

Appendix B

Community Engagement Summary

BUSINESS 121 CORRIDOR PLAN

PUBLIC OUTREACH | PHASE 1

Prepared by INTERFACE STUDIO - 12 December 2023

The following memo summarizes public and stakeholder touchpoints occurring between July and January 2024 in support of the City of Lewisville's Business 121 Corridor Study. Events and activities included a series of Focus Groups (September 2023), a Public Town Hall (October 23, 2023), Public Surveys (Open September-December 2023), a public digital activity used during Lewisville's Old Town Holiday Stroll Event (December 2, 2023), and a meeting conducted by the City of Lewisville with the Ambassador Group (January 24, 2024).

KEY FINDINGS

Key findings gleaned from all of these tools and touchpoints are organized thematically and summarized below, as well as in the Business 121 Corridor Plan Existing Conditions Report.

Function & Flow

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

Form and Value

- Stakeholders agree that Business 121 needs aesthetic and functional improvement. City investment in beautification, lighting, and landscaping is critical.
- The community is looking for better transportation options. Pedestrian crossing improvements, a network of bike infrastructure, and bus service were all points of discussion.
- Business 121 doesn't give a good first impression for Lewisville.
- Business 121 is convenient, but it lacks personality (physical and business mix). People are looking for more things to do and lament the loss of entertainment destinations (drive-in theater) and a grocery store. People lament the loss of some businesses (Grocery, Drive-in)
- Safety is very much an environmental equity issue in this study. There are more residents (particularly those without vehicles) than any data set will accurately represent.
- General trust in the City of Lewisville. Some confusion over building and landscape design/materials expectations for legacy businesses making improvements.

PHASE 1 SURVEYS

General Survey & Combined Question Feedback

As of December 12th, 2023, there were 26 completed surveys, including 21 completed General Surveys. Five of the Business-Owner / Property-Owner Surveys (B/P-O Survey) were completed. The General Survey and Business- and Property Owner Surveys were available in both English and Spanish. Within the responses:

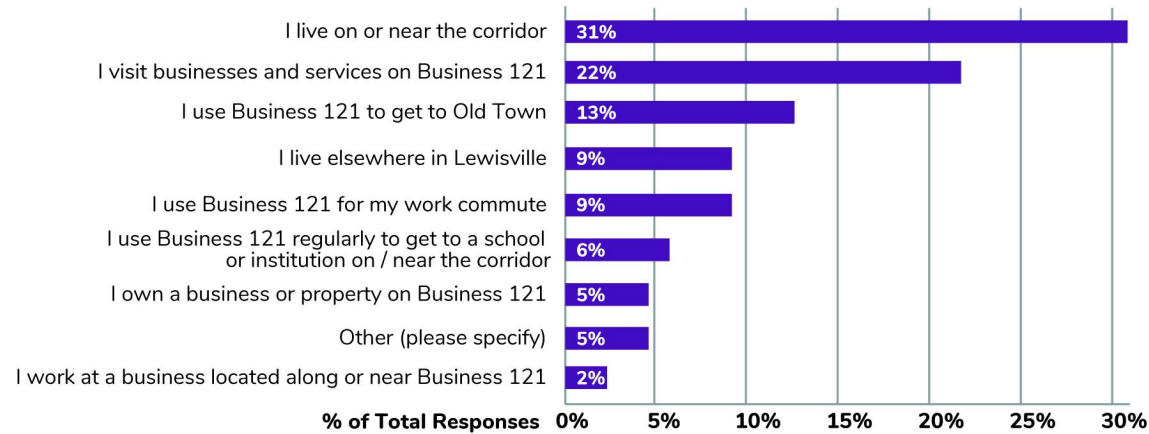
- 71% live along or close to Business 121; Zip codes include 75067 (13 of 20 responses), 75057, 76021, 76207, and 75077
- 47% travel along Business 121 every day; 24% several times per week
- * Respondents ranged from 25-64 years of age. (* = included B/P-O Responses)
- *65% identify as Male; 40% as Female
- *91% identify as White race/ethnicity. One respondent identified as Black or African American, and one as Asian.
- *28% of all respondents identify as Hispanic or Latino
- 70% own their own home
- Respondents' household or family incomes range from \$25,000 to \$125,000 or more

Summary of Combined Survey Feedback

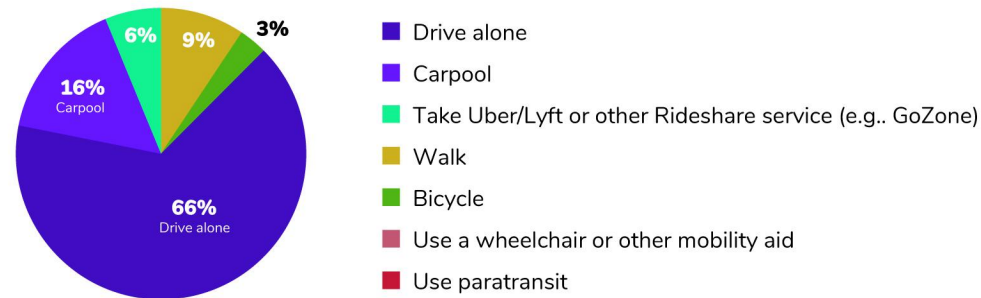
Several survey questions appeared on both the General and B/P-O Survey. Key results from those consolidated responses are below. All surveys included the question: "What is your relationship to the Business 121 Corridor?", and "How do you usually travel along Business 121". Respondents could choose multiple answers.

¹ * = included B/P-O Responses)

What is your relationship to the Business 121 Corridor?



How do you usually travel along Business 121?



Respondents on both surveys were asked: “When you think of Business 121 TODAY, what are the first three words that come to mind?” Results are summarized in the word cloud below. The size of each word correlates with the frequency of use. “Traffic” and “Busy” were the most popular responses.



General Survey respondents were asked: “If you imagine Business 121 IN THE FUTURE, what are three words or short phrases that describe what you would like to see? Results are summarized in the word cloud below. The size of each word correlates with the frequency of use. “Safer” and “space” were the most popular responses.



All Survey respondents were asked: “What do you think are the most important priorities for Business 121?” The count of responses is shown in the table below. Write-in responses included: “I think making it safer for ped and cyclists will make it safer for all users” and “Businesses to bring people entertainment”.



