

City Council Work Session Handouts

January 28, 2013

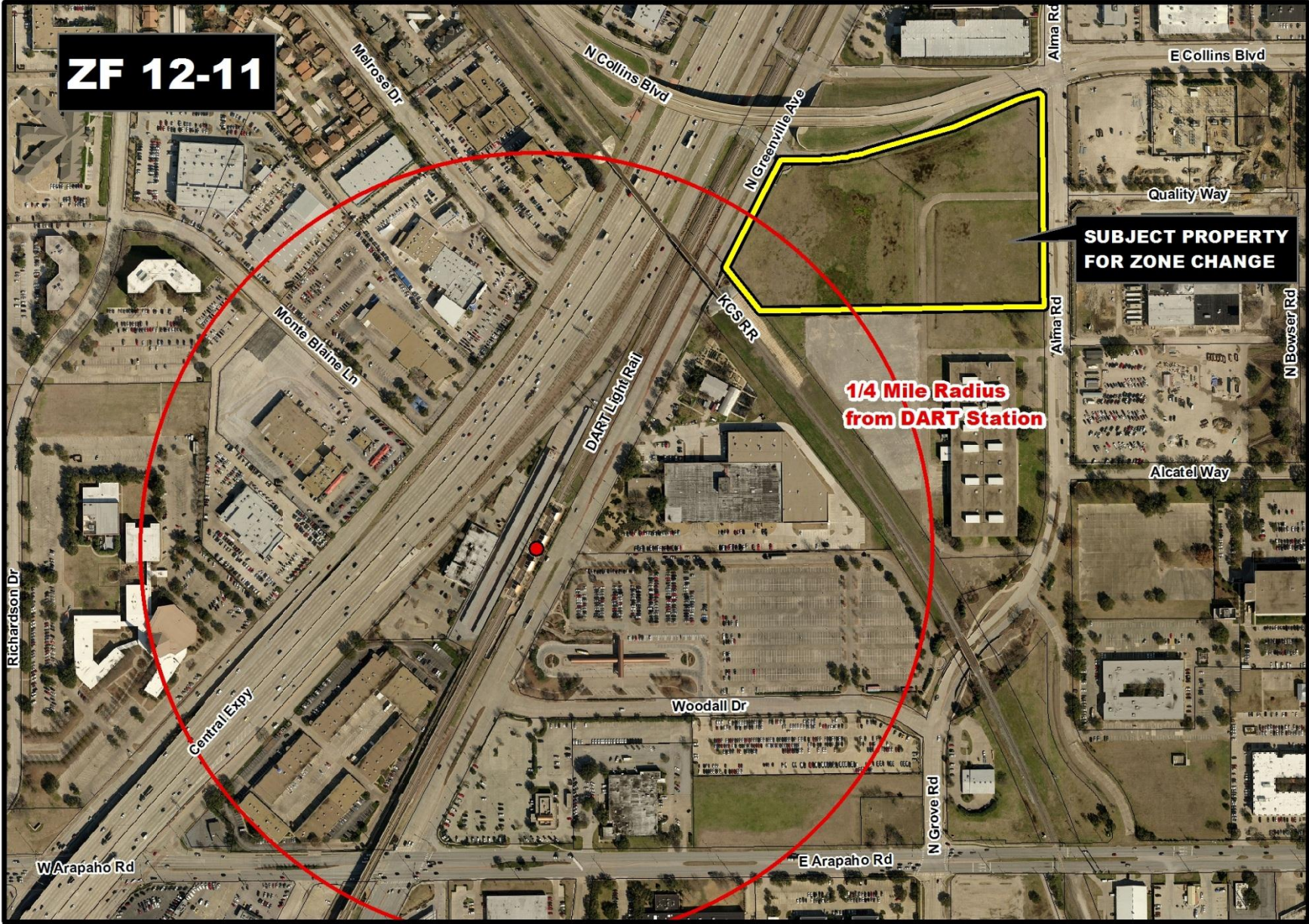
- I. Review and Discuss Zoning File 12-11
- II. Review and Discuss Warming Hut Sign Request
- III. Review and Discuss Golf Cars of Dallas Sign Request
- IV. Review and Discuss Part 2 of Final Report on Main Street/Central Expressway Study
- V. Review and Discuss 2012 Year End Crime Statistics and Program Updates

City Council Worksession



January 28, 2013

Meeting Begins at 6:00 P.M.



ZF 12-11

SUBJECT PROPERTY FOR ZONE CHANGE

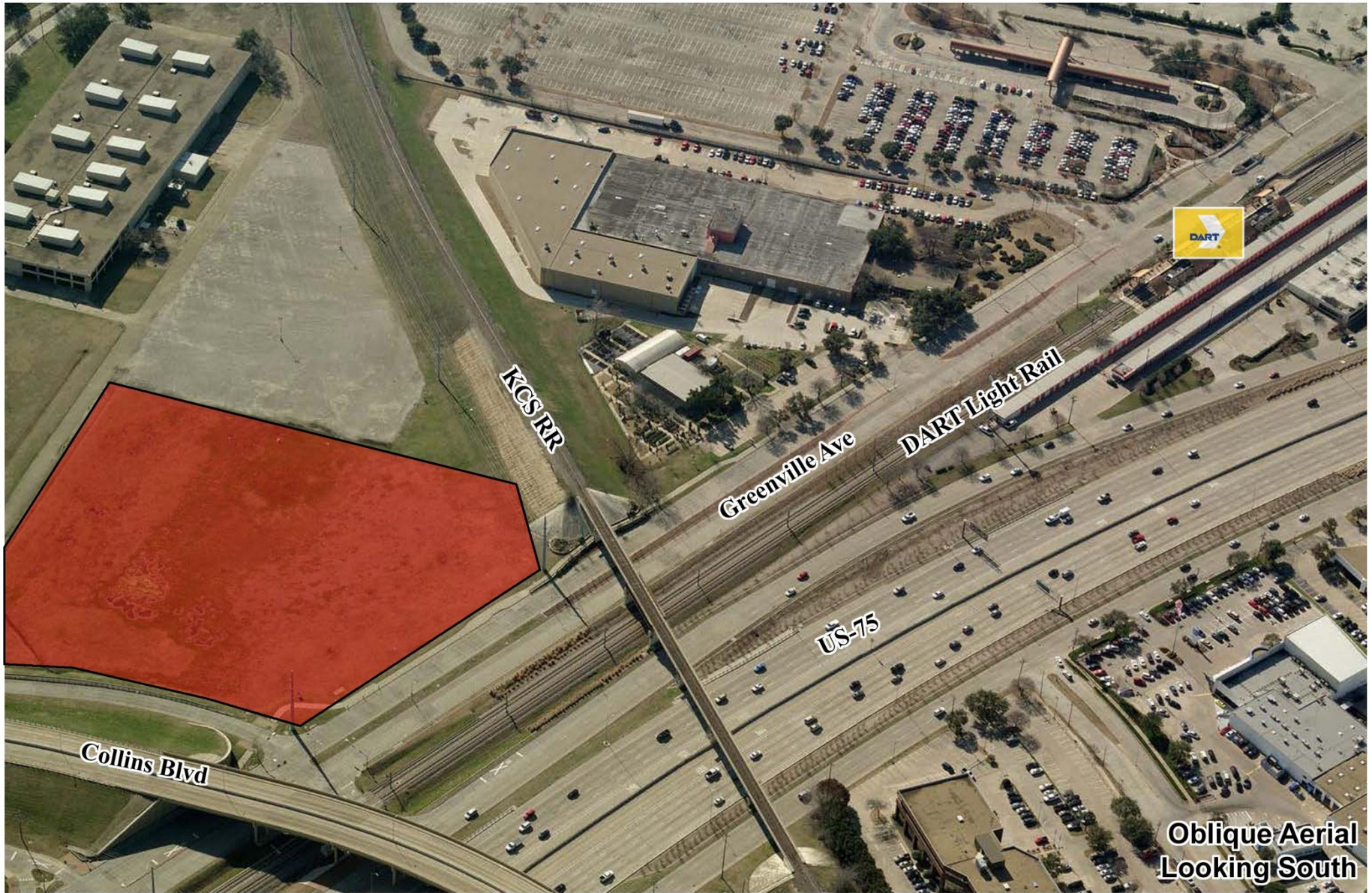
1/4 Mile Radius from DART Station

ZF 12-11 Aerial Map

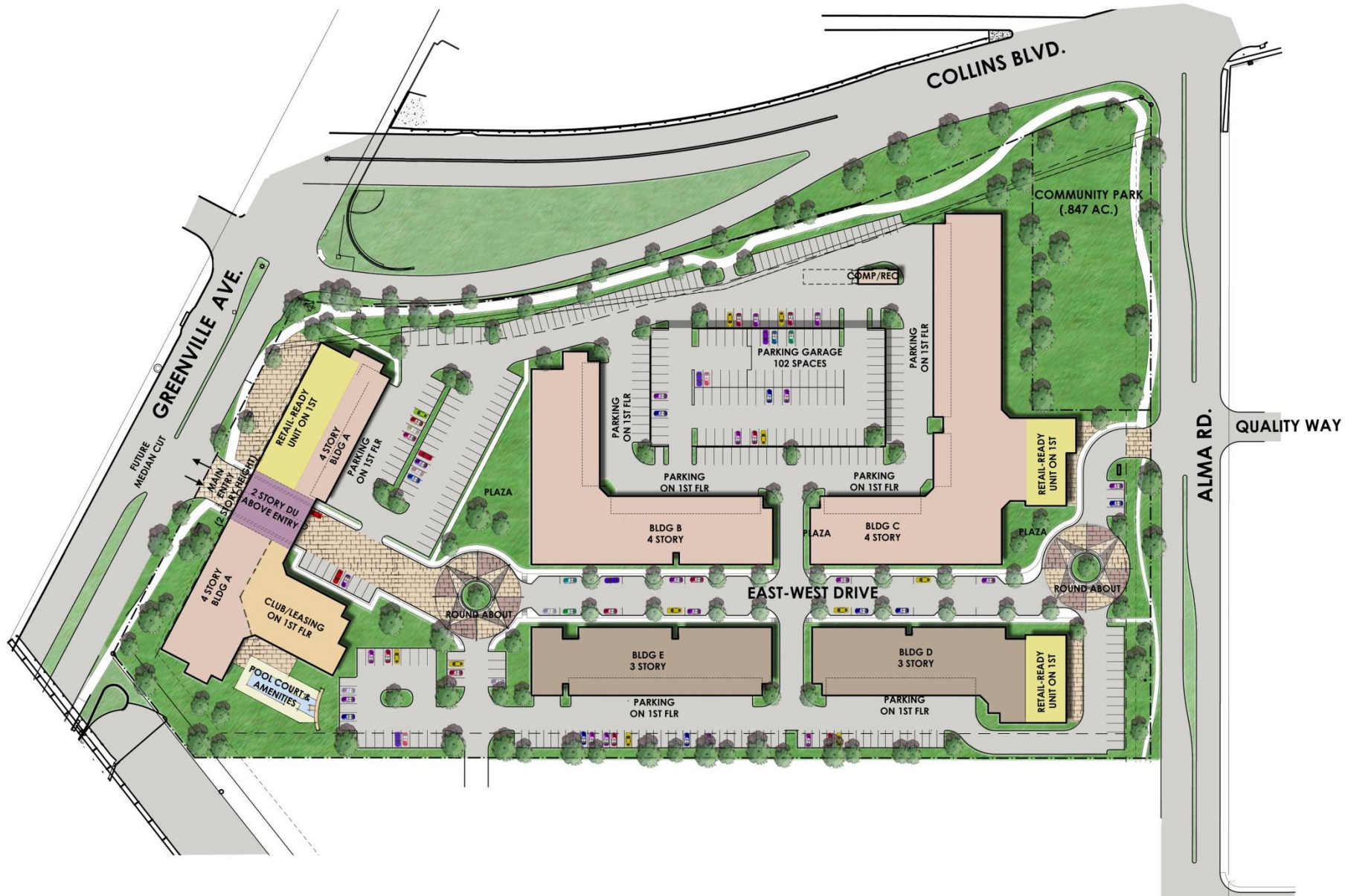
Updated By: shacklett, Update Date: September 24, 2012
 File: DSIMapping\Cases\Z\2012\ZF1211\ZF1211 ortho Quarter Mile from DART.mxd

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.





Oblique Aerial
Looking South



Zoning Exhibit
(presented at 11-12-2012 Council Meeting)



Revised Zoning Exhibit



BUILDING A WEST ELEVATION- GREENVILLE AVE.

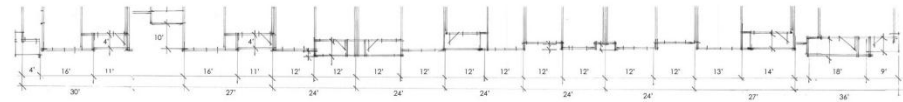


Metal Panel : 6%
 Hardi Panel : 13%
 3 Coat Stucco : 11%
 Brick : 28%
 Block : 4%
 Stone : 38%
 Masonry Total : 70%

Metal Panel : Blue
 Hardi Panel : White, Gray
 3 Coat Stucco : White
 Metal Awning : Blue
 Metal Canopy : Brown
 Brick : Gray
 Block : White
 Stone : Tan



BUILDING B SOUTH ELEVATION



Hardi Panel : 15%
 3 Coat Stucco : 9%
 Brick : 40%
 Block : 5%
 Stone : 31%
 Masonry Total : 76%

Hardi Panel : White, Blue, Gray
 3 Coat Stucco : White
 Metal Awning : Blue
 Brick : Gray
 Block : White
 Stone : Tan

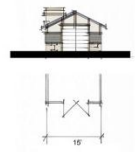
Hardi Panel : 16%
 3 Coat Stucco : 10%
 Brick : 28%
 Block : 9%
 Stone : 40%
 Masonry Total : 74%

Hardi Panel : White, Blue, Gray
 3 Coat Stucco : White
 Metal Awning : Blue
 Brick : Gray
 Block : White
 Stone : Tan

TRASH ENCLOSURE SOUTH ELEVATION

TRASH ENCLOSURE NORTH ELEVATION

TRASH ENCLOSURE WEST ELEVATION



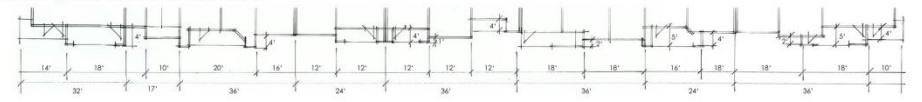
3 Coat Stucco : 36%
 Brick : 39%
 Stone : 25%
 Masonry Total : 64%

3 Coat Stucco : 15%
 Brick : 62%
 Stone : 23%
 Masonry Total : 65%

3 Coat Stucco : 5%
 Brick : 72%
 Stone : 23%
 Masonry Total : 95%



BUILDING B NORTH ELEVATION



GREENVUE DEVELOPMENT CONCEPTUAL ELEVATIONS

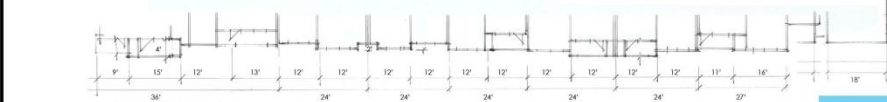
Exhibit C-1 - Part of Ordinance

Revised Building Elevations (Buildings A, B & Trash Enclosure)

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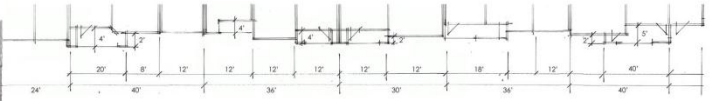


BUILDING E NORTH ELEVATION



Hardi Panel : 11%
 3 Coat Stucco : 19%
 Brick : 29%
 Block : 4%
 Stone : 37%
 Masonry Total : 70%

Hardi Panel : White, Blue, Gray
 3 Coat Stucco : White
 Metal Awning : Blue
 Metal Canopy : Brown
 Brick : Gray
 Block : White
 Stone : Tan

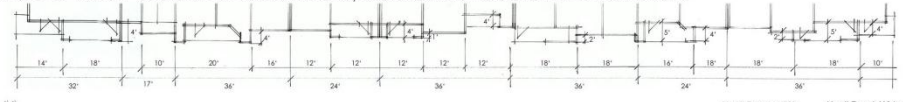


Hardi Panel : 15%
 3 Coat Stucco : 11%
 Brick : 29%
 Block : 5%
 Stone : 40%
 Masonry Total : 74%

Hardi Panel : White, Blue, Gray
 3 Coat Stucco : White
 Metal Awning : Blue
 Brick : Gray
 Block : White
 Stone : Tan



BUILDING D WEST & SOUTH ELEVATION, BUILDING C SOUTH ELEVATION

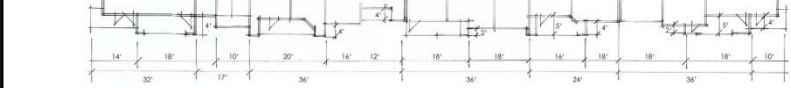


Hardi Panel : 15%
 3 Coat Stucco : 11%
 Brick : 29%
 Block : 5%
 Stone : 40%
 Masonry Total : 74%

Hardi Panel : White, Blue, Gray
 3 Coat Stucco : White
 Metal Awning : Blue
 Brick : Gray
 Block : White
 Stone : Tan



BUILDING C EAST ELEVATION



GREENVUE DEVELOPMENT CONCEPTUAL ELEVATIONS

Exhibit C-2 - Part of Ordinance

Revised Building Elevations (Buildings C-E)

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Perspective Rendering (Greenville Avenue)



**Looking North along
Alma Road**



**Looking Northwest from
Alma Road**



**Looking South from
Collins Overpass**



**Looking South along
Greenville Avenue**



Revised Zoning Exhibit

**Sign Control Board Meeting
January 9, 2013**

Background

- ❑ The recent enhancements to Chapter 18 of the Code of Ordinances permit electronic messaging centers by right on monument and pole signs.
- ❑ If a property owner wishes to replace his/her existing monument or pole sign with a electronic messaging device, entirely or in part, said sign application can be processed via our regular standard operating procedures provided all other applicable regulations are met.

Background

- ❑ When an existing monument or pole sign does not meet all other applicable regulations, as a result of a previous variance being granted for instance, the sign application cannot be processed via our regular standard operating procedures.
- ❑ A new request for a variance to the current regulations must be made so that the appropriateness of the electronic messaging device can be considered in conjunction with the non-conforming features of the sign.

Background

- ❑ A variance to a regulation included in Chapter 18 that is granted by the Sign Control Board and accepted by City Council may not be restricted to a specific property owner, business owner, or business operator.
- ❑ Relevant considerations include tract size, shape, location, etc., and if any of these factors results in a hardship or renders enforcement of the applicable regulations unreasonable.
- ❑ As such, a variance to a regulation included in Chapter 18 remains valid as long as the sign structure/type is not altered or otherwise changed. Re-facing a sign is permitted, however.

