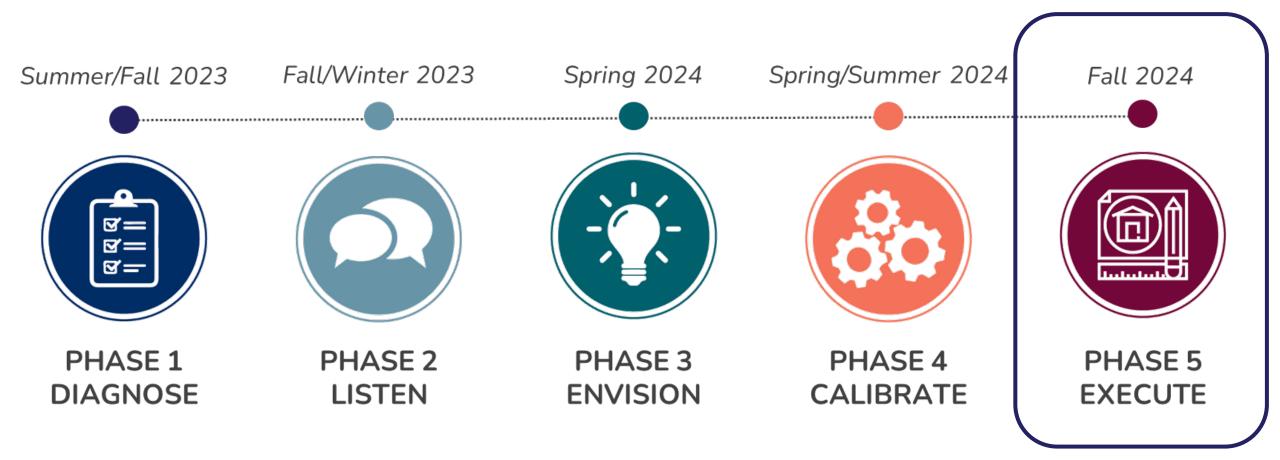


JANUARY 27, 2025







DRAFT REPORT

Chapter Outline

1: Planning Context provides an overview of the project and existing conditions on the corridor.

2: Corridor Framework presents plan recommendations grouped by theme, including improvements for mobility, quality of place, and economic vitality.

3: Catalytic Sites proposes future development programs for three areas to illustrate how future growth can support the vision and goals of this plan.

4: Implementation provides the steps to realize the plan in near-, mid-, and long-term timeframes.

Appendices

- A: Existing Conditions Memo
- B: Community Engagement Memo
- C: Intersection Audit
- D: Travel Demand Model Summary
- E: ArcGIS Urban Summary
- F: Fiscal Metrics Summary



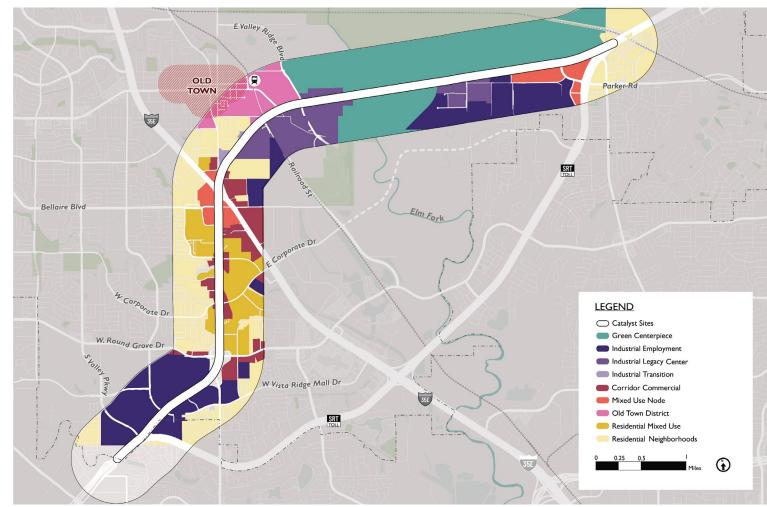


RECOMMENDATIONS OVERVIEW

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.

Corridor Concept Plan: This map depicts recommended locations for mobility and safety improvements, neighborhood investments, and commercial vibrancy efforts within the corridor study area.

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.





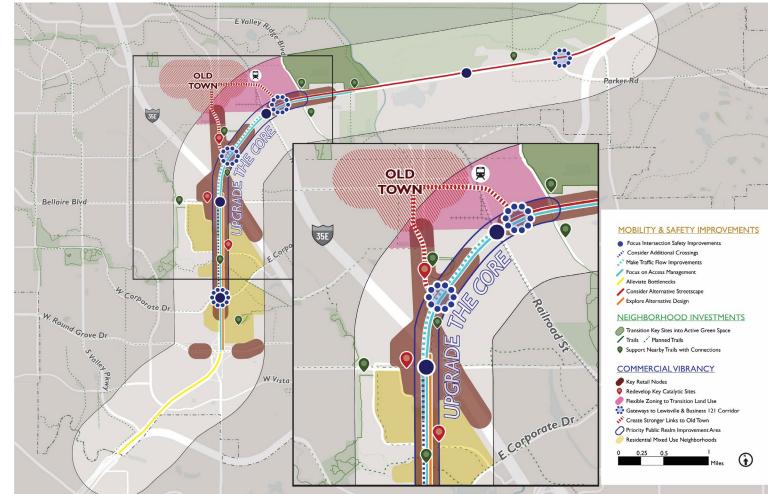
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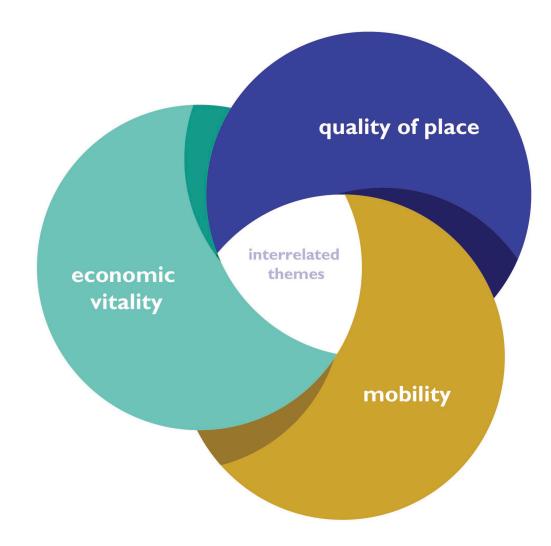
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GOAL 1: Enhance and unify the core commercial activity area's visual appeal and pedestrian connectivity with human-scale elements.

