementation of this plan.

Sharing information about changes to the street and the implementation of the Business 121 Plan demonstrates transparency and accountability to the local business community. These meetings can be conducted with existing chamber subgroups and should occur until the plan implementation is complete.

1.2 Continue pursuing commercial facades program to allow for building treatments to add character and preserve functional spaces for future businesses, with a preference given to the core activity area along Business 121.

Many retail strip centers and industrial warehouses along the corridor are aging. Focusing on the 'core' activity area between Valley Ridge and FM 3040, target improvement and matching programs for high-visibility commercial buildings. Ensure that the facade improvement program allows for and encourages elements such as signage and human-scale elements (such as lights, benches, sidewalks, and crosswalks).

1.3 Continue to reduce and right-size parking requirements and encourage new development of sites along Business 121.

Presently, many larger shopping centers are overparked due to being developed under previous zoning and development standards. Significant parking that fronts Business 121 extends the street gap and can create a perception of low business activity. Presently, some retail-adjacent uses have 1:100 parking space to square feet ratios. To make all commercial or non residential parking requirements interchangeable under the UDC, consider updating use tables to 1:300 SF or 3 spaces per 1,000 SF. To achieve a slightly more walkable density and typology in the I-35E Overlay, the remaining uses that remain at 1:150 could increase to 1:300.

Fig.7: Facade Improvements at Southwest Parkway Plaza



Facade, signage, landscaping, and lighting enhancements can activate existing spaces.

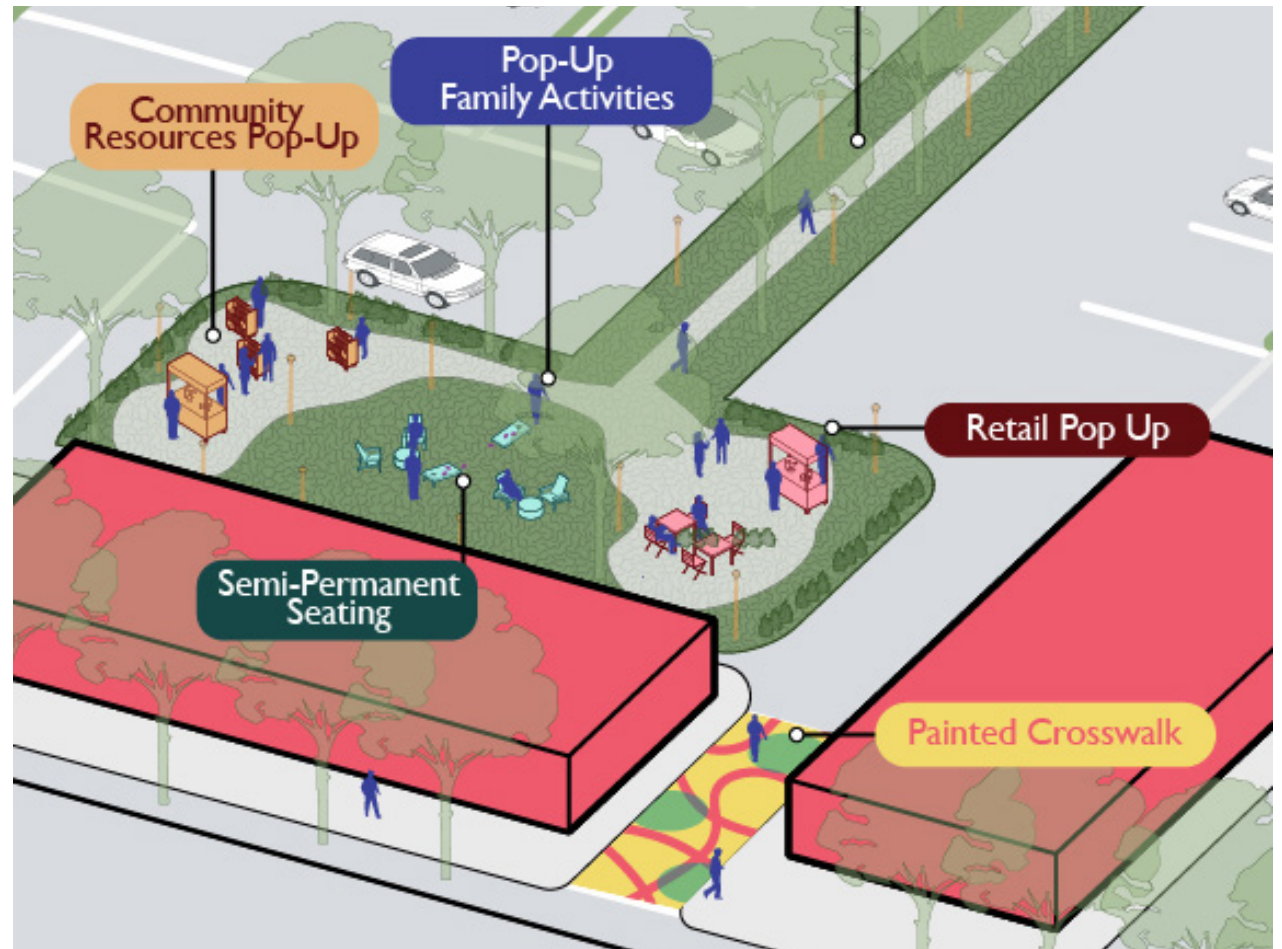
1.4 Activate underutilized land, such as parking lots, with pop-ups and programming by partnering with property owners. Consider other place-based elements, like painted crosswalks, murals, landscaping, or even parks.

From an urban design perspective, repurposing these areas for active uses enhances the area's character and creates a sense of place. Implementing unique design elements, such as painted crosswalks or murals, further strengthens local identity. Catalytic events like Parking Day can build momentum for more frequent or longer-term activations. Temporary interventions allow communities to meet various needs without significant investment, transforming flexible spaces into vibrant community assets.

1.5 Explore policy that encourages adoption of design guidelines.

Implement a policy that encourages or requires the adoption of design guidelines for properties undergoing significant renovations or changes in ownership. This policy could apply to properties exceeding a certain size or renovation value, ensuring that improvements align with the city's aesthetic and functional goals.

Fig.8: Potential Activation of Parking Lot at Catalytic Site



Depicted above are examples of initiatives that can renew spaces that were once dedicated to parking.

Today, the corridor's streetscape and the building typologies on fronting parcels are largely car-centric. However, this is misaligned with the way people get around and the surrounding land uses. Changes to the corridor may look different in different parts of the corridor, but a few considerations can be used to make the corridor safer and more people-friendly. Considerations for recommendation 1.6 may include, but are not limited to, the following elements:

> Landscaping and screening in the right-of-way with future development, such as tree canopy and vegetation to widen the landscape buffer between sidewalk and curb and shield pedestrians from traffic.

> Encouraging a smaller street gap by reconfiguring commercial parking to the side or rear.

> Adding pedestrian comfort elements on private property, such as parking lot sidewalks, trees, and enhancing a stormwater strategy.

> Brightening up storefronts and parking lots with lighting.

1.6 Update design standards in the Unified Development Code to encourage quality development and design principles.

To create a more continuous and wider landscape buffer between the road curb and pedestrian sidewalk, consider removing the Design and Development exception to a 30-foot buffer when facade requirements are met, and/or increasing the landscape buffer from 10 feet enough to allow space for utility lines and tree canopy. Clarify or add specific street furnishing requirements for the right-of-way.

Additionally, to align more with the pedestrian-friendly and neighborhood-oriented typologies found in the IH-35E Corridor Overlay District, consider new requirements to locate parking behind or to the side of non-residential buildings. Ensure that sidewalks must be provided along streets and private vehicular routes for continuous pedestrian circulation, including accessibility connections to adjacent sites, where appropriate. Clarify or add specific lighting requirements for parking areas and non-residential buildings.



Development standards, including but not limited to, parking, setbacks, screening and landscaping can affect the built environment and human experience.

1.7 Fill in gaps in the street light network with lights for cars and for people.

Improved lighting enhances visibility for drivers and pedestrians, reducing accident risks. It also increases perceived safety in the public realm. Lighting should be cognizant of LLELA's needs and regulations for conservation, with particular attention to birds. Lighting should cross scales, with both road-lights for drivers and ornamental lighting at the pedestrian scale in activity areas, as appropriate. The city may explore opportunities to partner with TxDOT or align with the Highway Safety Improvement Program for this purpose. Additional recommendations about parking lot design on private property address complementary parts of the light network that may brighten up the corridor.

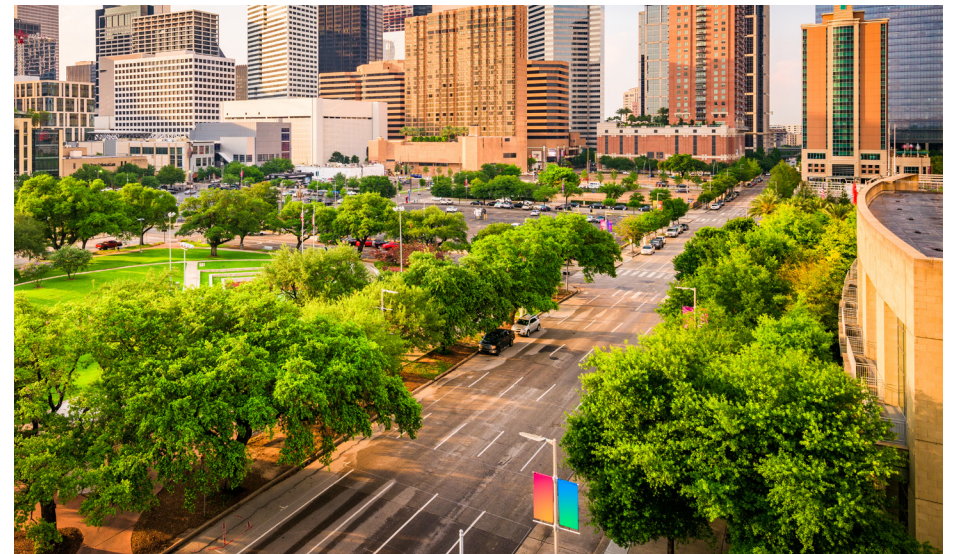
1.8 Fill in the tree canopy to enhance visual appeal and physical comfort.

Work with the Parks Department to meet citywide tree canopy goals by adding street trees to Business 121, and collaborate with TxDOT to integrate these goals into road planning and maintenance. Increasing tree canopy along pedestrian routes improves comfort by providing shade and reducing heat islands. Trees may provide co-benefits to drivers looking for a more pleasant experience, to businesses by creating an enhanced public realm, and to pedestrians by increasing comfort.

Figure 9 depicts the location of existing trees, sidewalks, and street lighting within the corridor study area. Priority areas to improve the public realm through tree plantings and lighting fixtures are shown on the map.



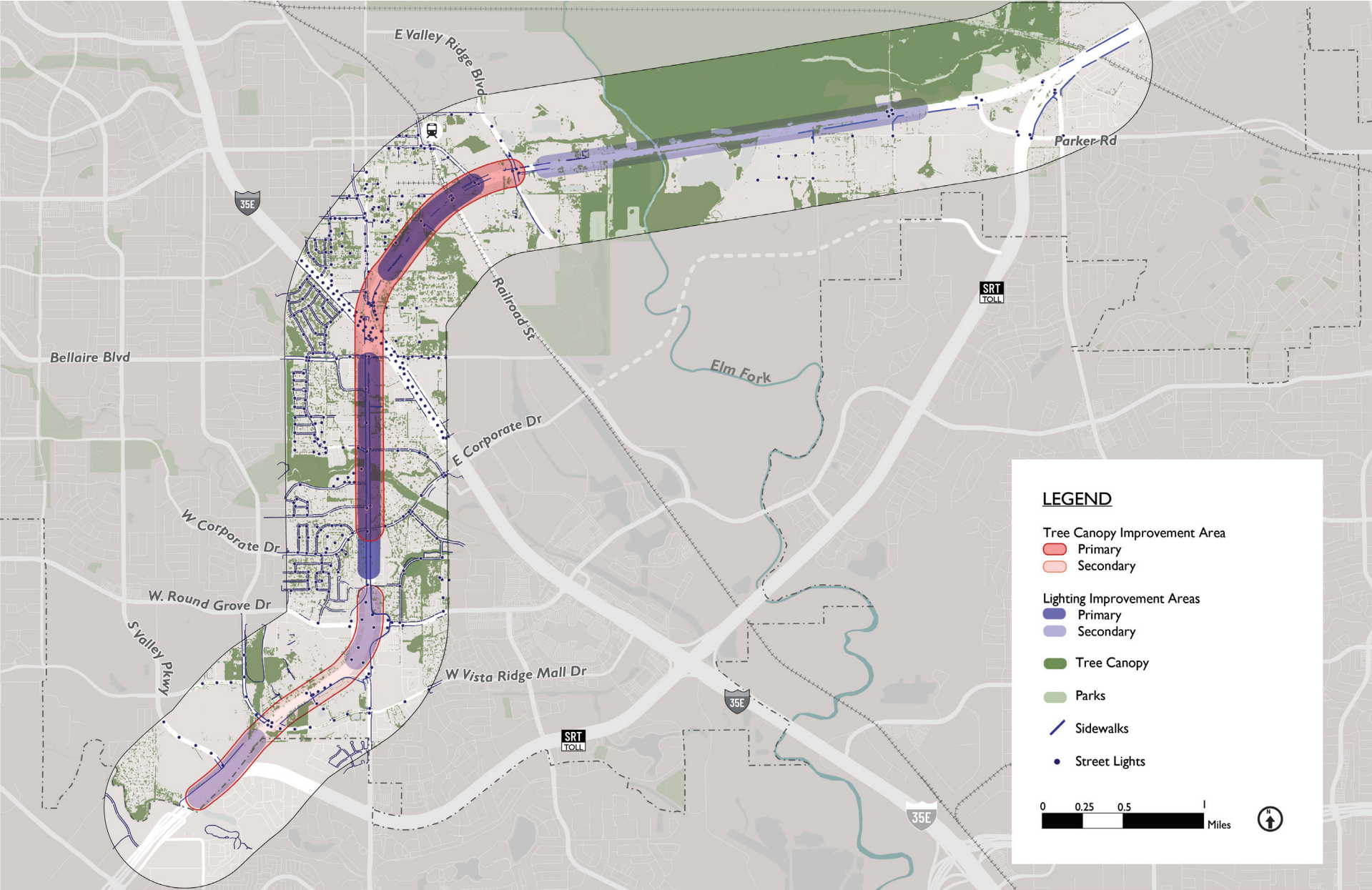
Example of improved corridor lighting that increases night-time visibility for drivers and pedestrians.



According to the Environmental Protection Agency, street trees can reduce surface temperatures between 20 to 45° Fahrenheit.

Public Realm Improvement Focus Areas

Fig.9: Priority Tree Canopy and Lighting Improvement Areas

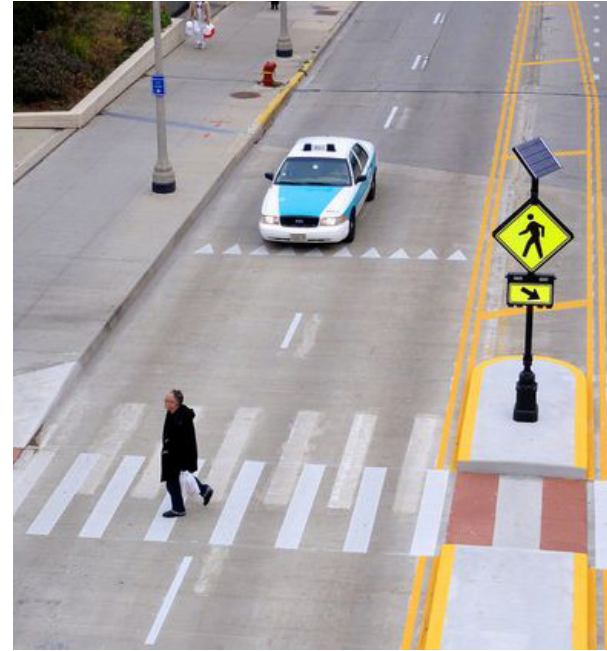


Lighting and trees are both lacking along the corridor, so primary and secondary improvement areas have been identified to provide a safer and more comfortable environment.

An analysis of pedestrian collisions revealed significant safety concerns related to the need for pedestrians to cross Business 121 without sufficient safety measures and infrastructure. This was a key issue raised throughout the engagement process, and became clear that the data may not fully capture the extent of the issue. In 2024, during the course of this study, several pedestrian-involved vehicle collisions occurred on Business 121, including one fatality. These incidents happened north of I-35E, near the Mill Street Realignment area, a catalytic site identified in this plan.

As the city continues to implement and advocate for traffic calming measures on Business 121 and nearby streets, stronger collaboration with TxDOT may be needed. For example, the Mill Street Realignment project, a TxDOT effort, aims to redesign and reroute Mill Street to connect with Business 121 at the intersection near Northwood Mobile Home Park, north of the existing intersection at Texas and McDonnell Streets. Current design documents show the removal of the southern pedestrian crossing at the new intersection, raising concerns about pedestrian safety. Adjustments to the Mill Street design could increase safe crossing opportunities, better align with the nearby urban fabric, and support the vision for the catalytic site as home to a new development typology.

A response to these repeated safety issues at the Mill Street realignment area could involve modifications to the street layout such as reducing a traffic lane in both directions. This space could be used to increase the width of the median, add parallel parking, and potentially add bike lanes, all changes that could help attract future development and tenants. As needed, implementing these changes through a design-build or partial construction approach may be beneficial.



Large enough medians can accommodate pedestrian refuges.



Curb bump-outs and colorful painted crossings can attract attention to - and physically prevent - some collisions.

1.9 Implement traffic-calming design interventions on Business 121, side roads, and large internal circulation on private property.

Introduce traffic-calming measures such as enhanced intersection crossing features, curb bump-outs, and medians on connecting roads and private properties. Traffic calming on roads that do not require TxDOT coordination can improve pedestrian safety and comfort by slowing vehicle speeds and shortening crossing distances, making walking routes more inviting and secure. Explore opportunities and incentives to take similar measures on private property, with an emphasis on interventions that call attention to pedestrians and enhance the pedestrian experience, such as artistic crosswalks.

1.10 Incorporate infrastructure and adopt policies that promote micro-mobility within the corridor to increase last mile connections.

In addition to people on-foot, pedestrian scale micro-mobility is an increasingly common and affordable way to get around. Infrastructure dedicated to bikes and scooters for short trips with parking and comfort elements should be considered. A pilot project for common trips may clarify common routes, origins, and destinations.

1.11 Enforce code violations and conduct quarterly sweeps to incentivize property owners to improve building conditions to address safety and remove clutter.

Code enforcement is a bedrock responsibility for municipal government. As it relates to residential and commercial properties along the corridor, there are three priority areas to address:

- **Accessibility and safety to improve living conditions for residents of the Corridor:** The Corridor contains numerous, aging multi-family properties owned by national investment companies. The city needs to incentivize property owners to improve building conditions.
- **Visual clutter including litter, waste, and merchandise fronting Business 121 on private property to improve appearance:** This may involve code enforcement working with commercial property owners, and coordination with Waste Management.
- **Trash and waste on public property to improve appearance:** This may involve working with Waste Management for solutions.

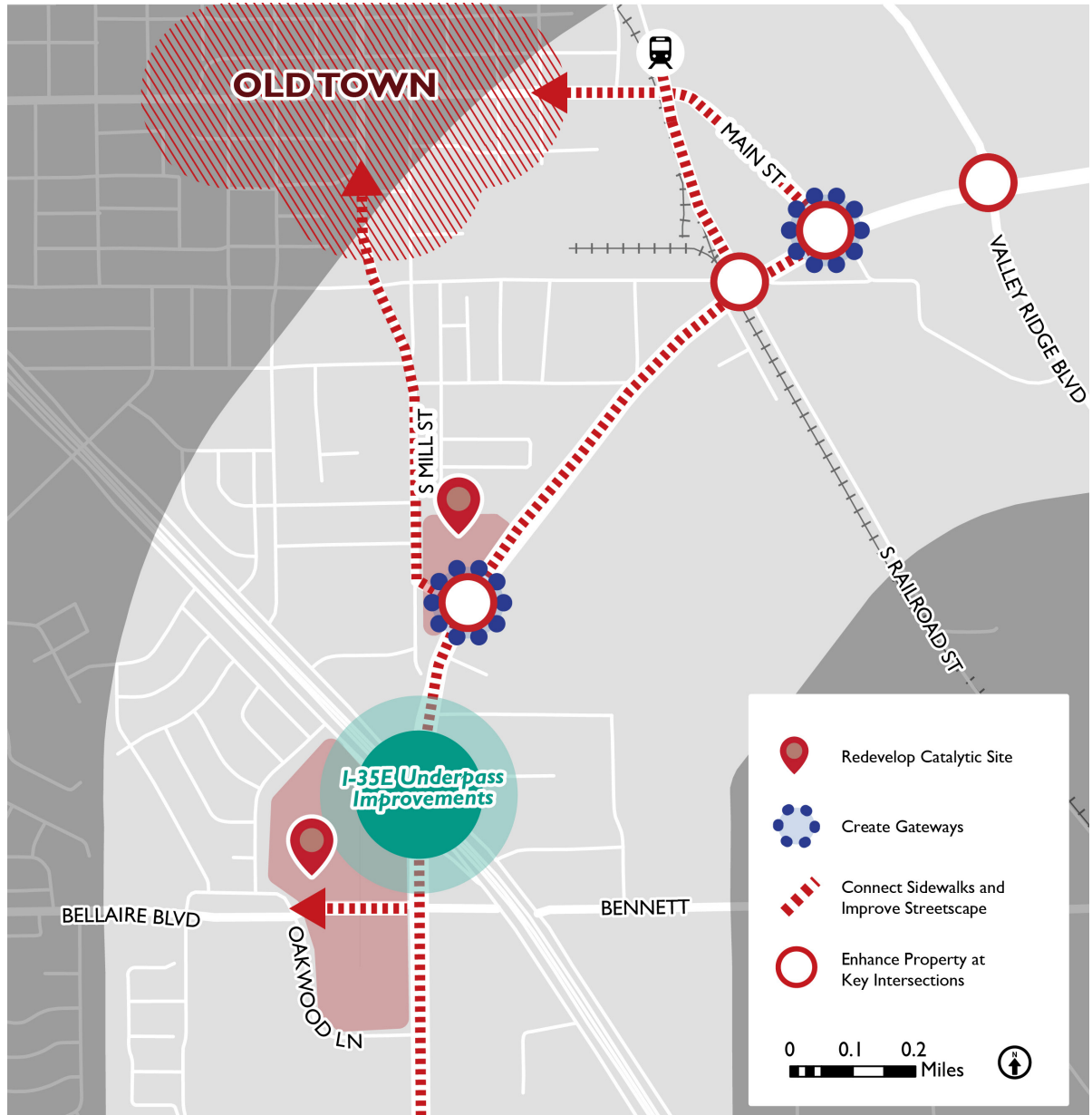


Curb extensions, or bulb-outs, can act as traffic-calming measures by reducing the street width at intersections and the distance pedestrians have to cross.

