



# BUSINESS 121 CORRIDOR PLAN

PRE-COUNCIL WORKSHOP

JANUARY 22, 2024

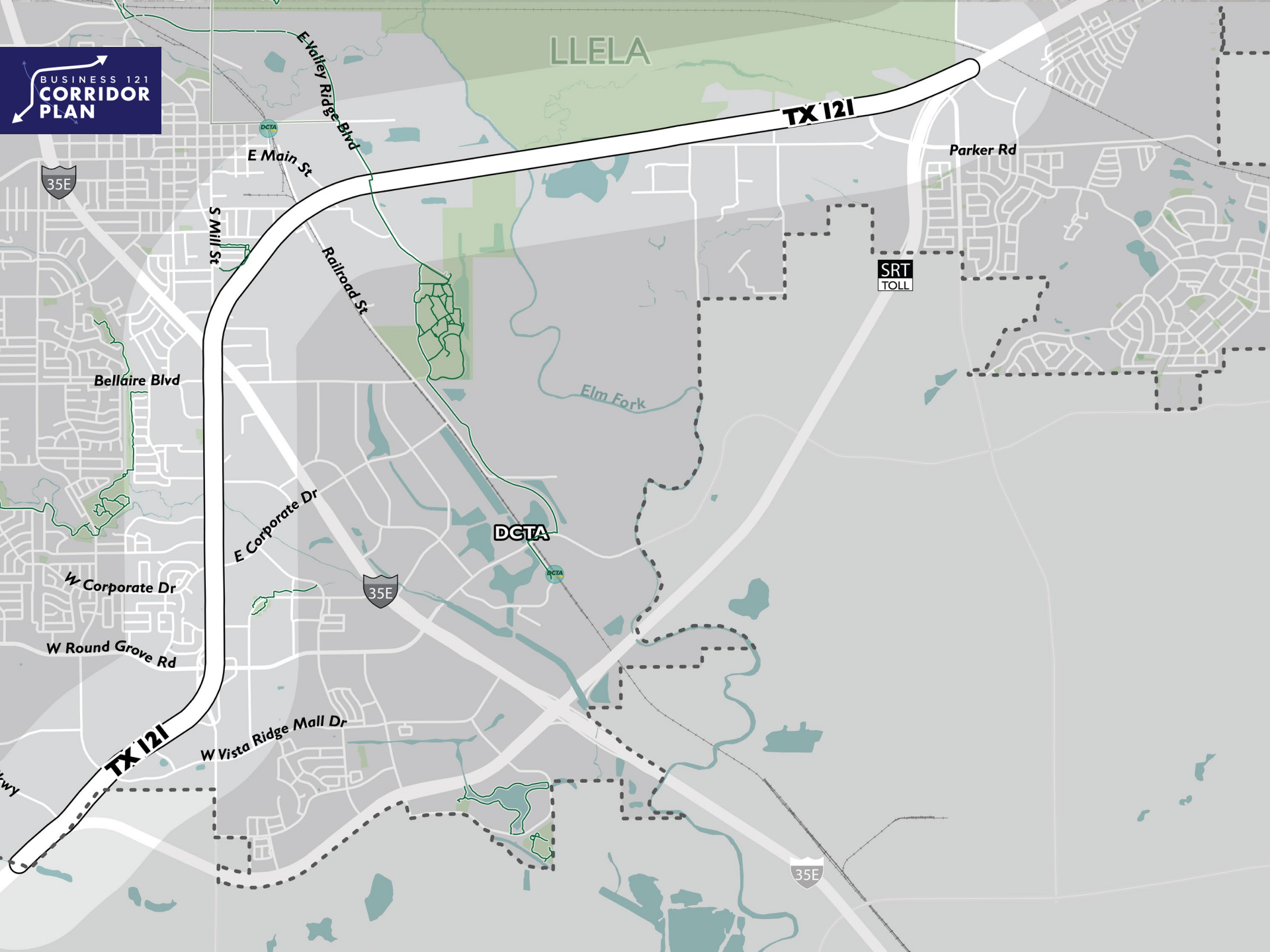
# PLAN PURPOSE

## Why Plan for Business 121?

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

## What will be the Outcomes?

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



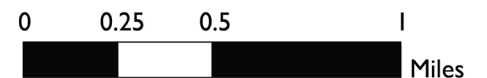
# STUDY AREA

8.4-MILE PRINCIPAL  
ARTERIAL ENTIRELY  
OWNED AND  
MANAGED BY TXDOT

½ MILE BUFFER  
AREA REPRESENTS  
ROUGHLY A 10-  
MINUTE  
WALKSHED

## LEGEND

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



