



Main Street/ Central Expressway Study

January 2013



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CITY OF RICHARDSON

Bob Townsend, Mayor
Laura Maczka, Mayor Pro Tem
Mark Solomon, Council Member
Scott Dunn, Council Member
Kendal Hartley, Council Member
Steve Mitchell, Council Member
Amir Omar, Council Member

STAFF

Dan Johnson, City Manager
David Morgan, Deputy City Manager
Cliff Miller, Assistant City Manager
Don Magner, Assistant City Manager
Michael Spicer, Director of Development Services
Monica Heid, Community Projects Manager
Sam Chavez, Assistant Director of Development Services - Planning
Keith Krum, Senior Planner
Kathy Welp, Executive Secretary
Cindy Wilson, Administrative Secretary

ADDITIONAL STAFF SUPPORT

Michael Massey
Susan Smith
Dave Carter
Jim Dulac
Chris Shacklett
Israel Roberts
David McFadden
Dan Tracy
Mohamed Bireima

HOK

Mark Bowers
Ignacio Mejia
Farzine Hakimi
Abbey Roberson
Meredith Matthews
Kelsey Berry

RICKER-CUNNINGHAM

Anne Ricker
Bill Cunningham

KIMLEY-HORN AND ASSOCIATES

Kurt Schulte
Roy Wilshire
Rob Rae
Chelsey Cooper

STRATEGIC COMMUNITY SOLUTIONS

Karen Walz
Alexis Jackson

TOWNSCAPE

Dennis Wilson

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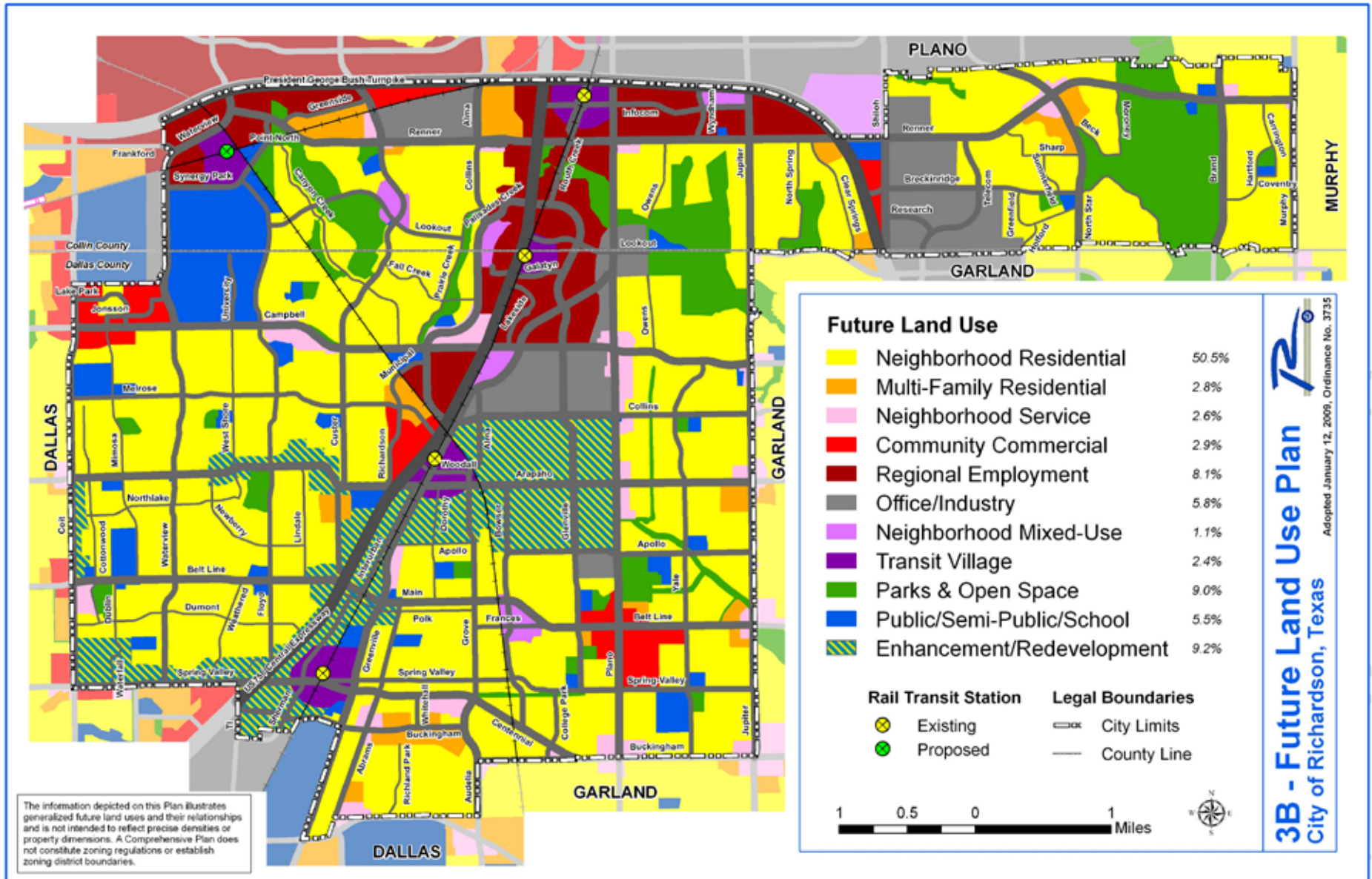
INTRODUCTION

PROJECT BACKGROUND

In January of 2009, the Richardson City Council adopted a new comprehensive plan. This long-range vision for the community was intended to direct development and redevelopment for a period of 20 to 30 years. The plan acknowledged that many of the challenges the community faced are indicative of a first-tier suburb—aging development and infrastructure, under-performing properties, and evolving demographics. As a strategy to overcome these challenges, the Comprehensive Plan included a section highlighting six different Enhancement/Redevelopment zones within the community where “further study may be necessary to understand the full potential for redevelopment in each of these areas.”

Due to a long history of concerns shared by the entire community, the West Spring Valley Corridor was chosen as the first of the Enhancement/Redevelopment areas for analysis. That study culminated in the adoption of a new set of PD regulations in May of 2011, which were further refined in October of that same year.

In February of 2012, this effort to create a vision for two additional Enhancement/Redevelopment areas was initiated. Main Street and Central Expressway were combined into a single Study Area by the City due to overlapping issues and stakeholders and to create better efficiencies related to scheduling and study costs.



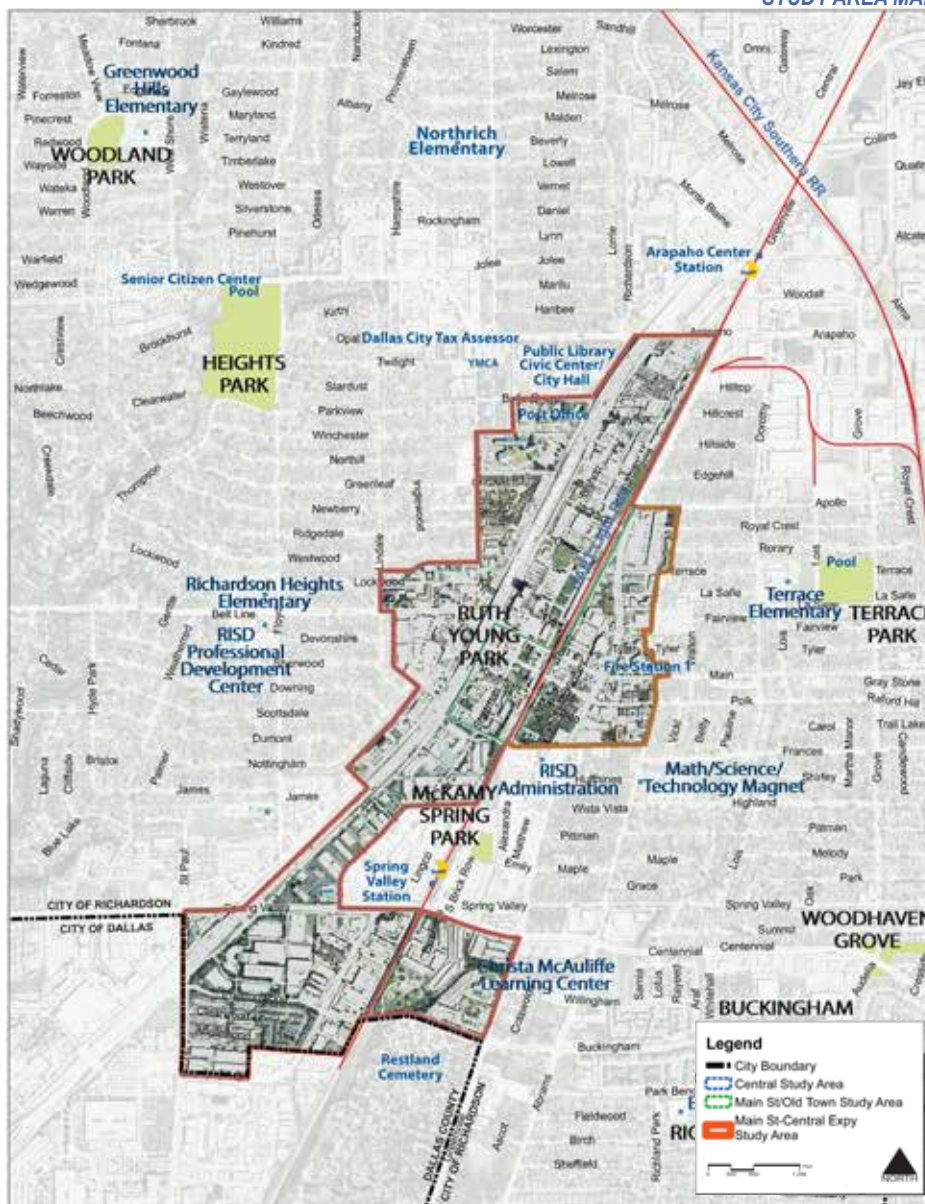
STUDY CONTEXT

The Main Street/Central Expressway Study Area is located in the northeastern portion of the Dallas-Fort Worth Metroplex. The area extends approximately two miles, from the city limit with Dallas on the south to Arapaho Road on the north. The eastern boundary of the Study Area roughly follows Greenville Avenue, and the western boundary captures the parcels bordering the southbound Central Expressway Frontage Road to the west.

Excluded from the Study Area is the property generally south of Dumont Drive along the west edge of Central Expressway and an area surrounding the Spring Valley DART station. Both have already been studied in detail and rezoned—the area south of Dumont in the West Spring Valley Corridor Reinvestment Strategy and Planned Development Ordinance (2011) and the property surrounding the Spring Valley transit center in the Spring Valley Station District Planned Development Ordinance (originally adopted in 2004 and updated several times, most recently in 2011).

The Study Area is comprised of 374 parcels and approximately 415 acres of land. It currently contains a variety of retail, commercial, industrial and office development and a small percentage of residential uses. The area is served by several major roadways, including U.S. 75/ Central Expressway, Belt Line Road/Main Street, Spring Valley Road, Arapaho Road and Greenville Avenue. Additionally, Dallas Area Rapid Transit’s (DART) Red Line (existing) and the bike/pedestrian pathway known as the Central Trail (future) offer additional transportation options within the Corridor. The majority of the Study Area is included in the City’s Tax Increment Financing (TIF) #1 District. The following map illustrates the extent of the Main Street/Central Expressway Study Area.

STUDY AREA MAP



PURPOSE

The Main Street/Central Expressway Corridor enhancement and redevelopment study is intended to provide additional detail related to the vision for the area expressed within the City's Comprehensive Plan and to reflect the community's goals for the future of the Corridor. The Comprehensive Plan offers a description for the future of the Central Expressway Corridor as follows:

"Enhancement and redevelopment within this area should include new and renovated office space, upgraded retail centers, and additional hospitality uses (restaurant, hotel, entertainment). Mixed-use development may be appropriate at major intersections and adjacent to the Spring Valley rail transit station."

The vision expressed for the Main Street area is as follows:

"This area represents the historic downtown of Richardson. While the City does not have a traditional 'Central Business District', the identification and support of this unique area could help strengthen community identity, cohesiveness, and pride. Redevelopment as a pedestrian-oriented district, with a mix of commercial, office, and residential uses preserving the scale and character of the old street grid, is a possibility. Buildings should include small-scale retail uses, such as boutiques, restaurants, specialty stores, and arts and craft shops, in ground level space in buildings with two or more stories. Building height should be limited to three to four stories to enhance the pedestrian character of the district and to respect the proximity of nearby residential neighborhoods".

This study will also serve as a corridor plan, providing strategic recommendations for public investment and policy reform which can be implemented over the near- and long-term and encouraging reinvestment in targeted areas which could attract additional private sector investment in the Corridor.

OBJECTIVES

The project objectives which guided the work of the City, stakeholders and consultant team were to:

- Develop a plan for the future of the Main Street/Central Expressway Corridor;
- Determine market viability for redevelopment;
- Engage stakeholders;
- Develop a vision based on community goals and market realities;
- Create an implementation strategy.

Depending upon the results of the study and specific priorities established by the City Council additional objectives may include:

- Amending zoning and other standards to support redevelopment;
- Determining if opportunities exist for public/private partnerships.

STUDY PROCESS

After a February 2012 background briefing of the City Council and City Plan Commission, a study process to establish a vision for the Main Street/Central Expressway Corridor was initiated beginning in May of 2012. During June and early July, the consultant team reviewed previous studies and accumulated and analyzed data related to existing conditions in the Corridor. This review and analysis established a baseline of understanding related to physical, jurisdictional and economic opportunities and constraints within the Study Area.

Following that analysis, the study team embarked on a multi-part journey with Corridor stakeholders (property owners, area business owners, Corridor residents, surrounding neighborhood associations, elected and appointed officials, key individuals in the private development community) to identify aspirations and desires for the future of the Corridor. The direction received by the consultant team during both small and large group sessions became the basis for the overall vision for the Corridor.

Following each of those meetings, the consultant team worked to align the specific desires for the future vision with the market and physical opportunities identified early in the process to prepare an overall concept plan for the Corridor; Framework Plans for land use, transportation and urban design; and more detailed Focus Area plans for three strategic locations in the Corridor. In November of 2012, those concepts were taken back to the community to confirm that the vision expressed in a series of concept graphics and district descriptions was true to the goals and aspirations shared by area stakeholders in the earlier workshops.

Finally, in November and December of 2012 and January of 2013, the consultant team developed specific strategies for implementing the vision with levels of priority, timelines, order of magnitude costs and potential partnerships that could be formed to support the vision.

PUBLIC INVOLVEMENT

There were multiple opportunities and venues for public and stakeholder involvement throughout the study. The general public was able to review study materials prepared at each stage of the process on the project website. Facebook was utilized as a tool to allow interested stakeholders to share comments and opinions related to the study. The general public was also able to participate in two online surveys and two online questionnaires to share specific input on both the general direction and specific concepts related to the study.

Three public meetings and one all-day focus group workshop were held during the process to discuss potential opportunities and constraints within the Corridor; to generate concepts for new development, urban design image and mobility; and finally, to review the concepts after additional refinement by the consultant team to confirm that they were reflective of the community's desires.

Finally, individual stakeholders and stakeholder groups had an opportunity to participate in a series of interviews midway through the effort to share specific ideas and concerns related to the vision for the future Main Street/Central Expressway Corridor. The full report of all public meetings, surveys and questionnaires is attached as Appendix I of this report.



Community Open House on July 10, 2012



Community Open House on July 10, 2012



Focus Group Workshop on September 15, 2012



*Final Community Involvement Session
on November 08, 2012*



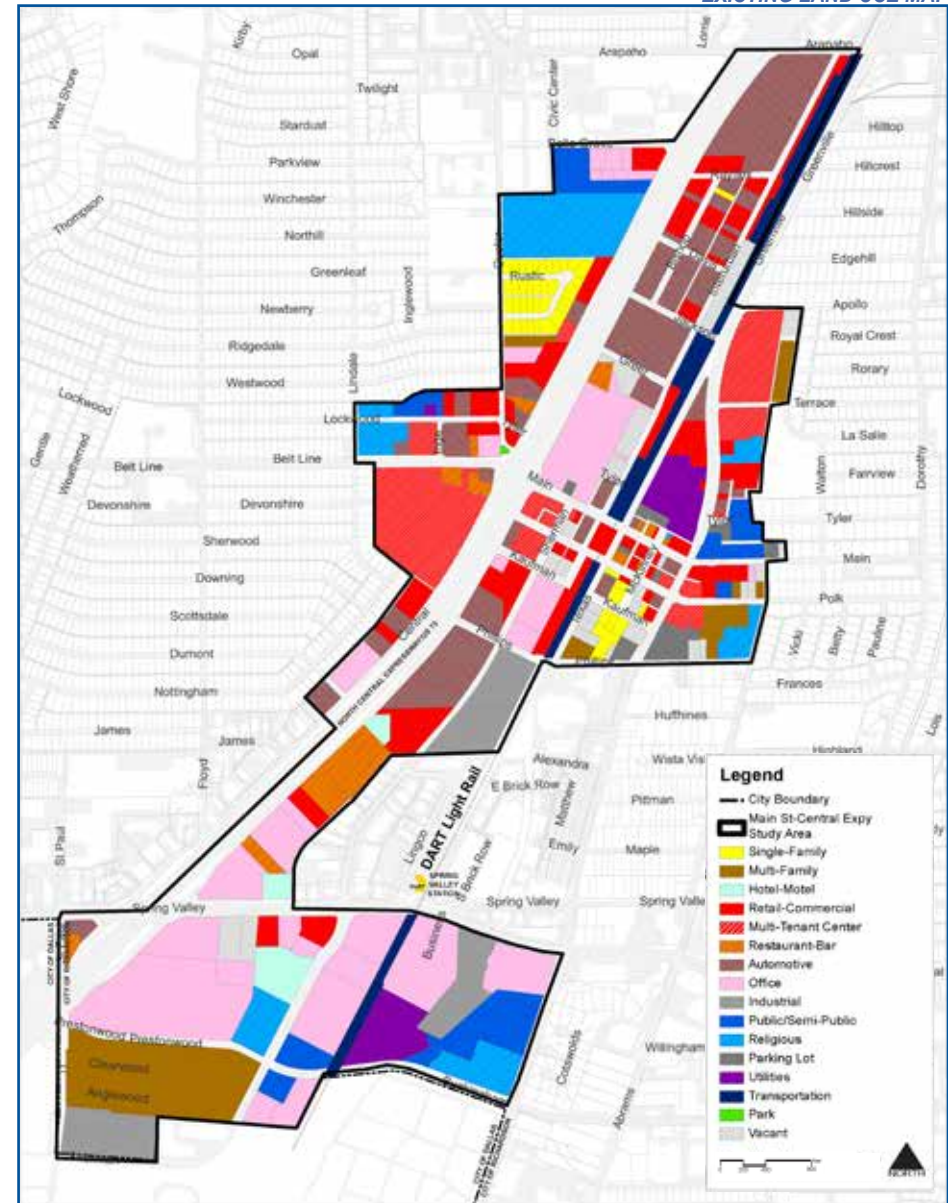
Focus Group Workshop on September 15, 2012

CORRIDOR OVERVIEW

EXISTING LAND USE

The predominant land uses within the Richardson Main Street/Central Expressway Study Area are retail/commercial, automotive and office. Automotive related uses are concentrated in the northern two-thirds of the Corridor east of Central Expressway and in the Interurban area between Main Street and Arapaho Road. A variety of retail and commercial uses exist in the central portion of the U.S. 75 corridor. The Main Street area is predominantly retail with public and semi-public uses east of Greenville Avenue. Multi-tenant commercial centers exist adjacent to U.S. 75 and along Belt Line, the largest being the Richardson Heights Shopping Center. The Study Area also has small pockets of single-family residential uses in the Rustic Circle neighborhood on the west side of U.S. 75 north of Belt Line Road, and near Kaufman Street south of Main. Major office uses are concentrated along the southern portion of the Corridor near Spring Valley and at the northeast corner of U.S. 75 and Main Street, and religious and public uses are distributed throughout the Corridor. The following map illustrates the existing land uses within the Main Street/Central Expressway Study Area.

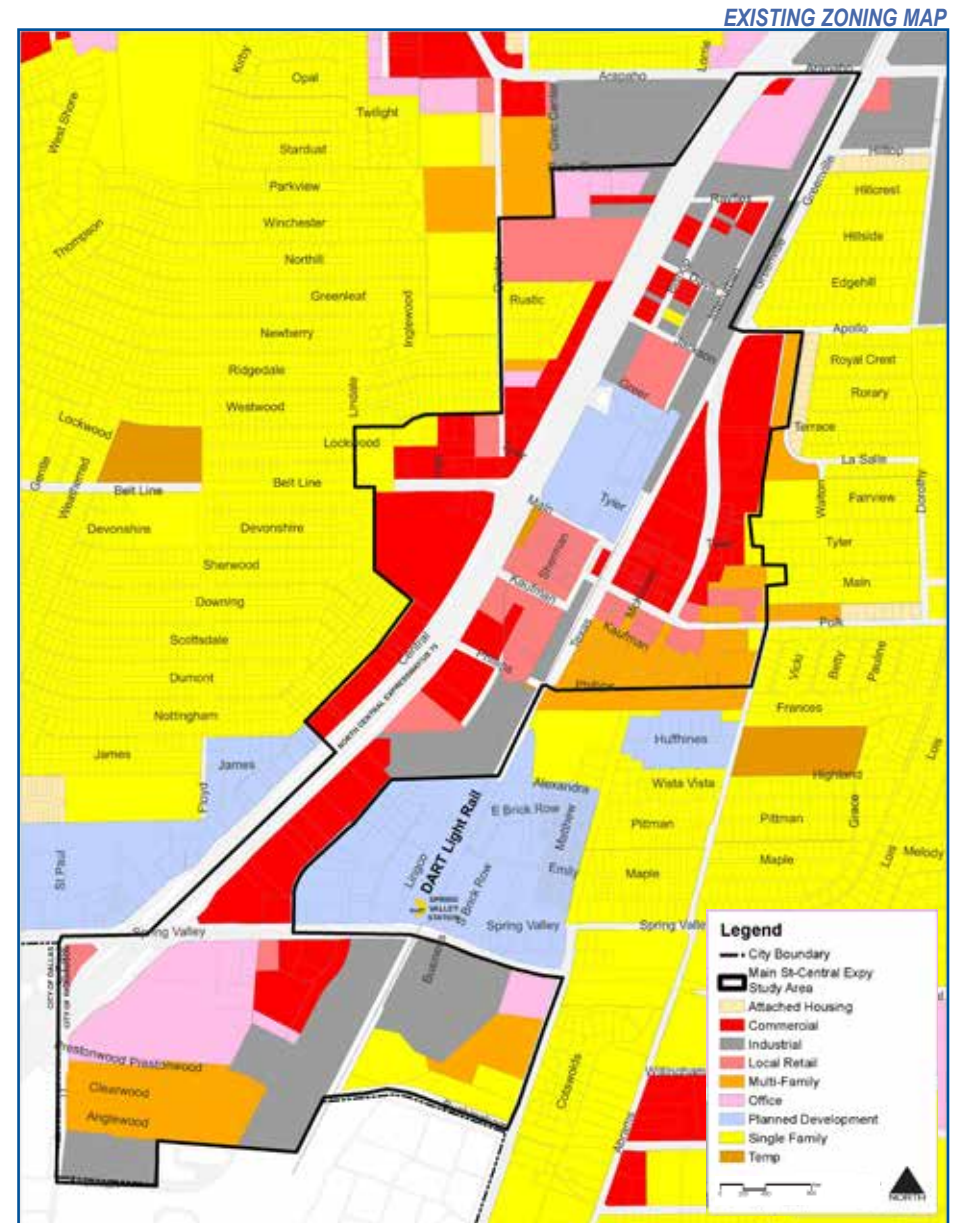
EXISTING LAND USE MAP



EXISTING ZONING

The majority of the properties in the Corridor are zoned Commercial and Local Retail. Office zoning anchors the northern and southern ends of the Corridor, with key corners at Spring Valley and Arapaho Road. The Arapaho Road site is actually zoned under multiple categories and the owners have exercised the option for an auto dealership at this location. There is a large Planned Development (PD) for retail/commercial uses at the northeast corner of U.S. 75 and Main Street, and Industrial zoning is dispersed throughout the Corridor, mostly east of U.S. 75.

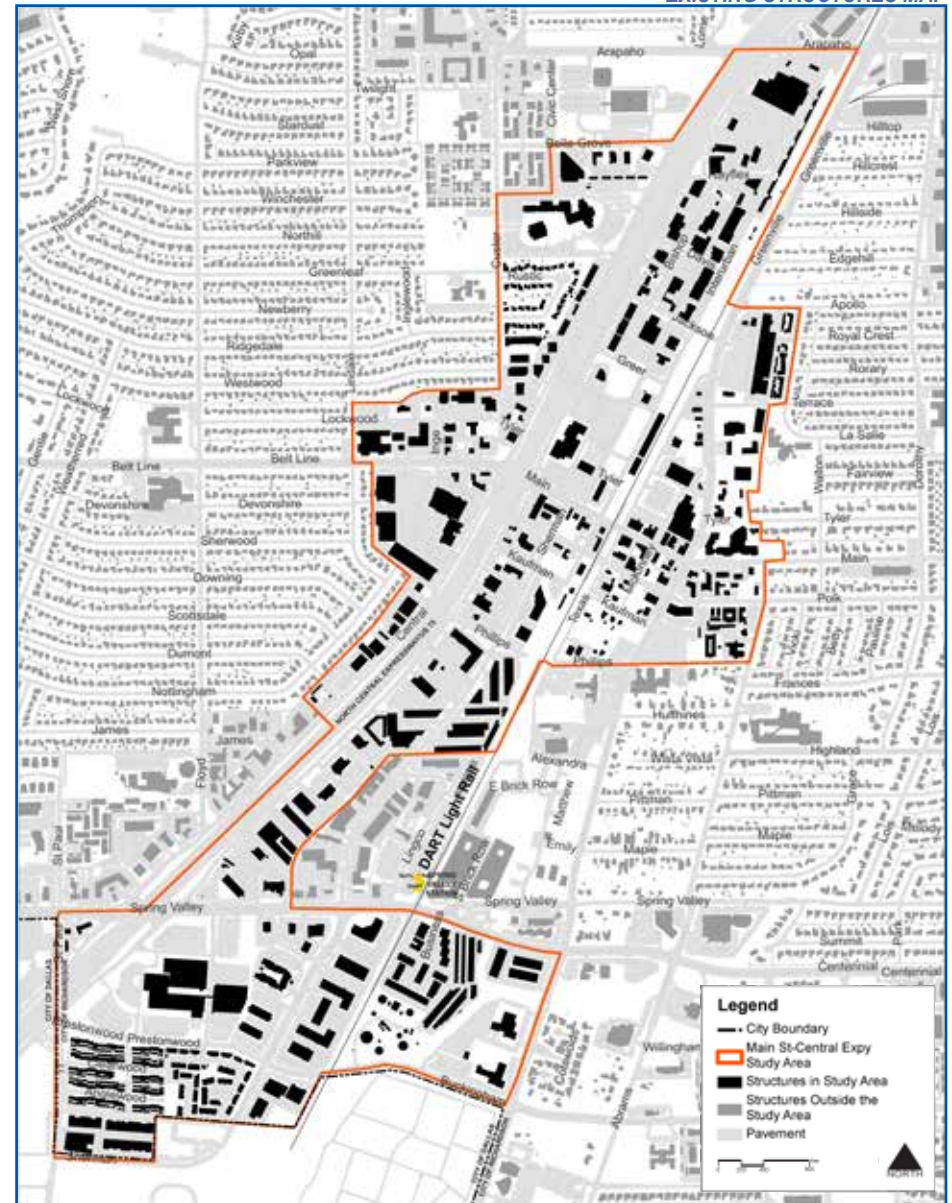
Properties zoned Apartment are located on Prestonwood, in the Kaufman Street/Phillips Street vicinity and east of Greenville Avenue north of Main Street. There is limited Residential (single-family) zoning in the area and except for the Rustic Circle neighborhood, this property is developed for institutional and public uses. The following map illustrates the existing zoning within the Main Street/Central Expressway Study Area.



EXISTING STRUCTURES

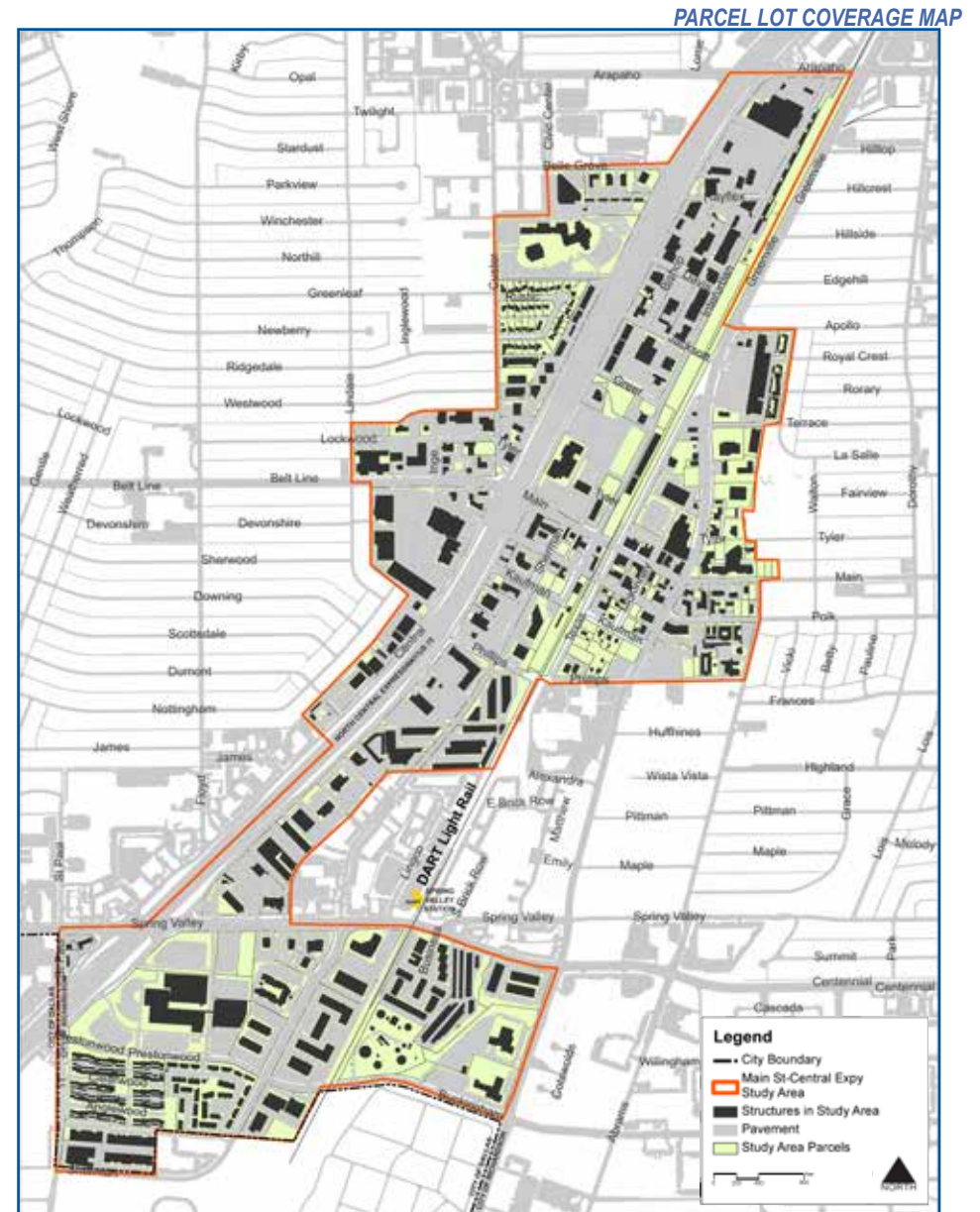
The existing Corridor character is indicative of a suburban development pattern. Building footprint sizes vary across the Corridor. The majority of buildings are one to two stories in height. A few are taller, ranging from four to 13 stories. Examples of these taller structures are the Comerica Bank building (five stories) at the northeast corner of Spring Valley and U.S. 75, the Autoflex Leasing building (four stories) on the west side of U.S. 75 north of Dumont Drive, and the Chase Bank building (13 stories) at the northeast corner of Main Street and U.S. 75. The following map illustrates the locations of existing structures within the Main Street/Central Expressway Study Area.

EXISTING STRUCTURES MAP



PARCEL LOT COVERAGE

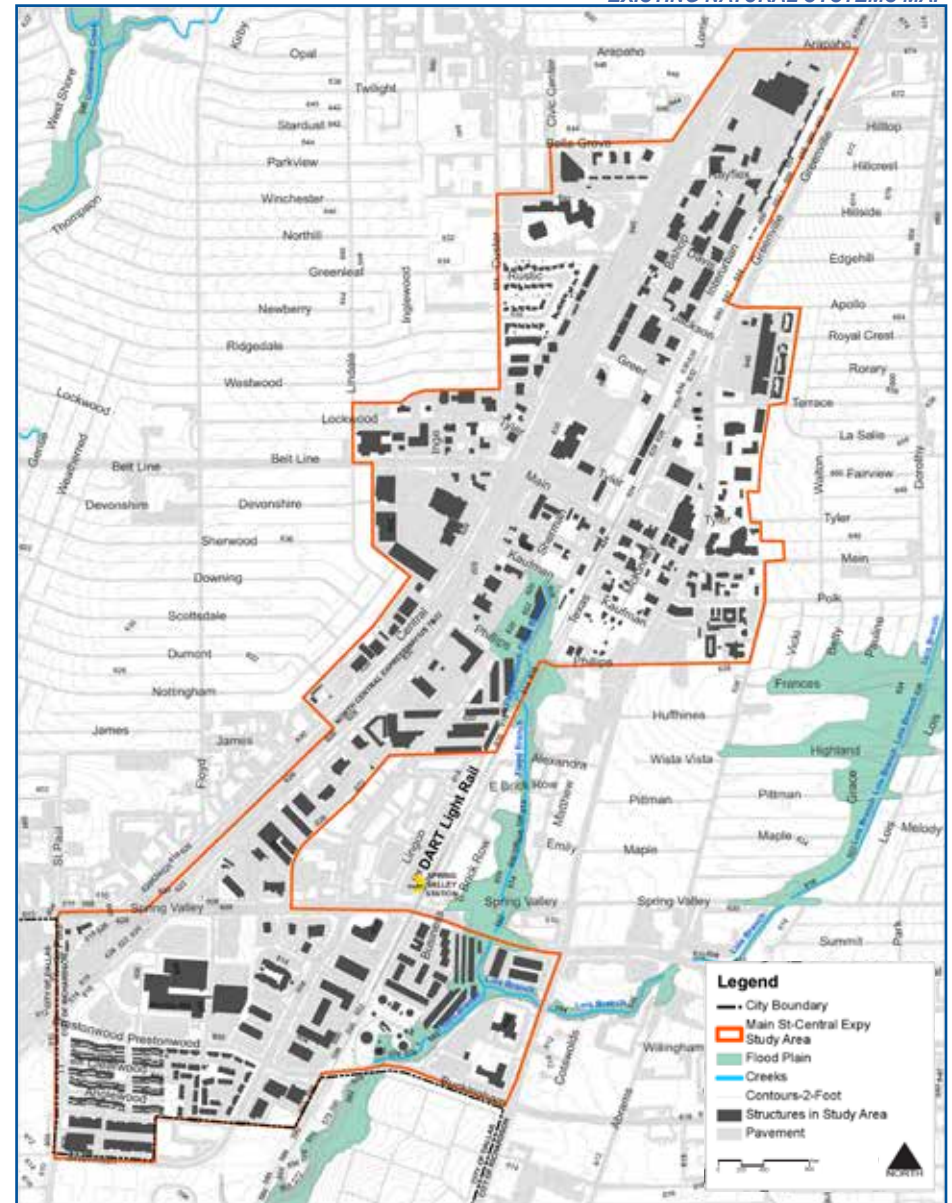
The variety of building footprint sizes and large collection of office and retail/commercial uses is accompanied by a substantial amount of surface parking surrounding the buildings. This, too, indicates a corridor with a suburban development pattern. The amount of pavement and surface parking begins to decrease at the edges of the Corridor and along the DART Rail ROW compared to the properties fronting Central Expressway and adjacent to the arterial streets. The following map illustrates the locations of existing structures, surface parking, and green space (mostly contained on private property and adjacent to the creek) within the Main Street/Central Expressway Study Area.



EXISTING FLOODPLAIN

Existing floodplains within the Study Area are associated with the Floyd Branch and Lois Branch waterways. Floyd Branch originates south of Main Street and flows into the southern portion of the Study Area where it merges with Lois Branch. The floodplain impacts the size and location of potential developable parcels but could become an amenity for revitalization or redevelopment. The following map illustrates the locations of existing floodplains within the Main Street/Central Expressway Study Area.

EXISTING NATURAL SYSTEMS MAP



EXISTING TRAFFIC

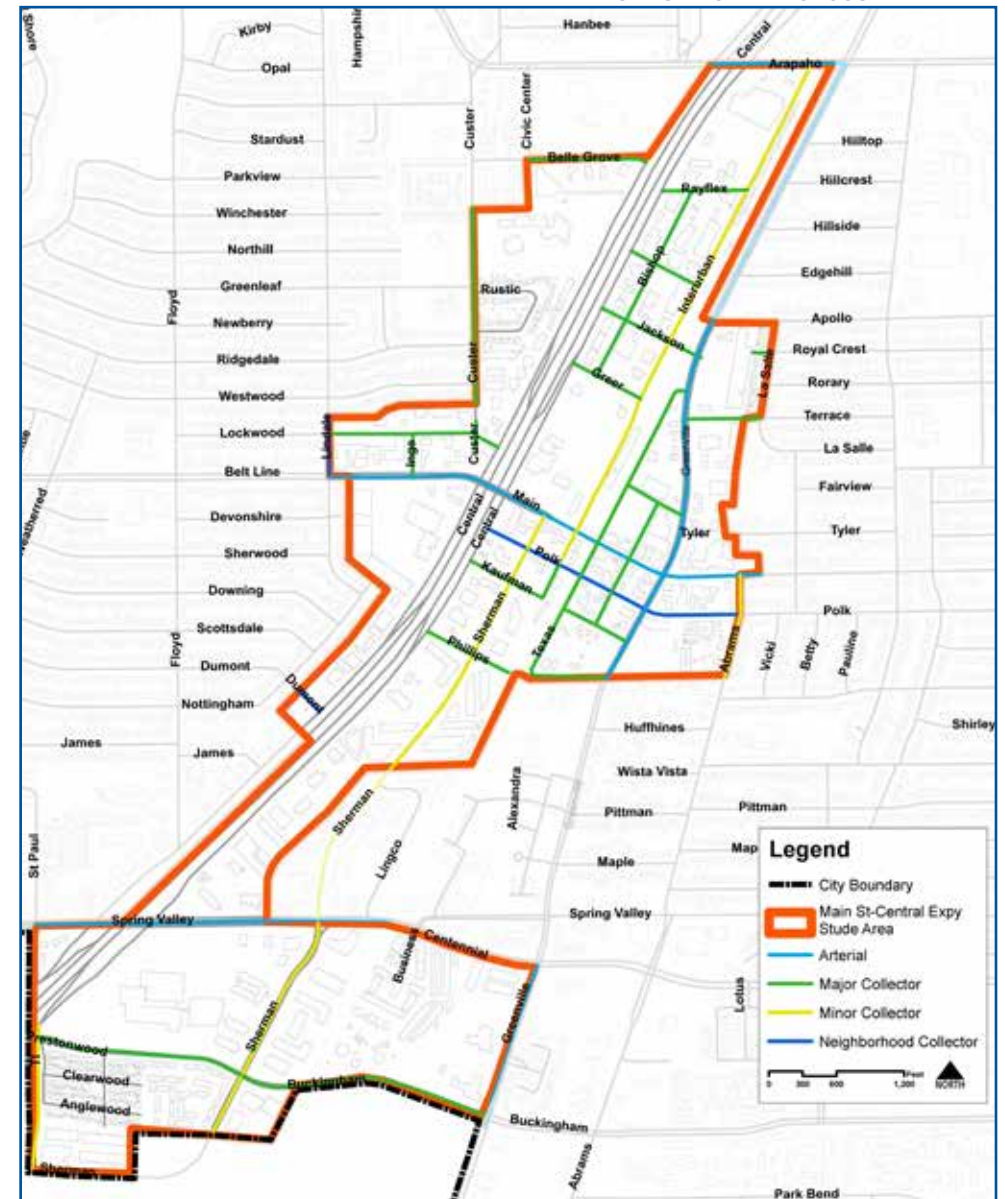
Existing traffic within the Study Area is most heavily concentrated along Central Expressway and the on/off ramps at Spring Valley Road, Belt Line/Main Street and Arapaho Road. Spring Valley Road and the entrance and exit connections thereto at Central Expressway carry 15,000 to 25,000 vehicles per day. Traffic on Belt Line Road/Main Street ranges from 15,000 to 35,000 cars per day and Arapaho Road carries 20,000 to 35,000 vehicles daily.

Heavy eastbound traffic in the evening peak hours on Main Street, generally between 5:00 and 7:00 PM, poses a dilemma if the goal for the future is to both improve traffic flow and accommodate on-street parking for the local businesses and restaurants. The same heavy movements occur in the morning drive times between 6:30 and 8:30 AM. Traffic counts in this area indicate that approximately 15,000 vehicles travel on Main Street towards Greenville. At this intersection, only a small percentage of traffic turns left or right, with the majority of traffic proceeding through to the east.

Traffic is an issue at Main Street/Belt Line and Central Expressway due to the high volume of automobiles already traveling along Belt Line Road and the large number of cars exiting the ramp and merging onto Belt Line and Main Street. Buildup becomes especially heavy during peak hours, and large numbers of turning vehicles discourage pedestrian traffic because it creates an unsafe feeling for pedestrians and bicyclists.

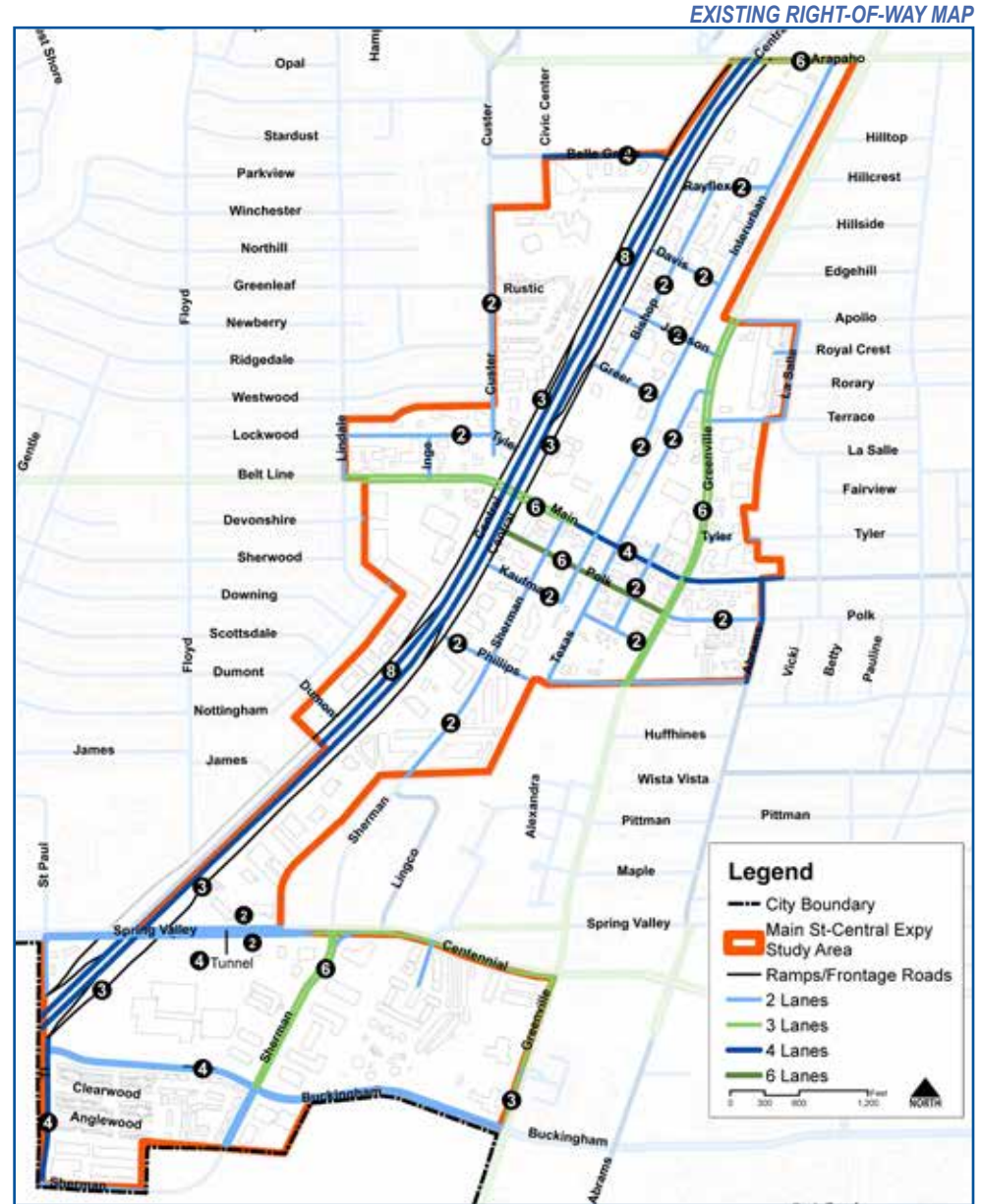
Prestonwood and Central Expressway is a problematic intersection as well because of its design. As a three-legged intersection—TI Boulevard is the third street—at the point of a triangular shaped parcel, traffic conflicts become an issue. Central Expressway has high traffic volumes at this location and traffic exiting onto one of these two side streets can cause congestion and confusion.

EXISTING MASTER THOROUGHFARE PLAN



EXISTING RIGHT-OF-WAY

Within the Study Area, besides the freeway, five street classifications are identified: arterial, major collector, minor collector, neighborhood collector and local. The Master Transportation Plan also defines streets according to their lane configurations as 6-lane divided (6D), 4-lane undivided (4U), 4-lane divided (4D), 2-lane undivided (2U), 2-lane collectors (2C) and local (L). Spring Valley Road, Belt Line Road and Arapaho Road are all 6D, arterial streets. These three arterials have both eastbound and westbound lanes and carry high volumes of traffic. The streets that have four or fewer lanes typically serve to facilitate traffic movement to the three arterials, which then provide a connection to U.S. 75. Streets within the Study Area are mostly auto-centric, with minor attention given to pedestrians and bicyclists. The following map illustrates the lane configuration within the Main Street/Central Expressway Study Area.



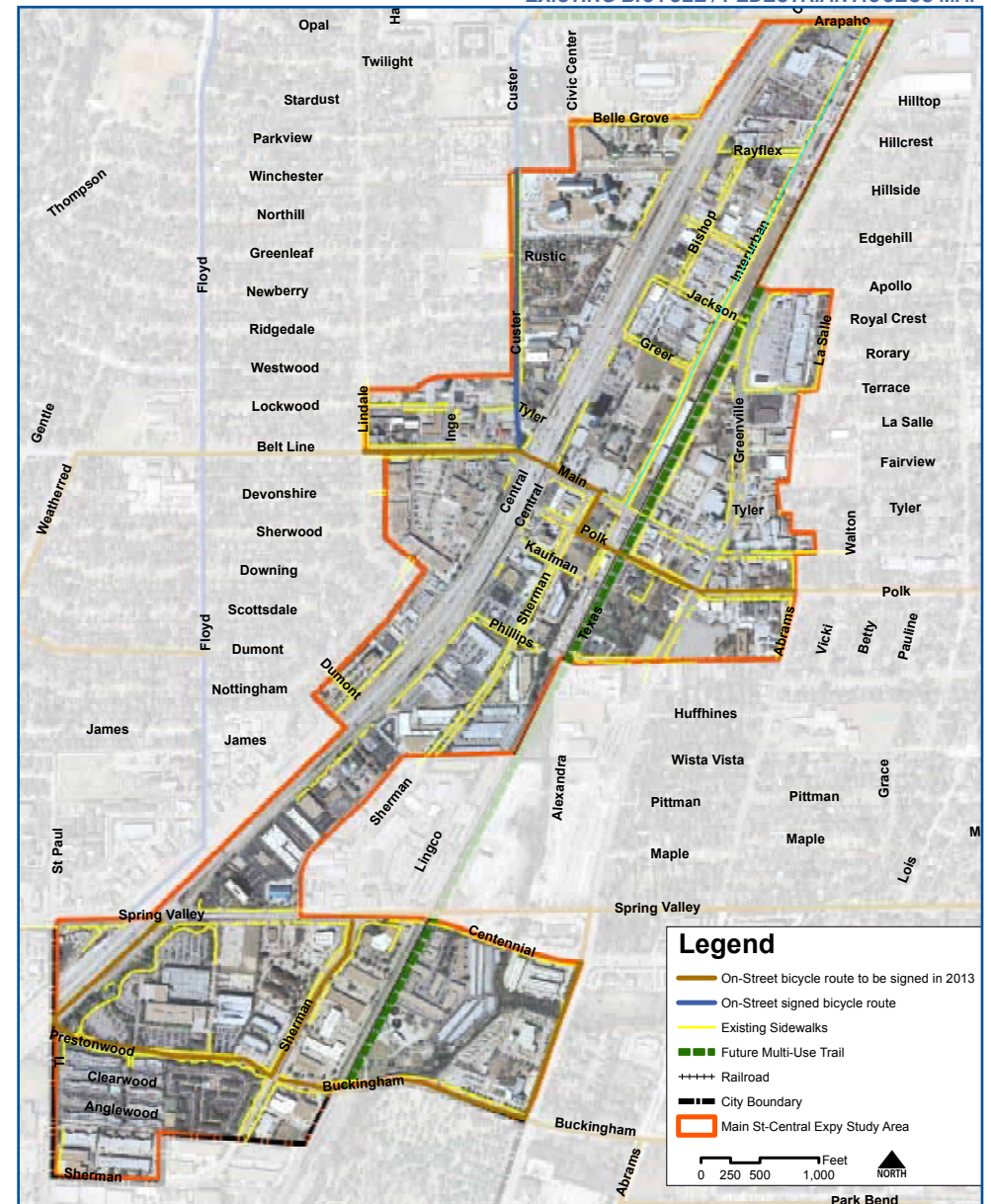
EXISTING BICYCLE/PEDESTRIAN ACCESS

Sidewalks throughout the Main Street/Central Expressway Study Area are typically very narrow and lack buffers, shading and pedestrian-scale lighting. According to resident feedback from the public workshops, citizens do not feel safe traveling by foot from outlying neighborhoods into the more urban areas along and across U.S. 75. Due to higher speeds and a lack of connectivity and safe crossings, most pedestrians will opt for driving to their destinations as opposed to walking there.

Currently there are no trails within the Study Area, though construction will be underway in 2013 on a multi-use trail running north/south along the DART Rail Line. This Central Trail will provide an important connection through the Study Area, making pedestrian and bike movement a more realistic mode of transportation.

The need for connections to the Central Trail and the lack of available parking are two concerns raised multiple times during the public involvement sessions. Equally important to residents is providing a safe and attractive pedestrian connection under Central Expressway at Belt Line/Main Street. Currently there are sidewalk connections along Belt Line and Main Street and under Central Expressway in a center concrete island. These sidewalks allow pedestrians to walk along the street and under the Expressway, but are generally perceived as unsafe and unattractive. The following map illustrates the existing bicycle and pedestrian access within the Main Street/Central Expressway Study Area.

EXISTING BICYCLE / PEDESTRIAN ACCESS MAP



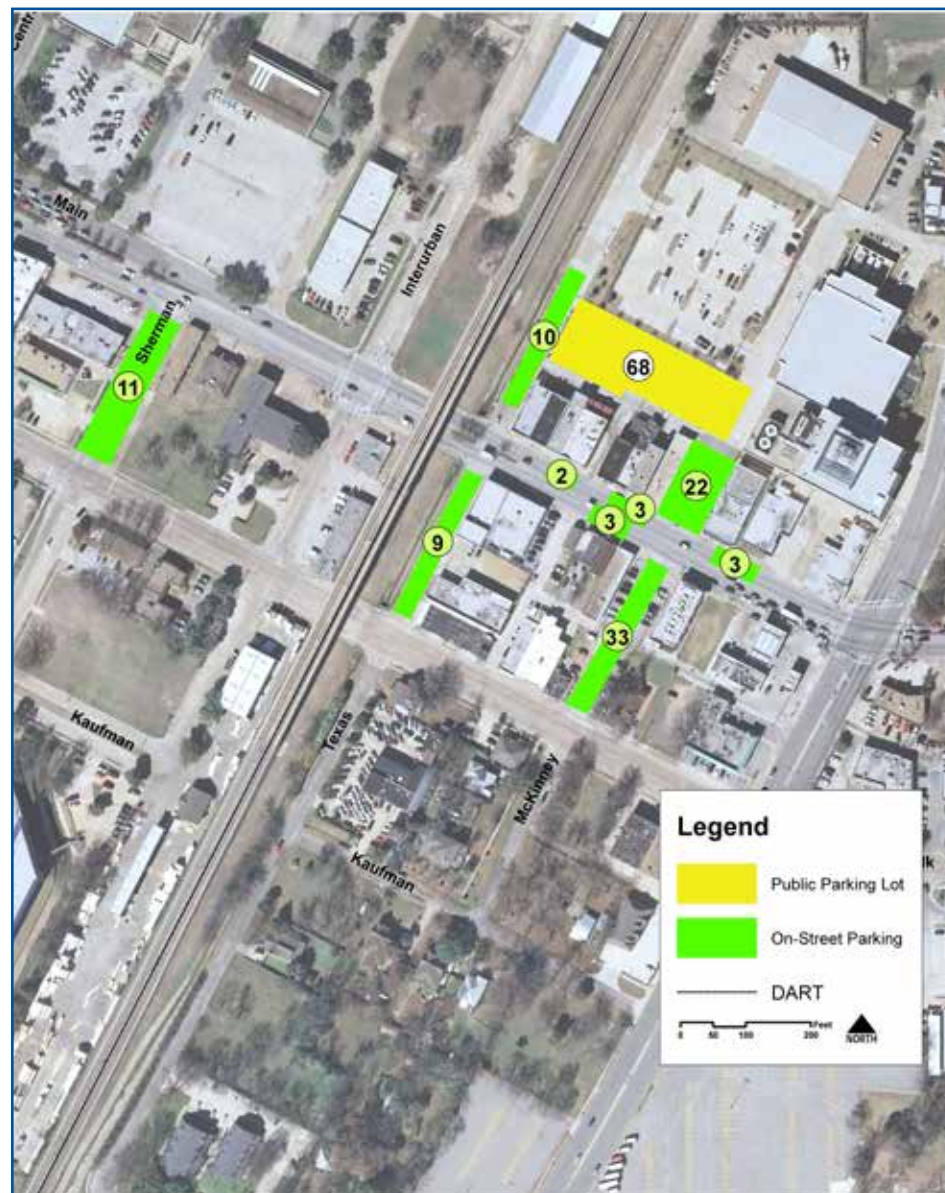
PARKING

The highest concentration of on-street and public parking is located in the heart of the Main Street area. There is also a small amount of on-street parking on Main Street between Texas Street and Greenville Avenue. The remaining on-street spaces in these few blocks are found on Texas Street and McKinney Street, one block north and one block south of Main Street. Some of these spaces have been marked for adjacent buildings; however, these markings were made without City approval and actually do not apply.

