IH-35E VISION STUDY
The study area straddles the IH-35E corridor and includes the Farmers Branch DART Station area.
1
KEY TAKEAWAYS
Key Takeaways
(from interviews and data)

> Regional growth has expanded outward but there is new **interest in the inner ring cities**.

> The **IH-35E corridor is a major employment center**, with industrial and commercial uses as the dominant uses.

> But the corridor is not seen as a cohesive and attractive place. An opportunity exists to create a **stronger sense of place and gateway to Farmers Branch**.

> Getting around is difficult without a car but there is **potential to improve connectivity**.
2

PLANNING FRAMEWORK

• North Texas Context
• The Corridor
• Getting Around
• A Sense of Place
North Texas Context
The Dallas North Tollway, US 75 and IH-35E each have a distinctive identity.
The IH-35E corridor is a major regional employment hub and industrial corridor.
74% of workers in the district live within 24 miles, but at rush hour it can take up to 1 hour to drive 24 miles.
Development in the region over the last 10 years has been concentrated in Dallas, the North Tollway and US 75.
Traffic and longer commutes are making the inner ring cities more attractive. Farmers Branch is central to major job hubs.
Farmers Branch is one of the more affordable inner ring cities in the North Dallas region.
Farmers Branch has grown in population and diversity over the last decade and is positioned to continue that trend.

**Population trend**
Source: U.S. Census Bureau and Social Explorer

- 1950: 0
- 1960: 5,000
- 1970: 15,000
- 1980: 25,000
- 1990: 30,000
- 2000: 32,000
- 2010: 28,616
- 2018 (est.): 40,209

**40% growth between 2010-2018**

**Race**
- White: 73%
- Black: 6%
- Asian: 8%
- Other: 16%

**Ethnicity**
- 45% Hispanic (2010)
- 44% Hispanic (2018 est.)

What role can the IH-35E corridor play?
The Corridor
Industrial and commercial uses make up 68% of the land area.
Offices and wholesale retail dominate, accounting for 41% of all commercial uses.
Vacancy is low but vacant land and partially vacant properties make it feel more vacant, especially in high visibility locations.
Flex space is the dominant typology accounting for 53% of all building square footage in the study area.
This is Flex Space

*with front and rear loading examples*
These are examples of Lowrise Commercial 
including fast food stores, strip mall retail, and office centers
This is an example of a Warehouse Showroom which are prominent along the highway frontage road for wholesale retail.
Getting Around
Very few of the major employers are within a 10-minute walk of the DART station.
Getting to and from the DART station and other destinations is a challenge without a car: sidewalks are not continuous.
Bike infrastructure is not yet sufficient to encourage more people to ride.
Over the last 10 years, bike and pedestrian crashes have been concentrated along Valley View.
The widening of IH-35E presents opportunities

- Create a gateway to Farmers Branch
- Maintain pedestrian and bicycle connectivity
- Preserve and expand pedestrian space
A Sense of Place
City parks are a key asset
As are new public spaces
A denser, more walkable station area will be a new hub of activity
Underutilized parking lots are common
Some properties offer amenities but not many
Green spaces could be enhanced
Conditions along the highway frontage roads vary – west side
Conditions along the highway frontage roads vary – east side
What are other cities doing to improve the public realm and create a sense of place?
What are other cities doing to improve the public realm and create a sense of place?

Highway lighting
What are other cities doing to improve the public realm and create a sense of place?

Green Parking Lot
Public Art

Industrial Areas
Public Art

Transportation Facilities
Seating / Tables
Bike Parking
Bike Path
Now we want to know what you think. Use the link to share your thoughts in a brief online survey. It will only take about 5 to 10 minutes.