Summary of General Survey Question Feedback

General Survey respondents were asked: “What businesses or destinations do you typically access from Business 121?”. The most frequent responses included:

- *Restaurants / Fast Food (10)*
- *Pharmacy (4)*
- *Gas Stations (4)*
- *Schools (3)*
- *Church / Social Services Center (2)*
- *Old Town / City Hall (2)*
- *IH-35E (2)*
- *Auto Services and Sales (4)*
- *Nearby Areas (North Dallas, Castle Hills, Grapevine, Round Grove, Castle Hills, Colony)*
- *Specific Businesses or Destinations (Pawnshop, Thrift City, Walmart on 3040, Interskate, Green Olive Market, Airport)*

General Survey respondents were asked: “If you had all of the authority and resources needed, what would you do to improve Business 121? What is your big idea?” Response Summary (unedited):

- *Entertainment for Kids, clean and manicure streets and green areas, get rid of the motels*
- *No more 24 hour businesses. Add more trees. Clean up the homeless that live under the bridges.*
- *Signs on the ground. No more 24-hour businesses.*
- *Gateway, Fountain / Park, Color*
- *Cleaner Streets*
- *Traffic.*
- *A safe corridor for people on foot or on wheels that is aesthetically inviting.*
- *Improve the sidewalks, make crosswalks safer, reestablish old crosswalks.*
- *No truck traffic.*
- *First, clean up.*
- *Establish an overlay, allocate funds.*
- *Slow down traffic - make it safer for pedestrians who already use it today.*
- *Soften with landscaping - separate the sidewalk from the road with trees and add off-street bike lanes.*
- *Remove extended stay inn, better setbacks. More street interest.*
- *Completely rebuild intersections and walking facilities to make it welcoming to something other than vehicle traffic.*
- *A coherent bus route.*

General Survey respondents were asked: “List up to three types of businesses or destinations that would make you visit more frequently if they existed along Business 121”. The most frequent response was “Grocery Stores”. The summarized list of responses included the following:

- *Grocery Store (7)*
- *Restaurant / Fine Dining (6)*
- *Parks / Trails / Greenspaces (6)*
- *Bar / Brewery (2)*
- *Shops / Clothier (2)*

- *Activity / Kids Activities (2)*
- *Bank(1)*
- *Apartments(1)*
- *Applebees(1)*
- *Climbing Gym / Fitness Center(1)*
- *Dog Park(1)*
- *Fruit Stand(1)*
- *Barber Shop / Haircuts(1)*
- *Hardware Stores(1)*
- *Live Music Venue(1)*

Business and Property-Owner Survey Questions

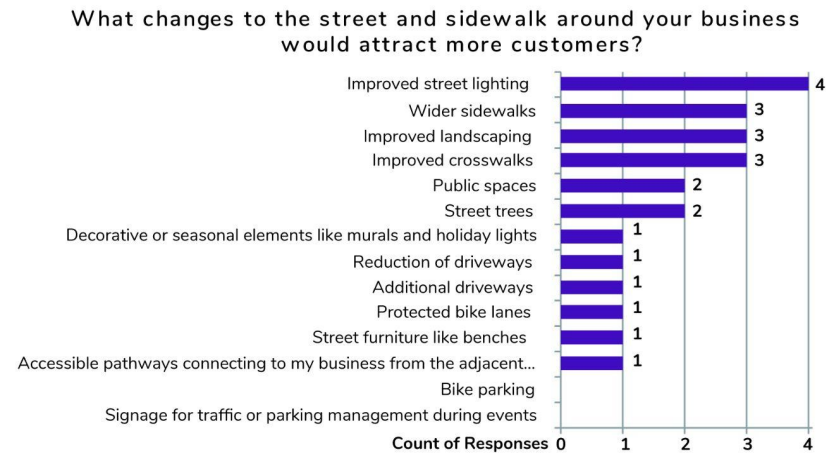
Summary of Business- and Property-owner Survey Feedback

As of December 12th, 2023, five (5) Business-Owner / Property-Owner Surveys (B/P-O Survey) were completed. Businesses represented in this set include: North Texas Trailers, Pastry Works, and Autumn Breeze Apartments / WAK Management (2 respondents). This group also includes one (1) property-owner, however, the property address listed is residential and not adjacent to Business 121. This respondent's answers to questions that appear on the General Survey were included in the data summary.

To the question, "What kind of resources can the City offer to help you grow your business or improve your property?", responses include: (unedited)

- Wider U-Turn areas
- Working with the City of Lewisville has been GREAT.
- Add grocery stores
- Clean up vacant lots

B/P-O Survey respondents were asked: "What changes to the street and sidewalk around your business would attract more customers?" Respondents were asked to select all that apply. Write-in responses (unedited) included, "City event banners", and "signage in front of the lot is old. Business 121/35 intersection sucks".



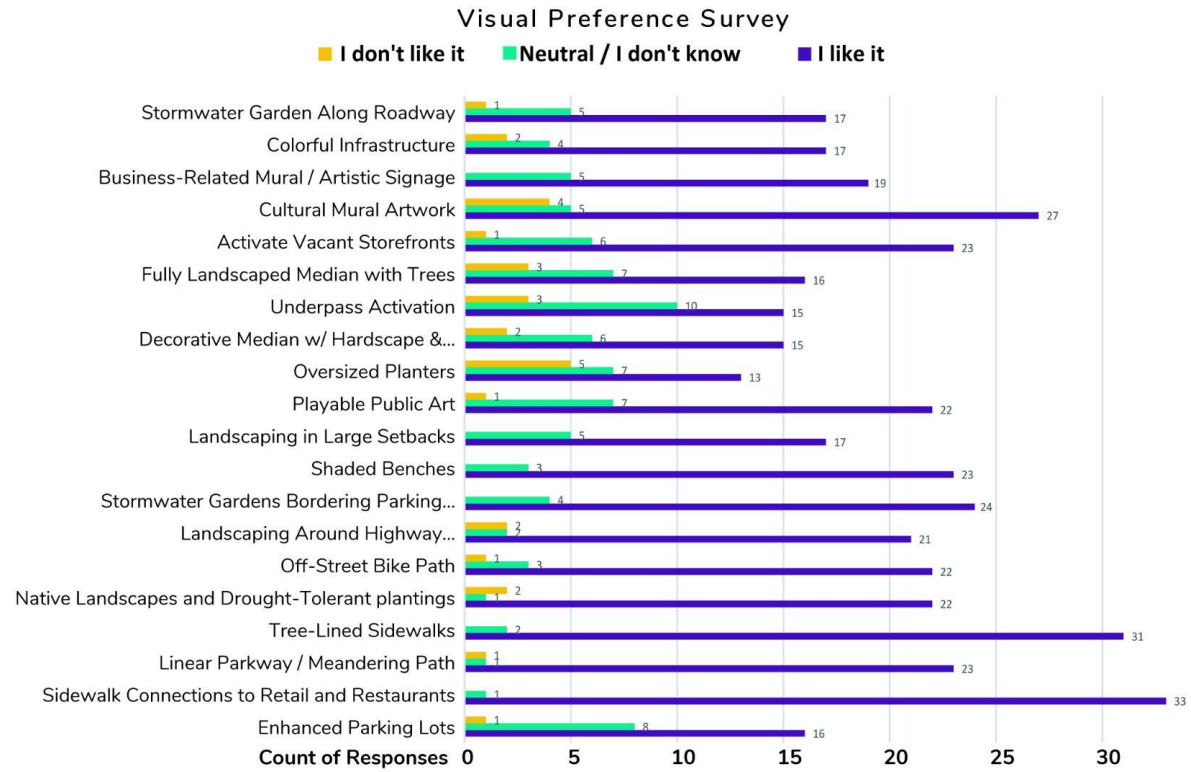
Business owners were asked a series of questions about their operations and parking. Because of the small set of respondents, these questions were not included in the summary. Individual responses are included in the full Appendix of Survey Results.