There is also a small public parking lot behind a row of buildings on the north side of Main Street between Texas and McKinney. The lot is accessible from both streets as well as via an alley that runs north of Main Street between these buildings. Outside of this relatively small area, the only other on-street parking in the Main Street area is on the east side of Sherman Street south of Main.

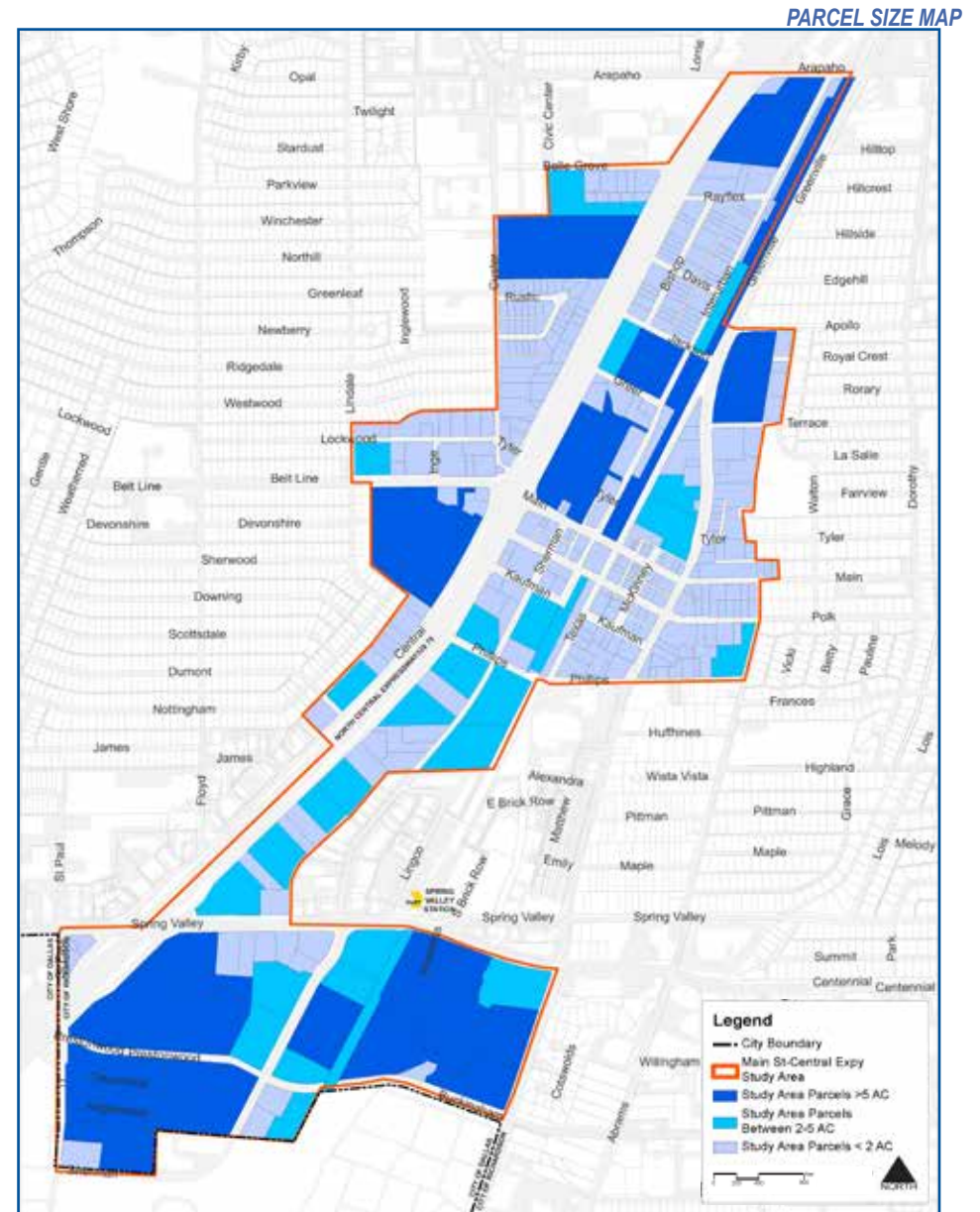
During the public meetings and in the online commentary, stakeholders noted that it is difficult to find parking in this portion of the Corridor. With the redevelopment of the Main Street area, the City’s policies on parking will have to be accommodated, along with any special requirements (new parking ratios, parking lot design standards) that may be created to implement the recommendations of this study. The following map indicates the existing parking spaces and locations in the Main Street area.

EXISTING PARKING MAP



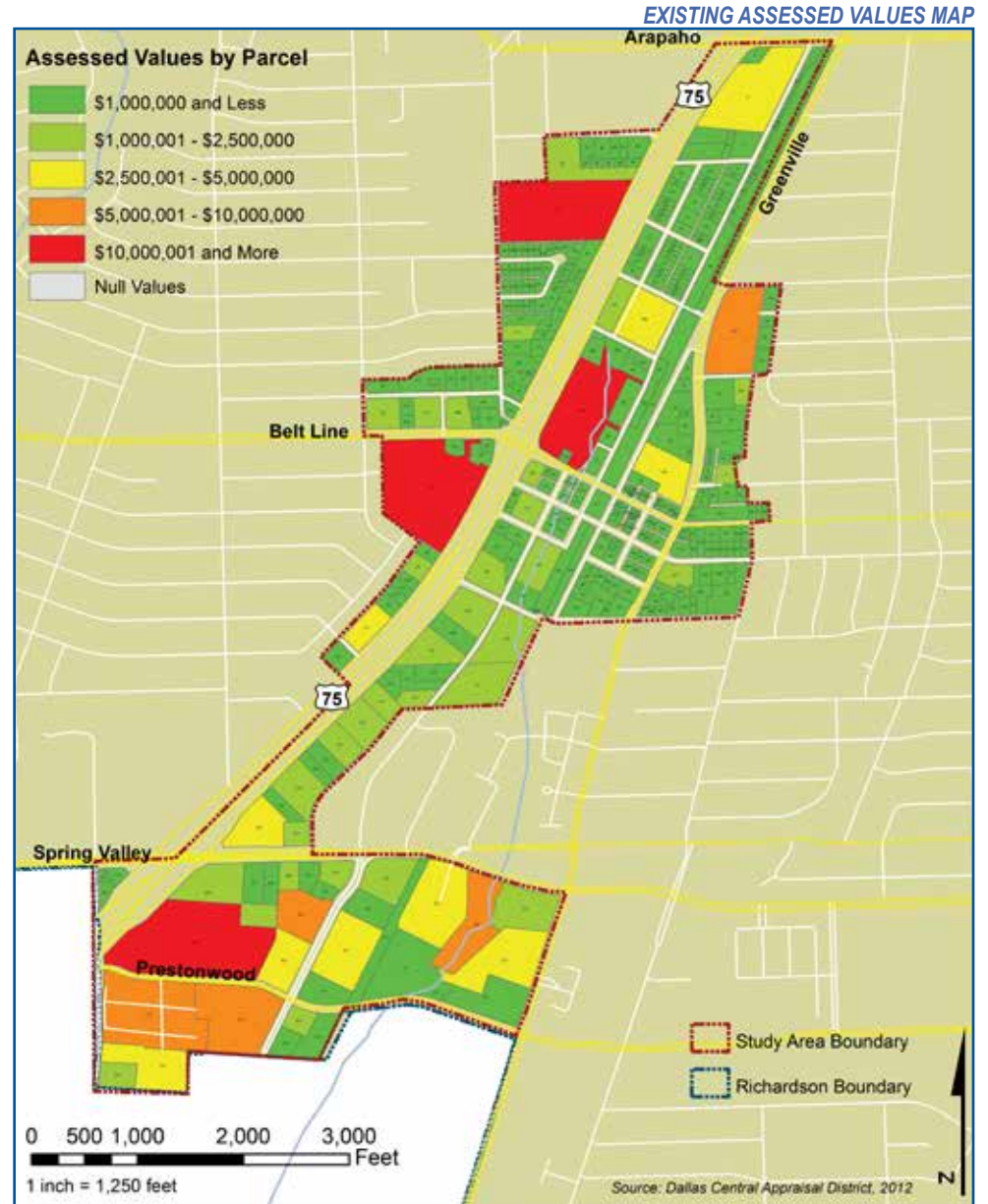
PARCEL SIZE

The Corridor includes 19 parcels of land that are greater than five acres in size (42.6% of the Study Area) and 287 parcels that are less than one acre (23% of the Study Area). The tracts that are larger than five acres present a greater opportunity for more substantial, less complicated redevelopment due to the limited number of owners involved. Redeveloping a large number of small parcels becomes more difficult due to the need to coordinate with numerous owners in order to acquire enough land for redevelopment. The map that follows illustrates the range of parcel sizes within the Main Street/Central Expressway Study Area.



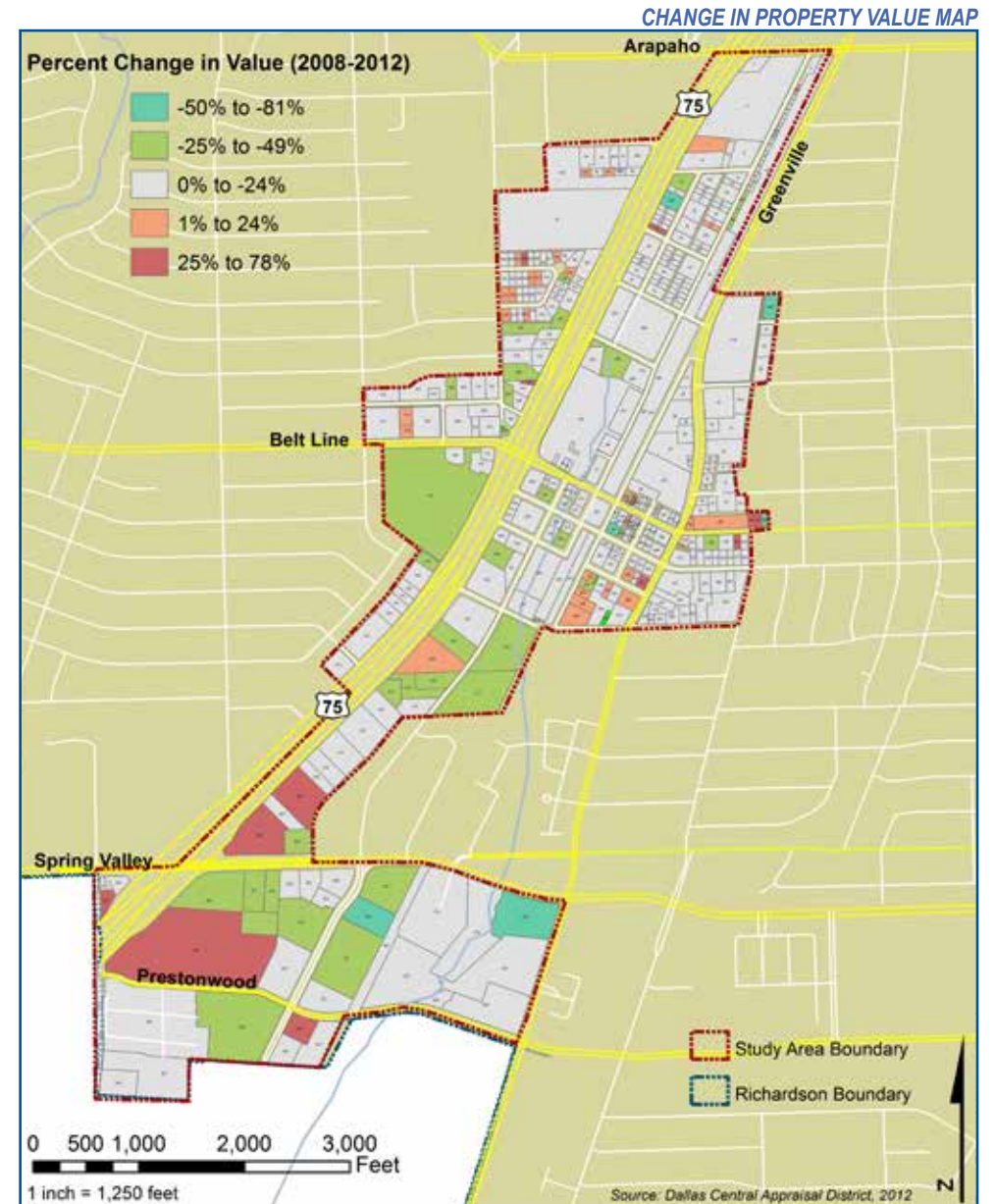
EXISTING ASSESSED VALUES

The measure of total assessed value by individual property begins to show where private investment is concentrated. As shown, there is a high percentage of lower-value (< \$1 million) parcels in the Study Area, indicating a preponderance of small businesses as well as vacant and underutilized parcels. Higher-value (newer) investment is concentrated in just a few properties. Given its proximity to U.S. 75/Central Expressway, the Study Area could be characterized as underdeveloped.



CHANGES IN PROPERTY VALUE

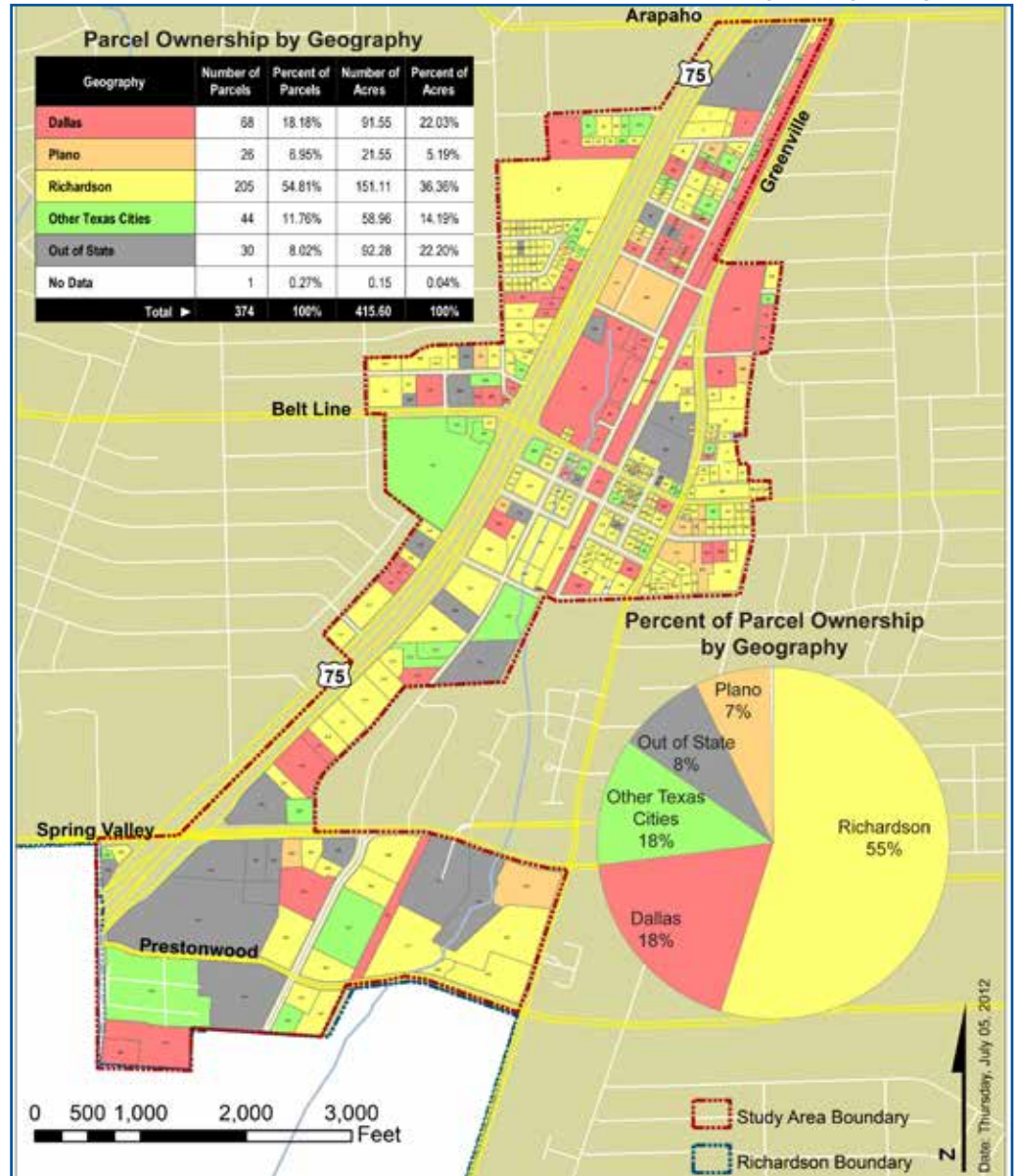
Changes in property value over time are indicative of the direction an area is trending. Properties with a positive change in value are less “ripe” for revitalization and/or redevelopment than those that are depreciating in value. The majority of parcels within the Study Area are either stable or depreciating in value, indicating an area ripe for revitalization/redevelopment .



PROPERTY OWNERSHIP

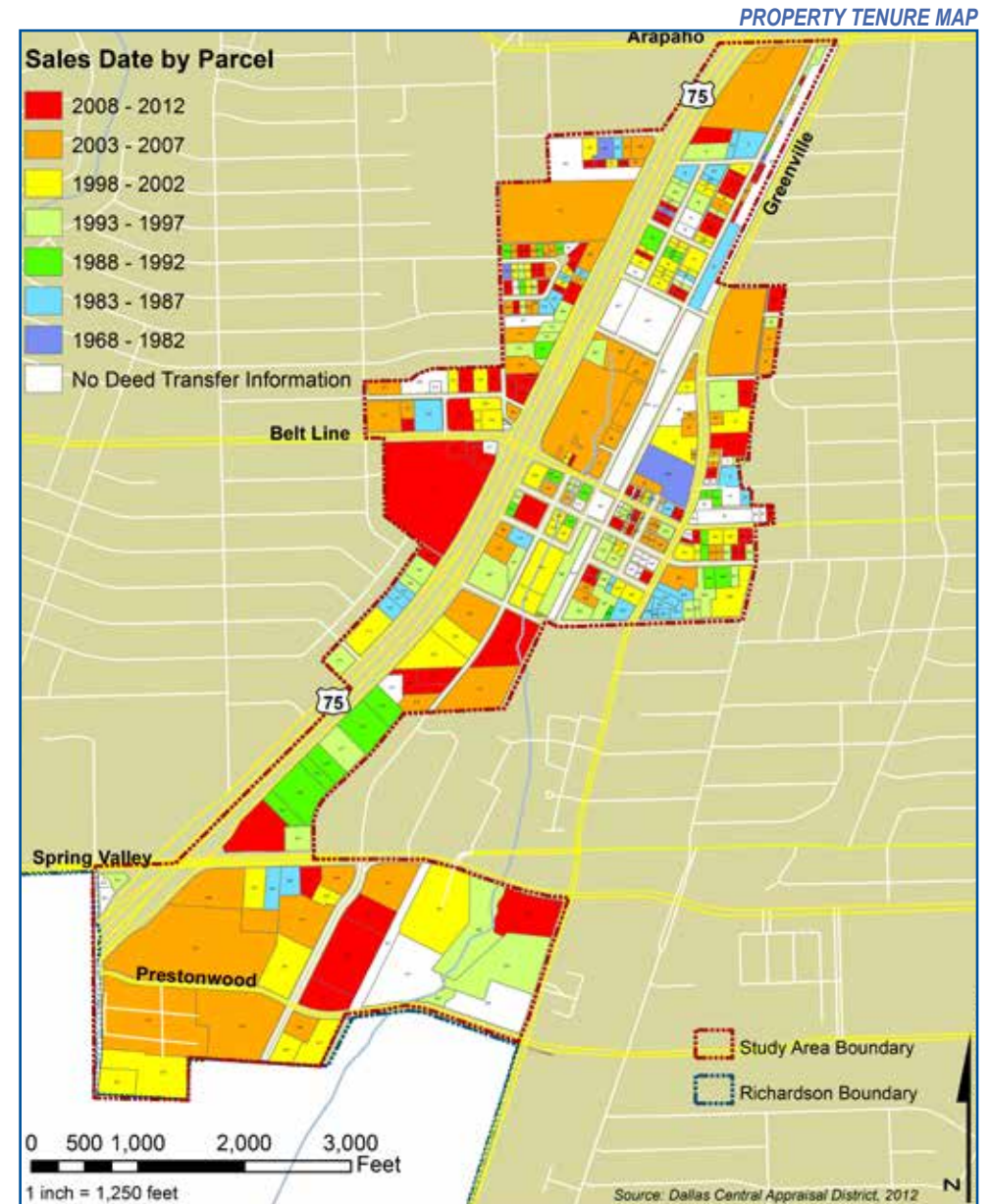
In any redevelopment area, a strong presence of local property ownership is desirable. This usually indicates a higher degree of attention paid to the investment as compared to a parcel that is part of a larger portfolio. As shown, Richardson, Dallas, and Plano property owners control 80% of the Study Area parcels, representing over 60% of the total acreage. Only 8% of the properties are owned by out-of-state interests, but those properties represent 22% of the total Study Area. Overall, this is a good indicator for redevelopment efforts, as local ownership tends to be more vested in community-wide revitalization.

PROPERTY OWNERSHIP MAP



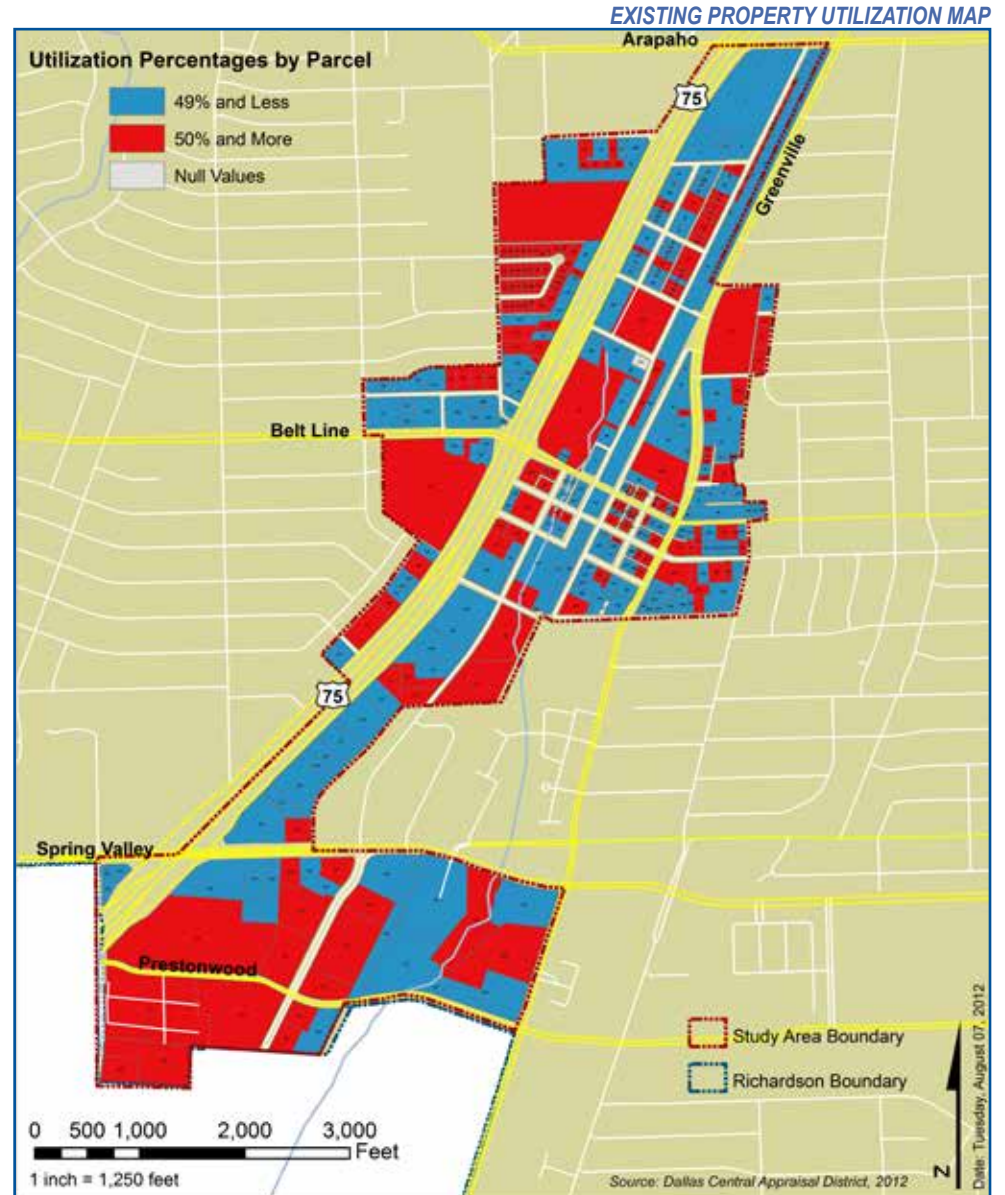
PROPERTY TENURE

Tenure of property ownership could be an indicator of an owner's "basis" in his/her property. Generally, the longer a property is owned, the lower the basis or initial investment in the property, as outstanding loans are more likely paid in full. This can be a measure of an owner's willingness to reinvest, or even sell, their property. As shown, there is a relatively even distribution of ownership tenures, ranging from less than one year to over 20 years. Several of the parcels, many of which are churches, DART right-of-way and City facilities or other publicly-owned properties, had no reported sale date recorded in the Dallas Central Appraisal District's records.



EXISTING PROPERTY UTILIZATION

Perhaps the most effective measure of an area’s ripeness for redevelopment is the economic utilization of existing property. This measure calculates the ratio of improvement value to total value, showing where land values may have a disproportionate impact on total value. As such, these properties often become targets for redevelopment or assembly for new development. As shown, the Study Area includes a relatively high percentage of property that could be considered underutilized (i.e., improvements represent less than 50% of total value). Again, this underscores the preponderance of lower-value parcels and improvements throughout the Corridor, typical of an area ripe for redevelopment and revitalization.



CONCLUSION

In summary, the existing infrastructure and anticipated real estate market in the Corridor generally support future reinvestment activities, in some cases at a small scale through reinvestment and repositioning of existing buildings, and in other cases through wholesale redevelopment of key properties that are positioned for a higher and better use. Like many revitalization/redevelopment areas, the Study Area indicates a mix of investment profiles, from small, established businesses to larger, mixed- and multi-use developments. The strong presence of local property ownership provides a solid foundation from which to build support for revitalization, and the relatively low level of property utilization indicates significant opportunities for reinvestment and/or new investment.

Additionally, physical constraints that often limit an area's ability to develop, such as floodplains or wetlands, do not have a significant impact on the developability of the Study Area. The implementation strategy presented later in this report identifies several key items for improvement to the area's physical conditions and overall appearance, both of which will be critical to future revitalization efforts in the Corridor.

MARKET

Planning for the strategic revitalization of the Main Street/Central Expressway Study Area requires an understanding of its physical limitations, as well as its market. The market analysis summarized herein focused on identifying opportunities within the Study Area for market-supported land uses. The purpose of the market analysis in the context of a reinvestment effort such as this is fourfold:

- Provide a reality check for the conceptual planning effort;
- Ensure that recommendations are grounded in market and economic reality;
- Set the stage for implementation; and
- Provide an accurate and independent narrative for potential development and investor audiences.

The analysis showed that there are market opportunities for the Study Area to capitalize on, and that with strategic public and private reinvestment and supportive policies, it could be successfully positioned to capture select niche and destination land uses.

TRADE AREA

A Trade Area is intended to represent that area from which uses will capture a share of market demand. Factors that influence the shape of a trade area include physical and psychological barriers; presence of activity generators; travel patterns and right-of-ways; competition; and others. Based on these factors, the Main Street/Central Expressway Trade Area was estimated to be bounded by:

- Plano Parkway on the north;
- Northwest Highway on the south;
- Preston Road on the west; and
- North Garland Avenue on the east.

These boundaries encompass an area approximately 5 miles east/west and 7 to 8 miles north/south of the Study Area. A map of the Trade Area is presented here.

TRADE AREA



ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

Economic and demographic characteristics in the market are indicators of overall trends and economic health which may affect private and public sector development. The following summarizes the trends which will affect development demand in the Trade Area over the near- and long-term.

- Both the Central-Main Trade Area and the City are largely built-out and are projected to grow at less than half the rate of the DFW Metroplex overall.
- Both the Trade Area and the City skew considerably older than the Metroplex age profile.
- Most of the Trade Area indicators are similar to those of the City's, with the exception of a higher degree of renter-occupied households.
- Both the Trade Area and the City have a higher degree of college-educated residents compared to the Metroplex overall.
- Incomes in the Trade Area are lower than for the City, but comparable to those for the Metroplex.
- The ethnic profile of the Trade Area parallels that of the Metroplex, which indicates a higher degree of ethnicity than for the City.

DEMOGRAPHIC TRENDS

data for 2010 unless noted	Central-Main Trade Area	City of Richardson	DFW Metroplex
2000 Population	485,642	91,802	5,197,317
2012 Households	189,300	39,200	2,475,000
Annual Household Growth (2012-2022)	0.9%	0.8%	1.8%
Average Household Size	2.51	2.54	2.73
Percent Non-Family Households	38%	34%	31%
Percent Renters	49%	38%	38%
Percent Age 65+	12%	13%	9%
Percent Age 0 - 19	26%	26%	30%
Median Age	36.2	36.8	33.8
Percent w 4-yr College Degree	50%	50%	29%
Percent Self-Employed (16+)	6%	7%	6%
Median Household Income	\$53,900	\$64,800	\$53,600
Per Capita Income	\$31,400	\$31,800	\$26,800
Percent with Income <\$25K	19%	17%	21%
Percent with Income \$100K+	23%	29%	23%
Percent Hispanic (of any race)	28%	16%	27%
Percent African-American	14%	9%	14%

UNIVERSITY OF TEXAS AT DALLAS (UTD) STUDENTS

Although located within the boundaries of the Trade Area, UTD has a significant student population whose characteristics are not fully reflected in the demographics previously summarized. With over 19,000 students, UTD represents a potential target market for land uses in the Study Area, particularly in the Main Street area. The following summarizes key characteristics of this student population base:

- Total Enrollment (Fall 2012): 19,728
- Top Counties of Origin: Dallas, Collin, Denton, Tarrant
- Average Student Age: 25.8 years
- Student Age Range: 16 to 82 years
- Gender: 56% Male, 44% Female
- Enrollment Status: 73% Full-Time, 27% Part-Time
- Level of Study: 61% Undergraduate, 39% Graduate
- Student Ethnicity
 - 41% Anglo
 - 19% International*
 - 18% Asian-American
 - 11% Hispanic
 - 7% African-American
 - 3% Native American
 - 1% Native Hawaiian/Pacific Islander

* *Non-resident students, ethnic classifications unknown*

As shown, UTD students reflect a similar, though younger, ethnic profile compared to the overall Trade Area.

LIFESTYLE SEGMENTS

Psychographics is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. PRIZM (Claritas, Inc.) is a leading system for characterizing neighborhoods and the local workforce into one of 65 distinct market segments.

Retail developers are interested in understanding a community’s psychographic profile as this is an indication of its residents’ propensity to spend across select retail categories (e.g. food/beverage, home furnishings, entertainment, etc.). Residential developers are also interested in understanding this profile as it tends to suggest preferences for certain housing product types.

The Main/Central Trade Area is dominated by more affluent psychographic segments, several of which suggest lifestyle preferences that favor an infill urban living environment. The following table summarizes the most prevalent lifestyle segments currently existing in the Trade Area. Segment profiles are categorized by social group, which places households in one of four urbanization class categories based on living density and affluence. As shown, 40.7% of Trade Area residents fall within the Urban social group, with an additional 17.6% in the Second Cities social group. These two groups represent the most urban of lifestyle characteristics. While the percentage of Trade Area residents that falls into the Suburbs social group is greater than the percentage in the Second Cities group, there is little opportunity to appeal to this category with new housing development in the Study Area. The 12.1% of Trade Area residents not accounted for in the table fall into a variety of Lifestyle Segments and are distributed among the four urbanization categories.

These Trade Area psychographics indicate a strong desire for urban housing and commercial products. The Study Area has several subareas, or districts, which could accommodate these types of higher-density opportunities.

LIFESTYLE SEGMENTS – MAIN STREET/CENTRAL TRADE AREA

Lifestyle Segment	Area Households	% of Total Households	U.S. Index=100*
Urban Achievers	17,035	13.6%	623.7
American Dreams	9,910	7.9%	249.2
Big City Blues	9,346	7.5%	464.0
Money and Brains	8,537	6.8%	231.5
Multi/Culti Mosaic	6,039	4.8%	195.2
Urban Subtotal	50,867	40.7%	--
Brite Lites, Li'l City	6,756	5.4%	232.8
Up-and-Comers	4,890	3.9%	209.6
Second City Elite	3,788	3.0%	164.8
Middleburg Managers	3,328	2.7%	92.5
Upward Bound	3,205	2.6%	104.6
Second Cities Subtotal	21,967	17.6%	--
Executive Suites	9,653	7.7%	556.8
Movers and Shakers	7,839	6.3%	250.0
New Beginnings	7,274	5.8%	255.2
Pools and Patios	6,104	4.9%	240.5
Upper Crust	6,068	4.9%	207.6
Suburbs Subtotal	36,938	29.6%	--
Total Above Segments	109,772	87.9%	--
Total Trade Area	189,300	100.0%	--

* Indicates concentration of this segment relative to the U.S. average. A segment index of 200 would mean that this group contains 2 times the concentration of households compared to the average U.S. neighborhood.

Source: Claritas, Inc. and Ricker|Cunningham

DEVELOPMENT TRENDS AFFECTING TRADE AREA

During the latter part of 2008, new real estate development throughout the United States was nearly at a standstill. In the years that followed, among those markets that have seen modest levels of activity, the nature of real estate evolved from what it was in earlier decades. Successful real estate development now requires a paradigm shift in underlying evaluation metrics. This new face of real estate is being driven by multiple factors, including limited development capital, technology, changing demographics and psychographics (lifestyle segmentation data) and more informed municipal policies.

Every year, the Urban Land Institute and PricewaterhouseCoopers release their *Emerging Trends in Real Estate* publication, an annual forecast of commercial real estate based on interviews with developers and investors. The following are trends and opportunities identified in the 2012 publication that could influence real estate development over the near- and mid-terms in and around the Trade Area.

DEVELOPMENT TRENDS

- Generation Y, individuals aged 15 to mid-30s, a larger group than Baby Boomers, are more frugal, comfortable in smaller spaces, and desiring of living units convenient to work, shopping and recreation/entertainment districts, supporting continued growth in mixed-use environments.
- Generation X, now between 31 and 46 years of age, is redefining the “givens” of the past several decades. They want equal parts traditionalism, work and leisure—but gravitating around the home—and smaller, higher-quality homes.
- Two age segments prefer low-maintenance housing options (e.g., downtown apartments and condos, townhomes, flats and co-ops)—individuals and couples ages 18 to 34 and empty nesters age 55 and over. These two segments comprise 46% of the Trade Area population.
- Over the last several years and into the near term, consumers will seek ways to save on gas, desiring to shorten the commute to work and shopping. This will generate more opportunities in urban infill and downtown markets.
- Urbanity in the suburbs—not just walkable new urbanist design, but active programming of space to encourage active lifestyles—will continue to be in demand as many consumers remain priced out of downtown locations.
- Ethnic retailing, non-store click and mortar (smart phone) concepts and experience showrooms will dominate the retail field.
- Big box retailers will continue to deliver new boutique stores, particularly in inner-city locations.

REAL ESTATE OPPORTUNITIES

Residential Product Opportunities

- Women (as a target market)
- Downtown (urban and infill rental and ownership)
- Workforce Housing
- Low-Maintenance Housing

Retail Product Opportunities

- Ethnic Retailing
- Central Cities
- Lifestyle Centers

Employment and Education Product Opportunities

- Traditional Office Space (in smaller increments)
- Convertible Spaces
- Education Facilities
- Third Places
-

MARKET DEMAND

In order to identify potential market opportunities given the Study Area’s competitive position and prevailing market conditions, market demand estimates were prepared for residential, retail, office and industrial land uses over the next 10 years. While the overall revitalization of the Study Area will likely occur over a 20- to 30-year period, these demand estimates present potential short- and mid-term opportunities.

RESIDENTIAL DEMAND

Demand for Trade Area residential units is a function of newly formed households, whether they arise through natural increase or net immigration. As shown, the Trade Area is expected to experience demand for approximately 38,902 new housing units by 2022. Assuming the ratio of rental to owner-occupied units remains at 37%, this would translate into demand for 14,364 new rental units and 24,626 new ownership units.

OWNERSHIP DEMAND

Of the 24,471 total units of for-sale housing demand in the Trade Area by households earning over \$15,000, approximately 35% or 8,565 units could be attached (condo, townhome, loft, etc.). Assuming a 10% capture rate (market share) of attached units, the Study Area could absorb approximately 856 new attached units by 2022.

RENTAL DEMAND

The Trade Area is expected to support 11,406 total units of rental housing demand by households earning over \$15,000. At an 8% capture rate, the Study Area could absorb approximately 913 new rental units by 2022.

RESIDENTIAL DEMAND ANALYSIS

Residential Demand Analysis		Households		2012	393,224				
Central-Main Trade Area		Households		2017	411,852	Annual Growth Rate	0.93%		
10-yr Demand Estimates		Households		2022	431,363				
		Household Growth (2012-22)			38,139	Adjust for 2nd homes, demolition, vacancy	2.0%		
		Adjusted Unit Requirement			38,902	% Rental	37%		
					Trade Area Demand from New Households (10-yr)				
Annual Household Income Range (2010 dollars)	Approximate Rent Range	Supportable Home Price Range	Current Households in Income Bracket	New Households by Income Bracket	Total Units	Estimated % Rental	Total Rental Units	Total Ownership Units	
up to \$15K	up to \$375	up to \$75K	9%	8%	3,112	95%	2,957	156	
\$15-25K	\$375 - \$625	\$75 to \$100K	9%	8%	3,112	85%	2,645	467	
\$25-35K	\$625 - \$875	\$100 to \$150K	9%	8%	3,112	70%	2,178	934	
\$35-50K	\$875 - \$1,000	\$150 to \$200K	9%	8%	3,112	50%	1,556	1,556	
\$50-75K	\$1,000+	\$200 to \$250K	22%	23%	8,947	30%	2,684	6,263	
\$75-100K	\$1,000+	\$250 to \$350K	14%	15%	5,835	20%	1,167	4,668	
\$100-150K	\$1,000+	\$350 to \$500K	15%	16%	6,313	10%	631	5,681	
\$150K and up	\$1,000+	\$500K and up	13%	14%	5,446	10%	545	4,902	
Totals			100%	100%	38,902	37%	14,364	24,626	

Source: NCTCOG; U.S. Census; Claritas, Inc.; and Ricker | Cunningham.

TRADE AREA RENTAL DEMAND

Annual Household Income Range	Approximate Rent Range	Trade Area Rental Demand		Attainable Central-Main Capture (units)
		(Incomes \$15K+)	Attainable Capture Rate	
\$15-25K	\$375 - \$625	2,645	8%	212
\$25-35K	\$625 - \$875	2,178	8%	174
\$35-50K	\$875 - \$1,000	1,556	8%	124
\$50-75K	\$1,000+	2,684	8%	215
\$75-100K	\$1,000+	1,167	8%	93
\$100-150K	\$1,000+	631	8%	51
\$150K and up	\$1,000+	545	8%	44
Totals		11,407	8%	913

Source: NCTCOG; U.S. Census; Claritas, Inc.; and Ricker |Cunningham.

TRADE AREA SALE DEMAND

Annual Household Income Range	Approximate Home Price Range	Trade Area For-		Single Family Attached Demand	Attainable Capture Rate	Attainable Central-Main Capture (units)
		Sale Demand (Incomes \$15K+)	Estimated % Single Family Attached			
\$15-25K	\$75 to \$100K	467	35%	163	10%	16
\$25-35K	\$100 to \$150K	934	35%	327	10%	33
\$35-50K	\$150 to \$200K	1,556	35%	545	10%	54
\$50-75K	\$200 to \$250K	6,263	35%	2,192	10%	219
\$75-100K	\$250 to \$350K	4,668	35%	1,634	10%	163
\$100-150K	\$350 to \$500K	5,681	35%	1,988	10%	199
\$150K and up	\$500K and up	4,902	35%	1,716	10%	172
Totals		24,471	35%	8,565	10%	856

Note: Assumes Townhome/Condo development stabilizes at 35% of all ownership demand

Source: NCTCOG; U.S. Census; Claritas, Inc.; and Ricker |Cunningham.

RETAIL DEMAND

Demand for new retail space is determined by the future retail spending potential of projected new households as well as by some recapturing of retail spending that is currently lost to nearby communities or areas, referred to as “leakage” or “retail void”. The combination of this future household growth and recapture of retail leakage in the Trade Area is expected to support an additional 2.9 million square feet of new retail space over the next 10 years. At a relatively modest 5% capture rate, the Study Area could absorb approximately 147,800 square feet of new retail space by 2022.

The nature of the Study Area, as a newly revitalizing neighborhood, provides an immediate opportunity to recapture retail spending lost to the remainder of the Trade Area (e.g., Richardson outside the Study Area, Plano, Garland) and beyond.

OFFICE DEMAND

Demand for new employment space is derived from two primary sources: expansion of existing industry and the relocation of new companies into the market. Employment projections by industry classification for the Trade Area were used to estimate demand over the next 10 years. Assuming an overall 1.5% sustained annual employment growth rate, the Trade Area should add approximately 116,450 new jobs between 2012 and 2022. Assuming differing levels of office space needed across various industry categories, the analysis revealed demand for nearly 7.9 million square feet of new office space over this period. At a relatively modest 5% capture rate, the Study Area could absorb approximately 394,000 square feet of new office space by 2022.

INDUSTRIAL DEMAND

As with office space, demand for new industrial space is derived from two primary sources: expansion of existing industry and the relocation of new companies into the market. Assuming the same overall 1.5% sustained annual employment growth rate, the Trade Area should add approximately 116,450 new jobs between 2012 and 2022. Assuming differing levels of industrial space need across various industry categories, the analysis revealed demand for over 14.9 million square feet of new industrial space over this period. At a relatively modest 2% capture rate, the Study Area could absorb approximately 298,000 square feet of new industrial space by 2022.

RETAIL DEMAND

Retail Category	Estimated 2012 Household Retail Demand	Estimated 2012 Retail Sales (Supply)	Estimated 2012 Retail Void (Leakage)	Estimated Retail Sales/s.f.	New Retail Space Needed to Recapture Void/Leakage	Annual Household Growth Rate (2012-2022)	Net New Household Retail Demand	New Retail Space Needed for Household Growth	Total 10-Year New Trade Area Retail Demand (s.f.)	Estimated Central-Main Capture Rate	Estimated Central-Main Retail Capture (s.f.)
Furniture & Home Furnishings	\$154,463,372	\$240,557,430	\$0	\$200	0	0.9%	\$14,478,450	72,392	72,392	5%	3,620
Electronics & Appliance	\$166,768,016	\$199,648,445	\$0	\$225	0	0.9%	\$15,631,812	69,475	69,475	5%	3,474
Bldg Materials, Garden Equipment	\$643,818,431	\$613,146,229	\$30,672,202	\$300	102,241	0.9%	\$60,347,595	201,159	303,399	5%	15,170
Food & Beverage (Grocery)	\$932,427,408	\$1,228,670,398	\$0	\$375	0	0.9%	\$87,400,032	233,067	233,067	5%	11,653
Health & Personal Care	\$434,881,517	\$356,865,189	\$78,016,328	\$325	240,050	0.9%	\$40,763,129	125,425	365,475	5%	18,274
Clothing and Accessories	\$371,153,973	\$558,005,530	\$0	\$225	0	0.9%	\$34,789,699	154,621	154,621	5%	7,731
Sporting Goods,Hobby, Book, Music	\$145,975,456	\$240,241,298	\$0	\$225	0	0.9%	\$13,682,845	60,813	60,813	5%	3,041
General Merchandise	\$979,773,814	\$659,792,177	\$319,981,637	\$300	1,066,605	0.9%	\$91,837,994	306,127	1,372,732	5%	68,637
Miscellaneous Stores	\$185,334,879	\$217,181,532	\$0	\$200	0	0.9%	\$17,372,156	86,861	86,861	5%	4,343
Foodservice & Drinking Places	\$821,904,797	\$1,142,654,919	\$0	\$325	0	0.9%	\$77,040,320	237,047	237,047	5%	11,852
Total	\$4,836,501,663	\$5,456,763,147	\$428,670,167		1,408,896		\$453,344,032	1,546,985	2,955,882	5%	147,794

Source: Claritas, Inc.; Urban Land Institute; and Ricker|Cunningham.

INDUSTRIAL DEMAND

Industry Category	Estimated 2012 Employees	Estimated Growth Rate 2012-2022	Estimated 2022 Employees	Estimated New Industrial Employees	Estimated % in Industrial Space	Estimated Net New Industrial Employees	Sq Ft per Industrial Employee	Estimated 10-yr Industrial Demand	Estimated Central-Main Capture Rate	Estimated Central-Main Industrial Capture (s.f.)
Natural Resources, Mining and Construction	37,852	1.5%	43,929	6,077	20%	1,215	400	486,143	2%	9,723
Manufacturing	54,443	1.5%	63,183	8,740	80%	6,992	400	2,796,909	2%	55,938
Trade, Transportation and Utilities	149,687	1.5%	173,718	24,031	90%	21,628	400	8,651,119	2%	173,022
Information	28,535	1.5%	33,116	4,581	20%	916	400	366,483	2%	7,330
Financial Activities	68,702	1.5%	79,731	11,029	5%	551	400	220,590	2%	4,412
Professional and Business Services	135,184	1.5%	156,887	21,703	10%	2,170	400	868,103	2%	17,362
Educational and Health Services	141,270	1.5%	163,950	22,680	10%	2,268	400	907,184	2%	18,144
Leisure and Hospitality	71,761	1.5%	83,281	11,521	5%	576	400	230,410	2%	4,608
Other Services	20,018	1.5%	23,231	3,214	10%	321	400	128,546	2%	2,571
Government	17,910	1.5%	20,786	2,875	20%	575	400	230,028	2%	4,601
Totals	725,362	1.5%	841,812	116,450	--	37,214	400	14,885,514	2%	297,710

Source: NCTCOG; U.S. Census; and Ricker|Cunningham.

OFFICE DEMAND

Industry Category	Estimated 2012 Employees	Estimated Growth Rate 2012-2022	Estimated 2022 Employees	Estimated New Office Employees	Estimated % in Office Space	Estimated Net New Office Employees	Sq Ft per Office Employee	Estimated 10-yr Office Demand	Estimated Central-Main Capture Rate	Estimated Central-Main Office Capture (s.f.)
Natural Resources, Mining and Construction	37,852	1.5%	43,929	6,077	40%	2,431	180	437,529	5%	21,876
Manufacturing	54,443	1.5%	63,183	8,740	5%	437	180	78,663	5%	3,933
Trade, Transportation and Utilities	149,687	1.5%	173,718	24,031	10%	2,403	180	432,556	5%	21,628
Information	28,535	1.5%	33,116	4,581	80%	3,665	180	659,670	5%	32,983
Financial Activities	68,702	1.5%	79,731	11,029	90%	9,927	180	1,786,775	5%	89,339
Professional and Business Services	135,184	1.5%	156,887	21,703	80%	17,362	180	3,125,170	5%	156,258
Educational and Health Services	141,270	1.5%	163,950	22,680	20%	4,536	180	816,466	5%	40,823
Leisure and Hospitality	71,761	1.5%	83,281	11,521	10%	1,152	180	207,369	5%	10,368
Other Services	20,018	1.5%	23,231	3,214	30%	964	180	173,538	5%	8,677
Government	17,910	1.5%	20,786	2,875	30%	863	180	155,269	5%	7,763
Totals	725,362	1.5%	841,812	116,450	--	43,739	180	7,873,004	5%	393,650

Source: NCTCOG; U.S. Census; and Ricker|Cunningham.

DEMAND SUMMARY

The following table summarizes potential Study Area absorption of land uses over the next 10 years.

STUDY AREA DEMAND SUMMARY

Land Use Type	Trade Area Demand (10 Year)	Main Street/Central Expressway Study Area			
		Market Share		10-Year Absorption (Units/SF)	
		Low	High	Low	High
Residential (Units):					
Single Family Attached (Ownership)	8,565	8%	12%	685	1,028
Multi-Family (Rental)	11,407	7%	9%	798	1,027
Residential Total	19,972			1,484	2,054
Non-Residential (SF):					
Retail	2,955,880	4%	6%	118,235	177,353
Office	7,873,000	4%	6%	314,920	472,380
Industrial	14,885,500	1%	3%	148,855	446,565
Non-Residential Total	25,714,380			433,155	649,733

Source: Ricker|Cunningham.

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DEMAND IMPLICATIONS

Residential

Over the past five years, there has been a slight shift in the communities in and around the Trade Area to higher-density housing products, e.g., townhomes, condominiums and apartments. Richardson and Garland, in particular, have moved toward higher shares of multi-family construction; however, this growing market is not active to the same extent shown in other Metroplex communities, particularly Dallas. While most of Dallas is distinctly more urban than the Trade Area, the movement toward a higher-density housing market is significant. As one of the next ring of communities moving outward from Dallas, Richardson in general, and the Study Area in particular, have unique opportunities to be logical targets for urban housing. The presence of transit only enhances these opportunities, representing a competitive advantage for the Study Area.

Retail

While there is a healthy degree of retail leakage occurring in the Trade Area (enough to support a sizable amount of new space), the recent closings of major national retailers (and potentially more to come in 2013), along with the significant amount of underutilized or obsolete space could characterize the Trade Area as a fragile retail market. This is a market perception that could be hard to overcome in attracting new retailers and new formats to the Study Area.

Despite prevailing vacancies and stagnancy in rent levels, the Trade Area is likely underserved by newer retail formats and product mixes. This concept of being “under-stored” is not uncommon in

inner ring communities. Within the Metroplex, the preponderance of commercially-zoned land has contributed to the development of a relatively homogenous retail market. In association with the increased diversity of housing products and targeted demographic groups, the Trade Area could accommodate a wider variety of retail product types and formats.

Office

Because Richardson is an established corporate office market, the Trade Area has significant concentrations of Class “A” office space along the U.S. 75 Corridor. The Study Area has a twofold opportunity to capitalize on this existing corporate market in key gateway locations, while at the same time offering niche opportunities for secondary office locations providing less expensive space in a close-in urban environment.

Industrial

Within the Trade Area, Richardson has become home to a sizable share of flex space, where rents are at the top end of the industrial category in the market. The Study Area offers opportunities for expansion of this market, primarily from companies providing services to other existing companies (business-to-business services). Existing industries could be converted to accommodate businesses that are new to the Trade Area and have higher level technological needs. Lastly, there is an opportunity to enhance the existing industrial environment with the addition of ancillary housing and commercial uses. This is especially relevant to the portions of the Study Area which already have an established industrial environment.

CONCLUSION

The degree to which the Study Area is able to capture new demand within the Trade Area (and beyond) is a function of the redevelopment process itself. Strategic repositioning of the Study Area will depend on balanced zoning and improvements to the physical realm which will define it as a unique and identifiable place in the minds of area residents and visitors. Redeveloping it as a region- and community-serving destination will necessarily increase its ability to capture not only a greater share of its Trade Area demand, but also to be a more effective host environment for uses serving close-in markets. As Study Area redevelopment begins to take hold and land prices begin to rise (an inevitable eventuality of effective redevelopment initiatives), physical limitations which currently restrict the scale of redevelopment opportunities will lessen as low FAR (Floor Area Ratio) uses succumb to market forces and landowners begin to seek the highest and best use for an increasingly valuable asset.

BARRIERS

OPPORTUNITIES AND CHALLENGES

To effectively ready a redevelopment/revitalization area for investment, it is critical to identify and understand:

- The opportunities which might exist in the surrounding market and that could be accommodated in the subject area; and
- The challenges or barriers to reinvestment which might exist there and the issues which perpetuate them.

Embedded in many of the issues are a series of inconsistencies which require both recognition and resolution prior to successful implementation of any redevelopment/revitalization strategy.

This section summarizes input gained from representatives of the community during a series of one-on-one interviews (in-person and by phone) and small group discussions conducted during September and October, 2012. The interviews were facilitated by representatives of RickerCunningham and HOK. Interviewees included property owners, developers, institutional and community service leaders, City leaders, lenders, business owners, employers, real estate brokers, and other members of the “delivery system”—the people or entities who have an effect on the delivery of a project or product to the market. The people interviewed were selected for the breadth of their experience and familiarity with the community and specifically the Study Area. Each interview lasted approximately one hour, with the discussion focused on opportunities and challenges to investment and reinvestment in the Main Street/Central Expressway Corridor.

FINDINGS

Responses received are summarized in the discussion which follows and organized by the two major portions of the Study Area—Main Street and Central Expressway.

OPPORTUNITIES

Opportunities for investment and reinvestment in a redevelopment/revitalization area typically focus on recapturing lost market share or capturing new development that is currently occurring elsewhere. For an infill environment like the Study Area, both of these opportunity types are likely needed to ensure long-term revitalization. A thorough understanding and quantification of these opportunities will assist in focusing implementation efforts in the Study Area as well as crafting a new/updated narrative for developer/investor audiences.

Opportunities identified by Study Area stakeholders are presented for Main Street and the Central Expressway separately.

Main Street

Among respondents, the Main Street area generated the widest divergence of opinion. Some believe that the area should be scraped and rebuilt, while others expressed a desire to preserve the area's historical roots. Still others preferred to see a mix of old and new so as not to fabricate an old downtown. Most agreed that however it was redeveloped, it should be a vibrant, active, and walkable destination—a central gathering place for the community. When asked for good examples of downtowns in the region, responses included Downtown Plano, McKinney, Grapevine, and Lewisville. Respondents also generally agreed on the types of activities/uses that should be encouraged in the area, emphasizing retail, restaurant and entertainment choices to serve both local residents and visitors to the area. There was some divergence of opinion regarding the potential image of the area, whether it should target and attract family-oriented activities or more adult and nightlife activities.

There was a high level of agreement as to the aesthetics of the Main Street area. Overwhelmingly, respondents agreed that the area needs a “facelift”—streetscape, building facade improvements, landscaping, green spaces, etc. Any improvements that would encourage a more pedestrian-friendly environment had the support of nearly all respondents.

There was general agreement that the area has existing assets on which to build economic momentum. Mentioned frequently were DFW Chinatown, Afrah (if redeveloped), the new retail center on Polk Street and the Alamo Drafthouse. The ability to synergize these area assets, particularly fostering an east/west connection across U.S. 75, was identified by several respondents as a good way to catalyze the entire Study Area.

Lastly, the issue of residential support for existing and future uses in the Main Street area was discussed at length. Most respondents agreed that new housing should be added to support commercial space, but there was a significant difference in their appetite for housing density. While many respondents felt that high-density housing could be supported (closer to U.S. 75), just as many seemed to believe that existing densities or a moderate increase would be more acceptable.

Central Expressway

Respondents were generally in agreement regarding the opportunities presented by the U.S. 75 Corridor. Several respondents referred to the Corridor as the window to the city and the Spring Valley, Belt Line and Arapaho interchanges as critical gateways. The regional access and visibility provided for the Corridor by both U.S. 75 and I-635 make it a logical destination for employment uses. The opportunity to enhance the Corridor's sense of identity (through signage, monumentation, design elements, etc.) was mentioned by several respondents as a key element in revitalizing the entire Study Area.

As with the Main Street area, there was general agreement on the Corridor's existing assets. Fossil, the Arapaho and Spring Valley DART stations, Brick Row and the proposed restaurant row on the west side of U.S. 75 were all mentioned as catalysts for new economic activity.

Respondents identified several niche opportunities that should be pursued as part of an overall revitalization effort. An arts district was mentioned as a way to transition some of the industrial uses, while cultural uses along Greenville Avenue were cited as cultural tourism destinations that could attract regional visitors to the Study Area.