SCB Case 13-01
Warming Hut
331 N. Central Expressway

SCB 13-01



Residential

Apartment

Office

Subject Sign

Zoning 250 feet from the subject sign;
North and South - Commercial
West - Residential, Apartment, and Office
East - Central Expy



Existing Sign

- ❑ Height: 18'
- ❑ Size: 60 sq. ft.
- ❑ Variance:
 - ❑ Granted June 4, 1975
 - ❑ 12' setback from adjacent property to the north.

** No Setback is required from adjacent public property (southbound Central Service Road) but the sign cannot be in an easement or create a visibility obstruction.*



Applicable Ordinance

□ Chapter 18, Article III, Section 18-96

(23) Pole Sign;

(d) Location:

(ii) Pole signs must be located a minimum of 30 feet from an adjoining private property line.

Requested Variance

- Allow a pole sign to be located 12 feet from the private property line to the north.

Reason for request

- ❑ If the sign is placed 30 feet from the adjoining private property it will overhang the parking lot and the support pole would be on the edge of a landscape island where it could be damaged by vehicles turning into the parking lot.

Subject Sign





Looking Southwest

WARMING HUT



SKI
AND
BOARD

OPEN MON THU TILL 9

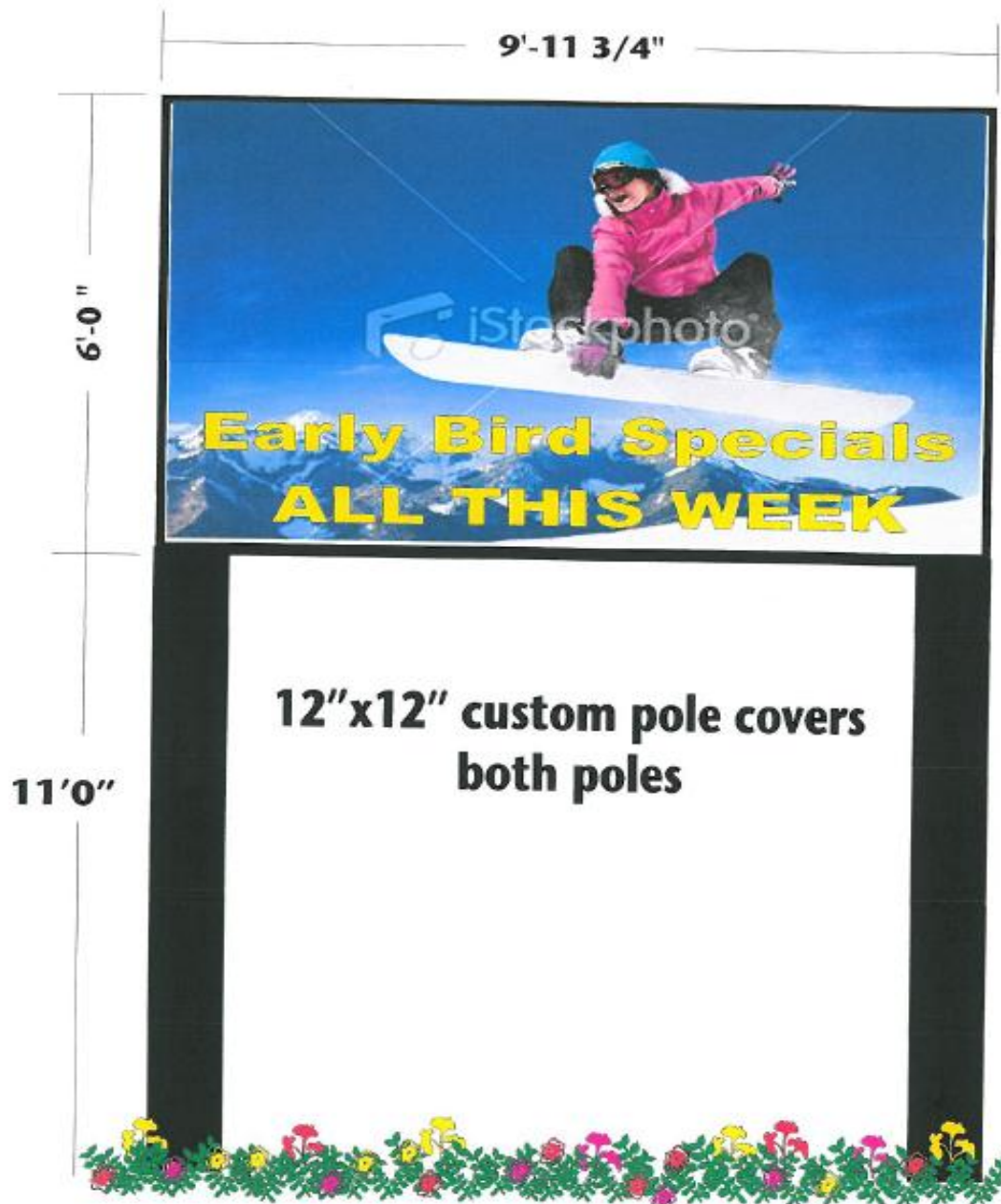
Looking East

WARMING HUT
SKI AND BOARD
20 50% OFF SALE!

Glass

Looking North

Proposed Sign



Sign Control Board Action

- ❑ The Sign Control Board voted unanimously to approve SCB Case 13-01.
- ❑ One letter of opposition was received from a residential property owner who resides in Richardson Heights.

SCB Case # 13-03
Golf Cars of Dallas
2100 Alamo Road

SCB 13-03



Subject Sign



Zoning 250 feet from the proposed sign:
Local Retail

Existing Sign

- ❑ Variance:
 - ❑ Granted August 25, 1994
 - ❑ Increase height from 20' to 40'
 - ❑ Increase area from 60 sq. ft. to 112 sq. ft.
 - ❑ Allowed to be multi-tenant



Applicable Ordinances

□ Chapter 18, Article III, Section 18-96

(23) Pole Signs;

(b) Location:

(iii) Retail, commercial zoning districts

(1) Single-use signs: 60 square feet in area,
20 feet in height.

Applicable Ordinances

□ Chapter 18, Article III, Section 18-96

(23) Pole Signs;

(c) Number:

(iii) Retail, commercial zoning districts

(1) Sites less than 10 acres: one single-use
pole sign

Requested Variance

- Allow a multi-tenant pole sign that is 40 feet in height and 112 square feet in area.

Reason for request

- To make the business more visible to traffic on Central Expressway.
- Current sign has faded and business wants to project the desired image of the business.

Existing Sign



Proposed Sign

HALF PRICE BOOKS
RECORDS • MAGAZINES

AG 2210 2 LINE
TFC COLOR ENC



Sign Control Board Action

- ❑ The Sign Control Board voted 4-1 to approve SCB Case 13-03.
 - ❑ One letter of opposition was received from a residential property owner who resides in Richardson Heights.

**Sign Control Board Meeting
January 9, 2013**

City Council Work Session

January 28, 2013



Image Source – Richardson Public Library

Agenda

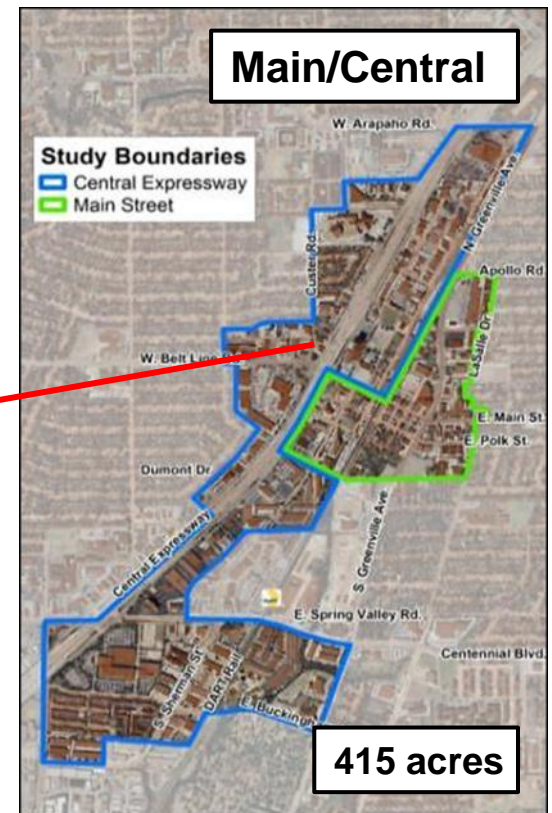
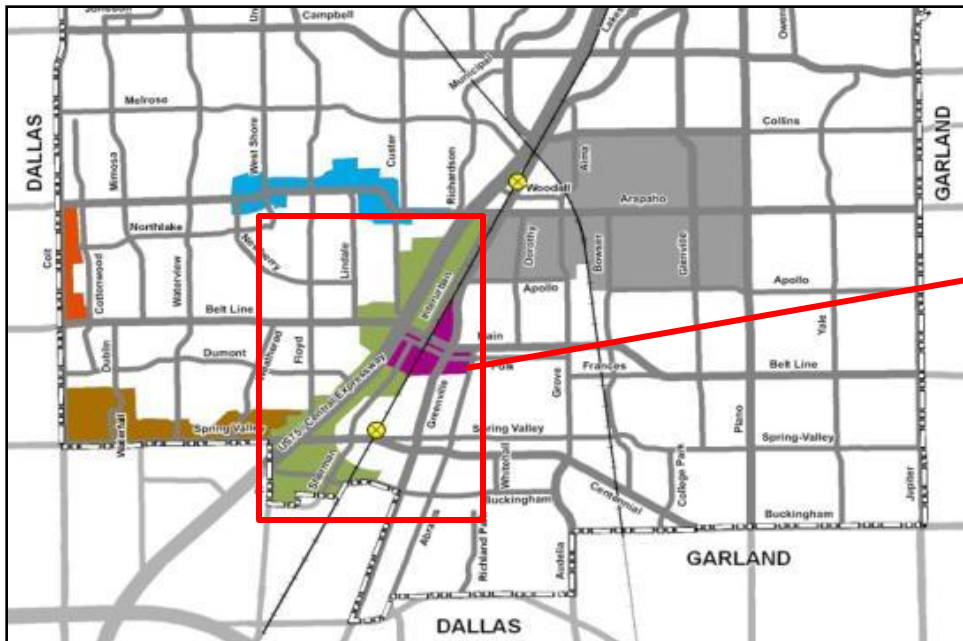
- Project Introduction
- Vision for the Future
- Implementation
- Next Steps

Project Introduction

2009 Comprehensive Plan

Six Enhancement / Redevelopment Areas for further study

- West Spring Valley (*complete*)
- East Arapaho/Collins (*underway*)
- West Arapaho
- Coit
- **Old Town/Main Street (*underway*)**
- **Central (*underway*)**



Study Approach

- **Inventory existing conditions**
- **Understand the market**
- **Identify barriers to reinvestment**
- **Gather stakeholder input**
 - Community meetings
 - Online surveys and questionnaires
 - Facebook page
 - Individual/small group workshops and discussions
- **Develop preliminary vision for the study area**
- **Confirm the concepts with stakeholders**
- **Outline an implementation plan**



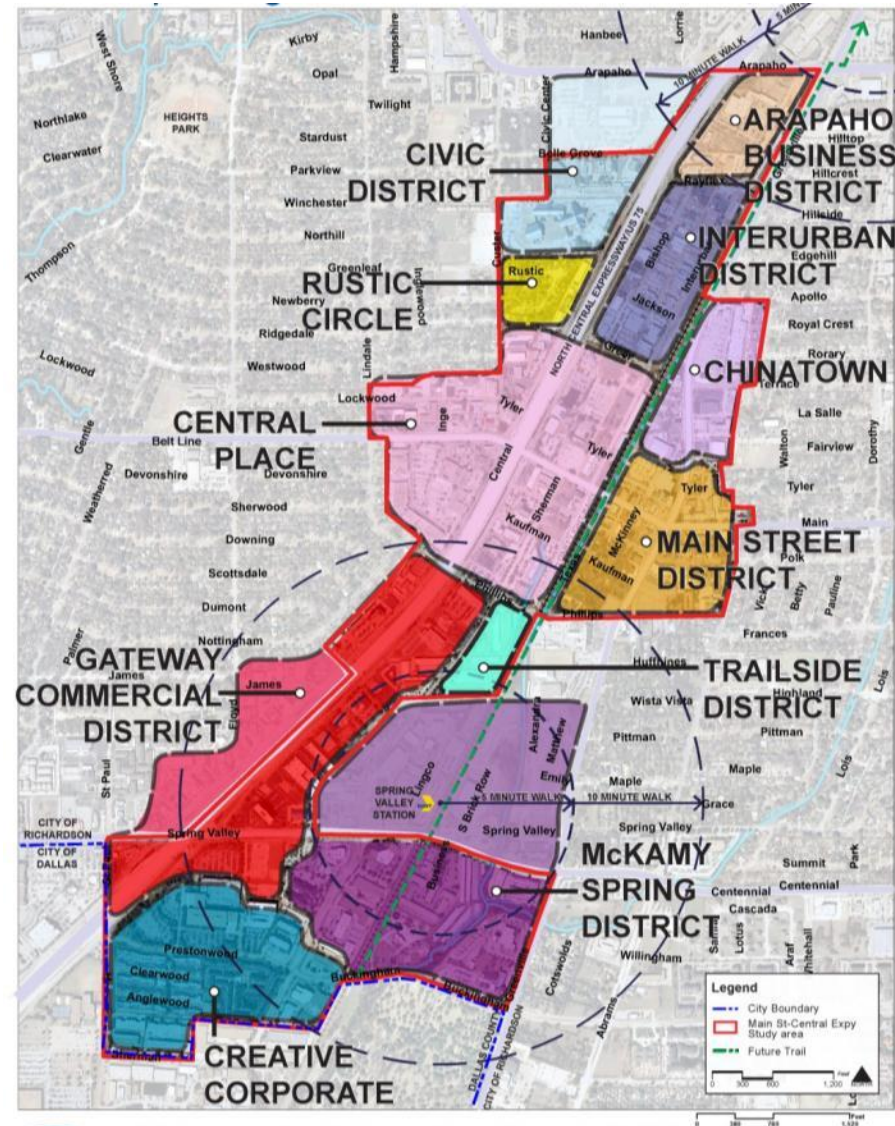
Project Status

- ✓ Introductory and status update **briefings** (throughout)
- ✓ **Online resources** to increase awareness, participation and to collect additional comments
 - ✓ Webpage
 - ✓ Online survey and questionnaire
 - ✓ Facebook page
- ✓ **Community Meetings**
 - ✓ Open House (July 10)
 - ✓ Community Workshop (September 19)
 - ✓ Final Public Input Session (November 8)
- ✓ **Focus Group Workshop** (September 15) and **Individual and Small Group Interviews** (September 18 and 19)
- ✓ **Draft final report and recommendation – Market analysis and vision** (December 17)
 - **Draft final report and recommendation – Implementation** (January 28)

Vision for the Future

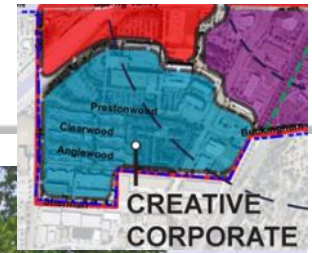
Concept Plan

- The Concept Plan aligns
 - Existing physical conditions
 - Existing opportunities and constraints
 - Anticipated future real estate/market factors
 - Community desires
- The plan also balances
 - Short-term opportunities that can be achieved with minimal investment
 - Longer-term vision elements that will require public and private sector initiatives



Concept Plan – Creative Corporate

- 63 developable acres
- Focuses on attracting creative, innovative corporations to the corridor
- Supports public desire to attract businesses oriented to creativity, design, and “knowledge” workers



Concept Plan – Gateway Commercial District

- 50 developable acres
- Focuses on creating a commercial development “gateway” to Richardson
- Builds upon, supports and extends the vision established for the area West of Central in the West Spring Valley Vision study



Gateway Commercial District - Focus Area A

- Commercial mixed-use environment
- Catalyst Site 1 is located at the northeast corner of the intersection
- Catalyst is built around the existing Comerica Bank building



Gateway Commercial District - Catalyst Site 1

Without Pedestrian Bridge



Gateway Commercial District - Catalyst Site 1

With Pedestrian Bridge



MAIN STREET / CENTRAL EXPRESSWAY STUDY

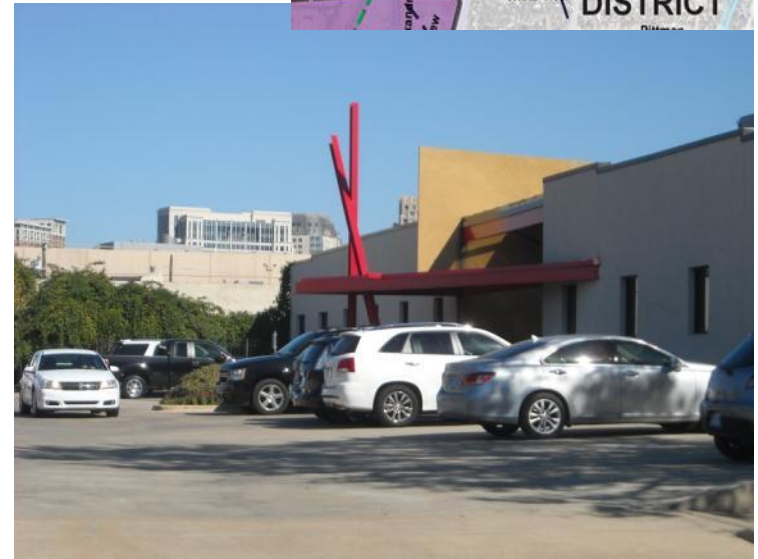
Concept Plan – McKamy Spring District

- 62 developable acres
- Establishes future phases for ultimate build out of Transit Oriented Development at the Spring Valley Station
- Provides support housing for Creative Corporate and Gateway Commercial Districts



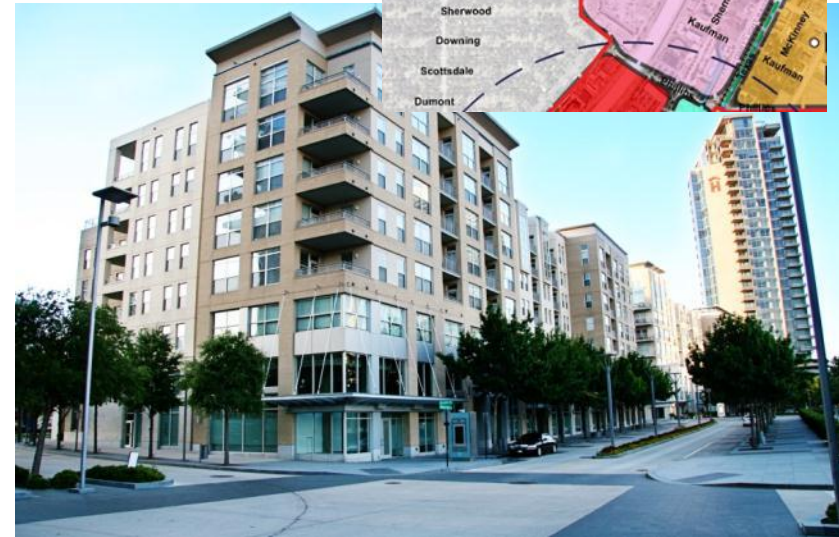
Concept Plan – Trailside District

- 10 developable acres
- Positions Richardson as a community concerned with sustainability and the arts
- Focuses on adaptive reuse of existing industrial buildings