GOAL 2: Create and highlight links between Business 121 and Old Town.

As one of the most visible corridors in Lewisville, Business 121 serves as the gateway to the city and is often the first impression visitors have of Old Town. This position presents an opportunity to elevate the role of Business 121 as a key entrance to Old Town. Streets in the study area under greater local control than the design of the right of way on Business 121, like Mill Street, offer opportunities for interventions such as expanded pedestrian pathways, urban trails, and connections to nearby parks. Additionally, prioritizing enhancements at intersections and activating all four corners with elements like building murals and landscaping could extend the identity of Old Town into Business 121. Current initiatives, such as the public art and sidewalk improvements under the I-35E underpass, provide a foundation. With only 36 percent sidewalk coverage in the Old Town subarea, there is a strong need to connect jobs, services, and neighborhoods through expanded pedestrian infrastructure.

Fig.10: Interventions to Showcase and Link Old Town with Business 121



2.1 Identify key city staff to monitor long-term development strategy for parcels at catalytic sites and property at key intersections near Old Town gateways and I-35E.

This team of key city staff should coordinate across departments to ensure ongoing evaluation and alignment with the city's vision. Given that many implementation steps will involve private sector partners, and may need to be updated in the coming years, having a dedicated team will facilitate regular re-evaluation and adaptive management of development projects aligned with the intentions of this process. Additionally, this team should monitor future opportunities for the City to acquire and redevelop key parcels in key areas outside of the catalytic sites.

2.2 Target incentives for improving visual appeal of private property and buildings, and focus engagement efforts for adoption at key intersections along Business 121's gateways to Old Town and DCTA such as at Mill St, Main St, and Railroad St.

The future place types indicate a desire for a land use change. In the shorter term, adjustments to the form of key properties—such as incorporating art, landscape screening, and reconfiguring parking—can catalyze future changes, increase property values, and enhance site demand.

Both place-based and criteria-based factors should be considered when targeting incentives for these improvements. The key intersections identified in [Figure 10](#), such as Mill St., Main St., and Railroad St., are critical as they have an outsized impact on people's perceptions of Business 121. Investing in these intersections to create a "four corners" effect in tandem with right-of-way pedestrian improvements and potential crossings could leverage the strengths of the corridor.

Other criteria include properties that may not be in strategic locations but that are designed for future flexibility and can attract future desired uses. For example, smaller industrial-retail warehouses could transition to retail-adjacent or mixed-use spaces. In some cases, buildings at key intersections could be preserved for adaptive reuse in the future.

2.3 Focus public realm and streetscape enhancements on major connecting streets such as Mill St, Main St, and Railroad St.

Prioritize enhancements to the public realm and streetscape along major connecting streets, such as Mill and Main, to bookend Old Town's connections with Business 121. Explore opportunities to improve these areas through landscaping, upgraded crosswalks, and other visual and functional improvements on both public and TxDOT properties at key intersections, including Mill, Main, and Railroad streets.



Enhanced gateways can create opportunities to activate spaces and create pedestrian amenities such as small parks and improved lighting.

2.4 Provide economic assistance for catalytic site redevelopment opportunities to demonstrate market potential and unlock future growth opportunities.

Public assistance should be made in alignment with the economic development policy citywide and include (or be preceded by) public realm improvements to improve connectivity to sites. For example, the Mill Street realignment site may benefit from street section modifications that favor pedestrian activity, and Bellaire Boulevard between Bellaire Plaza and Lakeland Plaza may benefit from greening for pedestrian comfort and visual appeal.

2.5 Design an ornamental roadway branding along Business 121 to leverage roadway visibility, particularly between FM 3040 and Valley Ridge Blvd. Example elements of roadway branding may include banners, lighting fixtures, and wayfinding signage to Old Town.

Potential changes within the right-of-way should be explored in partnership with TxDOT, such as adding ornamental lighting fixtures, sidewalks, and addressing landscape buffers. These elements can help create a sense of place and align with efforts in Old Town to create a branding for the city. Currently, the Parks Department is designing entry features for Old Town. A similar process conducted for Business 121 could extend this branding.



Wayfinding signage.



Median decor.



Playful gateway art.



Ornamental lighting in The Colony, near Lewisville.

GOAL 3: Improve the condition of aging housing stock within the corridor.

Housing within the Business 121 Corridor is at a mix of price points. New housing units are sold or rented at a substantial premium over the cost of older housing. Older housing units are often more affordable to homebuyers and renters because of their age, condition, and/or smaller unit sizes. These aging units play a critical role in the broader housing ecosystem, providing units for first time homebuyers or people looking to downsize. To ensure affordable housing units do not come at the cost of quality of sites or buildings, the City can proactively work to address public realm needs and encourage private property owners to do the same.

3.1 Continue conversations with the community about housing affordability needs.

Housing costs have risen along the corridor for both owners and renters. Engaging the community to hear firsthand accounts of housing needs and affordability challenges can help the City understand market demand for a range of buyers and renters. The City can also use conversations with community members to monitor the availability and quality of naturally occurring affordable housing. Discussions can illuminate areas in need of intervention through policy, direct investment, or other means.

3.2 Find opportunities to address the need for more affordable housing on the corridor.

There is anecdotal knowledge of low-income residents living in the extended stay hotels along the corridor. These living arrangements can create barriers to securing long-term housing and worsen social challenges in the community. The need for affordable housing as a key solution to this broad issue came up repeatedly during discussions with experts, non-profits, and stakeholders. The city should explore a range of solutions to improve the conditions in extended stay hotels and increase the local housing supply by continuing efforts initiated through the Housing Strategies Plan and Affordable Housing Toolkit. Potential strategies include converting extended stay hotels into long-term affordable housing, attracting new organizations, strengthening local non-profits that engage with residents and secure stable housing, and building new affordable housing developments.

3.3 Study the potential resources required to expand the infrastructure capacity needed for residential development of the Business 121 Corridor.

Feasibility of new residential development is limited along the corridor due to the existing water and sewer infrastructure capacity. The City should conduct a fiscal feasibility study to understand the cost of expanding infrastructure capacity and whether municipal revenues could offset costs. If costs exceed forecasted revenues, the City could consider implementing a special district to address infrastructure gaps.

3.4 Continue to dedicate funds for rehabilitation of the existing multi-family housing stock in exchange for preservation of affordability.

To preserve existing housing stock and maintain a mix of affordability levels, the City should consider establishing a dedicated source of funding for the rehabilitation of existing residential units. Such funds are often distributed as forgivable grants and/or low-cost loans. In exchange for funding, property owners should be required to maintain affordability levels (typically as a percent of the Area Median Income) for a defined period of time. This type of program allows property owners to access low-cost capital they may not otherwise be able to, while maintaining the quality and affordability of existing housing.

3.5 Conduct property owner outreach to increase awareness of City, State, and Federal programs available for residential improvements (e.g., Every Efficient Commercial Buildings Deduction (Section 179D)).

Many City, State and Federal programs already exist to assist property owners in maintaining their properties. Engaging property owners to increase awareness of existing programs can help property owners that may not otherwise be aware of available programs. Smaller property owners may be inexperienced in applying for public assistance programs. Dedicating staff time to review applications or provide additional resources can be effective in property owners successfully receiving funds.

3.6 Leverage the existing Property Enhancement Program to encourage existing homeowners to improve the condition of owner-occupied housing.

The City has an existing Property Enhancement Program which funds up to 50 percent of eligible project costs to support property owners with long-term maintenance. Increasing uptake for the program, by creating informational materials to advertise the program within neighborhood newsletters or at community meetings, will help property owners along the Corridor maintain the quality of the existing housing stock as it ages.



Within the 1/2 mile study area of Business 121, there is a variety of multi-family, single-family, and manufactured home communities.

3.7 Routinely conduct a field assessment of housing inventory along the Corridor and identify priority investment areas.

Routinely assessing the housing stock along the Corridor can help inform the success of existing programs and/or need for targeted intervention. Field assessments ensure city staff have recent, accurate information on housing conditions. Field assessments could be used to generate an additional report detailing housing conditions on a semi-annual or annual basis, highlighting key areas of need using geospatial analysis to identify concentrations of code violations and/or evidence of building deterioration.

3.8 Create a rent abatement program which mandates a temporary rent reduction to tenants in the event owners fail to fix code violations.

A rent abatement program can help to ensure that aging multi-family along the Corridor remains high quality. Rent abatement policies often mandate a rent reduction to tenants in the event the property is not kept in compliance with building or zoning code requirements. The program can provide a strong incentive to property owners to keep property in compliance. This type of program can be an effective way to incentivize code compliance and provide relief to renters in the event a landlord is not compliant without necessitating the use of public funds beyond managing the program.

3.9 Consider local requirements for a minimum noticing period prior to the closure or sale of a manufactured home community.

Manufactured homes provide additional housing options along the Corridor. The sale and/or closure of a manufactured home community can cause significant disruption to the residents and put pressure on other affordable housing options throughout the city. To help mitigate the impact to residents from the sale of manufactured home properties, the City should explore requiring a minimum noticing period for residents prior to the closure or sale.

3.10 Create an infrastructure repair or maintenance incentive program for manufactured home communities provided in exchange for preservation of affordable rental spaces or other desired outcomes.

The City should consider establishing a public assistance program specifically targeted towards existing manufactured home communities. Public assistance could be used to improve the public realm within the communities or address infrastructure capacity needs. Public assistance should be provided in exchange for affordability requirements to ensure that the manufactured homes remain an affordable housing option for existing residents.

GOAL 4: Enhance Business 121 with amenities that support neighborhood quality of life and recreation.

For the many thousands of residents who live near the corridor, there are local area access and equity issues around healthy activities and green space. Addressing these neighborhood needs and increasing recreational opportunities will serve the corridor and the city at large by connecting, rather than dividing, residents across Business 121.



Glory Park/Parque la Gloria on Southwest Parkway was completed in 2024 and fills in a previous gap in park access for the corridor area.

4.1 Align with citywide efforts to increase green spaces and recreational opportunities along the corridor.

When funding becomes available, prioritize creating new public open spaces to ensure vibrant and inviting recreational areas. Facilitate alignment with the Healthy Infrastructure Plan through continuing efforts to provide parks within a 10-minute walk for every resident, with a specific focus on healthy spaces for children located near high-activity areas. Support efforts to enhance recreational facilities by exploring potential land use conversions, such as transforming the landfill into a new open space or establishing a trail on the north side of the corridor within the LLELA/East End subareas. Additionally, consider creating a nature center annex in partnership with LLELA. Explore ways to add semi-public open spaces, such as requiring developers to include green or open programmable areas in their projects, or establishing a grant placemaking program to share costs with property owners.

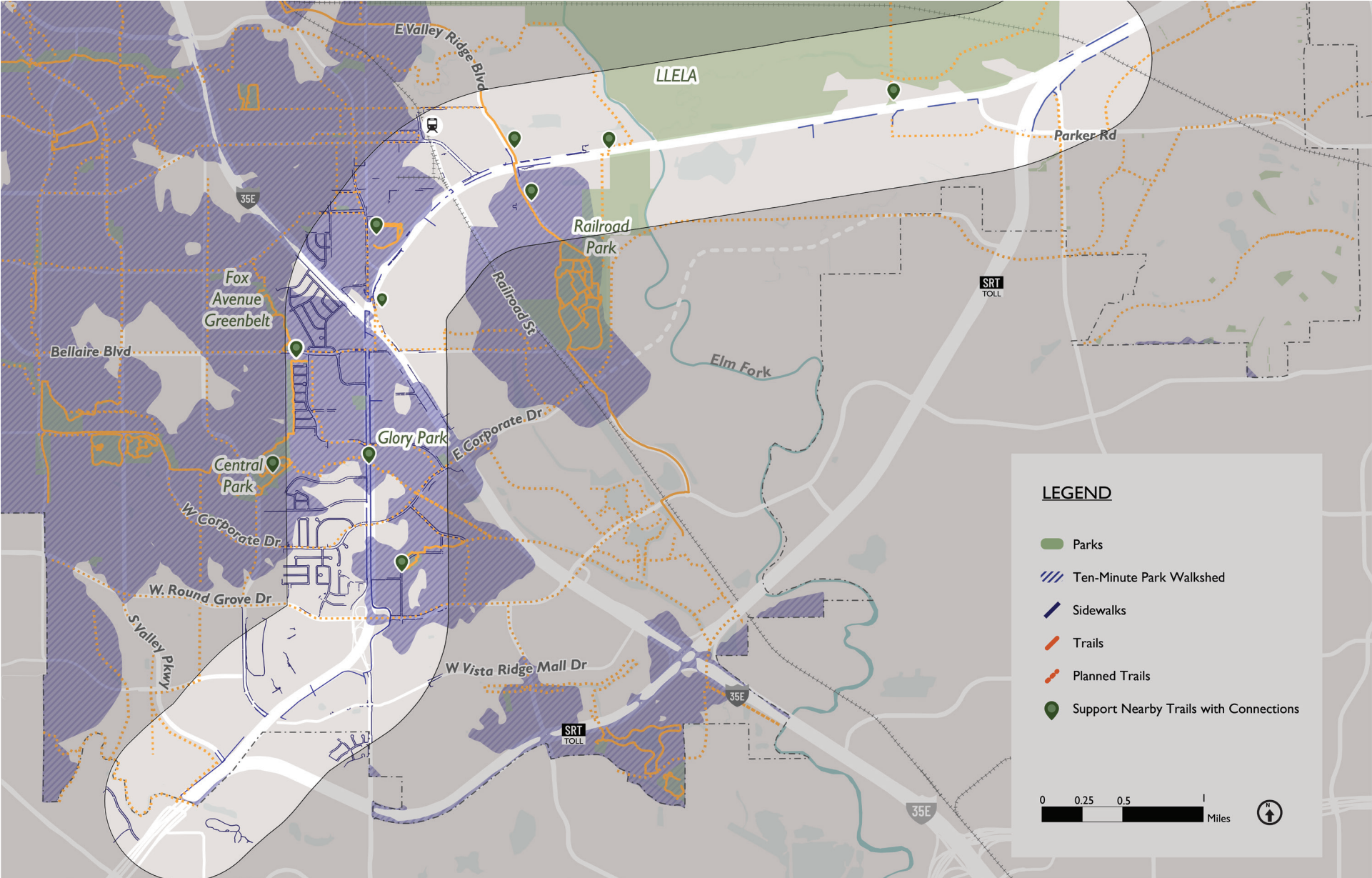
Figure 11 depicts where there are gaps in park and trail access along the corridor.

4.2 Increase awareness of existing assets with signage and improved landscaping, with additional emphasis on LLELA.

Where feasible, develop physical connections to existing and planned trails and parks along Business 121, such as access points or parking areas. Advocate for these connections during design phases of relevant projects, like the Timber Creek Trail extension, and collaborate with TxDOT, Hike Lewisville, LLELA, LISDOLA, and private landowners to explore shared parking solutions and acquire necessary access points. Enhancing signage and visibility will also improve awareness and access. Business 121 can be leveraged to connect and integrate the urban fabric through meaningful recreational crossings, however traffic speeds may need to slow further for safety. The Parks Department is currently undertaking a signage process that could extend to Business 121 or be replicated to align with signage standards and branding.

Open Space and Trail Network

Fig.11: Current Park Walksheds and Trail Network



Much of the corridor is outside of a 10-minute walk to a park, but access has been greatly improved with the addition of Glory Park/Parque la Gloria to the east of the corridor along Southwest Parkway. While LLELA is adjacent to the corridor, there are no access points to the site within the study area.

4.3 Integrate greening and green infrastructure to enhance the functionality and attractiveness of the roadway.

Identify and pursue opportunities to incorporate green infrastructure elements along the roadway to improve both functionality and visual appeal. Work closely with TxDOT to pursue Green Ribbon Funding and implement these enhancements on Business 121, which could include green medians, permeable pavements, and urban tree canopies, as well as wildflowers and trees to enhance green spaces around highway interchanges, overpasses, and open areas near train tracks.

On adjoining roads, green infrastructure and green “corridors” with similar features should be considered as well, which may not require TxDOT coordination. Integrating green infrastructure not only beautifies the area but also provides environmental benefits, such as reducing heat islands and managing stormwater runoff, contributing to a more sustainable and inviting roadway.



Existing trees in the median of Business 121 and Mill Street.

4.4 Prioritize enhancing pedestrian connections and residential density near the Denton County Transportation Authority (DCTA) Old Town Station.

Integrate improvements in pedestrian connectivity and increase residential density around the DCTA Old Town station as part of the Transit-Oriented Development (TOD) plan. This approach aligns with efforts to revitalize and showcase Old Town, turning it into a vibrant urban area with desirable multi-family housing. Enhancing pedestrian pathways around major intersections such as Main Street, Mill Street, Valley Ridge, and Valley Ridge Crossing will support micro-mobility and facilitate better access to key assets like the DCTA station and Railroad Park. Adding trees and shade structures at these intersections will further improve the walkability and attractiveness of the area, making it a more inviting and functional space for residents and visitors.



The DCTA Old Town Station is located just north of the corridor and could support better pedestrian connections to the station.

GOAL 5: Introduce Lewisville as a destination with public art and identifiable corridor gateways.

Creating active gateways along Business 121 can help establish a stronger sense of entry into Lewisville and its key areas. By designing these gateways as intentional “entrances” to the corridor, they can serve to define the character of Business 121. Public art, such as murals, and strategic branding across the corridor, but particularly at entry points or in tandem with infrastructure improvements, can reinforce the identity of the corridor while supporting the overall visibility of Lewisville.

5.1 Enhance small and large gateways to Lewisville with targeted public realm enhancements at key points on the corridor, such as where land use becomes significantly more active.

Presently, there are signs noting the entrance to Lewisville; however, during the engagement process, it became clear that many travelers do not actually notice these. As many people do not necessarily “see” municipal boundaries, marking the gateways to Lewisville at areas of note and with enhanced creative and artistic signage can signal Business 121 as a destination. Ensuring that these signs come in tandem with public realm improvements - such as lighting and greening - is key!



Gateway signage placed at key points throughout the corridor can elevate the experience for all users.

5.2 Find opportunities for public art that acknowledges the character of the corridor and to distinguish commercial activity areas and consider a community process to engage and collaborate.

Incorporating public art along the corridor can distinguish and enhance commercial areas. Both commercial private property and infrastructure can play a role in building up public art. Given the Texas climate, combining art with shade structures may also improve pedestrian comfort. The city should consider an annual art contest or collaborative mural.



Formliners, as shown above, are an example of how community character can be integrated into infrastructure.

5.3 Initiate a local mural program to collaborate with neighborhood artists on creating murals and crosswalk art at key connecting roads.

Artistic interventions would help activate the public realm, contributing to a sense of place and identity. Collaborating with property owners and artistic members of the community is essential to building a shared vision and foster a sense of ownership over spaces.

Participants in the engagement process reflected a desire for essential safety improvements, but agreed that visual appeal and quality of place, in turn impacted the perception and use of the corridor in a meaningful way. Small projects that have easy wins can build momentum for other public realm improvements and support the larger goals of revitalizing the corridor.

5.4 Explore renaming the corridor and potentially have a public naming contest.

As has come up during the engagement process, the evolving form and partially residential land use of Business 121 may already no longer reflect the traditional character of a State Highway, as the road was designed and named after. As the vision for Business 121 is realized and the corridor continues to evolve, re-naming the corridor may help to further distinguish Lewisville and serve as a meaningful acknowledgment of its transformation.



Murals are a medium to showcase local character, culture, and historical significance.

GOAL 6: Enhance existing commercial centers through the adaptive reuse and/or redevelopment of properties.

Recent development of retail along the Business 121 Corridor has largely been limited to single-occupancy, single-use retail while older retail is more likely to be big-box or in-line shopping centers. Despite overall vacancy being low along the Corridor, the two largest shopping centers – Lakeland and Bellaire Plazas – contain significant vacancy and property owners have sought out non-traditional tenants to increase occupancy. Collectively, these two shopping centers contain approximately 139,000 square feet of vacant space that requires strategic intervention to spur activation.

Creating a thriving commercial or mixed-use area utilizing the shopping centers, their parking lots, and surrounding outlots can be achieved through infill development, adaptive reuse, and creative incentive strategies to increase occupancy.

6.1 Encourage Mixed-Use Zoning to leverage housing demand and activate underutilized land.

Much of the Business 121 Corridor falls within the General Business or Local Commercial zoning districts, which do not currently allow for residential uses. This limitation restricts infill development in underperforming commercial areas. Rezoning select portions of the corridor to permit a mix of single-family residential and commercial uses would provide opportunities to activate these properties and meet housing demand.

Additionally, while the corridor contains a range of land uses, they are generally segregated by type and primarily accessible by car. Allowing residential development near commercial and employment hubs would reduce vehicular travel, increase demand for local retailers, and create a more vibrant sense of place within the area. This strategy not only aligns with goals to improve accessibility but also enhances the corridor's overall appeal by diversifying land uses and supporting sustainable growth.

6.2 Incentivize infill of underperforming commercial centers through strategic investments in parcel assembly or public realm improvements which enhance the connectivity and sense of place.

Mixed-use infill development at underutilized shopping centers is an effective way to revitalize a commercial center. Large surface parking lots, dated façades and vacant retail space reduces the desirability of a place as a shopping destination. Infill development at the two large shopping centers along the Corridor will require parcel assembly (the shopping centers, parking lots and outlot development currently occupy many smaller parcels). The cost to assemble land may constrain financial feasibility to prospective developers without the provision of public assistance.