Access and transportation opportunities were also part of the discussion, particularly with respect to pedestrians and bicycles. The proposed Central Trail was seen as a substantial amenity for both employees and residents in the area, creating a truly multi-modal environment in the Study Area.

Respondents also highlighted the need for residential uses to support existing and future retail and employment. The prospect of higher-density housing along the U.S. 75 Corridor did not seem to generate the same level of disagreement as in the Main Street area. Most respondents felt that the Corridor as a whole was relatively

underdeveloped and that higher-density uses were appropriate there, citing the need to "go vertical".

The stability of surrounding neighborhoods was noted by a majority of respondents as an asset for supporting redevelopment and revitalization. The opportunity to better address the retail and entertainment needs of these neighborhoods was viewed as a necessary component of future success.

The only area where there was a significant divergence of opinion was related to the multicultural aspects of the Corridor. Respondents were split as to whether this was an asset or a liability for future investment. Many respondents felt that the existing multiculturalism should be celebrated and marketed as a unique regional draw. Others felt that it would be more desirable to disperse these various cultural concentrations more broadly across the community. Some respondents even felt that these cultural concentrations had already attracted less desirable uses to the area.

CHALLENGES

Experience has shown that challenges to investment in redevelopment/revitalization areas tend to fall into one of the following categories:

- *Market Challenges:* primarily related to the ability of a community or area to serve the type of residents, employers, visitors and consumers that it desires to retain and attract. Market challenges can be both qualitative and quantitative. For instance, perceptions within and outside a community/area can influence a decision to invest or reinvest. There are multiple characteristics of a community/area which elicit opinions related to its markets and some are easier to influence than others. In many cases, it depends on which characteristics are emphasized (or promoted) and which are de-emphasized, i.e., the story that is conveyed about the community/area.
- *Physical Challenges:* related to the built environment in a community or an area. They include a range of elements that collectively creates its image and appearance. Physical challenges also represent the foundation of an area, its infrastructure in terms of capacity and location and its natural amenities. As with market challenges, some can be influenced (maintained, expanded, redesigned) and some cannot (geographic features). A community/area should capitalize on those elements that make it unique, as well as those it can influence. Overcoming physical challenges is an obvious method communities/areas use to contribute to revitalization and leverage private investment.
- *Financial Challenges:* can be public or private, direct or indirect. They can speak to the availability of different types of funding mechanisms, the variety of these mechanisms or the application of these resources as they impact return on investment. For the private sector, financial challenges tend to be more project- or area-specific, affecting the economic return of an individual project in one specific location versus another. For the public sector, financial challenges

tend to be program-specific. In the case of economic return, the public sector perspective tends to be long-term and more difficult to quantify. Both perspectives are necessary in identifying financial challenges and the solutions to overcome them. Repositioning an area for investment, particularly in an established infill environment, requires the use of a variety of incentives, both financial and non-financial. In order to become a true competitor for redevelopment, variety and depth of resources needs to be the rule, rather than the exception.

- *Regulatory Challenges:* can have the most significant impact on the success of a redevelopment/revitalization effort. Because most projects put a premium on the flexibility and timing of the regulatory process, any barrier that delays a project can have a disproportional negative impact. In addition to preemptively addressing physical challenges, the more a community/area can do to remove regulatory challenges, the more appeal they will have from a private sector perspective. Nowhere is a community's "business-friendly" reputation embodied to a greater degree than in its entitlement process—the ability to facilitate the development of property with the timely approval of permits and other regulatory requirements. The more efficient the process, the greater certainty the private sector has in the partnership.
- *Political Challenges:* speak to a community's overall investment climate and its reputation. Particularly with respect to redevelopment initiatives, the political will of a community's leadership is the surest harbinger of success. Challenges within a community's political framework, whether real or perceived, also can have a disproportionate impact on its "business address" in the region.

Challenges identified by Study Area stakeholders are presented separately for Main Street and the Central Expressway.

Main Street

From the respondents' viewpoint, the most significant challenges to investment in the Main Street area appeared to revolve around three issues:

Access and transportation;

- Property ownership; and
- Ethnic diversity

From an access and transportation standpoint, respondents felt that the Main Street area suffers from too much traffic, too little parking and too much difficulty getting around. The east/west connection between Belt Line Road and Main Street was mentioned as a significant barrier, making it more difficult to link activity centers on the two sides of U.S. 75. Respondents discussed the potential for "one-way pairs" or traffic calming, but were not generally optimistic about these ideas as solutions. Another potential challenge related to transportation that was noted by several respondents was the disconnect between the Arapaho DART station and the Main Street area. Lastly, lack of parking (or convenient parking) was cited as an existing and future challenge to revitalization along Main Street.

Property ownership as a potential challenge to investment carries with it several connotations. Fragmented property ownership is perceived to be one of the most significant, if not the most significant, challenge facing revitalization in the Main Street area. The number of property owners (and level of absentee ownership) creates an unwieldy environment within which to foster land assembly and redevelopment momentum. The high degree of properties that are underutilized adds to this challenge. Many respondents identified the number of automotive uses that are located in potentially strategic areas of the Main Street District as examples. Lastly, there was some doubt expressed by respondents that property owners in the area would have the inclination or the wherewithal to participate in future improvements.

The issue of ethnic diversity presents a unique contrast as it relates to revitalization of the Main Street area. On one hand, the existing ethnic concentrations in the area are successfully generating economic activity, some on a regional scale. Conversely, in some respondents' view, these same ethnic concentrations are bringing less desirable uses (e.g., hookah bars) to the area. Most of those interviewed indicated that this tenuous balance of cultural diversity will continue to be a challenge to revitalization.

Central Expressway

For the most part, potential challenges in the Central Expressway area mirror those associated with Main Street, only on a broader scale. East/west access to and from the DART stations, between neighborhoods, and to and from Main Street, were all challenges mentioned by the majority of respondents. Many felt that this east/west divide creates neighborhoods with distinct personalities and fosters resistance to change. A lack of a cohesive vision for Central Expressway was also identified as a neighborhood-related challenge.

Aging infrastructure—and more importantly, the lack of funding to fix it—was also cited by many of those interviewed as a challenge to investment. There was some doubt expressed as to the public sector's ability to pay for needed improvements as redevelopment and revitalization occurs.

Issues related to property ownership were also cited as challenges to investment in the Central Expressway area. Concentrations of underutilized and run-down properties, the high number of non-conforming uses, and the overall lower-rent environment make it difficult to initiate and foster significant change. The extensive parcelization of properties only amplifies the problem.

Lastly, similar challenges related to ethnic diversity affect the Corridor, though not to the same degree as in the Main Street area. Ethnic businesses are not concentrated along Central Expressway to the extent that they are in the Main Street area, but overall cultural diversity, and how it is received by the community at large, will nonetheless have an impact on redevelopment/revitalization efforts.

CONCLUSION

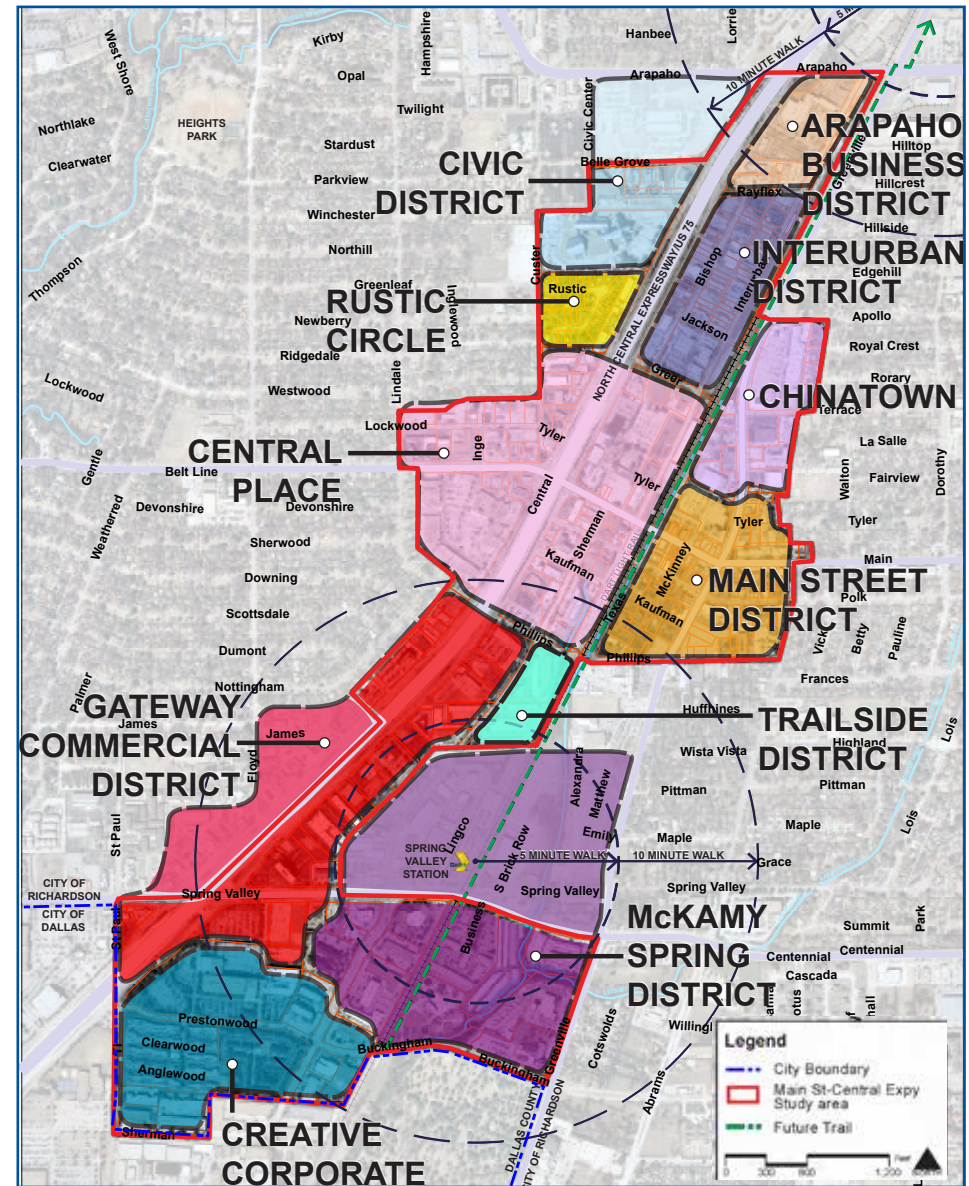
An understanding of the opportunities and challenges to redevelopment is critical to effectively frame the research and analyses necessary to arrive at recommendations designed to ready an area or community for investment. This is equally true whether the opportunities and challenges are being perpetuated by perception or reality. Regardless of whether the opportunities and challenges identified were based in fact, processes like these inevitably highlight the need for greater communication between the public and private sectors and more education of the community. In every story of successful community revitalization over the past decade, the key ingredient has been an effective public-private partnership.

VISION FOR THE FUTURE

CORRIDOR-WIDE CONCEPT

The Main Street/Central Expressway Study is intended to establish a vision for the future revitalization of the Corridor that extends generally from the Richardson/Dallas City Limits on the south to Arapaho Road on the north. As previously mentioned in the description of the study process, the first stage of the study focused on existing physical conditions, opportunities and constraints within the Study Area and anticipated future market/real estate development factors in the Trade Area. This information was presented to the public in the July Open House. Next, the study focused on exploring and documenting the public's desires related to a future development and urban design image and appropriate uses within the Corridor. In the third stage of the study, the consultant team consolidated the key opportunities identified through the physical analysis of the corridor, the market assessment and the public's desires related to redevelopment to create a comprehensive vision for future revitalization. This vision is represented in a series of sub-districts, each with a distinct approach to existing site conditions and market opportunities. Each of these sub-districts provides a different response to the multiple demographics that are represented within the overall trade area, as described in the Market section of this report. The following pages provide additional detail and describe the specific vision that has been established for each sub-district.

CORRIDOR-WIDE CONCEPT MAP



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CREATIVE CORPORATE

VISION

The Creative Corporate district will build upon the current direction set in the southern portion of the Central Corridor aimed at attracting creative, innovative corporations with local roots. Building upon some of the area's existing corporate tenants (Texas Instruments nearby and Fossil in the Study Area), additional smaller corporations that have outgrown start-up facilities or that currently reside in multiple, scattered locations will find a home in this district. New corporations will be attracted to this area due to the multiple transportation options available to their employees (U.S. 75, DART Spring Valley Station, Central Trail) as well as new housing, retail and entertainment venues locating in the McKamy Spring, Main Street, Central Place and Chinatown districts.

Prestonwood Drive will establish the overall corporate character of the area through streetscape and urban design improvements which will accommodate much-needed pedestrian and bicycle connectivity to the Central Trail. Future corporate development sites could be located to the south of Prestonwood Drive on two properties that are currently utilized as multi-family housing. Existing garden office buildings along Sherman Street could be redeveloped as Live-Work units or remain in place to provide incubator space for businesses that will support the future corporations that will grow within or relocate to the district.



Employee Amenity Space



Corporate Office Building



DEVELOPABLE ACRES: 63

KEY WORDS:

- Creative
- Innovative
- Inspiring

PRODUCT TYPES:

- Corporate Office
- Supporting Incubator Office (Adaptive Re-use of Existing Commercial Buildings)
- Live-Work

PUBLIC INPUT:

- The future character of this district could help realize the top-ranked concept for Open House and online survey participants—attracting new business development.
- Focus group workshop discussions included the recommendation that this Corridor should attract more businesses oriented to creativity, design and knowledge workers.
- A number of comments echoed the sentiment that technology is an important part of Richardson's identity, so this Corridor should reflect the community's image as a center for innovation.



Corporate Office Building



Corporate Entry Feature

MARKET (IN THE TRADE AREA)

- Given the high-profile location and proximity to U.S. 75 in this area, price points of real estate products and corresponding densities will likely be higher than market averages.
- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. A subset of this demand will include corporate relocations and expansions. Difficult to quantify, this segment requires an “address” in the minds of the investors, the support infrastructure to make it a day and night environment, and a long-term commitment by local politicians to the preservation of quality in and around the area. The Creative Corporate district should be able to compete for a reasonable share of this overall demand.
- Support uses for a corporate environment such as this will include lodging (Trade Area demand for 800 rooms over the next 10 years) and high-quality, high-density residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of townhome/condominium demand at \$200K+ over the next 10 years). These activities will be located nearby in the Gateway Commercial District and in the McKamy Spring District.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- A relatively high concentration of highly-educated, affluent, multi-ethnic and urbane residents in the surrounding Trade Area provides support for this district’s potential as a vibrant live/work/shop/play location. Young singles, couples and families in these psychographic groups are typically college-educated and ethnically diverse. About a third are foreign-born, and even more speak a language other than English.

IMPLEMENTATION

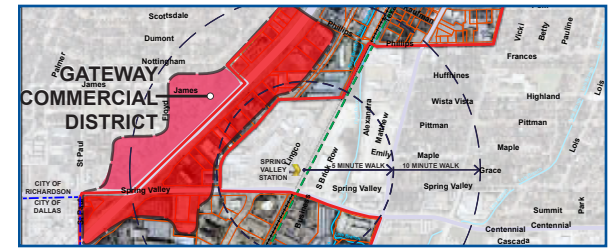
- Make public investments in streetscape to establish Prestonwood Drive as the focal point of the district’s identity and multi-modal mobility.
- Support adaptive reuse of existing garden office complexes.
- Rezone to simplify redevelopment of apartment complexes for corporate sites whenever such a transition makes sense for property owners and the market.
- Promote Chamber initiatives related to job training, venture capital funding and other support for technology and creative enterprises to assist small or emerging businesses located in this district.

GATEWAY COMMERCIAL DISTRICT

VISION

As the name implies, the Gateway Commercial District could establish a new southern entry to the City of Richardson. Expanding upon the vision for the northwest corner of the Spring Valley/U.S. 75 intersection under the West Spring Valley Corridor plan, this area could establish a new business address within the DFW Metroplex. Integral to the gateway would be the reinvention of the Comerica Bank structure as a Mixed Residential building and the addition of urban retail at this key corner, along with new mid-rise office space and a new hotel on surrounding sites. To the north, additional restaurant sites could be established to build upon the successful regional restaurants already located in the area.

The gateway and streetscape concepts included in the vision for the West Spring Valley Corridor—a high-profile office center with a landscaped, pedestrian-oriented street edge—could be extended along Spring Valley on the east side of Central Expressway to establish a consistent urban design character on both sides of the freeway. Pedestrian connectivity along Spring Valley should be improved as redevelopment occurs to provide better access to the Spring Valley DART station and the West Spring Valley Corridor, and the construction of the two new roadways between Sherman Street and North Central Expressway identified in the Spring Valley Station District ordinance should create much better vehicular connectivity throughout the district.



DEVELOPABLE ACRES: 50

KEY WORDS:

- Commerce
- Image
- Portal

PRODUCT TYPES:

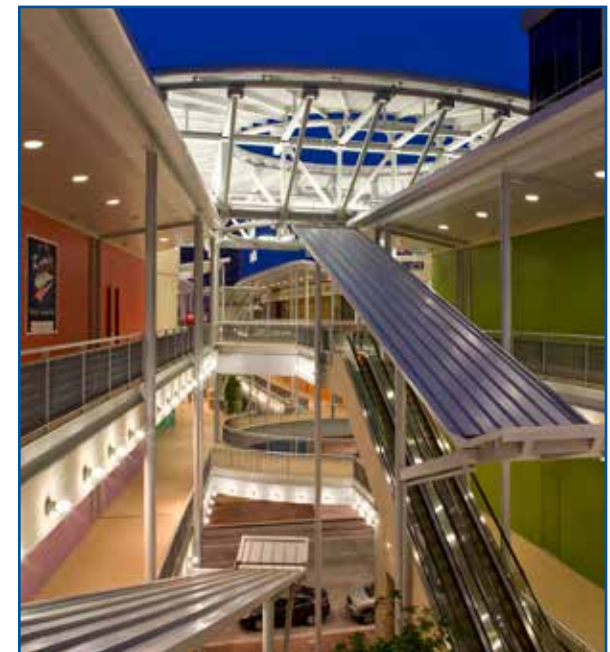
- Office (Mid-Rise)
- Hotel
- Highway Retail (Junior Anchor)
- Urban Retail
- Regional Restaurants



Commercial Office Building



Public Plaza



Vertical Pedestrian Connection

PUBLIC INPUT

- Participants in workshops and online agreed there should be a stronger gateway into Richardson along Central Expressway in this vicinity. For online participants, 82% felt that “creating a better gateway into Richardson” was ‘very important’ or ‘somewhat important’. 87% of Open House participants said the same.
- The iconic building suggested for Catalyst Site 1 (on the northeastern corner of Central and Spring Valley) would contribute to such a gateway for people traveling north on Central. Keypad polling at the Community Workshop showed that 63% of participants ‘agreed’ or ‘strongly agreed’ that such an iconic building would create a desirable new gateway.
- While respondents to the online questionnaire and survey had mixed opinions about major chains in the Corridor as a whole, there was also support for these retailers at appropriate locations and for market-determined investments (“Let the market take its course.” “Please bring better retail to the area.”) The Gateway Commercial area is more conducive to such uses than parcels on Main Street, where the community is more interested in seeing small local businesses.
- Comments at the Community Workshop included the desire for “more restaurant options on Central (just north of Fossil)”. This approach could accommodate such an opportunity.

MARKET (IN THE TRADE AREA)

- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include regional and sub-regional retail space (big box and junior box). With many big box retailers downsizing and junior anchors expanding, the Gateway Commercial District should be able to compete for a reasonable share of this overall demand.
- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. The Gateway Commercial District should also be able to compete for a reasonable share of this overall demand.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- Similar to the Arapaho Business District, this district could potentially appeal to all psychographic groups.

IMPLEMENTATION

- Rezone and develop design guidelines for an iconic building at Spring Valley and Central.
- Improve the transportation network in this area for better east/west access throughout the district.
- Meet with property owners to determine what (if any) additional assistance would support expansion of the existing restaurant row along Central Expressway.

MCKAMY SPRING DISTRICT

VISION

The McKamy Spring District will be the result of continued evolution of the Spring Valley Station transit-oriented development. As Brick Row is completed, development will likely continue to the west of the DART right-of-way and ultimately spread to the south side of Spring Valley Road and Centennial Boulevard. New residential options south of Centennial could include multiple product types (Mixed Residential, Townhomes, Live-Work units) oriented to employees in the Gateway Commercial District and Creative Corporate employment centers and supportive of the existing transit station.

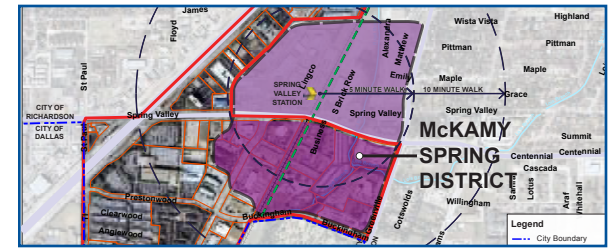
Spring Valley Road and Centennial Boulevard could be enhanced utilizing the design palette developed for West Spring Valley Road under the previous study, to include gateway features at the Central intersection and on the bridge crossing at Floyd Branch. Enhanced sidewalks and bicycle facilities should also be included to provide strong connectivity to the Central Trail, McKamy Spring Park and the Spring Valley Station.



Live-Work Building



Mixed Residential Building



DEVELOPABLE ACRES: 62

KEY WORDS:

- Walkable
- Neighborhood
- Transit

PRODUCT TYPES:

- Mixed Residential
- Townhome
- Mixed-Use
- Live-Work

PUBLIC INPUT:

- The Focus Group team addressing residential choices found that there is a need for new types of housing in an area separated from the existing traditional, lower-density neighborhoods.
- Townhome is one of the development types perceived as 'very compatible' or 'somewhat compatible' with the desired future of this Corridor by 75% of the September Community Workshop participants.
- This area is well positioned to take advantage of transit since it is within a 5- to 10-minute walk to the Spring Valley DART Station.



Townhome Building



Open Space Improvements (Floyd Branch)



Gateway Portal (Centennial Blvd. crossing Floyd Branch)

MARKET (IN THE TRADE AREA)

- This district will likely provide support uses for the U.S. 75 districts (Creative Corporate and Gateway Commercial District), and as such, will include a wide range of higher-density residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of townhome/condominium demand at \$200K+ over the next 10 years). These residential uses could be part of vertical Mixed-Use buildings (with retail/service uses on the ground floor) or stand-alone housing developments (apartments, townhouses). Transit accessibility will allow for higher-than-average densities in this district.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- The transit-oriented development opportunity associated with this district allows it to attract a wide range of resident and visitor types. Some of the psychographic groups that would likely provide support for this district include:
 - A relatively high concentration of highly-educated, affluent, multi-ethnic and urbane residents in the surrounding Trade Area attracted to the district’s potential as a vibrant live/work location. Young singles, couples and families in these psychographic groups are typically college-educated and ethnically diverse. About a third are foreign-born, and even more speak a language other than English.
 - The surrounding Trade Area includes a relatively significant concentration of “mobile urbanites,” who are an ethnically diverse, progressive mix of young singles, couples and families, ranging from students to professionals. They are more attracted to alternative housing products (e.g., lofts, townhomes, urban apartments, etc.) and are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

IMPLEMENTATION

- Develop guidelines that extend the streetscape designs created for the West Spring Valley Corridor Redevelopment Strategy along Spring Valley and Centennial in this Study Area.
- Rezone to support transit-oriented development in this district.
- Showcase Richardson’s heritage with an identity that relates to the McKamy Spring District.
- Promote McKamy Spring Park and the Central Trail throughout the district and the community.

TRAILSIDE DISTRICT

VISION

The Trailside District could be repositioned to demonstrate two key characteristics that would make Richardson distinctive in the future—sustainability and the arts. This mini-district consists of two parcels that currently contain office showroom buildings with industrial uses. These buildings could be transformed into zero energy buildings through the use of solar, wind and geothermal energy. Additionally, the interior of the buildings could be retrofitted with energy efficient lighting, high efficiency plumbing fixtures and fittings, energy efficient HVAC systems and low VOC (volatile organic compound) interior finishes and materials. Outside, the landscaping could consist of native, drought-tolerant plants. A rain garden could filter stormwater to improve the quality of the runoff that leaves the site and enters the creek, and Floyd Branch, which runs through the northern portion of the site, could be restored to a more natural condition to further beautify the amenity that already exists.

The Central Trail and its sidewalk and bikeway connections will create a walkable community and increase the mobility choices for residents, workers and visitors to the district. Electric vehicle charging stations and a bike share program could add to the diversity of energy efficient transportation options.

By implementing this vision, the entire district could become a demonstration project related to sustainable design and lifestyle. Since sustainability is an important concern for many in the millennial generation, who are now beginning careers and starting families, an area like this could make Richardson stand out as an unusual close-in community attractive to people interested in a unique work environment and an environmentally responsible lifestyle.

Once the building and site improvements are complete, the district could become home to an incubator for local artists with studio spaces, gallery and rehearsal space, retail/restaurant space, learning spaces and outdoor display areas. Other uses might support small businesses and provide services for people working and living nearby.



DEVELOPABLE ACRES: 10

KEY WORDS:

- Sustainable
- Artistic
- Demonstration

PRODUCT TYPES:

- Adaptive reuse of existing industrial buildings.

PUBLIC INPUT:

- There is strong community support for “making this area more sustainable.” This idea is ‘very important’ or ‘somewhat important’ to 84% of Open House participants and almost 87% of online participants. Though this district is a small part of the Corridor, it could become a focal point for initiatives that demonstrate cost-effective and sustainable options for businesses and households.
- Many individual comments support ideas that could be emphasized here. Among those are suggestions that support: “a sustainable, walkable, shoppable gathering space that supports buying locally...”; “environmentally aware while providing state-of-the-art facilities”; “a flexible design theme that is sustainable”; “...a lively arts scene and businesses brought in that encourage community and city resident pride”; “...a destination – fun for all – arts and entertainment – lots free”; “affordable arts districts”; and “arts incubator.”



Public Art Display

MARKET (IN THE TRADE AREA)

- Given the unique “brand” that could be potentially attached to this district, market demand will be largely generated by visitors to this area. Proximity to U.S. 75 enhances the regional potential of this area, but multiple forms of local access will be needed to attract visitors. The level of visitor activity will ultimately determine the amount of supportable gallery, restaurant, retail and service space.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- The surrounding Trade Area includes a relatively significant concentration of “mobile urbanites”. These people are an ethnically diverse, progressive mix of young singles, couples and families, ranging from students to professionals. They are more attracted to alternative housing products (e.g., lofts, townhomes, etc.) and are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

IMPLEMENTATION

- Rezone to allow a wider range of uses.
- Invest in streetscape and pedestrian/bike connections to the Central Trail and DART.
- Discuss a strategy for attracting energy efficiency investments and green businesses to Richardson.
- Meet with representatives of the local arts community to evaluate the feasibility of an arts incubator in this district.



Rain Garden



Public Art Display



Biowash

CENTRAL PLACE

VISION

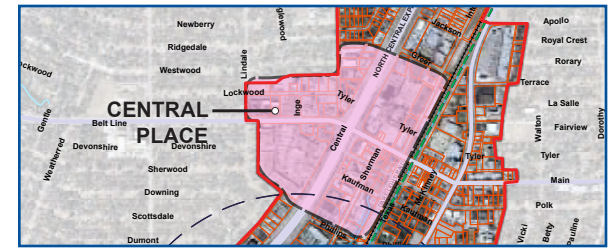
The Central Place district is located at the heart of the Central Expressway Corridor. The geographic center of this mixed-use district will be the intersection of Central Expressway and Belt Line Road/Main Street.

The future of the western side of the district will build upon the Richardson Heights shopping center and the new investment being made by the Alamo Draffhouse, with supporting infill retail, restaurants and mid-rise office to create a vibrant mixed-use entertainment district. North of Belt Line Road, new residential buildings extending from a green space could connect the single-family residential uses to the north with the mixed-use center south of Belt Line. The density and height of the new residential structures should step down as the development transitions to the Heights Park and Rustic Circle neighborhoods further north.

The eastern side of the district will develop as a gateway to the Main Street area, with commercial uses (office and retail) on the northeast corner and mid-rise residential and mixed-use buildings to the south. This new development will contribute to the additional residential base necessary to support the entertainment uses within the Central Place district, the Main Street District and Chinatown.

Important to the success of the Central Place district will be the improvement of pedestrian and bicycle connectivity beneath the existing U.S. 75 bridge. Concepts that should be discussed with TxDOT include the reconfiguration of the Texas U-turn lanes to provide a safer, more attractive and comfortable pedestrian zone and urban design improvements including special paving materials for sidewalks and crosswalks, specialty lighting and enhanced column cladding which could be incorporated to make the space more inviting.

As plans for TxDOT's long-term reconstruction of U.S. 75 move forward, additional options that could be explored include depressing the main lanes of Central Expressway beneath Belt Line Road. Under such a scenario, the bridge between the two sides of Central Expressway could become a continuous public plaza with urban design features that stretch from one side of the freeway to the other.



DEVELOPABLE ACRES: 78

KEY WORDS:

- Center
- Connected
- Entertainment

PRODUCT TYPES:

- Retail
- Mixed Residential (Low- and Mid-Rise)
- Townhome
- Commercial (Office and Junior Anchor)
- Mixed-Use



Open Space Connection to Neighborhoods



Mixed Residential Building East of U.S. 75

MARKET (IN THE TRADE AREA)

- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. A subset of this demand will include local service office space. These tenant types tend to be small businesses looking for a locally-recognized “address” and an attractive day/night environment. In association with the Main Street area, this district should be able to compete for a significant share of this overall demand.
- Support uses could include a wide range of residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of attached ownership demand at \$200K+ over the next 10 years). These residential uses could be part of a vertical mixed-use project or stand-alone housing units (townhouses).
- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include restaurant and entertainment space. Given its potential character as a vibrant, walkable, mixed-use environment, the Central Place district should be able to compete for a significant share of this overall demand.
-



Mixed-Use Building East of U.S. 75

CENTRAL PLACE CONTINUED

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- The prominence of the U.S. 75/Belt Line intersection allows it to attract a wide range of resident and visitor types. Some of the psychographic groups that would likely provide support for this district include:
 - A relatively high concentration of highly-educated, affluent, multi-ethnic and urbane residents in the surrounding Trade Area attracted to the district's potential as a vibrant live/work/shop/play location. Young singles, couples and families in these psychographic groups are typically college-educated and ethnically diverse. About a third are foreign-born, and even more speak a language other than English.
 - The surrounding Trade Area includes a relatively significant concentration of "mobile urbanites". These people represent the nation's most liberal lifestyles and are an ethnically diverse, progressive mix of young singles, couples and families, ranging from students to professionals. They are more attracted to alternative housing products (e.g., lofts, townhouses, etc.) and are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

IMPLEMENTATION

- Develop incentives to support infill development.
- Rezone and create design requirements that apply to the four quadrants of the interchange at Central Expressway and Belt Line/Main.
- Create an open space plan for this district.
- Implement street improvements on Belt Line/Main to improve connectivity for cyclists and pedestrians.
- Explore the U-turn and depressed lane concepts with TxDOT.



Retail Infill Development at Richardson Heights Shopping Center



Public Space at Richardson Heights Shopping Center

PUBLIC INPUT:

- Many participants said they wanted to see something new and distinctive in this Corridor. Online comments described characteristics that would be found in this district: "I would like the Corridor to be attractive and more urban in nature"; "Sleek, sophisticated, like at Campbell and Central"; and "Vibrant sub districts with some mixed-use and some restaurant or retail or entertainment areas. Needs a strong urban park space and trail connections to surrounding neighborhoods."
- There is strong support for revitalization and infill in and around the Richardson Heights Shopping Center. This concept—part of the idea for Focus Area B—received the strongest level of support of all those presented at the Community Workshop. Keypad polling showed that 95% of participants 'strongly agreed' or 'agreed' with the statement that "new shops, restaurants and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center."

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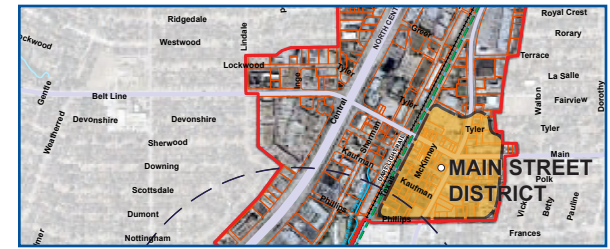
MAIN STREET DISTRICT

VISION

Main Street is unique within the City of Richardson because of the compact grid of interconnected streets that creates small blocks conducive to pedestrian circulation. This characteristic and the proximity of Main Street to an evolving Central Place district, Chinatown and Interurban District could combine to make Main Street a great location for an authentic, pedestrian-oriented environment with restaurants, shops, entertainment and a variety of urban residences. Building upon some of the architectural features of the existing older buildings—one- or two-story building heights, large amounts of glass at the ground floor level, shallow building setbacks—new construction could improve upon these pedestrian-oriented characteristics with additional building detail and design. In addition, a redeveloped Main Street District could capitalize on the confluence of cultural diversity that already exists in the area.

Streets in the district could be tree-lined with pedestrian-level lighting to encourage walking and bicycling in a safe, lively environment. Access to a variety of transportation modes—DART transit services, a regional hike/bike trail and Central Expressway—will bring people to and from Main Street.

New open space could accommodate community-focused activities such as art fairs, a farmers market, concerts or special events. In short, the district could be recreated as a complete neighborhood with amenities and attributes that set it apart from other downtown/Main Street areas elsewhere in the region.



DEVELOPABLE ACRES: 37

KEY WORDS:

- Walkable
- Social
- Eclectic

PRODUCT TYPES:

- Shopfronts with retail services
- Mixed-Use
- Townhomes
- Live-Work
- Mixed Residential



Mixed-Use Building on Main Street



Mixed Residential Building



Mixed-Use Building



Mixed-Use Building



Retail Building on Main Street



Retail Buildings on Main Street

MARKET (IN THE TRADE AREA)

- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. A subset of this demand will include local service office space. These tenant types tend to be small businesses looking for a locally-recognized “address” and an attractive day/night environment. The Main Street District should be able to compete for a significant share of this overall demand.
- Support uses in the Main Street District will include a wide range of residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of attached ownership demand at \$200K+ over the next 10 years). These residential uses could be part of a vertical Mixed-Use development or stand-alone housing units (townhouses).
- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include restaurant and entertainment space. Given its unique character as a vibrant, walkable mixed-use environment, the Main Street District should be able to compete for a significant share of this overall demand.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- The uniqueness of a downtown area within a community allows it to attract a wide range of resident and visitor types. Some of the psychographic groups that would likely provide support for this district include:
 - A relatively high concentration of highly-educated, affluent, multi-ethnic and urbane residents in the surrounding Trade Area attracted to the district’s potential as a vibrant live/work/shop/play location. Young singles, couples, and families in these psychographic groups are typically college-educated and ethnically diverse. About a third are foreign-born, and even more speak a language other than English.
 - A healthy concentration of residents characterized as an “immigrant gateway community”. This group is the urban home for a mixed populace of Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign-born, this segment is characterized by first-generation Americans who are striving to improve their middle-class status.
 - A relatively significant concentration of “mobile urbanites”. These people represent an ethnically diverse, progressive mix of young singles, couples and families, ranging from students to professionals. They are more attracted to alternative housing products (e.g., lofts, townhouses, etc.) and are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

MAIN STREET DISTRICT CONTINUED

IMPLEMENTATION

- Develop unique zoning and design regulations to accommodate an eclectic mix of architecture, a pedestrian-oriented streetscape and an array of uses more appropriate to the future vision.
- Rethink the traffic flow on Main Street to make it more pedestrian and bike friendly while still providing the capacity for vehicular traffic.
- Invest in streetscape improvements.
- Consider the formation of a Main Street District business association or other similar entity to partner with the City on improvements, activities, maintenance and marketing.
- Consider expanding the boundaries of the TIF (Tax Increment Financing) District, creating a BID (Business Improvement District) or developing special districts or other creative means of funding needed improvements in the district.
- Work with local businesses, property owners and neighborhood groups to ensure appropriate code enforcement and “eyes on the street” to improve the perception of safety.



Townhome Building



Existing Main Street Buildings

PUBLIC INPUT:

- There was strong support from the public in workshop discussions and online comments for making this a lively, pedestrian-friendly area filled with restaurants, shops and events that will attract Richardson residents and people from throughout the region.
- Some participants felt strongly that the traditional or historic character of the area should be retained. Others were convinced that it would be better to start fresh. A carefully crafted approach could satisfy both desires, which are summarized in this comment expressed online: “I want the area to be busy and alive. It would be great to see the history we have polished up and showcased alongside some really progressive businesses.”
- There was great interest in the creation of a green space or plaza that would attract people and events. Many comments support the idea of making the Main Street District one that people can access by walking or biking. There were also comments in favor of support for small, local businesses that create a unique “vibe” for this area and for which these small buildings and parcels are well-suited.

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CHINATOWN

VISION

Chinatown will continue to evolve as a center of Chinese culture, education and commerce for the entire DFW region. The businesses within the existing DFW Chinatown center (restaurants, banks, salons, grocery store, book store) could be leveraged to form a larger mixed-use cultural district that will become a unique place for tourism and education related to Chinese culture.

The district boundaries could extend across Greenville Avenue to the west and beyond Apollo Road to the south to accommodate supporting residential and commercial uses. Additionally, the existing apartment complexes along LaSalle Drive could be redeveloped to provide newer residential options such as Townhomes, Live-Work units or Mixed Residential buildings. Because the district is likely to be of interest to people of all ages, these building types within close proximity to the commercial uses could attract both young adults and seniors.

The image of the district could be reinforced by utilizing Asian-inspired street furnishings and artwork within the public realm along Greenville Avenue. Urban design elements such as these would further strengthen the identity of the district and increase the awareness of motorists and pedestrians as they travel through this special cultural neighborhood.



Gateway



Mixed Residential Building



DEVELOPABLE ACRES: 22

KEY WORDS:

- Cultural
- Regional
- Multi-Generational

PRODUCT TYPES:

- Retail/Restaurants
- Mixed Residential
- Townhome
- Live-Work

PUBLIC INPUT:

- The vision for this district responds to the direction stated at the July Open House (and elsewhere): “Leverage Chinatown and the multi-national flavor of the area to help create an identity and a destination”.
- Interviews with stakeholders in this area indicate that they are interested in making investments that would be consistent with this vision.
- A variety of comments emphasize the need for more art throughout the Corridor. This district could build on the Chinese art that is already on display to create a unique place for residents and visitors to enjoy.



Asian Inspired Street Furnishings



Live-Work Building

MARKET (IN THE TRADE AREA)

- This district is already a regional draw for visitors in the DFW Metroplex. There is additional demand in the surrounding Trade Area for specialty food stores and restaurants, as well as a wide range of housing products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of attached ownership demand at \$200K+ over the next 10 years).

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- The surrounding Trade Area has a healthy concentration of residents characterized as an “immigrant gateway community”. This group is the urban home for a mixed populace of Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign-born, this segment is characterized by first-generation Americans who are striving to improve their middle-class status.

IMPLEMENTATION

- Create design standards for signage, lighting, etc. that would extend the Asian themes in DFW Chinatown to the rest of this district.
- Communicate with owners of private properties in the district to better understand their future plans and the potential assistance, if any, that might be needed from the City or other agencies to accomplish their goals.
- Promote dialogue and collaboration with RISD, the Chinese Cultural Center and other non-profits to explore opportunities for educational programs and offerings.
- Investigate opportunities to grow businesses and increase tax revenues in Richardson through expanded international tourism and trade.
- Rezone to provide opportunities for new residential options at appropriate locations within this district.

INTERURBAN DISTRICT

VISION

The Interurban District could become a vibrant, mixed-use district that builds upon the existing block structure and buildings in the area. Today's industrial/commercial district, made up of tilt wall and block masonry buildings dating from the 1960's to the 1980's, could transform into an eclectic live/work neighborhood through reuse of the existing building stock for specialty industrial, commercial, retail/restaurant and residential uses. Vacant and underutilized parcels could be redeveloped into urban housing in the form of loft apartments and live-work units.

Parking to support the vision could be provided in shared lots with landscaped pedestrian portals between buildings and connections to new sidewalks along existing streets. Rayflex, Davis, Jackson, Bishop and Interurban Streets could be recreated using a unique, eclectic urban design palette incorporating strong pedestrian connectivity to the Central Trail.



DEVELOPABLE ACRES: 25

KEY WORDS:

- Edgy
- Eclectic
- Repurposed

PRODUCT TYPES:

- Adaptive reuse of existing buildings (Industrial, Commercial, Retail/Restaurant, Residential/Studio Space)
- Mixed Residential
- Live-Work

PUBLIC INPUT:

- This is one of several districts that takes advantage of the Central Trail and offers the desired pedestrian and bike connections to neighborhoods, jobs, shopping and DART.
- The live-work development type included here was considered 'very compatible' or 'somewhat compatible' with the Corridor's future by 64% of the participants in keypad polling at the September Community Workshop.



Adaptive Reuse of Existing Buildings



Adaptive Reuse of Existing Buildings



Infill Mixed Residential

MARKET (IN THE TRADE AREA)

- From a market demand perspective, the adaptive reuse of commercial/industrial buildings and live/work uses is largely organic in nature. That is, demand tends to be generated from within the immediate area as uses and businesses evolve over time. Support uses such as retail/service and restaurant space attract both businesses and residents in the district, as well as visitors from outside.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- Similar to the Trailside District, the surrounding Trade Area includes a relatively significant concentration of “mobile urbanites”. These people represent an ethnically diverse, progressive mix of young singles, couples and families, ranging from students to professionals. They are more attracted to alternative housing products (e.g., lofts, townhomes, etc.) and are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

IMPLEMENTATION

- Rezone to broaden the range of uses and intensities allowed here, including residential.
- Invest in trail and sidewalk connections to the Central Trail.
- Work with property owners to develop a simple and effective system for locating, building and operating shared parking areas.
- Communicate with property owners in the district to understand their interests and identify any barriers to revitalization that may need to be addressed.



Adaptive Reuse of Existing Buildings



Adaptive Reuse of Existing Buildings

ARAPAHO BUSINESS DISTRICT

VISION

The Arapaho Business District presents an opportunity for freeway commercial development. Good access from U.S. 75 and Arapaho Road and close proximity to the Arapaho Transit Center should improve the prospects for revitalization; however, property within this area will likely take longer to redevelop due to the continued viability of several existing uses (Reliable Chevrolet and Herb’s Paint and Body, for example) and the availability of additional underutilized sites nearby.

Central Expressway and Arapaho Road will continue to be the main means of access to the district, and urban design treatments such as gateways and streetscape improvements will establish the overall character for future development. The success of the district will be enhanced by better pedestrian and bicycle connections from future redevelopment sites to the Central Trail, which will provide primary access to the Arapaho Transit Center.



DEVELOPABLE ACRES: 16

KEY WORDS:

- Long-Term
- Employment
- Transformation

PRODUCT TYPES:

- Commercial Office (Mid-Rise)
- Highway Retail (Junior Anchor)

PUBLIC INPUT:

- Public comments at workshops and online supported employment in the Corridor and sought to reduce the amount of auto-oriented activity. Sentiments from the public (like the one from the September Community Workshop—“Support DART stations – they are jewels”) promote the connection of business uses to the DART Arapaho Station. By encouraging future businesses that are more oriented toward the benefits of the DART access, this approach supports a transition away from auto-oriented activities in the long term.
- This concept would create a better gateway into Richardson, which was ‘very important’ or ‘important’ to 87% of Open House participants and 82% of online survey participants.



Commercial Office Building



Employee Amenity Space



Commercial Office Building

MARKET (IN THE TRADE AREA)

- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include regional and sub-regional retail space (big box and junior box). With many big box retailers downsizing and junior anchors expanding, the Arapaho Business District should be able to compete for a reasonable share of this overall demand.
- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet as with the retail space, the Arapaho Business District should be able to compete for a reasonable share of this overall demand.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- Similar to the Gateway Commercial District, this area could potentially appeal to all psychographic groups.

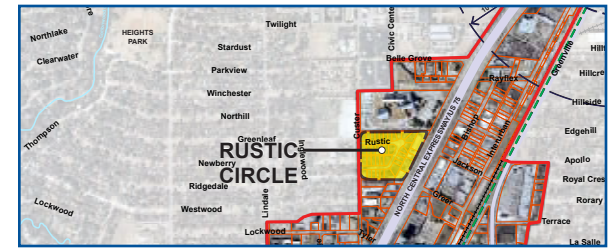
IMPLEMENTATION

- Design and implement gateway features in this area at the appropriate time.
- Identify locations for pedestrian/bike connections to the DART Arapaho Station and protect these routes if/when uses change or properties redevelop.
- Consider rezoning that would expand the list of permitted uses to accommodate a wider range and higher intensity of activities for future redevelopment.

RUSTIC CIRCLE

VISION

All indications are that the Rustic Circle neighborhood will continue to be revitalized through investment in existing homes and that it will continue to transform into a multi-generational neighborhood, offering community to young couples, young families, single adults and older residents. The freeway-oriented commercial uses along Central Expressway could also redevelop to accommodate more compatible uses, such as small, professional offices. As these changes occur, these commercial properties should be better landscaped and more appropriately screened from the adjoining residential areas. Nearby, sites in the Central Place district will likely be converted over time to uses that are more compatible and supportive of the existing single-family neighborhood. The edge of the district along Custer Road could be improved with streetscape features that help identify Rustic Circle and the Heights Park neighborhood as parts of the city with unique character, identity and pride and pedestrian connections to destinations nearby.



DEVELOPABLE ACRES: 10

KEY WORDS:

- Reinvestment
- Neighborhood
- Multi-generational

PRODUCT TYPES:

- Single-Family Residential (in the existing neighborhood)
- Small Professional Office (along the Central Expressway Frontage Road)

PUBLIC INPUT:

- Participants at the Open House and Community Workshop supported the approach of retaining Rustic Circle as a close-in neighborhood of single-family homes.
- Community workshop participants indicated that they moved to this area because of its proximity to urban amenities. They want a community that reflects something distinctive from the cookie cutter look and feel of neighborhoods in other parts of the region.
- The desire from new homebuyers for “places to walk to” suggests a need for strong pedestrian and bike connections to nearby services and attractions.



Neighborhood Identity



Existing Single-Family Residential



Enhanced Streetscape



Neighborhood Identity

MARKET (IN THE TRADE AREA)

- Market demand for a revitalized neighborhood such as this will be generated by existing residents re-investing in their properties and new residents moving into the area. Housing products that could be supported in this district include new single-family homes (perhaps on small lots), patio homes/ cottages and townhomes.
- A subset of office demand in the surrounding Trade Area will include local service office space. These tenant types tend to be small businesses looking for local visibility and access. The commercial part of the Rustic Circle district should be able to compete for a reasonable share of this demand subset.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- The surrounding Trade Area has a higher-than-average concentration of younger, upper-middle income singles and young couples. Found in second-tier cities, these mobile “twentysomethings” include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment. Increasingly, members of this group are moving into older, urban neighborhoods and renovating/rehabilitating single-family homes.

IMPLEMENTATION

- Collaborate with the Rustic Circle residents and the Heights Park organization to develop strategies for improving connections and identification between these two parts of the neighborhood.
- Invest in pedestrian, bike and streetscape improvements on Custer so neighborhood residents have a clear and safe route to the Central Trail, DART and destinations on the east side of Central Expressway and in the Central Place district.
- Consider special zoning strategies to maintain the existing scale of neighborhood development in the residential part of the district.

CIVIC DISTRICT

VISION

The Civic District will build upon the civic and institutional uses currently in the area (City Hall, Library, First United Methodist Church, U.S. Post Office, the Richardson Chamber of Commerce) to create a cohesive district through streetscape improvements along Belle Grove Drive and Civic Center Drive and consistent urban design elements (lighting, signage, paving materials). A higher level of pedestrian connectivity should be created within the district, especially along the North Central Expressway Frontage Road and on Civic Center Drive. Because the frontage road is the front door to the district, special attention should be given to the edge of the roadway to present a consistent civic image incorporating green space and the screening of undesirable views to parking and utilitarian uses.

The identification in the Comprehensive Plan of the nearby West Arapaho and Arapaho/Collins Enhancement/Redevelopment Areas suggests a need for coordination of the plans for future redevelopment of these adjoining districts.



DEVELOPABLE ACRES: 23

KEY WORDS:

- Institutional
- Public
- Identity

PRODUCT TYPES:

- Civic/Institutional Buildings

PUBLIC INPUT:

- This approach could contribute to the sense of community desired by participants and help to achieve suggestions from online participants who commented on the need to create a “Richardson brand” and to counter the “lack of identity” that is currently perceived.
- Public input for the Corridor as a whole also strongly supports creating new green space and making areas pedestrian-friendly.



Public Places



Public Art



Public Plaza



Public Open Space

MARKET (IN THE TRADE AREA)

- Demand for support uses in this district will be generated from visitors to the area (e.g., daytime employees) as well as residents in surrounding neighborhoods.

SUPPORTING PSYCHOGRAPHICS (IN THE TRADE AREA)

- Given its current position as a center of activity for the Richardson community, this district could potentially appeal to all psychographic groups.

IMPLEMENTATION

- Revisit the area within the Civic District as an element of the upcoming West Arapaho and Arapaho/Collins Enhancement/Redevelopment Studies.
- Invest cautiously in improvements to signage, lighting and other streetscape features until the West Arapaho and Arapaho/Collins studies are complete in order to create a consistent theme in both districts.

FRAMEWORK PLAN

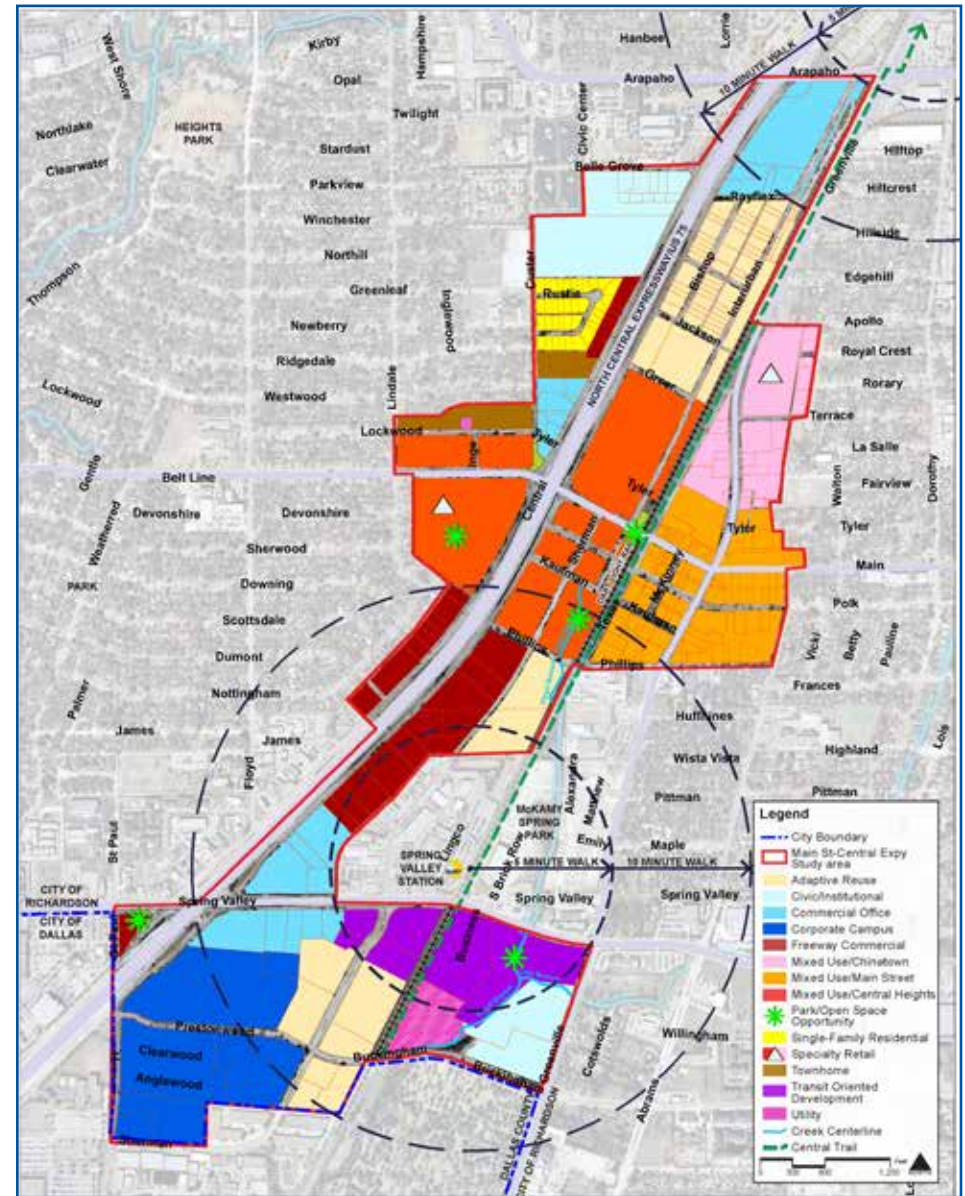
INTRODUCTION

While the corridor-wide concept and sub-district descriptions provide an overview of the vision that has been established for the overall Study Area and the smaller geographic sub-areas that comprise it, the Framework Plan for the Main Street/Central Expressway Corridor provides a higher level of detail related to the form and character of future development, future modes of transportation and the public realm. The Land Use Framework, Transportation Framework and Urban Design Framework provide additional detail related to these elements.

LAND USE FRAMEWORK

The Land Use Framework not only identifies the multiple land uses that will support the overall vision established for the Main Street/Central Corridor, but more importantly, it identifies the types and character of the buildings that will constitute the majority of the future built environment. It is important to note that the precedent images used to support each specific category are not intended to suggest specific architectural styles or building materials, but are meant to suggest building form, the types of activities that would occur within the building and the building's relationship to the surrounding public realm. Additionally, the appropriate heights of all new buildings should be established as part of a rezoning process based upon the specific location of the building with relation to the distance and viewsheds from surrounding single-family residential neighborhoods. The specific categories that form the Land Use Framework are as follows:

LAND USE FRAMEWORK MAP



ADAPTIVE REUSE

This category focuses on the rehabilitation and reuse of existing buildings and the addition of infill buildings within the Corridor for an assortment of uses, depending upon the location of the buildings. Within the Interurban District, the building could support a wide mix of uses, including residential, retail (including galleries, shops, and restaurants), commercial office, institutional and light industrial uses, while the buildings within the Creative Corporate district would likely be focused more on office and retail uses. In either case, the primary focus would be upon reinvestment in existing buildings to accommodate new uses that support an overall district vision. Parking will primarily be off-street and located in surface lots, although parking structures may be required to support infill development depending on development density.



CIVIC/INSTITUTIONAL

This category consists of numerous types of civic buildings, including libraries, schools, churches, the post office and other public and semi-public facilities that are an important part of placemaking and fundamental to the community's identity. The Land Use Framework does not specifically establish locations for new civic buildings; rather, it identifies the existing civic buildings that should be accentuated through the addition of new civic elements such as plazas, fountains and public art, which can assist in forming a unified civic identity for these sites.



COMMERCIAL OFFICE

The commercial office building type includes predominantly office space for multiple tenants, but can also include supporting retail, restaurants and meeting facilities. Since the form of these buildings would be more urban, the ground floor would relate to and support the adjacent pedestrian realm, and the building sites would include amenities such as outdoor dining areas, plazas and other supporting outdoor spaces. Parking would primarily be off-street, structured and located under or adjacent to the commercial office buildings, although some on-street parking could also be provided.