Holiday Stroll Activity

There were 20 responses to the Holiday Stroll Activity. Some of the questions included in the Holiday Stroll activity also appeared on the General Survey. For these questions, Holiday Stroll respondents were included in the General Survey & Combined Responses summary.

The visual preference questions were unique to the Holiday Stroll activity. “Sidewalk Connections to Retail and Restaurants” received the most positive responses (33 total), followed by “Tree-Lined Sidewalks” (31 positive responses) and “Cultural Mural Artwork” (27 positive responses). The largest number of negative responses (5 total responses) was for “Oversized Planters”, followed by 4 negative responses for “Cultural Mural Artwork”.

Note that the visual preference question on the Holiday Stroll activity mirrored Activity 6 at the Town Hall. Responses from these two datasets are consolidated and summarized below:



PUBLIC TOWN HALL EVENT

Business 121 Corridor Plan Town Hall

The Business 121 Corridor Plan Town Hall was held on October 23, 2023. There were 24 participants, excluding attendees who signed in with a City of Lewisville-affiliated email address. The Town Hall was optimized to generate qualitative feedback and quantitative spatial data through a series of exercises. From informal conversations or written feedback delivered to the consultant team, people from all ages and professions, across many stakeholder groups, participated in the Town Hall.

Major Takeaways: Town Hall

- **Stakeholders agree that Business 121 needs aesthetic and functional improvement.** City investment in beautification, lighting, and landscaping is critical.
- **The community is looking for better transportation options.** Pedestrian crossing improvements, a network of bike infrastructure, and bus service were all points of discussion.
- **Lighting is an important consideration to the community.** Though stakeholders mentioned this for many different locations along Business 121, the frequency and spread of locations mentioned make this a corridor-wide issue.
- **Business 121 is convenient but it lacks personality (physical and business mix).** People are looking for more things to do and lament the loss of entertainment destinations (drive-in theater) and a grocery store.

Early Insights by Sub-Area:

East End

- Truck traffic is an issue. The Castle Hills / East End is considered loud.
- Frequent Issues of dust and debris from concrete plant/dump/construction materials on trucks.
- Confusion about LLELA and the potential for trail access; desire for signage and information.
- Recognition that this area is changing rapidly, but lack of awareness of the larger Castle Hills Masterplan.
- The development community is most interested in this segment.

LLELA/Elm Fork

- Confusion about LLELA and the potential for trail access; desire for signage and information.
- Families are using nearby recreation (tennis courts, soccer fields, dog parks) and want better connections to bike/ped paths that already exist.
- There are questions/concerns about water quality.
- There is interest in building amenities for kayakers.

Old Town/Central

- Lack of curb appeal is noted along many of the buildings.
- Intersections at I-35E and Bellaire Blvd need safety improvements for all modes.
- Very little stakeholder attention has been focused on the Mill to Main segment, potentially due to the current business mix.

Corporate Drive

- The Business 121 and Southwest Parkway intersection is a pain point.
- Lighting is noted as poor, pedestrian crossings few, leading to speeding and dangerous conditions.
- Many low-income residents in a transit desert.

- Recreation is limited specifically for children.
- Non-developer stakeholders have shared the most about this area.

Southwest Area

- Not much natural focus on this area in discussion.
- People agree that it “feels different.”
- Intersections feel very big and intimidating to cross but there are fewer people seen walking.
- Speeding/drag racing noted in this area.
- This area as a “Gateway to Lewisville” is not clearly identified.

Summary of: Corridor on the Floor Activity

The Corridor on the Floor activity, a map of the corridor that was ~30 feet long, solicited input from participants on their favorite places along the corridor, places in need of landscaping, trees, shade, lights, public spaces, sidewalk, and crosswalk improvements, curb appeal, signage, building improvements, murals, and public art. These categories were grouped into different color dots that participants placed along the map. Activity instructions and color significance are described in the graphic to the right.

High-level Takeaways:

- A majority of people’s favorite places were placed along the LLELA Nature Preserve and open spaces south of Business 121 along the same segment.
- Participants indicate a desire for increased or enhanced lighting throughout the Business 121 Corridor.
- Most areas of open space or larger building setbacks were identified as opportunities for trees or landscaping.
- Outside of the Corporate Drive segment, dots indicating the need for aesthetic improvements follow older light industrial or auto-related retail businesses throughout the corridor.



CORRIDOR ON THE FLOOR

CORREDOR DEL PISO

STATION

4

STEP 1: Grab a set of 10 stickers! Each sticker represents a category of potential improvements needed along Business 121.

Here's what the colors represent!



Red

Needs sidewalk or crosswalk improvements!



Green

More trees, shade or landscaping!



Yellow

More lights in streets or public spaces!



Blue

Enhance curb appeal through murals, building improvements, new signage, or public art!



Pink

Show us the places you love!

STEP 2: Check out the map on the floor!
 Use the corresponding color stickers to identify areas on the floor map where you'd like to see different elements!

Get to stickin'! ▶▶▶

Corridor on the Floor: Sticker Summary by Subarea

Stickers	East End	LLELA	Old Town	Corporate	Southwest
Heart	10	18	17	32	3
Red	10	14	38	43	0
Yellow	9	10	20	30	11
Green	6	8	44	24	16
Blue	6	8	38	19	10
	41	58	157	148	40

Note: Summary table above includes dots added during a meeting conducted by the City of Lewisville's Planning Department with Lewisville's Neighborhood Ambassadors on January 24th, 2024

Corridor on the Floor Activity Results Summary by Subarea

East End:

- East End did not receive a significant amount of attention, however, a cluster of stickers around Holfords Prairie Road, mostly red and yellow, indicated the desire for sidewalks and more lighting.