As discussed in Goal 1, a less direct form of public assistance is the provision of improvements to the public realm (e.g., signage, landscaping, roadways, etc.) to create a more attractive place for residents and consumers to spend time. Public realm investment can attract developers who may not otherwise think a site is market-viable for a master-planned infill development.

Crestwood Crossing Redevelopment

Crestwood Crossing is a shopping center redevelopment project in Crestwood, Missouri. The 47-acre site was the home of the Crestwood Plaza mall which is in the process of being redeveloped into a mixed-use community with a full-service grocery store, restaurant and retail space, 81 for-sale single-family homes, several open space plazas/ public gathering spaces, and bicycle/pedestrian improvements. Future phases are set to include additional restaurants and retail.

Incentives

To facilitate the redevelopment, the City of Crestwood provided \$17 million in public assistance to the project. The City leveraged an existing TIF District and Community Improvement District to provide public assistance. Total incentives amounted to approximately 20% of the total development cost (\$67.5 million).

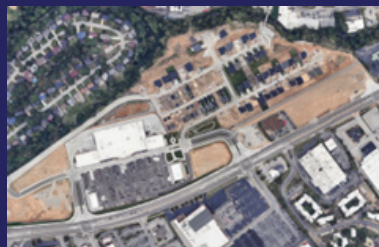
Before (2019)



Concept



Phase I (2023)



6.3 Monitor the health of existing commercial centers by evaluating sales revenue, lease rates and vacancies on a quarterly basis.

Consistently monitoring the health of existing commercial centers can help target public intervention and identify areas of need. The City should regularly leverage CoStar or other subscription data sources to analyze changes in rent and occupancy. Sales tax revenue data available from the Finance Department should be tracked internally to understand the performance of existing retailers. Performance of shopping centers can be used in conversations with property owners.

6.4 Identify alternative funding sources to fund extraordinary infrastructure costs associated with infill development.

Special tax districts are a vital source of funding for areas in need of investment. Tax Increment Reinvestment Zones (TIRZ) redirect property taxes in a defined geographic area to pay for improvements in the specific zone. Incremental revenues from the reinvestment zone can be used to spur private development projects, such as new housing or substantial rehabilitation projects.

Business Improvement Districts (BID) are a funding mechanism in which property owners can impose a self-assessment within an approved boundary to support marketing, economic development and beautification projects. BIDs empower existing property owners to make targeted improvements that help with the sustainability of their business.

GOAL 7: Build a sense of commercial vibrancy along the corridor, prioritizing a combination of daily needs and experiential retailers.

Retail space along the corridor was largely constructed before 2015 and much of it is older than 10 years. Building setbacks, large parking lots and lower occupancy results in a limited sense of place. Building up a sense of place as a unique shopping destination, particularly around the two large shopping centers, can help anchor the retail market along the Corridor and tie in with experiential retail in Old Town.

Businesses along the Business 121 Corridor would benefit from a cohesive sense of retail vibrancy that prioritizes experiential retailers. Consumers are increasingly demanding something beyond convenience to attract their visits and spending. The City should leverage available funding to improve the public realm in target locations and work with nearby property owners to attract synergistic tenants that drive foot traffic to retail shops and provide daily-needs retail to local residents.

7.1 Facilitate business attraction and retention within the Business 121 Corridor through routine engagement with the real estate and business community, identifying opportunities for growth and expansion.

The Business 121 Corridor has vacant retail and office space that could be occupied by new or expanding businesses. Finding ways to support the business community, encourage expanding businesses to locate within the corridor, and establish a pipeline of emerging businesses looking for open space can help fill vacancies. Business attraction and retention efforts should build on the work already underway from the Economic Development Department including the resources and incentives provided to help businesses relocate or expand in Lewisville. The availability of these incentives should continue to be marketed amongst industry groups and local business organizations.

7.2 Continue to undertake active business development efforts such as a grocery store that attract and retain a mix of experiential retail, daily-needs retail and independent restaurants that complement and strengthen the existing business mix.

Experiential retail, focused on the overall shopping experience, will help create a destination for consumers. This should include a mix of entertainment, independent restaurants, retailers with high levels of customer engagement, and strong public realm continuity. Paired with daily-needs retail (e.g., grocery stores), experiential retail nodes can help drive consistent visits to the Corridor. The City can leverage existing networks (such as the International Council of Shopping Centers) to market available space to desired tenants. Routine engagement with target tenants, such as premium grocery stores, should include a discussion of recent resident shopping trends to illuminate market potential. Finally, the City should consider using publicly owned property as a negotiating tool (subject to funding availability to purchase land) to attract key retail tenants that can anchor an experiential retail district.

7.3 Consider new incentives and programs with private-sector partners that support entrepreneurial activity.

Creating a pipeline of entrepreneurial activity can have a multifaceted impact on the Corridor. Emerging businesses are often in need of low-cost space which provides opportunities to fill long-term vacancies. Additionally, high concentrations of jobs in emerging industries can help to “future proof” an area as the economy evolves. Leveraging existing programs, such as programs operating out of the Murphy Center at University of North Texas, can help match local entrepreneurs with available space along the Corridor. Supporting entrepreneurial activity through technical assistance or mentorship can build a robust business community to fill vacancies and provide additional demand to existing restaurant and service-based businesses.

7.4 Update zoning on the corridor parcels to better reflect future desired conditions.

Currently, many parcels along the corridor are zoned for light industrial use but are used for commercial retail. As residential development has grown around these areas, there is an interest in ensuring these parcels continue to serve the surrounding neighborhoods. A zoning update should include reclassifying these light industrial parcels in the corridor's core activity areas of Old Town - Central and Corporate Drive subarea to General Business.

7.5 Continue efforts to attract food pantries or farmers/local markets for pop-up market events.

As the city continues efforts to attract a grocery store, supporting intermediate initiatives like farmers' markets or local pop-up events can provide residents with access to healthy, locally sourced food. These pop-up markets offer a flexible solution that doesn't require significant investment in the built environment, while still fostering community engagement and supporting local businesses and food producers. Such events can activate underutilized spaces, bring fresh food directly to neighborhoods, and strengthen the connection between residents and the region's agricultural economy.



Some neighborhood-scale shopping centers along the corridor, like the Southwest Parkway Plaza, are currently zoned for light-industrial use.



Farmers markets encourage community development by supporting local and regional farmers, small businesses, and the public.

GOAL 8: Address key safety issues on Business 121 to make all users feel more comfortable.

Safety for all users of the corridor was the primary concern raised throughout the plan process. Residents, business owners, and other stakeholders brought up concerns about speeding, unsafe intersections, and lack of safe and comfortable pedestrian facilities. These anecdotal concerns about safety are supported by data; there are high concentrations of accidents along the corridor, particularly at signalized intersections, and there are hotspots for incidents involving pedestrians and bicyclists both at and away from intersections. Addressing key safety concerns at intersections and throughout the corridor can help all users of Business 121 feel more comfortable and encourage more multi-modal use in the future.

8.1 Address ADA compliance issues at the signalized intersections along the corridor to improve overall accessibility.

As part of this corridor planning process, a high-level intersection audit was conducted at each of the 15 signalized intersections along the corridor. The Appendix provides a summary of the high-level intersection audit key findings and identified issues. At many of the intersections, there were observed issues with pedestrian facilities not being compliant with ADA standards. The placement of curb ramps, cross slopes of pedestrian facilities, and proximity of the pedestrian signal are key features of ADA accessibility at intersections. Curb ramps should be aligned with the direction of travel, have a smooth surface, and have tactile indicators such as domes that indicate the edge of the sidewalk. Some intersections have pedestrian facilities where the cross-slopes are too steep, which makes traversing an intersection difficult for someone with physical disabilities.

Another improvement that can be integrated at more intersections are accessible pedestrian signals (APS), which are devices that communicate crossing information through audible tones and speech messages. APS can help pedestrians with visual impairments to cross a street safely and independently by providing them with information about the signal timing, the direction of the crosswalk, and the location of the push button.



A curb ramp at the Corporate Drive intersection points to the middle of the intersection, posing a safety risk for those in mobility-assisted devices.



One of the pedestrian push buttons located at the intersection of Southwest Parkway is too far from the curb ramp.

8.2 Fill in sidewalk gaps on public property, prioritizing key locations with high pedestrian traffic, and coordinating with TxDOT where necessary.

Sidewalk continuity and access are essential for pedestrians, cyclists, and those in mobility-assisted devices to travel along a corridor safely and comfortably. However, there are many parts of the corridor that have disjointed sidewalks or lack sidewalk infrastructure completely. **Figure 12** depicts priority areas to fill in sidewalk gaps. Key locations to prioritize sidewalks in the future may include the three catalytic sites, the Corporate Drive subarea that had the highest instances of bicycle and pedestrian crashes, and to the east and west of the DCTA Trail to provide greater citywide connectivity. When implementing new sidewalks, the following components should be considered:

- Sidewalks should offer a smooth and level surface that can accommodate various types of mobility-assisted devices, such as wheelchairs, scooters, or canes.
- Sidewalks should be wide enough to allow pedestrians to pass each other and have adequate buffer zones from the street and adjacent properties.
- Sidewalks should also have consistent and clear paths of travel that are free of obstructions, such as utility poles, signs, trash cans, or vegetation.
- Sidewalks along the corridor should be a minimum width of 8', or 6' in areas of constrained right-of-way.



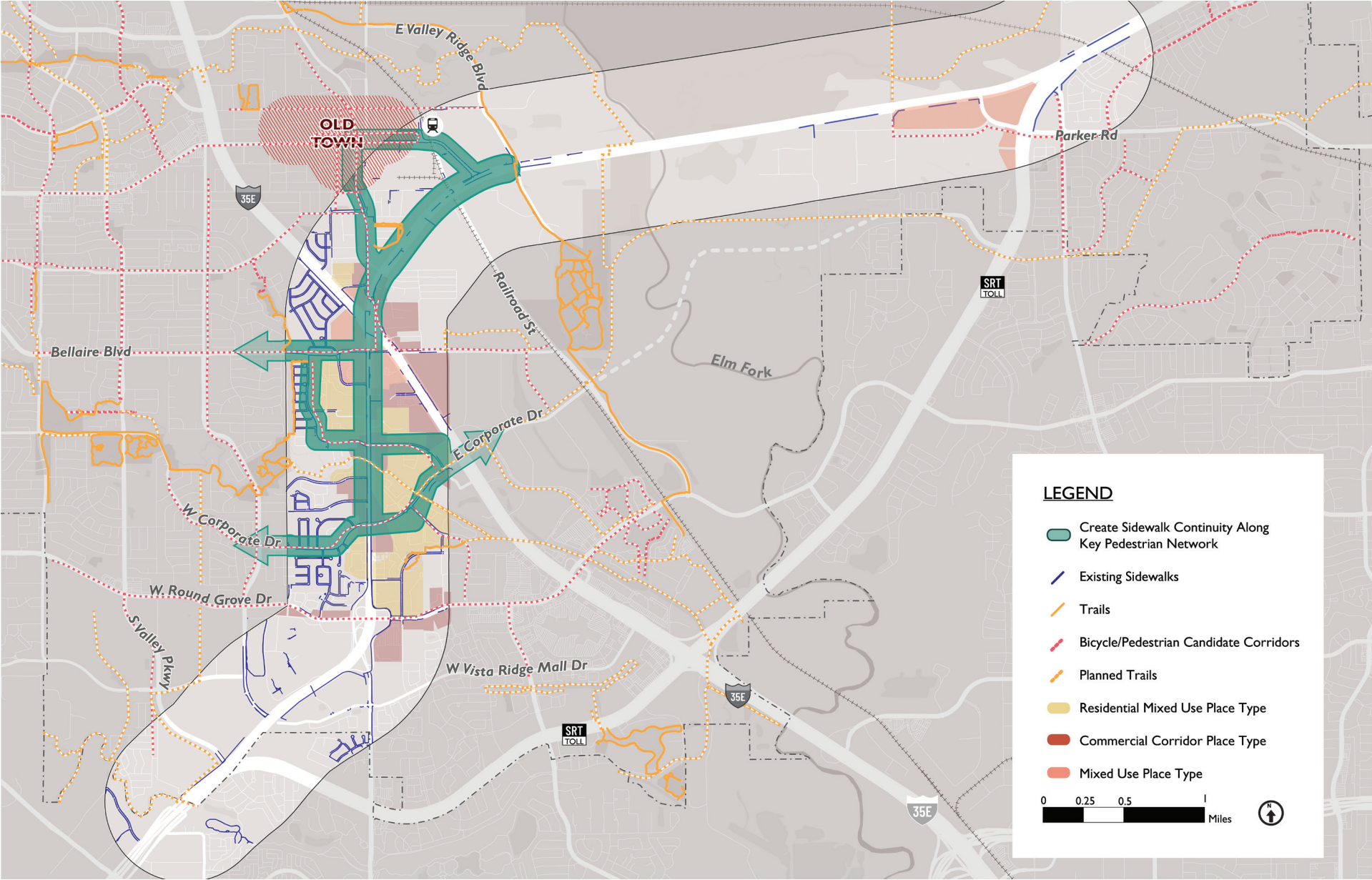
There is a desire for pedestrian facilities near the Mill Street Realignment Area catalytic site.



Sidewalks are needed on either side of Railroad St to connect the DCTA Rail Trail to the surrounding businesses.

Priority Sidewalk Areas

Fig.12: Priority Areas to Fill in Sidewalk Gaps



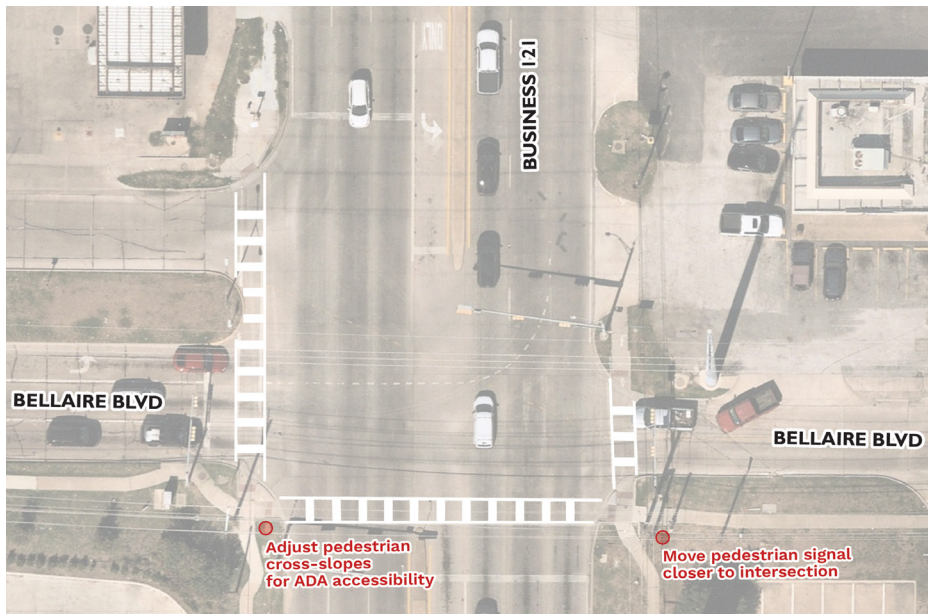
An emphasis should be placed on building out sidewalks to connect Residential Mixed-Use Place Types to prioritize safe access throughout the Corridor. A secondary priority is to connect the sidewalks within the existing commercial nodes.

8.3 Implement intersection improvements at the intersection with Bellaire Boulevard based on the opportunities observed during the intersection audit to include adding lighting, clearing obstructions from the sidewalks, repainting crosswalks, updating pedestrian signal, and making cross-slopes on pedestrian facilities ADA accessible.

The intersection with Bellaire Boulevard featured 87 vehicle accidents from 2021-2023 within 500 feet, which is the highest number of any intersection along the corridor. The intersection is misaligned and can be confusing to navigate for both pedestrians and motorists. While street lighting is provided for roadway users, additional lighting is needed at the intersection to illuminate pedestrian paths. Signalized pedestrian crossings are not available at all corners of the intersection which poses a hazard for both pedestrians and motorists. Crosswalks are faded which may increase the likelihood of motorists blocking pedestrian pathways. **Figure 13** depicts potential improvements for this intersection based on findings from the high-level intersection audit.

A long-term, high-cost solution would be to realign the eastern segment of Bellaire Boulevard to the western side which would include a profile adjustment to level the intersection. These safety improvements would reduce the number of drivers mistakenly driving into oncoming traffic from eastern Bellaire Boulevard and improve the pedestrian environment.

Fig.13: Bellaire Boulevard Intersection Improvements



Restriping crosswalks and adjusting pedestrian signals and access would improve the intersection with Bellaire Boulevard.



Existing conditions at the intersection of Corridor 121 and Bellaire Boulevard.

8.4 Implement intersection improvements at the intersection with I-35E NB Frontage Road based on the opportunities observed during the intersection audit to include adding lighting, adding cautionary signage, and clearing obstructions from sidewalks.

The intersection with the I-35E northbound frontage road featured 67 vehicle accidents from 2021-2023 within 500 feet. The intersection is dimly lit for pedestrians and lacks cautionary signage for both pedestrians and motorists. Clear roadway signage is lacking and does not effectively communicate frontage road access. This intersection does feature newly constructed sidewalks associated with the I-35E reconstruction, but portions of the sidewalks are obstructed by debris and may block wheelchair users. **Figure 14** depicts potential improvements for this intersection based on findings from the high-level intersection audit.

Fig.14: I-35E Northbound Frontage Road Intersection Improvements

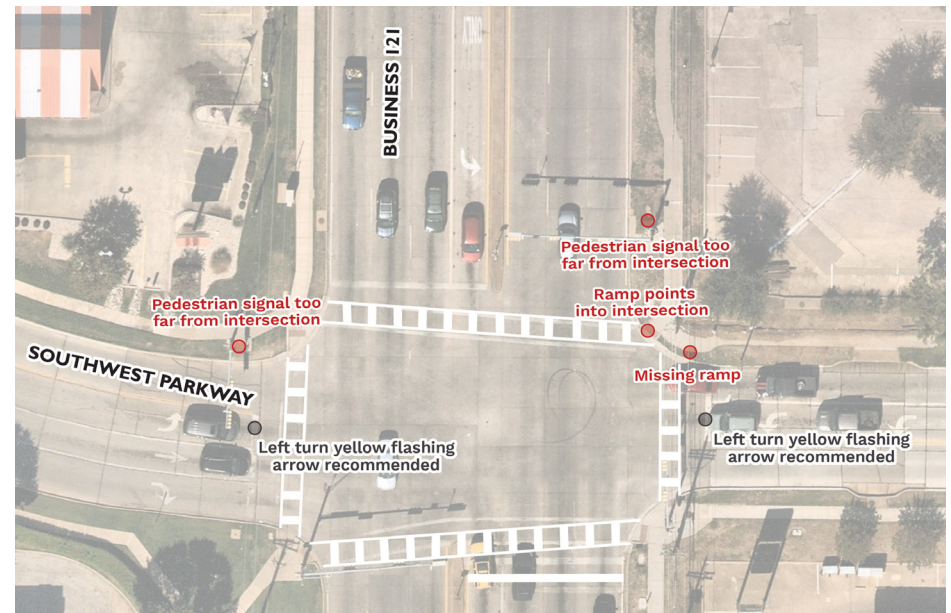


Several street signs are missing at the intersection with the I-35E northbound frontage road.

8.5 Implement intersection improvements at the intersection with Southwest Parkway based on the opportunities observed during the intersection audit to include adding lighting, aligning curb ramps, and adding cautionary signage.

The intersection with the Southwest Parkway featured 56 vehicle accidents from 2021-20213 within 500 feet. Additional lighting for motorists and pedestrians is needed at the intersection. Aligning curb ramps at the intersection will facilitate smoother movement for non-motorized users, particularly those in mobility-assisted devices. The addition of cautionary signage would alert motorists of the potential presence of pedestrians and can increase awareness. **Figure 15** depicts potential improvements for this intersection based on findings from the high-level intersection audit.

Fig.15: Southwest Parkway Intersection Improvements

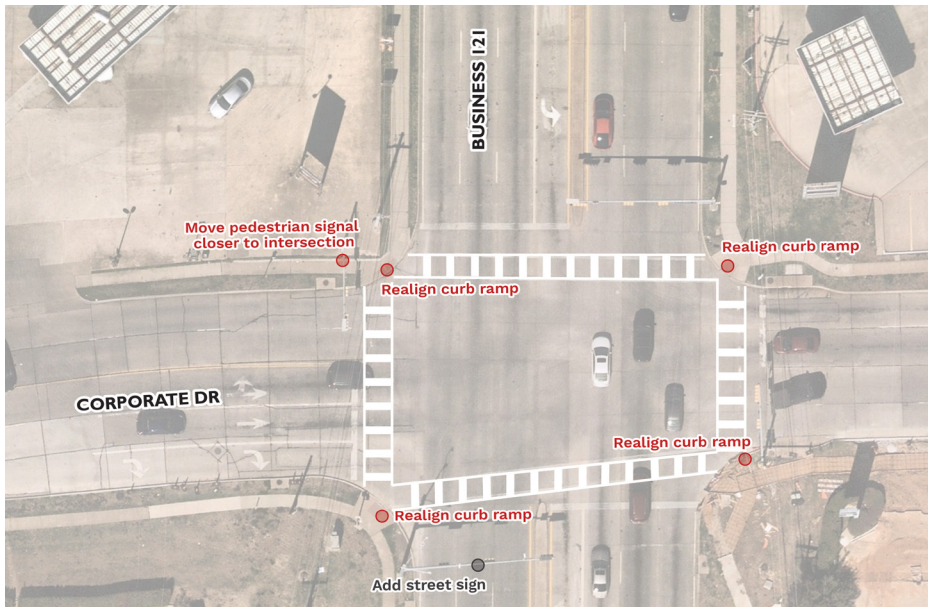


Realigning curb ramps and moving pedestrian signals closer to the intersection would improve the intersection with Southwest Parkway.

8.6 Implement intersection improvements at the intersection with Corporate Drive based on the opportunities observed during the intersection audit to include adding lighting, adding missing street sign, aligning the curb ramps, and adding cautionary signage.