CORPORATE CAMPUS

While the commercial office environment will be developed as an urban context, the corporate campus environment could be reflected in a more suburban, campus setting through the placement of buildings and the focus on pedestrian areas and landscaped open space between the buildings. The primary use within the buildings would be offices for single tenants, but the structures could also include supporting food services and fitness/recreation centers as amenities for the employees. Parking could be located in surface lots, parking structures or a combination of the two.



FREEWAY COMMERCIAL

Freeway commercial buildings will focus primarily on retail uses including regional restaurants and junior box anchors, but would also support professional service uses. The development on these sites will be suburban in character and parking will most likely be located in landscape surface lots.



MIXED-USE/CHINATOWN

While this area currently portrays a suburban development character, in the future, the area is envisioned to transform into a more urban environment. A range of building types could support the future vision in the area, to include retail, office, mixed-use, townhome and mixed residential, and uses within the buildings will not be as important as creating an overall building form that supports a variety of activities over the life of the structures. The ground floor will relate to and support the adjacent pedestrian realm, and parking will be provided both on- and off-street. A primary focus within the area will be on creating a walkable block pattern.



MIXED-USE/MAIN STREET

Like the Mixed-Use/Chinatown area, a range of building types is envisioned to support the future of the Main Street area, including retail, office, mixed-use, townhome and mixed residential, and uses within the buildings will not be as important as creating an overall building form that supports a variety of activities over the life of the structures. Building heights are intended to be lower in scale with one to three stories being the norm. The ground floor of the buildings will relate to and support the adjacent pedestrian realm, and on Main and Polk Streets, the ground floor of new buildings will need to be built to retail standards (although other uses could be permitted on the ground floors of these buildings if the zoning allows). Parking will be provided both on- and off-street, with the off-street spaces in public parking structures which will be needed to support the uses identified for the area.



MIXED-USE/CENTRAL PLACE

The third of the mixed-use development zones is Central Place. Again, a range of building types is expected, including retail, office, mixed-use, townhome and mixed residential, and designing a building that is flexible enough to adapt to a variety of uses over time is the goal. Building heights would be lower in scale when adjacent to single-family residential neighborhoods, but would transition in height as they become closer to U.S. 75. The ground floor of the buildings will relate to and support the adjacent pedestrian realm. Parking will be provided both on- and off-street, with the off-street spaces being provided under or adjacent to the buildings.



PARK/OPEN SPACE OPPORTUNITY

Public space (both active and passive) is a critical component and integral to the overall vision for the Main Street/Central Corridor. The Land Use Framework identifies several potential locations for future park and open space improvements. These opportunities may be located on public property or on private land. In some cases, these locations take advantage of existing natural features; in others, they are on sites that could provide corridor-wide identity or they may be intended as outdoor space to support future urban environments. Depending on surrounding uses and overall development density and character, the park/open space improvement could be programmed as a traditional suburban park or as a more urban plaza or green.



SINGLE-FAMILY RESIDENTIAL

This category represents existing single-family homes located on Rustic Circle that will remain or be redeveloped in a similar or slightly denser style within the time frame for this vision.



TOWNHOME

Townhome buildings contain multiple single-family attached units within a single building. These buildings will have an urban form and will be located on the site to address the street and support the adjacent pedestrian realm. Parking will be off-street and located within or in the rear of the buildings, although on-street parking is envisioned for visitors.



TRANSIT ORIENTED DEVELOPMENT

Buildings within this category will be primarily residential and will consist of live-work, townhome and mixed-residential buildings. Small retail uses may locate on the ground floors of the mixed-use buildings, but the predominant use will be residential. Buildings within this category will have an urban form and will be located on the site to address the street and support the adjacent pedestrian realm. Parking will be provided both on- and off-street. The off-street parking would be located under or adjacent to the buildings or could be wrapped by the structures.



UTILITY

This category represents several existing utilitarian uses that currently exist in the Main Street/Central Corridor, including the water tower on Lockwood Drive and the wastewater treatment plant on Buckingham. These uses are expected to remain within the time frame for this study.

TRANSPORTATION—STREET TYPES

As this study area develops and redevelops, making a deliberate connection between the sub-districts and land uses requires developing accompanying street standards. After evaluation of current street design, uses and functionality, four street types were developed to describe street context within key locations in the study area. These street types include Suburban Commercial, Suburban Neighborhood, Urban Mixed-Use and Urban Neighborhood. The following descriptions are meant to be general guidelines for the look and feel of a street.

Suburban Commercial streets serve a wide range of uses, including living space, work space, shopping, playing, dining and lodging. These streets typically have more than four lanes, higher speeds and more focus on driveway access controls. Pedestrian activity is low to moderate, but streets are bordered by wide landscaped sidewalks. Transit services are available with stops located along the corridor. Bicycle lanes are often desirable and may require a buffer due to higher traffic speeds and volumes.

Suburban Neighborhood streets are primarily residential. They are characterized by low to moderate speeds and volumes. Pedestrian activity is more common and is accommodated by wide sidewalks and landscape

buffers with trees for shading. Bicycle lanes are desirable on collector streets, and off-street trails are encouraged where right-of-way permits. Urban Mixed-Use streets may have multiple design types. They are typically adjacent to land uses that could include living space, work, shopping and play. Most streets of this type have minimal building setbacks. Mixed-Use streets can be collector or arterial roadways, and because of this, volumes and speeds differ depending on which street classification is at issue. Arterial streets have higher speeds and collector streets, slower. Typically, more pedestrian activity is found along these street types and is encouraged by wide sidewalks with landscaped buffers, pedestrian-scale lighting and street furniture. Frequent transit services and high quality, weather protected stops are usually available. Sharrows—marked lanes shared by automobiles and bicycles—are encouraged and bike lanes are desirable where there is adequate right-of-way.

Urban Neighborhood streets serve a variety of uses, including specialty industrial, retail, restaurants, studio and live-work units. Street fronts are characterized by minimal building setbacks, wide sidewalks with landscaped buffers and trees to provide shade. Speeds are typically slower on these streets and on-street parking is encouraged. Frequent transit services and stops are available. Sharrows are encouraged; bike lanes are desirable where right-of-way is available.

TRANSPORTATION CONTEXT MAP



DESIGN BOARD

Urban Mixed Use Streets

Land Use	Travelway	Streetside	Transit	Bicycles
<ul style="list-style-type: none"> • Wide range of uses, including live, work, shop & play, and • Minimal building setbacks 	<ul style="list-style-type: none"> • Slower speeds on collector streets • Higher speeds on arterial streets • On-street parking encouraged • Emergency Vehicle accommodation desirable 	<ul style="list-style-type: none"> • Moderate pedestrian activity • Wide sidewalks with landscaping buffer • Pedestrian scaled lighting and street furniture 	<ul style="list-style-type: none"> • Frequent transit service • Stops spaced no greater than 1/2 mile • High quality, weather protected stops 	<ul style="list-style-type: none"> • Shared lanes with bicycles and vehicles • Bike lanes desirable where ROW is available



Urban Neighborhood Streets

Land Use	Travelway	Streetside	Transit	Bicycles
<ul style="list-style-type: none"> • Wide range of uses including special industrial, retail, restaurants, studio and mixed live-work units • Minimal building setbacks 	<ul style="list-style-type: none"> • Slower speeds on collector streets • On-street parking encouraged 	<ul style="list-style-type: none"> • Moderate pedestrian activity • Wide sidewalks with landscaping buffer • Landscaping and trees to provide shade 	<ul style="list-style-type: none"> • Frequent transit service • Transit stops spaced no greater than 1/2 mile 	<ul style="list-style-type: none"> • Shared lanes with bicycles and vehicles • Bike lanes desirable where ROW is available



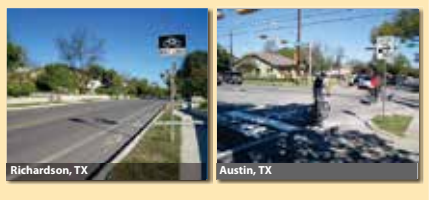
Suburban Commercial Streets

Land Use	Travelway	Streetside	Transit	Bicycles
<ul style="list-style-type: none"> • Wide range of uses including live, work, shop, play, dining and lodging 	<ul style="list-style-type: none"> • Higher speeds and volumes • Driveway management important • Raised medians desirable to increase safety • 4+ lanes common 	<ul style="list-style-type: none"> • Low to moderate pedestrian activity • Wider sidewalks with wide landscaping buffers • Pedestrian access to transit and adjacent land uses 	<ul style="list-style-type: none"> • Transit service available • Stops spaced no closer than 1/4 mile to increase efficiency 	<ul style="list-style-type: none"> • Bike lanes desirable on collector streets • Off-street trails where ROW permits • Bike lanes may require buffer due to traffic speeds and volumes



Suburban Neighborhood Streets

Land Use	Travelway	Streetside	Transit	Bicycles
<ul style="list-style-type: none"> • Primarily residential • Homes can front on low volume streets 	<ul style="list-style-type: none"> • Low to moderate speeds and volumes • Driveway management important • Emergency vehicle accommodation desirable • On-street parking common 	<ul style="list-style-type: none"> • Low to moderate pedestrian activity • Wider sidewalks with wide landscaping buffers • Trees to provide shade 	<ul style="list-style-type: none"> • Transit service available 	<ul style="list-style-type: none"> • Bike lanes desirable on collector streets • Off-street trails where ROW permits



MAIN STREET AND POLK ALTERNATIVE DESIGN CONCEPTS

Citizens of Richardson and various stakeholders voiced a strong desire for some type of improvement along Main Street to address peak period traffic conditions. One of the initial ideas for this area was to make Main Street and Polk Street a one-way couplet. Traffic on Main would be directed westbound, and traffic traveling east would be diverted onto Polk until the intersection with Greenville Avenue, where it would be redirected back to Belt Line to continue traveling east. Another option was to have three lanes traveling one-way and the fourth lane traveling in the opposite direction in the current alignment in order to maintain two-way traffic to stimulate business on Main Street.

After analyzing peak hour AM and PM turning count movements provided by the City, fatal flaws became apparent. The majority of the traffic on Main Street travels through the Greenville intersection and continues on Belt Line. In order for the couplet plan to handle peak hour demand, a three-lane left turn signal would have to be installed at the intersection of Polk and Greenville to move traffic back to Belt Line. On the east side of Greenville, Polk leads into a subdivision, which could experience a large increase in traffic volumes under this scenario. For these reasons, the couplet concept is not recommended. The option that would implement three lanes on Main Street in one direction and the fourth lane in the other direction would require a complicated system of turn lanes and reversible lane markings and was deemed to be too confusing for drivers and unfriendly to pedestrians.

The citizens of Richardson showed a strong desire for a walkable Main Street area with parking that is more readily available. The next concept

explored for Main Street would maintain a design similar to current conditions in terms of the number of through lanes. High volumes on this street will require four lanes. Sidewalks should be widened and made more pedestrian-friendly with the addition/enhancement of buffers, landscaping and pedestrian-scale lighting. On-street parking is necessary for the viability of the Main Street area; however, the City should continue an ongoing evaluation of the situation in order to develop a solution based on traffic counts, on-street parking availability and the possibility of bicycle facilities. The inclusion of a median could contribute to increased safety for both vehicles and pedestrians and improve traffic flow. This median could potentially be designed to both separate vehicle travel lanes and provide a refuge for pedestrian crossing.

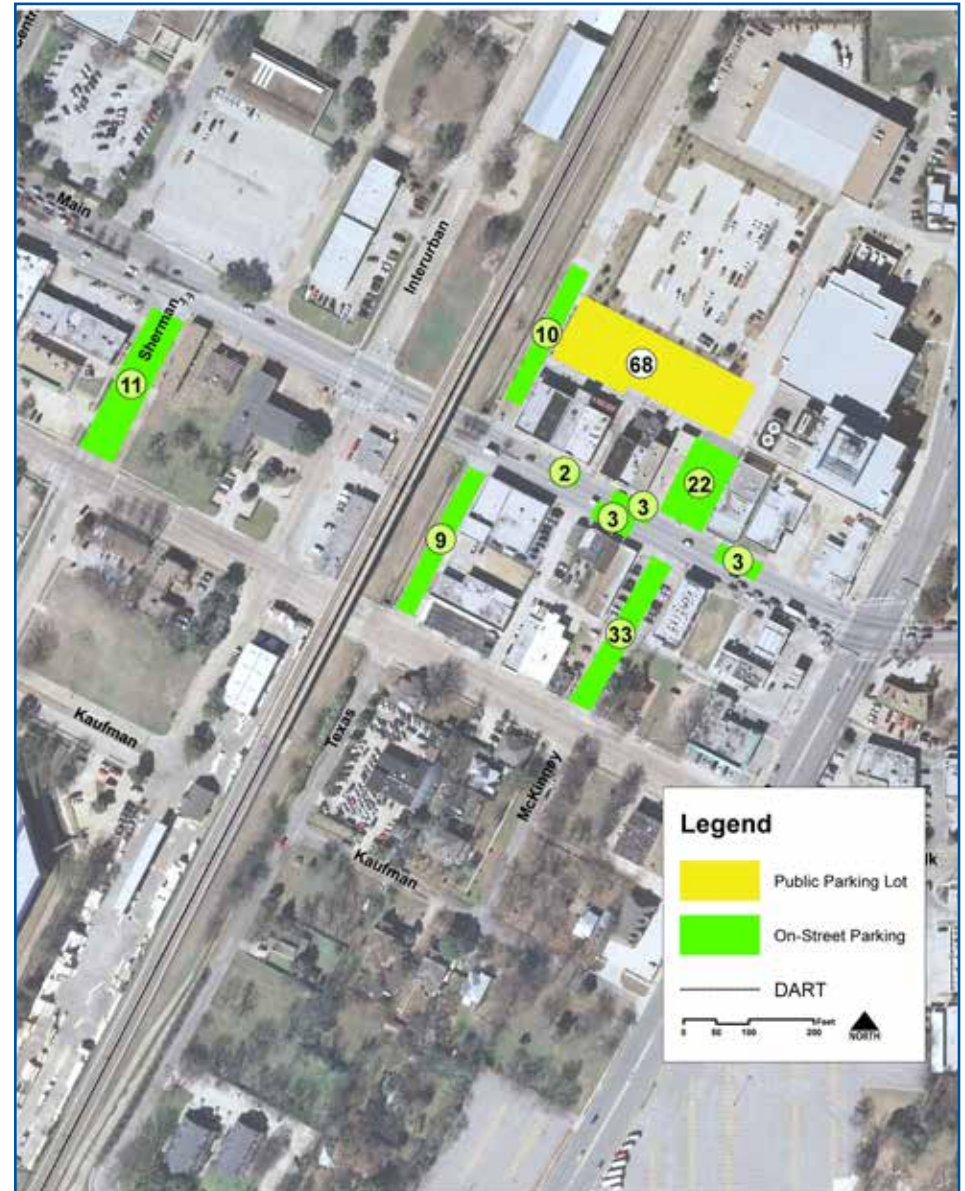
These improvements to Main Street and Polk will help relieve tension between through traffic and local traffic frequenting the shops and restaurants. Reorienting land uses so that building fronts face the inner side streets could improve vehicular flow on Main Street and Polk. Improving signage to direct vehicles to these side streets is a short-term solution to assist with this effort. Revised signal timing and turn lane improvements at Main Street and Greenville will improve the eastbound traffic movement on Main Street through the signal.

This concept is recommended with the caveat that a more detailed alignment and operations analysis occur to address right-of-way, traffic levels of service, pedestrian access and intersection issues, especially at the intersection of Main Street and Greenville Avenue.

PARKING STRATEGIES – MAIN STREET

Public parking is a concern to residents with respect to Main Street. With minimal on-street parking and only one small public parking lot, it is difficult for visitors to find parking so that they can walk around and enjoy the shops and restaurants. Street reconstruction that provides for more on-street parking is one possible solution. Other options include acquiring land for public parking, promoting shared parking lot agreements, making improvements to side street parking and building a small public parking garage.

PARKING ANALYSIS MAP

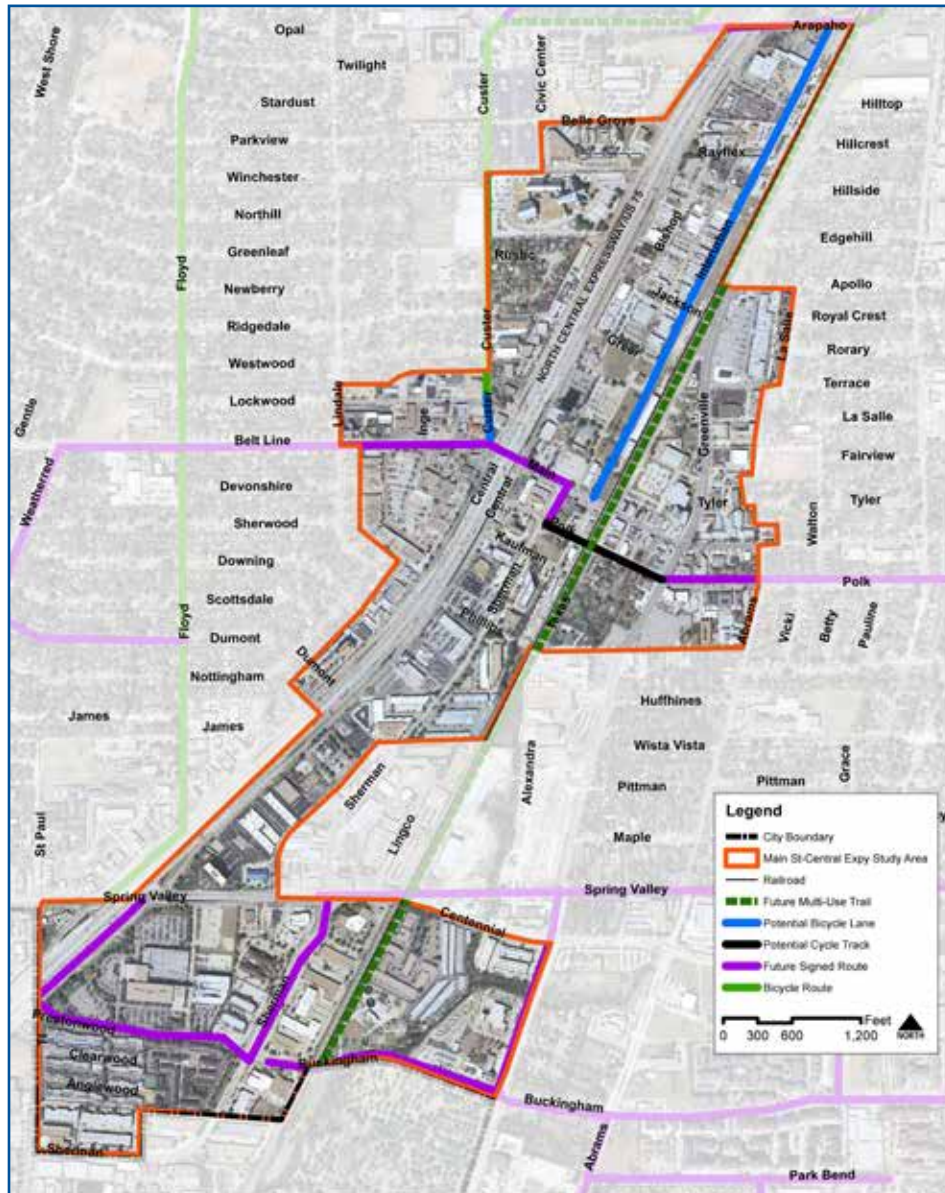


BIKE & PEDESTRIAN

Improving bicycle and pedestrian facilities can be accomplished in a variety of ways. Some examples include widening and upgrading existing sidewalks, developing sidewalk connections, striping and increasing awareness of crosswalks, adding pedestrian signalization, constructing ADA compliant ramps, installing landscaping and constructing pedestrian-scale lighting.

The following map shows the additional pedestrian and bicycle trails/lanes recommended. The City of Richardson has plans to construct the Central Trail, a multi-use facility along the DART Rail line. A future signed bike route is recommended along Buckingham/Prestonwood, along Central Expressway from Prestonwood to Spring Valley, along Sherman Street from Prestonwood to Spring Valley, along Belt Line/Main Street and along Arapaho. A bike lane may be appropriate along Custer Road from Tyler to Belt Line depending on the reconstruction of the street. Also, with some repurposing of Interurban, on-street bike lanes are recommended there as well. A cycle track may be an option for Polk Street from Sherman to Greenville to help facilitate and improve the safety of bike traffic from the surrounding neighborhoods destined for the Central Trail. This cycle track would be a two-way bicycle facility, approximately 10-12 feet wide, with a barrier separation between cyclists, and motor vehicles.

BIKE AND PEDESTRIAN MAP



DESIGN BOARD



Sidewalks



Crosswalks



Pedestrian Crossings



Landscaping



Lighting and ADA Ramps



Protected pedestrian access under Central Expressway



Bridge Redevelopment Possibilities:
Reconstruct Retaining Wall
Move U-turn lane
Enhanced Lighting
Column Artwork

Note:
TxDOT has just initiated the planning phase of a future long-term reconstruction project for US 75.

STAGING OF IMPROVEMENTS

A list of suggested transportation improvements has been derived from public input and technical traffic data, with consideration to possible future forms of development. These improvements will provide better mobility for pedestrians and cyclists while improving traffic safety along the Corridor. These improvements can be implemented over a period of years.

The potential shorter-term improvements include:

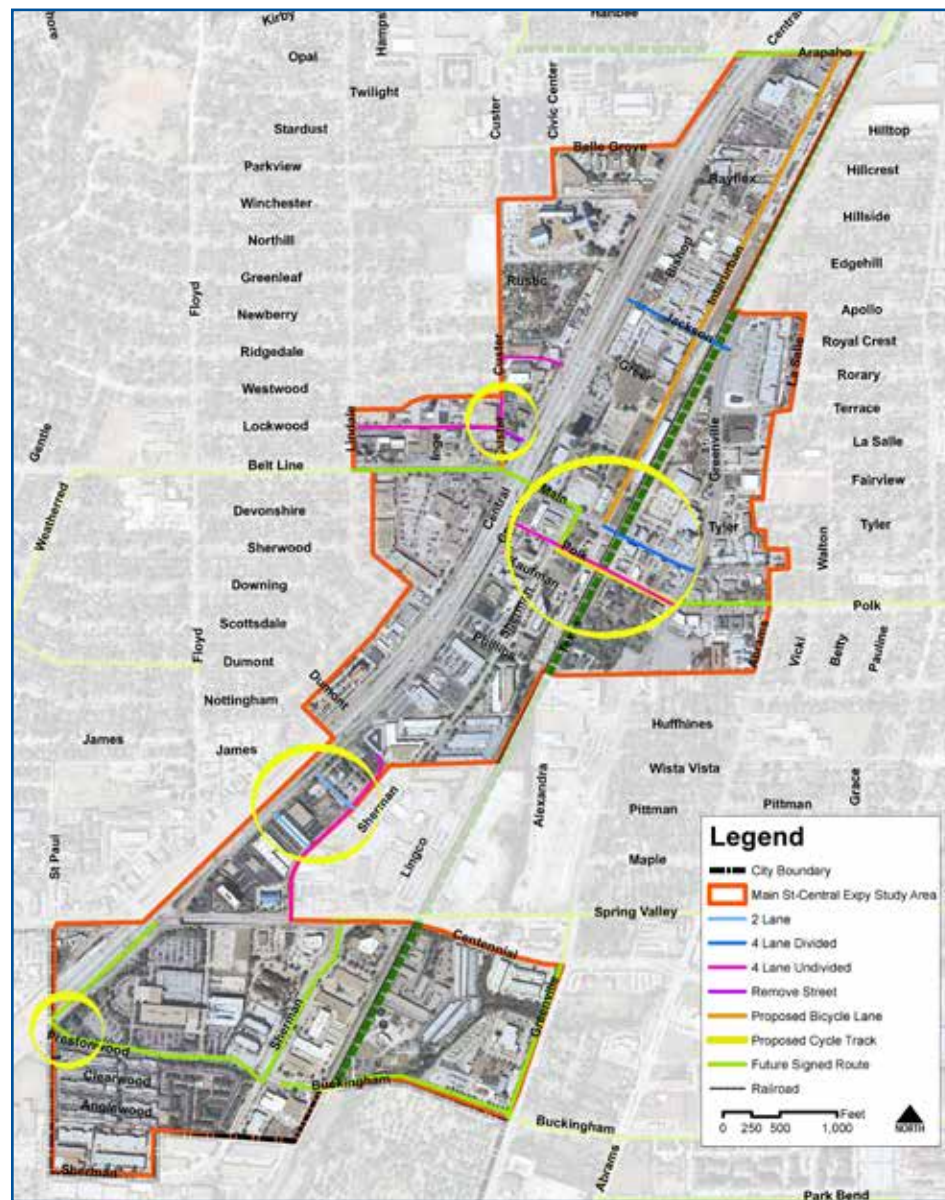
Pedestrian improvements for many of the intersections (such as ADA accessible curb ramps, wider sidewalks);

- Pedestrian-scale lighting and landscaping;
- A possible cycle track along Polk Street to the Central Trail (this improvement can be made by restriping parking and driving lanes).

Longer term improvements include:

- Construct two new thoroughfare connections just north of Spring Valley and east of Central Expressway, first suggested in the Spring Valley Station District Planned Development Ordinance;
- Reconfigure Custer Road just north of Belt Line and west of Central Expressway (Custer is envisioned to terminate north of Lockwood/Tyler streets and a new connection from Custer to Central Expressway Frontage Road would be introduced south of the Rustic Circle neighborhood);
- Realign the intersection at TI Boulevard and Prestonwood (an operational engineering analysis would need to take place to design the most desirable solution for this intersection);
- Redesign Main Street (this improvement would include redesign of the current street between Interurban and Greenville as a four-lane boulevard, including a median, wide sidewalks, landscape tree wells and maximum building setbacks of 0 to 5 feet).

PROPOSED IMPROVEMENTS MAP



TRAFFIC CIRCULATION AND CONGESTION

A major goal for the transportation portion of this plan is to enhance both pedestrian and vehicular access and mobility. The addition of two proposed, two-lane streets just north of Spring Valley would create an additional 1,000' of roadway, and free up the vehicle capacity of Spring Valley Road and could accommodate roughly 24,000 new or existing vehicles in addition to providing another circulation alternative to Central Expressway. The proposed new connection of Custer Road to the southbound Central Expressway Frontage Road will most positively affect the intersection of the southbound Central frontage road with Belt Line Road. Finally, the improvements to Main Street have the potential to improve capacity of the roadway by more than 20%.

URBAN DESIGN FRAMEWORK

The Urban Design Framework identifies locations in the Main Street/Central Corridor that have an opportunity—through the use of architectural elements, special landscape and hardscape treatments, specialty signage or public art—to become city-wide gateways, district gateways or key identity nodes, which are locations with a high level of visibility that announce the special place that is located there. Additionally, the Urban Design Framework identifies key corridors that could be “themed” in a consistent manner to express the unique character in the surrounding district. This theming would again be accomplished within the public realm through the use of architectural elements, special landscape and hardscape treatments, specialty signage and public art. The following further explains the preliminary concepts expressed through the Urban Design Framework Plan:

CITY GATEWAY

The intersection of U.S. 75 and Spring Valley is very close to the boundary between the Cities of Richardson and Dallas and is identified as an opportunity area for a city-wide gateway. This gateway would be created through a number of mechanisms. First, new mid-rise development built by the private sector on the northwest, northeast and southeast corners of the intersection could create a node of development visible on the skyline from miles away that would provide a sense of arrival in Richardson for travelers on U.S. 75. Within the public realm, architectural elements (previously identified through the West Spring Valley vision process) could be built across the intersecting roadways (U.S. 75 Frontage Roads and

Spring Valley Road) to form physical gateways into the area. Additionally, the existing and future reconstructed U.S. 75 bridge over Spring Valley Road could receive special architectural treatments to the abutments, bents, retaining walls and railings to express a special character for the area. Finally, streetscape improvements with enhanced crosswalks and sidewalks, landscape improvements (along the roadways and potentially in a new park space on the southeast corner of the intersection), special signage and public art elements would round-out the image of this gateway to the City.

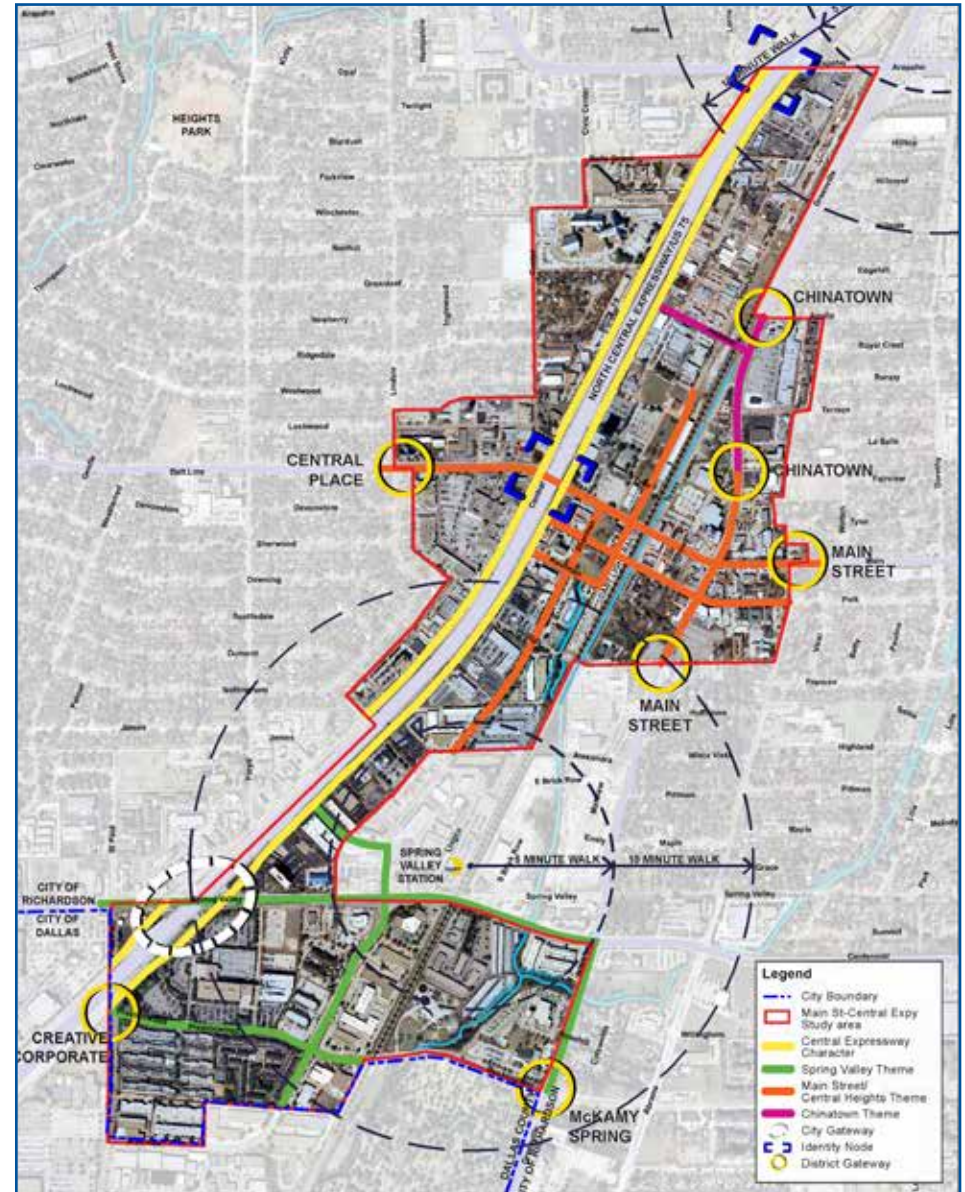
IDENTITY NODES

These nodes, located at the intersection of U.S. 75 and Main Street/Belt Line and at U.S. 75 and Arapaho Road, are special arrival areas for motorists and pedestrians traveling along these intersecting corridors and should be treated as special places. The final design of the Belt Line/Main Street node should reflect the urban design character and materials established with the Main Street/Central Place theme, and should apply the overriding concept of that theme to the primary intersection and the existing U.S. 75 bridge. Because this intersection is critical to providing safe mobility for pedestrian and bicyclists between the eastern and western sides of U.S. 75, special attention should be given to the existing bridge in the form of specialty lighting, enhanced sidewalk areas and potentially bollards between the pedestrian and vehicular circulation. Additionally, with the future redevelopment of U.S. 75 by TxDOT, the feasibility of several alternative configurations, above and below grade, should be explored with dual goals of maximizing the safety of

pedestrians, bicyclists and motorists and creating the highest level of visual aesthetic to support the revitalization efforts in the area.

The final design of the Arapaho Road node should reflect the urban design character and materials that will be established for the Arapaho/ Collins Corridor and the West Arapaho area under future studies. Again, the overriding concept of the theme established by these studies should be applied to the primary intersection and to the existing U.S. 75 bridge. This is also an important intersection for providing safe mobility for pedestrians and bicyclists between the eastern and western sides of U.S. 75, so special attention should be paid to this existing bridge in the form of specialty lighting, enhanced sidewalk areas and potentially bollards between the pedestrian and vehicular areas.

URBAN DESIGN FRAMEWORK MAP



CENTRAL EXPRESSWAY CHARACTER

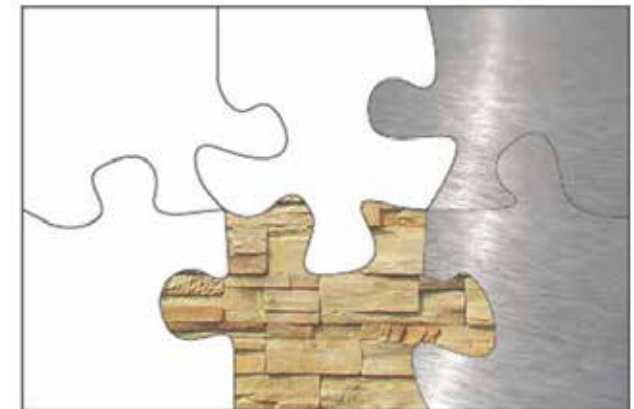
In the short term, the character of the frontage roads along U.S. 75 should focus on continuing the implementation of the U.S. 75 Design Guidelines adopted by the City of Richardson in 1989, perhaps with some modifications. Richardson has become well-known in the DFW region for its focus on landscaping roadway rights-of-way with native or drought-tolerant plants and for its use of wildflowers within these areas. This will be an important identity element for the Central Corridor. The adjacent images portray several of the landscape treatments and plant materials that are representative of the Central Expressway Character.

As future engineering plans are developed for the reconstruction of U.S. 75, special attention should be paid to creating an overall urban design character for Central Expressway that builds upon the existing guidelines, which are primarily focused on landscaping, and expands them to include architectural elements such as retaining walls, bridge bents, abutments, street lights, specialty paving materials and public art. This will ensure that the future U.S. 75 corridor reflects a specific, context sensitive character that reflects the culture, history and values of Richardson.



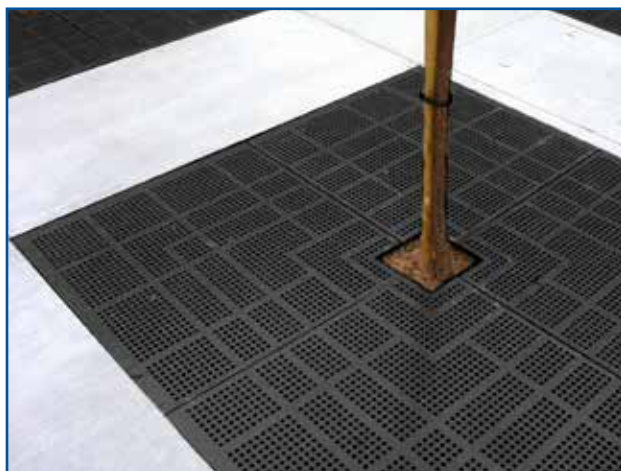
SPRING VALLEY THEME

The urban design approach to the Spring Valley Corridor is to expand the theme that was created previously for West Spring Valley to the areas east of U.S. 75. This character was influenced by the role that technology has played on the evolution of the City of Richardson and was portrayed through the use of more modern, polished materials, combined with a focus on natural elements such as stone that have become an important trademark within some of the existing parks and public improvements that is prevalent in the vicinity of Spring Valley Road. The adjacent images portray several of the hardscape elements that are included in the Spring Valley Theme.



MAIN STREET/CENTRAL PLACE THEME

The Main Street/Central Place Theme focuses on creating a new image for one of the oldest parts of the city. While several of the buildings in the area contain historic references and traditional building materials, elements in the public realm are envisioned to be modern with hard materials and clean lines. Pedestrian lights would be metal and would provide a modern interpretation of the historic acorn light. Benches, bollards and tree grates would be metal and would have crisp edges and clean lines. The adjacent images portray several of the elements that are envisioned in the Main Street/Central Place Theme.



CHINATOWN THEME

The Chinatown Theme focuses on blending modern and historic references in Chinese culture. The internally illuminated light columns represent a modern interpretation of the Chinese lantern. The choice of benches, trash receptacles and tree grates all provide reference to the circle, which culturally represents fulfillment, oneness, perfection and unity. It is envisioned that these elements, representing the present, combine with more traditional or historic references to Chinese culture represented through the district gateway features and public art. The adjacent images portray several of the elements that are envisioned in the Chinatown Theme.



DISTRICT GATEWAYS

These gateways would be strategically placed at key locations in the Study Area that have the potential to introduce the identity of the specific districts they represent. In these areas, architectural gateway elements and supporting landscape and hardscape improvements are recommended to announce entry to the district. The specific design theme of each gateway should be related to the overall design theme that has been established for the corridors within the corresponding district.

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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.

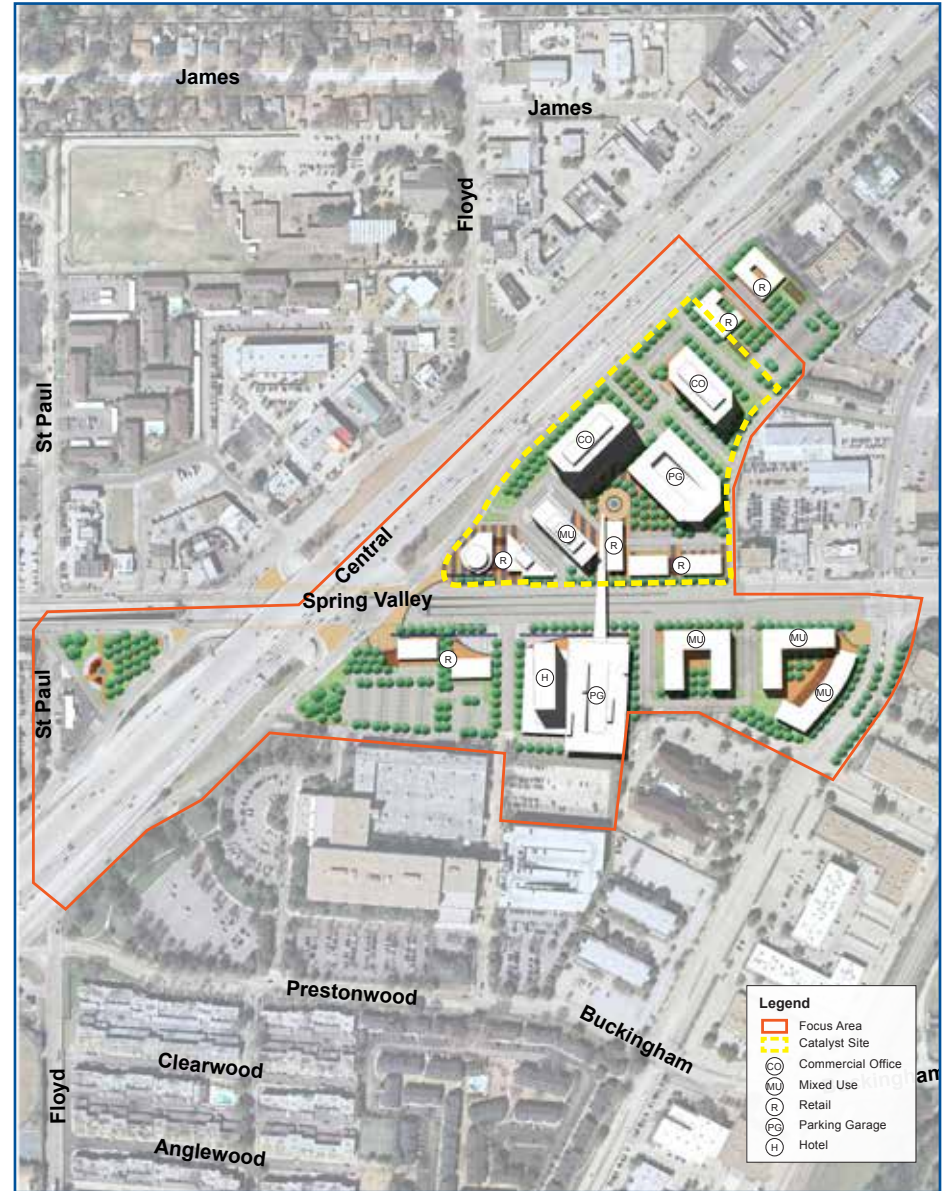
CATALYST SITE 1 WITHOUT PEDESTRIAN BRIDGE



CATALYST SITE 1 WITH PEDESTRIAN BRIDGE



FOCUS AREA 'A' MAP



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.

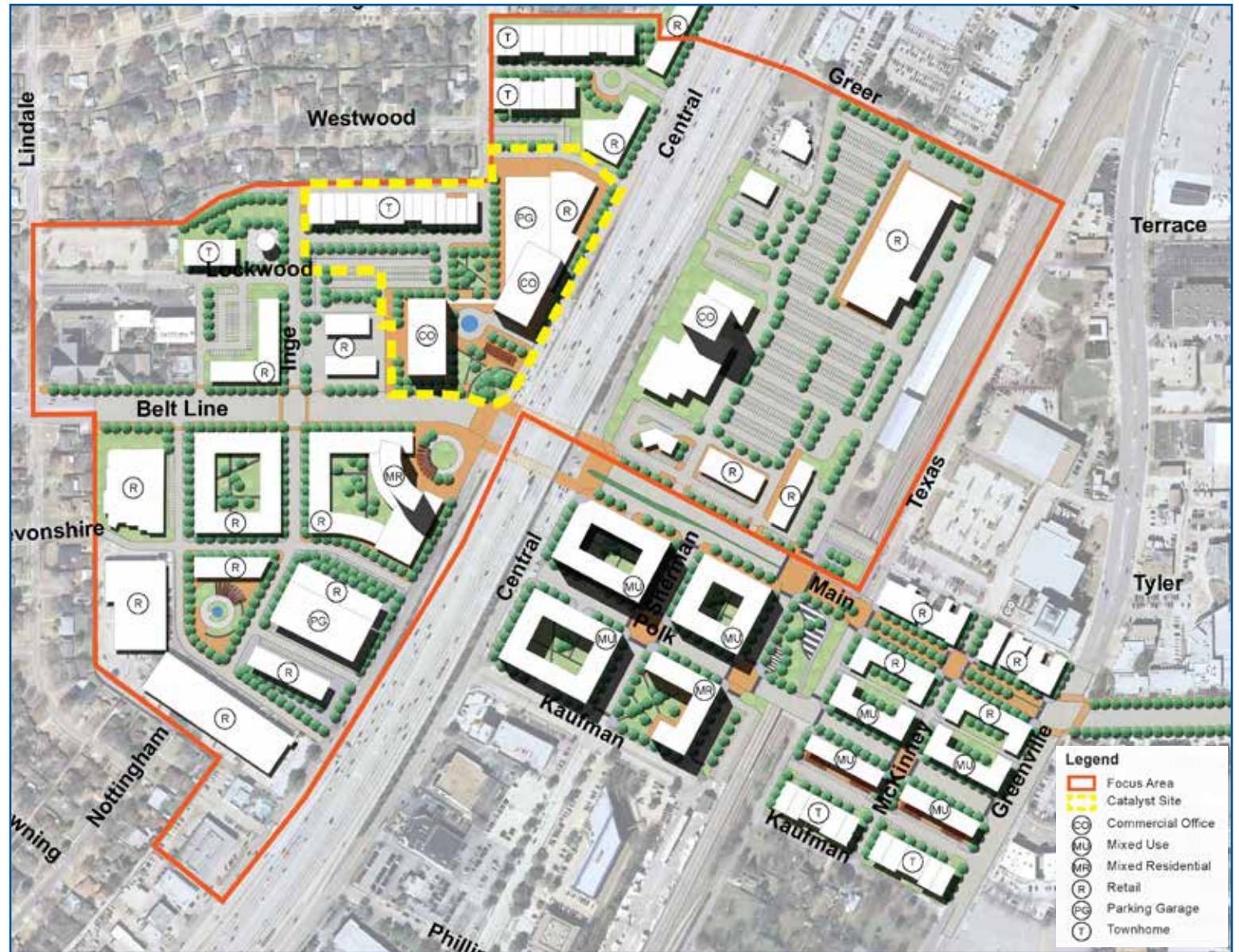
At the immediate corner of Belt Line and U.S. 75, a mixed-use building could be developed with retail uses on the ground floor and residential units above. Parking could be located in front of all of the retail development in the center with additional spaces to support overflow needs and the mixed-use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



CATALYST SITE 3 WITH LANDSCAPED MEDIAN

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, 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



CATALYST SITE 3 WITH BIKE LANES AND NO LANDSCAPED MEDIAN



enhanced pedestrian area with new streetscape improvements (utilizing the Central Place/Main Street Theme) and a new roadway median or designated bike lanes. 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

CATALYST SITE 4



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, 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 3 - WEST



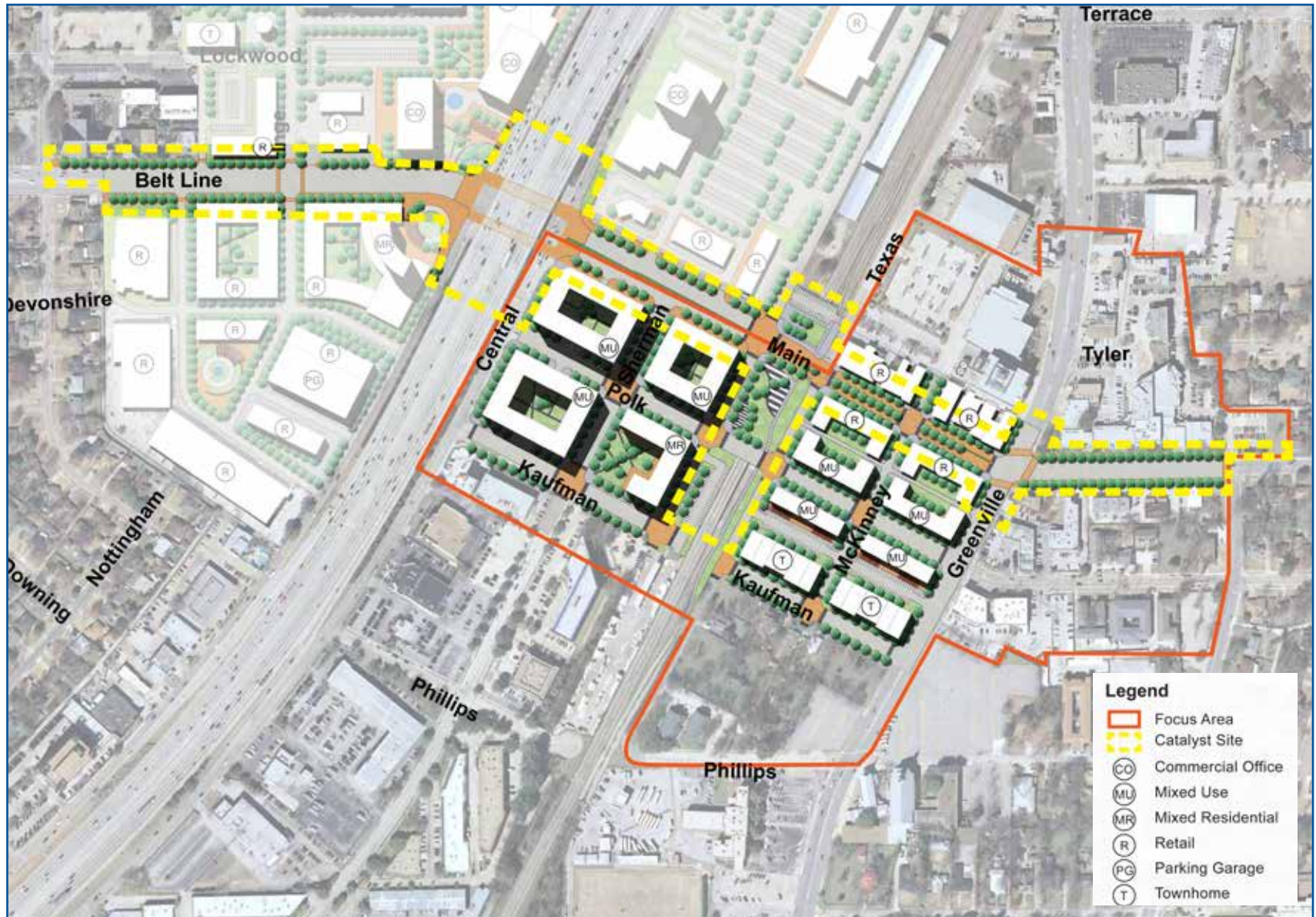
Looking west along Main Street (center); Greenville Avenue in the foreground, Central Expressway in the distance.

CATALYST SITE 3 - NORTH



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

FOCUS AREA 'C' MAP



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

City Leadership

Main Street/Central
Expressway Corridor

Focus Areas/Catalyst
Sites

Implementing Entities
(City Staff, Chamber,
Neighborhood
Associations, etc.)

Market
Opportunities
and Barriers

Market
Opportunities
and Vision

Actions

Actions

(3 Ps – Projects, Programs and Policies)

(3 Ps – Projects, Programs and Policies)

Investors / Private
Sector

Realized Vision

Realized Vision

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

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APPENDIX I - PUBLIC INVOLVEMENT

PUBLIC INVOLVEMENT

ONLINE AND IN-PERSON PARTICIPANT DEMOGRAPHICS

Because of the importance of the properties in the Main Street/Central Expressway Corridor in the minds of Richardson residents and businesses, the City wanted to gather input from a broad cross-section of the community as part of the visioning process. Stakeholders were given several means of participating: a series of three Community Meetings, where over 1,000 notices were mailed to business owners, property owners and institutions in the Study Area; individual and small group interviews and focus groups; online surveys and questionnaires; and a special Facebook page devoted to the study.

In the keypad polling exercise at each of the Community Meetings, questions were posed as to participants' interest in the Study Area;

the importance of certain issues relative to the Corridor; their age; and the length of time they had been living and working in Richardson. Similar questions were a part of the online survey and questionnaire instruments. The following table compares the characteristics of those who attended the Community Meetings with those who took part in the input process online. It should be noted that not all questions were asked in every one of the input opportunities, and a single individual could have participated in both the online and in-person processes.

Following the comparative table, the results of each of the Community Meetings and surveys/questionnaires are summarized individually.

COMPARISON OF PARTICIPANT CHARACTERISTICS AND PERSPECTIVES

Question & Response Choices	Open House (July)	Questionnaire 1 (August)	Survey 1 (August)	Community Workshop (September)	Questionnaire 2 (October)	Survey 2 (October)	Final Community Session (November)
I am most involved in the Main Street/Central Expressway Corridor as:							
Resident of the corridor	16.9%		23.7%	19.4%		28.4%	20.7%
A resident of Richardson outside the corridor	45.4%		69.2%	38.8%		54.3%	44.8%
Owner/representative of a multi-family or commercial property (not business owner)	8.5%		0.3%	6.0%		1.2%	10.3%
A business employee	2.3%		1.0%	0.0%		3.7%	6.9%
A business owner or tenant (not property owner)	3.1%		0.0%	10.5%		2.5%	6.9%
Owner of business & property	23.1%		0.6%	20.9%		8.6%	6.9%
An interested person not described above	0.8%		5.2%	4.5%		1.2%	3.5%
Resident, total	62.3%		92.9%	58.2%		82.7%	65.5%
I am most interested in issues related to:							
Arts & Culture	4.4%		9.7%	1.5%		5.2%	6.7%
Business & the Economy	26.7%		16.7%	39.4%		22.1%	26.7%
Development & Construction	21.5%		18.7%	24.2%		18.2%	6.7%
Education	0.0%		2.0%	3.0%		2.6%	0.0%
The Environment	3.7%		1.7%	0.0%		2.6%	3.3%
Health & Healthy Communities	3.7%		2.7%	1.5%		0.0%	0.0%
Government Services	0.7%		0.0%	0.0%		0.0%	0.0%
Neighborhood Quality of Life	37.0%		48.7%	30.3%		49.4%	56.7%
Other	2.2%		n/a	0.0%		n/a	0.0%

COMPARISON OF PARTICIPANT CHARACTERISTICS AND PERSPECTIVES

Question & Response Choices	Open House (July)	Questionnaire 1 (August)	Survey 1 (August)	Community Workshop (September)	Questionnaire 2 (October)	Survey 2 (October)	Final Community Session (November)
My age group is:							
17 or younger		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18 to 20		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21 to 29		7.2%	6.9%	1.5%	4.8%	6.3%	6.9%
30 to 39		22.7%	27.5%	13.0%	19.0%	21.9%	0.0%
40 to 49		18.6%	21.3%	14.5%	19.0%	12.5%	13.8%
50 to 59		20.6%	20.3%	18.8%	28.6%	25.0%	31.0%
60 to 69		20.6%	18.6%	33.3%	23.8%	31.3%	31.0%
70 to 79		8.2%	5.2%	11.6%	4.8%	3.1%	10.3%
80 or older		2.1%	0.3%	7.3%	0.0%	0.0%	6.9%
39 and less		29.9%	34.4%	14.5%	23.8%	28.2%	6.9%
59 and less		69.1%	76.0%	47.8%	71.4%	65.7%	51.7%
60 and over		30.9%	24.1%	52.2%	28.6%	34.4%	48.3%
My gender is:							
Male		38.5%	38.4%		66.7%	52.4%	
Female		61.5%	61.6%		33.3%	47.6%	
I have lived in Richardson for:							
More than 20 years		40.6%	42.7%	47.0%	47.6%	48.4%	51.6%
11 to 20 years		21.9%	18.4%	13.6%	19.0%	14.1%	12.9%
6 to 10 years		11.5%	14.0%	0.0%	4.8%	12.5%	6.5%
2 to 5 years		19.8%	17.1%	19.7%	14.3%	15.6%	16.1%
I moved here this year		4.2%	4.4%	3.0%	4.8%	3.1%	3.2%
I don't live in Richardson		2.1%	3.4%	16.7%	9.5%	6.3%	9.7%
5 years or less		24.0%	21.5%	22.7%	19.1%	18.7%	19.4%

COMPARISON OF PARTICIPANT CHARACTERISTICS AND PERSPECTIVES

Question & Response Choices	Open House (July)	Questionnaire 1 (August)	Survey 1 (August)	Community Workshop (September)	Questionnaire 2 (October)	Survey 2 (October)	Final Community Session (November)
I have worked in Richardson for:							
More than 20 years		10.4%	10.9%	26.6%	19.0%	18.8%	17.2%
11 to 20 years		4.2%	5.6%	7.8%	4.8%	7.8%	6.9%
6 to 10 years		4.2%	8.1%	9.4%	9.5%	10.9%	17.2%
2 to 5 years		6.3%	7.7%	4.7%	9.5%	7.8%	3.5%
I started working here this year		2.1%	1.1%	3.1%	4.8%	4.7%	0.0%
I'm in the workforce but I don't work in Richardson		44.8%	45.4%	28.1%	42.9%	37.5%	27.6%
I am retired, a student, or otherwise not in the work force		28.1%	21.1%	20.3%	9.5%	12.5%	27.6%
Familiarity with Project							
How involved have you been in the Main Street/Central Expressway Study?							
This is my first meeting and I have not reviewed the online materials.				10.5%			6.7%
I've reviewed materials online but this is my first meeting.				22.4%			23.3%
I've been at eaerlier meetings.				67.2%			70.0%
I have reviewed tthe materials posted online.					90.5%	71.6%	
I have heard prsentations about it.					57.1%	32.1%	
I have participated in the study's meetins and workshops.					47.6%	33.3%	
I have provided online comments in the past					47.6%	37.0%	
This is my first involvement					14.3%	11.1%	
# of Participants	175	98	312	70	21	82	60

OPEN HOUSE (JULY 10, 2012)

Keypad Polling

SUMMARY NOTES AND FINDINGS

1. The largest share of participants was Richardson residents who do not live in this Corridor (45%), but almost as large a share were people with direct investment here. Those who were owners of business or property or residents of the Corridor were 40% of the participants.
2. The top issue of interest to participants was neighborhood quality of life (37%), with business and economy the second-highest interest (27%). Almost all participants (85%) indicated that they were most interested in:
 - Neighborhood Quality of Life;
 - Business and Economy;
 - Development & Construction.
3. By the time of the presentations, most participants (76%) had already visited the Open House stations, so their responses reflect the information and activities at those stations as well as their perspectives when they arrived at the Open House.
4. All the concepts tested in the keypad polling were considered to be important for the success of the Corridor.
5. Five concepts were 'very important' to two-thirds (or more) of the participants. These concepts are:
 - Attracting new business development;
 - Attracting new private development;
 - Having a mix of uses here;
 - Creating a distinctive identity for the area;
 - Creating a better gateway into Richardson.