LLELA / Elm Fork:

- During the public outreach phase, some feedback was given that LLELA is not well known, but many people left heart stickers up and down the nature preserve to indicate it was both well known and cared for.
- The majority of stickers along the roadway in this subarea were red, suggesting the need for sidewalk or crosswalk improvements.
- At the industrial node east of the water body, a cluster of yellow stickers indicated a desire for more lights.

Old Town / Central:

- Over one-third of all comments left were related to Old Town, overwhelmingly at the major intersections.
- The area given the most attention in Old Town, and on the corridor, was the I35E intersection. A rainbow of colored stickers, representing desires for more trees, shade, landscaping, or enhancements.
- Additionally, the Valley Ridge intersection was a focal point for red stickers expressing desire for sidewalk or crosswalk improvements.

- Areas along I-35E are identified as in need of aesthetic enhancement. Many conversations surrounded significant hardscape, poor pavement quality, and lack of landscaping or curb appeal.

Corporate Drive:

- Highest density of dots (all colors) placed along the Corporate Drive segment (I-35E to W Corporate Drive).
- At the shopping centers south of Bellaire Blvd, and the area in general, people left many yellow and green stickers, expressing a desire for more trees, shade, landscaping, and lights in streets or public spaces.
- Sidewalk or crosswalk improvements were a dominant concern in this area, specifically at the Corporate Drive intersection, and some attention to Southwest Parkway.
- Safety improvement hot spots cluster around W Southwest Parkway and W Corporate Dr intersections and the intersection of I-35E offramps south of the overpass.
- Most frequent lighting stickers were placed along the Corporate Drive area. Several locations identify segments without adjacent buildings along Timber Creek and McCartt Drive.

Southwest End:

- Southwest End received the least attention of all subareas, comprising less than 10% of all comments, with stickers largely related to green, suggesting a desire for more trees, shade, or landscaping.

Summary of Big Ideas Tabletop Activity

Participants left sticky notes and annotations over large maps of the Business 121 Corridor and were prompted to indicate what they would change if they were “King of Lewisville.”

Selected unedited Stakeholder Feedback:

- Modernize and beautify
- Entry to LLELA
- Enhance Identity Points (that already exist)
- CVS is used as the playground for little ones
- Look at school bus stops and routes. Not safe!
- Timber Creek project would be a missed opportunity to not connect green space to 121!
- Ped Crossings! Safe Bicycle Infrastructure

Summary of Visual Preference Survey

Data collected through Activity 6 was included in the Holiday Stroll Activity section of this memo.

FOCUS GROUPS & INTERVIEWS

Phase 1 Focus Groups

The project team moderated a series of focus group discussions on September 20-21 (2023). To foster discussion, invitees were organized into groups based on their relationship to the corridor. These groups included:

- Business- and Property-Owners
- Non-Profit & Faith Leaders in the community
- Apartment/Condo Owners and Managers
- Residents and Home Owner Association representatives
- Governmental organizations
- Local Developers (one-on-one interviews conducted by SB Friedman)

Groups were asked a series of similar questions to spark discussion, but were encouraged to take the conversation toward topics that were most meaningful to them or their community. Feedback provided by these stakeholders is summarized below. Pull-quotes from each discussion are also provided.

Focus Group: Business Owners

Selected Quotes

- “Traffic is terrible from the Railroad to where it opens up - all the way to the toll road.” - Business owner
- “In some ways there are too many lights and in some ways there aren’t enough crossovers.” - Business owner
- “Fix the utilities, they are always an eyesore. Poles are ugly, in weird places, transformers that are all exposed...” - Business-owner
- “Fix the traffic flow first” - Business-owner
- “It feels like Houston where there’s no zoning” - Business-owner
- “My whole life, the business 121 corridor has been a place where you find resources” Not retail businesses... a cabinet maker, stone supply, warehouse. It’s business resources...” - Business-owner
- “Will Valley Ridge run into the extension to corporate drive? It would be nice if it connected because it would pull a lot of truck traffic off of 121. Lots of truck traffic on Valley Ridge.” - Business Owner
- “It’s always been known as a scruffy-looking street. Now that I work at a business there, I understand the need to improve the aesthetics of it.” - Business Owner
- “Lewisville is pretty easy to work with” - Business-owner
- “To me, pedestrian connections are connecting destinations. Sidewalks aren’t needed because they won’t be used.” - Business-owner
- “Sidewalks and the safety in general is what I’ve seen over the past 20 years... it’s just scary, the number of people walking or running across the street, the sidewalk being all uneven...that’s the stuff that’s scary.” - Business-owner
- “Everybody wants a curb cut” - Business owner
- “QT is a node of safety issues.” - Business owner
- “What’s up with the liquor stores?...The city is going to regret not getting that under control.” - Business-owner
- “Nothing for residents except materials and auto services.” - Business-owner
- “I’ve seen so many people in wheelchairs.” - Business owner

Focus Group: Faith Leaders & Non-Profit Groups

Selected Quotes

- “DCTA Go zone is good for certain types of people – if you are a mom with little kids it doesn’t work.” - Non-Profit Leader
- “The walkways across 121 business is tough. I wouldn’t want to do it, let alone with little kids.” - Non-Profit Leader
- “The number one question from the community is “can I get a ride?” - Non-Profit Leader
- “Sidewalk is too narrow to ride a bike. Down my Autumn breeze the sidewalk condition is dangerous for biking.” - Non-Profit Leader
- “[There are] No turn lanes traveling north on 121... Lots of blind entrances and exits the corridor.” - Non-Profit Leader
- “From 35 all the way up, there are no grocery stores, - have to go all the way into Lewisville or the Colony.” - Non-Profit Leader
- “Cut-through traffic is a problem – side streets need speed humps.” - Non-Profit Leader
- “Southern end feels more lit and master-developed. Central area feels more tired and dark.” - Non-Profit Leader

Focus Group: Apartment Manager, HOA, Residents, Other

Selected Quotes

- “The traffic for trucks is an issue. [The] Castle hills end is LOUD – but there isn’t much we can do. There’s one way in and one way out. No way around it unless you want to add 20 minutes to your drive.” - Lewisville Apartment Complex Manager
- “Construction communication is poor... But, the City does a better job of it than TXDOT. - Lewisville Apartment Complex Manager
- “...Look at Bishop Arts, Oak Cliff... That’s what we need. We need a facelift” - Lewisville Apartment Complex Manager
- “Feels dangerous to turn out of the apartment complexes and onto busy streets...” - Lewisville Apartment Complex Manager
- “There’s no back road...” People use the parking lots as cut-throughs to avoid traffic congestion. - Lewisville Apartment Complex Manager
- “[The City’s] lights are a problem. It takes forever for lights to be fixed. T&P is not thorough – need 3 or 4 calls before [someone responds to an issue]” - Lewisville Apartment Complex Manager
- “121 is DARK - Once you start east of 35, it’s a dark strip because there’s nothing there.” - Lewisville Apartment Complex Manager

AMBASSADOR GROUP MEETING

January 24, 2024

The City of Lewisville’s Planning Department led a meeting with Lewisville’s Neighborhood Ambassadors on January 24th, 2024. At this meeting, Ambassadors were briefed on the Business 121 Corridor Plan and asked to participate in a virtual survey (Mentimeter) to collect input on how the Corridor is perceived today. The most popular responses included: Busy, Dirty, and Dangerous. When asked for three words to describe the potential future of Business 121, popular responses included: Clean, Safe, Welcoming, and Walkable. Participants were also invited to add to the Corridor On The Floor mapping exercise used at the Town Hall (October 2023). Data collected at this meeting is reflected in the summary of the Corridor on the Floor results in the Town Hall summary of this Memo.