The intersection with Corporate Drive featured 67 vehicle accidents from 2021-20213 within 500 feet. The intersection is currently missing a street sign indicating Corporate Drive to southbound roadway users on the corridor. The intersection also lacks lighting for both motorists and pedestrians. Aligning the curb ramps will make it easier for non-motorized users to cross from one corner to another. **Figure 16** depicts potential improvements for this intersection based on findings from the high-level intersection audit.

Fig.16: Corporate Drive Intersection Improvements



Restriping crosswalks and realigning curb ramps would improve the intersection with Corporate Drive.

8.7 Update design standards to incorporate All Ages and Abilities multi-modal design criteria (NACTO guidance) for development and redevelopment along the corridor.

All Ages and Abilities multi-modal design criteria is a set of principles for safe, comfortable, and accessible multi-modal roadways developed by the National Association of City Transportation Officials (NACTO). This framework considers the needs and preferences of pedestrians, cyclists, transit users, and motorists, and applies context-sensitive solutions that balance the mobility and safety of all users. Some of the key elements of All Ages and Abilities multi-modal design include:

- Providing a network of well-connected and direct routes for walking, biking, and transit that minimize conflicts with motor vehicles and offer a high level of comfort and convenience.
- Using design features such as sidewalks, bike lanes, crosswalks, curb extensions, medians, traffic calming, signage, lighting, and landscaping to enhance the safety and attractiveness of the streetscape and reduce the risk of crashes and injuries.
- Applying universal design principles that ensure accessibility and usability for people with different abilities, needs, and preferences, such as older adults, children, people with disabilities, or people with different cultural backgrounds.
- Engaging with the community and stakeholders to understand their travel needs and preferences, and to co-create solutions that reflect their values and vision.

NACTO's website includes resources related to best practices and case studies of other communities that have integrated these principles. More information and resources can be found here: https://nacto.org/wp-content/uploads/2017/12/NACTO_Designing-for-All-Ages-Abilities.pdf.

8.8 Work with TxDOT to incorporate enhanced pedestrian crossing features at signalized intersections such as high-emphasis crosswalks and cautionary signage.

The high-level intersection audits conducted for this planning process determined that there are countermeasures that could be implemented to enhance bicycle and pedestrian crossing features at signalized intersections. Enhanced crossing features can include high-visibility crosswalk markings, safety lighting, and cautionary signage. According to the FHWA, high-visibility crosswalks can reduce pedestrian injury crashes up to 40 percent. Intersection lighting can reduce pedestrian crashes up to 42 percent and advance yield or stop markings and signs can reduce pedestrian crashes up to 25 percent. **Figure 17** represents an example of intersection enhancements that can be made to improve the pedestrian experience.

- **High-visibility crosswalks** are marked crosswalks that use distinctive pavement markings, such as diagonal stripes or ladder bars, to delineate the pedestrian crossing area and draw attention to the presence of pedestrians. These crosswalks can be combined with other treatments, such as curb extensions, median islands, or lighting, to further enhance pedestrian visibility and safety.
- **Lighting** at intersections is typically at the motorist scale along the Business 121 Corridor. Adding safety lighting along sidewalks at the pedestrian scale leading up to the intersection will help with visibility for non-motorized users at night.
- **Cautionary signage** at intersections can include pedestrian crossing signs to alert drivers of the potential for pedestrian activity and encourage them to slow down, particularly when making turning movements.

Fig.17: Pedestrian-Oriented Intersection Enhancement Example



Intersection improvements, like the example illustrated above, can increase awareness of pedestrians and cyclists, creating a safer environment for all users.

Fig.18: Pedestrian Bridge Rendering



Example of what a pedestrian bridge over Business 121 could look like within the Corporate Drive Subarea.

8.9 Explore feasibility of either a pedestrian bridge or tunnel to provide a mid-block crossing opportunity in the Corporate Drive subarea.

A high-cost, high-impact countermeasure for improving pedestrian crossings away from signalized intersections is to implement either a pedestrian bridge (overpass) or tunnel (underpass). Either option would create a safe bicycle and pedestrian crossing opportunity without compromising the flow of traffic. Considerations for a bridge or tunnel should include selecting a high-traffic location that is already familiar to pedestrians to maximize comfort and increase the likelihood of use as well as connecting the bridge or tunnel to existing sidewalk facilities. **Figure 18** shows an example concept of what a pedestrian bridge in the Corporate Drive subarea could look like.

Northaven Pedestrian Bridge

Opened in the Fall of 2023, the Northaven Trail Bridge is just under half of a mile long and accommodates pedestrians and cyclists crossing US-75 in Dallas. The bridge was constructed by pre-assembling pieces while others were built in place to help reduce traffic impediments. This project received funding from the City of Dallas, Dallas County, and the North Central Texas Council of Governments. The bridge connects three trails to the east and one towards the west.



Source: Texas Department of Transportation (2024)

8.10 Partner with TxDOT for a pilot program that explores additional crossings where there are not frequent intervals (such as near high activity centers in Corporate Drive) or pedestrian refuges for better safety.

The Corporate Drive subarea sees the highest number of mid-block pedestrian crossings away from signalized intersections. The area is a mix of retail and residential, and many residents do not have a vehicle. Due to the long distance between signalized crossings, pedestrians often choose to cross at unmarked areas, creating a danger for themselves and motorists, particularly at night when the corridor is dark. Coordinating with TxDOT to create a pilot program can help determine if new pedestrian crossings would be beneficial, where they should go, and what types would be most suitable for the corridor. The pilot program could explore designated median refuges between Bellaire Boulevard and Corporate Drive and dynamic messaging signage cautioning motorists to be aware of pedestrians.

8.11 Consider adopting a Vision Zero policy to promote safety improvements along the corridor and throughout the City.

Vision Zero is a strategy that aims to eliminate all traffic fatalities and serious injuries by designing safe streets for all roadway users, enforcing traffic laws, and educating the public. By adopting a Vision Zero policy, city leaders can prioritize roadway safety along the Business 121 Corridor and other roadways by addressing the root causes of crashes, such as speeding, distracted driving, and poor visibility. Both the City of Dallas and City of Fort Worth have Vision Zero initiatives.

Vision Zero aims to prioritize human life and prevent traffic deaths entirely. Prioritizing pedestrians who utilize the corridor by installing infrastructure that is both comfortable and convenient can save lives and improve the overall roadway experience for all road users. To implement significant improvements in roadway safety, a Vision Zero Task Force should be created. Additionally, areas along the corridor that pose danger to road users should be flagged for review. Robust community engagement is a necessity to ensure that an equitable outcome can be reached. This includes creating a High Injury Network and identifying communities of concern. More information and best practices for implementing Vision Zero can be found here: <https://visionzeronetwork.org/>.

8.12 Develop a Safety Action Plan to reduce vehicle and pedestrian crashes along the corridor and throughout the City.

In 2022, NCTCOG developed a Regional Pedestrian Safety Action Plan in which Business 121 from I-35E to Forestbrook Drive was identified as a secondary pedestrian safety corridor, which means that it is a corridor that averages five pedestrian crashes per linear mile of roadway. A local Safety Action Plan can be developed to identify actions to improve pedestrian safety in a community and can focus on the community as whole. Key elements of a Safety Action Plan include prioritizing locations, selecting countermeasures, and developing an implementation strategy. In late 2024, the City of Lewisville received federal funding from the Safe Streets For All (SS4A) program to conduct a citywide Safety Action Plan.



The intersection at Corporate Drive features faded crossing features and misaligned curb ramps, creating safety issues for pedestrians.

8.13 Increase pedestrian crossing times at signalized intersections so pedestrians do not get stuck in the median.

Increasing pedestrian crossing times at signalized intersections allow pedestrians more time to cross the street without feeling rushed or pressured by the timing of the countdown. This can help enable all individuals, regardless of ability, to make it across the road and decrease the likelihood of pedestrians getting stuck in the median. One related countermeasure identified by TxDOT in the statewide Pedestrian Safety Action Plan is the Leading Pedestrian Interval (LPI). This countermeasure gives pedestrians a head start of a few seconds before the green signal for vehicles. This allows pedestrians to establish their presence in the crosswalk and increase their visibility to drivers, reducing the potential for conflicts and crashes. LPIs are especially effective at intersections with high volumes of turning vehicles and can reduce pedestrian-vehicle crashes at intersections, according to the Federal Highway Administration (FHWA). Countdown timers and push buttons must be included at intersections that have LPIs implemented.

8.14 Implement pedestrian screening landscaping to provide a buffer from the roadway and to encourage pedestrians to cross at intersections.

Pedestrian screening landscaping can serve as a barrier between the sidewalk and the roadway to discourage pedestrians from crossing the street away from a signalized intersection. This physical buffer can add a layer of safety for pedestrians in the event a vehicle veers off the road, as well as enhance the aesthetic appeal of the corridor. This can reduce the risk of pedestrian conflicts with vehicles, especially at high-speed sections of the corridor. Pedestrian screening landscaping should be designed and maintained in a way that does not obstruct the visibility of drivers, pedestrians, and bicyclists at intersections and driveways, and that allows for adequate drainage and stormwater management.



Raised planters with landscaping to direct pedestrians to cross at the crosswalk.

8.15 Explore a grade separation for the DCTA railroad crossing to increase safety.

According to the Federal Railroad Administration, more than 60 percent of collisions occur at at-grade crossings with automatic warning systems. 94 percent of train-vehicle collisions can be attributed to driver behavior and poor judgment. Regardless of the infrastructure put in place, at-grade crossings pose a safety risk to all roadway users. Creating grade separated crossings can also improve traffic flow and reduce emissions from stopped vehicles. While it is cost prohibitive to convert every railroad crossing to a grade separated crossing, crossings at high-volume, high-speed intersections can greatly improve safety and traffic flow. The at-grade crossing of the DCTA rail adjacent to Railroad Street is a hotspot for accidents and consideration should be given for separating the railroad in the future.



An overpass is used to separate vehicular and pedestrian crossing from rail lines below.

8.16 Install speed monitoring and awareness devices such as dynamic feedback messages and yard signs.

Throughout the plan process, speeding was identified as a key concern along the corridor. Speed monitoring and awareness devices are tools that alert drivers of their speed according to the road conditions and the posted speed limit. Dynamic speed feedback signs are devices that measure the speed of oncoming vehicles, display the speed, and warn drivers if they are driving over the posted speed limit. These signs can also warn drivers of upcoming hazards, school zones, or roadway construction. Yard signs are static signs that notify drivers of the speed limit and sometimes include other messaging, such as fines for speeding.

8.17 Collaborate with the Lewisville Independent School District to identify important bus route locations and stops to support safer routes to schools.

There is a significant amount of residential development along and adjacent to the corridor. As a result, there are school-aged children who utilize the LISD bus system to get to and from school. There are a handful of stops along the corridor which can cause slowdowns in high traffic areas. This is also unsafe for the students, who are at risk of conflict with traffic in higher speed areas. A lack of pedestrian infrastructure also creates difficulty for students once they get off the bus. The City should collaborate with LISD to coordinate safer pick-up and drop-off points away from the Business 121 Corridor.

8.18 Coordinate foot patrols or bike patrols, in partnership with residents, schools, and the Police Department, exploring grant programs where possible.

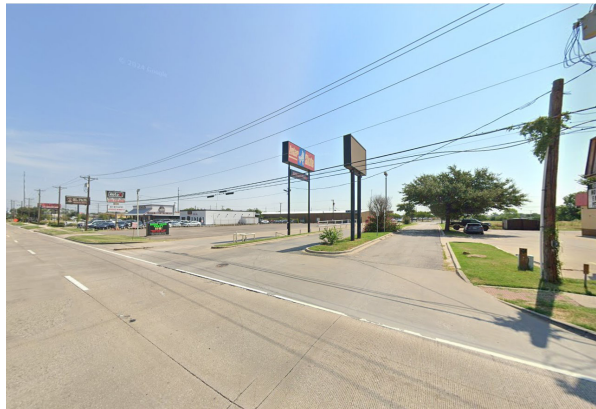
Foot and bike patrols can enhance community safety and build relationships between law enforcement officers, residents, businesses, and visitors. They can also deter criminal activity and contribute to a sense of safety. There are numerous grant programs that provide funding for training, management, and maintenance. Many grants are funded by the Community Oriented Policing Services (COPS) Office of the U.S. Department of Justice and support foot and bike patrols as part of a larger community policing strategy. Other grant funding for safety programs includes the National Highway Traffic Safety Administration (NHTSA) and Project Safe Neighborhoods (PSN), administered through the Department of Justice, which provides funds to implement collaborative strategies to reduce violent crime, including foot and bike patrols.

GOAL 9: Address access management to properties to better balance access and traffic flow.

Business 121 is primarily a built-out corridor with commercial, industrial, and residential uses that require access to the properties. Along the corridor there are 181 driveways, some of which are in very close proximity to each other or to signalized intersections. Numerous driveways and lack of a dedicated turn lane can cause traffic flow issues. Additionally, the proximity of driveways near signalized intersections present safety concerns. Addressing access management through various strategies can better balance both access and traffic flow and safety.

9.1 Partner with TxDOT on access management to explore consolidating commercial driveways and median breaks where feasible to improve traffic flow and safety.

There are 181 driveways along the 8 miles of the Business 121 Corridor. Many of these driveways are for just one business and some are used for storing vehicles. Driveway consolidation is a strategy that aims to consolidate redundant or unused driveways while maintaining property access. By decreasing the number of driveways and encouraging motorists to utilize shared driveways, consolidation can improve traffic flow and enhance safety for both drivers and pedestrians. Driveway consolidation can also improve the aesthetic and environmental quality of the corridor by diminishing pavement and augmenting green space. Driveway consolidation can be accomplished through collaboration with property owners, incentives, regulations, and design guidelines.

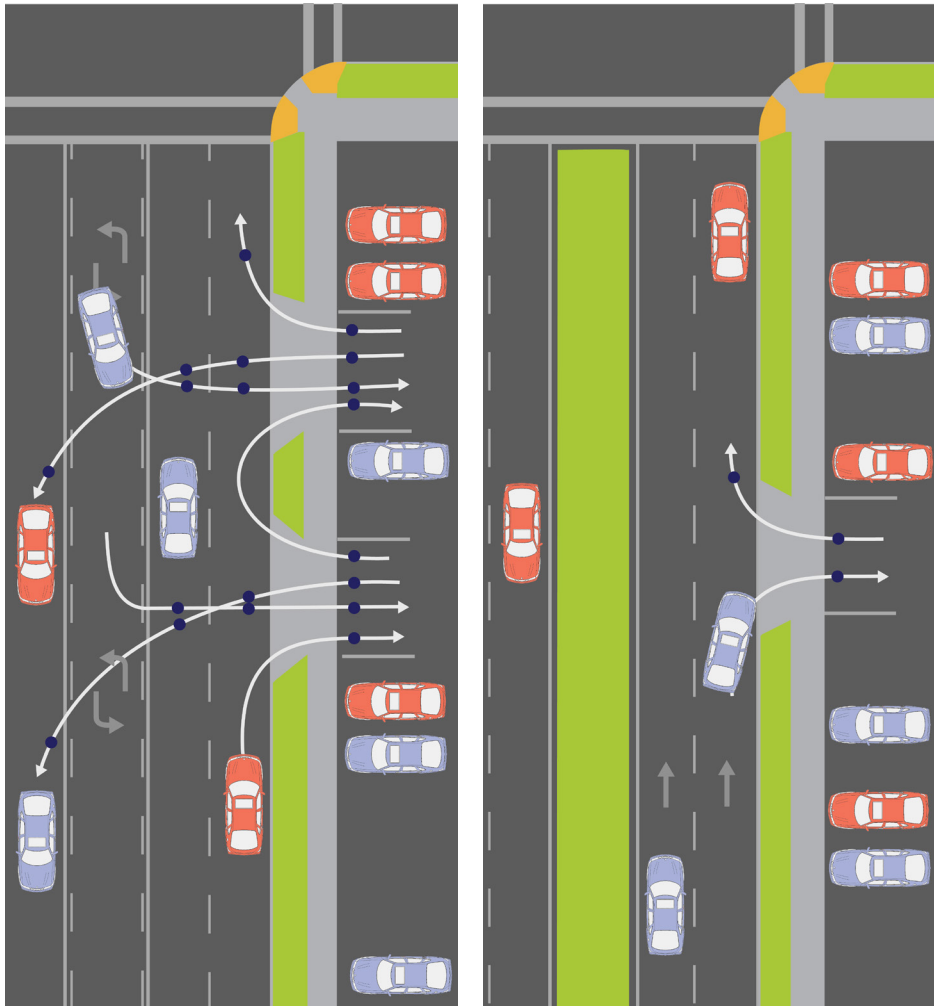


Excess driveways and access points too close to streets can cause confusion for drivers.



A lack of formal or deteriorating curbs causes safety concerns for drivers and pedestrians.

Fig.19: Example of Vehicle Access Management



Excess driveways can impede pedestrian travel and increase the number of contact points for both drivers and pedestrians.

Efficient access management reduces unnecessary risks and makes travel safer.

9.2 Increase internal circulation to commercial businesses by encouraging fewer curb cuts and enforcing cross-access easements to provide alternative routes.

Current driveway design standards require driveways to align with existing median openings. All newly constructed businesses seeking out an additional driveway should be encouraged to utilize existing driveways that are aligned with existing median openings. Curb cuts should be limited to businesses that do not have access from a local road and they should be aligned with other driveways at the intersection to allow for cross-intersection movement. The Unified Development Code also requires cross-access easements for commercial properties. **Figure 19** shows how driveways can be consolidated to promote commercial property cross-access.

9.3 Prohibit U-Turns at median breaks to prevent potential accidents and encourage protected U-Turns at signals instead.

At present, vehicles including large trucks utilize median breaks to make U-Turns in lieu of utilizing traffic signals. Roadway users choosing to make a U-Turn at median breaks do not have the right-of-way and put themselves and others at a risk for a collision. Additionally, many median breaks do not have the turning radius for large trucks, which damages the roadway and surrounding grass areas in the right-of-way. Encouraging protected U-Turns at signalized intersections lowers the risk of accidents by giving motorists the right-of-way.

GOAL 10: Implement traffic flow improvements to make traffic more predictable.

Through this public engagement process, inconsistent traffic flow and congestion were noted as concerns for motorists along the corridor. The concentration of signalized intersections near I-35E causes disruptions in traffic flow. Since the City of Lewisville controls the traffic signals along the roadway, there are strategies the City can implement to improve traffic flow along the corridor. Figure 20 depicts the location of signalized intersections and speed limits along the corridor, both of which impact overall traffic flow.

10.1 Conduct a signal progression study to determine where and what type of adjustments are needed to promote more consistent travel speeds along the corridor.

The Transportation Research Board's National Cooperative Highway Research Program provides guidelines and best practice strategies for timing traffic signals in the Traffic Signal Timing Manual. Signal timing optimization takes into account different types of roadway users and the effective, efficient movement of traffic. Signal timing can be dynamic and change throughout the day according to traffic patterns and adapt to both peak and off-peak periods. Optimizing traffic signals not only promotes the flow of traffic and can shorten trips, but also reduces the likelihood of collisions and reckless driving due to traffic queuing at intersections.



Vehicles awaiting traffic signal changes at the Business 121 and Corporate Drive intersection.

10.2 Utilize Advanced Transportation Management Systems and Intelligent Transportation Systems throughout the corridor to improve traffic flow.

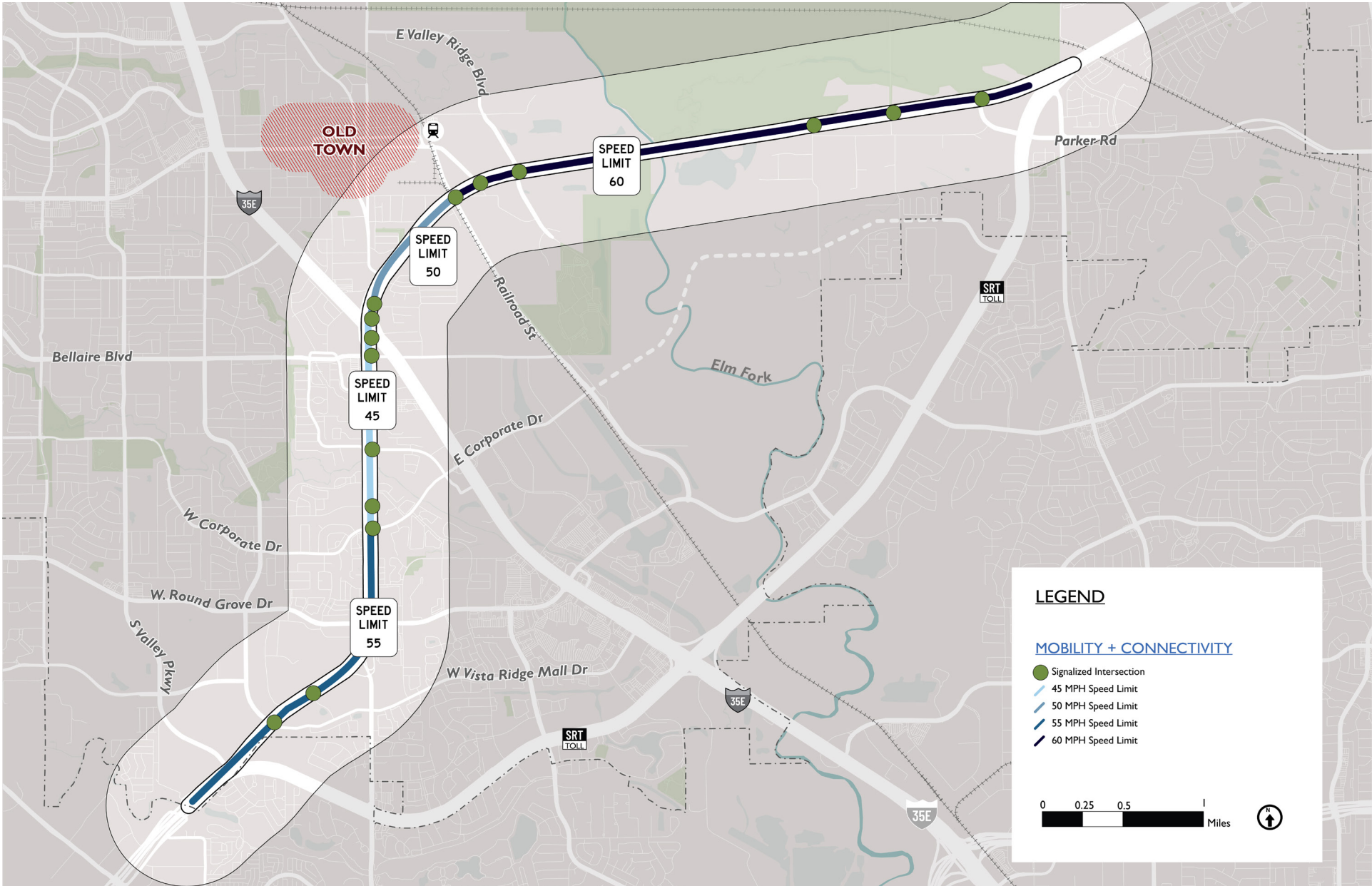
Advanced Transportation Management Systems are a type of Intelligent Transportation Systems (ITS) that utilize technology to monitor and improve traffic flow in real time from a transportation management center. Transportation management centers are fed live data from speed sensors and cameras and can control dynamic messaging signs. ITS aim to improve the efficiency of transportation systems, improve safety, reduce environmental costs, and enhance mobility. Lewisville is partner with NCTCOG in utilizing regional ITS data and the City should continue collaborating with the regional agency on monitoring and data sharing.