# ANTICIPATED PROJECT SCHEDULE

*Summer/Fall 2023*

*Fall/Winter 2023*

*Spring 2024*

*Spring/Summer 2024*

*Fall 2024*



**PHASE 1  
DIAGNOSE**



**PHASE 2  
LISTEN**



**PHASE 3  
ENVISION**



**PHASE 4  
CALIBRATE**



**PHASE 5  
EXECUTE**

# EXISTING CONDITIONS ANALYSIS

## Corridor-wide Analysis

### CORRIDOR CONTEXT

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

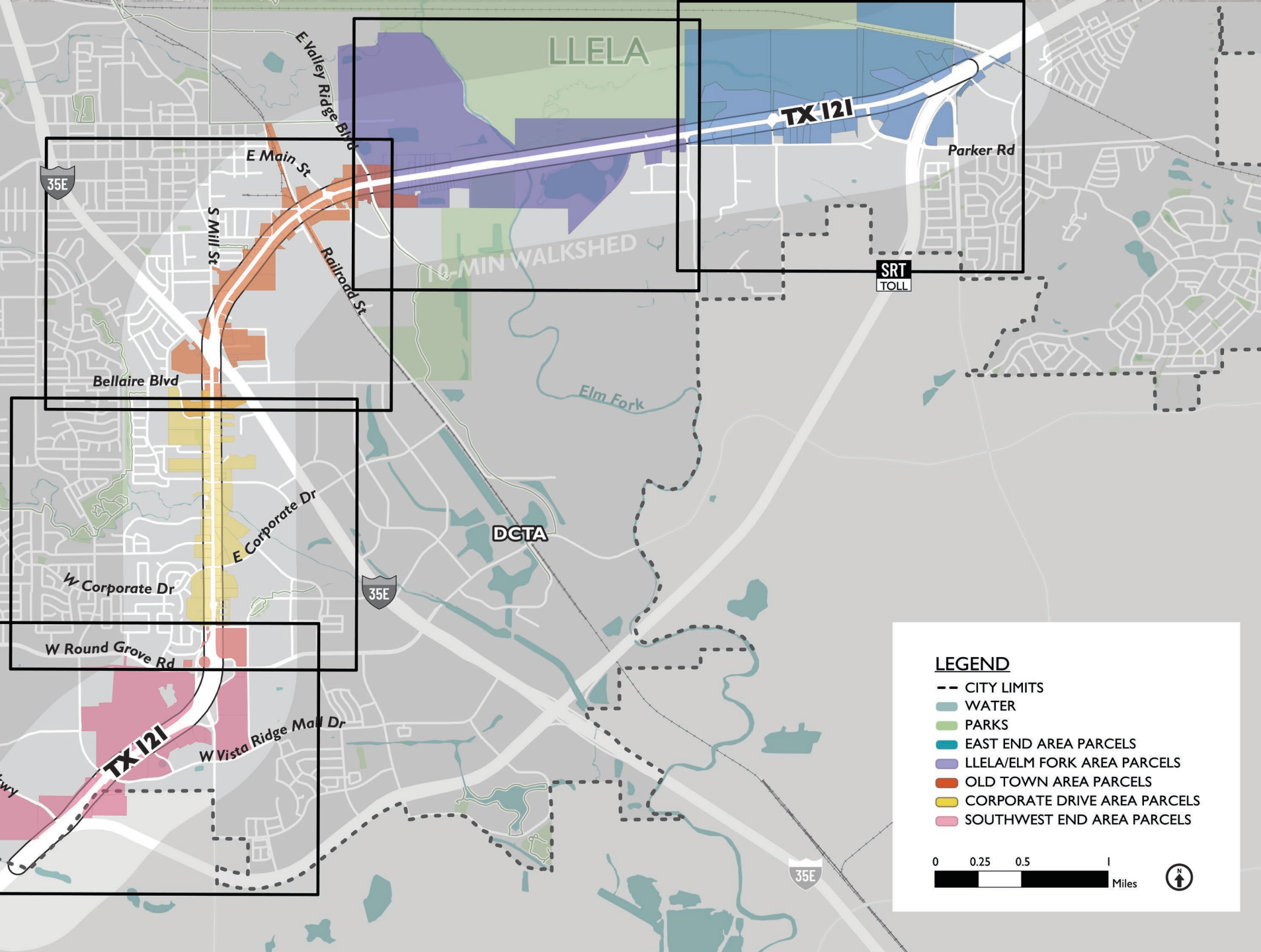
### MOBILITY NETWORK

Safety & Access  
Crash Analysis  
Commute Characteristics  
Multi-Modal  
Connectivity