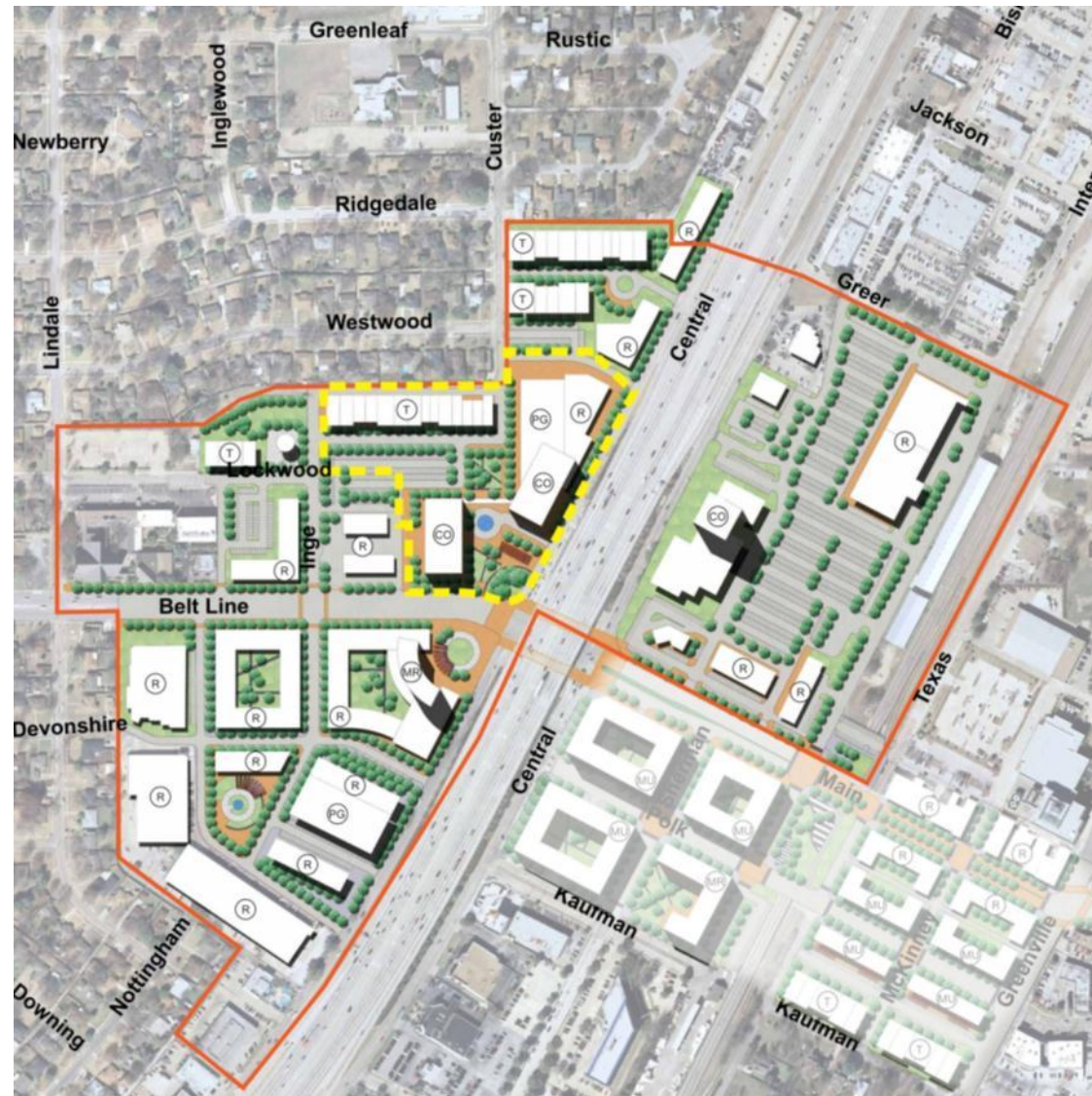
Concept Plan – Central Place

- 78 developable acres
- Creates a vibrant, mixed-use district at the heart of the study area
- Focuses on supporting infill development to create an “address” in the corridor



Central Place - Focus Area B

- Primarily retail focused with some residential and office development
- Catalyst Site 2 is located at the northwest corner of the intersection
- Catalyst is focused on creating a new commercial office and retail development

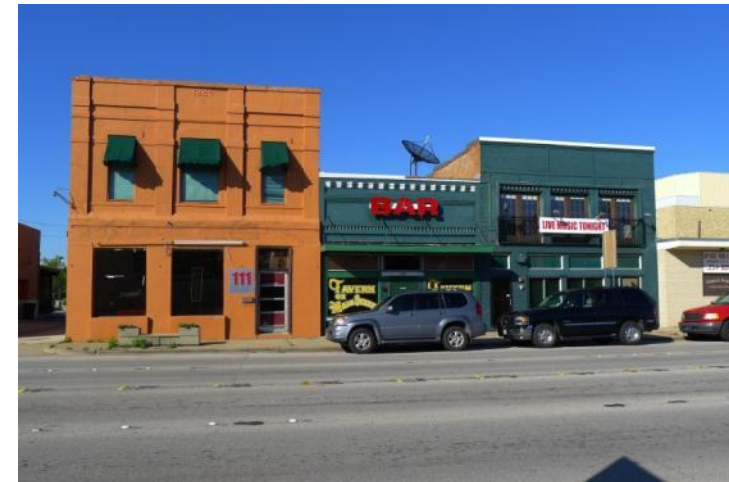


Central Place - Catalyst Site 2



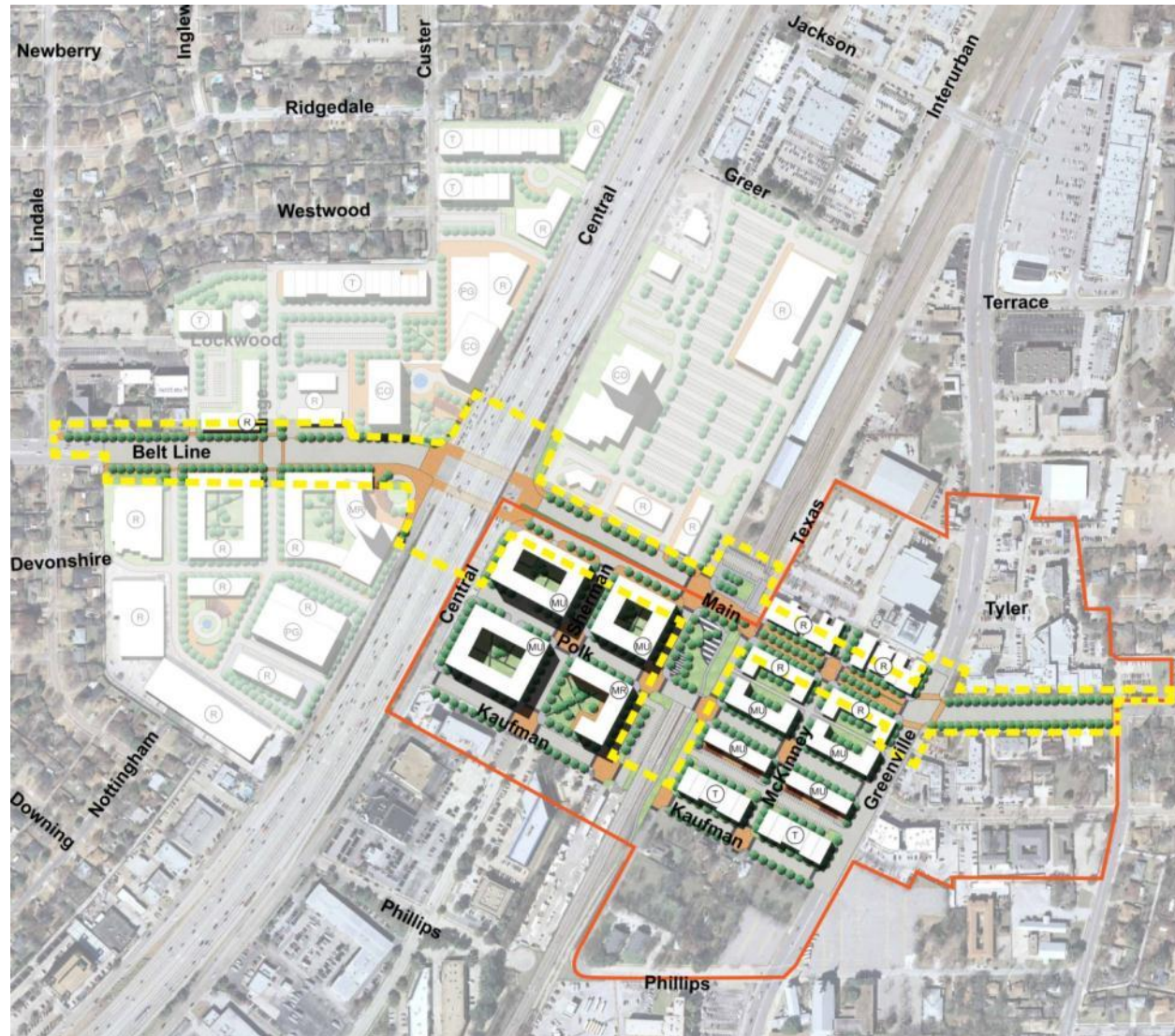
Concept Plan – Main Street District

- 37 developable acres
- Creates a multi-generational, eclectic “heart” for the community based on a mix of uses and cultures, and a mix of old and new
- Provides an additional opportunity for an entertainment destination in the community



Main Street District - Focus Area C

- Mixed-use development type
- Higher density adjacent to U.S. 75, lower density east of DART
- Catalyst Site 3 includes Main Street and the adjacent public realm



Main Street District - Catalyst Site 3



Main Street District - Catalyst Site 3

Looking West Along Main Street



MAIN STREET / CENTRAL EXPRESSWAY STUDY

Main Street District - Catalyst Site 3

Looking East Along Main Street



MAIN STREET / CENTRAL EXPRESSWAY STUDY

Main Street District - Catalyst Site 3

Looking North Along DART



MAIN STREET / CENTRAL EXPRESSWAY STUDY

Main Street District - Catalyst Site 4

- Not site-specific - could be developed in several locations
- Could occur on some of the vacant residential lots in the Main Street area
- Prototype could also be applied to small multi-family residential sites



Concept Plan – Chinatown

- 22 developable acres
- Builds a vibrant, mixed-use district within existing infrastructure
- Has potential to evolve as a center for tourism and education related to Chinese culture



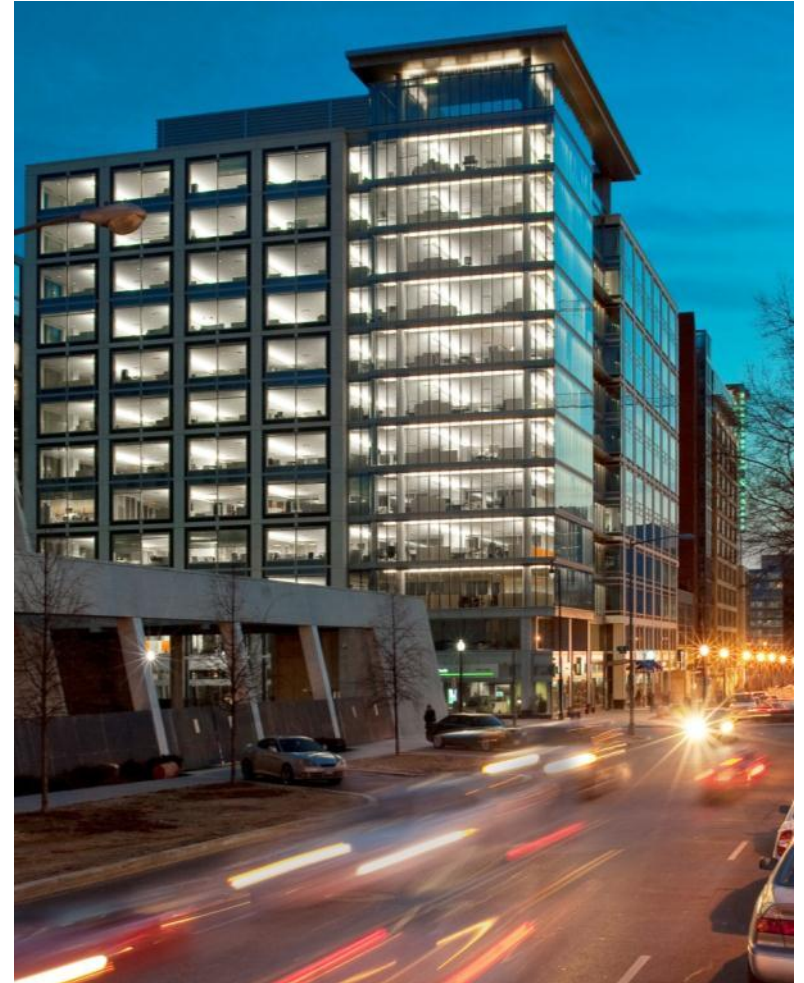
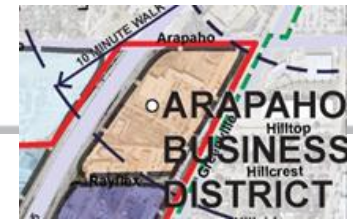
Concept Plan – Interurban District

- 25 developable acres
- Creates an edgy, mixed-use district built upon the existing bones of the district
- Focuses on adaptive reuse of existing buildings and targeted infill development



Concept Plan – Arapaho Business District

- 16 developable acres
- Creates a new location for business development along the U.S. 75 corridor
- Will likely occur after the development of sites that are closer to the Arapaho Transit Center



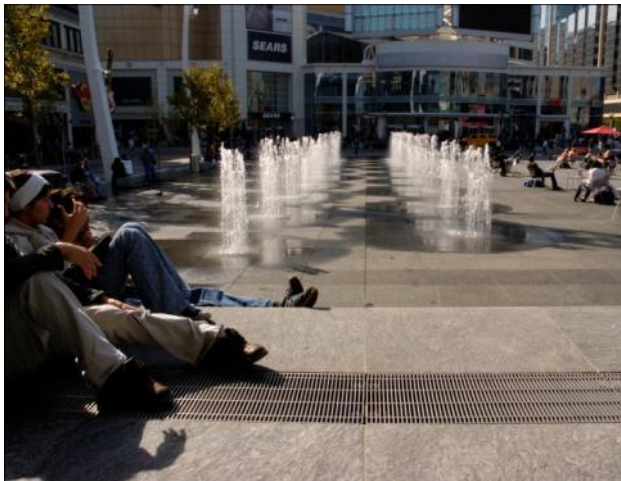
Concept Plan – Rustic Circle

- 10 developable acres
- Promotes the continued revitalization of the neighborhood through investment in existing homes and the continued transformation into a multi-generational neighborhood



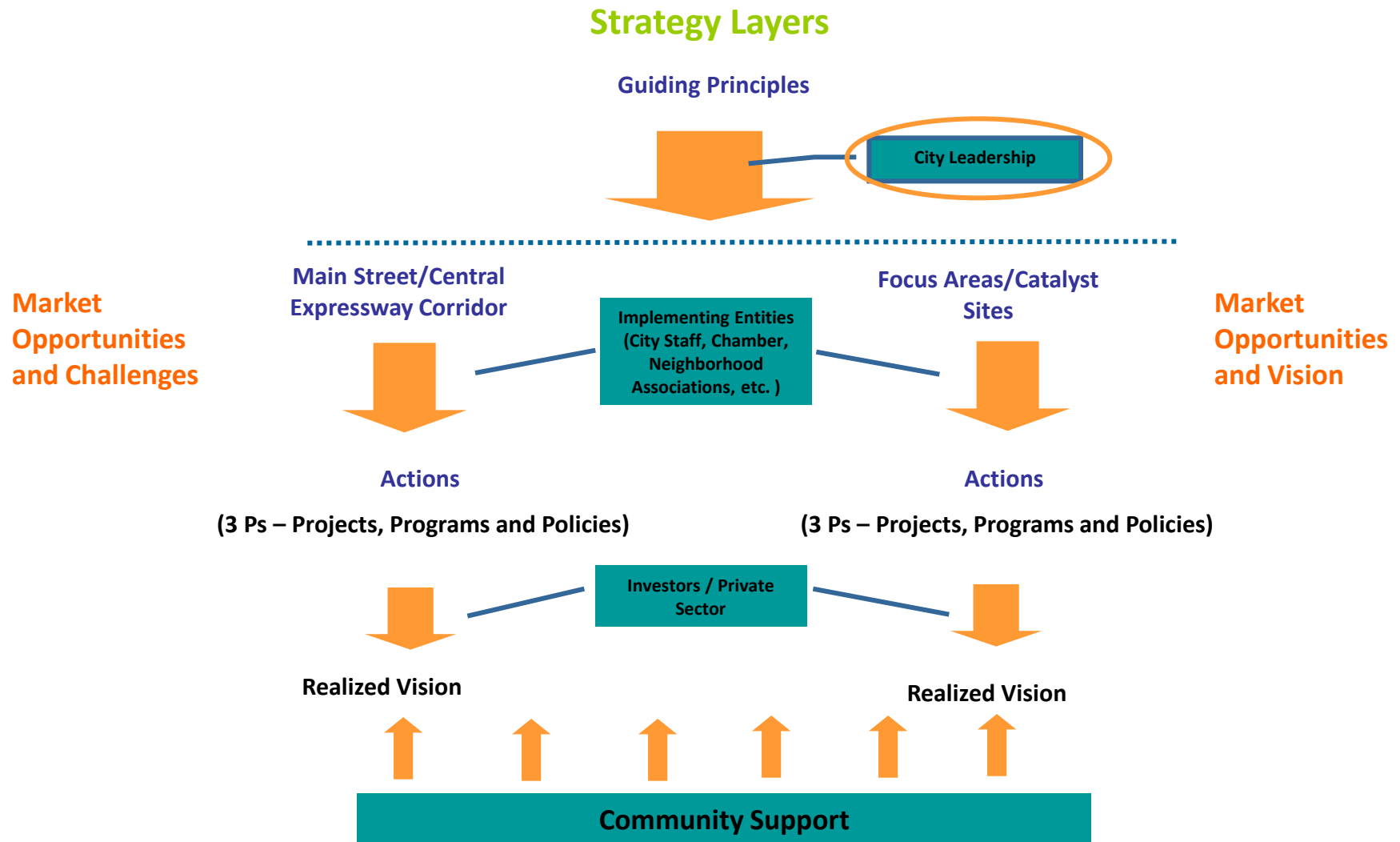
Concept Plan – Civic District

- 23 developable acres
- Builds upon the civic and institutional uses currently in the area to create a cohesive district through streetscape improvements and consistent urban design elements



Implementation

Implementation Framework



Reinvestment Challenges

- Difficulty in assembling property
- Comparatively high land costs
- Heightened regulation and review
- Lot depths
- Curb cuts
- Parking costs
- Shared infrastructure
- Construction staging
- Perceived greater risk in serving narrow markets
- Limited examples of creatively-financed projects
- Public opinion

Elements of Feasibility

- **Market** Feasibility (demand in the trade area for particular land uses/products)
- **Physical** Feasibility (does physical environment accommodate uses in demand?)
- **Political** Feasibility (is community leadership supportive of desired uses/products?)
- **Regulatory** Feasibility (do existing regulations support market opportunities?)
- **Organizational** Feasibility (are there advocacy entities or “cheerleaders” in place to advance projects?)
- **Financial** Feasibility (does the market opportunity provide a reasonable return on investment to the private sector?)

