

## MEMORANDUM

**TO:** Planning and Zoning Commission

**FROM:** Michele Berry, AICP, Planning manager

**DATE:** December 3, 2024

**SUBJECT:** Public Hearing: Consideration of the Adoption of the Business 121 Corridor Plan.

### BACKGROUND

On July 3, 2023 City Council awarded Halff Associates Inc. a Professional Service Agreement for the development of the Business 121 Corridor Plan. The primary objective was to create an actionable plan that would improve safety, aesthetics and economic vitality on the corridor. The planning process consisted of 5 Phases designed to gather critical data, community input, prepare a vision, calibrate and then develop a plan that can be executed to facilitate improvements on the Business 121 Corridor.

### ANALYSIS

The plan itself is relatively condensed and focused on implementation. Most supporting data gathered in the process is kept in the appendices. The plan breaks the corridor into 5 sub-areas to reflect the changing context along the corridor. These sub-areas also help organize the implementation steps.

The vision statement is “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.” There are three key themes for improvements that reflect the initial main objective and support the vision;

1. Mobility improvements will increase safety for motorists, bicyclists, and pedestrians and enhance the function of the roadway and flow of traffic.
2. Quality of place improvements will change aesthetics and improve the overall user experience, and
3. Economic vitality policies will strengthen the economic position of the corridor by welcoming new development and transforming underutilized centers into more productive uses.

As this was designed to be an actionable plan the steps to implementation are paramount. To meet the vision and key themes, 12 goals are created and supported by 75 more detailed strategies. Descriptions of the goals and strategies start on Page 18 of the plan. The plan also reviewed three catalytic sites and how redevelopment might enliven those areas and contribute to the plan goals and the Lewisville 2025 Plan goals. The implementation matrix begins on page 78 and outlines

priorities, sub-areas, rough timeframe goals, rough cost expectations in an order of magnitude format and potential implementation partners.

**CITY STAFF'S RECOMMENDATION:**

That the Planning and Zoning Commission recommend approval of the Business 121 Plan as presented.