6. A majority of participants believe that those five concepts, plus four more, were either 'very important' or 'somewhat important'. At least 52% responded in this way. The additional four are:
 - Making this area more sustainable;
 - Moving traffic more smoothly;
 - Making the area more appealing to pedestrians;
 - Taking better advantage of nearby DART stations.
7. The concept with the widest divergence of perspective is 'enhancing Richardson's multiculturalism'. 30% of participants felt this was 'very important', and the same percentage (30%) felt this was 'not very important' or 'very unimportant'. A small majority of participants (51%) felt this concept was 'very important' or 'somewhat important'.

KEYPAD DATA

The following tables contain the data from the individual responses to keypad polling questions. The responses have been grouped and ranked to show preferences expressed by the Open House participants.

Questions about the participants' background and connection to the Main Street/Central Expressway Corridor

SORTED BY PERCENT RESPONSE

I am most involved in the Main Street/Central Corridor as:	(percent)
Resident of the corridor	16.92%
A resident of Richardson outside the corridor	45.38%
Owner/representative of a multi-family or commercial property (not business owner)	8.46%
A business employee	2.31%
A business owner or tenant (not property owner)	3.08%
Owner of business & property	23.08%
An interested person not described above	0.77%
Totals	100.00%

I am most involved in the Main Street/Central Corridor as:	(percent)
A resident of Richardson outside the corridor	45.38%
Owner of business & property	23.08%
Resident of the corridor	16.92%
Owner/representative of a multi-family or commercial property (not business owner)	8.46%
A business owner or tenant (not property owner)	3.08%
A business employee	2.31%
An interested person not described above	0.77%
Totals	100.00%

I am most interested in issues related to:	(percent)
Arts & Culture	4.44%
Business & the Economy	26.67%
Development & Construction	21.48%
Education	0.00%
The Environment	3.70%
Health & Healthy Communities	3.70%
Government Services	0.74%
Neighborhood Quality of Life	37.04%
Other	2.22%
Totals	100.00%

I am most interested in issues related to:	(percent)
Neighborhood Quality of Life	37.04%
Business & the Economy	26.67%
Development & Construction	21.48%
Arts & Culture	4.44%
The Environment	3.70%
Health & Healthy Communities	3.70%
Other	2.22%
Government Services	0.74%
Education	0.00%
Totals	100.00%

I've visited this evening's topic stations already:	(percent)
Yes	76.47%
No	23.53%
Totals	100.00%

I've visited this evening's topic stations already:	(percent)
Yes	76.47%
No	23.53%
Totals	100.00%

CONCEPTS FOR THE CORRIDOR'S FUTURE

For each of these concepts, the question asked was “How important is this concept to the future of the Main Street/Central Expressway Corridor”? The table below presents these results ranked according to the percentage of ‘very important’ responses.

CONCEPTS FOR THE CORRIDOR'S FUTURE

Concept	Very or Somewhat Important	Very Important	Somewhat Important	Neutral	Not Very Important	Very Unimportant	Not Very Important or Very Unimportant	I'm Not Sure
Attracting new business development	93.89%	79.39%	14.50%	2.29%	2.29%	0.00%	2.29%	1.53%
Attracting new private investment	88.23%	76.47%	11.76%	5.88%	2.94%	1.47%	4.41%	1.47%
Having a mix of uses here	91.66%	67.42%	24.24%	5.30%	0.00%	0.76%	0.76%	2.27%
Creating a distinctive identity for the area	88.32%	66.42%	21.90%	8.03%	0.73%	2.92%	3.65%	0.00%
Creating a better gateway into Richardson	86.86%	66.42%	20.44%	5.84%	5.11%	0.00%	5.11%	2.19%
Making this area more sustainable	84.33%	57.46%	26.87%	4.48%	5.22%	3.73%	8.95%	2.24%
Moving traffic more smoothly	85.29%	55.88%	29.41%	5.88%	8.09%	0.74%	8.83%	0.00%
Making the area more appealing to pedestrians	87.22%	54.89%	32.33%	7.52%	3.76%	0.75%	4.51%	0.75%
Taking better advantage of nearby DART stations	79.42%	52.21%	27.21%	9.56%	5.15%	5.15%	10.30%	0.74%
Having better physical amenities, like parks or plazas	83.34%	49.28%	34.06%	7.97%	5.07%	2.90%	7.97%	0.72%
Offering places that attract younger residents and workers	79.85%	44.78%	35.07%	12.69%	5.97%	0.75%	6.72%	0.75%
Attracting major employers and company headquarters	62.05%	41.61%	20.44%	16.06%	17.52%	4.38%	21.90%	0.00%
Retaining Main Street Richardson's historic character	61.32%	38.69%	22.63%	15.33%	13.14%	8.03%	21.17%	2.19%
Renovating and reusing existing buildings	59.13%	33.58%	25.55%	21.17%	15.33%	3.65%	18.98%	0.73%
Enhancing Richardson's multiculturalism	51.47%	30.15%	21.32%	18.38%	16.18%	13.97%	30.15%	0.00%

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COMMUNITY WORKSHOP (SEPTEMBER 19, 2012)

INTRODUCTION

A Community Workshop was held on Wednesday, September 19, 2012 as part of the Main Street/Central Expressway Corridor Study. The workshop was held at Richardson City Hall from 6:30 p.m. to 9:15 p.m. It was structured to discuss possible redevelopment concepts based on input from the Open House held in July, a Focus Group Workshop held on September 15, 2012 and feedback obtained from the online survey and questionnaire. The workshop agenda included presentations, feedback and discussion at specific stations. Approximately 70 people participated.

PARTICIPANT BACKGROUND

Keypad polling was used to gain feedback from the entire group of workshop participants. The first segment of polling focused on questions about the participants' background and past involvement with this study. Some of these questions were also asked at the July Open House and through the online input opportunities (the first online survey and questionnaire). As a result, the backgrounds of participants using these various methods for involvement can be compared.

Figure 1 shows that, overall, participants in the Community Workshop had a higher level of direct investment in the Corridor than participants in the Open House or in the online dialogue. Workshop participants included 19% who identified themselves as residents of the Corridor, a larger share than at the Open House (17%) but lower than those who participated in the detailed online survey (24%). Participants who indicated they were an 'owner/representative of a multi-family or commercial property', 'a business owner or tenant' or 'owner of business and property' are considered to have a business or property interest in the corridor. The Community Workshop included higher percentages of people who had a business or property interest in the Corridor. 37% of the Community Workshop participants identified themselves in one of these categories, compared to 25% at the Open House and only 0.9% for the online survey.

Note: Not all background questions were asked in the online survey/questionnaire and at the Open House. All of these background questions asked in these earlier venues were included in the keypad polling at the Community Workshop.

FIGURE 1: PARTICIPANT BACKGROUND

Question & Response Choices	Community Workshop (September)	Open House (July)	Questionnaire 1 (August)	Survey 1 (August)
My age group is:				
17 or younger	0.0%		0.0%	0.0%
18 to 20	0.0%		0.0%	0.0%
21 to 29	1.5%		7.2%	6.9%
30 to 39	13.0%		22.7%	27.5%
40 to 49	14.5%		18.6%	21.3%
50 to 59	18.8%		20.6%	20.3%
60 to 69	33.3%		20.6%	18.6%
70 to 79	11.6%		8.2%	5.2%
80 or older	7.3%		2.1%	0.3%
I have lived in Richardson for:				
More than 20 years	47.0%		40.6%	42.7%
11 to 20 years	13.6%		21.9%	18.4%
6 to 10 years	0.0%		11.5%	14.0%
2 to 5 years	19.7%		19.8%	17.1%
I moved here this year	3.0%		4.2%	4.4%
I don't live in Richardson	16.7%		2.1%	3.4%
I have worked in Richardson for:				
More than 20 years	26.6%		10.4%	10.9%
11 to 20 years	7.8%		4.2%	5.6%
6 to 10 years	9.4%		4.2%	8.1%
2 to 5 years	4.7%		6.3%	7.7%
I started working here this year	3.10%		2.1%	1.1%
I'm in the workforce but I don't work in Richardson	28.1%		44.8%	45.4%
I am retired, a student, or otherwise not in the work force	20.3%		28.1%	21.1%

FIGURE 1: PARTICIPANT BACKGROUND

	Community Workshop (September)	Open House (July)	Questionnaire 1 (August)	Survey 1 (August)
I am most involved in the Main Street/Central Corridor as:				
Resident of the corridor	19.4%	16.9%		23.7%
A resident of Richardson outside the corridor	38.8%	45.4%		69.2%
Owner/representative of a multi-family or commercial property (not business owner)	6.0%	8.5%		0.3%
A business employee	0.0%	2.3%		1.0%
A business owner or tenant (not property owner)	10.5%	3.1%		0.0%
Owner of business & property	20.9%	23.1%		0.6%
An interested person not described above	4.5%	0.8%		5.2%
I am most interested in issues related to:				
Arts & Culture	1.5%	4.4%		9.7%
Business & the Economy	39.4%	26.7%		16.7%
Development & Construction	24.2%	21.5%		18.7%
Education	3.0%	0.0%		2.0%
The Environment	0.0%	3.7%		1.7%
Health & Healthy Communities	1.5%	3.7%		2.7%
Government Services	0.0%	0.7%		0.0%
Neighborhood Quality of Life	30.3%	37.0%		48.7%
Other	0.0%	2.2%		n/a

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PARTICIPANT BACKGROUND CONTINUED

Participants at the Community Workshop were more interested in 'Business & the Economy' and 'Development & Construction' than participants at the Open House or those who participated in the online survey. Almost 64% of Community Workshop participants selected one of these options as the topic that had the greatest interest to them, compared to 48% at the Open House and 35% in the online survey. All three groups had a strong degree of interest in 'Neighborhood Quality of Life', with almost half (49%) of survey participants selecting this topic and large shares (37% at the Open House and 30% at the Community Workshop) of workshop participants making this selection.

Community Workshop participants were older than those who participated through the online survey and questionnaire. More than half (52%) of Community Workshop participants were 60 or older. Only 31% of those who completed the online questionnaire and 24% of those who completed the online survey were in this age group. By contrast, 34% of participants in the online survey and 30% of participants in the online questionnaire were age 39 and under. Only 14% of Community Workshop participants were in this age group.

Despite these differences in age, most participants in the workshop, questionnaire and survey had a substantial residential tenure in Richardson. Over 60% of participants in all three groups had lived in Richardson for 11 years or more. All these participants have a stake in the future of this corridor because of their long-term choice to live in the community. Between 20 and 25% of participants have moved to Richardson in the past 5 years. This level of involvement is also positive for the study since it reflects the perspective of people who have made a decision to locate to Richardson much more recently, at a time when

the character of this Corridor was much more like its current condition. A significantly larger share of Community Workshop participants have worked in Richardson for 11 or more years (34%, compared to 15% for the online questionnaire and 17% for the online survey).

A final question about participant background asked Community Workshop participants whether they had been involved in this study before the workshop. A large majority (67.2%) had attended earlier meetings for the study. An additional 22.4% indicated that they had reviewed materials online but that this was their first meeting. Only 10.4% said that this workshop was their first involvement with the study.

These questions about participant background indicate that participants throughout the study have had a significant investment and stake in Richardson generally and in this Corridor specifically. Meeting participants tended to include a larger share of those whose interest is property or development-related; online participants tended to include a larger share who are younger and more interested in quality of life. By examining the feedback received through all these tools, the Main Street/Central Expressway Corridor Study can consider the ideas and input from these diverse stakeholders, all of whom have a role to play in the future success of the Corridor.

FEEDBACK ON PRELIMINARY CONCEPTS

The ideas about the future of the Corridor that were discussed at the Community Workshop were developed by the staff and consultant team and informed by the work of a smaller group of about 30 stakeholders who participated in an all-day Focus Group Workshop on Saturday, September 15, 2012. These Focus Group participants were carefully chosen to represent and reflect the diverse interests of Richardson and the Corridor—residents, property owners, businesses and other interests. The preliminary results of this more intensive session formed the foundation for discussion at the shorter evening Community Workshop.

GENERAL DISCUSSION

At the Community Workshop, Focus Group participants and consultant team members presented a summary of the Focus Group Workshop results relating to six topics—Urban Design, Mobility, Activities and Uses, Residential Choices, People Places and Identity. They also presented preliminary concepts for three Focus Areas—parts of the corridor that had been identified because they present special opportunities or challenges. After these presentations, all Community Workshop participants were involved in a general discussion about the ideas that had been presented. This wide-ranging discussion included many comments that supported the preliminary concepts as well as others that challenged them.

Many of the workshop participants shared comments and ideas about the future of the Corridor. There are clearly differing opinions about the role of ‘historic’ buildings and character in downtown—some people want to build on this while others want to see something new. Several comments emphasized the challenge of parking in or near downtown. Other comments supported the ideas of adding pedestrian amenities to this area.

A key question was “What will get people out of their cars in downtown?” Some Main Street area property owners shared the challenges they have faced and expressed their interest in future investment.

A number of comments supported the idea of developing iconic buildings and new venues in the Corridor. People agreed they “want to see something different”. One person noted that having an iconic building will make it easier for people to work in Richardson, and that uses such as music venues or art galleries might “attract higher end spenders”. Participants generally agreed that the DART stations adjacent to the Corridor are valuable and need to be part of the solution to the future of the area.

All the notes taken during the general discussion are found in this Appendix.

KEYPAD POLLING

After this general discussion, keypad polling was used to obtain a general sense of participants' reaction to the concepts at this preliminary stage of development. It was emphasized that the questions were meant to gather a general response to the concepts which, at that stage, were still quite broad. The responses below should be understood in this way—as general responses to preliminary concepts.

Feedback on Concepts

Figure 2 presents the result of keypad polling questions that asked participants about the preliminary concepts presented at the workshop. Overall, these responses show a strong level of support for the concepts at this stage in their development. Over 63% of participants indicated that the overall direction of the Framework Plan reflected their ideas about the most successful future for this Corridor (responses of 'agree' or 'strongly agree'). Only 8% of participants disagreed with this statement, and no one strongly disagreed with it. There was still a large segment of the participants (about 20%) whose response is neutral. As these concepts were refined, additional details and rationale were provided for these 'neutral' participants, who at this point seemed undecided about these ideas.

Almost 87% of respondents 'agreed' or 'strongly agreed' with the statement that 'these concepts will enhance the value of properties in this Corridor.' None of the participants 'disagreed' or 'strongly disagreed' with this statement. High percentages of respondents also agreed with statements about the urban design features and appeal to pedestrians and cyclists of these concepts. The lowest level of support—at 56%, still a majority of participants—was for the proposed Gateways. These gateway designs require further attention to build support from stakeholders.

A second set of keypad polling questions asked participants to consider their own personal choices in terms of the Corridor described by these preliminary concepts. The highest response (71%) was from those who 'agreed' or 'strongly agreed' that they would want to spend time in a place like this. Roughly two thirds of the participants indicated they would want to work, own a business or own property in an area like this. The lowest level of personal interest was for living in a place like this. Even on this measure, a majority of respondents indicated that they 'agreed' or 'strongly agreed'; however, almost a quarter (23%) of the participants 'disagreed' or 'strongly disagreed' with this statement. This is likely a reflection of the large number of long-term Richardson residents who participated and who likely prefer neighborhoods such as the ones where they live now.

In general, these responses were very positive for the study. Success of the Corridor revitalization depends more on the larger numbers of people who will buy property and businesses, work here and shop, dine and otherwise take advantage of the activities that are envisioned for the future. So the high level of support reflected by the stakeholders suggests the study is on the right track. Clearly, though, these were responses to preliminary concepts. Further dialogue was necessary as the study's detailed recommendations were developed.

FIGURE 2: FEEDBACK ON GENERAL CONCEPTS

Concept	Strongly Agree or Agree	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Strongly Disagree or Disagree	I'm Not Sure
Statement about Anticipated Results								
The overall direction of this Framework Plan reflects my ideas about the most successful future for the Corridor.	63.5%	12.7%	50.8%	19.1%	7.90%	0.0%	7.9%	9.5%
These concepts will enhance the value of properties in this Corridor.	85.7%	38.1%	47.6%	9.5%	0.0%	0.0%	0.0%	4.8%
These proposed Gateways will give people a welcome that reflects Richardson's character.	56.2%	15.6%	40.6%	20.3%	9.4%	0.0%	9.4%	14.1%
These urban design features will create a desirable and lively identity for this Corridor.	65.6%	14.8%	50.8%	21.3%	6.6%	0.0%	6.6%	6.6%
These concepts will make this Corridor more appealing for people walking or on bikes.	70.0%	23.3%	46.7%	16.7%	3.3%	0.0%	3.3%	10.0%
Statement about Personal Choices								
I would want to spend time in a place like the one these concepts describe.	71.0%	25.8%	45.2%	17.7%	1.6%	0.0%	1.6%	9.7%
I would want to work or own a business in a place like the one these concepts describe.	66.1%	25.8%	40.3%	27.4%	3.2%	0.0%	3.2%	3.2%
I would want to live in a place like the one these concepts describe.	50.8%	14.8%	36.1%	16.4%	18.0%	4.9%	23.0%	9.8%
I would want to own property (residential or commercial) in a place like the one these concepts describe.	65.1%	27.0%	38.1%	27.0%	4.8%	0.0%	4.8%	3.2%

COMPATIBILITY OF DEVELOPMENT TYPES

A third set of keypad polling questions presented participants with images of eight development types, which had been discussed during the evening’s presentations. The questions asked participants how compatible these development types were with the future of the Corridor. The responses to these questions are shown in Figure 3. A very strong majority of participants believe that Mixed-Use development is compatible with this Corridor’s future—almost 86% expressed this opinion. Over 60% of respondents saw a variety of other development types as compatible here as well. Residential—Townhome, Shopfront, Live-Work, Mixed—Residential and Commercial all rated highly.

Participants were evenly divided about whether the Residential—Cottage development type was compatible here. This type—a small single family detached unit on a small lot—received almost as much response that it was not compatible as that it was. Only one

development type, Light Industrial, was seen as incompatible by a large share of participants. Almost 60% felt this development type was not compatible with the future of the Corridor.

The feedback on these development types provides a good indication that stakeholders were interested in a range of development types here, including a number that are not commonly found in this Corridor or in Richardson today.

Note: The keypad slides for these questions offered six choices, including ‘very compatible,’ ‘somewhat compatible,’ ‘neutral,’ ‘not very compatible,’ and ‘I’m not sure.’ The sixth choice should have been ‘very incompatible;’ however, one of the earlier choices was repeated. Participants were asked to disregard this repeated option and, in fact, none of them selected it. In view of this set of choices, the analysis of these questions simply compares the ‘compatible’ choice with the ‘not compatible’ choice.

FIGURE 3 : RESPONSE TO POSSIBLE FUTURE DEVELOPMENT TYPES

How compatible is this development type with the future of this Corridor?	Very or Somewhat Compatible	Neutral	Not Very Compatible	I’m not sure
Mixed-Use	85.7%	1.8%	12.5%	0.0%
Residential – Townhome	75.4%	4.9%	16.4%	3.3%
Shopfront	67.8%	15.3%	13.6%	3.4%
Live-Work	63.8%	15.5%	17.2%	3.5%
Mixed Residential	63.2%	10.5%	19.3%	7.0%
Commercial	60.7%	18.0%	19.7%	1.6%
Residential – Cottage	50.0%	5.0%	41.7%	3.3%
Light Industrial	23.0%	16.4%	59.0%	1.6%

FOCUS AREAS

The final set of keypad polling slides related to the three Focus Areas within the Main Street/Central Expressway Corridor. For each of these Focus Areas, the presentation at the Community Workshop included discussion of the ideas developed for that area during the workshop on Saturday. All of these ideas were fairly broad and the general discussion that followed the presentation included questions about the general concepts and the specific ideas developed so far. As a result, this keypad polling again provided general feedback on these ideas, which were still in an early stage of development.

For each of the three Focus Areas, one question asked whether the future concept that had been presented reflected the participant’s own ideas about the area’s future. A second question addressed one of the particular ideas suggested for each focus area. The responses to these questions are shown in Figure 4.

For each area, there was stronger support for the specific idea than for the general future concept. Strongest support came for the ideas about infill of underutilized areas at and near the Richardson Heights Shopping Center—95% of participants ‘agreed’ or ‘strongly agreed’ with this approach. Similarly strong support (92%) was shown for the statement that Focus Area C ideas would make the area more inviting for pedestrians. The idea that an iconic building at Spring Valley and Central would create a desirable gateway garnered the lowest level of support of the three ideas, but it still was supported by almost 63% of participants.

A majority of participants supported the future concepts for all three Focus Areas. Among the three Focus Areas, the future concept for Focus Area B received the greatest degree of support (73% who either ‘agreed’ or ‘strongly agreed’) and the lowest level of disapproval (10% who either ‘disagreed’ or ‘strongly disagreed’). The future concept for Focus Area C was supported by 62% of the participants; 16% of participants disagreed with it. This is probably a reflection of differing views about Richardson’s downtown. Some participants favor a future that builds on its traditional

or ‘historic’ character, while others believe the future should ‘start from scratch’. The details for this Focus Area must address the market opportunities reflected in these two viewpoints. The same share of participants (16%) disagreed with Focus Area A’s future concept. There is less support for it, however—just over half the participants (54%) were in favor. This area’s concept also received the highest share of ‘neutral’ responses. Clearly, the concepts for Focus Area A needed additional detail and explanation.

FIGURE 4: FEEDBACK ON FOCUS AREA CONCEPTS

Focus Area Feedback	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The future concept for Focus Area reflects my ideas about the most successful future for this area.	11.9%	42.4%	22.0%	11.9%	5.1%
An iconic building at Spring Valley and Central (in Focus Area A) would create a desirable new gateway into Richardson.	32.3%	30.7%	21.0%	6.5%	8.1%
The future concept for Focus Area B reflects my ideas about the most successful future for this area.	23.3%	50.0%	16.7%	10.0%	0.0%
New shops, restaurants and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center (in Focus Area B).	69.2%	26.2%	3.1%	0.0%	0.0%
The future concept for Focus Area C reflects my ideas about the most successful future for this area.	17.7%	45.2%	16.1%	12.9%	3.2%
New activities and developments in this area (Focus Area C) should make it more inviting to pedestrians.	67.2%	25.0%	3.1%	3.1%	1.6%

COMMENTS AT SPECIFIC STATIONS

Following the keypad polling, participants were invited to visit six stations at which they could discuss these concepts in greater detail. The stations focused on three topics and three geographic areas:

- Mobility;
- Destinations for People;
- Identity and Design;
- Focus Area A;
- Focus Area B; and
- Focus Area C.

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FINAL COMMUNITY SESSION (NOVEMBER 8, 2012)

INTRODUCTION

A third community workshop was held on Thursday, November 8, 2012. The Final Community Input Session was held at Richardson City Hall from 6:30 p.m. to 9:15 p.m. It was structured around a discussion of the draft revitalization concepts developed based on input from the Open House held in July, two workshops and a series of interviews held in September, and feedback obtained from online surveys and questionnaires. The workshop agenda included presentations, feedback (including keypad polling) and discussions at specific stations. Approximately 60 people participated.

GENERAL DISCUSSION

At this point in the study, the consultant team had incorporated the key opportunities identified through the physical analysis of the Corridor, the market assessment and the public's desires related to redevelopment to create a comprehensive vision for future revitalization. This vision is expressed through a series of sub-districts, each with a distinct approach to existing site conditions and market opportunities. Each of these sub-districts provides a different response to the multiple demographics that are represented within the overall Trade Area.

At the Final Community Input Session, consultant team members presented the vision for each of the sub-districts, along with draft Framework Plan elements (Land Use, Urban Design and Transportation) and concepts for three Focus Areas and Catalyst Sites, parts of the Corridor that had been identified as presenting special opportunities or challenges. After these presentations, participants were able to join in detailed discussions at six stations located around the room. The stations address the three draft Framework Plan elements and the three Focus

Areas. Consultant team members at the stations discussed questions and comments with interested participants. After the station discussions, participants again gathered in a large group, where station discussions were summarized and general comments about the drafts were taken. Finally, keypad polling was used to obtain feedback from the group. Approximately 30 people who took part in the keypad polling.

Many of the participants' comments during the general session supported the direction the Framework Plan has taken. There was interest and support for the pedestrian-friendly concepts, the addition of new open space areas and the adaptive reuse of existing buildings.

Differing opinions were expressed about the desirability of taller buildings along Central Expressway in the Central Place District. Some residents were strongly opposed to buildings that might shade their neighborhoods. Other participants felt that high-rise intensities were more appropriate on the east side of Central Expressway than on the west side. Still others commented that the design and urbanity of the projects were more critical than restrictions to a particular development intensity. Consultant team members noted that a recommended building height for this area had not been determined yet, and that the workshop comments would be considered as this recommendation is prepared.

Other participant questions related to the process the City expects to use to implement this study. The City's zoning process was summarized and participants were reminded that such decisions will be made after the completion of this study and after additional public discussion.

COMMENTS AT SPECIFIC STATIONS

Following the presentation, participants were invited to visit six stations at which they could discuss the draft concepts in greater detail. Stations focused on three topics and three geographic areas:

- Land Use and Development;
- Mobility;
- Urban Design;
- Focus Area A;
- Focus Area B; and
- Focus Area C.

The comments received during these discussions were used to refine the draft Corridor Districts and Framework Plan. The full list of comments is found after this section.

KEYPAD POLLING

After the presentations and visits to the stations, keypad polling was used to obtain a general sense of participants' reaction to the concepts. It was emphasized that these responses were intended to address the concepts which had been refined throughout the process. The responses below should be understood in this way—as specific reactions to the concepts presented.

PARTICIPANT BACKGROUND

Keypad polling was used to gain feedback from the workshop participants; about 30 people remained. The first segment of polling focused on questions about the participants' background and past involvement with this study. Some of these questions were also asked at the September workshop and through the online input opportunities (the online surveys and questionnaires). As a result, it is possible to compare the backgrounds of participants using these various methods for involvement.

Figure 1 shows that, overall, participants in both the Community Workshop and the Final Community Involvement Session have a higher level of direct investment in the Corridor than participants in the Open House or in the online dialogue. Workshop participants included 21% (Final Community Involvement Session) and 19% (Community Workshop) who identified themselves as residents of the Corridor, a larger share than at the Open House (17%) but a lower percentage than those who participated in the detailed online survey (24%). Participants who indicated they were an 'owner/representative of a multi-family or commercial property,' 'a business owner or tenant' or 'owner of business and property' are considered to have a business or property interest in the Corridor. Approximately one-third of the participants in the Final Community Involvement Session had a business or property interest in the Corridor. 31% of the Final Community Involvement Session participants identified themselves in one of these categories, compared to 37% at the Community Workshop and 25% at the Open House.

Participants at the Final Community Involvement Session were the most interested in 'Business & the Economy' and 'Quality of Life.' About 83% of the Final Community Input Session participants selected one of these options as the topic that had the greatest interest to them, compared to 69% at the Community Workshop, 63% at the Open House and 65% in the online survey. The Final Community Input Session attendees had the strongest interest in 'Neighborhood Quality of Life,' with more than half (57%) of the participants selecting this topic. This was the highest rate of response for 'Neighborhood Quality of Life' among the various feedback options--Community Workshop (30%), Open House (37%) and Online Survey (49%).

Note: Not all background questions were asked in the online survey and questionnaire, and at the Open house. All of these background questions asked in these earlier venues were included in the keypad polling at the Community Workshop and in the Final Community Involvement Session.

FIGURE 1: PARTICIPANT BACKGROUND

	Final Community Session (November)	Community Workshop (September)	Open House (July)	Questionnaire 1 (August)	Survey 1 (August)
I am most involved in the Main Street/Central Corridor as:					
Resident of the corridor	20.7%	19.4%	16.9%		23.7%
A resident of Richardson outside the corridor	44.8%	38.8%	45.4%		69.2%
Owner/rep. of a multi-family or commercial property (not business owner)	10.3%	6.0%	8.5%		0.3%
A business employee	6.9%	0.0%	2.3%		1.0%
A business owner or tenant (not property owner)	6.9%	10.5%	3.1%		0.0%
Owner of business & property	6.9%	20.9%	23.1%		0.6%
An interested person not described above	3.5%	4.5%	0.8%		5.2%
I am most interested in issues related to:					
Arts & Culture	6.6%	1.5%	4.4%		9.7%
Business & the Economy	26.6%	39.4%	26.7%		16.7%
Development & Construction	6.6%	24.2%	21.5%		18.7%
Education	0.0%	3.0%	0.0%		2.0%
The Environment	3.3%	0.0%	3.7%		1.7%
Health & Healthy Communities	0.0%	1.5%	3.7%		2.7%
Government Services	0.0%	0.0%	0.7%		0.0%
Neighborhood Quality of Life	56.6%	30.3%	37.0%		48.7%
Other	0.0%	0.0%	2.2%		n/a

FIGURE 1: PARTICIPANT BACKGROUND

Question & Response Choices	Final Community Session (November)	Community Workshop (September)	Open House (July)	Questionnaire 1 (August)	Survey 1 (August)
My age group is:					
17 or younger	0.0%	0.0%		0.0%	0.0%
18 to 20	0.0%	0.0%		0.0%	0.0%
21 to 29	6.9%	1.5%		7.2%	6.9%
30 to 39	0.0%	13.0%		22.7%	27.5%
40 to 49	13.8%	14.5%		18.6%	21.3%
50 to 59	31.0%	18.8%		20.6%	20.3%
60 to 69	31.0%	33.3%		20.6%	18.6%
70 to 79	10.3%	11.6%		8.2%	5.2%
80 or older	6.9%	7.3%		2.1%	0.3%
I have lived in Richardson for:					
More than 20 years	51.6%	47.0%		40.6%	42.7%
11 to 20 years	12.9%	13.6%		21.9%	18.4%
6 to 10 years	6.45%	0.0%		11.5%	14.0%
2 to 5 years	16.1%	19.7%		19.8%	17.1%
I moved here this year	3.2%	3.0%		4.2%	4.4%
I don't live in Richardson	9.7%	16.7%		2.1%	3.4%
I have worked in Richardson for:					
More than 20 years	17.2%	26.6%		10.4%	10.9%
11 to 20 years	6.9%	7.8%		4.2%	5.6%
6 to 10 years	17.2%	9.4%		4.2%	8.1%
2 to 5 years	3.5%	4.7%		6.3%	7.7%
I started working here this year	0.0%	3.1%		2.1%	1.1%
I'm in the workforce but I don't work in Richardson	27.6%	28.1%		44.8%	45.4%
I am retired, a student, or otherwise not in the work force	27.6%	20.3%		28.1%	21.1%

PARTICIPANT BACKGROUND CONTINUED

Final Community Involvement Session participants were generally older than those who participated in the online survey and questionnaire and the same age as those that participated in the Community Workshop. A large portion (80%) of the Final Community Involvement participants was 50 or older. Only 51% of those who completed the online questionnaire and 44% of those who completed the online survey were in this age group.

Despite these differences in age, most participants in the workshops, questionnaire and survey had a substantial residential tenure in Richardson. Over 60% of participants in all these groups had lived in Richardson for 11 years or more. All of these participants have a stake in the future of this Corridor because of their long-term choice to live in the community. But between 20 and 25% of participants moved to Richardson in the past 5 years. This level of involvement is also positive for the study, since it reflects the perspective of people who have made a decision to locate to Richardson much more recently, at a time when the character of this Corridor was much more like its current condition. A larger share of Final Community Involvement Session participants have worked in Richardson for 11 or more years (24%) compared to the online questionnaire (15%) and the online survey (17%).

A final background question asked whether participants had been involved in this study before this final workshop. A large majority (70%) had attended earlier meetings for the study. An additional 23% indicated that they had reviewed materials online but that this was their first meeting. Only about 7% said that this was their first involvement with the study, which is positive compared to the number of Community Workshop participants who took part for the first time (10%).

These questions about participant background indicate that participants throughout the study have had a significant investment and stake in Richardson generally and in this Corridor more specifically. Meeting participants have tended to include a larger share of those whose interest is property or development-related; online participants have tended to include a larger share who are younger and more interested in quality of life. By examining the feedback received through all these tools, the Main Street/Central Expressway Corridor Study can consider the ideas and input from a broad spectrum of stakeholders, all of whom have a role to play in the future success of the Corridor.

FEEDBACK ON PROPOSED CORRIDOR DISTRICTS

Figure 2 presents the result of keypad polling questions that asked participants about the proposed Corridor districts presented at the workshop. Overall, the responses show a strong level of support. All 11 districts received 50% or more positive reviews from the participants (responses of 'agree' or 'strongly agree'). The Creative Corporate District (81%) and the Civic District (85%) received the highest feedback of 'agree' or 'strongly Agree' from the participants, indicating that the vision for these districts is on the right track. The next highest levels of support went to the Interurban District (75%) and the Rustic Circle District (71%). The high level of support for these districts suggests that they do not need much, if any, refinement.

The Central Place District and the Main Street District received the lowest levels of support compared with the other districts. About 17% of the respondents 'disagreed' or 'strongly disagreed' that the current vision for the Main Street District reflected their ideas. Almost 21% 'disagreed' or 'strongly disagreed' that the current vision for the Central Place District reflected their ideas. The Trailside District received the highest neutral response, with more than a quarter of the participants (27%) having no strong feelings about the proposal. This suggests that the vision for this district may need refinement or additional explanation. As these concepts are finalized, there will be a need to provide additional details and recommendations to gain support for these three districts.

In general, the responses were very positive for the study. There is strong agreement that the visions for the districts are headed in the right direction. The next steps of the study will need to build upon the consensus found at the workshops and make recommendations for implementation of the vision.

FIGURE 2: FEEDBACK ON THE PROPOSED CORRIDOR DISTRICTS

Proposed Districts Feedback	Strongly Agree or Agree	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Disagree or Strongly Disagree	I'm Not Sure
This vision for the future of the Creative Corporate District reflects my ideas about the most successful future for this part of the Corridor.	81.3%	25.0%	56.3%	15.6%	0.0%	0.0%	0.0%	3.1%
This vision for the future of the Gateway Commercial District reflects my ideas about the most successful future for this part of the Corridor.	66.7%	16.7%	50.0%	23.3%	6.7%	0.0%	6.7%	3.3%
This vision for the future of the McKamy Spring District reflects my ideas about the most successful future for this part of the Corridor.	64.3%	14.3%	50.0%	25.0%	7.1%	0.0%	7.1%	3.6%
This vision for the future of the Trailside District reflects my ideas about the most successful future for this part of the Corridor.	69.2%	30.8%	38.5%	26.9%	3.9%	0.0%	3.9%	0.0%
This vision for the future of Central Heights reflects my ideas about the most successful future for this part of the Corridor.	62.1%	20.7%	41.4%	17.2%	13.8%	6.9%	20.7%	0.0%
This vision for the future of the Main Street District reflects my ideas about the most successful future for this part of the Corridor.	58.6%	20.7%	37.9%	24.1%	17.2%	0.0%	17.2%	0.0%
This vision for the future of Chinatown reflects my ideas about the most successful future for this part of the Corridor.	64.3%	21.4%	42.9%	17.9%	7.1%	3.6%	10.7%	7.1%
This vision for the future of the Interurban District reflects my ideas about the most successful future for this part of the Corridor.	75.0%	35.7%	39.3%	21.4%	0.0%	3.6%	3.6%	0.0%
This vision for the future of the Arapaho Business District reflects my ideas about the most successful future for this part of the Corridor.	64.0%	12.0%	52.0%	24.0%	4.0%	0.0%	4.0%	8.0%
This vision for the future of Rustic Circle reflects my ideas about the most successful future for this part of the Corridor.	71.4%	3.6%	67.9%	14.3%	10.7%	3.6%	14.3%	0.0%
This vision for the future of the Civic District reflects my ideas about the most successful future for this part of the Corridor.	85.2%	25.9%	59.3%	14.8%	0.0%	0.0%	0.0%	0.0%

DRAFT FRAMEWORK PLAN

A third set of keypad polling questions was used to gauge support for the draft Framework Plan. The responses to these questions are shown in Figure 3.

A large majority (69%) of participants indicated that the summary of the Framework Plan for Land Use reflected their ideas about the most successful future for this Corridor (responses of 'agree' or 'strongly agree'). Only 3% of participants disagreed with this statement. Another strong majority (78%) indicated that they 'agreed' or 'strongly agreed' that the recommended mix of land uses would create a place where people want to live, work and play. The draft Framework Plan for Urban Design was met with positive response as well. A majority (64%) 'agreed' or 'strongly agreed' that the proposed urban design themes are appropriate to create places with character. The responses for the

Framework Plan for Transportation were not as resounding. Less than half (48%), 'agreed' or 'strongly agreed' that the plan reflected their ideas for the most successful future for the Corridor. Additionally, nearly a third (30%) of the participants indicated that they felt the transportation recommendations would not improve the flow of vehicles traveling to and through the area.

Overall, however, over 75% of the participants 'agreed' or 'strongly agreed' that the 'recommendations will enhance the value of properties in this Corridor' and 80% of respondents 'agreed' or 'strongly agreed' with the statement that the 'draft Framework Plan reflects my ideas about the most successful future for the Corridor.' None of the participants 'disagreed' or 'strongly disagreed' with this statement.

FIGURE 3: RESPONSE TO DRAFT FRAMEWORK PLAN

Draft Framework Plan Response	Strongly Agree or Agree	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Disagree or Strongly Disagree	I'm Not Sure
This draft Framework Plan for Land Use reflects my ideas about the most successful future for the Corridor.	69.0%	10.3%	58.6%	17.2%	3.5%	6.9%	10.4%	3.5%
The recommended mix of land uses will make this Corridor a place where people want to live, work and play.	78.1%	18.8%	59.4%	9.4%	6.3%	6.3%	12.5%	0.0%
This draft Framework Plan for Transportation reflects my ideas about the most successful future for the Corridor.	48.4%	6.5%	41.9%	32.3%	6.5%	9.7%	16.1%	3.2%
These recommendations will make this Corridor more appealing for people walking or on bikes.	50.0%	3.3%	46.7%	20.0%	16.7%	6.7%	23.3%	6.7%
These recommendations will improve the flow of vehicles traveling to and through this area.	20.0%	0.0%	20.0%	26.7%	16.7%	13.3%	30.0%	23.3%
This draft Framework Plan for Urban Design reflects my ideas about the most successful future for the Corridor.	63.3%	0.0%	63.3%	20.0%	6.7%	0.0%	6.7%	10.0%
The proposed urban design themes are appropriate to create places with the character I desire for this Corridor's future.	64.3%	0.0%	64.3%	25.0%	3.6%	0.0%	3.6%	7.1%
Overall, this draft Framework Plan reflects my ideas about the most successful future for the Corridor.	80.0%	3.3%	76.7%	13.3%	0.0%	0.0%	0.0%	6.7%
These recommendations will enhance the value of properties in this Corridor.	75.9%	31.0%	44.8%	10.3%	3.5%	3.5%	6.6%	6.9%

A fourth set of keypad polling questions (Figure 4) asked participants to consider their own personal choices in terms of the Corridor described by these concepts. Almost 80% of the participants ‘agreed’ or ‘strongly agreed’ that they would want to spend time in a place like the one described and that they would want to work, own a business or own property in an area like this. The lowest level of personal interest was for living in a place like the Corridor. Even on this measure, however, a majority of the respondents indicated that they ‘agreed’ or ‘strongly agreed,’ while nearly a quarter (23%) of participants responded that they ‘disagreed’ or ‘strongly disagreed’ with this statement. This is likely a reflection of the large number of long-term Richardson residents who participated and who likely prefer neighborhoods such as the ones where they currently live.

The areas of this study that may need further refinement and/or further discussion include the Framework Plan for Transportation and the recommendations involving the flow of vehicles traveling to and through the area. The other Framework Plan elements have a solid consensus and should be built upon for the final report and recommendation.

FIGURE 4: RESPONSE TO DRAFT FRAMEWORK PLAN

Draft Framework Plan Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I’m Not Sure
I would want to spend time in a place like the one these recommendations describe.	24.1%	55.2%	13.8%	0.0%	6.9%	0.0%
I would want to work or own a business in a place like the one these recommendations describe.	27.6%	51.7%	13.8%	3.5%	0.0%	3.5%
I would want to live in a place like the one these recommendations describe.	13.3%	50.0%	10.0%	13.3%	10.0%	3.3%
I would want to own property (residential or commercial) in a place like the one these recommendations describe.	22.6%	45.2%	19.4%	6.5%	3.2%	3.2%

FEEDBACK ON FOCUS AREAS AND CATALYST SITES

The final set of keypad polling slides related to the three Focus Areas and the three Catalyst Site projects within the Main Street/Central Expressway Corridor. For each of the three Focus Areas and Catalyst Sites, one question asked whether the concept that had been presented reflected the participant’s own ideas about the area’s future. The responses to these questions are shown in Figure 4.

Focus Area B received the highest percentage (72%) of ‘strongly agree’ or ‘agree’ responses, which indicates that participants favored the Area B recommendations more than those for Focus Areas A and C. Notably, a portion of the participants (15%) responded that they were ‘not sure’

about the recommendations for Focus Area C, which may indicate that participants would like opportunities for more discussions on this area. Catalyst Site 3 received the highest degree (81%) of ‘strongly agree’ or ‘agree’ responses.

In general, the majority of participants either ‘strongly agree’ or ‘agree’ that the Focus Area and Catalyst Site concepts reflected their ideas for a successful future in the Corridor.

FIGURE 5: FEEDBACK ON FOCUS AREA CONCEPTS

Focus Area Feedback	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I’m Not Sure
These recommendations for Focus Area A reflect my ideas about the most successful future for this area.	6.7%	56.7%	23.3%	0.0%	0.0%	13.3%
These recommendations for Focus Area B reflect my ideas about the most successful future for this area.	6.9%	65.5%	10.3%	0.0%	13.8%	3.5%
These recommendations for Focus Area C reflect my ideas about the most successful future for this area.	7.4%	44.4%	22.2%	3.7%	7.4%	14.8%
This future concept for Catalyst Site 1 reflects my ideas about the most successful future for this location.	14.3%	57.1%	17.9%	3.6%	0.0%	7.1%
This future concept for Catalyst Site 2 reflects my ideas about the most successful future for this location.	4.0%	60.0%	16.0%	8.0%	8.0%	4.0%
This future concept for Catalyst Site 3 reflects my ideas about the most successful future for this location.	11.5%	69.2%	11.5%	3.9%	0.0%	3.9%

COMMENTS FROM INDIVIDUAL STATIONS

Focus Area A

- Excited about commercial building becoming residential.
- It's much more "pedestrian-friendly."
- Great idea to have pedestrian bridge across Spring Valley.
- Area should be primarily business/office centered. No residential.
- Restaurants for businesses.
- Water features would be a great asset to carry through the site.
- More plantings.
- Opportunity for sculpture.
-

Focus Area B

- Coffee shop in Richardson Heights Shopping Center.
- Look at boundary with neighborhood as design opportunity.
- Be careful with height of buildings.
- Flip office and residential at Belt Line.
- Save Rexall sign.
- In a 20-year plan, Rustic Circle should be redeveloped.
- Need parking to support development.
- Update signage to Richardson Heights Shopping Center.
-

Focus Area C

- Like a farmer's market downtown.
- Tea Room, Wine Bar.
- Need parking (Multi-story garage in back of Main Street bar).
- How to transition to expanded ROW along Main.
- Green space/small parks/dog parks (Polk & DART area).
- More pedestrian-friendly.
- Combine Main Street & Chinatown & make a multicultural district with restaurants and markets.
- Make sure sidewalks can accommodate outside dining.
- Add corner plaza treatments at Central.
-

Land Use

- Consider BID. High on Central Heights, consider a max of 4 stories.
- Consider loft in Interurban/Adaptive Reuse.
- Need vision statement.

- Adaptive Reuse – Arts incubator/center that connects communities and drives economic growth. Attracts/sustains creators/innovators.
- Consider changing Chinatown to International District.
- Public art at park.
- Home for creative minds.
-

Transportation

- Traffic impacts to existing neighborhoods with redevelopment, TIA ordinance.
- Instead of median, put in 5' bike lanes on Belt Line/Main Street.
- Parking in key opportunities, bulb-outs at crossings.
- Sherman/Interurban bike lanes.
- Free parking.
- Bike rental – allocation for it.
- Bike tourism – Connection to Breckinridge.
- Crossing Central? Safety. Need to join the zones.
-

Urban Design

- Public art? How do we incorporate it? Need in each district.
- Need cohesive architectural design styles throughout corridor – comparison made to SMU campus (brick/stone/metal).
- More direct access to trail, keep traffic flow smooth so people don't have to divert off trail to cross the street (especially at Spring Valley with pedestrian bridge).
- Cohesiveness, but distinct areas within to create visual interest and "magnets" for people to see, like art, fountains, cisterns, walks, gardens, trees (natural SHADE), low walls for seating.
- Like district names.
- Feel Main Street/Central Heights images don't work and don't convey the right image.
- Don't want to look like McKinney or Plano.
- Indigenous grasses.
- Support sustainability and ecology.
- More pedestrian activity/friendliness.
- Don't do density without urbanism.

SUMMARY OF GROUP COMMENTS

Land Use

- Need comprehensive vision statement.
- Adaptive reuse.
- Change Chinatown to international district.
- Public art.
- Height issue in Central Heights District.
- Tall buildings are not pedestrian-friendly.
- Density and high-rise more appropriate on east side rather than west.

Transportation

- Parking on Main Street needs to be addressed. Parking garage is ideal.
- Need balance for safe pedestrian uses.
-

Urban Design

- Public art.
- Carefully choose character of buildings.
- Strong continuity in urban space.
- Eastside is popular.
- What is popular now might be dated later.
- Create something timeless.
- Need consistency in design, but not identical.
-

Focus Area A

- Why wouldn't residential be good in Comerica?
- More problems arise when people rent.
- Hotel lacks visibility.
- *Focus Area B*
- Zoning is a concern.
- After implementation matrix.
- City will go to property owners for zoning changes.
-

Focus Area C

- Need park space.
- Buildings may not be historic, why support that?
- Need narrow sidewalks and streets.
- Richardson has many multicultural districts. Bring them all together on Main Street.

QUESTIONNAIRE 1 (JULY-AUGUST 2012)

BACKGROUND

The online questionnaire was developed to provide an opportunity for input from anyone interested in the future of the Corridor. It was designed to elicit open-ended comments about the Corridor's current characteristics and opportunities for the future. It included five substantive questions, followed by optional questions about the respondent's background and involvement with Richardson. A final question gave respondents the ability to provide contact information to the City.

The questionnaire was live on the City of Richardson website from July 23, 2012 through August 30, 2012. During that time, 98 respondents began the questionnaire. 95 of these respondents finished the questionnaire, giving it a 96.9% completion rate.

QUESTIONS

The following sections contain the list of questions and (for those that were not open-ended) the answer options.

RESPONDENTS

Although the questions about 'involvement with Richardson' were optional, most respondents did reply to them. In most cases, only one or two respondents skipped one of these questions; seven people skipped question 11, related to current work situation. So the summary below reflects most of the respondents.

As Figure 1 indicates, respondents ranged from 21-29 years through over 80. Almost half (48.5%) were 49 or younger.

Women outnumbered men among respondents. Of those who answered the question on gender, 61.5% were female and 38.5% were male.

Figures 2 and 3 provide the results of the questions about respondents' living situation. The largest share have lived in Richardson for a long time and live in a single-family attached home that they own; however, it is notable that 24% of respondents have lived in Richardson 5 years or less. These newcomers are providing input from the vantage point of those who have chosen this community in the recent past, a perspective that is important for attracting new residents in the future. 72.6% of respondents live in a single-family home they own.

Respondents had varying work situations. As Figure 4 shows, the largest group of respondents (44.8%) is those in the work force that do not work in Richardson. The next largest group is those who are retired, students or otherwise not in the work force.

Most of the respondents in the work force (and almost half of all respondents) work for private businesses. Those who work in the public or non-profit sectors or who own their own businesses are a much smaller share of the respondents. Figure 5 presents these responses. Lastly, Figure 6 shows that most respondents work fairly close to home, with 20% working in Richardson and another 21.1% working within 15 minutes of Richardson. Only 6.3% of the respondents work more than 30 minutes from Richardson.

FIGURE 1: QUESTION 6

Which category below includes your age?

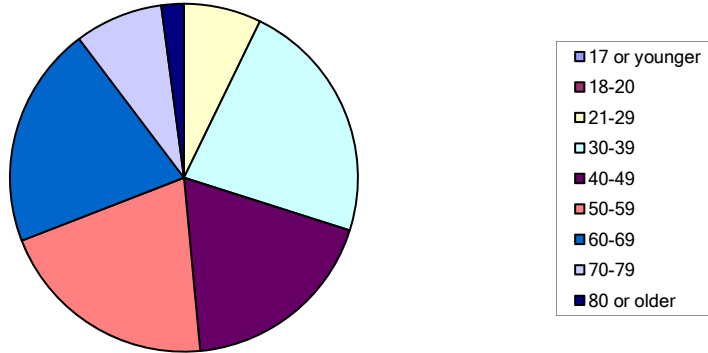


FIGURE 2: QUESTION 8

How long have you lived in Richardson?

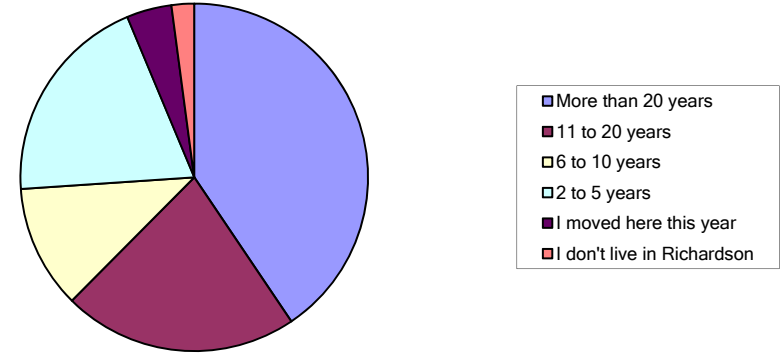


FIGURE 3: QUESTION 9

My current housing situation is

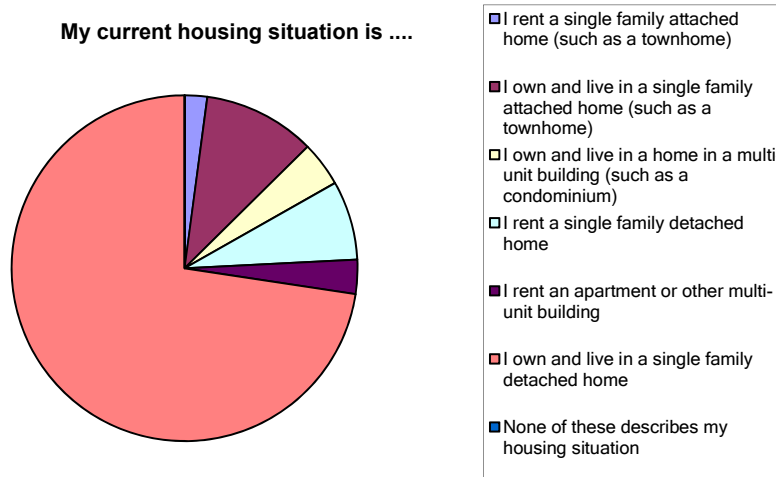


FIGURE 4: QUESTION 10

How long have you worked in Richardson?

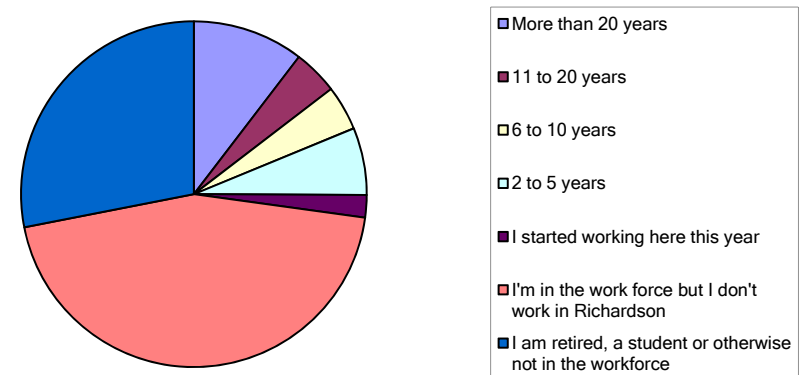


FIGURE 5: QUESTION 12

My current work situation is ...

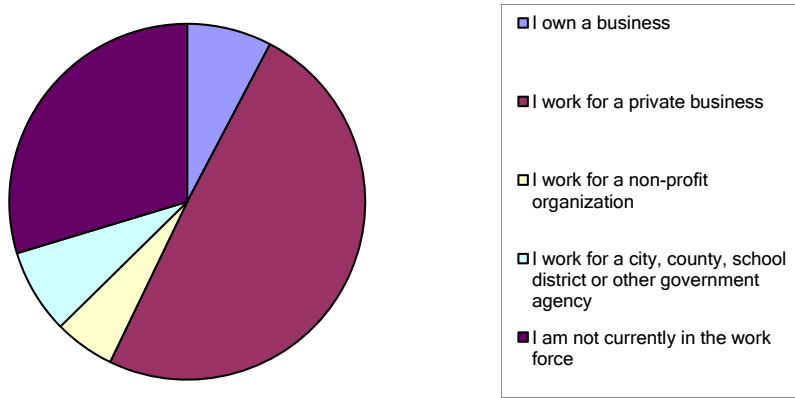
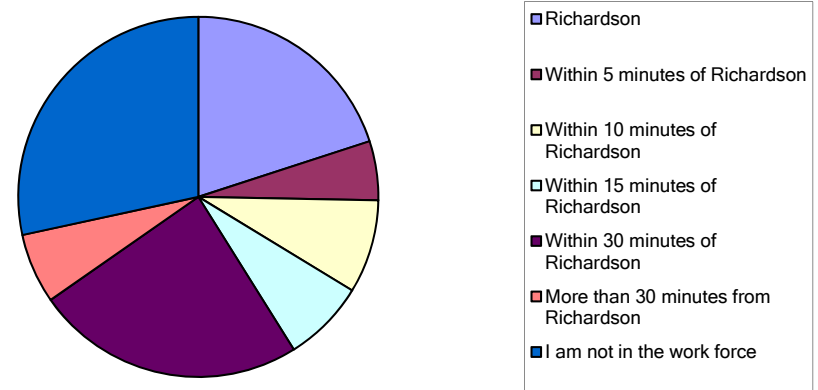


FIGURE 6: QUESTION 11

I currently work in:



COMMENT HIGHLIGHTS

Questions 1 through 5 gave respondents the opportunity to write open-ended comments. All of the individual comments are provided in this report.