Strategy for Catalyst Projects

Catalyst Project Private Sector Investment Leverage

Catalyst Project	Total Private Investment	Total Public Investment*	Leverage Ratio**
Catalyst #1: NEC US 75/Spring Valley	\$129,500,000	\$32,400,000	4.0
Catalyst #2: NWC US 75/Belt Line	\$67,300,000	\$18,800,000	3.6
Catalyst #3: Main Street Enhancements***	\$9,600,000	\$9,700,000	1.0
Catalyst #4: Townhome	\$8,700,000	\$2,400,000	3.6
Totals	\$215,100,000	\$63,300,000	3.4

* Reflects both "direct" and "indirect" public investment.

** Reflects amount of private investment generated for every \$1 dollar in public investment.

*** Reflects potential increase in property value rather than value of new investment.

Source: HOK Design and Ricker | Cunningham.

- Economic gaps of 15% to 40% are not uncommon
- No one resource will “fill the gap”

Guiding Principles for Revitalization

- Gateways to neighborhoods will be protected and enhanced
- The City will maintain a proactive attitude towards redevelopment which is consistent with the vision for the Main Street/Central Expressway Corridor
- The community's vision for the Main Street/Central Expressway Corridor will be reflected in supporting policies and regulations
- Future commercial uses will be encouraged near major intersections
- Development will be guided by short-term guidelines and long-term standards
- Public commitment will be long-term

Guiding Principles for Revitalization

- The City will provide assistance for eligible projects that have verifiable financing gaps (to the extent reasonable and possible), but for the minimum possible length of time
- Preferences will be given to projects emphasizing a greater diversity of uses and serving broader market segments
- Priority projects must either provide a leveraged financial return or a cost savings to the City
- Developed and underdeveloped properties will be put into productive use
- Capital investments will embody Richardson traditions and history

Action Categories

- Define Market Identity
- Integrate Land Uses
- Enhance the Public Realm
- Build Human Connections
- Expand the Tool Box

Shaping the Market

Forces and events that will alter the existing land use development pattern and accelerate activity and increase value

- New investment and reinvestment (businesses and homes)
- Improvement in market conditions
- Greater diversity in land use and product mix
- Investment in public spaces
- Introduction and enhancement of neighborhood and community amenities
- Policies and incentives which support sustainable change – permanence vs. immediate gratification
- Flexible vision which balances market and economic reality with community vision

Highest Priority Actions – Begin in 2013

Define Market Identity

1. Monitor property conditions in Sub-Districts and Catalyst Sites
2. Prepare marketing materials for Sub-Districts and Catalyst Sites
3. Conduct periodic workshops with DFW developers, investors, realtors, lenders

Highest Priority Actions – Begin in 2013

Integrate Land Uses

1. Consider rezoning and/or zoning overlays for select Sub-District locations to allow for a wider range of land uses
2. Conduct an analysis to establish appropriate height regulations for new development adjacent to existing neighborhoods

Highest Priority Actions – Begin in 2013

Enhance the Public Realm

1. Make strategic infrastructure investments in key Sub-Districts and Catalyst Sites
2. Establish consistent landscaping, streetscape and parking standards in key Sub-Districts and Catalyst Sites
3. Participate in TxDOT's redesign of Central Expressway
4. Refine the cross section of Belt Line/Main Street for mobility, functionality, and support for adjacent land uses

Highest Priority Actions – Begin in 2013

Build Human Connections

Note: While the strategies in this category are important for the success of the Corridor, they will either be implemented on an ongoing basis or are likely to be undertaken in a time period that is beyond the immediate (Strategy Timing: Highest Priority) time frame

Highest Priority Actions – Begin in 2013

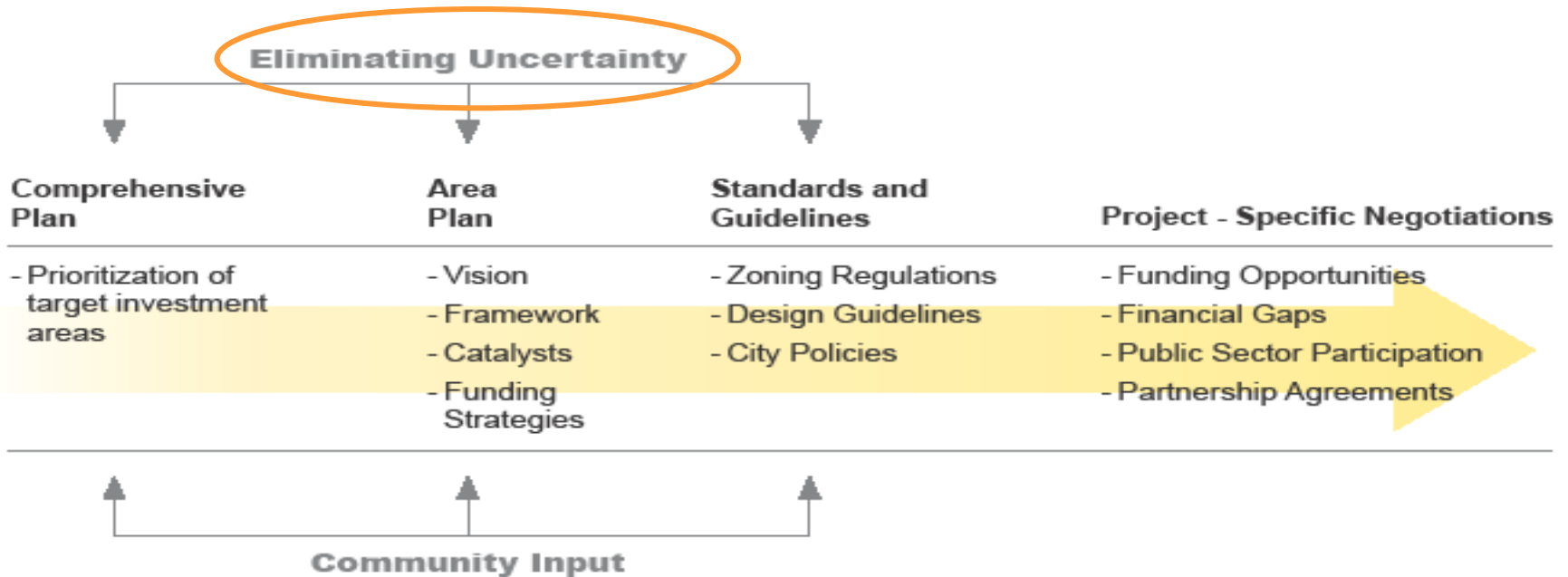
Expand the Tool Box

1. Evaluate the feasibility of acquiring property in key Sub-Districts and Catalyst Sites for assembly and developer recruitment
2. Conduct a private sector outreach/engagement process for catalyst project(s)
3. Continue to explore creative funding mechanisms for infrastructure improvements, land assembly and public/private development projects

Revitalization Truths

- Significant gaps are not unusual
- Neither private nor public sector can do it alone
- Gaps will be filled by multiple sources/mechanisms
- Success will be determined by equalization of returns for private and public partners (however measured)
- As revitalization advances, the need for public sector financial participation declines

Community Planning Process



Next Steps

Next Steps

Time Frame	Task
January 28, 2013	Implementation Plan Briefing
Spring 2013	Request Consultant Qualifications, Interview and Engage the Consulting Team for Zoning Ordinance/Design Guidelines
Summer 2013 – TBD	Draft Zoning Ordinances and Design Guidelines

Team Approach to Implementation

▪ Capital Improvements

- Development Services, Parks, Capital Projects, TxDOT (street and highway design/construction, parks and trail projects, other infrastructure)

▪ Regulations and Policies

- Development Services, Community Services, City Attorney (ordinances, standards, guidelines, enforcement)

▪ Public-Private Partnerships

- City Manager's Office, Financial Consultant, Chamber of Commerce, TIF Board (developer recruitment, project negotiations, incentives)

▪ Communication

- City Manager's Office, Communications, Development Services, Neighborhood Services, Chamber of Commerce (education/information, outreach)

City Council Work Session

January 28, 2013



Image Source – Richardson Public Library



*Focus Area Plans
Implementation
Implementation Matrix*

R MAIN STREET / CENTRAL EXPRESSWAY STUDY - **DRAFT**

Richardson, Texas

December 2012

FOCUS AREA PLANS

INTRODUCTION

The Focus Area Plans provide a snapshot of possible future development scenarios for three strategic areas within the Main Street/Central Expressway Corridor. These snapshots explore how redevelopment of the areas could occur as related to potential locations for buildings, parking and open space, uses that could be combined within the areas to create synergies and the overall development character that could be created in each area. Within each Focus Area, sub-areas have been identified as Catalyst Sites. Within these sites, an additional level of study has taken place to identify economic feasibility of the envisioned development, potential implementation strategies, and additional value leveraged for each dollar invested in the specific catalysts. The Focus Area Plans indicate one of multiple scenarios that could occur within the areas depending on market needs and responses to the site opportunities. The locations of buildings and uses should be viewed as having the potential to occur in any number of locations or configurations within the Focus Area.

FOCUS AREA 'A'

The scenario generated for Focus Area A portrays a commercial mixed-use environment located at the intersection of U.S. 75 and Spring Valley Road, a gateway to the City of Richardson. Catalyst Site 1 is located at the northeast corner of the intersection and is built around the existing Comerica Bank building. Reinvestment in this existing structure could transform it into a mixed-use building with ground floor retail and residential uses above. To the north of this building, a drive-through bank and surface parking could be redeveloped as two commercial office buildings with the remainder of this portion of the site being dedicated to pedestrian and amenity areas and a parking structure to support the additional development. The high-visibility corner parcel at U.S. 75 and Spring Valley Road, which

is currently used as surface parking, and the parking areas to the east of the existing Comerica Bank Building could transform into specialty retail and restaurants to support the mix of uses that is envisioned on the site. On the northern edge of the Catalyst Site, a new road could connect the northbound U.S. 75 frontage road with Sherman Street to allow for better vehicular circulation and connectivity to the DART Spring Valley Station.

The sites to the north of Catalyst Site 1 are envisioned as locations for regional restaurants. To the south of Spring Valley Road adjacent to Fossil, the high visibility corner at U.S. 75 and Spring Valley could become retail, transitioning to hotel and mixed-use buildings further east. A second parking structure could support both the mixed-use and hotel development in the area. To increase the synergy between the new developments north and south of Spring Valley, and to overcome the physical barrier created by the Spring Valley tunnel, the feasibility of creating a pedestrian bridge across the roadway should be explored. This bridge would provide better connectivity between the potential uses and amenities in the area. The following map and artist's renderings depict the types of development envisioned in Focus Area A.

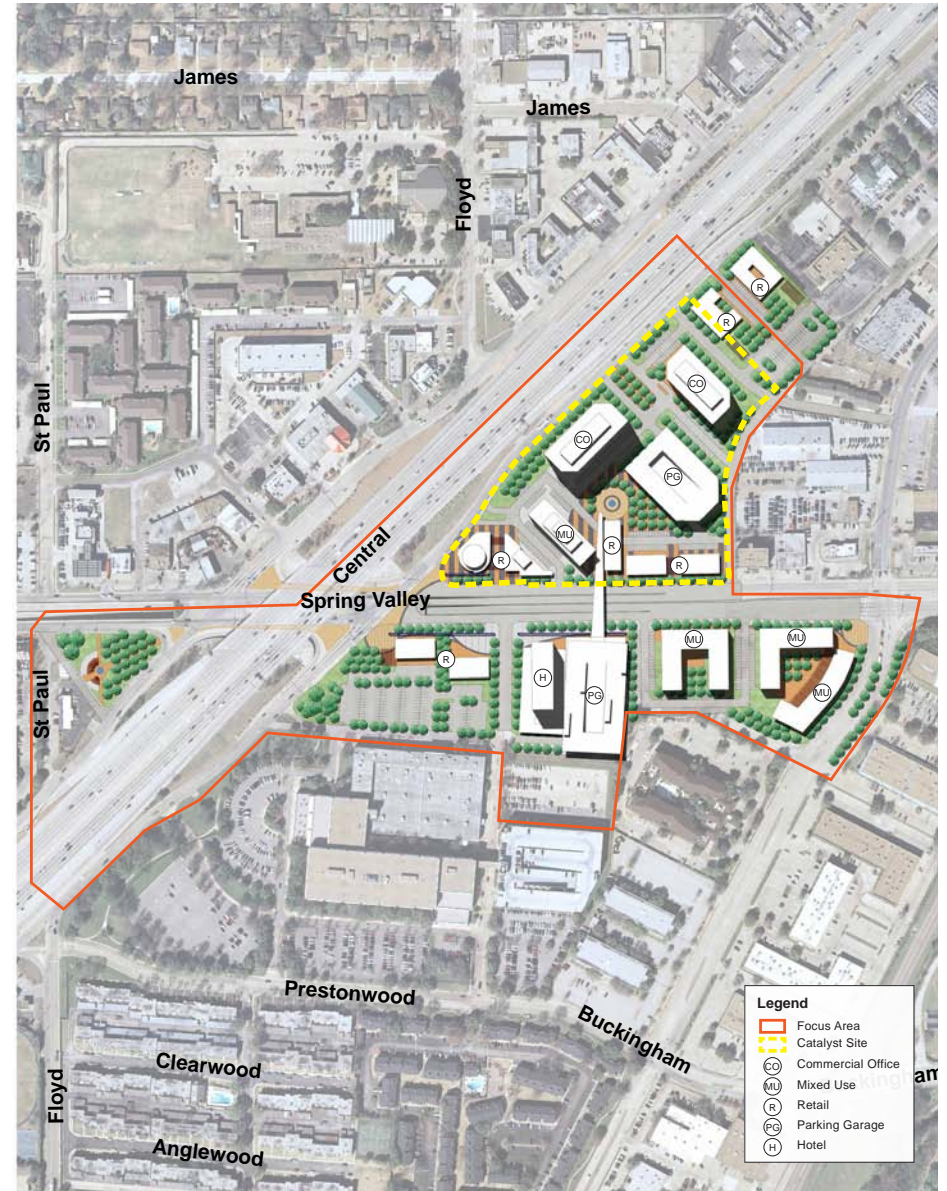
CATALYST SITE 1 WITHOUT PEDESTRIAN BRIDGE



CATALYST SITE 1 WITH PEDESTRIAN BRIDGE



FOCUS AREA 'A' MAP



Legend	
	Focus Area
	Catalyst Site
CO	Commercial Office
ML	Mixed Use
R	Retail
PG	Parking Garage
H	Hotel

FOCUS AREA 'B'

Focus Area B, at the intersection of U.S. 75 and Belt Line/Main Street, portrays a predominantly retail and office development scenario to create an anchor at the heart of the Main Street/Central Expressway Corridor. Catalyst Site 2 is located at the northwest corner of the intersection and is focused on creating a new commercial office and retail development. Central to this potential development could be an expanded Ruth Young Park, which could provide an amenity to the surrounding development, a gateway element at the corner of Belt Line and U.S. 75, and a connection from the neighborhoods to the north of the site to the retail, restaurant and entertainment that will be located in the Richardson Heights Shopping Center and along Main Street. As an alternative, the open space could be developed as a series of smaller spaces or pedestrian-friendly plazas creating the same type of linkage. The office buildings could be located immediately adjacent to Central Expressway and Belt Line Road to minimize adjacency issues with the single-family residential neighborhoods to the north. The potential height of these buildings would be determined at a later date during the zoning process based upon an analysis of viewsheds from the surrounding neighborhoods. To provide compatibility with the neighborhoods beyond, Lockwood Drive could be relocated to the north to create a more appropriate lot depth for the redevelopment of the commercial properties north of the existing street as townhomes. Townhomes could also serve as a transition between Rustic Circle and the office and retail development to the south.

The existing Richardson Heights Shopping Center on the southwest corner of Belt Line Road and U.S. 75 could build upon the future Alamo Drafthouse and supporting businesses and could be accentuated with additional infill retail development to create a revitalized center. The vision for this center could be similar to the Highland Park Village in Dallas, with compact development and strong pedestrian connectivity. The centerpiece of this development could be a plaza with a water feature or public art that could become a community gathering place.