PUBLIC OUTREACH | PART 2

Prepared by INTERFACE STUDIO - Fall 2024

EXECUTIVE SUMMARY

The following memo summarizes public and stakeholder touchpoints between February and July 2024 regarding the City of Lewisville's Business 121 Corridor Study. Events and activities included:

- a pop-up at Colorpalooza (April) soliciting feedback on the vision statements
- a series of Focus Groups (June) showing refined catalytic site scenarios to stakeholders
- and a virtual Storymap (July-August) gathering feedback on proposed goals for the neighborhood framework and catalytic sites.

The purpose of this memo is to complement the final corridor plan report. An initial public outreach summary as part of a discovery and diagnostic phase is included as Part 1 in the appendix.

KEY FINDINGS

Key findings gleaned from these tools and touchpoints are organized by event.

Colorpalooza

On April 27, 2024, the consultant team attended the City of Lewisville's Colorpalooza event with a tent and table to build awareness of the ongoing study and solicit additional feedback on the community's priorities. The exercise shared a large map of the study area, and presented the vision statement and three thematic goals for the plan to create: quality of place, economic vitality, and mobility improvements. Participants were given sticker dots of three different colors, each representing one of the three thematic goals, and asked to place the dots on the map where they felt needed the most attention for that area. The qualitative elements and priorities were recorded by the consultant team. Participants were also given the opportunity to sign up to participate in an upcoming stakeholder focus group to review concepts in more detail.

Overall, the vision statement was well received and the three thematic areas were aligned with the community's experience and perception of the corridor. For each of the three goals, a few major concepts stood out. This feedback was consistent with the takeaways from the earlier town hall meeting "Corridor On The Floor" exercise.



Mobility Improvements

- **Lighting:** Installation of lighting is needed throughout the study area, particularly in the LLELA subarea, where road reflectors are suggested as an alternative, and in the Corporate drive subarea, where a majority of pedestrian-commercial activity is located.
- **Intersection Issues:** The intersection with I-35E is confusing and dangerous for all road users and requires both safety improvements and beautification.

Quality of Place Improvements

- **Pedestrian Infrastructure:** Pedestrian infrastructure is needed throughout the study area, as many people rely on a means of transportation other than vehicles on a predominantly car-oriented highway.

- **Streetscape and Landscaping:** Art and community identity is desired at gateways and along the corridor to enhance the visual appeal.

Economic Vitality Improvements

- **Retail Needs:** There is a desire for grocery stores and other shops in the Old Town/Central and Corporate Drive subareas.
- **Shopping Centers:** Many shopping centers are confusing to navigate and partially vacant.

In addition to the thematic groupings for findings corridor-wide, a few additional key takeaways for each subarea are of note.

East End had relatively little interest from the public, in comparison to other areas:

Quality of Place Improvements

- **Debris Cleanup:** Necessary for maintaining a clean environment.
- **Streetscape and Landscaping:** Needed at both ends of the corridor to improve the visual appeal at gateways.

LLELA/Elm Fork is seen as one of the corridor's priority areas for specific mobility improvements.

Mobility Improvements

- **Sidewalks and Bus Stops:** Needed for children in the mobile home park.
- **Additional Lane:** An additional lane is required to improve traffic flow.

Quality of Place Improvements

- **Visibility is limited:** The eastern stretch of the corridor lacks lighting.

Old Town/Central is the most frequently commented-on subarea of the corridor with significant attention given to potential quality of place improvements, particularly I-35E intersection.

Mobility Improvements

- **Driveway Access:** Difficulties getting in and out of driveways near Main St.
- **Traffic Issues:** Cars often go the wrong way near the I-35E intersection, and road crossings are unsafe.

Quality of Place Improvements

- **Landscaping:** Enhancements needed at and around the Railroad St. and E Main St. intersection.

- **Beautification:** Bridge art for the I-35E underpass and other beautification efforts are desired.
- **Pedestrian Infrastructure:** Infrastructure improvements are needed for high pedestrian traffic.
- **Green Elements:** Green streetscape elements are desired at the gateway.

Economic Vitality Improvements

- **Business Diversity:** People are eager to see a transition from car shops to other business types and land uses.

Corporate Drive is associated with large and underutilized parking lots that contribute to a perceived lack of activity, combined with a desire for additional business types.

Mobility Improvements

- **Pedestrian Safety:** Measures are needed to ensure pedestrian safety.

Quality of Place Improvements

- **Shopping Center Navigation:** Navigating the shopping centers is confusing and needs improvement.

Economic Vitality Improvements

- **Grocery Stores:** There is a desire for more grocery stores.
- **Vacant Retail:** A real and perceived vacancy issue is present in the subarea.

Southwest End is of note for its gateway elements to the city - including wider landscapes with green opportunities.

Quality of Place Improvements

- **Green Streetscape Elements:** Desired at the gateway to improve the visual appeal.

Focus Groups

On Jun 4, 2024, the Consultant team and the City of Lewisville held a series of focus groups with various stakeholders from across the city. The focus groups were directed to specific members of the community that had been previously engaged, by invitation, and held in person with a hybrid component for some of the consultant team. Each session had a short and informal presentation about the draft vision, initial framework goals, and the revised scenarios, each punctuated by both targeted exercises and open conversation to capture actionable feedback.

Thematic Framework Takeaways

Of the main goals of the neighborhood and mobility framework(s), respectively, several were emphasized by the focus groups as most closely aligned with different values and goals.