Many respondents believe the Corridor needs attention. Descriptions of the existing situation include comments such as run-down, tired, forgotten and uncared for; however, they also include comments like “[it] is a diamond in the rough” and “Downtown Richardson – WELCOME!!!”. So there is support for attention to the area for the future. A number of comments note that the area is not very friendly to pedestrians or people on bikes. Comments expressed concern about the proliferation of hookah bars. A number of comments reflected the sentiment that ethnic diversity was a good thing here, but that the area should not become too dominated by any single group.

Most respondents’ vision for the future include the idea of an attractive gathering place for all sorts of people. Many comments describe a place “I could walk to get groceries, a cup of coffee, have a meal...”. Another theme is reflected in the comment that it should be “updated, but somehow tastefully maintaining some of the historic presence”. Comments mentioned safe, clean, well-maintained and pedestrian-friendly. People want a variety of businesses, not dominated by any one type.

When asked about the “one or two changes in the next few years” that could have the greatest impact, comments included:

- Bring in new businesses.
- Clean it up.
- More attention paid to aesthetics/environment in developments.
- Increase curb appeal.
- Take advantage of the Alamo Drafthouse’s positive impact.

Respondents have very divergent opinions about Main Street and the features that make it distinctive. These range from “I have lived here my entire life and it is hard for me to think of ‘distinctively Richardson’ sorts of things” to “one-of-a-kind buildings” to “old downtown, small neighborhood feel” to “nothing that I can see”. Similarly, the gateway that the area currently creates is not one that most respondents find appealing.

Gateway comments did include several that imagine a different future:

- [Today] “not an image of a sustainable, pedestrian-friendly, vibrant downtown image that a City would want to refer to as a “Gateway”.
- “The image of Richardson in the 1950’s with people walking, working, buying in downtown. Where the past meets the future.”
- “Funky, fun”.
- “Unified but still diverse in look, feel, businesses and residential”.

QUESTIONNAIRE 1 COMMENTS

1. What short statement describes your image of the Main Street / Central Expressway Corridor today?

- Main Street is so sad. There are many charming and historical buildings, but they are either underused or misused. Why do we have so many hookah places?
- A bit run down—not like the rest of Richardson.
- It is very run down and empty
- It looks boring, a little skanky, just not very appealing like old downtown Plano
- Needs help.
- Charming and quaint, but run-down. Tons of potential. The older buildings we have speak to a charm from another era, so PLEASE PRESERVE THOSE. We all know what cheap, new buildings look like - whether it's the mixed use development by the Spring Valley DART station, or all the West Village stuff. New looks like new looks like all the same. But to create something unique - which is what younger professionals are drawn to these days - means understanding what makes Richardson unique already: a firm independent streak that is still inclusive of all cultures and backgrounds.
- Shops on main street are not what would attract main street people with money to spend. Centers could be very attractive updated, as long as the great shoe place facing Central and like family businesses would not be priced out of business.
- This Main Street corridor gives the image of a run down, struggling to survive city in a rural area. We have way too many hookah bars and other undesirable locations that shows the age of our city which then shuns away potential big name places from starting a business there.
- Main - Tired but having potential. Central - tired and underutilized.
- It is depressing and what is there is tacky.
- Old, somewhat rundown.
- Downtown Richardson...WELCOME!!!
- Nothing or families. In this area. No good shopping, etc.
- old, run-down, eclectic, junky
- Unwelcoming, unattractive to a broad group of residents, but Richardson does a better job of beautifying the medians and plantings than any other city along Central Expressway.
- Out of date buildings and businesses. Allowed to be rather run-down.
- a little run down, congested and no single "image" or 'focus' to the business. Difficult to find parking and difficult to find addresses when searching for a business
- Kind of shabby. A few restaurants (Abocas is the star), but not much reason to go there.
- Fairly run down outdated properties and few businesses that off much interest
- A vibrant, attractive and safe place to work in, live in and patronize.
- Run down, disconnected, unattractive and uninviting.
- Main Street too narrow. Not enough parking.
- East of Central in old DT -- trashy businesses, decaying buildings
- Run down and does not invite me to want to shop there or visit.
- A mess of run-down 60s buildings that appear to have displaced what was the heart of historic Richardson. Any opportunity to have an authentic historic district was lost long, long ago.
- It has been neglected and ignored and is a diamond in the rough. All cities need to appreciate where they came from and keep a piece of the past for everyone to remember.
- Not inviting, nothing to draw me there - Not the image of today's sustainable and forwarding thinking Cities in the U.S. It doesn't match all of the other wonderful and beautiful neighborhood vitality efforts that are making Richardson such a "comeback city."
- forgotten, a road to connect me to 75, run down business that don't appeal to the families surrounding it.
- Messy and in need of restoration -- not necessarily updating but retaining the character of Richardson.

- It looks run down and uncared for. It is also so congested with traffic.
- Dumpy but kind of Cute, Distressed property.. This property has a lot of potential however Richardson seems to spend all their money on Spring Valley and Arapaho. Beltline is considered the main corridor but Neighborhood services waste their time addressing items of no value to the homeowners and rules do not seem to apply to all in the neighborhood.
- Worn down with limited retail character.
- Disjointed. Previously it seemed to be a typical old downtown, now it just looks sort of shabby and not very cohesive.
- Old, needs to be re-developed yet maintain it's downtown feel. Would like to see it resemble downtown Plano.
- Living off of the intersection of Beltline and Central Expressway provides me with a view of this area daily. Most of the shopping areas look antiquated. While there are many quality small businesses occupying these spaces, the numerous vacant spaces make the area seem dead.
- old crowded outdated windy dangerous intersection at main and greenville
- Generally uninviting overall. Seedy on the east side of Central Expy, and especially so on Main St.
- Poorly
- I specifically changed jobs so that I would have the opportunity to ride my bicycle ot work from my home in Dallas (72543) which is a 5 mile bike ride. The bicycle lines added to Grove and other features of Richardson were a major factor in my desire to work in Richardson (instead of Irving or Lewisville)
- Barely passable by bicycle, no bike lanes from Central to Plano Road, sidewalks in disrepair, poor if any wheelchair accesibility, traffic speeds too high and dangerous to pedestrians and cyclists. Poorly-maintained.
- wily nilly for main street & stable for central corridor
- Full of promise and historical interest, but mostly irrelevant to my lifestyle and interests at this point.
- Slightly rundown and dated development.
- Industrial. Dangerous.
- I would love for the area to change from being a hookah haven to an area where families can go and be comfortable.
- Embarrassing
- A mish-mash of ethnic nightclubs and small struggling businesses with poor traffic flow and parking.
- messy blend of auto shops, parking lots, and poor strip retail - there is no address for the city on 75
- potential
- Old, dirty, unappealing businesses, no parking - no reason to go there
- Messy, unattractive, and unfriendly. Looks like abandoned!
- SAD There is some cool, original architecture - worth preserving for the integrity of the city. But it's a hodge podge of funky offerings - and not in a cool way! The cheap motels, plethora of hookah lounges, and used car dealers need to be cleaned up, modernized.
- Devoid of interest..no reason to stop===just a drive through
- In need of help
- Tired, seedy, empty, forgettable
- Trashy and embarrassing
- Not well maintained. Dull. Lifeless.
- This area needs improvement....it has fallen way behind other cities in the metro-mess.
- Main Street itself east of Central has the strongest impression. Jasmine, Afrah, the Bar, easily come to mind and give the area a vibrant and positive character.
- Underutilized, car-dominated, unattractive.
- Poorly planned and very mixed in the useage of the area.
- Old, degraded buildings with ugly signs covering the windows and too much foreign influenced business. I think it's a disgrace that the main street of Richardson has so little esthetic design and is such a

conglomeration of aged storefronts which offer no draw to walk and shop like Plano and McKinney. The businesses are not something I want to frequent and the opening of hooka bars and foreign restaurants instead of cafes and boutique-type stores are no where to be found. There is no continuity of design, no ordinances for signage inside of windows, no good parking.

- Dated and Ethnic
- Trashy, junky, old, ugly, and not inviting.
- Dated, old fashion, stuck, sign after sign
- Funky reminder of what 'old' Richardson used to be. Too much vacant land/space along Interurban north of Belt Line...someone dropped the ball on development there a LONG time ago.
- It's shameful. For years allowed to decline and now it is mostly hookah bars
- Old. In need of redevelopment.
- Old, unattractive and offering very little to me as someone who lives in the area (Main Street). Central Corridor is noisy with some viable and attractive businesses, but the general impression is not very attractive. And, did I say it's noisy? The traffic noise is much greater post renovation of the freeway (I live in the area.
- Aging city.
- Seedy, rundown, hooka-bar heaven.
- I feel like I am in a Arab/Muslim community.
- Tired, non-descript buildings
- Main Street is looking a little weary these days. The CEC is a little better. It's got a lot of variety to it.
- Disaster! Embarrassment! Unwholesome! Seedy! Urban blight!
- Tired; I drive by it on my way elsewhere, rarely stopping.
- Old, worn out, no businesses I use regularly.
- Older and less than interesting
- Run-down, lack of amenities, lack of clear signage, lack of parking
- bars, cultural diversity, challenged businesses
- Main Street-side...no parking, not accessable...not much I'd want to

stop for anyway.

- out-dated, old and tired, cluttered; mostly declining small retail shops; unattractive
- Run down. "drive through" (at blet line and spring valley)
- The Main St/Central Corridor is dated, tired and lacking in quality tenants that would draw people to venture off of their commute and out of their homes to go there. As of today it is a wasted opportunity to bring the thousands of commuters who pass by it everyday and the families who live in the area that go elsewhere for a quality experience.
- run down, dilapidated, outdated. When I mention that I live and work in Richardson most people describe it as a place where the "elderly" live and "Little Asia".
- SAD, there was so much yrs ago..to much is gone.
- Disjointed, not easy to stop and walk around.
- Urban jungle - uninviting. Purely residential and a few smoke-filled bars.
- Tattered, underutilized, full of potential
- An area that has a lot of charm and history but needs a little help.
- I used to work on Main Street. It has no curb appeal and nothing to draw anyone to go there. The Central Expressway corridor is just a passage to another place. It too has no draw or exciting venues to bring people in. Some of the businesses there are older and need to have a complete make-over.
- Shabby, unkempt and a disappointment to the image of a great city. We've lived here since 1978 and it has gone downhill. The public and tourists passing thru Richardson needs a better gateway to our city. I'm embarrassed by the way it looks now.
- The UN of Richardson. Main Street caters to Hookah Bars and the Greenville Ave. corridor caters to the Asian community
- Ugly. Uninviting. Confusing. Trashy. Neglected. Unplanned. Abused. Unappreciated. Concrete wasteland.
- Old, boring and left to wither and die.
- Scattered and hard to walk to.

2. *What short statement describes the corridor as you would like it to be in 2020?*

- I am interested in having a family-friendly, pedestrian-friendly, mixed-use corridor. My family should be able to meet for a meal at a great restaurant where we can eat outside, grab a movie, shop in a unique store, and then have coffee outdoors with friends.
- I'd love to see the corridor play off the 1960s mid-century modern era that is the neighborhoods that surround it (understanding the some of the neighborhoods east of central are older than that). I think it would be unique to the DFW area.
- Businesses, restaurants, much like the campbell, highway 75 intersection
- A place of destination to eat, hang out with upgraded outside appeal.
- A hotspot for DFW.
- See: Oak Cliff Bishop Arts district. A true Main Street built by and for the quirky, multi-faceted Richardson community - yet is so attractive to everyone else in the metroplex because there is nothing else like it. The younger stay-at-home Moms love walking their children, babies and dogs around the neighborhood and shops because the shop owners are their friends and neighbors, and there are great places to browse, do yoga, attend painting workshops with the kids. The young couples don't need to burn up a ton of gas for a date night anymore - they can just take a quick bike ride or walk to see the latest movie, take their taste buds on a tour with exotic fare from authentic, ethnic eateries, then stay up all night hanging out at the local, independent-run cafe, ice cream shop, or comic book store. Fewer younger people are locked into a 9-5 job anymore, so there are lots of places they can sit with their laptop under a tree or at a cafe to access *free wi-fi* and get their work done in the laid-back hustle and bustle of this colorful, hip and charming area.
- A great gathering place that was a one stop entertainment and shopping experience.
- Would like to see more of an urban living environment similar to what they have in downtown Plano. Or if you want a stretch goal, go for the Shops at Legacy in far northwest Plano or Watters Creek in Allen. Have places to shop, good restaurants, and no hookah bars, or payday advance stores.
- I would like the corridor to be attractive and more urban in nature.
- Check out Mizner Park in Boca Raton, FL. Remove the PINK and it's perfect!
- A great place to eat work and live.
- A user/visitor friendly invitation to "Come on in!"
- Shops, boutiques, family restaurants.
- historical looking, clean, more like downtown Plano
- Unwelcoming, unattractive to a broad group of residents, but Richardson does a better job of beautifying the medians and plantings than any other city along Central Expressway
- Updated, but somehow tastefully maintaining some of the historic presence. An improved traffic situation. Businesses/restaurants that people WNT to go to. NOT all Asian or BARS.
- I would like it to be filled with businesses that cater to singles or couples with no children. I envision places where people can go on dates and not have someone's children causing a scene or crying. Comedy club, art gallery, coffee house, upscale bar, higher price restaurant, and i think a nice bed & breakfast catering to people without children would be a nice feature. Would like to see small businesses such as lawyer's office, interior decorator, small clothing store catering to professionals, florist & gift shop combination, or other similar type of businesses should be encouraged. Would like better traffic flow, wider side walks and possibly parking garage to care for business parking rather than having on-street parking would be very nice benefit
- More restaurants and reasons to go there day or night. Well lit. Trees.
- Vibrant place where there nice places to eat, walk, bike.

- Question one answer says it for me.
- Vibrant, attractive, busy with pedestrians. Coffee shops, restaurants, boutique shops. A small farmer's market would be a good addition. No parking on the street.
- Wider street (Main Street). More restaurants and shopping. Better access to parking.
- Like a cross between Addison Circle and DT McKinney
- Updated with clean, fine dining, retail shops that people want to visit, nice parks and better looking landscape by buildings.
- Eclectic, funky, cool, a place Austinites would recognize but with the hometown feel that everyone in Richardson shares in spirit but doesn't associate with a place.
- It can still be modern within the original elements. An "old town" feel with modern stores, etc.
- A sustainable, walkable, "shopable," gathering space that supports buying locally.
- pedestrian friendly area with shopping, eating, farmers market, parks - something to be proud of as a Richardson resident.
- Clean, safe, pedestrian friendly with restored attractive buildings and lots of green space. Mixed use of small business, art galleries, movie theater, a Richardson historical museum and library, non-chain restaurants -- with prices to fit all economic levels. Housing would be on a small scale -- condos, town homes, small apartment buildings -- arranged so it never looks like concentrated multi-family developments. Perhaps housing on second floor with business at street level. Single detached homes in the traditional style -- not Plano "McMansion." Only a few tall buildings of no more than four or five floors. Traffic moving smoothly with plentiful parking underground. Lots of trees. (AND, a big bubble over the whole thing that uses the sun to provide air conditioning as needed.)
- I would love for it to be nice and clean with lots of new businesses that are thriving. Better movement of traffic would be nice too.
- By 2020 I would think that the whole corridor would have been renovated or torn down.
- Revitalized with new business and renovated historic retail.
- I would love for it to be a place I could walk to to get groceries, a cup of coffee, have a meal...
- Bustling area with pedestrians, restaurants where you can eat outside, people taking DART
- Revitalized with the shopping center full of regularly frequented options, such as a grocer and pharmacy. The original downtown area would be pedestrian friendly, with small shops and bistros - reminiscent of the current Bishop Arts district. The buildings would be attractive, maintained by a strict code to unify and beautify.
- sleek sophisticated like at campbell and central
- Clean, well maintained. Forward-looking yet respectful of the city's history. An inviting place to live and work.
- state of the art
- Safe, well-lighted, clean, green, passable, safe, and well-maintained.
- destination area
- Buzzing with pedestrian activity, a wide-range of places to eat and drink, a family-friendly environment where we can hang out with the kids on a cafe patio. Bishop Arts in Dallas is my ideal.
- I don't really feel like Richardson has the same "historical downtown" feel that nearby cities like Plano, Wylie, or McKinney have. I would like to see this area revitalized to offer some of those same services where people can meet for breakfast, walk down the street for shopping, and still be blocks from home.
- Safe. Clean.
- I think the COR should look at the Sugar Land Town Square. Sugar Land is on a major freeway such as Richardson in the Houston area and is family friendly. <http://www.sugarlandtownsquare.com/>
- Attractive for everyone. Residents of Richardson, surrounding cities, and visitors.
- I would love for it to be pedestrian friendly, and example would possibly be like Plano's downtown restaurant and shop area.

- vibrant sub districts with some mixed use and some restaurant or retail or entertainment areas. needs a strong urban park space and trail connections to the surrounding neighborhoods.
- local pedestrian/bike friendly town center
- Updated, but could still look old, good restaurants, easy parking, some good shopping - for birthday/Christmas type gifts. Personal accessories, things for the home, clothing.
- More pedestrian friendly. Infact if I dream, I would like to see the entire traffic that flows from belt line to the main street from each direction to directed somehow if not slow it down to single lane 15mi/hr.
- As stated in the survey - look beyond Dallas for ideas. Some favorite things of mine that I'd like to see elements of include: The High Line and/or Bryant Park in NYC; Lincoln Park in Chicago; The Grove in LA; Pike's Market in Seattle; and destinations like Santa Cruz CA; Provincetown, MA - for a unique vibe. As a native Dallasite - I think the metroplex lacks greenspace - so a nice big park would be nice - and not just a green field...but something like Bryant Park, that offers on-site restaurants, vendors, etc. and holds events like Monday Night Movies (this summer was an 80's theme) -makes for a great gathering place.
- Friendly;,. shops,resturants, patio sitting greenrey, Shade interior courtyard shaded places to sit and watch fountains theate, music eve nts;Blue grass,classical ,music to relax to, not loud current music
- Pedestrian friendly with off-street parking
- A unique, interesting, economically viable area that Richardson can be proud of. An area that, when you tell people you live near it, they say, "Oh! I love that area. Our favorite _____ is there." An area with a soul and a personality that set it apart from other areas.
- A beautiful green space with many family friendly amenities like parks/ running trails/dog park/coffee shops/boutiques/small live music venue. Keep it in character with old Richardson meaning no beige stucco. Rebuild some reproductions of beautiful "town square" appeal.
- Cleaned up. Energetic. More like the Knox/Henderson or Uptown area. Higher class of retail and restaurants. NO MOVIE THEATERS. NO HOOKAH BARS. Both attract the wrong element. (Just ask North Park what happened to their mall since they opened the movie theater.)
- A downtown area that will be attractive to residents and visitors and make use of the DART line to attract new residents.
- I hope all the great restaurants and food are still around; I also hope for more. Denser housing can support more commerce in the area. North Interurban St, for example, can have pedestrian-friendly residences and mixed-use space when the time comes that light industrial uses become obsolete.
- Vibrant, pedestrian-oriented, mixed-use, strong sense of place, diverse local businesses.
- I'd love to see some of the businesses change to something welcoming to the city and outsiders, rather than be a haven for Indian, Chinese and Vietnamese shops. There would be awnings to provide shade to shoppers and a central theme for the central area which is more American in nature and not a scattering of vacuum cleaner, hairdressers and hooka bars amid "come and gone" businesses. I'd love it to be stores with style, cafe or coffee bar and fresh dessert shop, boutiques with modern clothes, a yarn store, gift stores, ice cream shop, etc. and run by people who know what they're doing to decorate and provide a fun and vibrant city experience. No more check-cashing, hooka-bar, appliance repair, copier and computer repair, restaurants that don't provide on-premise made food, and garrish window signs (eg. sexy woman in the window for the hooka bar) I'd like it to be a place that people will want to come and shop at not just drive by and laugh at what Richardson has become.
- Better retail, Easy access

- A variety of shops and restaurants, not a bar scene.
- well lite, vibrant, mowed-well kept, variety, a destination point rather than a place to drive through. Less advertising signage
- Fill in the spaces. Don't be in huge hurry to tear out what's working, especially between Interurban and Greenville. Perhaps add some nice lighting, especially on the dark side streets where people have to park after dark to go to restaurants/clubs.
- Cleaned up, with more "history" or historic look and people friendly
- An urban environment with urban housing, a mix of building types, and highly reformed pedestrian infrastructure that is UNIQUE.
- More attractive and up-to-date structures on Central (see Como Motel). A viable inviting pedestrian friendly Main Street that offers restaurants and other consumer attractions. Attractive and inviting walking corridor under Central at Belt Line. Most people would not dream of walking from the neighborhood on the West side today.
- Environmentally aware while providing state-of-the-art facilities.
- Revitalized, friendly, hooka-bar-less.
- I would like to see a better mix of business establishments i.e. American style restaurants.
- Highlighting landscaping, Dart and pedestrian access, go to businesses for dining/entertainment
- I want the are to be busy and alive. It would be great to see the history we have polished up and showcased along side some really progressive businesses.
- A mix of shops that are family friendly and that you don't have to detour around to prevent visitors from seeing.
- Vibrant; a place that's that's a magnet, a destination.
- More retail, better variety of restaurants.
- Small special interest restaurants and businesses that encourage pedestrian traffic on the western side of Central
- More pedestrian-friendly but with clearly marked parking areas, better traffic management
- Family area with restaurants, shops that kids can go in, safe, clean
- Family friendly, pedestrian safe, community oriented.
- vibrant, mixed use area with lots of activity during the work day and evening hours
- Destination. Entertainment. Clean. Eclectic
- A young, vibrant area with multi-use development (a healthy mix of new development and renovating existing, historic buildings) with quality restaurants and shopping at different price points to attract the many demographics in Richardson and a place to give someone outside of Richardson a reason to go there.
- master planned area with shops/restaurants/housing; however incorporate the existing buildings to keep an "ole town" feel. fountains, outside seating, walking. Movie theater such as Angelika, Trader Joes!!!
- Make a Farmers Market maybe where the old one was..which would be under the tracks now. Try to bring business to Richardson. TRY to save what OLD HOUSES are left. While downtown was never big, try to bring in thing like Mckinney has where families want to go..even if you have to revamp to make a square of some sort. Looks to me like Richardson as already made some no so smart choices going way back, when they stayed dry..
- Community, encouraging local, family owned businesses.
- Community-based activities and establishments. Walkable community with cafes, restaurants, and other date night activities. Running trails and parks.
- Energized, revitalized, sustainable, prosperous
- I'd love to see it be more like downtown Plano - historic buildings and active businesses (which the area already has) with nearby parking areas to make access easier and bring more customers to the area.
- Possibly something like the Mockingbird Station area.
- Keep the historic buildings but clean up the street. Put more diverse restaurants, shops instead of all Middle Eastern places. Get rid of the smoke shops.
- I would love to have a downtown Richardson that is similar to what the city of Plano did on 15th and Plano Road.

- Clean. Inviting with interesting shops, unique vibe, historical bldgs kept and used nicely. Traffic problems resolved. Walkable. Trees, sitting areas, shade, lighting. Much less concrete. Safe.
- Vibrant, with a combination of small and large businesses - mom and pop and chain - that is easy to get around and ha a look and feel that is both modern and echoes back to the mid century growth days
- I would like to see an area with lots of greenery, well-preserved older houses, mom & pop businesses, and many ethnic restaurants. I think these things give a sense of a community that is interesting, creative, and solid, which I believe is representative of this part of Richardson.

3. *What one or two changes in the next few years would have the biggest positive impact on this corridor?*

- Renovate the old buildings and attract innovative, forward-thinking small businesses.
- Just having Alamo Drafthouse come in will have a big impact. I think getting some of those unique higher end anchor tenants will do a lot to spur interest from private developers.
- Bringing in new business
- facelift on businesses, better landscaping
- Bring in upscale entertainment business that will attract people from all over the metro area.
- 1. INDEPENDENT BUSINESSES. Supporting local entrepreneurs and businesses that espouse an Austin type of ethic (conscientious consumerism) will enrich the Richardson brand and bring in more dollars, as these businesses can command a higher price point that people will pay for if they feel their dollars are aligned with their beliefs (i.e. sustainably sourced food > food from factories in China). We believe in the American Dream - so prove it by supporting local, independent SMBs. More money is good, but money coming from the right people going to the right places will have a much bigger impact than just raking in the same ordinary middle America dollars that don't give enough back to their community in terms of prestige and reputation.
- 2. BEAUTIFICATION VIA NATURE. One of the most breathtaking yet overlooked qualities of the area is all the mature landscaping - giant, towering trees that have been there for years and years. More lawns. More green. More opportunities for people to lay out picnic blankets and read, or walk their dog, kids, go jogging. Unique, sustainable landscaping that won't suffer during a drought, to demonstrate by example how ecologically and economically conscious landscaping can be beautiful. Make this the kind of place people will want to snap pictures on a beautiful day to upload to the Web and boast about this gem of a town - or attract artists with easels to sit down and spend the day painting a beautiful Main St. scene to later sell at the Cottonwood Arts festival.
- Clean it up, parks and parking, Get those with money to buy in.
- Start cracking down on business owners to keep up their property if they want to remain in Richardson. Secondly, make it a place where you want their residents to spend money so it goes back into the city. I hate the fact I have to go to downtown Plano for a cool place to hang out with friends or have a nice dinner. Even downtown Garland looks better than Richardson!
- Urban housing redevelopment. Active and attractive life in on Main Street that allows new development but protects the few old buildings that remain. Narrow Polk Street.
- A general clean up - uniformed storefronts, paved sidewalks and get rid of those HOOKA lounges. There is a place for them but not on the front porch of the city..... Geez, who is on the planning and zoning board - stand up and fight the obvious???
- Downtown renovation, more parking.
- Obvious activity
- Family restaurants.
- enhance the old facade

- Attract good small and chain business, retail, and dining to the area with expectations to enhance architecture of buildings with some common theme to tie to Richardson culture
- See #2 above.
- increasing revenue, determining a better traffic flow through the area while increasing the ability for people to park close and walk 1 block or less to businesses. define building codes which retain the “main street” feel but encourage a little contemporary flare -- we don’t want everything looking the same. Define a way to implement clear signage with the store name and street address to help customers/patrons easily identify their destination without adversely impacting traffic flow.
- The new movie theater should be a big boost. East of Central needs to start over.
- Redevelop all the run down strip mall business along the access road to Central.
- Get rid of the junky looking places and make it look more attractive. Concentrate on law enforcement and code compliance
- Spruce up the existing buildings and sidewalks, get rid of the ugly concrete planter boxes. Eliminate parking on Main Street. Put up some attractive lights with hanging flower baskets. Replace sidewalks with brick and add some benches. Do something to attract new businesses.
- new commercial development.
- Remove trashy business and tear down decaying empty buildings. Make corridor an attraction for those who live outside of Richardson to visit.
- More diverse retail and entertainment
- I’ve never seen a highway like 75 effectively bridged by re-development. Don’t try. Pick a couple small nodes, get the street grid re-connected and the sidewalk experience improved so that you can circulate safely and easily on foot, in the shade. Lots of dining al fresco, a park, maybe a farmer’s market. My pipe dream

would be for a tram/streetcar/trolleybus connector to Addison and Downtown Carrollton.

- Street and sidewalk improvements. Creative lighting along the street... more landscaping. Nice stonework.
- Enough hookah bars...Bring back the Farmer’s Market, restaurants, a few boutiques, walkable, and gathering spaces for “pop up performance art,”public art and public play. “Take it back” like Plano did.
- better appealing businesses, traffic control
- Restoration of downtown buildings, adding trees, shrubs and green space/pockets. Encourage outdoor tubs of flowers and greenery. Keeping the traffic moving.
- Clean it up. Attract more business. Better parking.
- 7-11, Jack in the Box and the entire shopping center needs to be torn down. With the loss of Whole Food coming I would love to see Central Market, Sprouts or a small village with high end shopping placed where the Richardson Heights Shopping center is located. Downtown main street has turned into hookah bars and other undesirable destinations. All of these concerns need to be addressed I receive notices all the time concerning items of really no concern and it bothers me that I drive down the street to see these businesses and I’m told over and over that Richardson is proud of Beltline it is their main through fare
- New retail and improving pedestrian accessibility.
- I have two contradictory wishes cohesive decoration, maintaining the the more original old town sort of feel.
- Go after the residential houses with Code enforcement. The businesses don’t look too bad, the houses look very bad.
- Grocery and restaurant options.
- get rid of those hookah bars
- Get rid of those unsightly strip malls and office complexes on the east side of Central. Improve access to and parking at main street business area.
- clean it up and get rid of some of the slum looking businesses
- continuation of street to trails / bike lanes redevelopment
- Improved pedestrian accessibility and safe, nearby parking around the

downtown perimeter.

- visual improvements
- I think introducing a couple of establishments that would help encourage pedestrian traffic from the surrounding neighborhoods, perhaps a coffee shop or something. General widening of the sidewalks and beautification efforts would help as well. I also think introducing a signage standard would be nice, since so many of the outdoor signs clash pretty obviously with the cool historic architecture.
- Introducing successful businesses and tenants that take care of the properties and care about developing relationships with the community.
- Create an environment that rewards individuals rather than government. The government does not need to “fix” anything. Simply let a free market, capitalist society work. For those of you who don’t understand what I mean - that means if a business does what people like, they do good. If it does what people don’t like, they do bad.
- See statements 1 and 4.
- Redevelopment of the entire area to better mirror other improvements made to other parts of Richardson already. Green areas, restaurants, shops. Businesses that appeal to the large majority of people. Not the very select few.
- Better traffic flow and diversity of businesses.
- catalyst incentives for Heights shopping center redevelopment or new tenants extend landscape that was done to the north farther south civic gateway elements on 75
- sit-down coffee shop featuring local bands/artists, clearly marked bike lanes/pedestrian crossings
- New businesses and restaurants. We have enough multiculturalism in Richardson now. Stores & restaurants that would appeal to American Richardson citizens. Please no more Hookah bars, Indian or Chinese restaurants or Dollar Stores. I don’t consider

myself prejudiced against anyone, but I think we have enough businesses that cater to other cultures now.

- Having a DART station nearby and giving a chance for other business types that attract young people (beside hooka bars) would significantly improve the liveliness and business. If the city absolutely needs hooka bars, I support fewer, decent, and creative hooka bars. They look shady the way they are.
- 1. Cleaning it up 2. Attracting desirable retailers, etc. that cannot currently be found in the metroplex (e.g., like the Alamo Draft House)
- Clean it out rebuild a friendly inviting place for people to interact
- 1) Use whatever tools the city has in place to control the types of businesses moving into the area - minimize the businesses that indicate economic depression (cash for gold, check cashing, quick loans, dollar stores, hookah bars) and encourage businesses that are widely considered to be desirable for a neighborhood (restaurants, coffee shops, bakeries, independent shops). 2) Keep the area culturally diverse and do not allow it to become dominated by any one culture. Do not allow it become boring white bread, but also don’t allow it to become known as “Little (fill in the country)”
- Continue to remove the questionable businesses like the stripper bar b que place and the Spanish speaking only clinics and convenience store with the slots in the back. It would be great if you could bury the power lines!
- Old businesses freshened to new look or retro classic look. Bring in several higher end restaurants (preferably a mix of well known chains and new original concepts, but NO fast food or “Chili’s” type places). Get rid of hookah bars and legally force the “adult” businesses out. Do something with all the vacant buildings.
- Clean up and redevelopment with resident and visitor friendly enhancements.
- Remove zoning limitations to allow for redevelopment and more organic growth. However, be mindful to preserve historic structures

along Main St.

- New development regulations that help to encourage building types (form based code) and uses that achieve the vision. Less industrial, drive throughs, automotive stores along Main Street and surrounding blocks. Move the big AT&T building elsewhere. Disallow automotive businesses.
- Knocking down the old buildings or requiring a central theme to unite the city blocks. Eliminating hookah bars and ethnic restaurant majority. Not allowing windows to be pasted with ugly, loud and large signs.
- Encourage quality retail with incentives (private/public) Improve the streets and eliminate the 'jogs' in lanes.
- Tear down or renovate the old junky buildings downtown. Make the streets more pedestrian friendly.
- less hookah (sp?) bars on Main Street, grass kept, the storefront at Greenville and Belt have a occupant. I appreciate the diversity of Richardson but in such a small spot (main street) to see several hookah bars and a hookah pipe store isn't a positive image for me. I'm glad to see the motel on Central go.
- Lighting
- Get rid of the hookah bars and tone down the Middle Eastern theme. The area has long been known for it's wonderful "China Town" - I've always heard that if a business displays its name in both its home language and English that all are welcome. I don't like seeing all the arabic all over the windows. Clean these businesses up - tougher codes and enforcement - try for a Historic Designation kind of feel
- narrowing Main and Polk streets. Urban housing in the corridor.
- See last point above. But, we also need city to encourage re-development of the Main Street business. Not very much there to attract me today.
- More attention paid to aesthetics/environment in developments.
- Get rid of the hookah bars!
- Bring back the old downtown look as it was in the 40's & 50's
- Divert the passthru traffic around the central area, make it a destination place with parking, pedestrian access, landscaping
- Finding some way to remove the barrier that is Central Expressway would be interesting. Not getting rid of the highway, of course, but finding some way to make it less of a barrier.
- Raze all hookah bars!
- Relocation of light industry to other areas of the city, redevelopment of what remains.
- Making businesses upkeep their building like homeowners should be required and enforced.
- While I can appreciate the desire for multicultural shops, some balance with more traditionally American cultural and artsy shops would make west Central shopping centers more appealing to more of the local neighbors, and extend outward beyond the neighborhood.
- I really don't know; more community participation I guess
- rebuild/referbish the area to make it a desination for families and evening entertainment. Being able to walk around safely is important.
- Increase curb-appeal, bring in family friendly venues...bye-bye hookah lounges.
- updated retail/restaurant and improved parking
- Curb appeal/ Store frontage. (Have better regulations about signage in town... alot of the signage can cheapen an otherwise nice plaza) Entice better shops/restaurants. (As we are looking for locations to open a new modern/hip restaurant this area currently does not appeal to us as we hope it would.)
- Tear down the dated, non-historic buildings to make way for tasteful development and incentives to existing owners/tenants to rehab the current historical properties. I would also like to see some sigange restrictions to fit with a historical setting and a more multicultural restaurant scene (only having Indian/Pakistani cuisine is not multi-cultural).
- build up Main street between Central and Greenville Ave.
- No IDEA.. unless you could make Heights shopping center more like

a square and redo it all..everyone knows about the movie house coming ..no one cares... Maybe find a spot to put in a drive-in theater again..those seem to be making a come back

- Better walking around and bringing more “destinations” for residents to do things.
- More local (not chain) affordable places to eat or other good date night activities that doesn't involve us going to Addison or downtown. Would love more safe places to run. Sidewalks would be a huge improvement even if running trails aren't built.
- Managing urban blight at Belt Line & Central and Spring Valley & Central; attracting business that will draw non-residents to Richardson to shop, dine or for entertainment; cleaning up the ratty residences and buildings along Belt Line and Spring Valley by holding property owners accountable for maintenance
- Parking areas like in downtown Plano.
- Easy access to mutliple venues for a wide variety of people.
- Clean up the exterior of the historic buildings. Brick streets similar to downtown Plano. More shops and sidewalk cafes. Less funky shops. A cleaner newer image. Maybe take out some of othe makeshift little cottages. No more empty storefronts.
- Business on the corridor have a cultural aura. This diversity is wonderful, however, it does limit the traffic that frequents those establishments,
- Regulate the types of businesses allowed in the area. Regulate building styles/size and demand good landscaping, not just some token plants, dead in 6 mo.
- A plan of action that has good design and flexibility, and targets a couple of keystone sites for aggressive renovation and new business injection. I.e., the Montgomery/7th street approach in Fort Worth.
- Enhancing foot/bike traffic through the corridor and better access to light rail by bike. I think this will draw more people to the area and encourage businesses to come. I hope that some green space north of the Main Street area could be expanded and turned into

a small park further encouraging people to make Main Street a destination.

4. *What are the most important features that make Main Street a unique place and one that is distinctively Richardson?*

- Richardson should be proud of its cultural diversity and should showcase that asset with a variety of family-friendly establishments.
- Just repeating myself, but the 1960s mid-century modern feel is distinctly this area of Richardson. Beyond the schools, that's a big part of what drew us to the neighborhood.
- The architecture
- The old downtown feel.
- * One-of-a-kind buildings. They just don't make buildings like they used to, like the ones on Main Street. Imagine: restoring them to their vintage, retro beauty, with modern updates like energy-efficient windows & lighting, FREE WI-FI (to encourage more young people to come with their iPads and laptops to do homework or work-work, or just hang out!) * A unique mix of business types and cultures. Hookah hangouts, old-fashioned hamburgers, and dim-sum are all within reach. Explore the world in your own neighborhood! * Astonishingly close access from central Dallas to northernmost suburbs. Dallas is where things get expensive. Addison is “a food court with its own zip code.” Plano, Frisco, Allen and McKinney are the land of soccer moms and retail chain consumerism. Richardson is where people who want the means with which to live a safe and inspirational lifestyle right-smack in the middle of everything. An oasis from everything else, uniquely its own, as determined by its residents who would, for example, rather ban large signs and billboards to keep it feeling like a neighborhood instead of one big live-in shopping mall.
- Not much yet. I see a lot of historical pictures in City buildings and at Raising Cains, very cool.
- It's Main Street in America! Any main street in America has a

little bit of history along with being the hub for life. In our current downtown area, there are very few places to attract customers from either another city or from the plethora of high tech businesses in the area like Fossil, BCBS, or TI. Make it a place where people want to flock to on the weekends as well as during the regular week.

- I don't think it is distinctly Richardson at the moment except in negative ways.
- Today? Nothing. It should be a place that invites folks from the city and all over to want to come and shop, check out live entertainment and spend a few hours and dollars. Always allow free parking. Folks will spend time/money if they don't have to worry about how long the meter has left....
- None.
- A short(2 blocks long) MAIN STREET
- Some original buildings still there, history needs to be protected and utilized.
- nothing really
- The history of the buildings that has been lost
- The original buildings. But not the businesses in those buildings. Nothing else is unique since the "fruit stand" was closed. That was the best of "downtown Richardson".
- Not much to brag about. When we have out of town company we never think to go there and "show off." But in all fairness neither Plano or Allen has much going for it.
- Retain the old look as Plano has done but also encourage business investment in the area.
- The few historical buildings that remain.
- It is the "old downtown" Richardson.
- The possibility of making it historic and attractive and keeping the small town air.
- Right now, seriously, nothing. So many long-time Richardson residents describe the hometown feel and how they moved back

after living away for a few years to be back home. People from other parts of the metroplex look at them in disbelief because they think of this part of Richardson as a dump. Just a couple square blocks that felt like a small town home could totally change this. The area for the study seems way to large. If you spread your efforts that thin, I don't think any one part will be strong enough to achieve any "critical mass".

- The old ice house. The police and fire stations. The little strip center facing Central.
- What it was when my family moved here in 1958 - pedestrian friendly, a hub of activity, the movie theater, drug store and most importantly, the farmers market - the colors of the produce alone added so much and drew people in every Saturday morning. (These are features that make any Main Street.) What IS unique about ours is that it really is centrally located in Richardson and has so much potential.
- now? nothing
- The small business and different styles of buildings but what I think of as distinctively Richardson is mostly gone -- the old building along the tracks.
- I'm not sure I have an answer for this question.
- Richardson has the potential to have a small town feel in a large city. I think that a lot of people would love to live in a small town environment although they are in a large county.
- Building facades, Pizza Villa, and Del's Charcoal Burger.
- I have lived here my entire life and it is hard for me to think of "distinctly Richardson" sorts of things. We were always referred to as a bedroom community with churches on every corner, then we became a sort of international mecca starting with Vietnam refugees as far as I can remember, then technology took over. So, I guess an old western town theme with multicultural places to eat and technology places to shop, but the one thing that I really want back is our vegetable & fruit outdoor market that used to be downtown -- and personally I would love to have the feed store back.
- Old downtown, small town feel,
- The two story buildings through Main Street, vintage signage and

variety of cultural dining opportunities.

- good restaurants
- Right now it's the constant traffic bottlenecks. It could be more like Historic Grapevine or McKinney's public square.
- It should have a nice friendly appeal. Look at Plano or McKinney's downtowns...very quaint
- older style signage
- Architecture, location, types of businesses - especially north and south of Main Street on Greenville. In my opinion, Greenville is the "Main Street". Historic photos of Richardson show how Greenville played the most important role in the city's development because of how it paralleled the Railroad tracks and linked Richardson with Dallas to the South and McKinney to the north.
- Retain the current building with information plaques as to the original use, date & pictorial etching
- Definitely the architecture. I think maintaining the integrity of the buildings is key.
- I'm not really sure that there is anything that stands out to me right now.
- Nothing distinctive.
- Right now it is the hookah lounges....which I am not in favor of. I think there is a ton of potential for development in Richardson but currently not impressed with what there is to offer.
- Could be the defining entry to Richardson and the center of the city.
- Good restaurants/cafes/pub that would provide some suburban "nightlife" like Knox-henderson area provides.
- scale of the street is tight but businesses and streetscape do not encourage pedestrian activity. the Chase bank building causes a huge void in the streetscape and comes across as a no-man's-land. Del's burgers. overall businesses are pretty crappy and there's no experiential structure.
- the locally-owned and operated businesses. You can go anywhere to find the chain stores and franchises, when I want to shop/support

local Richardson, I go to Main Street.

- Refurbished old buildings. Easy available parking. Good restaurants and shopping. I hate taking my business to Plano, Allen, or Firewheel. I would like to keep my dollars in Richardson - but there is nothing to draw me into Main Street right now.
- Diversity.
- Great central location - accessible - proximity to downtown - and the awesome mid-century architecture - leverage the great history of the area
- ?????????????? None come to mind
- The older buildings, cultural diversity, older residential homes right next to it - that's about it. Main Street has no personality right now.
- Small businesses
- The older original buildings. They could be utilized like downtown Plano's old buildings and into a real draw for residents.
- Nothing that I can see.
- The old commercial buildings along Main st, east of Central, must not be torn down. What precious few pre-WW2 structures we have left cannot be thrown away.
- Very little currently. The block sizes and building patterns make the area unique within Richardson, though the individual buildings could be changed.
- Very little there now.
- Right now the only thing that Richardson has is ugly and cheap. Until we start limiting and regulating what shop owners are doing, the street will be as dirty and poor looking as a street market in a third world.
- Is there truly a Main Street? From what I can see from 75 to Greenville needs to be demolished from the streets to the buildings. Honestly, just rename the street officially back to Beltline. This section is the Asia/Middle East ethnic area and the quality of the retailers (except for Pizza Villa) is forgettable.
- Can't think of any.

- I don't see anything that makes it unique
 - The old buildings between Interurban and Greenville along Main give the area character.
 - It IS the center of our city and where it all began!
 - It is not "distinctively Richardson" right now. That is part of the problem. It does have a mix of old and new buildings.
 - Today, nothing.
 - Its proximity, a great location in North Texas.
 - Nothing right now.
 - Hookah bars
 - A few of the older buildings, otherwise nothing distinctive that I would keep
 - I love the old buildings. Wish we had more of them. I suppose we could fake it with some new construction?
 - If by "unique" you mean squalid then just count the number of hookah bars.
 - The 1950's were the original tech explosion, and mid-century modern is that time's signature style. Return to the style of the space age.
 - More independant restaurants. Not chains.
 - Keeping the traditional flavor, though updated.
 - Mom and pop businesses
 - dont know
 - Richardson is a very diverse city...keeping multicultural restaraunts would be great, but also keeping some of the original architecture would be great too.
 - it appears to have been the heart of Richardson's business and retail district at one time
 - The potential for a real multi-cultural experience is very unique to Richardson and one that can really be played up. Another important feature is the residents. The residents are clamoring for some real change, something we can be proud of.
 - unfortunately, you see asian influence instead of an old town
 - Only have Dels and Pizza Villa
 - Family-owned, walkable, and places to relax like a park or shaded area.
 - Local restaurant and cafes with more community events.
 - Historical buildings, proximity to DART rail (even though the station is closer to Arapaho), Interurban (cool little street, quite underutilized)
 - The buildings and the local businesses. I would hate to see the small business owners who are there now get priced out of the neighborhood due to the improvements but that may be beyond the city's control.
 - Shopping, good restaurants (not fast food), could make this a unique place and one that is distinctively Richardson. As it stands now....we are lacking greatly in that area.
 - The old buildings. Glad the new movie studio is going in at 75 and Beltline.
 - There isn't anything that makes the area stand out from what it once was.
 - The quaint buildings and old shopping centers. But, it's hard to say, since it's been an ugly, unviting area since I started working here 20+ years ago. Many of my fave shops have left for other areas.
 - The potential for the Heights shopping center and the underused land on the east side of Central
 - I like the old feed store and hope someone can re-purpose it, I like to acknowledge Richardson's roots. I think the ethnic communities and restaurants all around Main Street speak well of the Telecom corridor and would be attractive to technical companies relocating here.
5. *What image does this 'gateway to Richardson' present as you approach it from Central Expressway today?*
- I don't think it does really present an image. I just think it's a shame to see vacant buildings and perfume and hookah places.
 - It's not the reality of what Richardson is in my mind. Its current appearance makes Richardson look low income and run down.
 - looks like Richardson is not progressive, been left behind
 - Needs more popular places
 - Retail that nobody wants or is asking for anymore. Old-school corporate lifestyle nobody lives (or wants to be a part of) anymore. Yet it hearkens

back to an older time back when people really cared about where they lived and what that said about its people - the soul of the neighborhood. Would that we could bring back that era, where people KNEW their neighbor and spent more time out and about to do their shopping and socializing

- The landscaping is great. Not a great presentation on approach from Central now, most likely a great landscape and tasteful sign north of Beltline and visible from Central as well as street visual.
- Looks like you are entering the slum district of our city or little Asia section. I'm all for small & local businesses but we need to get stricter regulations to hold business owners accountable for certain standards to their store front. Face it, if our Main Street was on the west side of 75, this revitalization effort would have been done years ago.
- Hookah bars and run down buildings. US75 - tired unplanned suburbia.
- Today? Nothing. See above.....
- Not a good one.
- confusion and lack of purpose
- Right now nothing appealing. Just a lot of hookah bars!
- old (not in a good way) rundown
- Looks like another "down-on-the-luck" small town with nothing to offer
- Certainly not a gateway. Just another old street.
- congested traffic, unable to clearly identify street addresses. I'm not bothered by the different looks to the buildings but a consistent signage for business names and addresses would be a definite improvement.
- An old city.
- SEEDY!!!!!!!!!!!!
- That the city doesn't care what people driving through the area think about Richardson. It should be attractive and inviting rather than looking run down. Too much traffic and too many cars parked on the street.
- Not very positive. It has been ignored.
- mechanic shops and hooka bars
- Portions are looking great with restaurants, and shops in a nice atmosphere. The portion by Main Street and Central is old and does not provide much unless you are Indian.
- It looks like the area's best times are far behind it and everything desirable moved north a long time ago.
- The appearance today is sad. It appears nobody cares about it or appreciates its value.
- Not an image of a sustainable, pedestrian friendly, vibrant downtown image that a City would want to refer to as a "Gateway."
- hush posh of businesses and smoke shops!
- An old, sad lady trying to make the best of her fixed income as the world crashes around her.
- I think it looks old and unorganized.
- Low end, Distressed, Need of repair, a hub for transients. Exudes a very negative image compared to the other exits of Richardson.
- Nothing that sets it apart from the undesirable areas of north Dallas.
- It seems out of date (and not in a historic way) and sort of low rent.
- The image of Richardson in the 1950s with people walking, working, buying in downtown. Where the past meets the future.
- Dilapidated and transient
- old and crowded
- Tacky.
- slum
- Unimpressive at the moment but I am optimistic of The City's ability to change that.
- has been
- I drive down it every day, and it strikes me as a bit run-down and unplanned, with few businesses of general interest. I've lived less than a mile from there for almost 4 years and have never even gotten out of the car except to get gas at the Shell.

- It has improved even since I have moved here in 2010, but I still feel that it feels dated.
- Increased property tax dollars to the citizens. A feather in the cap of some local politician, but the average citizen gets nothing out of it. How about eliminating the Code Enforcement department, allowing individuals their Constitutional rights and stop catering to special interest groups and wealthy contributors to your political campaigns.
- Currently the image is not good. I live in Duck Creek and love the area there but as I exit Beltline to head home the area is dull and needs a serious facelift.
- Old, run down, not attractive. Lack of pride.
- Not much of one, just a hard to drive down street that quickly turns into a turn-only lane.
- haphazard and tired. barely hanging on. transitional trending down not up.
- not bad, but a touch seedy. I think it's because of the empty/unused buildings. They need to be remodelded and refurbished for new businesses or replaced with new local businesses.
- Run down businesses, dying landscaping, no parking, absolutely nothing that draws people in.
- Unattractive and unwelcoming.
- a tired old city, left behind. I get a different vibe when you get into the telecom corridor that seems fresh and current. it's just a bit sad that there is no DART station on main street to help the growth.
- nothing a drive throught to a destination
- ?????????
- Nothing. Central flies over it and there is nothing that stands out - icons that were once recognizable (Heights Shopping Center sign) are gone or changed into something soulless and forgettable. If you exit and drive along the service road, you see Walmart, auto repair shops, car dealerships, cash 4 gold places, lots of empty space and a couple of chain restaurants. There is virtually no reason to stop

here at all - it's just a stretch of Central between Dallas and Plano and most people are probably too busy cussing the High 5 traffic to even notice they just drove through Richardson.

- You would never know there was a nice neighborhood back here! Transient people and gang looking folks. Streets are dirty. It all looks pretty sad.
- Currently? It currently looks tired and not at all interesting. Just some place to drive through on the way to something else more interesting like downtown Plano or The Shops in Allen. Or North Park area. It's rather embarrassing that the City didn't update the area when the tax money was flowing in better during the dot.com years. There's a lot of catching up to do.
- That we are a city in need of a better 'introductory image'.
- There is a giant ugly parking lot around the Chase office building. It is more pleasant to think of the unique restaurants around the Greenville Ave intersection and Alamo Draffhouse (!!!) coming to the southwest corner! The Asian thing on Polk and Sherman is great too (almost forgot about it).
- "We love cars and low-rent retail!"
- It shows Richardson as a poor neighbor to Garland. For the American-born community, it is an ethnic horror because they are the only businesses that seem to want to open here. We are losing any distinction as an all-American city or even one with just pockets of ethic neighborhoods. I am ashamed to bring family and friends here because of the disgrace that has been allowed to proliferate all the way down main street. We have no draw here for Texans, there is no reason to stop except for gasoline.
- Well when you enter from the South and see the COMO motor in = Dated! and most likely a flop house. Then next is the attempt of the mile of cars (or should I say 'lot of repossessions'). But then again Richardson is a four exit city (Spring Valley, Beltline, Arapaho, Collins/ Campbell and Renner). Assuming that traffic is flowing on Central the impression we have is all of 5 minutes?

- We don't care about this area.
- small town, run down, businesses there are greenville sometimes let the grass grow too high, it gives the idea that we don't care what it looks like. ChinaTown has certainly improved their appearance
- Funky, fun.
- again, dirty, unwelcoming, heavily Middle Eastern, just a street you have to go through to get from east to west. Richardson has in the past always done a superior job maintaining a wonderful community - a great place to live, work, and play! I grew up in Dallas and always wanted to live in Richardson - and have now for almost 20 years! But in the recent past, things have changed - seems like the city doesn't really care much about what businesses open in our city, We chased off a Walmart, tried valiantly to get rid of SOB on Central. Now the east side is littered with empty store fronts and PayDay Loan and such businesses.
- Old and in need to redevelopment.
- Old and passed by.
- Open to some wonderful opportunities.
- Seediness and neglect.
- It to me, is a gateway to the Muslim controlled community that exists in the downtown area as of today.
- passthru on your way somewhere else
- All Main Street says today is, "We like hookah bars." Seriously, I don't have anything at all against ethnic businesses - I think they're a great part of our city - but how many of these things do we need?
- A low life, squalid ash tray!
- Currently, the gateway blends in to the rest of the landscape when driving down Central. On the access roads, it appears "quaint" and tired. Hopefully through redevelopment and reasonable sign zoning changes, the area can return to a vibrant state in appearance, from both on and off the Expressway.
- Fresh and clean.
- Hodge podge
- Run-down; other people tell me Richardson looks 'ghetto' but I live here and I know better.
- This is the perception of the city from anyone visiting. Its a major intersection that should represent the work the city has done in the neighborhoods and should represent the interests of its citizens.
- Currently it looks run down and unappealing
- old and tired, not exciting
- As of today it doesn't paint a picture of a vibrant, thriving community. It presents a picture of a dated and tired City which is unfortunate because this does not accurately describe the people of Richardson.
- nothing. The first thing you see is the old shopping center across from the Chase Bank building at the corner of Main street and central.
- nothing except to stop and see family..just passing by to go eat and shop in Allen or Mckinney
- Disjointed, a collection of ill-fitting parts. Some great places like Del's, but overall, a mismash of places.
- I'm not sure if you mean currently or the future gateway to Richardson? Future gateway would invite people to park their cars elsewhere and walk or bike through the sidewalk businesses and cafes.
- Today, the "gateway to Richardson" looks old, tired, worn, unkempt.
- I love driving through and visiting this area of Richardson but as I said in answer #1, it needs a little revitalization. It's a lovely break from some of the bland office parks that we have here and it's also a bit of a showcase for the diversity of Richardson which is one of the things I love most about this city. Make what is there better, don't just bulldoze and build something new that the people of Richardson have no connection to.
- Currently, beaten down, inner city look, looks like part of Garland - the worst parts.
- Not a good image. One that says the citizens and city fathers just

don't care about it.

- This corridor shows that Richardson has a large Asian and Islamic community. It also, leads towards an image that Richardson is changing and maybe not for the better.
- Keep going. Lock your car doors. Don't stop.
- Unified but still diverse in look, feel, business and residential with numerous small businesses, as well as chains and some bigger stores, a la main street San Mateo, Redwood City or Palo Alto

City of Richardson Main/Central Questionnaire 1

Please share your ideas about the Main Street / Central Expressway Corridor...

Please use this short questionnaire to share your perspectives about this corridor today and its potential for the future.

1. What short statement describes your image of the Main Street / Central Expressway Corridor today?

2. What short statement describes the corridor as you would like it to be in 2020?

3. What one or two changes in the next few years would have the biggest positive impact on this corridor?

4. What are the most important features that make Main Street a unique place and one that is distinctively Richardson?

5. What image does this 'gateway to Richardson' present as you approach it from Central Expressway today?

Your Involvement with Richardson

City of Richardson Main/Central Questionnaire 1

Please tell us something about yourself and your connections to Richardson. These questions are optional.

6. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80 or older

7. What is your gender?

- Female
- Male

8. How long have you lived in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I moved here this year
- I don't live in Richardson

9. My current housing situation is

- I own and live in a single family detached home
- I rent a single family attached home (such as a townhome)
- I rent an apartment or other multi-unit building
- I rent a single family detached home
- I own and live in a home in a multi-unit building (such as a condominium)
- I own and live in a single family attached home (such as a townhome)
- None of these describes my housing situation

Other (please specify):

City of Richardson Main/Central Questionnaire 1

10. How long have you worked in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I started working here this year
- I'm in the work force but I don't work in Richardson
- I am retired, a student or otherwise not in the workforce

11. My current work situation is ...

- I own a business
- I work for a private business
- I work for a non-profit organization
- I work for a city, county, school district or other government agency
- I am not currently in the work force

Other (please specify):

12. I currently work in:

- Richardson
- Within 5 minutes of Richardson
- Within 10 minutes of Richardson
- Within 15 minutes of Richardson
- Within 30 minutes of Richardson
- More than 30 minutes from Richardson
- I am not in the work force

Other (please specify):

Your Contact Information (Optional)

13. If you would like to receive information about this project and future workshops, please provide your contact information (email, phone and/or mailing address) below.