Traffic signal boxes can be beautified with public art while serving as a traffic management tool.

Traffic Flow Considerations

Fig.20: Signalized Intersections and Speed Limits Along Business 121

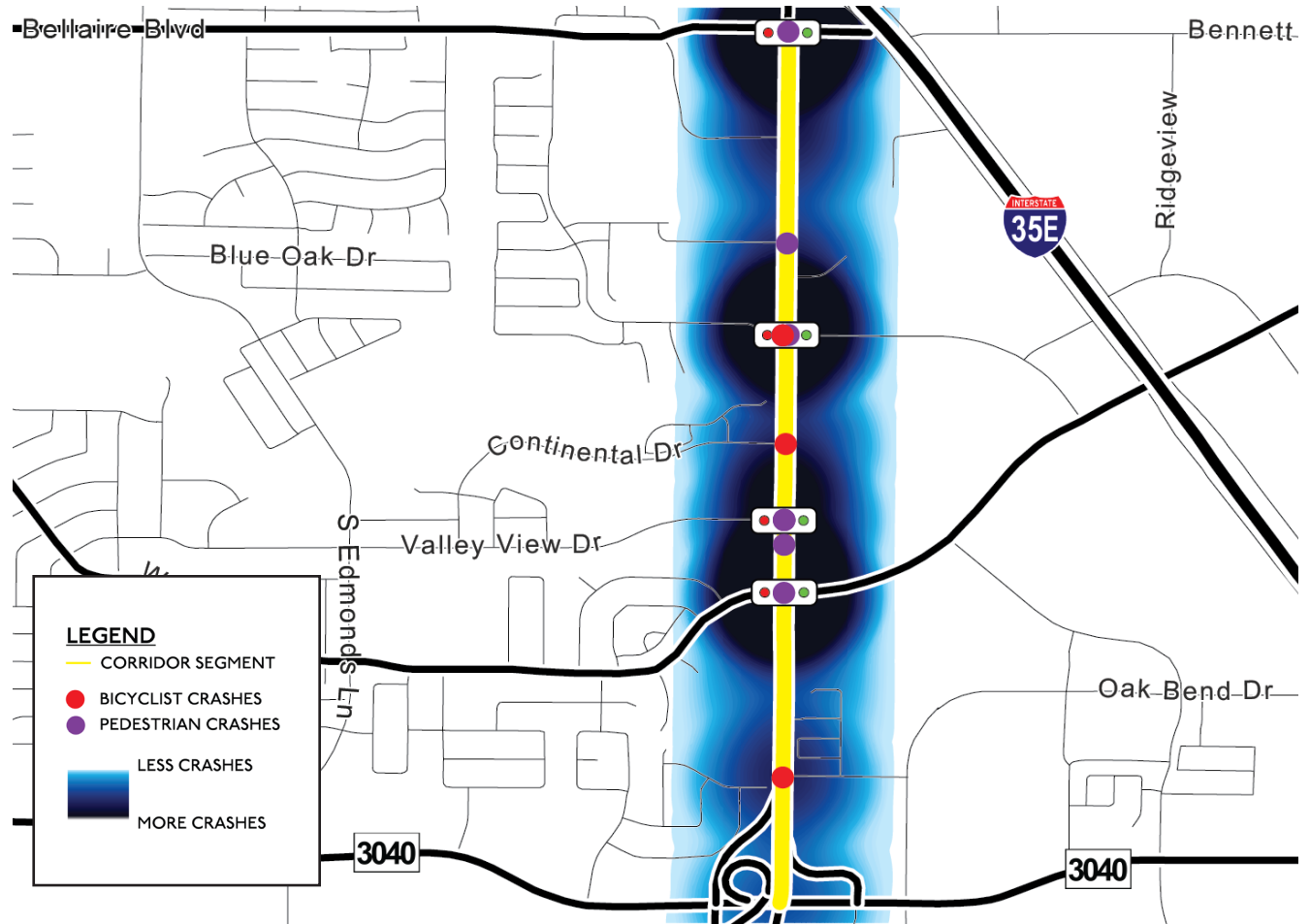


Concentrations of signals, particularly around the intersection with I-35E, result in queuing for vehicles.

10.3 Study the stretch of corridor between Bellaire Boulevard and Southwest Parkway where there is no traffic signal to assess options to reduce speeding, provide an additional pedestrian crossing, and promote more consistent and safe flow of traffic.

The distance between the signal at Bellaire Boulevard and Southwest Parkway is just over a half mile, allowing motorists to pick up speed and creating a gap in designated pedestrian crossings. This results in pedestrians crossing away from the intersection without a designated, safe crossing. A study should be conducted to determine the best option to address concerns of speeding, traffic flow, and unsafe pedestrian crossings in this area. One option that could be considered is adding a signalized intersection, which would first require a signal warrant study. This study would determine if the minimum traffic conditions are present to justify the construction of a new traffic signal. An additional intersection would provide motorists with protected access when turning onto the corridor and would also encourage pedestrians to utilize the signalized crossings by decreasing the distance they must walk to access pedestrian infrastructure.

Fig.21: Corporate Drive Subarea Signalized Intersections and Crash Density



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.

10.4 Coordinate with landfills and other heavy truck traffic generators to encourage use of Corporate Drive once construction is complete to offload truck traffic from the corridor.

The extension of Corporate Drive will ultimately connect Flower Mound through Lewisville to Plano and provide an alternative, toll-free route. The segment going through Lewisville will connect motorists to either side of I-35E and alleviate the need to use Business 121 as the primary thoroughfare. Corporate Drive runs near the existing Waste Management landfill and can serve as an alternate truck route for other heavy truck generators. Redirecting truck traffic to Corporate Drive would reduce existing noise and environmental pollution and alleviate the pressure of this traffic turning onto Business 121.

10.5 Explore lowering the speed limit between I-35E and FM 3040.

The segment of Business 121 between I-35E and FM 3040 has a very high concentration of driveways leading to both retail and residential areas. Motorists are constantly entering and exiting the corridor which has a speed limit between 45 and 55 mph, creating an uncomfortable and dangerous roadway experience. This stretch of the corridor has significant pedestrian activity and many people attempt to cross the road at locations that do not have signalized intersections with crosswalks or pedestrian infrastructure. As a result, the area has seen pedestrian fatalities. Lowering the speed limit would create a more comfortable environment for motorists to enter and exit the roadway, lower the risk of accidents, and lower the likelihood of pedestrian fatalities.



Business 121 is a heavily traveled corridor and experiences a significant amount of heavy truck traffic, especially in the eastern portions.



The Business 121 Corridor experiences a significant amount of pedestrian traffic, particularly in the Corporate Drive Subarea.

GOAL 11: Alleviate bottlenecks along the corridor.

Bottlenecks along roadways can occur for many reasons, including insufficient acceleration/deceleration lanes, geometric deficiencies like sharp curves, narrow lanes and shoulders, and inadequate signage or pavement striping. According to the NCTCOG Travel Demand Model, there are segments of the corridor that have a Level-of-Service F today and in the future. Addressing bottlenecks can improve level-of-service and promote more free-flowing traffic in areas of the corridor that do not have as many access points.

11.1 Add a dedicated U-Turn lane at Vista Ridge Mall/Edmonds Lane to make a more continuous route for drivers staying on frontage roads to avoid paying tolls.

The current road configuration of the southbound Sam Rayburn frontage road before the convergence with Business 121 directs traffic onto the Sam Rayburn Tollway or onto Business 121 just west of Denton Tap Road. Traffic seeking to continue on the southbound frontage road must go north and then wait at the signal to make a U-Turn at the Vista Ridge Mall Drive/Edmonds Lane intersection. This causes a traffic bottleneck and slows roadway users seeking to continue north on Business 121. The addition of a dedicated U-Turn lane would separate through traffic and those seeking to make a left onto Edmonds Lane from motorists seeking to get back on the frontage road and as a result, improve overall traffic flow in the area.

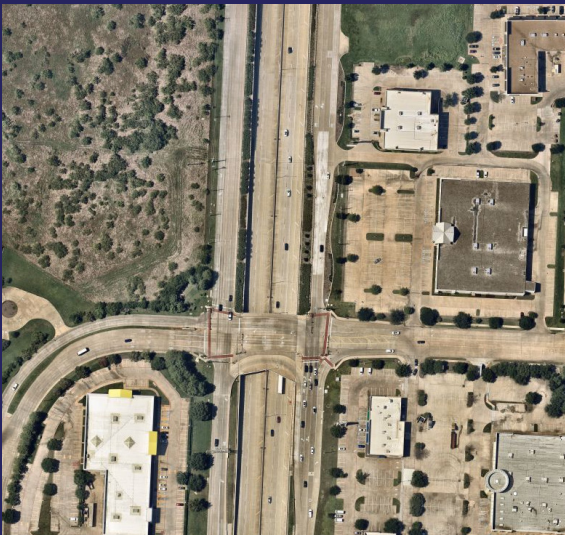
Fig.22: Dedicated U-Turn Lane at Vista Ridge Mall/Edmonds Lane



As drivers attempt to avoid tolls, the result is extended commuting routes and congestion at the intersection of Edmonds Lane and Business 121.

FM 2499/DFW Connector

This project began in 2009 to alleviate congestion and create more accessible routes to DFW Airport. The DFW Connector intersects Dallas and Tarrant counties and includes 8.4 miles of SH 114 and SH 121. The \$1.6 billion project included reconstructing portions of FM 2499 below grade so that commuters no longer intersect with Stars and Stripes Way and Grapevine Mills Boulevard and additional frontage roads.



To improve traffic flow, the middle lanes of FM 2499 north of the SH 121 interchange are below grade.

11.2 Explore depressing the main lanes of Business 121 between FM 3040 and the Sam Rayburn Tollway to alleviate peak period congestion.

During peak periods, Business 121 in the Southwest End subarea is congested and is exacerbated by the intersections at Highpoint Oaks Drive and Edmonds Lane/Vista Ridge Mall Drive. An intensive, long-term solution could be to depress the main lanes of Business 121 from FM 3040 to the Sam Rayburn Tollway. The frontage roads would remain at grade and would include signalized intersections with the crossing streets. This would allow through traffic to remain on the main lanes and improve overall traffic flow. TxDOT constructed a similar configuration for FM 2499 in Grapevine near Grapevine Mills Mall.

Fig.23: Rendering of Depressed Lanes in Southwest End Subarea



Concept of what the corridor between FM 3040 and the Sam Rayburn Tollway could look like if the main lanes were depressed and the frontage roads kept at grade.

11.3 Conduct a truck routing study to determine alternative routes for heavy truck traffic.

According to the NCTCOG Travel Demand Model, in 2023, 5.6 percent of total traffic along the corridor was truck traffic, and in 20245, truck traffic is forecasted to decrease slightly to 5.2 percent. While the overall percentage of truck traffic may be low, there are portions of the corridor that experience more heavy truck traffic at times, particularly in the northeastern end of the corridor near the landfills. A truck routing study would evaluate truck volumes, origins and destinations, travel times, costs, and environmental impacts and also identify potential route options. Determining alternative routes for heavy truck traffic could help reduce the negative impacts of trucks on the corridor, such as noise, pollution, and roadway wear. It would also improve safety and mobility for both truck drivers and other road users by allowing for a more consistent speed and reducing the visual obstructions that trucks create.

Truck Route Analysis, Lancaster, TX

NCTCOG evaluated the City of Lancaster’s truck route network to better optimize the routes. The assessment included a review of regional truck routes and field work to observe traffic and roadway conditions. The resulting recommendations included identification of potential and future truck routes that take into account existing and future destinations that heavy truck traffic would need to visit. NCTCOG has plans to use the Lancaster study as a model to conduct a Regionwide Truck Route Analysis in the future.



Lancaster updated Truck Routes as proposed in the SMARTE Webinar Series: Truck Routes (NCTCOG, September 2022).

GOAL 12: Explore alternative roadway sections.

TxDOT's primary purpose for their roadways is to move traffic safely and efficiently. This purpose can sometimes conflict with goals of creating a multi-modal, vibrant corridor. Through this plan process, the idea of transforming Business 121 from I-35E to FM 3040 into a boulevard was well-received by the community, but would be more feasible if the City of Lewisville owned and operated portions of the roadway. Exploring alternative roadway sections for both TxDOT and City-owned segments can help achieve community-focused goals for the corridor moving forward.

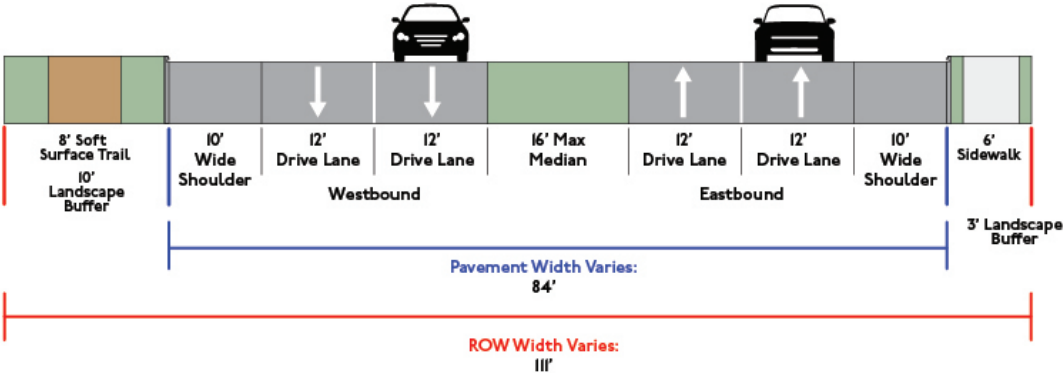
12.1 Transition the corridor in the northeastern portion from a rural cross-section to a more suburban cross-section with the addition of curb and gutter and continuous sidewalks.

At present, Business 121 from Valley Ridge Boulevard to the convergence with the Sam Rayburn Tollway to the east has rural cross-section qualities. The speed is higher than other sections of the corridor, sidewalks are sparse, and there is no curb and gutter drainage. This rural character can lead to speeding and instances of motorists not expecting frequent turning movements. Transitioning to a more suburban cross-section would include constructing curb and gutter infrastructure and implementing more continuous pedestrian infrastructure to create a suburban character along the roadway. This type of character can curb speeding and influence motorists to be more aware of their surroundings.

12.2 Explore transferring the segment of the corridor from I-35E to FM 3040 to the City of Lewisville through the TxDOT Turnback Program to enable preferred street character and configuration.

The TxDOT Turnback Program transfers ownership of a road or portion of road from the state highway system to a city. Roads or road segments that are best suited for this program are ones that are no longer integral to the connectivity of the state highway system and do not serve the original purpose of a high-volume thoroughfare. The corridor between I-35E and FM 3040 is adjacent to significant residential and commercial development and there are many pedestrians in the area. City ownership of this road segment would provide opportunities for the road to be shaped by community needs. If the City were to assume ownership, the City could consider street character, streetscape features, speed reduction, and accommodations for pedestrian/bicycle infrastructure. If the City and TxDOT decide to pursue the Turnback Program, then the capacity on the roadway cannot be decreased.

Fig.24: LLELA/Elm Fork and East End Subareas Potential Cross-Section

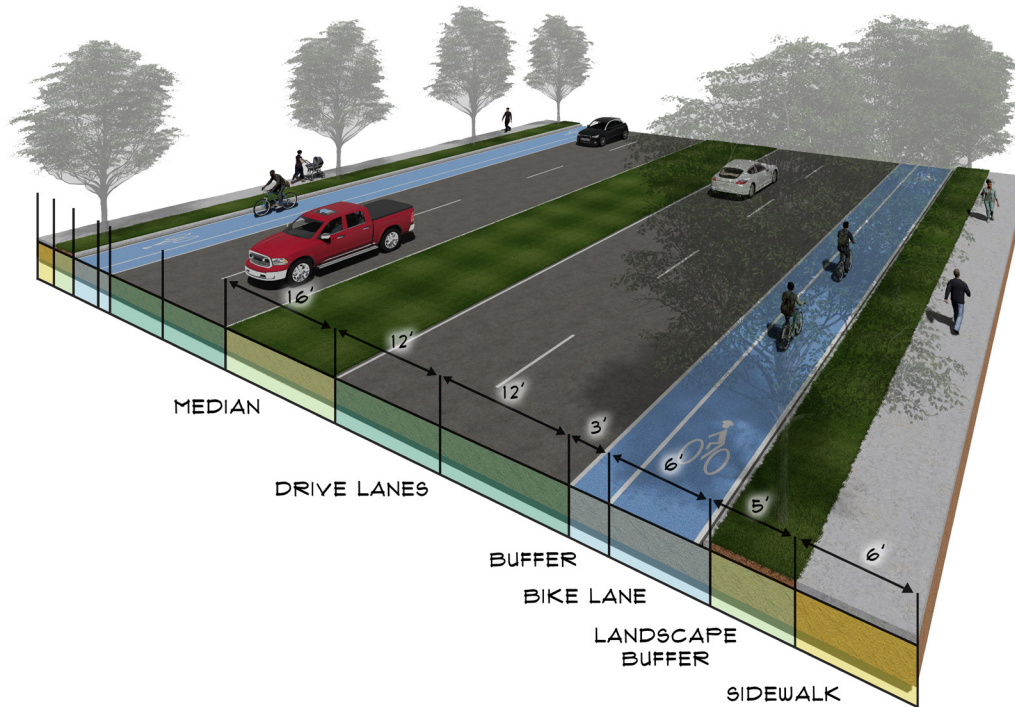


The northeastern portion of the corridor could be transformed into a more suburban cross-section with curb and gutter and more continuous pedestrian facilities.

12.3 Conduct a capacity study and explore converting the section of the corridor from I-35E to FM 3040 from six lanes to four lanes with enhanced bicycle/ pedestrian accommodations and landscaping.

There are many actions that can be taken in this part of the corridor to improve the experience of all modes. Lowering speeds (see Strategy 10.5), reducing lanes, narrowing lane widths, and improving signal timing will help reduce the severity and number of accidents, especially for pedestrians and cyclists. Areas with higher pedestrian traffic may benefit from the addition of sidewalks or sidepaths that are buffered from the road with landscaping. Additional space created by the reduction or narrowing of lanes can transform the corridor into a more livable and multi-modal street that serves the needs of the community. **Figure 25** depicts an example of what transforming the corridor into a boulevard could look like in the future. It is important to note that if the City and TxDOT pursue the Turnback Program as described in Strategy 12.2, then no lane reduction could occur.

Fig.25: Corporate Drive Subarea Potential Cross-Section



As illustrated above, reducing the number of vehicle lanes can provide amenities for pedestrians and cyclists while creating a safer network for all users.

Catalytic Sites

Background & Purpose

The Business 121 Corridor Plan intends to prioritize safety, beautification, and economic development strategies to improve the roadway. By 2045, the study area is anticipated to capture just under a quarter of the city's new households and contains multiple opportunities for infill development, revitalization, and adaptive reuse. In order to envision how redevelopment could occur along the corridor, three sites were chosen to develop future catalytic scenarios.