- **Safer, more frequent pedestrian crossings could be used to support families and businesses:** Particularly near the Corporate Drive area, and where children are living, additional crossings where pedestrian activity does and will continue to occur is a high priority for city stakeholders across different groups. Other transportation modes came up, but for example, bike lanes that did not meaningfully connect to a network were seen as not a priority use of resources.
- **Business 121 should be more of a boulevard than a highway:** People supported recommendations that added mobility amenities in terms of its benefit to children and local businesses: including changes to roadway design, land use, and emphasis on mobility of different types. However, many people felt skeptical of creating crossings without fundamental changes to the roadway, emphasizing that slower speeds would make more sense for either functional OR recreational trails and sidewalks. “I don't mind having to slow down - I don't see it as an inconvenience for me”.
- **Clarify wayfinding through placemaking and intersection improvements:** Knowing when “arriving to a place” is important for people - and how to get from one place to the next. “It's confusing - where does Main Street start? How do I get there?”
- **Explore opportunities to bring housing to the city for quality of life and economic opportunity:** Stakeholders from non-profits, residential associations, and business owners supported leveraging the market demand for residential on the corridor, however, these types of developments, where possible, should bring open space and amenities. To the extent possible, the city should continue bringing housing near locations with good co-tenants and land uses, such as the DCTA train station, and ensuring that connectivity to transit is pursued in tandem. This was also seen as a benefit on catalytic sites, where bringing new housing could positively reinforce a decline in highway expansion and an increase in community character.

Thematic Catalytic Site Takeaways

Overall, the participants of the stakeholder meetings noted an effort to meet community goals, such as mitigating food deserts or adding open space, with the transformation of the catalytic sites.

Site 1: Mill Street Realignment Area

- At the time of the meetings, one scenario was presented that relies on the adaptive reuse of the LISD site for a grocery attraction strategy, and adds walkable retail with new buildings along an improved Mill Street.
 - The community participants generally had enthusiasm and support for focusing on a walkable environment.
 - It was noted that shared lanes for bikes in this area feel appropriate when making streetscape improvements
 - There was a suggestion to make the public realm enhancements first, a priority for the community, and then transform the real estate to attract tenants later

Site 2: Lakeland and Bellaire Plazas

- At the time of the presentation, two scenarios were presented. One posed minor infill retail and additional green space, as well as some activation in a “light touch” approach. A second scenario suggested additional retail and pursuing residential uses, noting there would be challenges to pursuing this, such as infrastructure capacity.
 - The community has a strong preference for exploring housing, especially affordable housing: “Working class families cant afford new homes”.
 - Visually, the underpass is an obstacle that needs to be considered. Skeptical of what type of retail wants to be infilled on the Lakeland site, because of the current I-35 intersection, and a suggestion to clarify mobility improvements need to be done in tandem.
 - A lot of real estate change, but the public realm amenities like landscaping and walkability were noted as the big wins.
 - Would like to see as much green space in the northern (Lakeland Shopping Center) site as the southern (Bellaire Plaza) site.

Site 3: Southwest Parkway Plaza

- Explore better connection points to nearby residential multifamily.

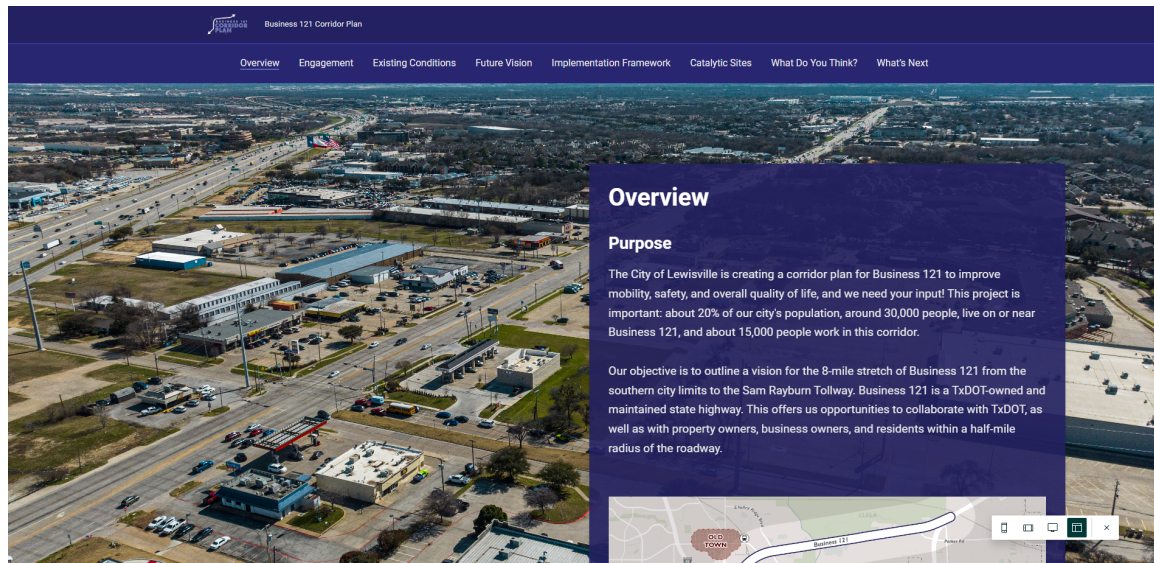
Key Neighborhood Framework Findings from Each Focus Group

1. **Business Focus Group** represented the real estate development community and local industrial-adjacent businesses.
 - **Signage and entry points are good for business:** Suggestions for cohesive wayfinding signage and improved entry monument signage to emphasize Main Street, business activity on the Business Corridor as it relates to the quickly moving and upcoming Crown Centre, and LLELA.
 - **Gateway:** Valley Ridge looks like the main entry and it should be Main Street
 - **Boulevard over a Highway:** The Business group solicited slowing vehicle speeds to improve character, and strongly prefers a boulevard to a highway feel, with increasing traffic calming, use of 121 as a cut through, and increase trees. Widening the road seems unnecessary and could create more confusion.
 - **Housing is strongly encouraged for the corridor:** The Bellaire and Lakeland site scenario that explores housing shows “awesome potential” and could add co-benefits of limiting future I-35E lane expansions.