QUESTIONNAIRE 2 (OCTOBER 2012)

BACKGROUND

The online questionnaire was developed to provide an opportunity for input from anyone interested in the future of the Corridor. It was designed to elicit open-ended comments about the Preliminary Concepts for the future of the Corridor that had been developed through September. These Preliminary Concepts were communicated through a packet of information posted on the website; respondents were asked to review this packet before completing the questionnaire.

The questionnaire included nine substantive questions, followed by optional questions about the respondent's background and involvement with Richardson. A final question gave respondents the ability to provide contact information to the City.

The questionnaire was live on the City of Richardson website from October 17, 2012 through October 31, 2012. During that time, 21 respondents began the questionnaire. All of these respondents finished the questionnaire, giving it a 100% completion rate.

QUESTIONS

This report contains the list of questions and (for those that were not open-ended) the answer options.

KEY RESPONSES

The people who provided input through the second online questionnaire had different characteristics than those who used the first questionnaire. They were generally older, more likely to be male, and more likely to work in a private company in Richardson. Almost all respondents had been involved in this study before they completed the questionnaire, and 90% indicated they had reviewed the online materials.

The questionnaire respondents supported the preliminary direction for the Main Street/Central Corridor area. A large majority (81%) indicated that they 'agree' or 'strongly agree' with the statement that "Overall, this plan described by the 'Preliminary Concepts' packet reflects my ideas about the most successful future for this corridor". This is a strong level of support for these concepts.

RESPONDENTS

Although the questions about 'involvement with Richardson' were optional, all respondents did reply to them.

As Figure 1 indicates, they ranged from 21-29 through 70-79 years of age. The largest share of responses (28.6%) came from people in the 50 to 59 age range. Approximately 20% of responses came from people in each of the 30's, 40's and 60's age ranges. This is a more even distribution of respondents than for the first questionnaire.

Most questionnaire respondents were men—66.7% were male and 33.3% were female. This is again a very different demographic than the first questionnaire, for which women outnumbered men among respondents.

Figures 2 and 3 provide the results of the questions about respondents' living situation. The largest share of questionnaire respondents were long-time Richardson residents living in a single-family detached home that they own. Almost half the respondents (47.6%) have lived in Richardson for more than 20 years; however, there are also notable shares of people who have moved here more recently, so there is a good mix of perspectives in terms of length of residence. 76.2% of respondents live in a single family home they own.

Respondents had varying work situations. As Figure 4 shows, the largest group (42.9%) is those who are in the work force but do not work in Richardson. The next largest group is those who have worked in Richardson for more than 20 years.

Most of the respondents in the work force (and more than half of all respondents) work for private businesses. Those who work in the public or non-profit sectors or who own their own businesses, are a much smaller share of the respondents. Figure 5 presents these responses. Lastly, most of those who responded work fairly close to home. Over half (52.4%) work in Richardson. Another 28.6% work within 15 minutes of Richardson. Only 4.8% work more than 30 minutes from Richardson.

FIGURE 1: QUESTION 10

Which category below includes your age?

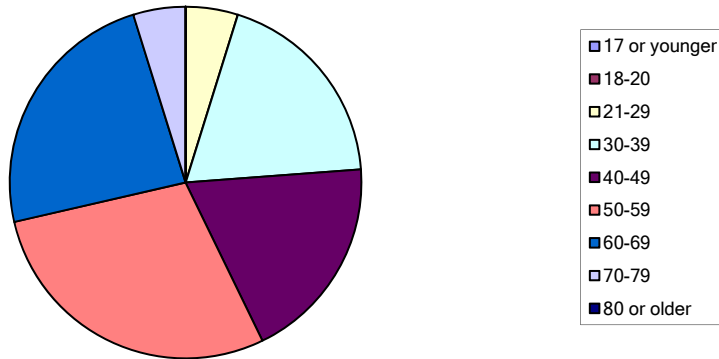


FIGURE 2: QUESTION 12

How long have you lived in Richardson?

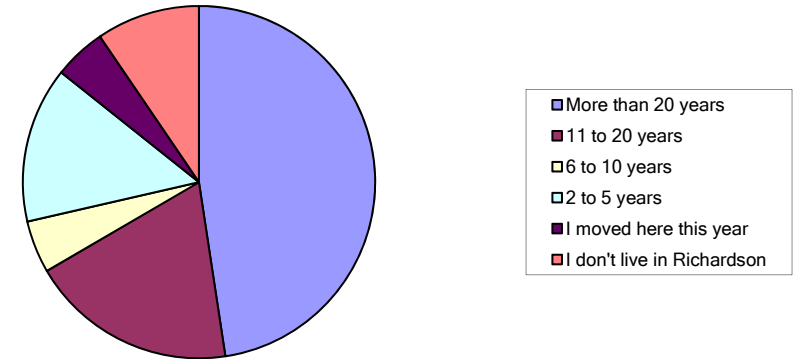


FIGURE 3: QUESTION 13

What is your current housing situation?

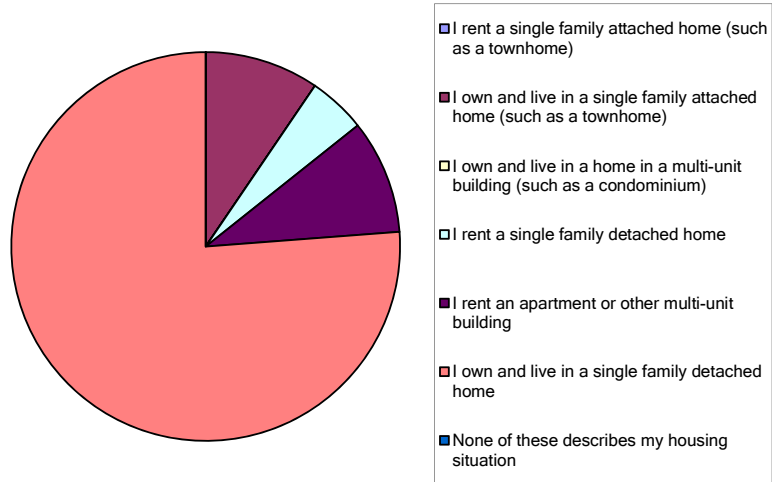


FIGURE 4: QUESTION 14

How long have you worked in Richardson?

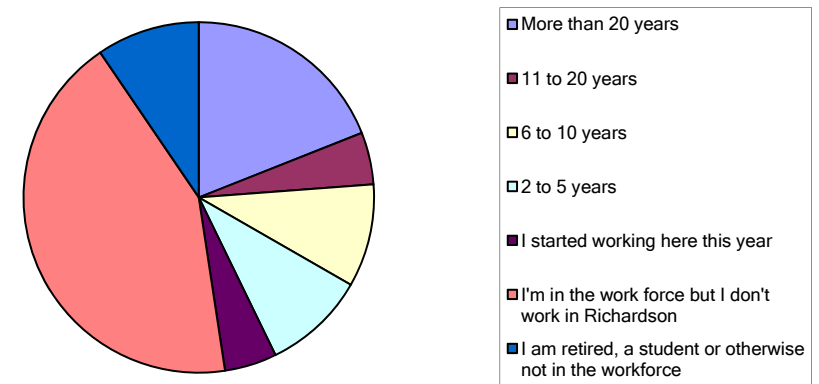


FIGURE 5: QUESTION 15

What is your current work situation?

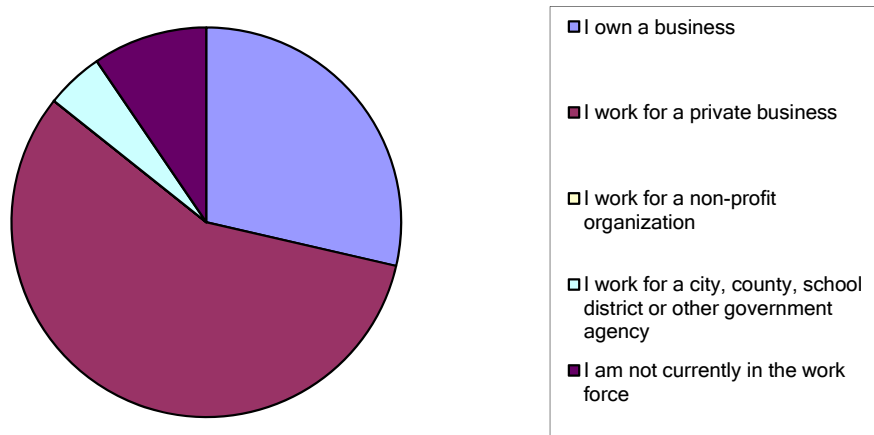
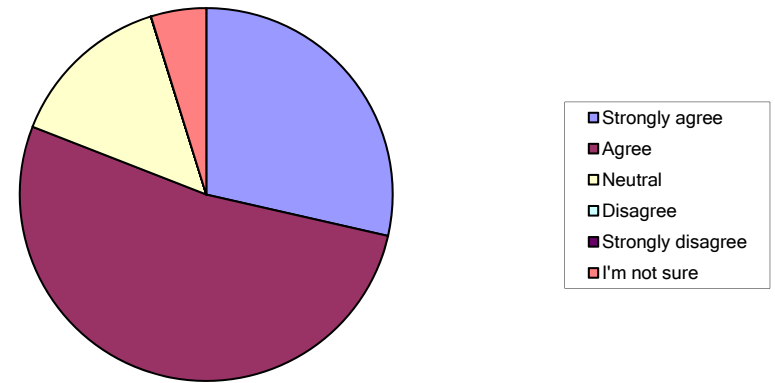


FIGURE 6: QUESTION 7

Overall, the plan described by the Preliminary Concepts packet reflects my ideas about the most successful future for this Corridor.



COMMENT HIGHLIGHTS

Questions 1 through 6 gave respondents the opportunity to write open-ended comments about information posted online regarding the study's Preliminary Concepts. All of the individual comments are provided in this report. Question 7 asked for an overall assessment of these concepts, and Question 8 provided an opportunity for any other general comments. Finally, Question 9 asked respondents about their past involvement in the study.

The responses reflect a wide range of views; however, there are some responses that reflect perspectives that are shared among many of the people who chose to comment. The themes reflected by these shared responses include:

- Many respondents favored the idea of an iconic building at Spring Valley and Central.
- Many were supportive of infill retail at and near the Richardson Heights Shopping Center. Local retail was emphasized. More places for enjoyable experiences (such as live music) were supported. Places for everyday goods and services were also desired.
- One theme among respondents was that the small, varied buildings in the Main Street area needed to be retained. Another theme was the opposite—don't worry about the existing buildings; concentrate on building something new and unique.

- The experiences desired along Main Street by many respondents included local shops and restaurants, walkable, pedestrian-friendly areas and outdoor venues for eating and relaxing.
- Replies about making the area more walkable had one general theme—any changes will make the area more pedestrian- and bike-friendly than it is today.
- Parking (more of it, more convenient and better-designed) was the most frequently mentioned important public investment for the Main Street area.

Since these comments reflected the specific views of individuals, they often included very detailed suggestions and remarks about the area and its future. These specific ideas have been considered by the City staff and consultants as the details of the area's Framework Plan are finalized.

Lastly, the comments from questionnaire respondents reflected strong support for the direction this study is taking. As Figure 6 indicates, a very large majority of respondents 'agree' or 'strongly agree' with this direction. Slightly less than 20% of respondents were 'neutral' or replied 'I'm not sure'. None disagreed with this statement.

These responses are very helpful in demonstrating support for the Preliminary Concepts and for revitalization of this important part of the Richardson community.

QUESTIONNAIRE 2 COMMENTS

1. One preliminary concept suggested by study participants is to have an iconic building at Spring Valley and Central. This would create a gateway to Richardson for people traveling along Central Expressway. What sort of gateway would you like to see here? You can describe the type of building you think will create a desirable gateway. You also may want to describe other gateway features you think are important, like signs, artwork, or other design elements.

- This idea while desirable is a distraction. create better walkable areas internally first. That can be done quicker. This idea is years off
- A building that is architecturally pleasing would be nice. Most of the businesses in this area are old and the area has a run down look. A park and fountain would be nice. I like the look and feel of the developments at Campbell and Central so something that fits in with that would be great.
- A quality building that would attract either an "iconic" owner or tenant. Buildings are long term defined by their occupant not their architecture.
- A unique mid or high-rise design, perhaps a cultural venue rather than a corporate building. A building that utilizes color as well as iconic structure. Definitely sculptures, perhaps even a sculpture garden surrounding the building. I would also like to see artwork and/or sculptures that follow a theme around the city, or at least throughout the Focus Areas to start.
- "Small music/entertainment venue like the Verizon center at Lone Star Park. Smaller seating capacity, high quality acoustics, comfortable arena seating.
- Distinctive signage for the area would begin here and continue throughout the area."
- This is a great idea! I love it, but I'm not sure about specifics.
- I don't think a large iconic building is necessary- just play up our historic charm. We don't want/need to be like other cities...
- Modern architecture building (think Perot museum in Dallas).

Tall enough to stand out to the highway. Could be commercial or residential space, but needs to accent the area. Use the 75 N corridor between Spring Valley and Belt Line to house quick service restaurants to support Fossil and the new building, and focus on Main Street for open public shopping eating space.

- Maybe Fossil could be featured more prominently. I hate driving through the Spring Valley tunnel because there is nothing on the other side I want to see or stop for (going West)...it is a means to get from Point A to Point B - not a destination area.
- I think a building containing possibly a hotel or entertainment oriented base would work well.
- "Iconic building".....Gaaag!
- "One building does not a livable community make.
- I don't want a gateway. I want east and west Richardson to be tied together. Tearing down Central would do it. Otherwise, come as close as you can."
- Iconic and sticking to our history...not something all glassy, pointy and out of place.
- Mixed use so there will be an active community, but not as crowded as Central-Campbell. The block.
- something similar to what you see in park Cities near hillcrest and Lovers
- I agree with this concept
- I think it would be great to have something eye catching that makes people want to stop in Richardson.
- As an architect, I would approach the design aesthetic of such a gateway structure with a forward-thinking innovative design approach that borrows influences from Richardson's history and future of technological achievement. Certainly not a vanilla tower of pre-cast or masonry.

2. Another concept is to encourage new uses in and near the Richardson Heights Shopping Center. What shops, restaurants, offices, housing or other uses would you like to see in this area?

- That is already being handled privately. focus on walkable internal areas closer to main street.
 - An active adult housing community would be great. This is something that is missing in Richardson. Would like to see some high quality non-chain restaurants in the area. Would like to see less “ethnic” businesses and more entertainment/recreational type venues to attract people after hours.
 - “Up market retail!!!!
 - No ethnic destination shops “” cash flow”” tenants that currently tenant the center..
 - BarnesNobel, starbucks, Jos A Bank, Talbots ect.
 - NO BIG BOXES!”
 - I like many of the stores and restaurants already in the Center, but they need to be “spiffed up”. Also, the area where Custer ends (four-way stop), and especially the strip center next to where the old post office was, is pretty run down. Tear it down and put in townhomes!
 - Specialty grocery store. Simon David?
 - “If we’re dreaming. . .
 - Outdoor dining (I would welcome most any type of restaurant)
 - Grocery store (small scale, not a superstore)
 - Bookstore
 - Toy store
 - Coffee shop
 - Bakery
 - Restaurant serving breakfast”
 - It’s already happening with Alamo Draffhouse
 - Boutique shops, restaurants, services. Level the inset building close to 75 and then break-up the combined parking lot space with smaller standalone structures, a dog park, children’s playground, and/or some other public area.
 - Higher end restaurant, more shops on the order of ones along the Coit/Campbell area.
 - Restaurants, clubs entertainment oriented businesses.
 - Shops, restaurants.
 - KEEP the richardson heights sign - that’s awesome. Try to bring more Austin based businesses to surround alamo draffhouse. The pull for ex austinites and UT grads would be very profitable.
 - Macaroni grill and others similar to it.We need better restaurants badly.
 - I’m excited about the Alamo Draffhouse. I’d like to see supporting businesses nearby, such as casual dining, beer garden, small-scale retail (apparel, etc.)
 - something similar to what you see in park Cities near hillcrest and Lovers
 - We have to many unrented, unsold property’s in this area now.
 - A classic outdoor produce market, outdoor cafe, and walkable/ bicycle-able area that connects people to their neighbors and local businesses is the way to go! It might mean that business is on the ground floor and living space is on the upper floors!
 - Richardson lacks destination retail. Most of our shopping dollars leave the city to Firewheel or Dallas. Somewhere in this corridor makes sense if the footprint can be aggregated.
3. *What features of today’s Main Street Richardson area (if any) are important to retain as the basis for a lively and successful area in the future?*
- the few old buildings that remain. Make it walkable not just on main street but polk. Retain its low scale character.
 - I really like lively historic districts that have been revitalized. We frequent old downtown Plano with its new restuarants and bars. We have also been to historic Rockwall and it’s a fun area too. Would like to see the historic character preserved.
 - DAMN LITTLE.
 - The only thing to retain is the idea of individual businesses as opposed to a large corporate complex. Virtually all of the buildings

are old, worn out, and in need of repair.

- The old store fronts
- “I appreciate the ethnic variety in the restaurant offerings
- A few of the existing buildings appear to be worth preserving as noted on the other survey”
- ethnic restaurants
- Location. Nothing else. Scrape the old buildings (they’re not worth keeping and will only interfere with new development).
- Small village like building - more consistent look - not all slapped together with different fronts. Keep people who drive through there on a daily basis want to stop there frequently.
- The “if any” portion of this question is very negative and misleading. Why would you insert that in this question unless you were trying to move people to say they wanted Main Street bulldozed? This is VERY offensive! The whole area of “Downtown”, Main Street Richardson is an area that should be made accessible to pedestrian traffic with small parks, fountains, parking, shops, restaurants, clubs, etc. The City of Richardson, should want to preserve the FEW “historic” buildings it has not already abandoned. Out of ALL of the surrounding cities, Richardson has been, BY FAR, the most neglected City when it comes to showcasing it’s history. I applaud the existing City Council for FINALLY addressing this issue.
- Restaurants, cafes, ethnic shopping (groceries, etc.)
- Quit adding turn lanes. In fact, reduce Main Street from two lanes to one through old downtown.
- None. New development can always recreate a look from the past.
- Street-oriented buildings with minimal off-street parking visible from Main Street. Keep the two-way traffic to maintain access to businesses and avoid the induced travel demand that would result from a one-way couplet.
- I like the old shops and easy parking....need more nice restaurants
- Get rid of or in some way have the Muslim owned business use other names that don’t disclose the fact that they are hooka pipe bars.
- Ethnic restaurants in this area are fantastic, and when people ask me where I want to go for lunch, I say let’s head to Greenville Ave and Beltline/Main!
- The traffic volume would be attractive to businesses if it flowed easily & logically. Physically, I see little value in what is currently there. It presents more obstacles than opportunities.
- I haven’t given this a lot of thought, but something not too modernistic would be fine with me.

4. What sorts of shops, services or restaurants would you use if they were in the Main Street Richardson area? What activities would make you choose to spend time here?

- restaurants and basic services. no large boxes or chains. housing
- Non-chain restaurants are always desirable. An upscale grocery store such as Whole Foods or Market Street would be preferable. Bakeries, coffee houses, etc.
- “Movie theater, better sit down restrarunts.
- NO HOOKAH BARS. NO KAREOKE. NO HEAD SHOPS. NO TATOO SHOPS!”
- I would love to see nice restaurants (no more hookah bars!), unique retail shops, and cultural venues and galleries.
- Locally owned food shops, antiques,
- “We would patronize many kinds of shops and restaurants in main street if only it was more walkable, bikeable, and generally more pleasant to spend time in. That would mean traffic control, better sidewalks, bike lanes, and some kind of green space (even if it’s just tree planting).
- That being said many things that would be welcome in Heights would also be welcome there: many kinds of restaurants and small shops.”
- COFFEE SHOP, nails, Dirty Dawgz, farmers market, dog park, book store, cute date restaurants
- Assorted quick service restaurants (like those in East Side Village at Campbell) with residential upstairs. Also, dog park, playground or

natural water features. Sunlight the buried creek to a hybrid green/retail location.

- More parking, better parking. More destination restaurants - not fast food or hookah bars. Places downtown that you could walk to - something on the order of a “village” concept. Plenty of bike riding in the area also.
- Restaurants, shops, live music venues. Entertainment oriented establishments should be encouraged. The city should offer some sort of tax advantage for property owners to continue to preserve the historic buildings in a manner that would be consistent to the “Old Town” theme. A look at changing the smoking laws in the City would be a HUGE help. If not banning smoking altogether, look at changing it to NO SMOKING under 21 years of age. This would go a long way in cleaning up some of the undesirable businesses.
- Same as 3 above
- Shops, restaurants.
- Outdoor, neighbor/family friendly, but then can move into nightlife activities as well. Some of the buildings on the east and west side of 75 near main have amazing trees near them. Restaurant and bars with outdoor seating, live music, kid playscapes. Therefore you are pulling money from 5PM to close with the different overlapping crowds.
- Restaurants, possibly housing. How about a new whole foods. We never get the high end grocery stores.
- Unique restaurants with quality food (in the \$10-20 per person price range), outdoor seating, and high levels of ambiance. Beer garden. Bike shop. Book Store. Non-Starbucks coffee shop. Bakery. High-end pub along the lines of the Gingerman or Filmore Pub in downtown Plano. Gastropub. A portfolio of businesses that make downtown a destination.
- restaurants - we need some good Mexican food in that area
- I would like to see a major restaurant for the upper middle class residents to enjoy a great meal.
- Ethnic food! Coffee and live music in the evenings. I like to go do date night with my wife and spend time over drinks while listening to live music.
- If it were a comfortable place to visit, most anything could work there. This area is a chicken & egg paradox. Another thing Richardson lacks is a great music/bar venue. Could work here. I’m thinking something like Love & War in Texas (Plano) or Stubb’s or Threadgills (Austin). Or may be easier to pull off at Arapaho.
- “My preference is to keep the buildings’ appearances as they are, although a little fixing-up wouldn’t hurt. Small cafes, a coffee shop or two, maybe small retail. I do not mind the bar there, and have visited it on occasion. Small to midsize restaurants would be nice. I would also like to see a small to midsize park in the area, something along the lines of Haggard Park in Plano. It would also serve as a town square.”

5. What changes (if any) would make you choose to walk or ride a bike to destinations in this Corridor?

- narrowing any street that is possible and slowing traffic.
- Have a dedicated bike lane and wider sidewalks that connect with the transit system.
- Make the corridor look like an upscale community not a liberty port.
- Decent covered parking close by so I could leave my car in a convenient location and spend an afternoon or evening wandering through the area. It’s too far from my home to walk or ride a bike, but wide sidewalks and a secure place for parking bicycles would be great for those who can take advantage of those forms of transportation.
- Nice shops
- Safe access across 75 for cyclists and pedestrians!!! Slower and less motor vehicle traffic (one way on main street?), better maintained and more usable side walks, bike lanes, and some “greenness” (landscaping, large and small).

- I live in walking distance but the sidewalks and speed of traffic are scary! Decrease speed limit through main street (encourage use of Arapaho or Spring Valley for passing through), make main street two lanes with parking like downtown Plano
 - Having desirable ways to spend time and other people out doing the same. We walk to this area now and feel like we stand out as there's no one else on foot in the area. Feels unsafe unless there are more people out and about on foot.
 - Park, playground, picnic tables, dog park
 - Since there are ZERO bike trails or right of ways currently, any change would be welcomed, ASAP!
 - Remove Central Expwy
 - Reduce Main Street from two lanes to one through old downtown.
 - Sidewalks or bike paths leading out of my neighborhood (AHNA). I don't feel safe riding a bike on Arapaho or Belt Line currently.
 - None.
 - Bike Lane connectivity to West Richardson, especially to Custer Road.
 - bike paths
 - See item 3.All of the above
 - Roads and paths designed for bikes and walking; both in the area and all the compass points coming into the area. Businesses with bike racks. Educated motorists that understand how to drive around pedestrians and cyclists. Seeing other peds and cyclists!
 - I live west of 75 - so improving that connectivity as has been discussed.
 - Simple: Add dedicated hike and bike paths when and where possible.
6. *What public investments are most important to encourage new private development in this Corridor? These might include projects like improved street lighting, wider sidewalks, better parking or enhanced utilities.*
- buying properties. Sidewalk and street frontages need to be inviting and unified. They need to look like the community cares about them.
 - Parking is a definite must as is better street lighting. Maybe some tax incentives offered to businesses to encourage investment.
 - Se above.
 - Better parking! Landscaping to include outdoor gathering places, water features, attractive street lighting, and lush foliage. Enhancing utilities to me means eliminating poles and wires and putting the utilities underground -- also having public WiFi access. Rerouting the traffic through this corridor is also a must.
 - All of the above.
 - I don't have a lot to offer on this one, but I do think that the industrial and rather neglected feel of some parts of the corridor must discourage private development.
 - good sidewalks, encourage restaurants to begin patio seating features (or roof top like lower Greenville- see Terrelli's), show that people want to spend time there
 - Improved Lighting; Traffic Control Measures; Ornate, interspersed green features; Financial incentives.
 - More council involvement in talking to major coporations about relocating to Richardson (or more push to the Chamber about doing the same thing. With all the hooploa about the Alamo Drafthouse moving in, you would think we could do the same for more well-known businesses - anything to still companies to move or open places in Richardson.
 - Parking is #1. Wider sidewalks on Main Street would help pedestrian traffic immensely. Trees, lanscaping maintained by the city, trash pickup, lighting, bike Police patrols, brick streets, parks, a waterway, fountains, an impressive "gateway" sign welcoming visitors to our great city at Main Street and 75, for a few suggestions.
 - Stop the plan to bury Floyd Branch Creek. Instead, feature it.
 - Parking, lighting, clientele, bike friendly
 - Widen Main st.,Better parking.
 - "New wide sidewalks (not just a patch job), bike lanes, street trees, street furniture (benches, etc.), facade grants. See Oak Street in Roanoke, TX. Property values tripled after road and streetscape

enhancements were made.”

- bike paths and improved lighting and sidewalks
- All of the above.
- Roads and paths designed for bikes and walking both in the area and coming into the area from all points of the compass. Bike Racks. Good lighting. Benches to sit and chat or enjoy a coffee. Invest in allowing live music without it being a nuisance (sound isolation between buildings or some such?). Ordinances that are flexible so developers can create a signature type of area. Ordinances that are strict enough so developers don't put in anything and everything!
- Blow out the south side and turn Beltline into a parkway. Build a (nice) public parking garage.
- All of the above.

7. Overall, the plan described by the Preliminary Concepts packet reflects my ideas about the most successful future for this Corridor.

- I'm not sure anyone has focused on putting utilities underground, but I sure would like some serious discussion on this topic.
- I think that the preliminary ideas at the end must be considered more seriously and carefully. If a longterm vitality is to be considered, look at other nearby cities with unique features that attract people of all different types, ie. "Uptown" in Dallas. This does not preclude bringing in "big box" stores, but insures that individuals will be there for a longer period of time to purchase the products and support the community as a whole.
- Some do, some don't.
- Concerned that some of the pictures are too much inline with Frisco type development
- The heavy reference to walking and biking is a GREAT start. Would like to see live music as a focus for the area.

8. Please share any other comments or suggestions about these

preliminary concepts and the study's work so far.

- It's so nice to see the City taking such a serious and measured approach to updating these areas. I look forward to seeing the final proposals!
- Nothing else.
- I fully support changes and applaud the idea of bringing in different types of residential options into the area. That said, I think it is critical to not turn newly designed and expensive town homes into low income housing. I fully support working together with different social organizations that will bring a mix of low income and upper income home dwellers together in the same complex. Simply to pass one rezoning law to placate a single developer is short-sited. Let's really make a difference and change all of Richardson for the better.
- I sincerely hope that the City WILL listen to all of the suggestions made by the various groups throughout this process. I believe if this has been nothing more than an exercise, and that the City has already come up with their own plan, without regard for what the citizens want, the city will have a mass mutiny on its hands.
- Burying Floyd Branch Creek and adding a turn lane before this study is complete makes a mockery of the whole process.
- I would love to be involved.
- The actual plans for Focus Area C are fairly vague, as are plans for the non-Focus Area portions of the corridor.
- I would like to see the Main Street area kept as it is, with some possible expansion.

City of Richardson Main/Central Questionnaire 2

Main Street / Central Expressway Corridor Preliminary Concepts

Please use this short questionnaire to give us feedback about the preliminary concepts that have been developed based on public input and analysis of the Corridor. These ideas are presented in the "Preliminary Concepts" packet posted online. Please review this material before you begin the questionnaire.

1. One preliminary concept suggested by study participants is to have an iconic building at Spring Valley and Central. This would create a gateway to Richardson for people traveling along Central Expressway. What sort of gateway would you like to see here? You can describe the type of building you think will create a desirable gateway. You also may want to describe other gateway features you think are important, like signs, artwork, or other design elements.

2. Another concept is to encourage new uses in and near the Richardson Heights Shopping Center. What shops, restaurants, offices, housing or other uses would you like to see in this area?

3. What features of today's Main Street Richardson area (if any) are important to retain as the basis for a lively and successful area in the future?

4. What sorts of shops, services or restaurants would you use if they were in the Main Street Richardson area? What activities would make you choose to spend time here?

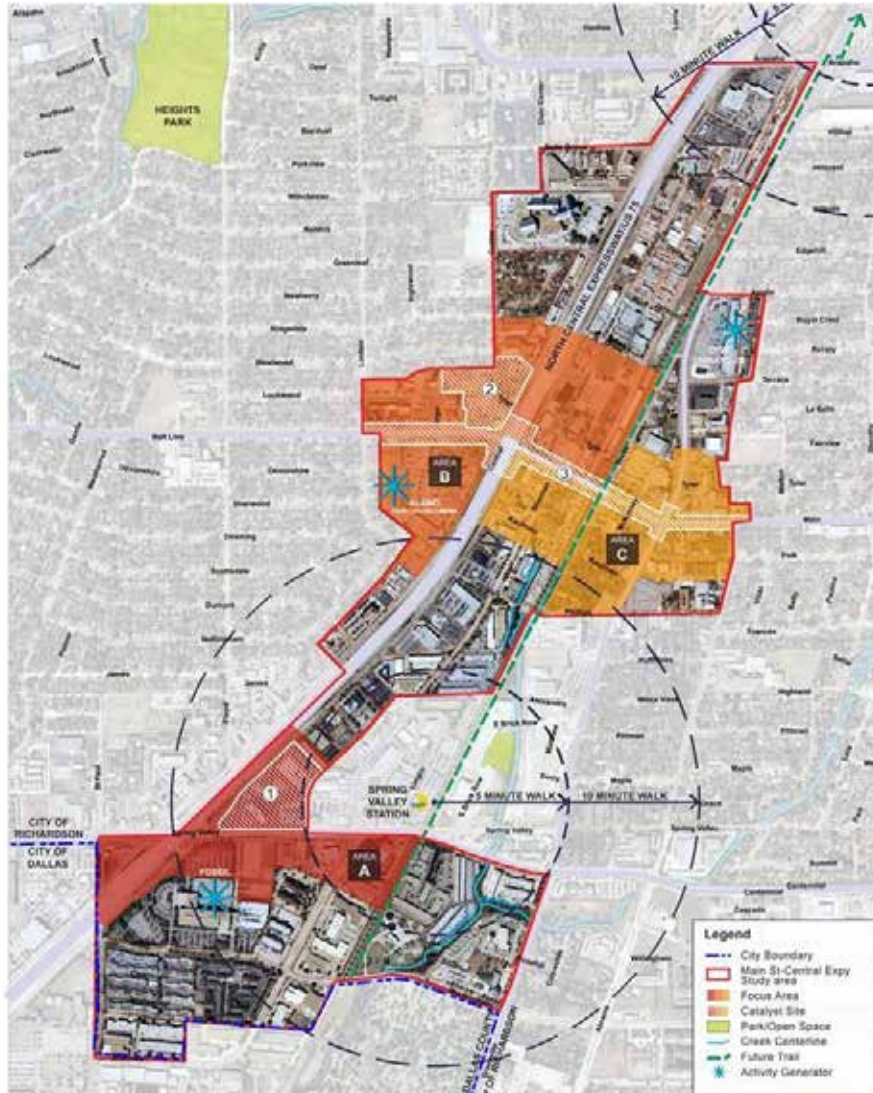
City of Richardson Main/Central Questionnaire 2

5. What changes (if any) would make you choose to walk or ride a bike to destinations in this Corridor?

6. What public investments are most important to encourage new private development in this Corridor? These might include projects like improved street lighting, wider sidewalks, better parking or enhanced utilities.

City of Richardson Main/Central Questionnaire 2

This image shows the Framework Plan related to these preliminary concepts.



City of Richardson Main/Central Questionnaire 2

7. Overall, the plan described by the Preliminary Concepts packet reflects my ideas about the most successful future for this Corridor.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

8. Please share any other comments or suggestions about these preliminary concepts and the study's work so far.

9. How involved have you been in the Main Street / Central Expressway Corridor Study? Please check all that apply.

- I have reviewed the materials posted online.
- I have heard presentations about it.
- I have participated in the study's meetings and workshops.
- I have provided online comments in the past.
- This is my first involvement.

Your Involvement with Richardson

Please tell us something about yourself and your connections to Richardson. These questions are optional.

City of Richardson Main/Central Questionnaire 2

10. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80 or older

11. What is your gender?

- Female
- Male

12. How long have you lived in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I moved here this year
- I don't live in Richardson

13. What is your current housing situation?

- I own and live in a home in a multi-unit building (such as a condominium)
- I own and live in a single family attached home (such as a townhome)
- I own and live in a single family detached home
- I rent a single family detached home
- I rent an apartment or other multi-unit building
- I rent a single family attached home (such as a townhome)
- None of these describes my housing situation

Other (please specify):

City of Richardson Main/Central Questionnaire 2

14. How long have you worked in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I started working here this year
- I'm in the work force but I don't work in Richardson
- I am retired, a student or otherwise not in the workforce

15. What is your current work situation?

- I own a business
- I work for a private business
- I work for a non-profit organization
- I work for a city, county, school district or other government agency
- I am not currently in the work force

Other (please specify):

16. Where do you currently work?

- Richardson
- Within 5 minutes of Richardson
- Within 10 minutes of Richardson
- Within 15 minutes of Richardson
- Within 30 minutes of Richardson
- More than 30 minutes from Richardson
- I am not in the work force

Other (please specify):

Your Contact Information (Optional)

17. If you would like to receive information about this project and future workshops, please provide your contact information (email, phone and/or mailing address) below.

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SURVEY 1 (JULY-AUGUST 2012)

BACKGROUND

The online survey was developed to provide an opportunity for input from anyone interested in the future of the Corridor. It was designed to elicit responses to questions about the current and future conditions in the Corridor, priorities among possible actions and initiatives in the area and open-ended comments about the Corridor. It included questions about interests related to the Main Street/Central Expressway Corridor, a set of priorities for action and one open-ended question, followed by optional questions about the respondent's background and involvement with Richardson. A final question allowed respondents to provide contact information to the City.

The questionnaire was live on the City of Richardson website from July 23, 2012 through September 3, 2012. These responses were received after the stated conclusion date of August 30, 2012 and are included in this analysis. During that time, 312 people began the survey. 294 finished the questionnaire, giving it a 94.2% completion rate.

QUESTIONS

This report contains the list of questions and the answer options for this survey.

RESPONDENTS

Although the questions about 'involvement with Richardson' were optional, most respondents (about 95%) did reply to them.

As Figure 1 indicates, respondents ranged from 21-29 years through 80+. More than half (55.7%) were 49 or younger; only one respondent was 80 or older.

Women outnumbered men among respondents. Of those who answered the question on gender, 61.6% were female and 38.4% were male.

Figures 2 and 3 provide the results of the questions about respondents' living situation. The largest share lived in Richardson for a long time—42.7% have lived here more than 20 years. 4.4% moved to Richardson this year, and other respondents are evenly divided in terms of their length of residence. Almost all (90.8%) live in a single-family home they own.

Respondents had varying work situations. As Figure 3 shows, the largest group (45.4%) is those in the work force that do not work in Richardson. The next largest group is those who are retired, students or otherwise not in the work force. Just over 10% have worked in Richardson for more than 20 years.

Half of all respondents (50.2%) work for private businesses. Those who work in the public or non-profit sectors, or who own their own businesses, are a much smaller share of the respondents to this survey. 21.9% are not in the work force. Figure 4 presents these responses.

Respondents work fairly close to home. 26.7% work in Richardson and another 30.5% work within 15 minutes of Richardson. Only 4.9% work more than 30 minutes from Richardson.

FIGURE 1: QUESTION 5

Which category below includes your age?

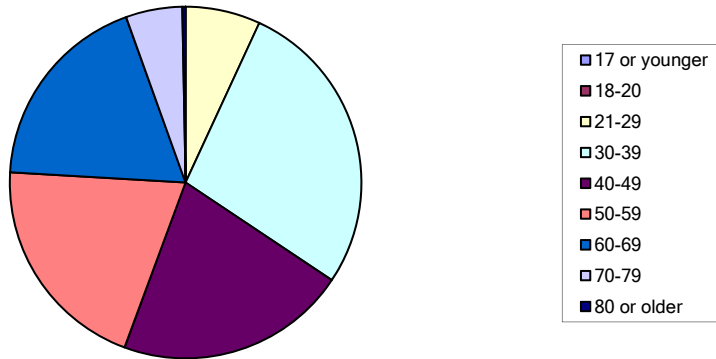


FIGURE 2: QUESTION 7

How long have you lived in Richardson?

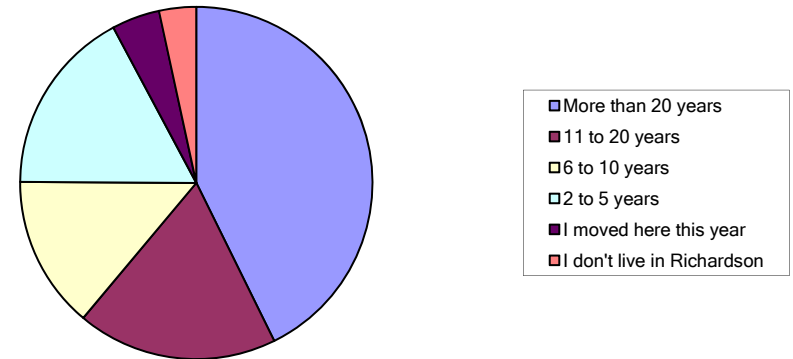


FIGURE 3: QUESTION 9

How long have you worked in Richardson?

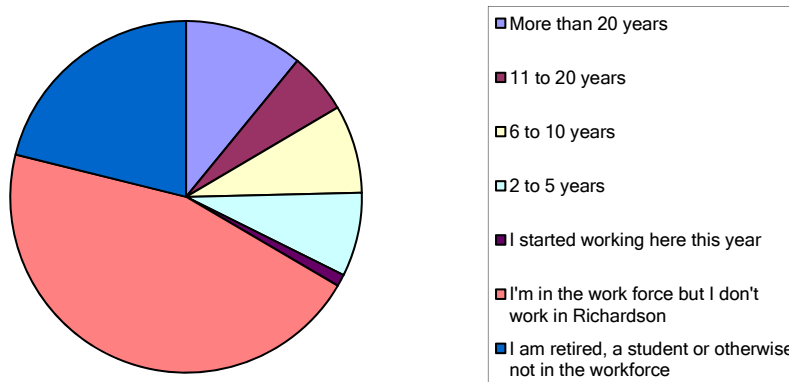
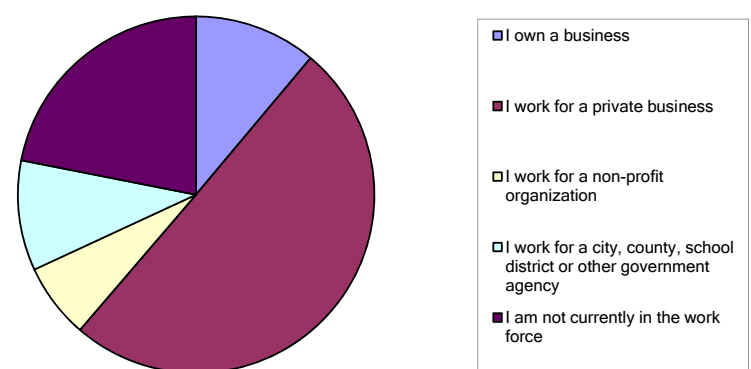


FIGURE 4: QUESTION 10

My current work situation is ...



INVOLVEMENT IN THE CORRIDOR

Two questions on the survey were the same as those asked at the Open House on July 10, 2012. Figure 5 below presents the response for both the survey and Open House participants.

By far, the largest share of online respondents (69.2%) was Richardson residents who live outside this Corridor. Almost one-quarter of online respondents (23.7%) lived in the Corridor. Few respondents (under 2%) represented business or multi-family interests. By contrast, the Open House included a much larger share of participants representing business and property interests.

For both groups, 'neighborhood quality of life' is the issue of greatest interest. Not surprisingly, a larger share of Open House participants indicated that 'business and the economy' or 'development and construction' were their most important issue. More online respondents were interested in 'arts and culture'.

Online participants had the ability to indicate what issue was of concern when they replied 'other'. Those other issues are listed in Figure 6 below, without editing.

FIGURE 5: INVOLVEMENT IN THE CORRIDOR

	Survey	Open House
I am most involved in the Main Street/Central Corridor as:		
Resident of the corridor	23.7%	16.9%
A resident of Richardson outside the corridor	69.2%	45.4%
Owner/representative of a multi-family or commercial property (not business owner)	0.3%	8.5%
A business employee	1.0%	2.3%
A business owner or tenant (not property owner)	0.0%	3.1%
Owner of business & property	0.6%	23.1%
An interested person not described above	5.2%	0.8%
I am most interested in issues related to:		
Arts & Culture	9.7%	4.4%
Business & the Economy	16.7%	26.7%
Development & Construction	18.7%	21.5%
Education	2.0%	0.0%
The Environment	1.7%	3.7%
Health & Healthy Communities	2.7%	3.7%
Government Services	0.0%	0.7%
Neighborhood Quality of Life	48.7%	37.0%
Other	n/a	2.2%

IMPORTANT CONCEPTS

The online survey asked respondents to indicate how important each of 15 concepts is for the future of the Corridor. The set of concepts was the same as the set used in keypad polling at the Open House. The same concept was rated most important by both groups—‘attracting new business development’. Two other concepts were in the top five for both groups—ranked by the percentage of respondents who indicated this concept was ‘very important’. These were ‘creating a better gateway into Richardson’ and ‘creating a distinctive identity for the area’. The other important concepts for the online respondents were ‘making the area more appealing to pedestrians’ and ‘making the area more sustainable’. Figure 7 (on the next two pages) shows the responses from the online survey, followed by the responses from the Open House.

OTHER COMMENTS AND RECOMMENDATIONS

Respondents could add comments about other concepts when they responded to the question about the 15 that were listed. The unedited additional comments are found in Figure 8. Lastly, one survey question provided the ability to make open-ended comments. These comments, also unedited, are found in Figure 9.

FIGURE 6: IMPORTANT CONCEPTS

Please specify other issues:
The unique diversity of your town!!! All the different ethnic foods and older 50s/60s houses etc.
All of the above as it relates to Richardson
Business and Economy as 2nd Choice
property value
The good and bad impacts of this redevelopment on the city as a whole.
fewer hooka bars
Placemaking & Downtown Revitalization
Restaurants, shopping, entertainment
Pedestrian Friendly place with plenty of shops / dining / pubs
Richardson needs to do something with this area....it is really a disappointment as it is.
Giving the Downtown Main Street Life Again!
Nicer businesses going up in the area
no more apartments
All of the above options. The area is old, out dated.
All of the above - they are all related & equally important.
Bicycle & Running access
Ability to get around town on a bicycle
upgrade the old & showcase it; business for total residents - not just a particular segment of the population; SAFETY!
increasing tax revenue from the area
increasing tax revenues while reducing the number of family friendly options to concentrate on development of areas friendly to singles between 20-70
My choice tied with: Arts & Culture, Environment & Neighborhood Quality of Life.

FIGURE 7: ONLINE SURVEY RESPONDENTS

Concept	Very or Somewhat Important	Very Important	Somewhat Important	Neutral	Not Very Important	Very Unimportant	Not Very Important or Very Unimportant	I'm Not Sure
Attracting new business development	91.8%	65.2%	26.6%	5.5%	1.0%	1.4%	2.4%	0.3%
Making the area more appealing to pedestrians	89.5%	63.3%	26.2%	6.8%	2.4%	0.7%	3.1%	0.7%
Making this area more sustainable	86.6%	59.5%	27.1%	9.3%	1.4%	2.1%	3.4%	0.7%
Creating a better gateway into Richardson	82.1%	57.7%	24.4%	13.1%	3.4%	1.4%	4.8%	0.0%
Creating a distinctive identity for the area	84.9%	57.2%	27.7%	9.9%	3.4%	1.0%	4.5%	0.7%
Having better physical amenities, like parks or plazas	82.1%	51.9%	30.2%	14.1%	1.7%	1.4%	3.1%	0.7%
Attracting new private investment	79.9%	50.9%	29.1%	16.3%	2.4%	1.0%	3.5%	0.3%
Retaining Main Street Richardson's historic character	80.2%	49.1%	31.1%	9.6%	7.5%	2.4%	9.9%	0.3%
Moving traffic more smoothly	81.4%	49.0%	32.4%	11.7%	4.5%	2.4%	6.9%	0.0%
Offering places that attract younger residents and workers	72.6%	47.6%	25.0%	20.5%	4.8%	1.7%	6.5%	0.3%
Having a mix of uses here	82.9%	45.3%	37.6%	12.5%	2.1%	2.1%	4.2%	0.3%
Taking better advantage of nearby DART stations	73.9%	44.0%	29.9%	16.8%	5.2%	3.4%	8.6%	0.7%
Renovating and reusing existing businesses	70.3%	43.3%	27.0%	15.0%	8.2%	5.8%	14.0%	0.7%
Attracting major employers and company headquarters	63.4%	37.2%	26.2%	22.1%	11.0%	3.1%	14.1%	0.3%
Enhancing Richardson's multiculturalism	48.3%	23.5%	24.8%	29.6%	9.9%	10.9%	20.7%	1.4%

FIGURE 7: OPEN HOUSE PARTICIPANTS

Concept	Very or Somewhat Important	Very Important	Somewhat Important	Neutral	Not Very Important	Very Unimportant	Not Very Important or Very Unimportant	I'm Not Sure
Attracting new business development	93.9%	79.4%	14.5%	2.3%	2.3%	0.0%	2.3%	1.5%
Attracting new private investment	88.2%	76.5%	11.8%	5.9%	3.9%	1.5%	4.4%	1.5%
Having a mix of uses here	91.7%	67.4%	24.2%	5.3%	0.0%	0.8%	0.8%	2.3%
Creating a distinctive identity for the area	88.3%	66.4%	21.9%	8.0%	0.7%	2.9%	3.7%	0.0%
Creating a better gateway into Richardson	86.9%	66.4%	20.4%	5.8%	5.1%	0.00%	5.1%	2.2%
Making this area more sustainable	84.3%	57.5%	26.9%	4.5%	5.2%	3.7%	9.0%	2.2%
Moving traffic more smoothly	85.3%	55.9%	29.4%	5.9%	8.1%	0.7%	8.8%	0.0%
Making the area more appealing to pedestrians	87.2%	54.9%	32.3%	7.5%	3.8%	0.8%	4.5%	0.8%
Taking better advantage of nearby DART stations	79.4%	52.2%	27.2%	9.6%	5.2%	5.2%	10.3%	0.7%
Having better physical amenities, like parks or plazas	83.3%	49.3%	34.1%	8.0%	5.1%	2.9%	8.0%	0.7%
Offering places that attract younger residents and workers	79.9%	44.8%	35.1%	12.7%	6.0%	0.8%	6.7%	0.8%
Attracting major employers and company headquarters	62.1%	41.6%	20.4%	16.1%	17.5%	4.4%	21.9%	0.0%
Retaining Main Street Richardson's historic character	61.3%	38.7%	22.6%	15.3%	13.1%	8.0%	21.2%	2.2%
Renovating and reusing existing buildings	59.1%	33.6%	25.6%	21.2%	15.3%	3.7%	19.0%	0.7%
Enhancing Richardson's multiculturalism	51.5%	30.2%	21.3%	18.4%	16.2%	14.0%	30.2%	0.0%

FIGURE 8: OTHER COMMENTS ABOUT IMPORTANT CONCEPTS FOR THE CORRIDOR

There are already a number of thriving businesses in this area. These businesses should be supported as they are part of the culture of Richardson, and are representative of the unique community that exists here. New businesses, like the upcoming Alamo Draffhouse (at Beltline & 75) and Pearl Cup (in Canyon Creek) should also be encouraged and supported as they add to the quality of life and encourage residents to stay in Richardson to eat/drink/play rather than driving up or down 75 to other areas, while also attracting people from other nearby cities.

Richardson is in the position to become something very special! I joke that we could become the next Bishop Arts District, but in all seriousness, I think it is possible. Young people are looking for a unique community where they can settle down and start families. They want to be somewhere that is safe with good schools, but they do not want the cookie-cutter big-box-store feel of Frisco and Allen. Richardson is the first suburb north of Dallas, which also makes it appealing to young people who are not willing to give up city life altogether. By maintaining the already unique community of businesses we have here in Richardson, while also bringing in new unique/small/independent businesses, Richardson can set itself apart from the suburban sprawl by being something special. It is why I bought a home here three years ago with my spouse and plan on staying much longer to start and raise a family.

I say look to Austin, TX and how the government there sets its sights on the long term rather than how amazingly short sighted Dallas is. Austin has kept out a lot of large commercial stores, etc. People are flooded with chain stores and restaurants on every corner in the Dallas area. Everyone wants to live in Austin because they encourage original places - small businesses - arts - music - HISTORY.

Thanks!

Unfortunately, I saw the destruction of the old yellow motel. I think something could have been done within that shell. Ala the motel in Memphis where MLK was killed. It's a museum.

I sincerely hope that typical places such as Chipotle, TGIF, That stuff is EVERYWHERE. Denton is totally ruining some of it's vibe with such places.

I love the area around Floyd and Dumont. Those houses are so classic and remind me of my aunts neighborhood in San Antonio. Again, I'm not a local but, I brag about what is there already to other people. Chinese, Mexicans, Tejano/Chicano, Middle Eastern, Japanese, Korean, Ethiopian, Italian,.. it's like a mini NYC!! There's enough regular corporate stuff there. Richardson doesn't need any more. Work your diversity with my blessing.

Best wishes,
bH

Get rid of all the Hookah bars! Better sidewalks and bike & pedestrian crossing solutions near I-75

Adaptive reuse of older buildings

Pedestrian/bike friendly access to cross 75 and join the east and west sides of Richardson

A flexible design theme that is sustainable, and flows around Central to tie together the east and west sides of the corridor.

Aggressive campaign to include new small businesses in the growth plan

Downtown Richardson has become TOO multicultural. Feel like I am driving through the middle east. I would prefer it look more like Downtown Plano area - Ave K - Urbanish,,,,,or like Campbell and Central. Too many Hookah bars! It has kind of gotten out of control in Richardson.

Streets confusing: better signage, flow. Junky signs: distracting when trying to find a place, no window painting, blinking, sidewalk boards, etc. Traffic flow: turning, slowing down to find a place, is dangerous and annoying to regular traffic, better management of speed, lights, lanes. Parking: Not enough in safe areas, add signs designating parking areas. Walking: Not safe to wander shops/restaurants. Have to cut through stinky dirty building backs and lots to get there because of parking issues. Lighting/greenery: Add lit sidewalks with seating, greenery, trash cans. Monitor/clean street trash, stop loitering/pandering. Businesses: Regulate types allowed, regulate appearance, stop use of public streets (car rentals, repair shops, sellers use streets for overflow of inventory regularly), regulate commercial trash bins cleanliness. Building/Center owners: ridiculous rents are running out some longtime, local favorites.

Beware of it turning into mess like Dal Rich. When I moved here all kinds of stores I patronized were there. Hallmark, flower shop, pharmacy, ice cream, restaurants, etc. Now, Whole Foods leaving, too. Owners are awful. Same changes happening elsewhere. Spring Valley area had Tom Thumb, Bill's music, Albertsons, Callaways plants, german restaurant, String Bean, movie theater, etc. Now, I avoid even driving over there which is difficult since I live in Cottonwood Heights. The area is this discussion has changed drastically, too, for the worse. I like a town core to be vibrant, blgs quaint, cheerful, inviting with great shopping. Art, gifts, clothes, specialty food, coffee/tea shops, etc. Richardson's core has been wrecked and we need to reverse that.

<p>Please use full cut-off luminaires for outdoor lighting. If LED is to be considered, light wavelengths at 590 nM (warm color) is highly recommended for proper illumination and the preservation of night vision. Blue-white and white LEDs are not favored by the majority of residents because these lights are too harsh for the preservation of night vision.</p>
<p>Preservation of night vision for both drivers and pedestrians is very important and should be taken with serious consideration.</p>
<p>I would like this area to be family and pedestrian friendly. I also think it is very important to maintain a unique identity for the area. The metroplex has plenty of generic shopping centers created to help people part with their money (like the one on 75 and Campbell and Mockingbird Station). I would like to see some public greenspace or local museums put into the area, so that I could bring my family to the area and do something interesting besides just buy food and look in retail shops.</p>
<p>Multi-use facilities that include restaurants, shops and living areas that also provide good walking and biking trails would be a great draw to the area.</p>
<p>Tearing down the hotels/motels on the W side that look like they are from the 50's, those which have not taken it upon themselves to update and stay current with architectural updates was a great step on the COR's part.</p>
<p>Tearing down the apartments that attract less than ideal people who have behaviors that drag the area in a downward spiral is a huge step on so many levels. And, rebuilding more sustainable living and working scenarios with income that goes back into the area is a wonderful start.</p>
<p>Parking areas for businesses that are there. More appealing businesses/restaurants. Less smokeless/water vapor bars.</p>

<p>This needs to be the showcase area of Richardson so we are not just a pass thru area between Dallas and Plano and points north.</p>
<p>I'd like to see us have something like downtown Old Plano, but maybe the area isn't large enough? If it isn't, then I guess a beautiful park might be the best next thing. Utilizing all nature of the different cultures in our city would be great!!</p>
<p>I would love to have some great, affordable and SMOKE FREE restaurants/cafes to enjoy or things to do for a date night. I can walk to this area from my house, but there isn't much of a reason for me to right now. I'm a jogger and would love to have more running trails in Richardson.</p>
<p>Sustainable businesses; encourage multicultural enterprise, and include mainstream businesses; showcase historical buildings and artifacts so they aren't all replaced with "the new"</p>
<p>Richardson needs a landmark-as-identifier. Maybe it is a sculpture. But with the Central Expressway overpass over Main St, the sculpture would have to be very tall to be seen from the highway. Maybe it is a clock tower built as part of the new construction. Maybe a clock tower that uses the same stone used on Richardson bridges. Maybe it is something else. After my years of living in and loving Richardson, this landmark-as-identifier seemed to be the one missing piece to tie together the image of this amazing city.</p>
<p>I would like to see a mini-Sante Fe or a mini-Austin, where local, family-owned businesses are encouraged and fostered. I want to see a lively arts scene and businesses brought in that encourage community and city resident pride. I want things to go do, so I don't have to go to Dallas.</p>
<p>You might want to go to the FB page called Remember Richardson... talks about what was</p>
<p>Copy historic Plano and Mckinney.</p>

Improved traffic flow on Beltline between Plano Rd. and Central Expressway.
Good pedestrian, bike, and DART access.
Enough parking for those that don't live close but want to patronize businesses/restaurants.
Try to keep established businesses.
The area could use a facelift so that it doesn't look so dumpy, but other than that it isn't bad right now.
Parks, a farmers market, community garden in the vacant lots across from the library, shops, restaurants. Alamo heights is a beginning! Love if it were more like bishop arts...industrial, locally owned, artistic, and unique.
something to mirror what City of Plano has done on the east side. Also the Shops at Legacy and Tollway is very appealing

<p>There needs to be a healthy mix of retaining Main Street's historic character and bringing in new development. I'm not opposed to tearing down portions of dated and unusable space and would also like to see new mixed use development with a neighborhood feel while maintaining the historic charm (Campbell/Greenville is a great example, as is Downtown Plano. The development on Spring Valley in between 75 and Greenville is a bad example - No charm, no businesses worth going to, weird location, parking lot is always empty). Main St and Beltline on the W side of 75 needs to be a destination, not just a pass-through. Currently there is no reason for anybody who doesn't already commute through Main St/Beltline to go there unless they want hookah, a sari, or some knock-off perfume. These places can't be phased out until there is new development to justify higher rents, quality tenants and draw people with disposable income. Also, signage needs to be tasteful and appealing; it's hard to imagine that as part of this potential redevelopment that a Family Dollar with a tacky and obtrusive monument sign fits into the overall plan. QT did it right (new development, nice landscaping, unobtrusive signage), as I'm sure Alamo Drafthouse will too, but Family Dollar? How does that fit with this new plan?</p> <p>Richardson has a great reputation with the school system, affordable housing, mature trees, great location, etc., and the City needs to cater to a younger population to maintain the vitality of Richardson. Until the younger population has reasons to eat out and shop in the Main St corridor, this area will continue to suffer.</p> <p>Limit low budget shops... like the dollar store. encourage middle income businesses to help entice people with disposable income to the area. Seeing the dollar store go up recently was discouraging.</p>

The City should work diligently to take whatever steps it can to assemble properties and redevelop the areas along Central Expressway. The City should proceed with a redevelopment plan that sets forth a focal architectural center visible from Central Expressway that embodies the spirit, history and character of Richardson. To me Richardson is a futuristic City and preserving historical architecture is not an absolute must throughout all areas. Perhaps preserve Main Street builds with historical significance but not across the board and to a degree secondary to the overall vision. The Central Expressway road frontage shopping centers should be aggregated and turned into neighborhood centers. We should not promote new shopping centers that have a large number of big box retailers but those that help smaller storefront and locally owned businesses. We should also not allow large parking lots but require parking garages that have complimentary facades and good landscaping design. The redevelopment should address neighborhood concerns but there should be connectivity with commercial and residential areas. The design considerations should of course study traffic patterns, walking trails and parks surrounding and should be such that neighborhoods welcome the new transformation as an improvement to their quality of life.