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

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

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

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

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

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

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

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

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

GOAL 11: Alleviate bottlenecks along the corridor.

GOAL 12: Explore alternative roadway sections.

CATALYTIC SITES

Three locations along the corridor were identified to develop **catalytic development scenarios**.

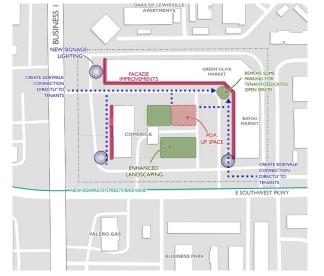
These sites were chosen for their potential to **activate substantial redevelopment and economic growth** along the Business 121 Corridor.

Low- and high-intervention scenarios were then developed for each catalytic site. The Corridor Advisory Committee, stakeholders, City Council, and Planning & Zoning Commission helped shape the final scenarios.





SOUTHWEST PARKWAY PLAZA



LAKELAND + BELLAIRE







IMPLEMENTATION PROGRAM OVERVIEW

77 total strategies across 12 goals

Timeframe

- Short-Term: 0-2 years
- Medium-Term: 2-5 years
- Long-Term: 5+ years

Order of Magnitude Cost

- Low: Less than \$50,000
- Medium: \$50,000 \$500,000
- High: Greater than \$500,000
- To be determined by future study: well over 'high' order of magnitude cost

Other Parameters

- Related Key Theme(s)
- Corridor or Sub-Area Focus
- Support/Partners
- > Priority







UPDATED PRIORITIZATION

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 Ongoing	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 Ongoing	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	TxDOT Highway Safety Improvement Program, Keep Lewisville Beautiful		
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		

BUSINESS 121 CORRIDOR PLAN	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 encourage property owners to improve building conditions to address safety and remove clutter.	Quality of Place Economic Vitality	Short-term Ongoing	Low	Corridor	Waste hauling companies			
	Goal 2: Create and highlight links between Busines	s 121 and Old Town	l.	·	·				
	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				
ŕ	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				

Medium-Term

Low

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

Old Town/Central, Corporate Drive Subareas



STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS
3.4: Continue to pursue 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 Ongoing	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	Ongoing	Low	Corridor	
3.8 : Consider creating 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	Corridor (manufactured home communities)	
Goal 4: Enhance Business 121 with amenities that	support neighborl	hood quality (of life and re	creation.	
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	UNT, LISD, USACE
4.3: Integrate greening and green infrastructure to enhance the				Southwest End	

 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)
 Quality of Place
 Long-Term
 Old Town/Central Subarea
 DCTA

BUSINESS 121 CORRIDOR PLAN	STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS			
	Goal 5: Introduce Lewisville as a destination with	public art and iden	tifiable corri	dor gateway	′s.				
	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	Ongoing	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				

BUSINESS 121 CORRIDOR	STRATEGY	RELATED KEY THEME	TIMEFRAME	ORDER OF MAGNITUDE COST	AREA / SUBAREA	SUPPORT/PARTNERS			
🖌 PLĄN	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	Ongoing	Low	Corridor				
	7.2: Continue to undertake efforts that attract and retain a mix of experiential retail, daily-needs retail, such as a grocery store, and independent restaurants that complement and strengthen the existing business mix.	Economic Vitality	Medium-Term	Low	Corridor				
	7.3: Consider new 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			

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	Short to 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 where appropriate.	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
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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: Consider coordinating 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	s to better balanc	e 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 owne 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	Short-Term	Low	Corridor	
Goal 10: Implement traffic flow improvements to n	nake 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: Consider utilizing Advanced Transportation Management Systems and Intelligent Transportation Systems throughout the corridor to improve traffic flow.	Mobility	Long-Term	To be determined by future study	Corridor	NCTCOG, TXDOT



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 route trucks on Corporate Drive or Business 121 as appropriate.	Mobility	Medium-Term	Low	LLELA/EIm 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/EIm Fork, East End Subareas	TxDOT
12.2: Explore options to enable preferred street character and configuration.	Mobility, Quality of Place	Long-Term	High (study only)	Old Town/Central, Corporate Drive Subareas	TxDOT

NEXT STEPS



- October 1st: Final Corridor Advisory Committee Meeting
- October 15th: Final Joint Work Session with City Council and P&Z Commission
- November 1st: TxDOT Leadership Meeting
- **December 3rd:** Seek endorsement from Planning & Zoning Commission
- January 27th: Seek plan adoption by City Council



Link to website