The Corridor Advisory Committee (CAC), City Council, and city staff assisted in the identification of three potential locations for catalytic sites. Low- and high-intervention scenarios were then developed for each catalytic site. These sites were chosen for their potential to activate substantial redevelopment and economic growth along the Business 121 Corridor. City staff and the CAC then identified which site plan was the best fit for each site. **Figure 26** depicts the three catalytic sites: **Mill Street Realignment area, Lakeland and Bellaire Plazas, and Southwest Parkway Plaza.**

Economic Demand Forecast

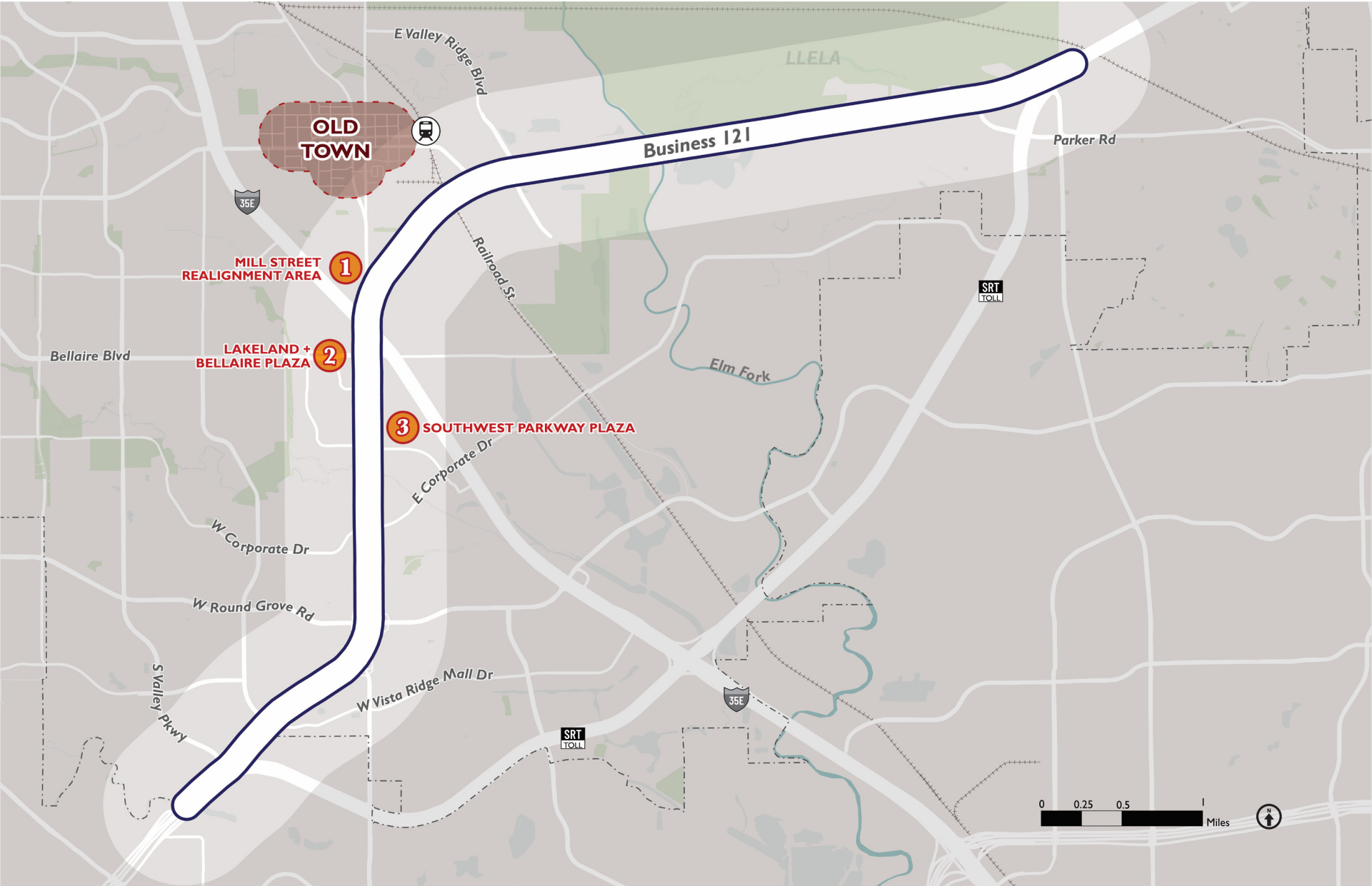
The market analysis team utilized population projections, market trends, and economic indicators to forecast retail demand. Coupled with the anticipated population growth, the City of Lewisville will need 100,000 square feet of retail space in the study area by 2045. The three catalytic sites have more than 230,000 square feet of retail space for revitalization and infill development. The City of Lewisville is expected to need an additional 1,205 residential units by 2045. The corridor is forecast to capture approximately 24 percent of the residential units needed.

ArcGIS Urban

ArcGIS Urban is a tool for modeling development and calculating estimated key performance metrics. ArcGIS Urban was strategically applied for scenario planning, visualizations, cost-benefit analysis, and long-term planning. These efforts were critical to exploring different scenarios for catalytic sites along the corridor, creating 3D visualizations to better understand the spatial relationships within the corridor, evaluating potential costs and benefits of different development options, and to support long-term planning efforts by providing tools and insights to anticipate future growth and development along the Business 121 corridor.

Catalytic Sites Location

Fig.26: Business 121 Corridor Catalytic Sites Map



Three catalytic sites were identified within the Business 121 Corridor Plan study area. The sites are centrally located and have the potential to spur redevelopment along the corridor.

Site 1: Mill Street Realignment Area

Existing Conditions

The Mill Street Realignment Area catalytic site is currently 9.7 acres, and the collective four parcels are mix a General Business and Public Use zoning. Construction for the realignment is anticipated to begin January 2025. Primary uses are auto repair or maintenance-oriented businesses and the Lewisville Independent School District (LISD) Assessment Center and Textbook Warehouse which also serves as a bus depot. LISD is contemplating relocating the bus depot which occupies more than 62 percent of the site.

Scenario Planning Process

The **first scenario**, illustrated in **Figures 28 and 29**, leveraged the LISD building for a potential adaptive reuse. Due to the site’s existing conditions and location an ideal tenant may be a grocery store. The community lacks a grocery store to the east of I-35E.

The **second scenario** explored bringing new retail and industrial uses to the site but was viewed less favorably since the site serves as a gateway for both Old Town and the Business 121 Corridor. Stakeholders expressed disinterest in replacing old industrial with new industrial land uses.

Fig.27: Site 1 ArcGIS Urban Metrics

Metric	Existing Site	Mill St. Scenario ³
Property Value ¹	\$2,786,816	\$2,138,320 ⁴
Property Tax Revenue Total ¹	\$11,679	\$8,961
Jobs ²	28	65
Households ²	0	0
Population ²	0	0
Daily Trips ²	233	2,607
Solid Waste (lb/day) ²	42	97
Waste water (gal/day) ²	774	2,614
External Water Use (gal/day) ²	377	1,273
Internal Water Use (gal/day) ²	880	2,971
CO2 Emissions (lb/day) ²	7,328	939
Energy Use (kWh/day) ²	1,861	4,644

1. Metrics generated from average property and property tax revenue values by land use based on summary data from Denton, Dallas, Tarrant, and Collin County appraisal districts. For the Mill Street scenario, the property value decreases because of removing buildings.
2. Metrics generated by ESRI based national averages. Metrics can be customized within ArcUrban.
3. Scenario metrics include remaining existing site features + proposed site features.
4. Property value decreases in the scenario due to buildings being removed for the Mill Street roadway realignment.



Pawn shop and vacant use on Mill Street in the catalytic site.



Desire line created from people walking along Business 121 South at the edge of the Mill Street Realignment catalytic site.

Catalytic Site Concept Plan

This speculative design explores the market potential of the site in tandem with urban design and land use changes that could shape its future over the next 20 years. The vision for the area is to transform it into a key entry point that enhances the sense of arrival into Old Town. Ongoing rerouting efforts will set the stage for significant streetscape improvements, including landscaping, public art, and enhanced sidewalk connections that should extend far beyond the site on Mill Street.

The plan suggests that the existing small-format buildings, many of which are vacant, will likely be demolished to make way for new commercial structures. The goal is to create a more cohesive, pedestrian-friendly urban fabric, a typology that has not previously existed on Business 121. Other key streets identified as key potential connections include Main Street and Valley Parkway and should receive similar treatment to what is proposed for Mill Street in the plan.

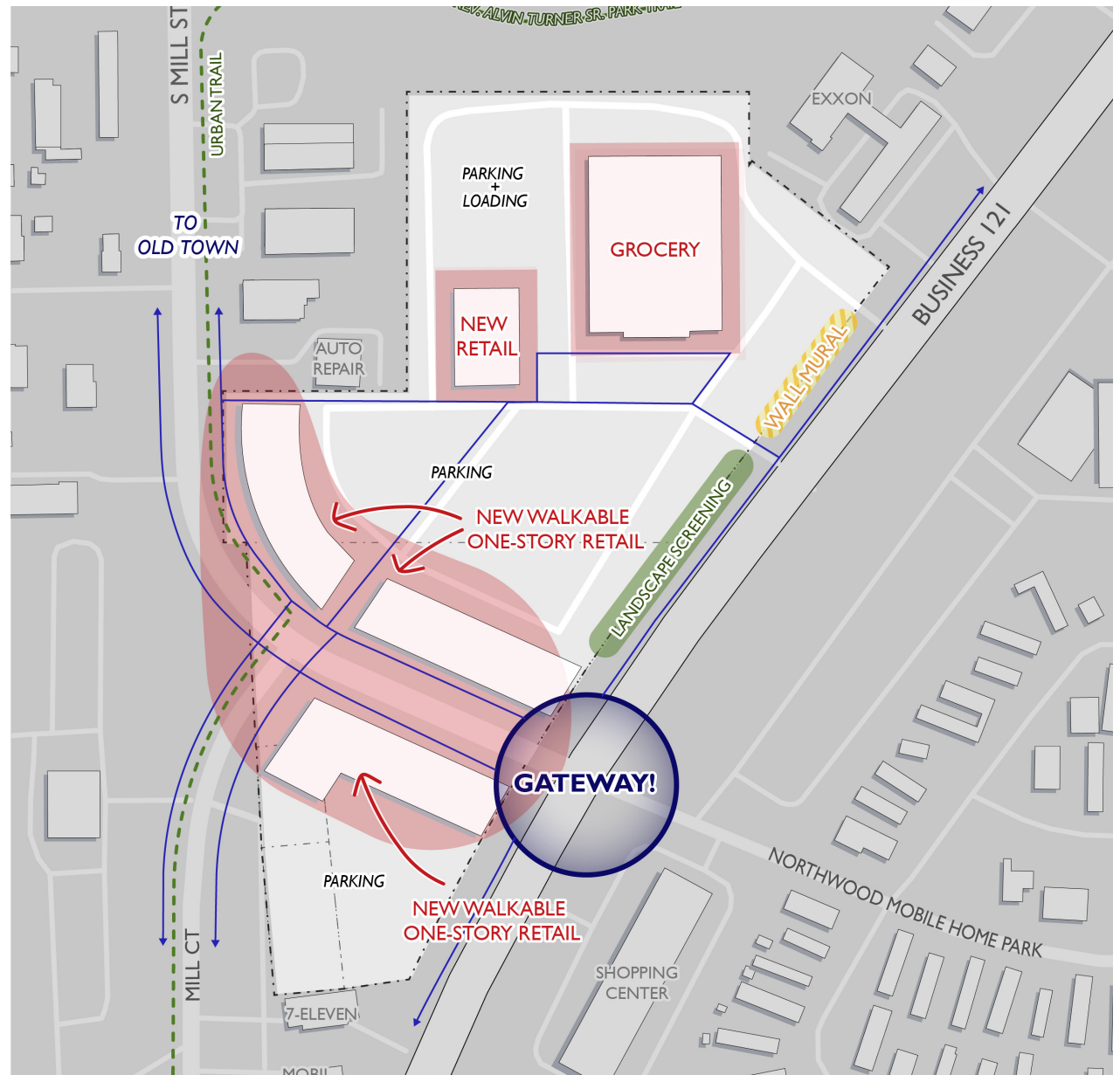
Linking to the nearby Rev. Alvin Turner Sr. Park, a neighborhood asset, could create a connection to support active recreation and integrate Mill Street into the community's fabric.

The LISD Warehouse, historically a grocery store, is one building the City envisions staying. In support of current grocery attraction strategy, this plan explores the structure returning to grocery tenant.

In summary, **key components** include:

- **New walkable one-story retail**
- **Expand existing urban trail to create connectivity to the catalytic site**
- **Parking will be screened by landscaping**
- **Beautify the street wall with murals**
- **Gateway signage opportunity at the new intersection**

Fig.28: Mill Street Realignment Area Concept Plan



The realignment of Mill Street will make the intersection safer for motorists and pedestrians and allows for a gateway signage opportunity. Adaptive reuse opportunities and new retail are the primary uses included in the concept plan.

Site 2: Lakeland & Bellaire Plazas

Existing Conditions

The Lakeland and Bellaire Plazas encompass 20 parcels across 41.6 acres. The two plazas are currently zoned Local Commercial and General Business. While the shopping centers have high visibility from I-35E, the Lakeland and Bellaire Plazas are dominated by large, underutilized parking lots. The number of owners and stakeholders invested in the shopping centers may present challenges to the redevelopment of the catalytic site. The Lakeland and Bellaire Plazas are part of the Central Core Sub-District within the existing I-35E Corridor Overlay District. Both scenarios offer an opportunity to create a node consistent with the I-35E Corridor character principles.

Scenario Planning Process

Due to the Lakeland and Bellaire Plazas high visibility and prime location, the scenarios are higher impact redevelopment and include beautifying the site with a wildflower edge and green corridor along Bellaire Boulevard. Early iterations of potential scenarios included community spaces, but stakeholders voiced concerns that the spaces may detract from amenities in nearby Old Town.

Ultimately, two site plans were developed, one with residential and one without, to accommodate market demands. While the study area is anticipated to capture residential growth, stakeholders indicated concerns about lack of water and sewer infrastructure to support multi-family residential development in the catalytic site.



Patch work repairs to the parking lot for the Lakeland Plaza.

Fig.30: Site 2 ArcGIS Urban Metrics

Metric	Existing Site	Scenario 1 - Low-Density Infill ²	Scenario 2 - Townhome Development ³
Property Value ¹	\$9,701,201	\$16,245,700	\$49,670,000
Property Tax Revenue Total ¹	\$40,656	\$68,082	\$208,156
Jobs ²	290	358	213
Households ²	0	0	136
Population ²	0	0	676
Daily Trips ²	11,827	14,648	9,642
Solid Waste (lb/day) ²	432	533	2,271
Waste water (gal/day) ²	11,664	14,399	43,131
External Water Use (gal/day) ²	5,681	7,013	21,005
Internal Water Use (gal/day) ²	13,253	16,361	49,016
CO2 Emissions (lb/day) ²	4,188	5,170	13,871
Energy Use (kWh/day) ²	20,718	25,575	57,068

1. Metrics generated from average property and property tax revenue values by land use based on summary data from Denton, Dallas, Tarrant, and Collin County appraisal districts.

2. Metrics generated by ESRI based national averages. Metrics can be customized within ArcUrban.

3. Scenario metrics include remaining existing site features + proposed site features.

Lakeland & Bellaire Plaza Concept Plans

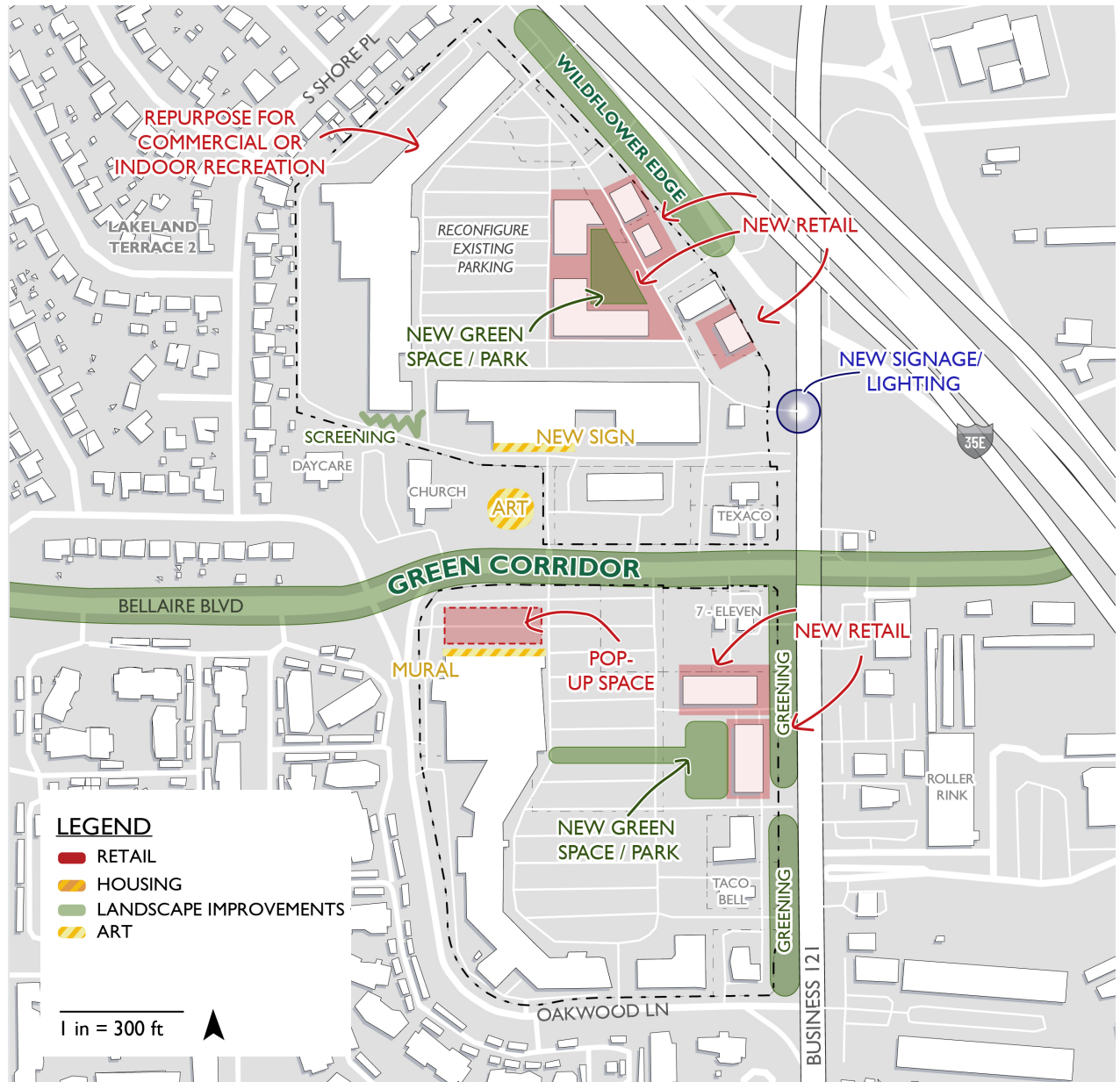
Two primary scenarios for this site were explored. The first proposal, as shown in **Figures 31 and 32**, focuses on a low-density infill strategy, adding new retail between existing buildings, repurposing space, and incorporating green spaces and recreational amenities. This approach would maintain the current commercial character while activating unused parking areas to serve community needs.

The project focuses on revitalizing underutilized parking areas at Lakeland and Bellaire Plazas through targeted, low-investment improvements that enhance the site's appeal and functionality. Without requiring substantial new development, the plan aims to activate the parking lots with high-visibility retail additions, green spaces, and landscaping that make the area more attractive and community-oriented. Aesthetic upgrades, such as public art and enhanced greening along Bellaire Boulevard, will transform the space into a more inviting, walkable environment, creating a balance between retail vibrancy and open public spaces.

In summary, **key components** of the first scenario (low-density infill) include:

- **Reuse shopping centers for commercial or indoor recreation**
- **Create new green space/pocket parks by removing around 250 parking spaces**
- **Include new gateway signage and lighting**
- **Incorporate pop-up space for commercial/retail events**

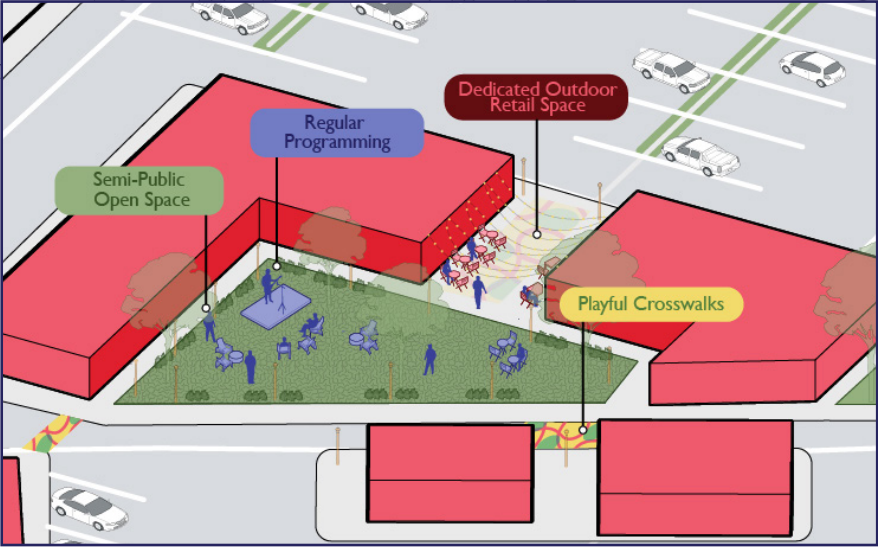
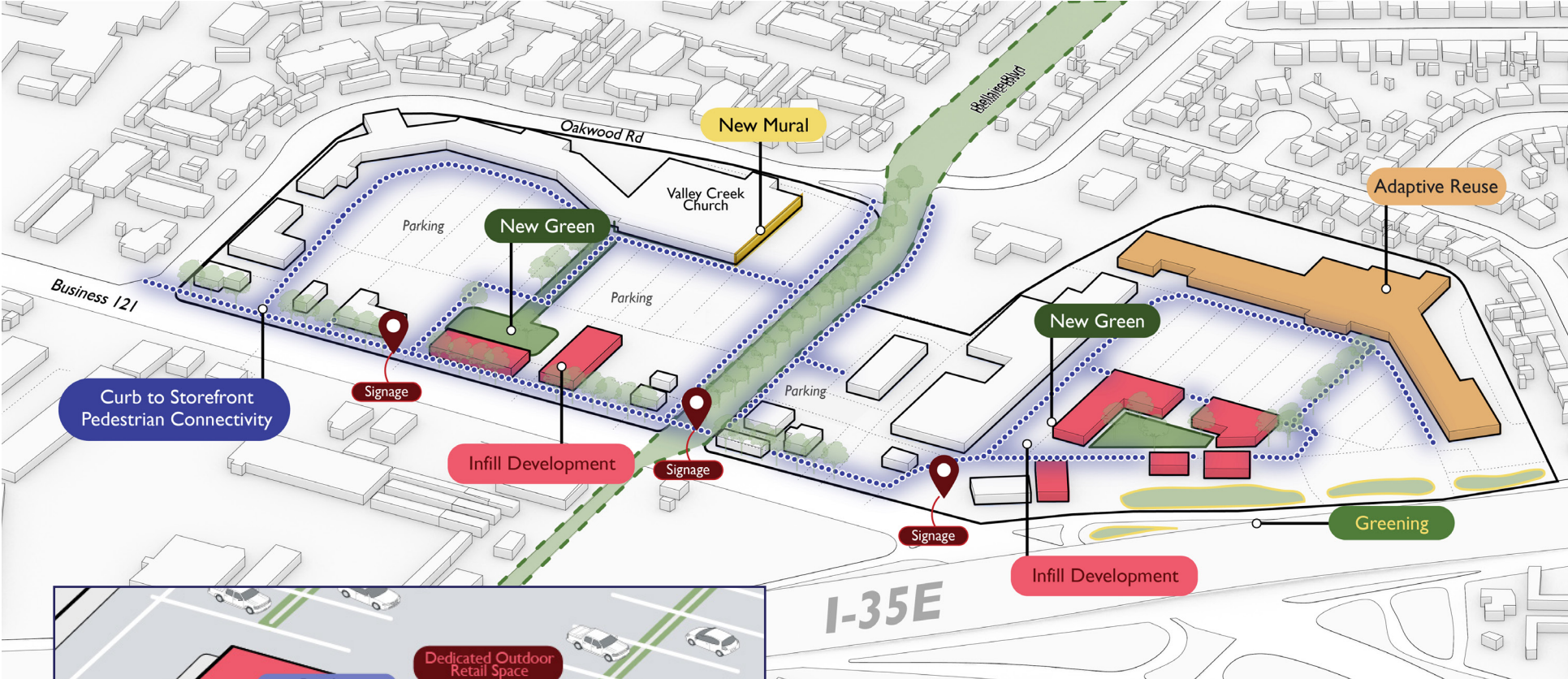
Fig.31: Lakeland & Bellaire Plaza Low-Density Infill Scenario Concept Plan



In the first scenario, parts of the parking lot are utilized for new open space and additional retail.