### LOCAL MARKET

Industrial Trends  
Residential Trends  
Retail Trends  
Office Trends  
Hospitality Trends





## SUB-AREA ANALYSIS

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

ANALYSIS FOR EACH SUB-AREA INCLUDED:

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

# EXISTING CONDITIONS KEY TAKEAWAYS

## CHARACTER & BUILT FORM KEY FINDINGS

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





# EXISTING CONDITIONS KEY TAKEAWAYS

## MOBILITY KEY FINDINGS

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



# EXISTING CONDITIONS KEY TAKEAWAYS

## MARKET SUMMARY KEY FINDINGS



### MULTIFAMILY RESIDENTIAL

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



### FOR-SALE RESIDENTIAL

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



### INDUSTRIAL

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



### OFFICE

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



### RETAIL

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



### HOSPITALITY

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

# PUBLIC & STAKEHOLDER INPUT



\*Does not include @CityofLewisville email addresses

# IDEAS & OPINIONS

FOCUS GROUPS, INTERVIEWS, TOWN HALL, & SURVEY RESPONSES

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

- Non-Profit Leader

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

- Business owner

“Everybody wants a curb cut”

- Business owner

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

- Business-owner

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

- Lewisville Apartment Complex Manager

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

- Non-Profit Leader

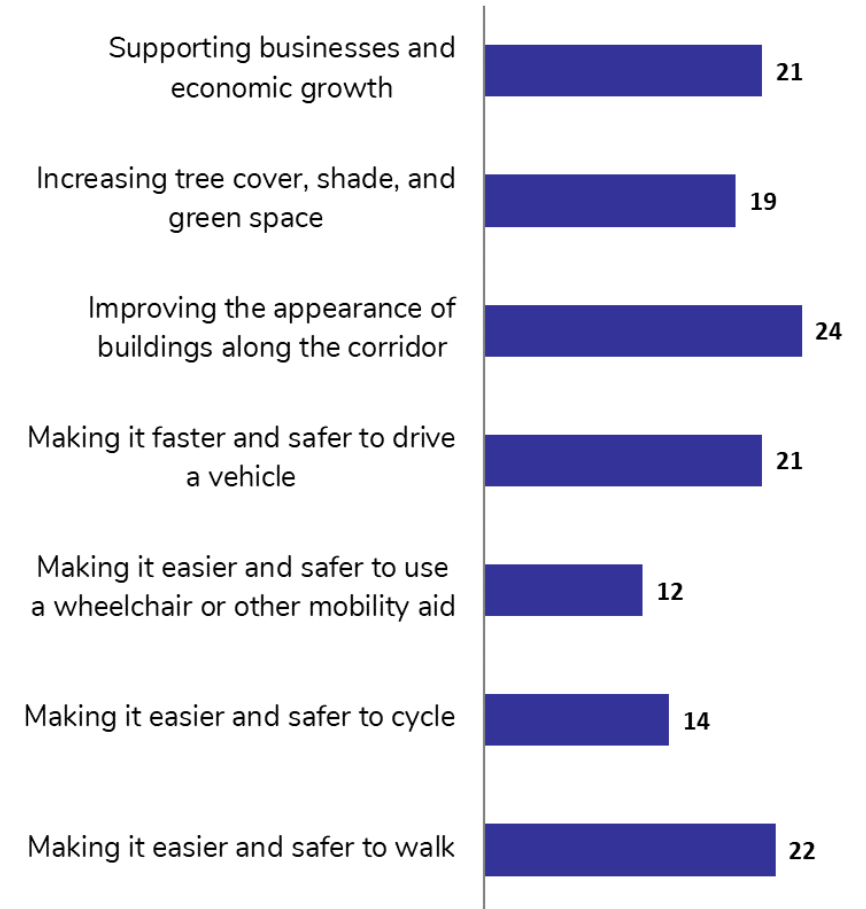
“Look at school bus stops and routes. [They are] not safe!”

-Resident

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

- Business-owner

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



## Words for TOMORROW:





# NEXT STEPS

- Finalize Existing Conditions Memo
- Develop Corridor Vision and Goals
- Additional Focus Group Discussions
- Scenario Development for Catalytic Sites