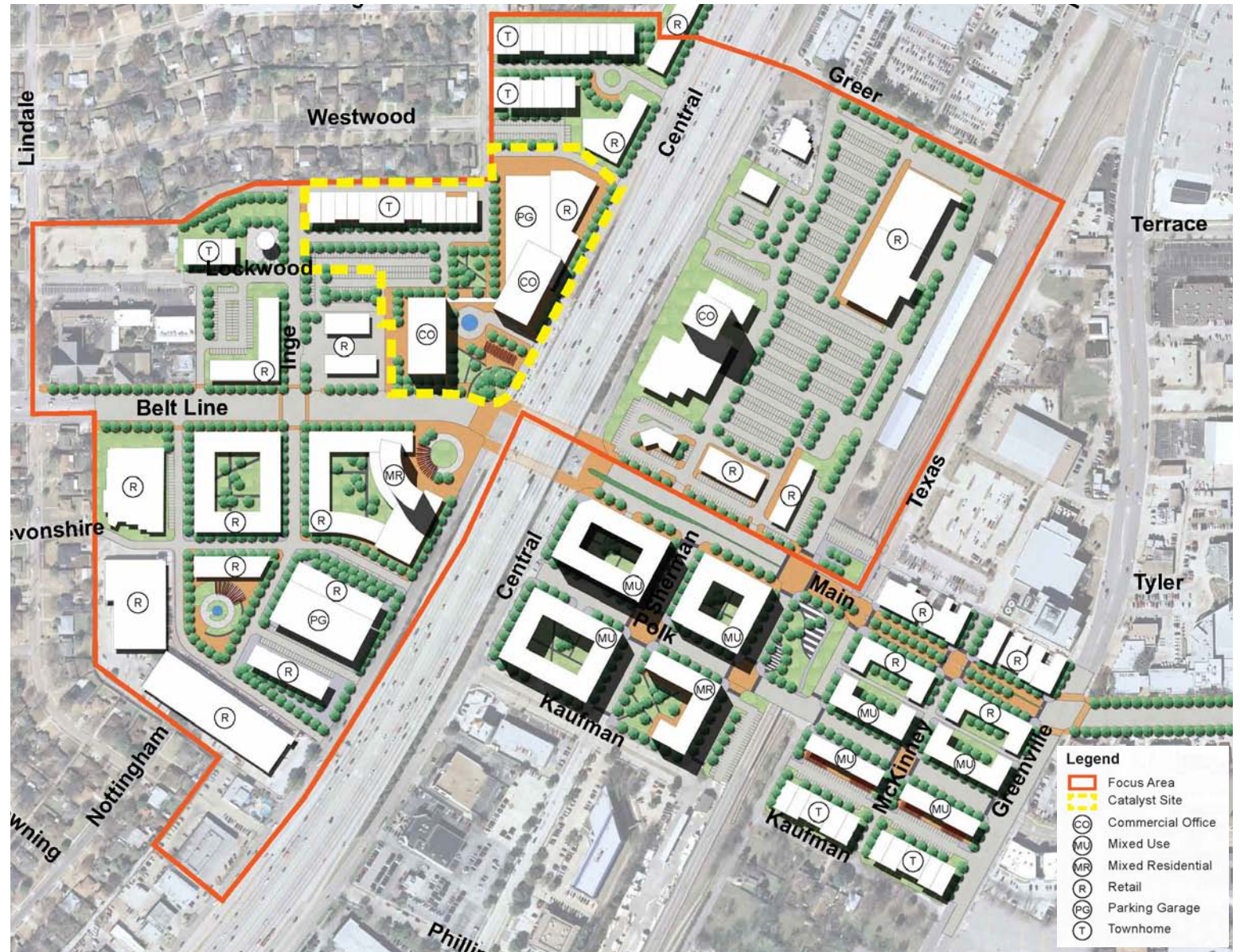
At the immediate corner of Belt Line and U.S. 75, a mixed-use building could be developed with retail uses on the ground floor and residential units above. Parking could be located in front of all of the retail development in the center with additional spaces to support overflow needs and the mixed-use building on the corner in a structure near the U.S. 75 frontage road to provide easy access to and from the new development.

The northeast corner of U.S. 75 and Main Street could build upon the existing Chase Bank Building with infill retail development along Main Street and new junior anchor retail buildings along Interurban Street. Also, if market opportunities arise for additional office buildings along the U.S. 75 frontage road or mixed-use buildings along Main Street, those options could also be accommodated in the vision for this area. Catalyst Site 3 - streetscape improvements for Main Street and Belt Line Road - will affect both Focus Area B and Focus Area C and is described in the following section.

CATALYST SITE 2



FOCUS AREA 'B' MAP



FOCUS AREA 'C'

Focus Area C, located primarily on the southeast quadrant of the intersection of U.S. 75 and Main Street west of the DART Rail line and on the north and south sides of Main Street from Texas Street to Abrams Road, portrays a mixed-use development type, with higher density adjacent to U.S. 75, transitioning to lower density east of the DART Rail line. Catalyst Site 3 - Main Street and the adjacent public realm - is located at the heart of this Focus Area and continues to the west through the center of Focus Area B. This catalyst focuses on creating a new front door to all of the development along Main Street and Belt Line Road in the form of new streetscape improvements, roadway improvements, plazas, trails and other public amenities.

In this catalyst scenario, the area along Belt Line Road between Lindale and the U.S. 75 Frontage Road could receive new streetscape improvements including wider sidewalks with street trees, pedestrian lights, benches, bollards and trash receptacles (utilizing the Central Place/Main Street Theme). The area beneath the U.S. 75 bridge between the northbound and southbound frontage roads could be enhanced with pedestrian bollards, special paving in pedestrian areas, ornamental cladding of the bridge bents, special lighting under the bridge and public art. Between the U.S. 75 frontage road and Interurban Street, receive new streetscape improvements (utilizing the Central Place/Main Street Theme), could supplement the roadway improvements currently under construction for this section of Main Street. Between Interurban Street and Texas Street, new public plazas, parks and enhanced parking areas could be located beneath and beside the DART Rail line to create a public gathering space with programmed events and an enhanced trailhead for the future Central Trail. Main Street could begin to transition to a wider cross section through this area. The section of Main Street between Texas Street and Greenville Avenue could receive the highest level of enhancement within the catalyst area. As described in the Transportation Framework, Main Street could be widened to the south to create a roadway section that accommodates on-street parking, an enhanced pedestrian area with new streetscape

improvements (utilizing the Central Place/Main Street Theme) and a new roadway median. Public art could play an important role in the future development of this section of Main Street. The easternmost section, from Greenville Avenue to Abrams Road, could include new streetscape improvements such as wider sidewalks with street trees, pedestrian lights, benches, bollards and trash receptacles (utilizing the Central Place/Main Street Theme), similar to the western segment between Lindale and the U.S. 75 frontage road. Finally, enhanced pedestrian crosswalks could be located along Belt Line and Main Street at Inge, the U.S. 75 frontage roads, Sherman Street, Interurban, Texas Street, McKinney Street, Greenville Avenue and Abrams Road.

Catalyst Site 4 is not site-specific, but could be developed in several locations within the Main Street/Central Expressway Study Area. It is described here due to its potential to occur on some of the vacant residential lots in the Main Street area. This catalyst site plan explores the potential for existing single-family lots in this area to be redeveloped as a higher-density residential product, such as townhomes. This model could be applied to other small multi-family residential sites in the area as well. The townhome use could allow an owner of existing lots to redevelop the property as multiple townhomes, with the number of units dependent on the widths of the existing parcels. Multiple adjacent properties could also be combined and redeveloped for townhome uses. The existing street and alley rights-of-way in this scenario would be maintained, which would allow the neighborhood density to transition over time.

Development between the U.S. 75 frontage road and Interurban could be higher in density, with the greatest building heights along the U.S. 75 frontage road, decreasing as development transitions to the east. Mixed-use buildings are envisioned along Main Street and Polk Street, with a focus on transforming Polk Street into a pedestrian-oriented retail street. While Main Street is also envisioned to accommodate retail uses on the ground floor of the buildings, it will be the street that carries the majority of the east/west through traffic, so parking for these buildings is envisioned to be structured and located on the lower floors of the buildings, with retail along the street edges.

On the east side of the DART Rail line, mixed-use development would be appropriate, but at a much lower density and scale than in the areas immediately to the west. The recommended reconfiguration of Main Street, with potential widening to the south, would allow the existing older buildings on the north side to remain if desired by the individual property owners, although the plan is not recommending that the preservation of these buildings be required. The blocks on the south side of Main Street could then redevelop with mixed-use buildings at a maximum of three stories in this section of the study area. Polk Street on this side of the DART Rail line is envisioned to become a walkable, retail street with ground floor retail uses and upper floor residential and office uses.

Parking for the Main Street area is envisioned in public surface lots and potentially in a new parking structure located in close proximity to Polk Street and Main Street. The exact locations for potential surface and structured parking to support the downtown area have not been located,

CATALYST SITE 3

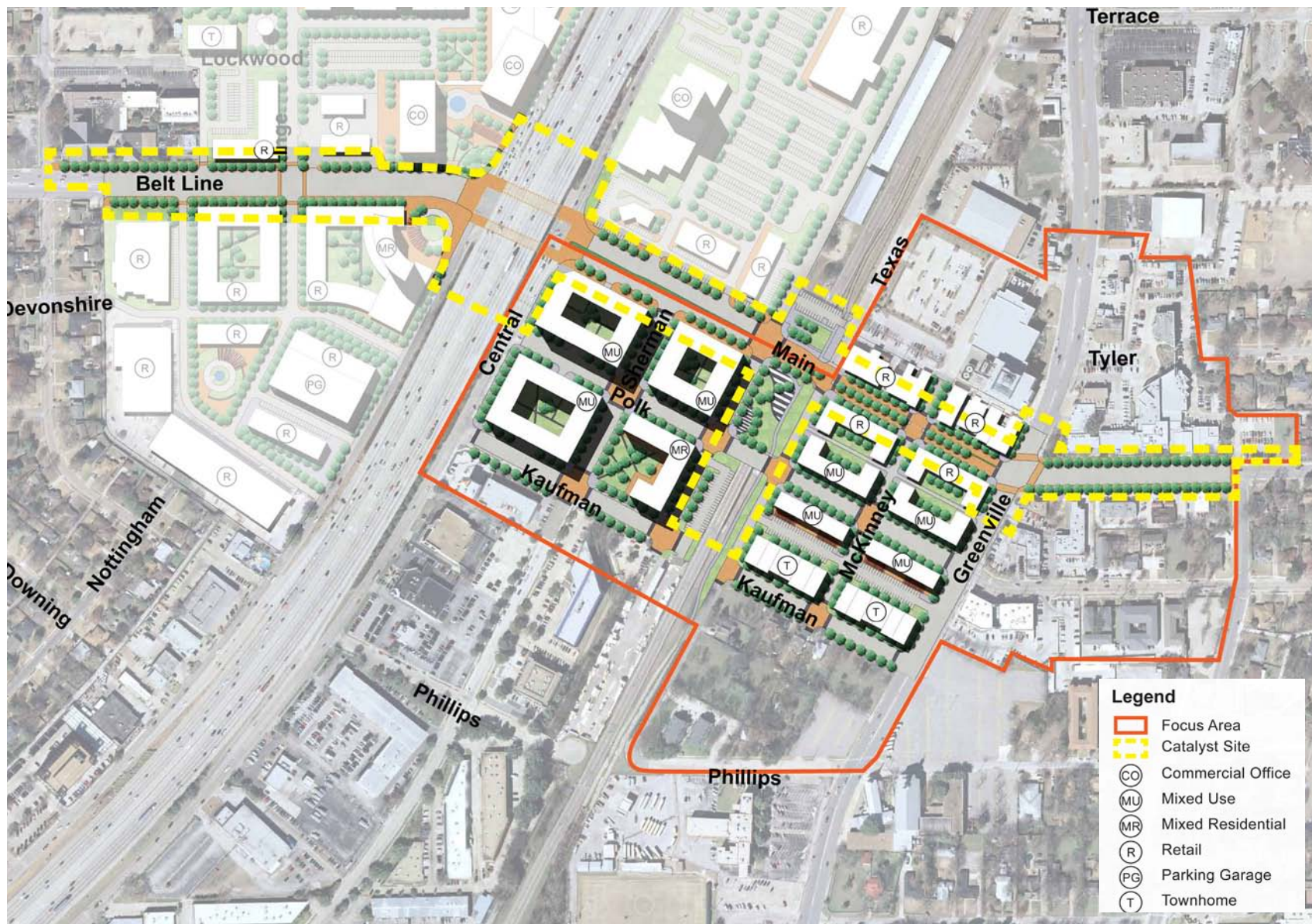


as specific opportunities for land acquisition will need to be determined to support this need. The areas to the south of Polk Street and to the east of Greenville Avenue could transition over time to a number of higher intensity buildings including mixed-residential, townhome, live-work or retail buildings. The specific types of buildings and their uses will not be as critical in these areas as the creation of a walkable street edge and urban building face. Due to the scale of the downtown area and the proximity of single-family residential uses to the south and east of Polk Street and Greenville Avenue, building heights should transition to no more than two stories adjacent to the existing residential neighborhoods.

CATALYST SITE 4



FOCUS AREA 'C' MAP



CATALYST SITE 3 - WEST



Looking west along Main Street (center); Greenville Avenue in the foreground, Central Expressway in the distance.

CATALYST SITE 3 - EAST



Looking east from Central Expressway (foreground) along Main Street (center); Greenville Avenue in the distance.

CATALYST SITE 3 - NORTH



Looking north along the DART line from Kaufman Street; Central Expressway on the left, Greenville Avenue on the right.

CATALYST SITE 3 - SOUTH



Looking south along the DART line towards Main Street (center); Greenville Avenue on the left, Central Expressway on the right.

ECONOMIC FEASIBILITY OF CATALYST PROJECTS

Project outcomes, including profitability, are influenced by a multitude of factors, including location, management, marketing and political support, among others. Because there are many “moving parts” to development, success is highly dependent on the elimination of as much uncertainty as possible.

Challenges on the cost side of the equation include: significant variations in land prices, depending on market conditions and property owner expectations; on-site development costs, which vary based on existing conditions; off-site development costs, including necessary upgrades to existing infrastructure; and higher financing costs due to perceptions of risk. Challenges on the revenue side include the fear that it may take longer than expected to absorb space or achieve anticipated rents and/or sale prices in an unproven or changing market. All of these dynamics result in a relatively high-risk endeavor for a private entity. This is particularly true in infill and redeveloping locations within communities. This said, the level to which public sector requirements assist or impede development projects can either decrease or increase some of the inherent variability and uncertainty.

Among the most significant challenges facing potential catalyst projects such as those presented here are:

- The level of market “education” required to achieve project rents at the high end of the market;
- Higher development costs associated with creating a “sense of place” unique enough to attract tenants willing to pay a premium to live/work there; and
- Overcoming investor perceptions of the projects’ location as a transitional area (e.g., a revitalizing Main Street or corridor).

Presented below is a summary of the preliminary economic analyses for each of the private sector Catalyst Sites (1, 2, and 4). The purpose

of this work was to provide the City and other advocacy organizations with the tools to tell the story of the potential in the Main Street/Central Expressway Corridor. The economic analyses begin to quantify the order of magnitude of any financial gap that might result from the development and/or redevelopment of these or similar projects within the Study Area. In the case of the economic analyses presented here, final figures associated with actual projects will likely be different as conditions and markets change; however, they can be used to demonstrate the range and number of financing mechanisms and strategies which will likely be needed to deliver projects of these types to the market.

It is not unusual for urban redevelopment projects to generate economic gaps between 25% and 40%. The preliminary analysis summarized herein reflected gaps of 27% to 28%, well within the reasonable range for strategic public investment. A successful public-private partnership may require the public sector (in this case, the City) to be a financial partner to this degree. For example, a 20% investment in one of these catalyst projects would leverage approximately \$5 in private investment for every \$1 spent by the public sector. Experience has shown that this type of ratio is a reasonable goal for public sector investment in a redevelopment area.

Closing the financial gap for these catalyst projects will not be accomplished through the use of one strategy or tool; rather, many tools, used in combination with one another, will be necessary to encourage or leverage private sector investment to the level shown in the catalyst projects. As shown in the summary table below, potential gap filling tools and mechanisms could include:

- Contributions to land and site Improvements (e.g., parking)
- Tax Increment Financing (TIF)
- Sales Tax Sharing (380 loan or grant)
- Public Improvement District
- Property Tax Abatement
- Development Fee Waivers
- Federal/State/Local Grants
- Streamlined Development Approvals

CATALYST PROJECT ECONOMIC SUMMARY

Project Indicator	Catalyst Project			
	Catalyst #1: NEC US 75/Spring Valley	Catalyst #2: NWC US 75/Belt Line	Catalyst #3: Main Street Enhancements	Catalyst #4: Townhome
Private Sector Investment				
Development Sq Ft:				
Project Land Area (Acres)	10.50	6.50	--	2.00
Retail/Restaurant	39,400	23,500	--	0
Office/Employment	530,000	266,400	--	0
Residential (Rental)	76,800	0	--	0
Residential (For-Sale)	0	25,200	--	61,200
Total Private Development	646,200	315,100	--	61,200
Floor Area Ratio	141%	111%	--	70%
Total Project Value (@ Build-Out)	\$94,966,397	\$48,421,706	--	\$6,324,000
Total Project Costs (@ Build-Out)	\$129,547,576	\$67,309,109	--	\$8,699,403
Project Margin/(Gap)	(\$34,581,179)	(\$18,887,403)	--	(\$2,375,403)
Project Margin/(Gap) %	-27%	-28%	--	-27%
Potential Contributions to Gap				
Land Acquisition/Writedown	\$0	\$2,831,400	--	\$1,132,560
Site Improvements Contribution	\$13,803,764	\$6,863,258	--	\$261,360
Supportable TIF (25 Years)	\$17,600,000	\$8,500,000	--	\$1,000,000
Sales Tax Sharing (380 Loan -- 20 Yrs)	\$1,000,000	\$600,000	--	\$0
Public Improvement District (20 Years)	\$0	\$0	--	\$0
Property Tax Abatement (10 Years)	\$0	\$0	--	\$0
Development Fee Waivers	\$0	\$0	--	\$0
Federal/State/Local Grants	\$0	\$0	--	\$0
Streamlined Development Approval Process	\$0	\$0	--	\$0
Total Contributions to Gap	\$32,403,764	\$18,794,658	--	\$2,393,920
Project Margin/(Gap) % After Contributions	-2%	0%	--	0%

LEVERAGED INVESTMENT

One of the primary objectives of downtown and corridor revitalization is to leverage public investment to encourage private investment. As noted, public sector entities should expect a healthy return on any public investment made. The catalyst concepts summarized herein have the potential to effectively leverage a high degree of private investment. As shown, in total, they have the potential to generate approximately \$215 million in new private investment with \$63 million in new public investment in the Main Street/Central Expressway Corridor Study Area, leveraging public investment at an average 3.4:1 ratio.

CATALYST PROJECT PRIVATE INVESTMENT LEVERAGE SUMMARY

Catalyst Project	Total Private Investment	Total Public Investment*	Leverage Ratio**
Catalyst #1: NEC US 75/Spring Valley	\$129,500,000	\$32,400,000	4.0
Catalyst #2: NWC US 75/Belt Line	\$67,300,000	\$18,800,000	3.6
Catalyst #3: Main Street Enhancements***	\$9,600,000	\$9,700,000	1.0
Catalyst #4: Townhome	\$8,700,000	\$2,400,000	3.6
Totals	\$215,100,000	\$63,300,000	3.4

* Reflects both "direct" and "indirect" public investment.

** Reflects amount of private investment generated for every \$1 dollar in public investment.

*** Reflects potential increase in property value rather than value of new investment.

Source: HOK Design and Ricker | Cunningham.

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IMPLEMENTATION

Following the analyses of market conditions and the identification of opportunities within the Trade Area, an implementable strategy must be developed for promoting investment throughout the Study Area. Implementation is executing or carrying out a plan. It is the action that must take place in order for the result to be achieved.

As explained earlier in the report and during the strategy process, no single project will revitalize the Main Street/Central Expressway Corridor. Revitalization will require a series of actions designed to capitalize on market opportunities and overcome barriers, effectively readying the environment for investment. Key to successful implementation of the strategy will be the ongoing identification and implementation of actions tailored to the unique issues of the Corridor and respective catalyst projects within the Study Area. This approach will build community goodwill; provide on-going opportunities for public participation; allow special-interest groups to have a role in the revitalization effort; send a message that the area is successful and making positive strides; and create an increasingly attractive environment for investment and development. Ideally, investors, developers and lenders seek out environments with market opportunity and prospects for success, devoid of obstacles and sound in sustainability.

