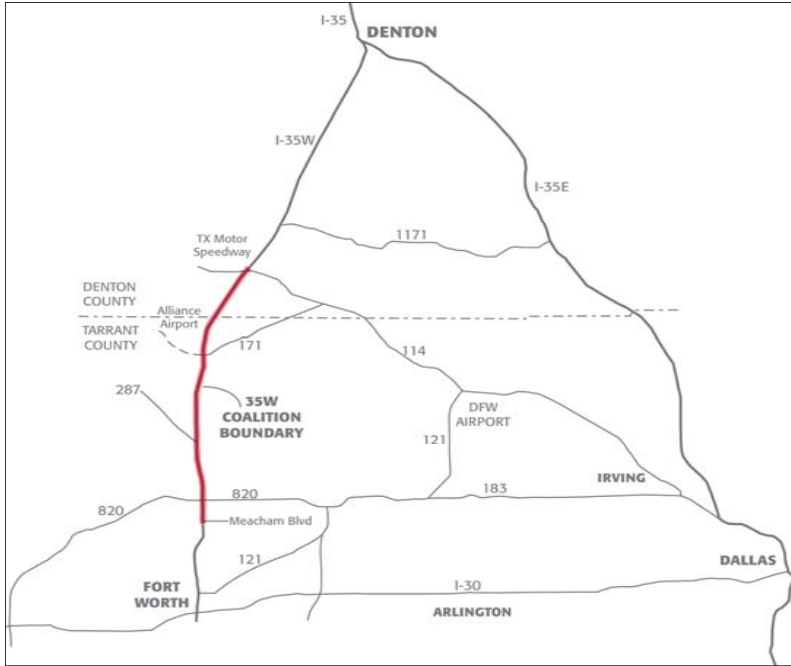


I-35W District Boundary

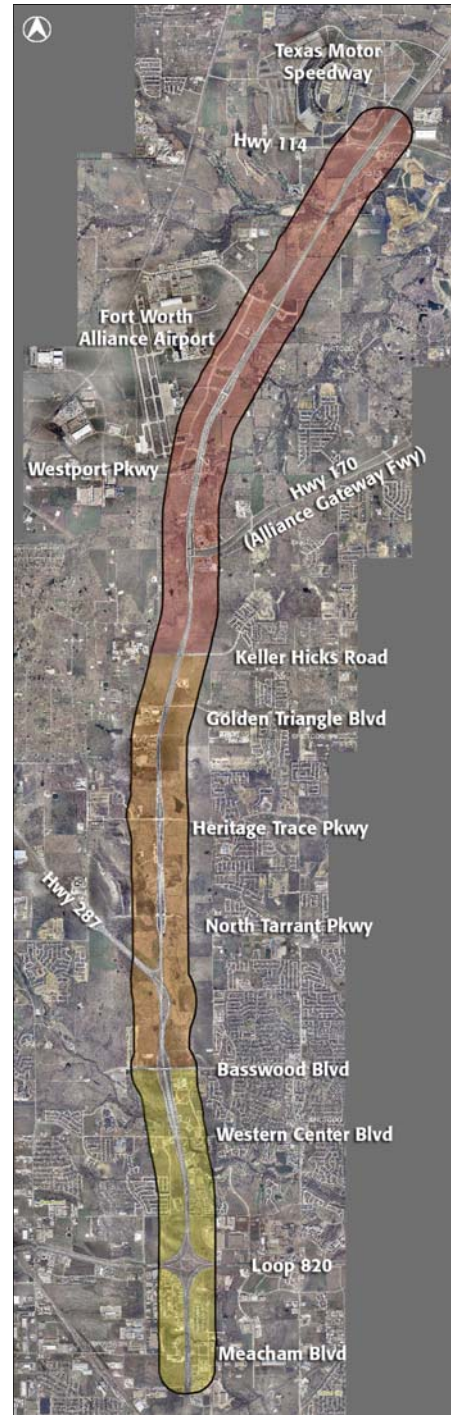


The *I-35W Development Standards and Guidelines* apply to a 2,000 foot wide corridor of I-35W from Meacham Boulevard to Highway 114 (1,000 feet from either side of the centerline of I-35W). This 15-mile corridor includes many of Fort Worth’s most prominent business parks and businesses including Mercantile Center, Fossil Creek, BNSF Corporate Headquarters, Cabela’s, Alliance Airport, and Texas Motor Speedway.

Character Zones

While the main purpose of these standards and guidelines is to establish a strong common identity for the I-35W corridor, it is recognized that the area is made up of three distinct development zones: North, Central, and South Zones. These areas differ greatly in density of existing development, architectural style, and in the amount of open space available for future development. The expression of these three zones will establish a framework for the roadway experience along the length of the corridor.

Too often, highway frontage roads and intersections are developed in a haphazard, uncoordinated manner that results in the disjointed pattern of buildings and parking lots throughout the highway corridor. Frequently, expansive parking lots with little shade or pedestrian walkways are located between the highway frontage road and the building.



Character Zones Map

North Zone:
Keller Hicks Road to
Highway 114

Central Zone:
Basswood Boulevard to
Keller Hicks Road

South Zone:
Meacham Boulevard to
Basswood Boulevard

South Zone– Looking North

The South Zone extends from Meacham Boulevard in the south to Basswood Boulevard in the north and includes the major highway interchange at Interstate 820. The South Zone is comprised of a number of well-established developments, including commercial, office, hotel, apartments, and retail establishments. In addition, residential developments are present on the periphery of the corridor. This zone reflects the unbridled growth that has taken place in north Fort Worth over the last 20 years. Although the *I-35W Development Standards and Guidelines* will only apply to all new development, there is an opportunity to bring a sense of visual order and consistency to this area and to create and enhance economic value.



Central Zone– Looking North

The Central Zone extends from Basswood Boulevard in the south to Keller Hicks Road in the north. Currently, this area is the least developed of the three character zones. However, new residential and retail development is flourishing on both the east and west sides of the corridor. Existing land uses include industrial, commercial, mixed-use, and residential. Because existing development is sparse, the Central Zone will be most affected by the *I-35W Development Standards and Guidelines*, as they will apply to all new development.



North Zone– Looking North

The North Zone extends from Keller Hicks Road in the south to Highway 114 in the north. With the exception of Texas Motor Speedway, the land uses in this area are primarily commercial, including warehouse and light industrial, office, and some retail. Many of the commercial buildings in this zone reflect the “cutting edge” technology that populates this area along the corridor. There is also a significant amount of undeveloped land in this zone, which will be affected by the *I-35W Development Standards and Guidelines*, as they apply to all new development.