- **Other unaddressed points of interest:** The Pines Motel is a sore point and stakeholders encouraged the city to purchase or redevelop.
- **Mitigating older businesses with aging facades through landscaping is a good use of resources:** Advocacy for slowing down traffic and addressing cut-through traffic. Additionally, the business representatives pose mitigating the visuals of aged uses with landscaping and pursuing the transformation of the Pines Motel site, which echoes multiple Council and previous business stakeholder meetings.
- 2. **Non-Profit Focus Group** included two participants representing the local non-profit community.
 - **Connecting to school routes with safer pedestrian networks is highly valued:** Emphasis on supporting neighborhoods through better sidewalk connectivity and safe crossings, especially near schools.
 - Quality of Place improvements, like facades and lighting, are a priority.
 - **Affordable housing is highly important to the communities that the city's organizations are working in:** Strong support for building affordable housing options and safe, family-friendly environments.
- 3. **Resident Focus Group** included two members of the general public. HOAs were invited and continued attempts to engage residents were made.
 - **Signage and access to nearby assets is important:** Better access/signage to LLELA is needed. Gateway signage should be aligned with places where you feel you've arrived near active land uses, not in wide open spaces because you have crossed a municipal border.
 - "I don't think adding another lane would fix anything, highways are the death of America".
- 4. **Partner Organization Focus Group:** included LISD, Denton County Commissioner, DCTA, NCTCOG, USACE, and LLELA.
 - **Trails are possible with LLELA but need to come with slower traffic:** Suggestions for trails along easements if the speed can be slower on the road. Connect trail along north side to A-train trail. LISDOLA may have some safety and security concerns.
 - **Road widening might feel like an answer but brings up concerns:** Concern for widening of the road for environmental land use adjacencies and further bottlenecking.
 - There is a missed opportunity for bike/ped on Railroad St.
 - The City should be aware that DCTA may bring back linear routes along Business 121: Previous bus facilities at Corporate and Business 121 could help capture some of the go-zone trips – could improve corridor efficiency.
 - Waste Management should be engaged to help with reducing litter and waste debris.

Virtual Storymap

From July 22 to August 5, the project team opened an interactive Storymap website for feedback on the draft goals and major topics the strategies would address. The Storymap came about as a means to increase visibility of the project due to lower attendance at Phase 1 Town Hall.



The website was promoted on social media and City website channels through the community engagement team at the city. During the two-week period period, the site attracted approximately 700 visits. The website was also translated into spanish.

OBJETIVO 3

Apoyar a los vecindarios del corredor para que satisfagan las necesidades de su área y mejoren la condición del parque de viviendas antiguo dentro del corredor.

- El objetivo se centra en abordar las necesidades de los residentes de Lewisville. Los componentes para ayudar a las personas a satisfacer las necesidades de su área incluyen la construcción de nuevos servicios (como parques), ayudar a atraer nuevos usos que satisfagan las necesidades de la comunidad (como mercados de agricultores), reinvertir en vecindarios existentes o construir nuevas opciones de vivienda. Actualmente, Business 121 actúa como una barrera para las personas que necesitan cruzar la calle a pie.
- **Ejemplos de estrategias para este objetivo incluyen:**
 - Priorizar nuevos espacios públicos abiertos para recreación y uso comunitario con gastos futuros
 - Fomentar espacios verdes y programables en desarrollos con actualizaciones de código
 - Organizar mercados de agricultores emergentes en espacios públicos visibles.
 - Garantizar que los residentes tengan acceso a pie o en bicicleta a los negocios en el corredor.



The Storymap was designed to take about ten minutes to scroll through, with videos and links embedded throughout to provide more in-depth information on various aspects of the project. There was also a short survey in which 31 survey responses were received.

"I continue to be impressed with Lewisville's continuing progress to enhance the area for residents. This is a welcome continuation of the ongoing changes be made throughout the city ..."

"Good overall broad goals. Finish the few versus working the many. Excellent website to facilitate community input."

As the project team moves forward in finalizing the plan, the focus will be on incorporating outstanding items and comments into the plan as well as advocating for improvements that engaged residents and stakeholders want to see.

Overall Sentiment



Selected descriptor words from reactions to plans. Positive in green, negative in red.

Overall, there was a positive alignment between what stakeholder participants expressed and the direction of the plan. Eight respondents specifically mentioned the importance of green spaces, while others highlighted the value of music and community activities, indicating excitement about transforming the grey corridor into a more neighborhood-oriented space. The following questions were asked of visitors to the StoryMap:

1. Please read through the plan goals and choose your TOP 5 goals you think should be prioritized.
2. Of your top 5 priorities, what is the one thing you think should be implemented right away?
3. What are your reactions to the catalytic site plans? Is there one you feel most excited about? Which catalytic site plan do you feel most excited about?
4. What parts of the plan are very good?
5. What parts of the plan would you change?

Survey Insights and General Reactions

While 31 responses do not necessarily represent the views of the entire community or any particular subgroup, they do provide valuable insights from engaged residents that the project team can report on.

The feedback received touched on various aspects of the plan's themes and goals. A significant observation is that the three main plan themes—quality of place, mobility, and economic vitality—are deeply interconnected. It is this project team's assessment that respondents understood how improving the quality of place is closely linked to enhancing mobility, and in turn how economic vitality is influenced by the overall experience and perception of the area.

Below are the three key takeaways from the long-form open comments:

Balance Priorities and Spending:

While there is considerable enthusiasm for aesthetic enhancements, residents emphasized the importance of prioritizing safety improvements and fundamental considerations such as affordability. They want to ensure that artistic projects follow, rather than precede, these essential developments.

Focus on Projects that Respond to Multiple Needs:

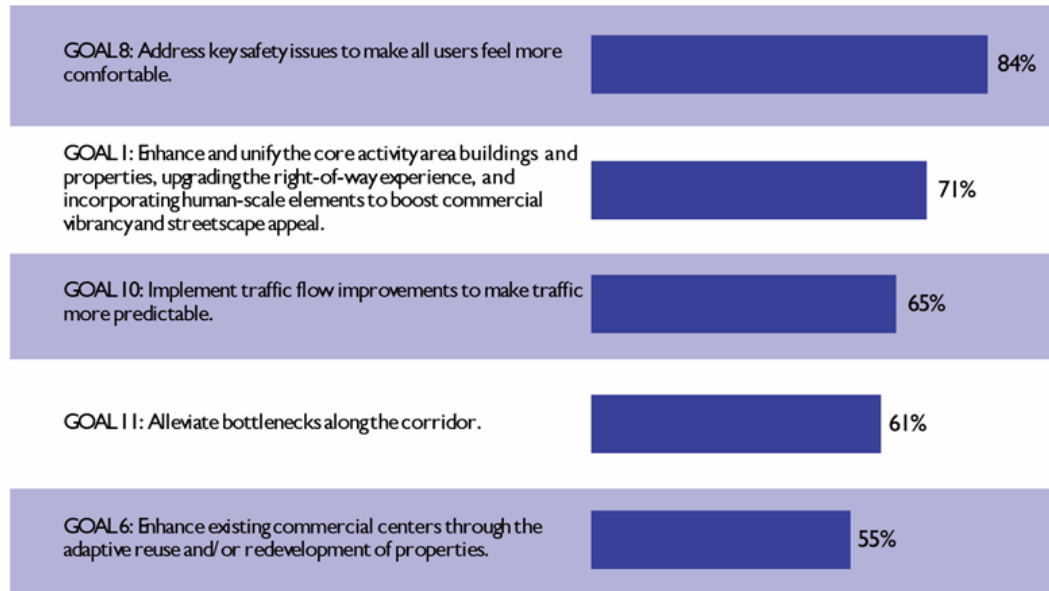
There is strong support for initiatives that fill vacant spaces and add green areas, which are viewed as both necessary for the community's well-being and beneficial for the area's aesthetics.