Pedestrian Circulation and Public Realm Improvements on Lakeland & Bellaire Plaza Catalytic Site

Fig.32: Lakeland & Bellaire Activation in Low-Density Infill Scenario



Public realm improvements in the low-density scenario include a new central green, pedestrian facilities, signage, and public art.

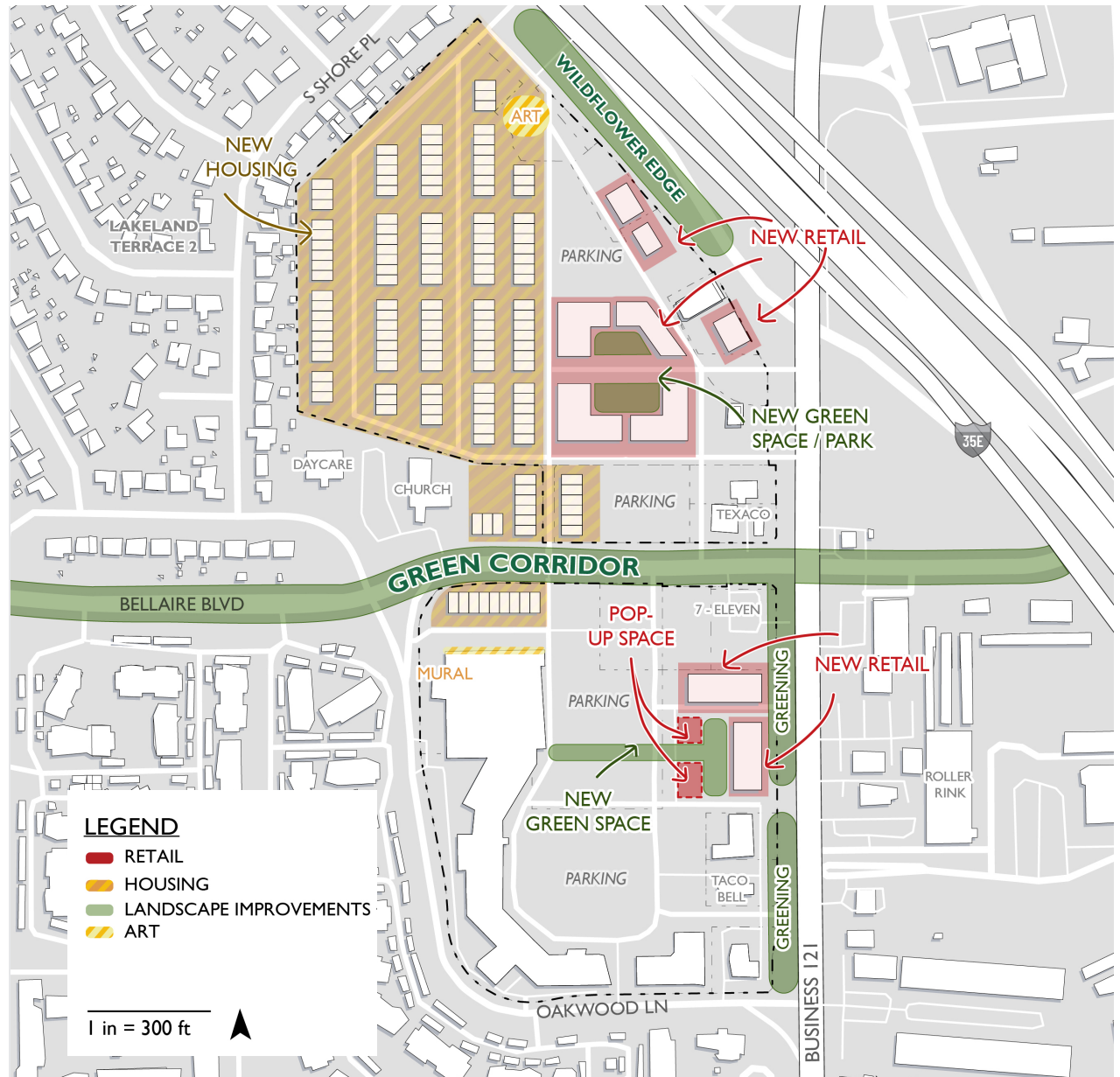
Fig.33: Lakeland & Bellaire Plaza Townhome Development Scenario Concept Plan

A secondary proposal, exhibited in **Figures 33 and 34**, considers the potential for residential development. This would include adding townhomes and transforming Bellaire Blvd. into a more residential-friendly corridor. Although this proposal doesn't have a clear path forward, it garnered significant enthusiasm from community engagement, particularly among nonprofits and residents advocating for more housing to ease demand on the supply for affordability concerns.

Both scenarios aim to enhance the area's visual appeal, with aesthetic upgrades such as public art, improved landscaping, and green buffers to create a more pedestrian-friendly environment along Bellaire Blvd.

In summary, **key components** of the second scenario (residential) include:

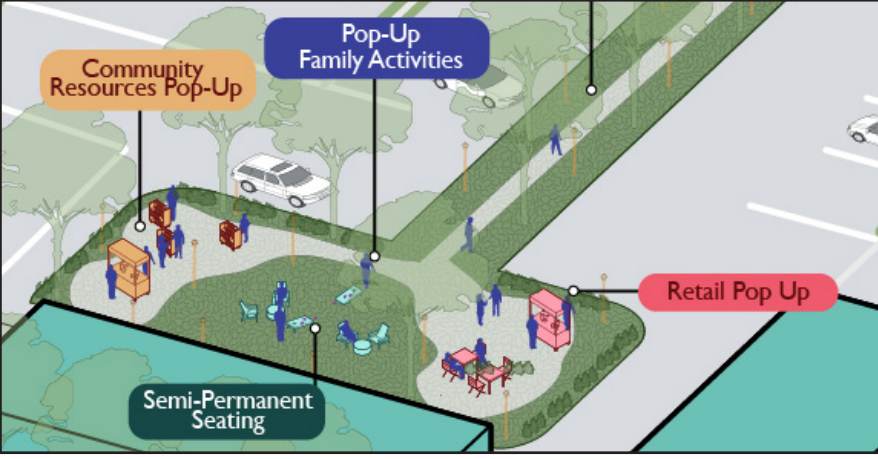
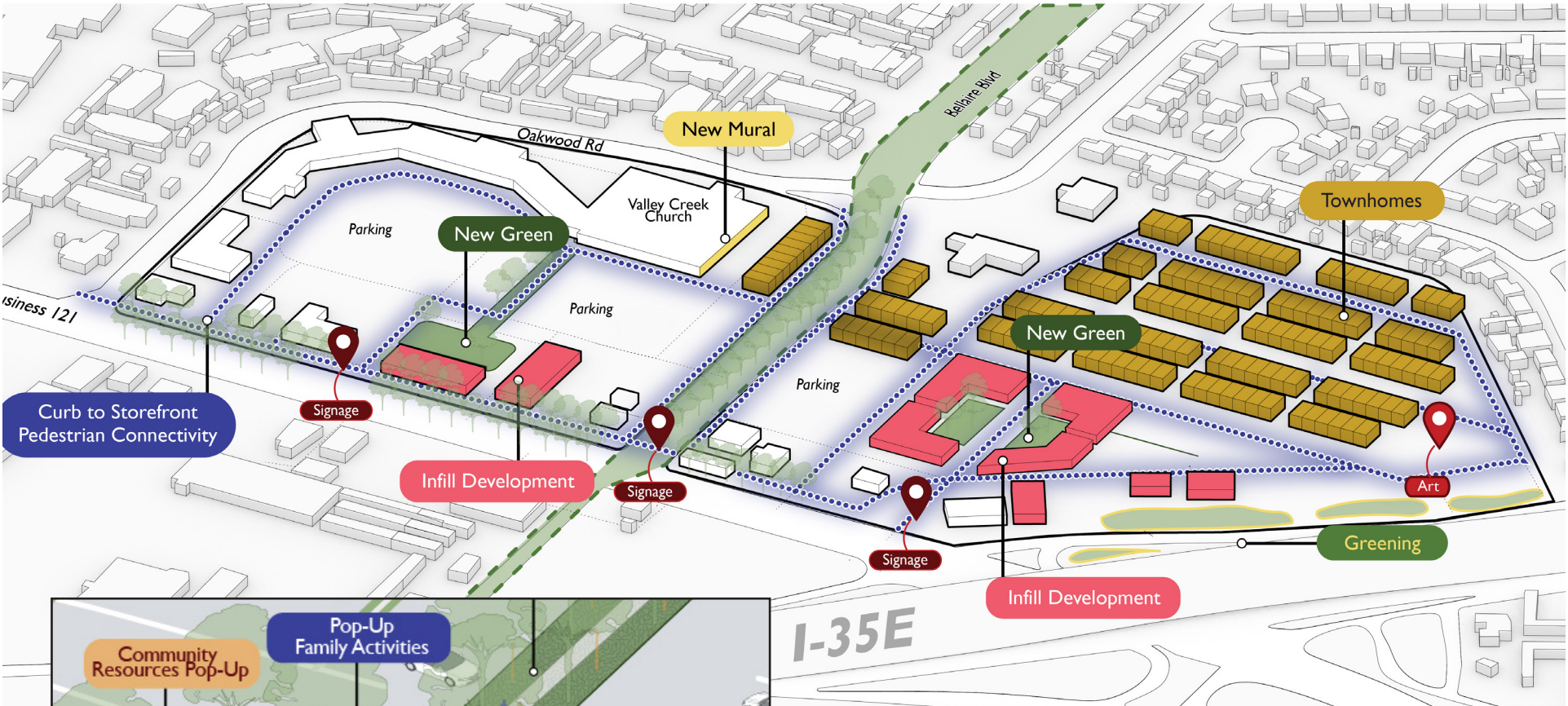
- **Add approximately 140 new townhome residential units**
- **Create new retail that incorporates green space**
- **Create new green space/pocket parks with pop-up space**
- **Add public art to buffer residential land uses**



In the second scenario, infill development and green space in the parking lot remains constant, with the addition of townhome residential in the northern part of the site.

Pedestrian Circulation and Public Realm Improvements on Lakeland & Bellaire Catalytic Site

Fig.34: Lakeland & Bellaire Activation in Townhome Development Scenario



Public realm improvements in the townhome development scenario include a new central green, pedestrian facilities, signage, and public art.

Site 3: Southwest Parkway Plaza

Existing Conditions

The Southwest Parkway Plaza offers more than 30,000 square feet of retail space on 4.5 acres and is considerably smaller than the other catalytic sites. The site consists of three parcels each with individual owners. Southwest Parkway Plaza was chosen as a catalytic site to demonstrate how facade improvements could be applied to a retail strip center that is typical along the corridor and in other parts of the city. Additionally, the City is designing improvements for Southwest Parkway to be a Complete Street to accommodate multiple modes safely.

Scenario Planning Process

The scenarios created for the Southwest Parkway Plaza focus on elevating the pedestrian experience through facade improvements, activating green space, lighting upgrades, and incorporating pop-up space for food trucks or outdoor seating for restaurants. The **first scenario** was higher impact and recommended removing the bank to create a public green. The **second scenario**, shown in **Figures 36 and 37**, focused on supporting existing small businesses and activating the space around the bank.

Fig.35: Site 3 ArcGIS Urban Metrics

Metric	Existing Site	Southwest Parkway Scenario ³
Property Value ¹	\$1,256,954	\$2,372,206
Property Tax Revenue Total ¹	\$5,268	\$9,941
Jobs ²	37	41
Households ²	0	0
Population ²	0	0
Daily Trips ²	1,532	1,688
Solid Waste (lb/day) ²	55	61
Waste water (gal/day) ²	1,488	1,649
External Water Use (gal/day) ²	725	803
Internal Water Use (gal/day) ²	1,691	1,874
CO2 Emissions (lb/day) ²	534	592
Energy Use (kWh/day) ²	2,643	2,929

1. Metrics generated from average property and property tax revenue values by land use based on summary data from Denton, Dallas, Tarrant, and Collin County appraisal districts.
2. Metrics generated by ESRI based national averages. Metrics can be customized within ArcUrban.
3. Scenario metrics include remaining existing site features + proposed site features.



While the businesses in the Southwest Parkway Plaza are being utilized, safety and beautification enhancements can attract new patrons.



Replacing existing signage with monument style signs can help to modernize the plaza.

Southwest Parkway Plaza Concept Plan

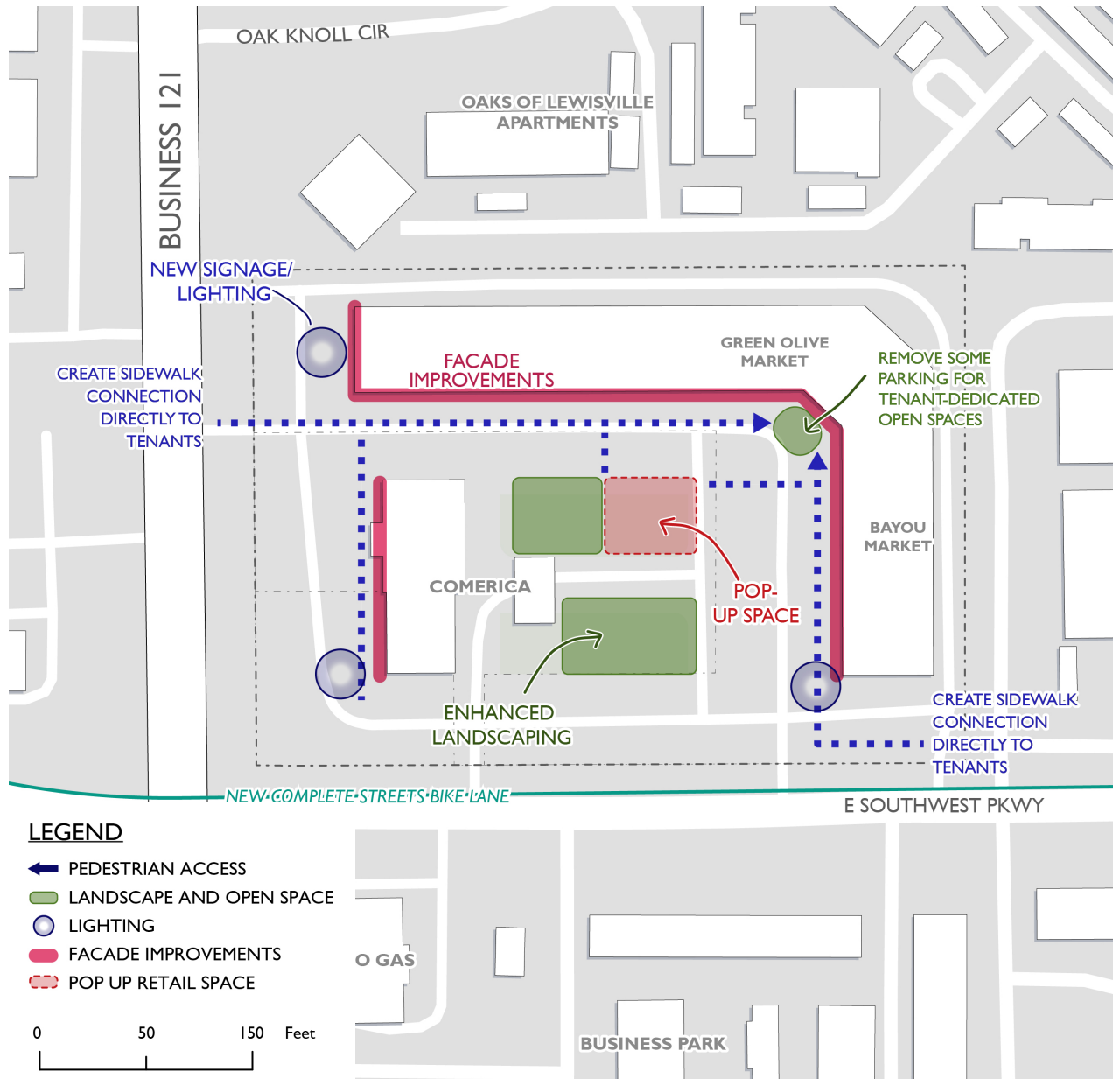
The Southwest Parkway Plaza concept plan project primarily aims to activate open green spaces, making them more accessible for outdoor seating, food stalls, and pop-up events like farmers markets. Aesthetic upgrades are also explored, including facade improvements, enhanced lighting, and better signage to create a more inviting atmosphere. These modest enhancements improve pedestrian connections and activate underutilized open space without major investment into redevelopment, and could serve as a pilot project for shopping centers along the corridor with a relatively speedy timeline to provide material improvements in access to open space for the community nearby.

A secondary scenario explored with the city envisions the removal of the small retail building closest to Business 121 with the bank to create an active open plaza and modified landscaping to increase visibility to the tenants on the Southwest Parkway Plaza building. This concept may be explored as conditions evolve.

In summary, **key components** include:

- **Leverage momentum of ongoing Complete Streets program on Southwest Parkway and create better internal and nearby connections**
- **Create public or semi-public space to meet neighborhood needs and consider removing some parking or buildings**
- **Explore program to support facade improvements, lighting, and signage**

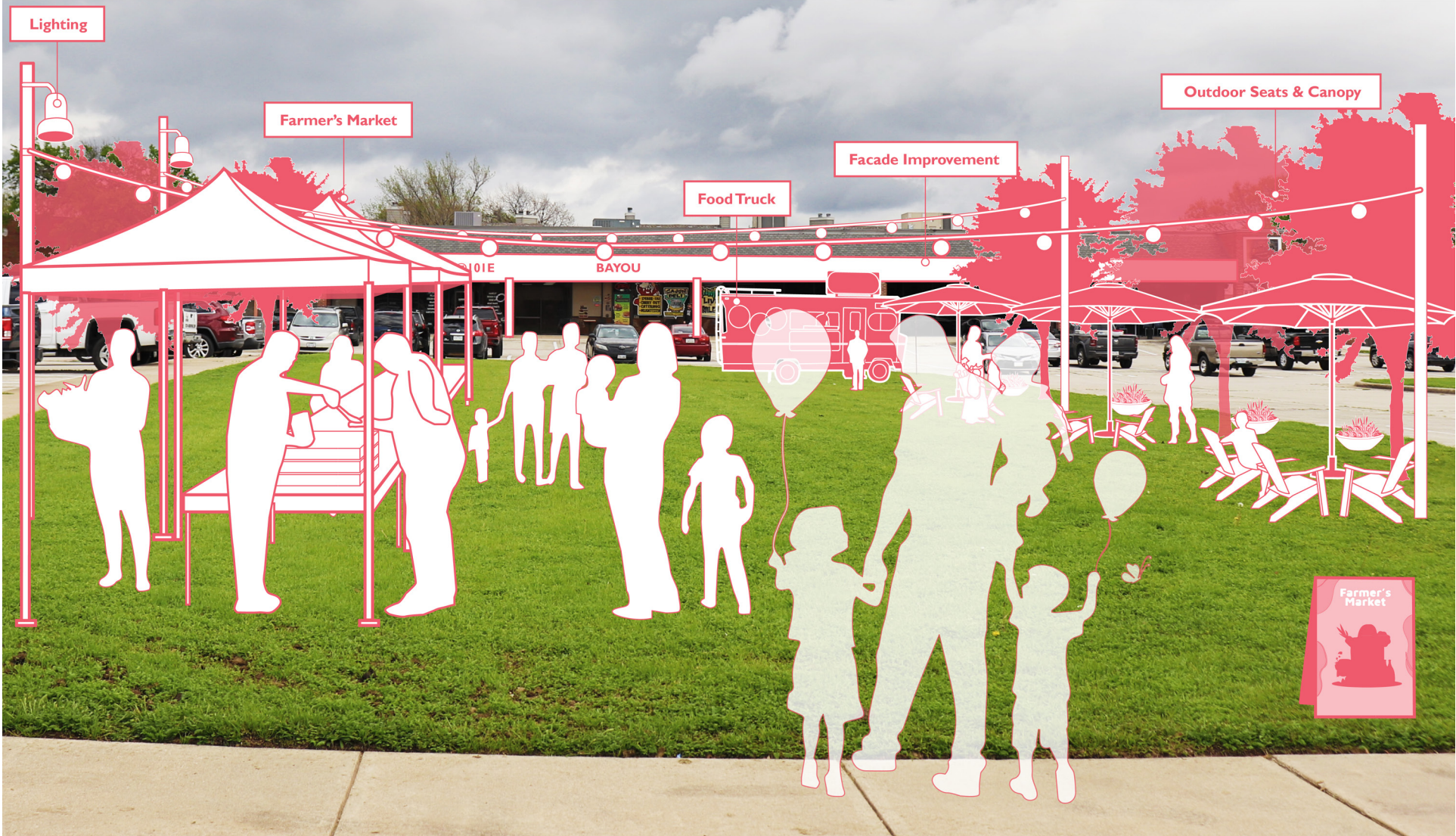
Fig.36: Southwest Plaza Parkway Concept Plan



Opportunities to improve the public realm at this site included enhanced lighting, signage, and public space.