STRATEGY ELEMENTS

The range of actions identified to move the strategy forward were selected based on a foundation of guiding principles. These guiding principles, originally developed as part of the West Spring Valley Corridor Reinvestment Strategy, while general in nature, are responsive

to the conditions analysis, market opportunities, catalyst concepts and development/redevelopment programs and stakeholder input process completed in the Main Street/Central Expressway Corridor planning process.

GUIDING PRINCIPLES

- Gateways to neighborhoods will be protected and enhanced.
- The City will maintain a proactive attitude towards redevelopment which is consistent with the vision for the Main Street/Central Expressway Corridor.
- The community's vision for the Main Street/Central Expressway Corridor will be reflected in supporting policies and regulations.
- Future commercial uses will be encouraged near major intersections.
- Development will be guided by short-term guidelines and long-term standards.
- Public commitment will be long-term in nature.
- The City will provide assistance for eligible projects that have verifiable financing gaps (to the extent reasonable and possible), but for the minimum possible length of time.
- Preference will be given to projects emphasizing a greater diversity of uses and serving broader market segments.
- Priority projects must either provide a leveraged financial return or a cost savings to the City.
- Developed and underdeveloped properties will be put into productive use.
- Capital investments will embody Richardson traditions and history.

As shown in the diagram here, these guiding principles establish the foundation from which new implementation initiatives and actions were formulated. New initiatives that should be implemented within the Main Street/Central Expressway Corridor are detailed in the discussion which follows.

Strategy Layers

Guiding Principles

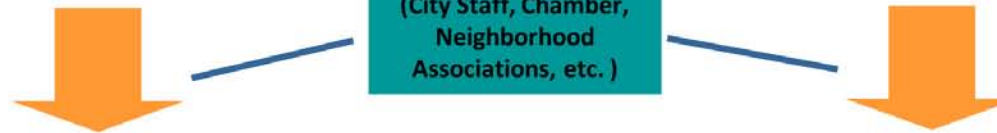


Main Street/Central
Expressway Corridor

Focus Areas/Catalyst
Sites

Market
Opportunities
and Barriers

Market
Opportunities
and Vision

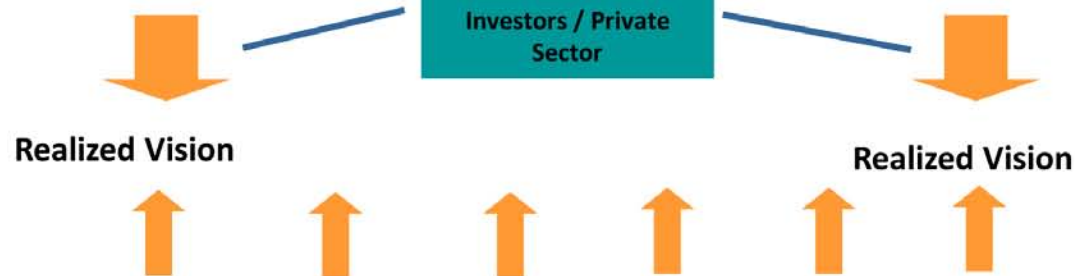


Actions

Actions

(3 Ps – Projects, Programs and Policies)

(3 Ps – Projects, Programs and Policies)



Community Support

ACTIONS FOR CHANGE

The challenges to investment and reinvestment are multifaceted, and the solutions must be as well. The national trend of stagnating and declining inner ring suburbs and the corridors within them is evident, not just in Richardson, but throughout the U.S. Facing increasing competition from development on the fringe and from revitalizing downtowns, Richardson, as a community in-between, could experience a heightened decline in commercial property values and market share unless specific actions are taken. Together, the public and private sector face the challenge of revitalizing the Main Street/Central Expressway Corridor. Its competitive position will continue to be eroded unless it is significantly repositioned in the market; there is a restructuring of its physical layout; the economic challenges inherent in infill and corridor redevelopment are recognized; and there is aggressive recruitment of niche opportunities.

As noted in the Market section, the past three to four years have been particularly challenging for the real estate industry. The trend of declining values extended even to healthy markets during that time. Now, as there are signs of renewed vigor in several real estate sectors, opportunities for both infill and fringe developments are becoming available. For the City of Richardson, there is no better time to position the Main Street/Central Expressway Corridor for taking advantage of these opportunities. This strategy will be the roadmap to advancing the City's and stakeholders' vision towards reality and to ensuring that redevelopment of the Main Street/Central Expressway Corridor is accomplished in a way that balances private investment objectives with community goals.

Ultimately, the City of Richardson, its Council, City Plan Commission, staff and citizenry will have to select a final course of action for change. The information presented here is designed to provide a range of actions

for consideration and sound decision-making.

Potential actions/strategies to overcome investment challenges and capitalize on opportunities are grouped in the following categories:

- Define Market Identity
- Integrate Land Uses
- Enhance the Public Realm
- Build Human Connections
- Expand the Tool Box

Each category title is described below according to its role in overcoming investment challenges and capitalizing on market opportunities. Following that is a list of the highest priority strategies that are designed to advance these initiatives. These priority strategies are recommended for implementation as soon as possible following adoption of the Main Street/Central Expressway Corridor strategy.

Strategies are presented as follows:

Strategy:	One of several priority strategies to overcome challenges and capitalize on opportunities
Intervention Level:	The extent to which the City proactively must invest resources—dollars, staff time, political will, policy or regulatory changes, etc. (1 to 5, with 5 being the most aggressive).
City Commitment:	Public resources needed to initiate the strategy; potential for participation by another entity – public, private or other

DEFINE MARKET IDENTITY

One of the biggest challenges associated with urban redevelopment is changing the negative market perceptions about an area or neighborhood. With adoption of the Main Street/Central Expressway Corridor strategy, it is imperative to establish a new image for the Study Area. Information generated during the planning process must be used to develop marketing and promotional materials which tell the whole story, past and present, about the Study Area. The audiences for these materials can be private sector interests (developers, investors, property owners, businesses) or public sector/institutional partners (schools, churches, neighborhood associations). Emphasis should be placed on the City's commitment to the Corridor, planned improvements, available incentives and consumer profiles. The City cannot wait for investors to look for an opportunity, and it cannot leave them to interpret generic information on their own. Communities and neighborhoods need to tell their own story.

Strategy:

Monitor Property Conditions in Sub-District and Catalyst Areas

Periodically update property information, including values, ownership and utilization as well as other factors of relevance to potential investors.

Intervention Level: **3**

City Commitment:

Staff time, perhaps with the support of a consultant, to research property conditions and incorporate the findings into a format readily duplicated and distributed. Ultimately the program could be led by a partner entity.

Strategy: **Prepare Marketing Materials for Sub-Districts and Catalyst Areas**

Develop information, packaged in a format readily duplicated and distributed, highlighting data of particular relevance to a variety of target audiences who might be interested in investing in the community or a specific project or area of the community.

Intervention Level: **3**

City Commitment: Staff time, perhaps with the support of a consultant, to research and prepare marketing materials in a format readily duplicated and distributed. Ultimately the program could be led by a partner entity.

Strategy: **Conduct Periodic Workshops with DFW Developers, Investors, Realtors, Lenders**

Share information, city-wide or area-specific, about market conditions, property opportunities, policy and plan initiatives, potential incentives, etc.; frequency can be monthly, semi-annually, or annually; audience should be regional (rather than city-specific); venue could be a breakfast, lunch, dinner or some other format.

Intervention Level: **2**

City Commitment: Staff time, working with other partner entities including the Chamber, to prepare materials, complete meeting logistics, and identify and invite participants. Ultimately the program could be led by a partner entity.

INTEGRATE LAND USES

Through the planning process, 11 Sub-Districts were identified as having relatively unique market, physical, economic and social characteristics. A unified strategy to integrate and connect these disparate Sub-Districts will be critical in giving the entire Study Area a new market identity.

The vast majority of the Sub-Districts within the Study Area consist of a single land use, surrounded by similar land uses. There is little interaction or merging between the Sub-Districts, so that “islands” of activity are created throughout the Study Area. A more effective integration and mix of land uses in most of the Sub-Districts will not only foster a more unified sense of place, but will respond better to market opportunities in the surrounding Trade Area.

Strategy:

Consider Rezoning and/or Zoning Overlays for Select Sub-District Locations to Allow for a Wider Range of Land Uses

Consider rezoning to expand allowable uses, simplify (re)development in accordance with Land Use Framework categories and achieve Sub-District specific objectives. Identify subareas of the Corridor so that rezoning can be prioritized and considered. Rezoning and Zoning Overlays are devices of land use planning used by local governments which designate permitted uses of land within geographical areas and may regulate building height and density, lot coverage, open space requirements and other similar characteristics.

Intervention Level: **4**

City Commitment: Policy and regulatory support. Staff time to retain a specialist in writing regulatory codes for infill environments. Dollars, whether general fund or from a dedicated revenue stream (TIF or special district), to finance consultant fees.

Strategy: **Conduct an Analysis to Establish Appropriate Height Regulations for New Development Adjacent to Existing Neighborhoods**

Analyze existing land use transitions from the U.S. 75 Corridor to existing residential neighborhoods, with particular attention to building height and mass, view corridors and pedestrian connections. Identify locations where challenges to neighborhood/Corridor land use and building transitions are most prevalent. Height regulations will ensure seamless and logical transitions between business and residential uses.

Intervention Level: **4**

City Commitment: Policy and regulatory support, with assistance from a consultant. Dollars, whether general fund or from a dedicated revenue stream (TIF or special district), to finance consultant fees.

ENHANCE THE PUBLIC REALM

The aesthetic environment of a redevelopment area often dictates the success of its businesses and the satisfaction and safety of its residents. As critical as it is to an area's economic success, the aesthetic environment is typically the first element of an area to show its age. As the public realm begins to show signs of deterioration, private properties quickly follow. The tipping point for a redevelopment area between potential revitalization and further decline is when private investment and reinvestment slow to a trickle. As the public sector has the longest term investment or stake in a redevelopment area, it will be public investment that reverses the decline in aesthetics. One of the empirical truths in redevelopment is that private investment will follow public investment. The City's strategic investment in enhancing the public realm in key portions of the Study Area will leverage additional private investment and reinvestment, resulting in higher-quality development and well-served markets.

Strategy:

Make Strategic Infrastructure Investments in Key Sub-Districts and Catalyst Sites

Make investments in gateways, public spaces and pedestrian crossings and walkways to better define the position of the Study Area in the surrounding market and begin to create a sense of place. These investments could include a City entrance feature, a central park or plaza and/or amenities specific to each Sub-District.

Intervention Level:

4 to 5

City Commitment:

Staff time, with help from consultants, to design and manage construction of improvements. Dollars, whether general fund, capital improvement funds or from a dedicated revenue stream (TIF or special district), to finance improvements. Policy and regulatory support.

Strategy: **Establish Consistent Landscaping, Streetscape and Parking Standards in Key Sub-Districts and Catalyst Sites**

Ensure that landscaping, streetscaping and parking standards are consistent throughout a redevelopment area to contribute to the place-making goal of the plan. The West Spring Valley design palette for streetscape and public investment could be extended to apply to the Study Area (or portions of the Study Area). In addition, creating design guidelines or requirements within key Sub-Districts and Catalyst Sites would enhance the image and attractiveness of the overall Study Area as an investment location.

Intervention Level: **3**

City Commitment: Staff time, with possible help from a consultant, to formulate design guidelines. Dollars, whether general fund, capital improvement funds, or from a dedicated revenue stream (TIF or special district), to retain outside services. Policy and regulatory support.

Strategy: **Participate in TxDOT's Redesign of Central Expressway**

Examine the feasibility of alternative lane and interchange configurations and opportunities to achieve gateways, connections and other identity features as part of TxDOT's redesign process for U.S. 75. Evaluate and prioritize the improvements to vehicular connectivity (both east/west and north/south) needed to promote redevelopment and reinvestment in key Sub-Districts and Catalyst Sites.

Intervention Level: **3**

City Commitment: Staff time, with possible help from consultants, to amend plans and conduct feasibility analyses. Dollars, whether general fund, capital improvement funds or from a dedicated revenue stream (TIF or special district), to retain outside services. Policy and regulatory support.

Strategy: **Refine the Cross Section of Belt Line/Main Street for Mobility, Functionality and Support for Adjacent Land Uses**

Conduct a detailed alignment and operations analysis for the cross section of Belt Line/Main Street. This analysis should not only address vehicular and pedestrian mobility and safety, but also help to frame revitalization opportunities in Downtown.

Intervention Level: **3**

City Commitment: Staff time, with help from consultants, to study, and potentially design and manage construction of improvements. Dollars, whether general fund, capital improvement funds or from a dedicated revenue stream (TIF or special district), to finance improvements. Policy and regulatory support.

BUILD HUMAN CONNECTIONS

In addition to addressing pedestrian and vehicular connections in the Study Area, there is a third “environment” which requires attention in any redevelopment effort – the human environment. Taking care of the bricks and mortar environment is easier, although more costly. The human environment occurs not only in individual residences and businesses, but in “third places”, such as the coffee house, church, or a park – where people don’t work or live, but where they come together for community. When well-conceived and delivered, this environment will connect people to all its parts. The Main Street/Central Expressway Study Area, with its adjacent stable neighborhoods, has some of the elements required for a robust human environment. Given the diverse mix of cultural and ethnic groups in the Study Area, the challenge will be to connect and integrate these elements through continued communication and outreach.

Note: While the strategies in this category are important for the success of the entire Study Area, they will either be implemented on an ongoing basis (Strategy Timing 5) or are likely to be undertaken in a time period that is beyond the immediate (Strategy Timing Highest Priority) time frame.

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EXPAND THE TOOL BOX

A lack of funding is sometimes considered the most obvious barrier to advancement of a community redevelopment plan. Comprehensive and area-specific planning in the City of Richardson comes at a time when demands on local government are high and resources are limited. The responsibility for implementing redevelopment and reinvestment strategies and the many public projects that contribute to the evolution of aging or underperforming areas of a community has historically been borne predominantly by the public sector, and success depends on creativity and multiple solutions. Some communities consider adoption of governing regulations (tools such as the comprehensive plan, zoning ordinances, planned development ordinances, design review/overlay regulations and the like) to be the beginning and end of their implementation strategy. While these tools are necessary, they are only one component of the overall implementation process. Implementation, as presented here, is much more comprehensive in scope and includes considerably more than just a design for the City’s regulatory agenda.

The City of Richardson, in its attempt to revitalize an important segment of its community, must be able to provide the broadest possible range of resources, including, at a minimum, assistance with site acquisition and building and facade improvements; start-up capital; relocation assistance; business counseling; etc. Following is a list of potential strategies which could provide either a direct or indirect economic benefit to projects in the Main Street/Central Expressway Corridor.

Strategy:

Evaluate the Feasibility of Acquiring Property in Key Sub-District and Catalyst Sites for Assembly and Development Recruitment

Assemble/Acquire property as an action of a public, private or non-profit entity in an effort to position the property for the redevelopment of larger projects. This type of property acquisition can happen through various means, including the purchase of properties or the vacation and/or rerouting of streets, alleys, etc. When the public sector is involved, its role can be as an agent of the acquisition or as a facilitator and must be taken subject to limitations under state law. Once property is assembled by the municipality, the City can initiate a developer recruitment effort.

Intervention Level:

5

City Commitment:

Dollars, whether general fund or from a dedicated revenue stream (TIF or special district), to finance land acquisition. Policy support. Possible creation of an entity (i.e., development corporation) through which parcels are acquired and positioned for development by another entity. When and if established, this effort could be led by a partner entity.

Strategy: **Conduct Private Sector Outreach/Engagement Process for Catalyst Project(s)**

Initiate a private sector engagement effort to gauge developer/investor interest. This could be accomplished through informal contacts with local/regional developers or through a formal Request for Qualifications/Proposals (RFQ/RFP) process. This process would likely follow land assembly and the development of land use prototypes.

Intervention Level: **4**

City Commitment: Staff time, perhaps with the assistance of a consultant, to conduct and monitor the RFQ/RFP process, or this effort could be led by a partner entity.

Strategy: **Continue to Explore Creative Funding Mechanisms**

Evaluate and employ creative funding techniques—TIF, 380 grants and loans, federal/state/county programs—for infrastructure improvements, land assembly and public/private development projects and continue to combine funding tools to achieve maximum reinvestment/redevelopment impact in the Study Area.

Intervention Level: **Variable, 1 to 5**

City Commitment: Policy support, revised regulations, dedicated funding streams, matching dollars, staff time and monetary project participation (revolving and patient capital).

CONCLUSION

The Main Street/Central Expressway Corridor strategy has been developed to articulate a vision, concept and strategy for the future use and (re)development of properties in the Study Area. The analyses and recommendations presented are intended to assist the City and property/business owners in the Study Area with identifying and implementing projects, programs and policies and funding options for the investment/reinvestment necessary to serve future development initiatives. Further, it identifies specific objectives and strategic actions that will make this vital area of the community a better place to live, conduct business, shop and visit.

This strategy is based on a realistic understanding of physical and market conditions and is intended to be responsive to the needs and desires of the City and property interests. Together, the public and private sectors face the challenge of advancing the market identity or “address” defined and described herein. The purpose of this document is to serve as the guidepost for those efforts. It should be regularly revisited and amended as more is learned about the market and the challenges to investment in the Study Area. Success will depend on committed, on-going leadership; collaboration among the various Study Area stakeholders; coordination of multiple initiatives; removal of challenges to investment; and ongoing communication between all of the affected parties.

IMPLEMENTATION MATRIX

The following matrix summarizes the highest priority strategies outlined herein and identifies the Study Area Sub-Districts and Catalyst Sites where they would be most appropriately implemented. The matrix divides the strategies into five categories -- Define Market Identity, Integrate Land Uses, Enhance the Public Realm, Build Human Connections, and Expand the Tool Box -- each of which is described in the pages that follow. A more detailed implementation matrix, which includes additional short-, mid- and long-term initiatives, as well as ongoing efforts, is included in the Appendix.