Add Value at Key Locations:

Bellaire and Corporate Drive have been identified as the most critical areas for improving traffic flow, with Mill Street and the Lakeland/Bellaire Plaza being recognized as catalytic sites. Residents are looking for early wins and targeted investments in these key locations.

Priority Goals: Safety as a Theme

Priority Goals, from Storymap Survey



Please read through the plan goals and choose your TOP 5 goals you think should be prioritized. Total Responses: 31

When asked to rank their priority goals, safety emerged as the top concern. This includes enhancing pedestrian safety, improving lighting, and addressing traffic flow issues, particularly at bottlenecks. Residents also expressed a desire to see the reuse of shopping centers.

The concept of "safety" is primarily associated with better lighting and traffic improvements, with a particular emphasis on pedestrian safety.

"Lower the speed limits, have bright lighting at night to deter crime."

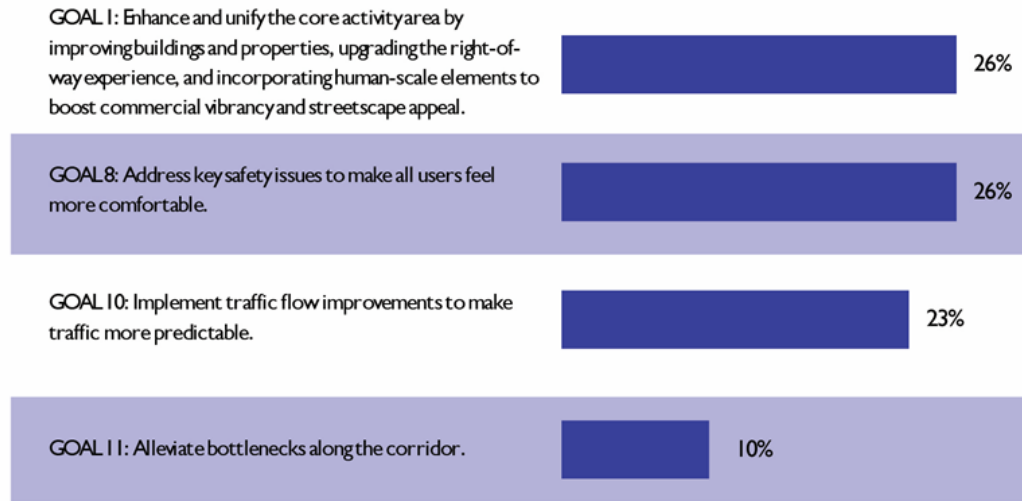
"Bellaire/Bus-121 intersection needs major improvements from a safety perspective for *any* mode of transportation." [Emphasis added]

" Any enhancements to pedestrian safety are definitely a step in the right direction."

Proposals such as lowering speed limits, focusing on the pedestrian experience, and making property improvements are seen as transformative for the corridor.

Building Momentum for the Plan: First Action Item from Priority Goals

First Action Item from Priority List, from Storymap Survey



Of your top 5 priorities, what is the one thing you think should be implemented right away?

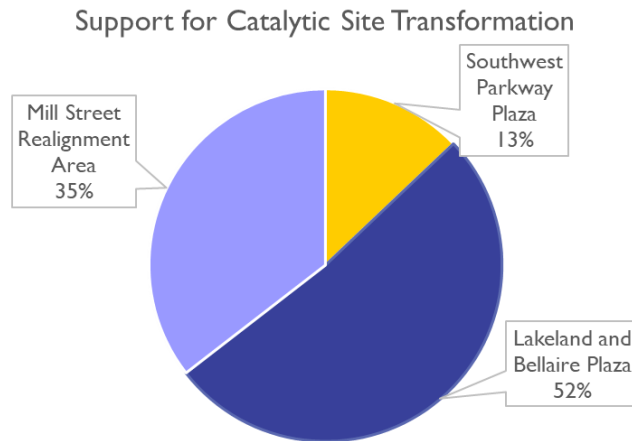
Total Responses: 31

There is a clear recognition that curb appeal and safety are interrelated, with residents eager to see aesthetic improvements implemented quickly. They understand the importance of thoughtful spending and want to avoid short-term fixes, recognizing that the quality of the environment can significantly influence behavior. By focusing on curb appeal within the neighborhood framework and developing projects that support residents, the City of Lewisville can create a stronger connection between the character of the road and residents' experience and perception of safety.

Catalytic Sites

"I think the catalytic site plans are much needed and greatly overdue... The Lakeland plaza, that appears to be largely vacant, is the plan I am most excited about...I'm also love the ideas for Site 1, creating a gateway to old town Lewisville at and around the Mill Street intersection."

The project team provided an update on the catalytic sites, highlighting the anticipated gateway and improvements to Business 121 as part of meeting goals for the Old Town Links. There is palpable excitement around the potential of these sites, particularly Lakeland and Bellaire, with residents offering ideas on how they envision their community evolving.



As part of the project goals for Old Town Linkages, a gateway and several improvements to Business 121 are anticipated. This area has been a point of contention for some residents, particularly due to the perception of heavy traffic and less appealing curb

appeal compared to nearby alternatives. One resident, who has lived in the Castle Hills area since 2016, expressed their reluctance to visit Old Town Lewisville, stating, "I've been a resident since 2016 and have never been to Old Town. Seems so far away when I can just drive into Coppell instead on a less traffic road with nicer curb appeal... I'm sure Old Town has places we'd love, but I hate driving on 121... I guess I've associated that experience with Old Town Lewisville, which is unfair to it but true."

This feedback highlights the need for improved integration of catalytic sites into the broader public realm. Residents have shared ideas for enhancing these sites, including safe pedestrian connections and more open spaces for gathering. Suggestions such as picnic tables, small dog areas, and overhead protection from the Texas sun indicate a desire for these spaces to be more inviting and functional, fostering a stronger connection between Old Town and the surrounding areas.

Outstanding Items for Project Team

While the overall engagement participation numbers generated from the virtual StoryMap was not extensive, the feedback received was constructive. A few items for further discussion include:

- Explore strategies for addressing trash in public spaces if aligned with city vision
- The extent to which the city staff and project team can address concerns about extended stays as a perceived safety issue, or whether the focus should be on how improvements to the pedestrian experience might mitigate this concern.
- Approaches to building stronger business support and broader community engagement. Finally, while there is commendable work already underway in economic development, this process presents an opportunity to highlight these efforts and encourage broader community involvement and support.

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