Activation of Open Space

Fig.37: Farmers Market Event Rendering at Southwest Parkway Plaza



Programming and hosting events in the open space of the Southwest Parkway Plaza can invite new patrons to frequent the shopping center and revitalize the character of the site.

Implementation

Implementation Program

To realize the corridor plan vision forth in Chapter 2: Corridor Framework, a series of recommended goals and associated strategies have been developed for the corridor and individual subareas. This chapter presents an implementation program that includes details on timing, order of magnitude cost, and partner entities. **Figure 38** on pages 79-86 represent the Business 121 Corridor Plan Implementation Program. The following implementation parameters describe each of the columns associated with each strategy. Strategies in bold text indicate high priority actions.

Related Key Themes

For each recommended strategy, the Business 121 Corridor plan key themes are identified to indicate which of the three themes the strategies aim to achieve. The three themes are **Mobility Improvements**, **Quality of Place**, and **Economic Vitality** as described on page 4 of Chapter 1: Planning Context.

Timeline

Each recommended action has an anticipated timeframe for when the action should be initiated.

- **Short-term:** These strategies should be initiated in the first two years following plan adoption. These actions may address an immediate need or are feasible for implementation in the short-term.
- **Medium-term:** These strategies should be initiated in years two to five following plan adoption. These actions may require more complex planning and budgeting decisions.
- **Long-term:** These strategies should be initiated in year five and beyond following plan adoption. These actions are more complex and typically require additional planning and funding to achieve.

Order of Magnitude Cost

Strategies were organized into one of three cost categories based on the order of magnitude cost. These cost ranges are preliminary and are provided to give guidance for budget planning in the future. As additional planning and design occurs, detailed cost estimates will need to be developed where applicable.

- **Low:** Represents strategies with an order of magnitude cost of less than \$50,000.
- **Medium:** Represents strategies with an order of magnitude cost of between \$50,000 and \$500,000.
- **High:** Represents strategies with an order of magnitude cost of greater than \$500,000.
- **To be determined by future study:** Represents strategies with extraordinary cost that require additional information to determine the true order of magnitude cost.

Area/Subarea

The corridor was split into five subareas for further analysis as part of this plan process. Each subarea has different issues and needs, so some strategies are applicable to some, but not all, of the subareas. This column details whether the strategy is applicable to the entire corridor or one or more of the subareas.

Support/Partners

Where applicable, supporting partners have been identified to assist with implementation. Local, regional, and state organizations have been listed based on their aligned interests or expertise to help realize the action item. Since TxDOT owns and maintains the corridor, they are listed as a partner on many of the strategies and in some cases, may be the entity leading the implementation.

Fig.38: Business 121 Corridor Implementation Program

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
Goal 1: Enhance and unify the core commercial activity area's visual appeal and pedestrian connectivity with human-scale elements.					
1.1: Conduct meetings twice annually to engage with the Lewisville Area Chamber of Commerce and Corridor businesses to provide updates from police on crime, changes to the street, and implementation of this plan.	Economic Vitality	Short-Term	Low	Corridor	Chamber subgroups, area businesses
1.2: Continue pursuing commercial facades program to allow for building treatments to add character and preserve functional spaces for future businesses, with a preference given to core activity area along Business 121.	Quality of Place, Economic Vitality	Short-Term	Medium to High	Old Town/Central, Corporate Drive Subareas	Area businesses
1.3: Continue to reduce and right-size parking requirements and encourage new development of sites along Business 121.	Quality of Place, Economic Vitality	Short-Term	Low	Old Town/Central, Corporate Drive Subareas	
1.4: Activate underutilized land, such as parking lots, with pop-ups and programming by partnering with property owners. Consider other place-based elements, like painted crosswalks, murals, landscaping, or even parks.	Quality of Place, Economic Vitality	Short-Term	Low	Old Town/Central, Corporate Drive Subareas	Property owners
1.5: Explore policy that encourages adoption of design guidelines.	Quality of Place, Economic Vitality	Medium-Term	Low	Corridor	
1.6: Update design standards in the Unified Development Code to encourage quality development and design principles.	Quality of Place, Economic Vitality	Short-Term	Low	Old Town/Central, Corporate Drive Subareas	
1.7: Fill in gaps in the street light network with lights for cars and for people.	Quality of Place, Mobility	Short-Term	High	Corridor	TxDOT Highway Safety Improvement Program
1.8: Fill in the tree canopy to enhance visual appeal and physical comfort.	Quality of Place, Mobility	Medium-Term	Medium to High	Old Town/Central, Corporate Drive Subareas	
1.9: Implement traffic-calming design interventions on Business 121, side roads, and large internal circulation on private property.	Quality of Place, Mobility	Medium-Term	High	Corporate Drive Subarea	TxDOT, property owners

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
1.10: Incorporate infrastructure and adopt policies that promote micro-mobility within the corridor to increase last mile connections.	Quality of Place, Mobility	Long-Term	High	Corridor	NCTCOG, DCTA
1.11: Enforce code violations and conduct quarterly sweeps to incentivize property owners to improve building conditions to address safety and remove clutter.	Quality of Place Economic Vitality	Long-term	Low	Corridor	

Goal 2: Create and highlight links between Business 121 and Old Town.

2.1: Identify key city staff to monitor long-term development strategy for parcels at catalytic sites and property at key intersections near Old Town gateways and I-35E.	Quality of Place, Economic Vitality	Short-Term	Low	Old Town/Central, Corporate Drive Subareas	
2.2: Target incentives for improving visual appeal of private property and buildings, and focus engagement efforts for adoption at key intersections along Business 121's gateways to Old Town and DCTA such as at Mill St, Main St, and Railroad St.	Quality of Place, Mobility	Medium-Term	Medium	Old Town/Central Subarea	
2.3: Focus public realm and streetscape enhancements on major connecting streets such as Mill St, Main St, and Railroad St.	Quality of Place, Mobility	Medium-Term	High	Old Town/Central Subarea	
2.4: Provide public assistance for catalytic site redevelopment opportunities to demonstrate market potential and unlock future growth opportunities.	Quality of Place, Economic Vitality	Long-Term	High	Old Town/Central, Corporate Drive Subareas	
2.5: Design an ornamental roadway branding along Business 121 to leverage roadway visibility, particularly between FM 3040 and Valley Ridge Blvd. Example elements of roadway branding may include banners, lighting fixtures, and wayfinding signage to Old Town.	Quality of Place	Medium-Term	Medium	Old Town/Central, Corporate Drive Subareas	

Goal 3: Improve the condition of aging housing stock within the corridor.

3.1: Continue conversations with the community about housing affordability needs.	Quality of Place, Economic Vitality	Medium-Term	Low	Corridor	
3.2: Find opportunities to address the need for more affordable housing on the corridor.	Quality of Place, Economic Vitality	Medium-Term	Low	Corridor	
3.3: Study the potential resources required to expand the infrastructure capacity needed for residential development on the Business 121 Corridor.	Economic Vitality, Quality of Place	Medium-Term	Low	Old Town/Central, Corporate Drive Subareas	

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
3.4: Continue to dedicate funds for rehabilitation of the existing multi-family housing stock in exchange for preservation of affordability.	Economic Vitality, Quality of Place	Long-Term	Medium	Old Town/Central, Corporate Drive, Southwest End Subareas	
3.5: Conduct property owner outreach to increase awareness of City, State and Federal programs available for residential improvements (e.g., Energy Efficient Commercial Buildings Deduction (Section 179D)).	Economic Vitality	Short-Term	Low	Old Town/Central, Corporate Drive, Southwest End Subareas	
3.6: Leverage the existing Property Enhancement Program to encourage existing homeowners to improve the condition of owner-occupied housing.	Economic Vitality, Quality of Place	Short-Term	Medium	Old Town/Central, Corporate Drive, Southwest End Subareas	
3.7: Routinely conduct a field assessment of housing inventory along the Corridor and identify priority investment areas.	Economic Vitality	Long-Term	Low	Corridor	
3.8: Create a rent abatement program which mandates a temporary rent reduction to tenants in the event owners fail to fix code violations.	Economic Vitality	Short-Term	Medium	Corridor	Denton Housing Authority
3.9: Consider local requirement for a minimum noticing period prior to the closure or sale of a manufactured home community.	Economic Vitality	Short-Term	Low	Manufactured Home Communities	
3.10: Create an infrastructure repair or maintenance incentive program for manufactured home communities provided in exchange for preservation of affordable rental spaces or other desired outcomes.	Economic Vitality	Long-Term	Medium	Manufactured Home Communities	
Goal 4: Enhance Business 121 with amenities that support neighborhood quality of life and recreation.					
4.1: Align with citywide efforts to increase green spaces and recreational opportunities along the corridor.	Quality of Place, Mobility	Medium-Term	Medium	Corridor	
4.2: Increase awareness of existing assets with signage and improved landscaping, with additional emphasis on LLELA.	Quality of Place, Mobility	Medium-Term	Medium	Corridor	LLELA
4.3: Integrate greening and green infrastructure to enhance the functionality and attractiveness of the roadway.	Quality of Place	Medium-Term	Medium	Southwest End Subarea	TxDOT
4.4: Prioritize enhancing pedestrian connections and residential density near the Denton County Transportation Authority (DCTA) Old Town Station.	Quality of Place	Long-Term	Low	Old Town/Central Subarea	DCTA

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
Goal 5: Introduce Lewisville as a destination with public art and identifiable corridor gateways.					
5.1: Enhance small and large gateways to Lewisville with targeted public realm enhancements at key points on the corridor, such as where land use becomes significantly more active.	Quality of Place	Medium-Term	Medium	Corridor	
5.2: Find opportunities for public art that acknowledges the character of the corridor and to distinguish commercial activity areas and consider a community process to engage and collaborate.	Quality of Place	Short-Term	Medium	Corridor	Arts Board
5.3: Initiate a local mural program to collaborate with neighborhood artists on creating murals and crosswalk art at key connecting roads.	Quality of Place	Short-Term	Medium	Corridor	
5.4: Explore renaming the corridor and potentially have a public naming contest.	Quality of Place	Long-Term	Low	Corridor	
Goal 6: Enhance existing commercial centers through the adaptive reuse and/or redevelopment of properties.					
6.1: Encourage Mixed-Use Zoning to leverage housing demand and activate underutilized land.	Quality of Place, Economic Vitality	Medium-Term	Low	Corridor	
6.2: Incentivize infill of underperforming commercial centers through strategic investments in parcel assembly or public realm improvements which enhance the connectivity and sense of place.	Economic Vitality, Quality of Place	Medium-Term	Medium	Old Town/Central Corporate Drive Subareas	
6.3: Monitor the health of existing commercial centers by evaluating sales revenue, lease rates, and vacancies on a quarterly basis.	Economic Vitality	Long-Term	Low	Corridor	
6.4: Identify alternative funding sources to fund extraordinary infrastructure costs associated with infill development.	Economic Vitality	Medium-Term	Medium	Old Town/Central Corporate Drive Subareas	

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
Goal 7: Build a sense of commercial vibrancy along the Corridor, prioritizing a combination of daily needs and experiential retailers.					
7.1: Facilitate business attraction and retention within the Business 121 Corridor through routine engagement with the real estate and business community, identifying opportunities for growth and expansion.	Economic Vitality	Long-Term	Low	Corridor	
7.2: Continue to undertake active business development efforts such as a grocery store that attract and retain a mix of experiential retail, daily-needs retail and independent restaurants that complement and strengthen the existing business mix.	Economic Vitality	Medium-Term	Low	Corridor	
7.3: Consider new incentives and programs with private-sector partners that support entrepreneurial activity.	Economic Vitality	Long-Term	Medium	Corridor	Chamber, Small Business Development Center, Old Town Business Association
7.4: Update zoning on the corridor parcels to better reflect future desired conditions.	Quality of Place, Economic Vitality	Short-Term	Low	Corporate Drive Subarea	
7.5: Continue efforts to attract food pantries or farmers/local markets for pop-up market events.	Quality of Place, Economic Vitality	Medium-Term	Low	Corporate Drive Subarea	Tarrant Area Food Bank, One Community Church, Rich Lubke Community Organic Garden, Keep Lewisville Beautiful, Denton County Master Gardeners
Goal 8: Address key safety issues on Business 121 to make all users feel more comfortable.					
8.1: Address ADA compliance issues at the signalized intersections along the corridor to improve overall accessibility.	Mobility	Short-Term	High	Corridor	
8.2: Fill in sidewalk gaps on public property, prioritizing key locations with high pedestrian traffic, and coordinating with TXDOT where necessary.	Mobility, Quality of Place	Medium-Term	High	Corridor	TxDOT
8.3: Implement intersection improvements at the intersection with Bellaire Boulevard based on the opportunities observed during the intersection audit to include adding lighting, clearing obstructions from the sidewalks, repainting crosswalks, updating pedestrian signal, and making cross-slopes on pedestrian facilities ADA accessible.	Mobility	Medium-Term	High	Old Town/Central Subarea	TxDOT

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
8.4: Implement intersection improvements at the intersection with I-35E NB Frontage Road based on the opportunities observed during the intersection audit to include adding lighting, adding cautionary signage, and clearing obstructions from sidewalks.	Mobility	Medium-Term	High	Old Town/Central Subarea	TxDOT
8.5: Implement intersection improvements at the intersection with Southwest Parkway based on the opportunities observed during the intersection audit to include adding lighting, aligning curb ramps, and adding cautionary signage.	Mobility	Medium-Term	To be determined by future study	Corporate Drive Subarea	TxDOT
8.6: Implement intersection improvements at the intersection with Corporate Drive based on the opportunities observed during the intersection audit to include adding lighting, adding missing street sign, aligning the curb ramps, and adding cautionary signage.	Mobility	Medium-Term	High	Corporate Drive Subarea	TxDOT
8.7: Update design standards to incorporate All Ages and Abilities multi-modal design criteria (NACTO guidance) for development and redevelopment along the corridor.	Mobility, Quality of Place	Medium-Term	Low	Corridor	
8.8: Work with TxDOT to incorporate enhanced pedestrian crossing features at signalized intersections such as high-emphasis crosswalks and cautionary signage.	Mobility, Quality of Place	Medium-Term	High	Corridor	TxDOT
8.9: Explore feasibility of a either a pedestrian bridge or tunnel to provide a mid-block crossing opportunity in the Corporate Drive subarea.	Mobility	Long-Term	To be determined by future study	Corporate Drive Subarea	TxDOT
8.10: Partner with TXDOT for a pilot program that explores additional crossings where there are not frequent intervals (such as near high activity centers in Corporate Drive) or pedestrian refuges for better safety.	Mobility	Medium -Term	High	Corporate Drive Subarea	TxDOT
8.11: Consider adopting a Vision Zero policy to promote safety improvements along the corridor and throughout the City.	Mobility	Short-Term	Low	Corridor	
8.12: Develop a Safety Action Plan to reduce vehicle and pedestrian crashes along the corridor and throughout the City.	Mobility	Short-Term	Medium	Depends on project	NCTCOG, TxDOT
8.13: Increase pedestrian crossing times at signalized intersections so pedestrians do not get stuck in the median.	Mobility	Short-Term	Low	Corridor	
8.14: Implement pedestrian screening landscaping to provide a buffer from the roadway and to encourage pedestrians to cross at intersections.	Mobility, Quality of Place	Medium-Term	Medium	Corridor	TxDOT

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
8.15: Explore a grade separation for the DCTA railroad crossing to increase safety.	Mobility	Long-Term	To be determined by future study	Old Town/Central Subarea	DCTA
8.16: Install speed monitoring and awareness devices such as dynamic feedback messages and yard signs.	Mobility	Medium-Term	Medium	Corridor	TxDOT
8.17: Collaborate with the Lewisville Independent School District to identify important bus route locations and stops to support safer routes to schools.	Mobility, Quality of Place	Short-Term	Low	Corridor, particularly Corporate Drive Subarea	LISD
8.18: Coordinate foot patrols or bike patrols, in partnership with residents, schools, and the Police Department, exploring grant programs where possible.	Mobility, Quality of Place	Short-Term	Low	Corridor	

Goal 9: Address access management to properties to better balance access and traffic flow.

9.1: Partner with TxDOT on access management to explore consolidating commercial driveways and median breaks where feasible to improve traffic flow and safety.	Mobility	Medium-Term	High	LLELA/Elm Fork, Old Town/Central, Corporate Drive Subareas	TxDOT, Business owners, Property owners
9.2: Increase internal circulation to commercial businesses by encouraging few curb cuts and enforcing cross-access easements to provide alternative routes.	Mobility, Quality of Place	Ongoing	Low	Corridor	Property owners
9.3: Prohibit U-Turns at median breaks to prevent potential accidents and to encourage protected U-Turns at signals instead.	Mobility	Medium-Term	Low	Corridor	

Goal 10: Implement traffic flow improvements to make traffic more predictable.

10.1: Conduct a signal progression study to determine where and what type of adjustments are needed to promote more consistent travel speeds along the corridor.	Mobility	Short-Term	Medium	Corridor	TxDOT
10.2: Utilize Advanced Transportation Management Systems and Intelligent Transportation Systems throughout the corridor to improve traffic flow.	Mobility	Short-Term	Medium	Corridor	NCTCOG, TxDOT
10.3: Study the stretch of corridor between Bellaire Boulevard and Southwest Parkway where there is no traffic signal to assess options to reduce speeding, provide an additional pedestrian crossing, and promote more consistent and safe flow of traffic.	Mobility	Medium-Term	High	Corporate Drive Subarea	TxDOT

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
10.4: Coordinate with landfills and other heavy truck traffic generators to encourage use of Corporate Drive once construction is complete to offload truck traffic from the corridor.	Mobility	Medium-Term	Low	LLELA/Elm Fork, East End Subareas	Waste management providers
10.5: Explore lowering the speed limit between I-35E and FM 3040.	Mobility, Quality of Place	Medium-Term	Low	Old Town/Central, Corporate Dr Subareas	TxDOT
Goal 11: Alleviate bottlenecks along the corridor.					
11.1: Add a dedicated U-Turn lane at Vista Ridge Mall/Edmonds Ln to make a more continuous route for drivers staying on frontage roads to avoid paying tolls.	Mobility	Medium-Term	To be determined by future study	Southwest End Subarea	TxDOT, NTTA
11.2: Explore depressing the main lanes of Business 121 between FM 3040 and the Sam Rayburn Tollway to alleviate peak period congestion.	Mobility	Long-Term	To be determined by future study	Southwest End Subarea	TxDOT, NTTA
11.3: Conduct a truck routing study to determine alternative routes for heavy truck traffic.	Mobility	Medium-Term	Medium	Corridor	NCTCOG, Major employers
Goal 12: Explore alternative roadway sections.					
12.1: Transition the corridor in the northeastern portion from a rural cross-section to a more suburban cross-section with the addition of curb and gutter and continuous sidewalks.	Mobility, Quality of Place	Long-Term	To be determined by future study	LLELA/Elm Fork, East End Subareas	TxDOT
12.2: Explore transferring the segment of the corridor from I-35E to FM 3040 to the City of Lewisville through the TxDOT Turnback Program to enable preferred street character and configuration.	Mobility, Quality of Place	Long-Term	High (study only)	Old Town/Central, Corporate Drive Subareas	TxDOT
12.3: Conduct a capacity study and explore converting the section of the corridor from I-35E to FM 3040 from six lanes to four lanes with enhanced bicycle/pedestrian accommodations and landscaping.	Mobility, Quality of Place	Long-Term	To be determined by future study	Old Town/Central, Corporate Drive Subareas	TxDOT

Discussion of the implementation parameters can be found on page 78. Bold strategies represent high-priority actions.

Moving Forward

This plan represents a vision for the future of the Business 121 Corridor in Lewisville. While many of the strategies presented in this plan can be led and implemented by the City, there are some that involve physical changes within the corridor right-of-way which will require close coordination with TxDOT as the owner of the roadway. If there is interest from both TxDOT and the City, continued discussions about designating ownership of a portion of the roadway to the City should occur. A complete picture of what the total cost of ownership for the corridor is should be developed, including when pavement and bridges were last replaced.

High-Priority Strategies

Based on demonstrated need as well as input from the CAC, the following strategies have been identified as high-priority for implementation. These strategies should be prioritized when funding becomes available. Additional details on these strategies can be found in Chapter 2: Corridor Framework and in the implementation table (**Figure 38**) found on pages 79-86.

- **Goal 1:** Strategies 1.2, 1.4, 1.7, and 1.11
- **Goal 2:** Strategy 2.3
- **Goal 3:** Strategies 3.1 and 3.7
- **Goal 4:** Strategy 4.1
- **Goal 5:** Strategy 5.1
- **Goal 6:** Strategy 6.2
- **Goal 7:** Strategies 7.2 and 7.4
- **Goal 8:** Strategies 8.1, 8.2, 8.12, 8.13, and 8.17
- **Goal 9:** Strategy 9.1
- **Goal 10:** Strategies 10.1 and 10.2

Funding the Plan

There are various local, state, and federal funding opportunities that can help support implementation of the strategies identified in this plan. These sources include, but are not limited to the following:

- **Congestion Mitigation and Air Quality Improvement Program (CMAQ)** funds can be used for intersection and signal system improvements and bicycle/pedestrian facilities.
- **Surface Transportation Block Grant Program** funds can be used for bottleneck removal projects and installation of intelligent transportation system infrastructure.
- **Carbon Reduction Program** funds can be used for traffic monitoring, management, and control, bicycle/pedestrian facilities, street lighting and traffic control devices.
- **Transportation Set-Aside Funds** are used for infrastructure projects that provide safer routes for non-motorized transportation.
- **Transportation Development Credits** are available for to DFW area communities to use federal funding without a cash match.
- **TxDOT Category 1** funds are available for preventative maintenance and rehabilitation along the state highway system.
- **TxDOT Category 2** funds can be used on state highway system for roadway operational improvements.
- **TxDOT Category 8** funds are used for safety projects through the Highway Safety Improvement Program and Railway-Highway Crossing Program.
- **Safe Streets and Roads for All** funds can be used for either implementation or planning and demonstration activities related to improving roadway safety in a community.
- **Rebuilding American Infrastructure with Sustainability and Equity (RAISE)** funding is focused on large infrastructure projects that have significant local or regional impact.



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