MAIN STREET/CENTRAL EXPRESSWAY HIGHEST PRIORITY IMPLEMENTATION MATRIX

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Define Market Identity									
Monitor property conditions in Sub-Districts and Catalyst Sites	H	3	\$	X					
Prepare marketing materials for Sub-Districts and Catalyst Sites	H	3	\$	X					
Conduct periodic workshops with DFW developers, investors, realtors, lenders	H	2	\$	X					
Integrate Land Uses									
Consider rezoning and/or zoning overlays for select Sub-District locations to allow for a wider range of land uses	H	4	\$\$		X	X	X	X	X
Conduct an analysis to establish appropriate height regulations for new development adjacent to existing neighborhoods	H	4	\$\$						X
Enhance the Public Realm									
Make strategic infrastructure investments in key Sub-Districts and Catalyst Sites	H	4 to 5	\$\$\$\$					X	X
Establish consistent landscaping, streetscape and parking standards in key Sub-Districts and Catalyst Sites	H	3	\$\$						X
Participate in TXDOT's redesign of Central Expressway.	H	3	\$\$		X	X			X
Refine the cross section of Belt Line/Main Street for mobility, functionality and support for adjacent land uses	H	3	\$\$						X

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
X	X	X	X			X	X	X	X
X							X		
X						X		X	
X	X	X				X	X	X	X
		X	X	X	X	X	X	X	
X									

MAIN STREET/CENTRAL EXPRESSWAY HIGHEST PRIORITY IMPLEMENTATION MATRIX

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Build Human Connections****									
Expand the Tool Box									
Evaluate the feasibility of acquiring property in key Sub-Districts and Catalyst Sites for assembly and developer recruitment	H	5	\$\$\$\$						X
Conduct private sector outreach/engagement process for catalyst project(s)	H	4	\$\$						
Continue to explore creative funding mechanisms for infrastructure improvements, land assembly and public/private development projects.	H	1 to 5	\$	X					

* Timing for action. H = highest priority; should begin in 2013, 1 = short-term (2013-2015), 2 = mid-term (2016-2022), 3 = long-term (2023-2032), 4 = future (2032+), 5 = ongoing

** The extent to which the City proactively invests resources—dollars, staff time, political will, policy or regulatory changes, etc. (1 to 5, with 5 being the most aggressive).

*** \$ reflects a City action but not significant expense.

 \$\$ represents projects like planning or urban design studies with a cost up to approximately \$250,000.

 \$\$\$ represents projects like land acquisition or construction with approximate costs between \$250,000 and \$1 million.

 \$\$\$\$ represents major projects with approximate costs over \$1 million.

**** All strategies in this category are ranked 1-5: No H strategies.

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
X							X	X	
						X	X	X	X

APPENDIX III - IMPLEMENTATION MATRIX

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IMPLEMENTATION MATRIX

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Define Market Identity									
Monitor property conditions in Sub-Districts and Catalyst Sites	H	3	\$	X					
Prepare marketing materials for Sub-Districts and Catalyst Sites	H	3	\$	X					
Conduct periodic workshops with DFW developers, investors, realtors, lenders	H	2	\$	X					
Facilitate the formation of a business advocacy group	1	3	\$					X	X
Develop a holistic strategy for ethnic business support and promotion	1	3	\$						
Use City media to inform Richardson residents, property owners and community leaders about this plan and its implementation	5	2	\$	X					
Refine market analysis with more detailed market and demographic studies for Focus Areas	1	3	\$\$	X					
Integrate Land Uses									
Consider rezoning and/or zoning overlays for select Sub-District locations to allow for a wider range of land uses	H	4	\$\$		X	X	X	X	X
Facilitate adaptive reuse of existing buildings	1	3	\$	X					
Use this Framework Plan to guide City decisions on rezoning, subdivision and development approval	5	3	\$	X					

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
X									
X	X								
X	X	X	X			X	X	X	X

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Conduct an analysis to establish appropriate height regulations for new development adjacent to existing neighborhoods	H	4	\$\$						X
Enhance the Public Realm									
Make strategic infrastructure investments in key Sub-Districts and Catalyst Sites	H	4 to 5	\$\$\$\$					X	X
Create a significant gathering place, plaza or park	3	4 to 5	\$\$\$			X			X
Design, fund and construct features to identify a City Gateway at U.S. 75 and Spring Valley	2	4	\$\$\$			X			
Meet with the City of Dallas to investigate issues related to creation of a gateway on parcels adjacent to the U.S. 75/Spring Valley interchange	1	2	\$		X	X			
Design and construct appropriate features at each of the identified Sub-District gateways	3	4	\$\$\$		X		X		X
Design and construct appropriate design features at identity nodes (U.S. 75 and Main/Belt Line and U.S. 75 and Arapaho)	3	4	\$\$\$\$						
Design and construct new civic elements (plazas, fountains and public art) to complement existing civic buildings.	2	4	\$\$\$						
Include small gathering places in plans for public parks and open spaces as well as for private developments	5	3	\$	X					
Study and, if appropriate, implement undergrounding of utilities for some or all of this Study Area	3	3	\$\$\$\$	X					
Establish consistent landscaping, streetscape and parking standards in key Sub-Districts and Catalyst Sites	H	3	\$\$						X

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
X							X		
X						X		X	
X									
X	X	X							
X			X						
					X				
X	X	X				X	X	X	X

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Extend West Spring Valley design palette for streetscape and public investment	1	3	\$\$\$\$		X	X	X		
Create building and site design guidelines or requirements for each Sub-District	1	3	\$\$		X	X	X	X	X
Implement streetscape design standards and improvements	5	3	\$\$\$		X				
Establish and implement urban design/character themes - Central Expressway, Spring Valley, Main Street/Central Place, Chinatown - through public and private investments	5	3	\$\$\$			X	X		
Improve vehicular connectivity in key Sub-Districts and Catalyst Sites	1	4	\$\$\$			X			X
Use the Transportation Framework to guide design of public infrastructure projects and review of private development projects	5	3	\$	X					
Amend the City Transportation Plan to accommodate the four street type classifications and cross sections described in this Framework Plan	1	3	\$	X					
Examine the feasibility of alternative configurations for interchanges with U.S. 75 as part of TXDOT's redesign process	1	3	\$\$			X			X
Participate in TXDOT's redesign of Central Expressway to explore alternative lane and interchange configurations, achieve gateways, connections and other identity features	H	3	\$\$		X	X			X
Refine the cross section of Belt Line/Main Street for mobility, functionality and support for adjacent land uses	H	3	\$\$						X

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
						X			
X	X	X			X	X	X	X	X
X				X	X				
X	X								
X	X					X	X	X	
			X			X	X		
		X	X	X	X	X	X	X	
X									

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Conduct detailed transportation studies for Belt Line/Main, Polk and Greenville to identify investments to improve mobility and traffic operations,	1	3	\$\$						X
Design and construct improvements to Main Street east of U.S. 75	2	4	\$\$\$\$						X
Analyze and implement changes to improve connectivity between Sherman and U.S. 75	2	3	\$\$\$\$			X		X	
Analyze and implement changes to improve connectivity between Custer and U.S. 75	2	3	\$\$\$\$						X
Reevaluate parking requirements and modify regulations as appropriate	1	3	\$	X					
Improve pedestrian and bicycle connectivity in key Sub-Districts and Catalyst Sites	1	4 to 5	\$\$\$\$	X					
Establish a corridor-wide set of standards for pedestrian/bike route design and connectivity	1	3	\$\$	X					
Implement bike routes and pedestrian/bike mobility improvements identified in the Transportation Framework	2	4	\$\$\$\$		X				X
Identify locations for pedestrian/bike connections to and between the DART Arapaho and Spring Valley stations	2	3	\$	X					
Protect locations for pedestrian/bike connections to the DART Arapaho station if/when uses change or properties redevelop	5	3	\$						

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
X							X	X	
X							X	X	
						X			
							X		
X				X	X				
			X						

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Invest in trail and sidewalk connections to the Central Trail	2	4	\$\$\$	X					
Make pedestrian-related intersection improvements	1	4	\$\$\$\$						
Improve lighting and landscaping to enhance pedestrian mobility in identified locations	2	4	\$\$\$						
Conduct a detailed evaluation of a skybridge or other infrastructure to encourage pedestrian connections across Spring Valley	2	3	\$			X			
Design and construct improvements for pedestrians and cyclists crossing U.S. 75 along Belt Line/Main Street	1	4	\$\$\$						X
Build Human Connections									
Work with local businesses, property owners and neighborhood groups to promote reinvestment and ensure appropriate code enforcement	5	3	\$	X					
Communicate with property owners to understand their interests and potential assistance needed from the City	5	3	\$			X			
Collaborate with City-related agencies, such as the Chamber and CVB, regarding Sub-District and Catalyst Site marketing efforts	5	3	\$		X	X		X	X
Collaborate with RISD re: excess property, facility needs and neighborhood dynamics	5	3	\$				X		
Collaborate with non-profit and civic organizations and institutions, including the arts community	5	3	\$	X					

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
						X			
X	X	X							
X	X					X	X	X	

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Implement a wayfinding program for the overall Study Area to guide users/visitors to key destinations	2	4	\$\$\$	X					
Showcase Richardson's heritage through a Sub-District identity that relates to McKamy Spring	2	3	\$						
Seek the Richardson arts community's engagement and leadership in design efforts to achieve the desired Urban Design Framework themes	5	3	\$	X					
Expand the Tool Box									
Evaluate the feasibility of acquiring property in key Sub-Districts and Catalyst Sites for assembly and developer recruitment	H	5	\$\$\$\$						X
Prepare a set of land use prototypes for marketing key Sub-Districts and Catalyst Sites	1	4	\$\$						
Conduct a private sector outreach/engagement process for catalyst project(s)	H	4	\$\$						
Continue to explore creative funding mechanisms for infrastructure improvements, land assembly and public/private development projects	H	1 to 5	\$	X					
Require that all City departments consider this plan as they prepare operating budgets and carry out programs and activities	5	2	\$	X					
Investigate the value of creating or expanding special districts (TIF, PID, BID, MMD or others)	2	3	\$						
Develop incentives to support infill development	1	3	\$	X					

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
X									
X							X	X	
						X	X	X	X
						X	X	X	X
X									

Implementation Strategies	Strategy Timing*	Level of Intervention**	Public Sector Cost**	Corridor-Wide	Creative Corporate	Gateway Commercial	McKamy Spring	Trailside	Central Place
Acquire land on the south side of Main Street as necessary to achieve the desired streetscape and mobility improvements	1	5	\$\$\$\$						
Work with property owners to develop a shared parking system	1	3	\$\$						
Build a parking garage for shared use by properties in particular Sub-Districts	2	5	\$\$\$\$			X			X
Conduct a detailed parking study to determine priority investments to address parking issues in the Main Street District	1	3	\$						
Prepare a parking strategy for key Sub-Districts and Catalyst Sites	1	4	\$\$			X			

* Timing for action. H = highest priority; should begin in 2013, 1 = short-term (2013-2015), 2 = mid-term (2016-2022), 3 = long-term (2023-2032), 4 = future (2032+), 5 = ongoing

** The extent to which the City proactively invests resources—dollars, staff time, political will, policy or regulatory changes, etc. (1 to 5, with 5 being the most aggressive).

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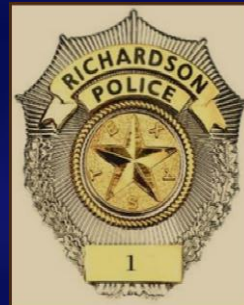
\$\$\$ represents projects like land acquisition or construction with approximate costs between \$250,000 and \$1 million.

\$\$\$\$ represents major projects with approximate costs over \$1 million.

Main Street	Chinatown	Interurban	Arapaho Business	Rustic Circle	Civic	Catalyst Site 1	Catalyst Site 2	Catalyst Site 3	Catalyst Site 4
X								X	
X		X							
X		X				X		X	
X								X	
X		X				X	X	X	

Richardson Police Department

Year End Review for 2012



Crime and Arrest Review

January thru December 2011 and 2012

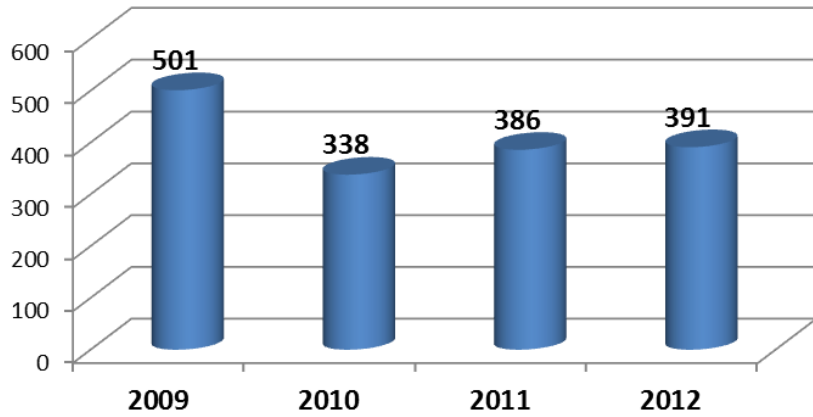
OFFENSE	2011 December YTD	2012 December YTD	% Change	2011 Arrests Dec YTD	2012 Arrests Dec YTD
TOTAL CRIME	5906	6453	9%	2902	3516
Part I	2999	3180	6%	622	616
Part II	2907	3273	13%	2280	2900
Residential Burglary	386	391	1%	64	50
Business Burglary	225	311	38%	25	28
Simple Assaults	510	422	-17%	552	353
Aggravated Assaults	83	59	-29%	59	39
Auto Theft	195	131	-33%	22	15
Burglary MV	952	1056	11%	58	64
Criminal Mischief	760	822	8%	38	46
Fraud	195	165	-15%	52	61
Robbery of Individual	52	53	2%	28	32
Robbery of Business	22	22	0%	6	6

Selected Part II Crimes

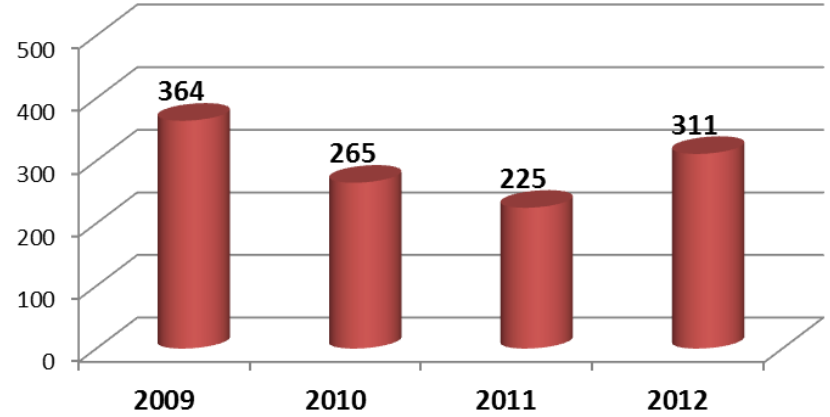
January thru December 2011 and 2012

Part II Offense	2011 December YTD	2012 December YTD	% Change	2011 Arrests Dec YTD	2012 Arrests Dec YTD
Weapon Law Violations	15	39	160%	16	36
DWI	273	425	56%	274	425
Liquor Law Violations	138	160	16%	225	475
Disorderly Conduct	153	173	13%	148	255
Drug Possession	287	333	16%	317	366

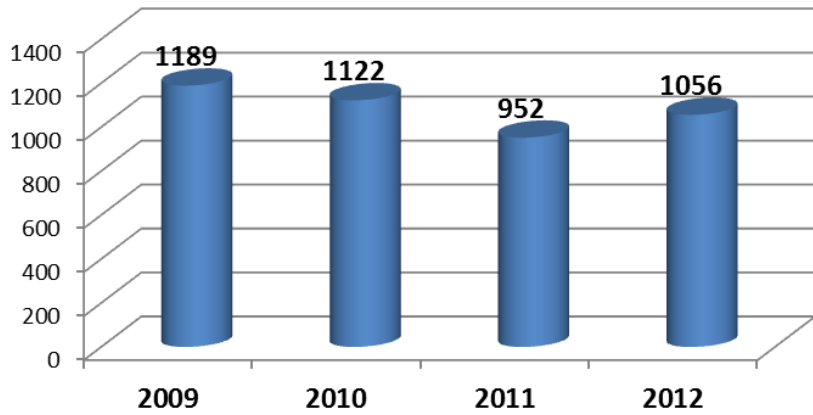
Residential Burglary



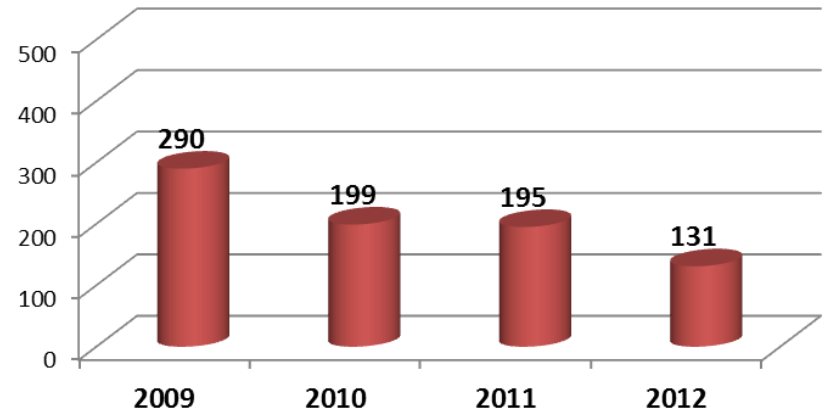
Business Burglary



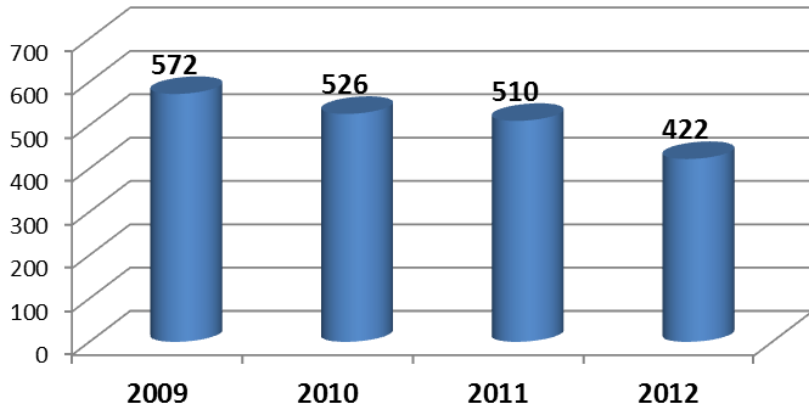
Burglary MV



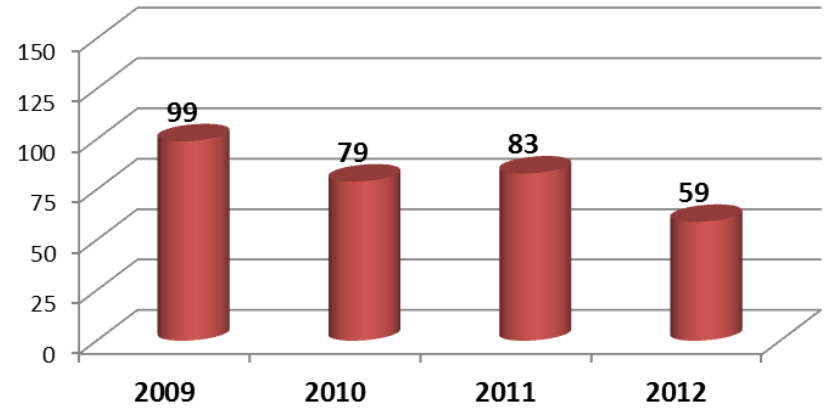
Auto Theft



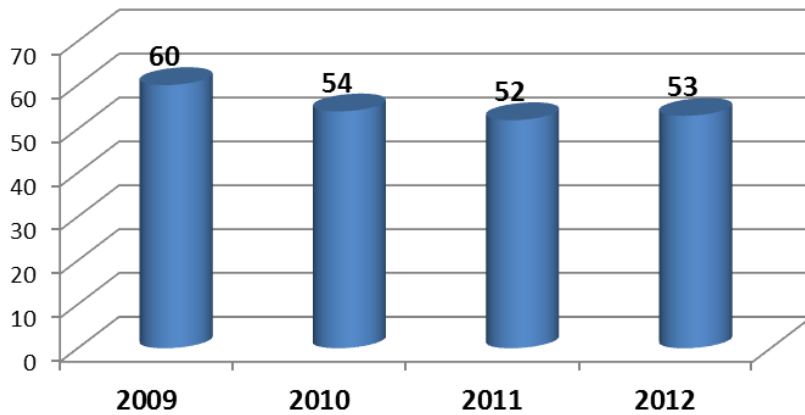
Simple Assaults



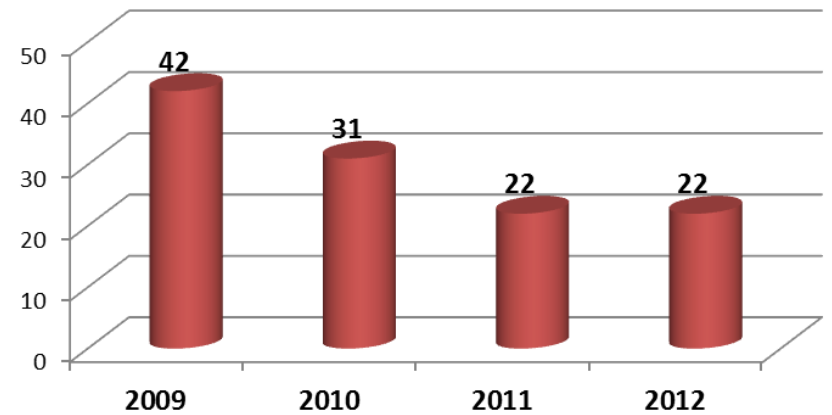
Aggravated Assaults



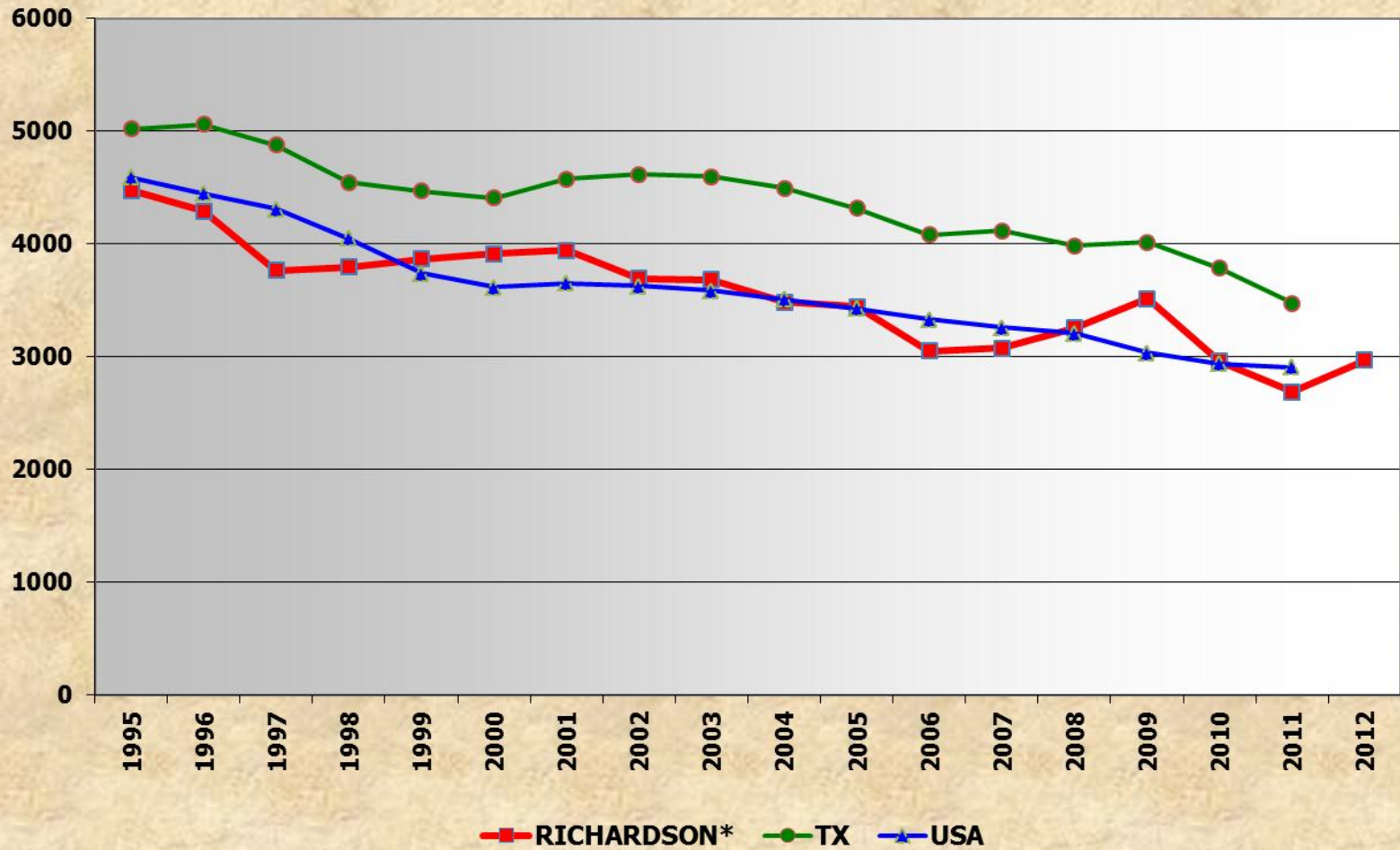
Robbery of Individual



Robbery of Business

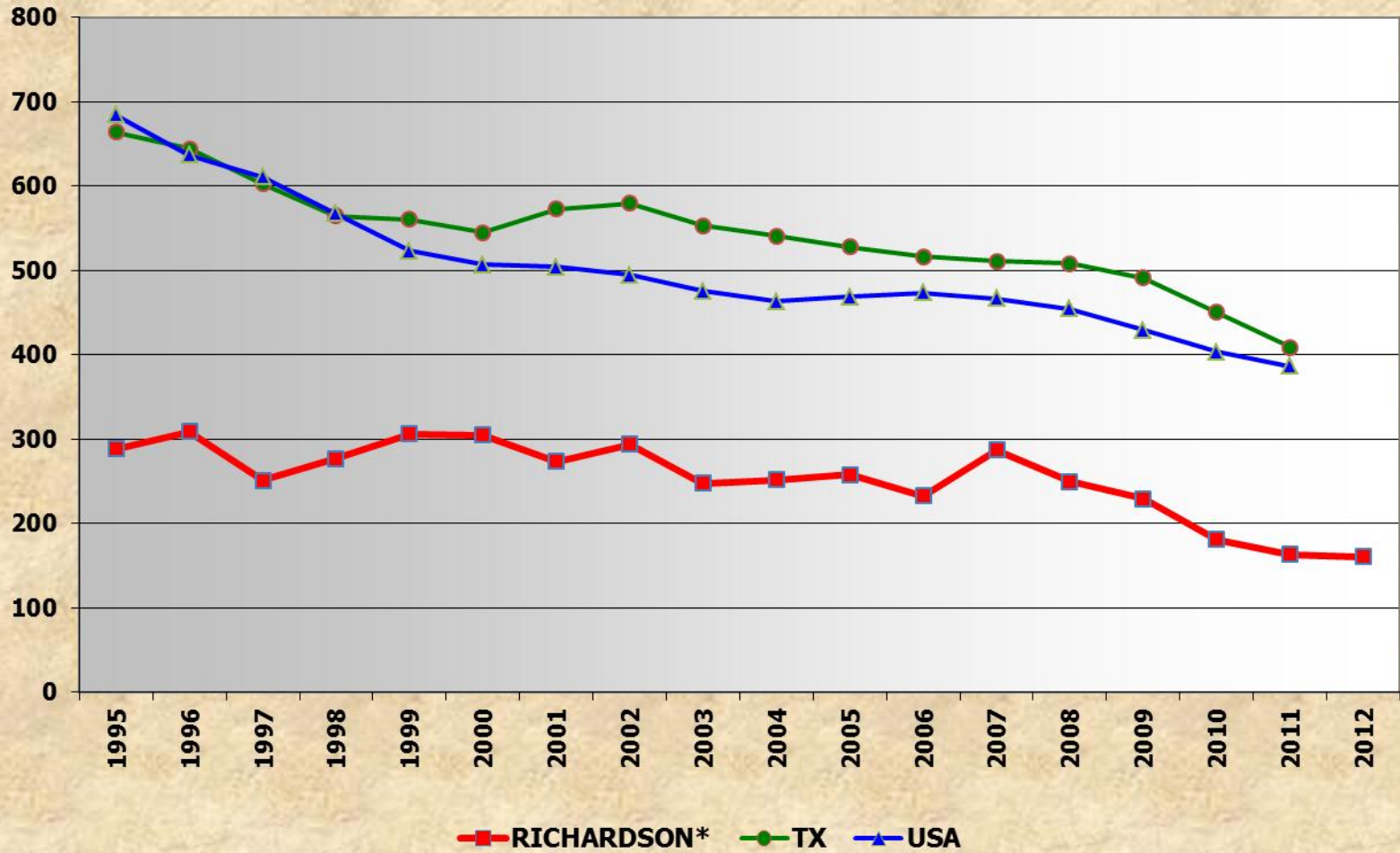


Property Crime Rates per 100,000



* Includes 2012 data

Violent Crime Rates per 100,000



* Includes 2012 data

Departmental Initiatives

- IBR to UCR
- Operational Support Unit
- Cross-over Crime Meetings
- Social Media
- Emergency Operations Center

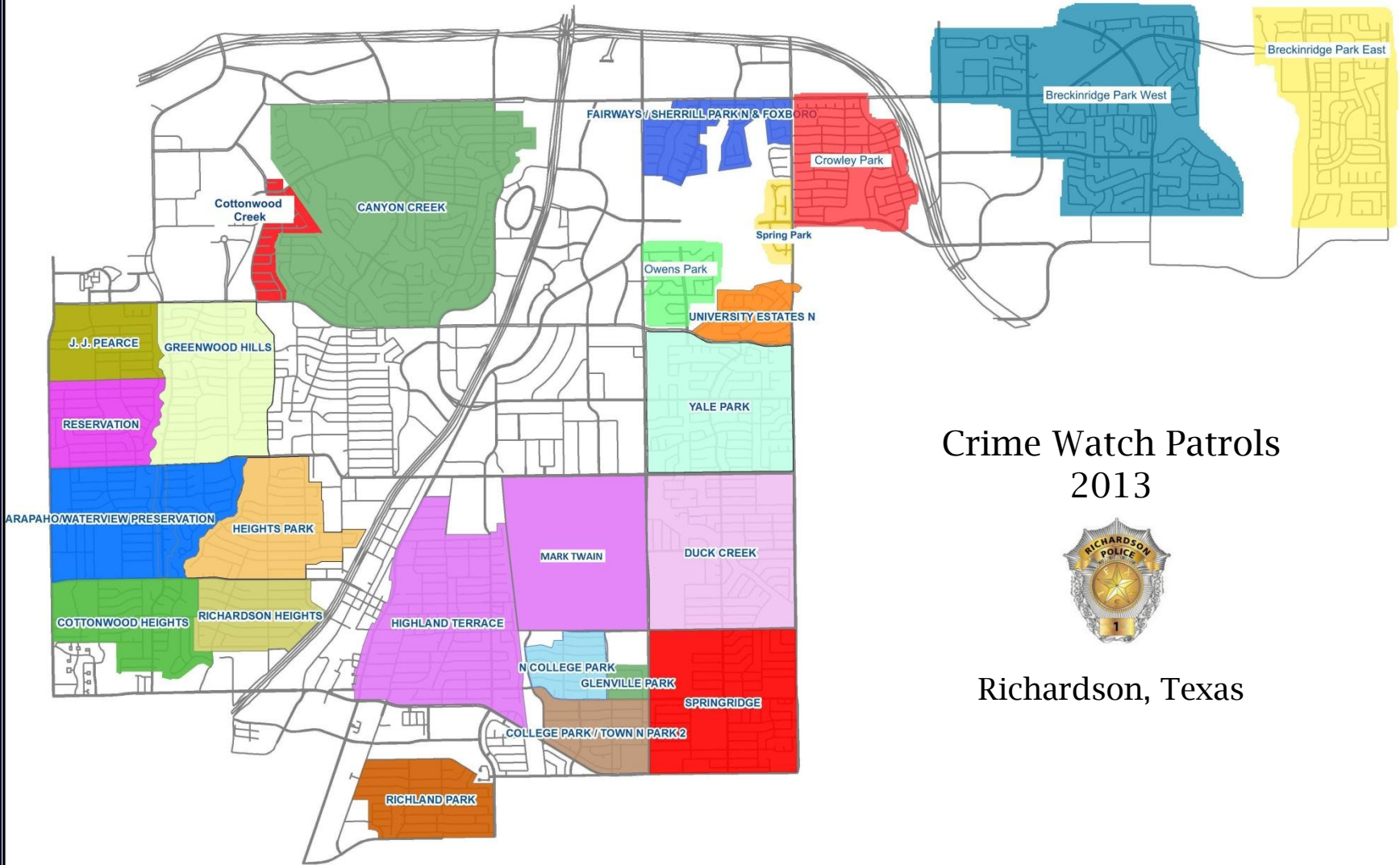
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Crime Watch Patrol Area	Members	Homes Covered in Crime Watch Area
Arapaho/Waterview Preservation	23	1149
Breckenridge Park East	27	1021
Breckenridge Park West	19	1991
Canyon Creek / Cottonwood Creek	90	3115
College Park/Town North Park II	28	566
Cottonwood Heights	15	934
Crowley Park	23	1074
Duck Creek	32	1426
Glenville Park	17	127
Greenwood Hills	21	1515
Heights Park	18	1044
Highland Terrace / Mark Twain	16	2612
J.J. Pearce	19	464
North College Park	34	389
Owens Park	17	408
Reservation	32	766
Richardson Heights	19	722
Richland Park	39	942
Sherrill Park / Foxboro / Fairways*	24	665
Springridge / Berkner Park / Marlboro	36	1481
University Estates North	20	303
Yale Park	30	1529
22	599	24,243

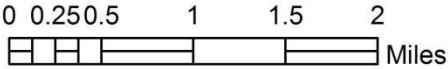
* Sherrill Park North, Foxboro Addition and Fairways of Sherrill Park



Crime Watch Patrols 2013



Richardson, Texas



Burglary Arrests

02/22/2012 - Three suspects arrested and charged with Burglary of Motor Vehicle – 22 offenses

- 1700 block, N. Yale – Responding Officers dispatched to a Burglary of a Motor Vehicle in progress observe three suspects fleeing the area on foot.
- One of the three suspects is located in the back yard of a home on Merrie Circle by K-9 Macho and Officer Cubberly, then taken into custody.
- Property recovered from the suspect and further investigation led to the arrest of the other two suspects.

04/17/12 - One suspect arrested and charged with Burglary of Motor Vehicle – 8 offenses

- 400 block, Vernet – while patrolling the area, Sergeant Meli observes a vehicle with an interior light on.
- Officer stopped and located the suspect near a second vehicle.
- Suspect was arrested and charged with Burglary of Motor Vehicle (8)

Burglary Arrests continued...

05/22/12 –Suspect arrested and charged with Burglary of Habitation offenses (9-Richardson, 3-Plano)

- After numerous Burglary of Habitation offenses on the City's West Side, a lead was developed off of a fingerprint processed by Crime Scene.
- The investigative work of Detectives Scott Ulrich and Brian Ray, along with assistance from Patrol officers, led to the arrest of Phillip Delatorre.



10/22/12 – Suspect arrested and charged with Burglary of Habitation offenses (4 in Richardson, 3 – Garland)

- Detective Marvin Stevenson coordinated with Garland Police Department on a lead they developed off of Craigs list involving open garage burglaries in the Jupiter/Renner area.
- Detective Stevenson determined the suspect to be Joseph Peacock.
- After his arrest, Detective Stevenson obtained a confession that led to seven (7) Burglary of Habitation charges and the return of some of the stolen property.



Unidos Program

Meeting moved to La Mirada Community Room

Attendance Tripled



Explorer Program

2012 Texas State Law Enforcement Explorer Competition Awards:

- Top 10% for professionalism and expertise – Crisis Negotiation
- Crisis Negotiation – 3rd Place
- Active Shooter – 3rd Place
- Physical Agility – Male Advisor
- Intoxicated Driver – 2nd Place
- Texas State Explorer of the Year – Captain Cheyenne Packard!



Explorers contributed more than **1,900** volunteer hours to the Christmas Parade and Family Fourth celebrations in 2012.

Internship Program

In 2012, Police Interns spent 756 hours with the department.



Monica Hamilton, UTD
Field of Study: Criminology, MS

RPD Internship
07/02/12 – 08/20/12
276 Hours



Eric Duffek, SHSU
Field of Study: Criminal Justice, BS

RPD Internship
08/29/12 – 12/07/12
480 Hours

Faith-Based Conference

Third Annual Conference focused on Child Safety





NPO Terry Woods

NPO Dave Mankin

NPO Roy Pierce

NPO Greg Lee

NPO Dan White

NPO Ed Coleman

NPO Kerry Cain

Neighborhood Police Officers



Patrol Areas

National Night Out

October 2nd , 2012

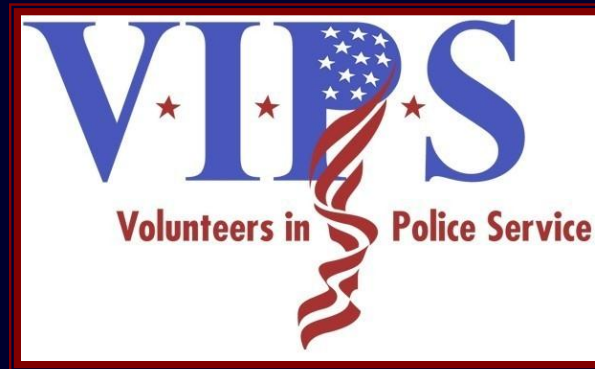
Second Place Nationwide!

187
registered
parties



7,235 lbs.
of food
collected
for
Network
Ministries





In 2012, a total of **80** Volunteers in Policing (VIPs) dedicated over **16,457** hours of service to the Police Department.

Certificate of Promotion
to
Public Safety Telecommunicator Supervisor



Kathleen Burke
08/31/12



Sherry Buford
09/17/12



Remember our Troops



Police Officer Victor Diaz began his deployment on 03/05/12. He is attached to a MP Unit deployed in Lobar Province, Afghanistan. His approximate return date is in March of 2013.



**RICHARDSON
POLICE**

OFFICER