Attract more Austin based businesses to Richardson Heights shopping center to be along side Alamo Draft House. People who have bought houses in this area have different interests than Frisco/Mckinney residents that should be catered to. They tend to be more into renovating than having a brand new spec home so create an Austin vibe in a city already blessed with big beautiful trees. This would benefit the new families in Richardson/Arapaho Heights and then also attract outside spend. If you had Torchy's Tacos, Amy's Ice Cream, Waterloo Draft House, live local music, etc it would be a mecca for "Little Austin" that would attract all throughout DFW.

I would like to see some consistency in the colors and style of the building. Not sure how this is possible being that there would be an expense to the business owners.

I would like to see that area be more like the downtown area of Plano or McKinney. They were able to keep the character without the weird. I would like to see more family places, including restaurants, parks, shops, etc.

Complete the vision plan before allowing developers to come in with their plans. If you let them come first with a plan, it's their vision we're stuck with and it may not be the best for the city.

More privately owned restaurants and unique small businesses.

Businesses and restaurants.

Raze the buildings containing hookah bars and have the rubble hauled out of Texas! Soon! Please!

The area is unhealthy, unsavory and an embarrassment.

This area has an identity of being a heavy Arab ownership. Driving into the main street area as a tourist would give me the impression that I was in an Arab or Muslim community This has discouraged several friends of mine coming to visit me .Also the heavy Oriental businesses concentrated in this area is discouraging. A good cultural mix would be most welcomed in this area.

Make it a place that residents of Richardson can be proud of . . . similar to downtown Plano. Nice restaurants, shops, CLEAN & SAFE!, parks, professional store fronts instead of "FLEA MARKET" appearance reflective of third world countries.

Something like downtown Plano or McKinney - shops, restaurants etc.

<p>For the city to look at the Watters Creek development in Allen as it's pedestrian/resident friendly, is a pleasant area to visit. The colors of brick used in Richardson's newest development are gray, tan and brown - looks stark and drab.</p>
<p>Wish there was safe access to the Arapaho DART station other than by car.</p>
<p>A face lift for revitalization of the area, but not a reconstruction of downtown.</p>
<p>Narrowing roads.</p> <p>A Better Block like project.</p>
<p>Using economic development funds for local business in the core area.</p>
<p>Make it mixed use, with parks and nature having a place in it.</p>
<p>Please find some way to rid the area of hookah bars. They should be illegal, as they are in some other states, but that's another issue!! There are too many of those things right in that area - how many does a community like Richardson need? I feel very uncomfortable in that area and will not go down there at night. Need more places like Del's and would like to see some way to bring the "history" back to Main. Plano has done a nice job, but their buildings were already in pretty good shape for the most part.</p>
<p>Too many older, low rent apartment complexes; need a better mix of new housing to compete against Allen,</p> <p>McKinney and Frisco.</p>

<p>A master plan for the entire corridor. Broken down into segments (restaurants, entertainment, shopping, residential, small business.)</p>
<p>By taking advantage of Dart and the 75 corridor between George Bush and 635, make Richardson a destination for all of DFW and north Texas.</p>
<p>I think we should really maximize dart rail use and build plazas that are near rail stops</p>
<p>Jobs to make our community strong.</p>
<p>Ensure that the ethnic diversity there and in immediate surrounding areas is encouraged and emphasized. We don't need another 'cookie cutter' urban center with no people and empty storefronts.</p>
<p>I wish it looked better. Main street looks rundown. I don't like that there are so many Hookah(sp?) bars on main street. More variety in the area</p>
<p>Highrise apartment/condo unit with business area attached and surrounded by parklike area with water feature and walking paths</p>
<p>Main Street of Richardson is very unattractive, and not well kept. It does not invite shoppers. The street is congested, and not conducive to crossing the street to stores on the other side. Make it more pedestrian friendly and inviting.</p>
<p>Traffic flow and the speed limit issue. Sad that this area is more known and a RPD speed trap!</p>

The value of the current city appearance is not something that is welcoming. The only way that the corridor will be of value is if the area is razed. The old buildings have no charm and are not conducive to walking and browsing. The ethnic "flavor" is unappreciated by the Americans that don't value the signs pasted all over the windows and smoking-derived businesses. There is nothing now that attracts younger families or newcomers to our area. Is there a "square" like McKinney or Plano has? No, we have nothing, not a park, nor a parking lot (not that we need one since, unless you smoke, drink or need a vacuum cleaner, there's nothing else for you to do). A theme needs to be chosen, buildings need to be made to match, sidewalks need to be repaired, awnings would unite and shade pedestrians, american cafes, ice cream shops, gift shops need to proliferate. Signs should be appropriate and not glaring and in-your-face ugly. Frankly, I don't see how this area can be revived because too many occupants of the establishments would need to GO.

Limit hookah bars.

Be very careful of who is allowed to develop the area. We need development that will last and is very well planned and will last for years.

Maintain the character of the area. Places like Afrah, Del's Burgers, the Asian shopping venues draw us from northwest Richardson to that area probably once a week. Please don't force it to become another cookie-cutter, chain store experience. We don't need another Starbucks or whatever.

Provide a DART station to replicate the success of Downtown Plano. Focus on sense of place, human-scale, walkability, etc.

Allow more zoning variances. For example, charming old houses with historical value can both be preserved and have enhanced economic value if they can be converted to other uses. Some of the best coffee shops and restaurants (like in uptown or Denton) take advantage of old structures. Without more permissive zoning variances, they are more likely to become economically unproductive and torn down, which runs the risk of development gaps (the empty spaces in the Spring Valley redevelopment, for example) that also cost the city in lost tax revenue.

Since doesn't have much of an historic downtown area, create a new "downtown" like Southlake's Town Center that would house all the municipal buildings, library, retail and entertainment.

Make it look a lot less blue collar and less like Sun City North. (I love our seniors, but the exploding senior homes development is staggering). Bring in exciting dining and entertainment concepts (which does not include Chuck E Cheese or movies theaters. Bring in a good shopping area (something like University Plaza in Fort Worth). Need to attract young adults and middle-aged adults with disposable income, people who are looking for nice places to go without having to drive for miles and miles. Make Belt Line driveable AND pedestrian friendly (think Katy Trail) and well lit so that it's safe. Please please do not do anymore construction like was done at Spring Valley and Central. What an awful idea and so confusing to get around.

Tear down the crappy buildings and start over with a new downtown that has nice shops, restaurants, bars, and a pedestrian friendly street life.

This is an important corridor for accessing US 75 Central expressway. Consideration needs to be given to how this area can be developed while maintaining a smooth traffic flow through the area.

Richardson needs to study what other cities in the metro-mess have done with their old down town areas. Ours is rather pathetic.

My husband and I just moved from Plano, where we lived close to the downtown area. It was such a great area for walking around, going to restaurants, bars, etc. Also a lot of apartments being developed around the DART station, but that aesthetically mixed with the historic downtown feel. It was a great attraction for friends and family who came to visit and offered much more than a mall or chain store. Would LOVE to see that here in Richardson. We love it here, but that would just make it even better.

Please renovate the bridge on weathered. This would be a small improvement with a huge impact.

Avoid bringing in big chains that can be found anywhere and concentrate on developing the area into something that is unique. It would be a good idea to build on the events/places in Richardson that already bring people in from other parts of the Metroplex - Cottonwood Art Festival, Wildflower Festival. What would catch the eye of those coming to events like that, that would make them stay and spend - or come back and visit even when there is no festival. The opening of Alamo Draft House at Beltline/Central will attract a hipper Austin-y crowd too. Art + music + independent films = an area ripe for development in that direction. A coffee house, a wine bistro, independent restaurants, unique shops, etc.

Provide better off-street parking areas

Treat it as a 'front door' (good architecture, respectable businesses, improved streetscape and landscape, tight controlled/well designed signages etc) instead of typical suburban highway corridor of parking lots and hodgepodge of misc. less desirable structures.

People from all over DFW know of Richardson for our great Chinese Community Restaurants and other ethnic restaurants. Take advantage of this and entice them to visit again for that, and so much more. I am very proud to live in a community that is culturally diverse, we really have it all here.

Something unique and non cookie cutter, that takes advantage of the central location (and even the proximity to downtown Dallas). Pedestrian friendly with cultural offerings and some great retail spaces. Something that mixes together concepts like The High Line in NYC, The Grove in LA, and Pike's Market in Seattle. A nice big park designed for social events (e.g., Monday night movies - like Bryant Park in NY does) that offers on-site cafes, watering holes, etc. to foster gathering and hanging out.

I'm interested in not just the "Walkability" of the corridor, but the "Walk Appeal". Having safe spaces in which to live and commute is important, and building a strong live-in community around this neighborhood will help. Grocery and gathering places are essential to keep people living and spending in this area. I think we can learn a lot from the recent organic transformation of Plano's Historic Downtown neighborhood, and avoid the creation of another pretentious "urban development" like those that have been popping up quickly across the Dallas area.

Improve the area with better commercial businesses. The main street today is junky and unattractive. No reason to visit this area unless you want a hookah. Redevelopment is needed to attract people to the area.

I think the area should be made into a town within a town area, similar to the apartment area called "The Block" at Arapaho and Jupiter. I would suggest high end upper floor condos with many businesses underneath. The main objective would be price effective also. You could have pubs, restaurants, businesses, even a neighborhood Walmart, as well as offering upscale living amenities. A park near a two story pub that can have a concert on the roof would be really appealing also.

<p>It is critical that the city work hand-in-hand with the local businesses and residents to make the Corridor a place that will attract new businesses that will employ younger, affluent, workers that will want to live, work, and play in downtown Richardson - much like the Uptown area of Dallas.</p>
<p>Handicap access; food trucks; car shows; dog shows; farmers market; dining; antique shops</p>
<p>As a former resident of Allen, they did a great job of making the Stacy shopping area and Bethany area very family friendly with a dog park, kids play area, kids splash area, evening activities, ect. It still feels like a community while allowing for big business. While Plano (Shops at Legacy) has more of a adult feel. Richardson is the perfect place for a family and I would love to keep that feeling.</p>
<ul style="list-style-type: none"> - No more hooka bars. Even cut them down. - DART rail station would be great instead of driving or riding a bus to Spring Valley or Arrapaho.
<p>The area is an eye-sore at present and has great potential to be a charming go-to spot. I live on the west side of Richardson and have little reason to visit the east side. I am drawn to main streets in McKinney, Plano and Allen (Watter's Creek). It would be nice to enjoy my own backyard rather than traveling elsewhere for shopping, dining and enjoying the great outdoors. A movie theater would be nice and DART will help bring in new visitors.</p>
<p>Retain multicultural restaurants, slow main street down (use spring valley and Arapaho for pass throughs) similar to downtown Plano-safe to walk across- 30 mph single lanes. Need dog park and farmers market!</p>

<p>I think Richardson has enough multi-culturalism. I want businesses and restaurants that are attractive, attainable, will draw people to them, and will appeal to the average American Richardson resident. We have more than enough Hookah bars, Indian and Chinese restaurants. And please, no more Dollar Stores. We need good shopping in Richardson. I hate to take my business to Plano and Firewheel.</p>
<p>My suggestions pertain mostly to new businesses opening in existing structures or new structures. I would love to see a small coffee shop/tea shop open up on Main street. A nice place with live music every now and then, local artists displayed, and comfy couches would be just perfect. Another idea would be a halal or kosher butcher shop that specialized in Texas-raised meat. Perhaps some more local (not chain/franchise) restaurants would be nice. I think basically we need shops/eateries that encourage people to spend time in downtown Richardson, not just hastily driving through it on thier way to 75. Making it easy for pedestrians is the first step in this process. Making public transport easily accessible would be the next. I am happy to hear that improvements are being considered for downtown Richardson; it has a lot of potential to be a lovely place full of local establishments that could be a real source of pride for this city.</p>
<ul style="list-style-type: none"> need more trails and open space restaurants farmers market downtown under DART line Del's Burgers patio civic gathering space for events use the land the city owns across from city hall east-west connections to trail system extend trail from Arapaho to Beltline along DART

Tough one! I would like the traffic to flow more smoothly and have better parking situations. (Not just street parking.) I would like to see better nightlife. Possibly cafe-style restaurants with outdoor seating and also some cool bars/restaurants too. It would be neat if there was something more "to do" on that street, entertainment-wise. Whether it be a park or bar/restaurant.

We can't have Main street be full of only Hookah lounges! It needs to be diverse. I LOVE the Downtown Plano Main Street (is it 14th or 16th?) It is adoreable: Shopping, Great Eating, Walking, Charming Downtown District. We need a place that isn't a dive bar! We need an upscale, but affordable, bar with great food that is NON SMOKING. Richardson is a FABULOUS city and it would be great to bring the charm back to Main Street.

Small business!!! Foot traffic!!! Make it easy to cross beltline/under central. Make more place to sit/eat/chat. More community areas- especially a dog park!!!

Get rid of all the Hooka Bars! The area looks like a hang out only for people that want to sit and smoke with Hookas! This needs to be a destination for families and other both in Richardson and outside. Something like Southlake center or even downtown Plano or McKinney. Right now it's embarrassing and I wouldn't want visitors from out of town to drive down Beltline/Main Street.

We love Richardson and have lived here for almost nine years. We want to stay in this area and therefore see it thrive as newer communities are developing north of here. Dallas is doing a lot to renovate neighborhoods and districts as well. I'd love to see the old buildings and shopping centers that already exists used, instead of constantly seeing new buildings going up in vacant fields while old buildings sit vacant. I'm not as concerned about the Lightrail b/c I don't live right by it, and with young children...it is not my mode of transportation. But, I'd love to see a Farmer's Market as a nod to the farming community that was once Richardson. Make it special and a real opportunity for the community to meet near a fabulous park. Bring in small and unique businesses that are geared to family. I hope to see things more unique than some of the more inappropriate businesses/retail that we going up on Central a few years back...we can do better than that. Give the YMCA some help...it is a great place that our community meets at for Saturday family activities...make it nice, and anchor it with what you're trying to accomplish here. The library and City services area is wonderful. We've enjoyed this for years. It feels like Richardson has a bunch of loose ends that are not anchored into a more universal theme of "This is Richardson...and Richardson has it all!"

I live less than a mile from the neighborhood in question, and would love a cafe or coffee shop in such close proximity. I think a neighborhood coffee shop with finely-crafted espresso and pastries (not a chain) and a casual environment is something that is obviously missing in our community. Something like that would be a prime candidate for utilizing the architectural character of the block to its full potential.

Development that include easy pedestrian access and integration with the DART Rail line! I would also love to see a dog park in this area.

<p>The majority of buildings and homes in the Main St area were built in 1950-60 era at the beginnings of the tech world we now live in. I would like to see Richardson celebrate the era and how it caused the growth of the city and our continued commitment to technology. Where possible, we should save & renovate and build new structures but require all to adhere to a 1950's facade. Have shops that enhance the theme with pedestrian friendly walks & a rest area park. I think we would attract visitors to a nostalgic visit our unique history rather than creating another 1800's type historic district typical in most historic districts, I purchased my home on the SE corner of Main Street & Walton which is 1 block east of the corridor but will be greatly impacted by all aspects of the corridor future. At the time of purchase and ever since, I have envisioned renovation of the Main St Corridor as I described. participated in the DART renovation input meetings a few years ago and appreciate the opportunity to have input once again. I have spent a great deal of time & money to renovate my property and look forward to Main St project progressing in a positive lifestyle direction.</p>
<p>Be VERY clear what impact the priorities have to existing neighborhoods</p>
<p>Improve bicycle and pedestrian access through Main Street to Police Station, Fire Station, between East and West Richardson in general, and among the three DART Stations.</p>
<p>I would like to see our downtown look something like Legacy & the tollway in Plano. I also like how the Campbell road renovation went. That area looks nice and it has shops and restaurants that I'd want to shop at.</p>
<p>Improve the Main Street area by: Adding new public parking, Improving traffic flow, Improving visual attractiveness (it's so seedy-looking); Making it easier to get to.</p>

<p>Multi-use areas. Live/work/shop all within walking distance</p>
<p>improve pedestrian/bicycle passage across DART line between arapaho and spring valley.</p>
<p>Sound walls for residential properties that border the Central Expressway. Restore historic buildings along Main Street and the surrounding areas. I would like to see Main Street meet the potential that it has to offer by attracting a mixture of businesses.</p>
<p>I would like to see the area remain eclectic like it is now but tear down old/dilapidated buildings, offer incentives to companies to re-develop their property, try to re-develop the older neighborhoods surrounding the study area. The houses in this area need to be re-developed as well. Something similar to the M-Streets in Dallas or Bishop Arts area in Dallas.</p>
<p>maintain the historical content of downtown Richardson. Have more diversity...we do NOT need more hookah bars.</p>
<p>Attract more name brand stores verses small low income attracting businesses (case in point- an unnecessary Family Dollar next to the new QT. Is this really the image we want to create for people entering Richardson and a large residential area on Beltline?</p>
<p>The 600 block of Lockwood Drive (between Floyd and Lindale) has become a cut-through street for retail traffic. Please install speed bumps to slow through traffic, protecting residents and school children from Heights Elementary. I believe the residents of Lockwood Drive would welcome this improvement.</p>
<p>Redevelop as shopping, restaurants and entertainment</p>
<p>No Apartments, A social destination, Old style Main Street such as small quaint restaurants, high end boutiques, Develop the older homes on Beltline into Commercial property such as Doctor's offices, Antique Shops. expand on the natural beauty of the Old Trees and Landscape.</p>

The area is just crummy looking which is a shame because it has such potential to be an eclectic, multicultural, unique little downtown area. The hookah bars must go. This is an embarrassment compared to Plano, McKinney, Frisco, Bishop Arts, but it has SUCH potential.
Think far ahead. Do not be short sighted and go for the easy, cheap short term solutions.
A place where residents can walk to shopping, eating, farmers market and parks - look at Plano downtown - historic charm with everything for the family.
Add speed bumps and reconstruct Lockwood Drive between Floyd and Custer to prevent traffic using the street as a cut-through and keep children walking to/from Heights Elementary safe.
New construction of buildings a must. Some look like they need to be torn down.
Copy downtown Plano's plan, no more hookah bars, add restaurants, a few shops, brew pub, Do bring back the Farmers Market, add walkable, gathering and play spaces, public art, pop up performance art, ENCOURAGE buying locally - food, wine, goods, gifts. You can do it COR, you're doing it in the neighborhoods (all of them) - the "come-back city." Thanks!!!
We have some good businesses in this area that we are afraid of loosing and getting in businesses that won't serve our needs. I'm afraid we are going to end up with empty unused retail space and the city wont collect taxes and will be force raise our property tax because of the income lost from our now existing businesses. Afraid will have to go to Dallas or Plano to due business. I feel we need to work with the people who have these existing businesses to help make them fit our neighborhood. Alot of the local business are needed just need some help to fit the new redevelopment plan.
The old town center and nearby areas need to be comfortable and walkable.

Retain the old buildings, while filling them with businesses that will be of value to the whole city. !0 years ago a grup of neighborhood residents asked the city to preserve the area. the management declined. I spoke to one of your many consultants, and she agreed that this should have been done when the residents asked for it. You are a management with no forward planning and should all resign.
Need some variety within the hookah district.
Paramutual wagering facilities with off track possibilities. Another theater would be good. Since the Arapaho Stattion never came to fruition, an amusement development might be in order. Could you imagine a ferris wheel in downtown Richardson along with a merry-go-round and festive music.
I am not sure what was planned for the area west of the Spring Valley Dart station which includes deed restricted propeerties (by Ordinance}which also never came to fruiition. While non-.de velopment abounds all around the proposed area including the former Pitcock automotive and Chase bank area. MAYBE WE SHOULD STOP TALKING AND PLANNING AND DO MORE BUILDING.
Incorporate creeks, trails, green space, etc.
Let the private market takes its course

I am a resident in the Heights Park neighborhood just outside the corridor. I am so pleased the Alamo Draffhouse will be coming soon to the neighborhood. That particular shopping center is in need of businesses that will keep young families in my neighborhood. We also have strong ties to Ft. Worth and LOVE the food truck plaza that they have developed. It is always busy and such a fun, hip concept. I think having a food truck plaza in the same shopping center as Alamo Draffhouse would make that shopping center a HUGE attraction for young couples and families in the city of Richardson. Most likely, it would even attract families from neighboring cities. So much of the parking in that shopping center is unused and would make a great location for the food truck plaza.

That corridor is also in need of landscaping and rehabilitation. It is a very run down, bleak area of the city.

Perhaps a partnership with TI could be pursued that honors TI's presence and importance to the city could be explored.

Currently, the businesses in this corridor are not very diverse in that they tend to cater to a particular ethnic group. I definitely do think that needs to be continued. However, the city is losing so many young families and so much money because the Main Street/Central corridor has nothing to offer them. Please consider tax breaks for mainstream companies and small business owners willing to establish themselves in this area.

Main Street should be main stream America. Richardson is loaded with ethnic areas; make this one reflect what Richardson was originally.

Richardson has had a great start towards becoming bike friendly. This area has the potential to really create a community not based on owning a car.

Please bring better retail to the area. Hobby Lobby, Chik-fil-A, Old Navy, etc.

I envision the Richardson Corridor (areas both east and west of Central) to be as attractive as the architecture of Tlaquepaque Arts & Crafts Village in Sedona, AZ. Since TX has its roots in the Tejano culture, this style of architecture would embrace this culture. I would add sculptures along Belt Line to further add ambiance.

[Name and phone number of respondent deleted]

A Richardson resident since 1964.

two lane traffic (like in Plano), head in parking, better business in the area

bring back the farmers market

I would emphasize transit and pedestrian connections, the street-level pedestrian experience, and providing small-scale retail, restaurant and entertainment opportunities that don't require deep pockets to start up, as much along the lines of Bishop Arts District as possible.

I'd most like to see the variety of business grow. I like that bars, hookah lounges and restaurants are available close together. It would be great for that trend to continue with book stores and other shops which would bring people to the area. Having park-like areas to relax would also make it feel like somewhere you go for an afternoon rather than a quick stop.

I once rented a building in the area and I always hoped a revitalization would happen which might sustain lofts and other artistic endeavor which would bring a sense of creativity to downtown Richardson.

Landscaping and pedestrian scale for a few focal points (such as around the DART stations), then transition to larger scale. The area near and north of Campbell is a good balance.

Need to look at Plano's area. Close to Dart, buisnesses, apartments close

Select some other recent development projects in downtowns or new downtowns (Addison, East Side, etc.) and gather the best ideas for a concept suitable for Richardson.
I would like to see this area become as pedestrian friendly as possible. It would be great if a pedestrian bridge could be installed to allow for easier foot traffic to both sides of Central Expressway.
We need more businesses and restaurants, maybe not so many Hookah bars. There needs to be some consistency in the color of the buildings. The concrete planter boxes need to be removed and replaced with something more appealing to the eye. Maybe brick sidewalks, some trees and benches, along with hanging flower baskets. A nice coffee shop with sidewalk seating would attract residents. That really old building east of Smart Looks need to be torn down.
Ample parking
Share the corridor along Greenville with DART by adding a bike lane from Campbell south to the city limits along the DART corridor instead of on the east side of Greenville where it is interrupted by numerous curb cuts, driveways, and cross roads... I hardly ever see anyone use the existing bike path/sidewalk since it's so piecemeal and dangerous. Carve out a 12' along the DART corridor and make it a bike path, or, how about a complete street? Greenville doesn't have that much traffic anyway...
Retain and upgrade old buildings - like Plano has done, Establish a better traffic pattern where street "flow into each other better". I patronize Kim A. Tailor (friendly owner & excellent work) and the old hamburger place (this place has old fashioned atmosphere). I do not like the bars. I frequently drive this main area,
Tear down those old ugly store fronts, create something modern and vibrant. Plan on something like the SE corner of Campbell and 75, not like old town Carrollton. Old town Carrollton is really not that great, rather an eyesore than an attraction.

Widen sidewalks by narrowing the street for more intimacy and pedestrian traffic all the way to Central leading to the Heights Shopping Center. Route traffic north and south of Main St to reduce congestion on Main St. Preserve older building where it makes sense and mimic the architecture in the new development to keep the downtown historically significant.
Richardson has plenty of areas dedicated to family friendly activities. We need to encourage developments around singles. It would be nice to build this "main street" area as an area where single people are encouraged to come for dates, cultural activities such as comedy clubs, music venues, art galleries, and restaurants which are not focused on children or parents of children. Those family friendly venues have already received a lot of funding from our tax dollars (breckinridge park ball fields, huffhines additions/renovations, etc.). Also by targeting single adults you will get more disposable income. This should result in a higher tax income for the city as these businesses thrive while serving the singles and couples without children.
Attractive while maintaining some of the historic value of the area. Bringing back the Richardson that does not completely devote that area to the ethnic area that it has been allowed to become. We don't need China/Asian/Indian area. It's beginning to move into Heights Shopping Center too. It needs to stop. Richardson is a suburb of Dallas, TEXAS, not an Asian community.

The Richardson corridor needs to have a cohesive look and feel that reflects the fine community it is especially along the Central Expressway service roads and the historic Main street. Richardson needs to become a destination for towns to the north and south to bring their business and tax dollars to the area with community and small businesses that are not found elsewhere. We need to have Richardson become the vibrant city it could be to increase home values in the older neighborhoods. Richardson could become the next "Highland Park" (with careful building codes to prevent Mc Mansions replacing architectural uniqueness) because of close proximity to downtown Dallas business by being the first northern suburb with outstanding schools and beautiful neighborhoods.

A food row type area would bring people in to the city.

The businesses need more parking - everything is rundown and embarrassing - especially the hookah bars. We need to build a quaint downtown center that has good restaurants and shopping.

Enhance old downtown facades, limit junk/sale items on the sidewalk, more trees, better parking, some quaint shops, fountain, historic signs like "original home of Miss Jessie's Dry Goods"

archway of brick or old stone

Would like to see more restaurants and unique gift shops in a pedestrian-friendly venue.

Increase 4 traffic lanes, provide nearby parking, possibly work with DART to provide a circuit between The Spring Valley and Arapaho stations and the Belt Line/ Main District, attract restaurants, shops and residences. Reduce/remove the old, poorly maintained buildings and low-end commercial properties.

Complete redo of Richardson Heights shopping center. Such a great location. Glad Alamo is coming! Needs to attract families as we are getting young people. We have lived here since 1976, raised our families and now entertain grandchildren in Richardson!!

Restore the historic charm--what Richardson was in the beginning. We are oozing with multicultural charm. We need an area that reflects the origins of this city!

Restore the Main Street area with an emphasis on history. More pedestrian pathways in the Main Street area and in the Corridor.

Create parking areas that will allow people to visit the area. Encourage businesses that offer uniqueness.

The area looks old and there is no reason to go there. Also need better restaurants.

Look at downtown Plano, Fort Collins CO, Meizner Park in Boca Raton, FL, Larimer sq in Denver CO

I think heritage is important for Richardson, but that doesn't mean we need to run off every foreign owned business. It's nice to have a variety of establishments from which to choose. Let's keep downtown Richardson unique with independent restaurants, coffee shops, etc. One can always drive up an exit or down an exit, if they want to go to Chili's or Starbucks. Make Richardson a destination, not just more of the same.

Downtown Richardson needs to be an inviting place for not just Richardson residents but to residents of other cities. Restaurants, privately owned small businesses, high end retail, a clean and uniformed look, brick paved sidewalks, nightlife. Make it an afternoon long destination. How about a small amphitheater with lawn seating for small events and live entertainment?

Improve overall attractiveness of Main Street; add charm and consistency through updating and unifying the storefronts.

Keep us, the public involved as it gets into planning and early in the thought process. Your public is really great free advise.

Need to go through a revitalization period in this area similar to what they did in downtown Plano. It would be great if we could attract urban living style businesses in this area - restaurants, shops, etc.

Making the Main Street area like the Knox-Henderson area or McKinney Avenue in Uptown would work very well. This would give it a young urban feel while still keeping the old downtown main street appeal.

ENVIRONMENT: Sustainable landscaping that is attractive and appropriate for our climate (ex: xeriscaping), as well as community garden initiatives. More nature to offset all the pollution from the freeway, concrete & asphalt makes it by default more pedestrian-friendly, a place for new families to walk with the stroller and the dog.

ARTS & CULTURE: The Alamo Draffhouse is an enormous win in this category, but it would be wise to supplement with additional retailers along these lines: a comic book store, artisanal boutiques (for handmade bath goods, crafts, etc.), or even culturally focused community center to educational & entertaining ways to connect with new cultures. We have lots of Asian and Middle Eastern populations - let's give them a platform to share their history & culture through ethnic cooking, dancing or meditation classes!

All of the above positively impact NEIGHBORHOOD QUALITY OF LIFE by default. Creating situations and opportunities that incentivize people to get out of their houses and mix, meet and mingle amongst each other necessarily accomplishes this. A beautiful environs plus entertaining & intellectually stimulating things to do will accomplish this far greater than yet another middle-of-the-road commerce center (which every other suburb in the DFW metroplex is doing, to the point where nothing makes that unique or appealing anymore).

Narrow roads, housing near main street, unique (do not imitate Plano, Frisco, or Southlake), Better Block like project, protect the few remaining historic buildings

No more hookah bars! Need family and kid friendly-think McKinney's "square" area

I think mixed use is important as well as playing off the character of the area (downtown, Heights Park, Richardson Heights). Richardson is unique in a lot of ways and does a good job of making the most of that. I hope we don't create a duplicate of what other suburbs have created. I would love to see Richardson really play with its 1960s heritage (like the facade we'll see at Alamo Draffhouse).

I would love for our main street to be a mix of independent retail and restaurant businesses, coffee shops/small music venues, and places for nearby neighbors to gather. Traffic that creates a pedestrian- and biker-friendly access in and out of this corridor is paramount to the sustainability of the businesses. What I do NOT want to see is yet another American Homogenization project where all you see from the highway is yet another big box chain, fast food mecca, and cars everywhere. When I think of what I would like main street to look like I think of lower Greenville, the Knox-Henderson corridor, and the Bishop Arts District.

No smoking policy for all establishments. More parking that is well lit, safely/easily accessible to the area. Outside decor: fountain, brick walkways, plants, ornamental ironwork/lamp posts. A centrally located coffee/bakery shop with outside seating.

Regarding the Main Street//Downtown area, I believe there should be very pedestrian-friendly businesses that have a variety of attractions. How nice it would be to walk from shop to store to cafe to gallery. More patios! Less hookahs!

Richardson has lots of great non-chain restaurants. I think that they get less traffic sometimes due to health/sanitation concerns. (It is a total PIA to look up health scores on a smart phone.) Why not require the scores to be posted in the front windows of the establishments like they do in Los Angeles. (The grades posted are letter grades and business can pay for a reinspection if they are unhappy with the score received.)

This requires more thought than I have time for at this moment.

Please increase accessibility for pedestrians and bicyclists! This area is already relatively compact (for Texas) and has retail relatively close to residential areas (again, for Texas). Please capitalize on that existing asset and make it both safer and more pleasant for the many Richardson residents who live within a couple of miles of this corridor to travel on foot or by bike in this area. The freeway is an obstacle but not insurmountable. Thank you!

New family friendly businesses are needed in order to attract young homebuyers to the area.

Change and updates are hard. You could approach Main street like the shops at Legacy where it's an all new revenue centric space. Or the approach could be more like historic Plano or Mckinney where a balance of historic identity and new business is maintained. Considering the main street corridor has such a small amount of historic architecture I feel like the Legacy approach will be more successful however it would be nice to keep the historic feel of what we do have. For the central corridor, we need successful businesses to fill the holes and possibly mandate aesthetic updates to the current businesses. Central expressway is the gateway to Richardson and frankly Spring Valley to Beltline isn't exactly a welcoming sign. I look forward to some remarkable updates.

Definitely more pedestrian friendly. Manage vehicular traffic so that it is efficient, but does not adversely impact pedestrian safety.

FIGURE 9: RECOMMENDATIONS AND SUGGESTIONS

Again, you have the diamond in the rough. I love visiting my friend there. I spend a lot of time there and brag about your town. I sincerely hope you don't put typical corporate restaurants etc to kill the smaller businesses.
cleanliness, greenery, sign rules (too many, tacky), standards of business upkeep (trash, car places using streets, trash bins overflowing),
Would be great to have cafe culture and safe jogging areas
Encourage a sense of community and things that make all Richardson residents proud.
Taking advantage of our location to the telecom corridor and downtown. Keeping the look of the original neighborhood while updating. We could be little Austin which would attract businesses/restaurants which would attract spenders outside richardson.
Keeping taxes low
get rid of all of the HOOKA places. They look terrible.
Do away with the trashy look of downtown Richardson, and make it a place that at least the people of Richardson want to go to (like Plano or Carrollton).
limit hookah bars
Making Richardson a go-to place for evening dining and entertainment (NOT movies). I currently have to leave Richardson to get to non-chain, nice dining areas.
Night Life and Entertainmnet destination that Richardson lacks
Making Richardson Heights a safer, more appealing, pedestrian friendly neighborhood so as to increase property value and desirability for families to stay here.
A place to stroll, shop, eat, entertain with cultural aspects of what Richardson has to offer.
Dog park and farmers market!!
Make it appealing and draw customers
Shopping, Eating, Walking
Specifically, encouraging small and independent business and restaurants with a wide-range of appeal.
Would be nice to see run down buildings upgraded or demolished and rebuilt
Completing all neighborhood entry elements for consistency throughout the city.

Expand activities & hours at the Senior Center; keep the Library open later on Fridays.
Need some variety within the hookah district
Giving Richardson an identity visitors recognize and consider a destination, but not an area where traffic is bogged down like Plano's 15th Street. Skip the brick streets.
Making the area more appealing to pedestrians AND bicyclists
Ample parking
Making the area more bike friendly
Get rid of businesses that the neighborhood doesn't like - small shops are ok
increasing tax revenues while reducing the number of family friendly options to concentrate on development of areas friendly to singles between 20-70
get rid of the hookah bars - it looks like a slum!
Make it more of an entertainment type destination (I.E. 15th Street in Plano, West Village, Sundance Square - restaurants, shops, etc.) and less of a place to get your car or vacuum cleaner fixed.
Check out Mizner Park in Boca Raton, FL. Get rid of the PINK and it's perfect!
Making this a destination. Fun for all. Arts and Entertainment, lots free. Match the lovely landscaping Richardson should be famous for, we are proud of it, great job!
Better dining options
Look to Oak Cliff & Bishop Arts as a blueprint for development: independent, community-driven initiatives. Focus on walkable, bikeable, pet-friendly culture. NO MAJOR/RETAIL CHAINS. There are plenty just up the road in Plano - let that be their city's brand and identity. Richardson has the opportunity to appeal to conscious consumers.
Narrow roads, housing near main street, unique (do not imitate Plano, Frisco, or Southlake), Better Block like project, protect the few remaining historic buildings
creating a safe way for bikers and pedestrians to cross from one side of 75 to the other.
Please, please, make it safe and appealing for us to travel by bicycle in this area!!
Establish a sense of pride in being a resident of the area.

SURVEY 2 (OCTOBER 2012)

BACKGROUND

The online survey was developed to allow anyone interested in the future of the Corridor to participate in the study. It was designed to elicit responses to specific questions about the Preliminary Concepts for the future of the Corridor that had been developed through September. These Preliminary Concepts were communicated through a packet of information posted on the website; respondents were asked to review this packet before completing the survey.

The survey included five groups of substantive questions, addressing:

- Involvement with the City of Richardson and this Corridor;
- Feedback on the Overall Concepts for the Corridor;
- Input on Supportable Development Types;
- Comments about three Focus Areas; and
- Comments about the buildings along Main Street in the downtown area.

These questions were followed by optional questions about the respondent's background and involvement with Richardson. A final question gave respondents the ability to provide contact information to the City.

The survey was live on the City of Richardson website from October 17, 2012 through October 31, 2012. During that time, 82 respondents began the questionnaire. Of these respondents, 64 finished the questionnaire, giving it a 78% completion rate.

This survey is one of several opportunities for public involvement made available throughout the course of this study. Other opportunities that were offered to any interested individual included an Open House session in July, a Community Workshop in September, an open-

ended online questionnaire administered in the summer, a detailed online survey administered in the summer and an open-ended online questionnaire administered during October. This report includes some comparisons between the responses to this survey and the input received through the other public involvement opportunities.

KEY RESPONSES

As with the first survey, most of the people who provided input through the second online survey live in Richardson. This survey has the highest level of participation from people who actually live in the Corridor—28.4% of participants. One third of respondents have participated in study meetings and workshops; a slightly higher percentage (37.0%) had provided online comments in the past. Most (71.6%) indicated they had reviewed the online materials.

The survey respondents clearly supported the preliminary direction for the Main Street/Central Expressway Corridor area. A large majority (81%) indicated that they 'agree' or 'strongly agree' with the statement that "overall, this plan described by the 'Preliminary Concepts' packet reflects my ideas about the most successful future for this corridor". This is a strong level of support for these concepts. An even larger share (83.6%) 'agree' or 'strongly agree' that they would want to spend time in a place like the one described by these concepts.

Survey responses were similar to previous input in terms of the compatibility of various development types. Live-Work, Mixed-Use, Shopfront, Residential-Townhome and Mixed Residential were considered 'compatible' or 'very compatible' by over 70% of respondents. Light industrial was seen as an incompatible development type by about two thirds of those who took the survey.

Respondents also supported the general direction for the three Focus Areas described in the ‘Preliminary Concepts’ packet. Over 70% felt that this direction was consistent with their own opinions about the most successful future for the Focus Areas.

Finally, this survey sought feedback on the buildings in particular blocks of Main Street. The questions were designed to gain additional insight into the divergent views about Main Street’s future that had been expressed in previous meetings and online comments. The responses showed that several of the buildings in the block on the northwest corner of East Main Street and McKinney were viewed as ‘essential’ or ‘desirable to my desired future’ by a majority of respondents. Buildings in other blocks were far less important to participants and in a number of cases were judged to be either ‘not very desirable’ or to ‘detract from my desired future’. These comments indicate that the best approach to the Main Street area may be one that blends the retention of some buildings and traditional character with the encouragement of new development that is compatible in scale but adds new energy and interest to the area.

RESPONDENTS’ BACKGROUNDS

As Figure 1 indicates, respondents ranged from 21-29 through 70-79 years of age. The largest share of responses (31.3%) came from people in the 60 to 69 age range. This is a change from the first survey, for which only 18.6% were in this age bracket. Younger people continued to be well-represented in this survey. Almost a third (28.2%) of those who took the survey were 39 years of age or younger. While this is lower than the 34.4% in this age group for the first survey, it is a substantially higher percentage than the participants in the September Community Workshop (14.5%). It’s particularly important to obtain the input from these younger people because they will hopefully become

FIGURE 1: QUESTION 26

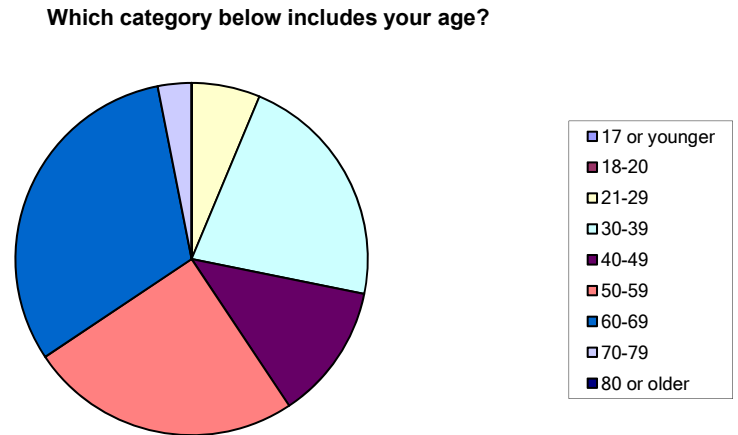
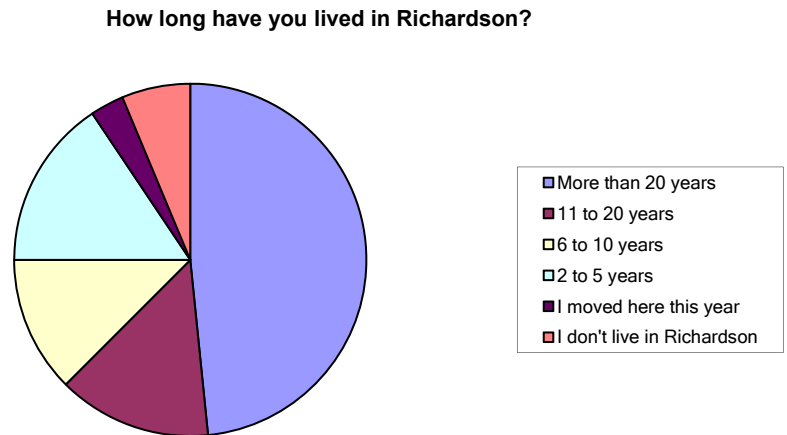


FIGURE 2: QUESTION 28



long-term Richardson residents—buying homes, raising families and becoming active in the community.

More survey respondents were men than women—52.4% were male and 47.6% were female. This is a different demographic than the first survey, for which 61.6% of respondents were women.

Figures 2 and 3 provide the results of the questions about respondents' living situation. The largest share of survey respondents have lived in Richardson for a long time and live in a single-family detached home that they own. Almost half (48.4%) have lived in Richardson for more than 20 years, the highest for any of the public input opportunities for this study. Only 18.3% had moved to Richardson this year, the lowest throughout the public input opportunities; however, there are also notable shares of respondents who have moved here relatively recently, so there is still a good mix of perspectives in terms of length of residence. 78.1% of the respondents live in a single-family home they own.

Respondents had varying work situations. As Figure 4 shows, the largest group (37.5%) is those who are in the work force but do not work in Richardson. The next largest group is those who have worked in Richardson for more than 20 years (18.8%).

More than half of all respondents (53.3%) work for private businesses. Those who own their own businesses are the second-largest share of respondents (25.0%).

Lastly, most respondents work fairly close to home. Almost half (46.9%) work in Richardson. Another 29.8% work within 15 minutes of Richardson.

Only 4.7% of the respondents work more than 30 minutes from Richardson.

FIGURE 3: QUESTION 29

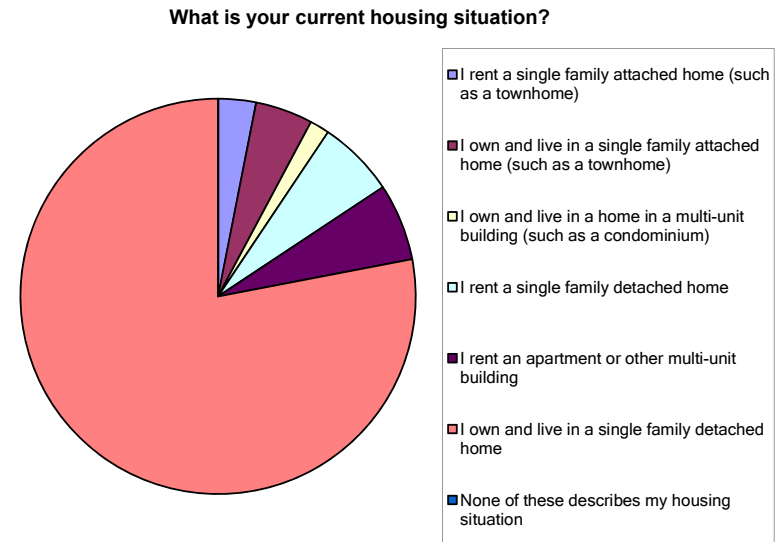
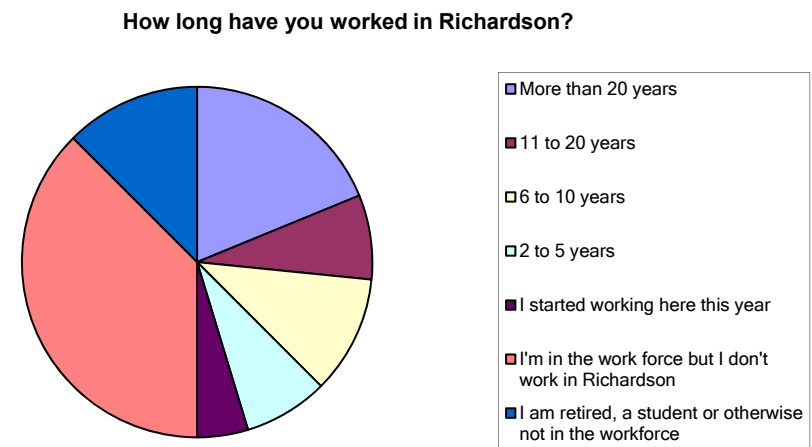


FIGURE 4: QUESTION 30



INVOLVEMENT WITH THE CITY OF RICHARDSON AND THIS CORRIDOR

As with the first survey, most of the people who provided input through the second online survey live in Richardson. This survey has the highest level of participation from people who live in the Corridor—28.4% of participants. Over half of the participants (54.3%) live in Richardson but outside the Corridor. Almost 83% of all the respondents live in the city. The only prior input with a higher rate of Richardson residents was the first survey, for which almost 70% lived in Richardson but outside the Corridor.

This survey asked respondents about the issues that interest them, providing the same list of choices that were used in the first survey, the July Open House session and the September Community Workshop. ‘Neighborhood Quality of Life’ was the issue with the highest response, as it was previously. Almost half of the respondents to this survey (49.4%) identified this as their top issue. ‘Business and the Economy’ ranked second with 22.1%. This was the second-highest issue at the two public involvement sessions as well. Most survey respondents have been involved in earlier aspects of this study. Roughly 1/3 had attended meetings and workshops, and similar shares of respondents had provided previous online comments or had heard presentations about the study. Almost 72% had reviewed the online materials. Only 11% indicated that this was their first involvement with this study (participants were asked to check all responses that applied to them, so a person who had previously completed an online survey and attended a workshop would have checked both those choices. Thus, these totals exceed 100% of respondents).

FEEDBACK ON THE OVERALL CONCEPTS FOR THE CORRIDOR

A series of questions sought feedback on the Preliminary Concepts that had been developed for this Corridor through September. These ideas were presented in the 'Preliminary Concepts' packet posted online. Participants were asked to review this packet before completing the survey.

Four questions sought overall feedback on these general ideas. For each of these, respondents indicated their level of agreement with a statement about the general direction and expected results. These questions and the responses are presented in Figure 5 below. For all questions, over 72% of the respondents 'agreed' or 'strongly agreed' with these statements, indicating a strong degree of support for the ideas at this preliminary stage. The highest level of agreement was with the second statement—the expectation that these concepts will enhance property values in the Corridor. The greatest level of disagreement was with the first question, which asked whether the plan properly reflected the respondent's ideas for a successful Corridor in the future. Slightly over 9% of respondents disagreed with this. Based on the written notes some respondents included, it appears that many who chose this response simply did not think there was enough detailed information in the 'Preliminary Concepts' packet for them to decide on this question.

This set of questions also asked respondents for their views about how they (as individuals) might interact with these places. Figure 6 presents these results. There is clearly very strong interest from survey respondents in using these places. A strong majority of respondents (83.6%) either 'agreed' or 'strongly agreed' with the statement "I would want to spend time in a place like the one these concepts describe". This is a very important level of support for the direction at this stage in the process. A large majority (62.5%) 'agreed' or 'strongly agreed' with the statement "I would want to work or own a business in a place like the one these concepts describe". This response also indicates very promising support for the ideas as they were expressed in the 'Preliminary Concepts' packet.

Lower percentages of respondents indicated they would want to live or own property in a place like this; however, there is still a notable share of respondents who were interested in these options. People who currently live in other parts of Richardson will contribute to the success of this area by using the shops, restaurants, services and amenities here, even if they do not actually live within the Corridor.

FIGURE 5: QUESTION 4 THROUGH 7

Statement about Anticipated Results	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I'm Not Sure
Overall, the plan described in the 'Preliminary Concepts' packet reflects my ideas about the most successful future for this Corridor.	19.7%	54.5%	6.1%	9.1%	0.0%	9.5%
The ideas described in this 'Preliminary Concepts' packet will enhance the value of properties in this Corridor.	35.3%	42.6%	10.3%	1.5%	0.0%	4.8%
The urban design features described in the 'Preliminary Concepts' packet will create a desirable and lively identity for this Corridor.	30.9%	41.2%	14.7%	2.9%	1.5%	14.1%
These concepts will make this Corridor more appealing for people walking or on bikes.	35.3%	41.2%	13.2%	4.4%	2.9%	10.0%

FIGURE 6: QUESTION 8

How would you see yourself using a place like the one these concepts describe?	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I'm Not Sure
I would want to spend time there.	41.8%	41.8%	10.4%	0.0%	0.0%	9.7%
I would want to work or own a business there.	17.2%	45.3%	25.0%	6.3%	1.6%	3.2%
I would want to live there.	10.8%	32.3%	32.3%	12.3%	4.6%	9.8%
I would want to own property (residential or commercial) there.	16.9%	27.7%	36.9%	12.3%	0.0%	3.2%

INPUT ON SUPPORTABLE DEVELOPMENT TYPES

The market analysis completed for this project identified a set of development types that could find market support within the Corridor. These development types were described briefly and illustrated by a set of images suggesting the form each type might take. Survey respondents were asked to indicate how compatible each development type was with the future of the Corridor. Figure 7 shows the responses to this set of questions.

The Live-Work development type was seen as the most compatible with the future of the Corridor. A very high percentage of respondents (84.6%) found this type to be ‘very compatible’ or ‘compatible’. Mixed-Use and Shopfront were also viewed as ‘very compatible’ or

‘compatible’ by over 80% of the respondents, with Residential-Townhome and Mixed Residential receiving this level of support from over 70%. The only development type for which there was a strong sense of incompatibility was Light Industrial. This development type was seen as ‘not very compatible’ or ‘very incompatible’ by 66.7% of the respondents.

The same set of questions was also used to obtain feedback at the September Community Workshop. As Figure 8 shows, the responses at that session are quite similar to these online responses. Considering the differences in the characteristics of the two sets of participants, these results indicate that these uses are viewed positively by a broad range of Richardson residents and interested individuals.

FIGURE 8: COMPARISON WITH COMMUNITY WORKSHOP INPUT

How compatible is this development type with the future of this Corridor?	Community Workshop				Online Survey 2			
	Very or Somewhat Compatible	Neutral	Not Very Compatible	I’m not sure	Very or Somewhat Compatible	Neutral	Not Very Compatible	I’m not sure
Residential – Cottage	50.0%	5.0%	41.7%	3.3%	46.1%	15.4%	38.4%	0.0%
Residential – Townhome	75.4%	4.9%	16.4%	3.3%	76.9%	7.7%	13.9%	1.5%
Mixed Residential	63.2%	10.5%	19.3%	7.0%	70.8%	13.8%	13.9%	1.5%
Live-Work	63.8%	15.5%	17.2%	3.5%	84.6%	7.7%	7.7%	0.0%
Mixed-Use	85.7%	1.8%	12.5%	0.0%	83.1%	9.2%	7.7%	0.0%
Shopfront	67.8%	15.3%	13.6%	3.4%	81.8%	10.6%	7.6%	0.0%
Commercial	60.7%	18.0%	19.7%	1.6%	60.7%	15.2%	21.2%	3.0%
Light Industrial	23.0%	16.4%	59.0%	1.6%	18.2%	13.6%	66.7%	1.5%

COMMENTS ABOUT THREE FOCUS AREAS

This project identified three Focus Areas within the overall Corridor that presented special challenges and opportunities. As at the Community Workshop, questions were asked to gauge participant responses to the preliminary ideas related to these areas. In both cases, these preliminary ideas reflected work done by a focus group of representative stakeholders. They were included in the Preliminary Concepts packet that online survey respondents reviewed before completing the survey. Figure 9 below presents the feedback on these preliminary ideas.

Over 70% of the respondents felt that these concepts, at this preliminary stage, reflected their ideas about the most successful

future for the Focus Areas. Focus Area C had the largest share of respondents who disagreed with this preliminary direction.

Three additional questions asked about the ideas suggested for these areas. Figure 10 shows that support for the ideas related to Focus Area A (an iconic building) and Focus Area C (making the area more inviting to pedestrians) enjoy similar levels of support. The idea for Focus Area B (infilling underutilized areas near Richardson Heights Shopping Center) received an even higher level of support. While these ideas are still fairly general, the feedback from this survey supports the direction in which the study is heading for these three important locations within the Corridor.

FIGURE 9: QUESTION 17

The ideas described in the 'Preliminary Concepts' packet reflect my opinions about the most successful future for this Focus Area						
Answer Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I'm Not Sure
Focus Area A	29.0%	45.2%	14.5%	4.8%	0.0%	6.5%
Focus Area B	41.0%	29.5%	18.0%	1.6%	0.0%	9.8%
Focus Area C	37.1%	33.9%	11.3%	8.1%	1.6%	8.1%

FIGURE 10: QUESTIONS 18 THROUGH 20

Focus Area Feedback	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I'm Not Sure
An iconic building at Spring Valley and Central would create a desirable new gateway into Richardson.	35.9%	37.5%	14.1%	6.3%	1.6%	4.7%
New shops, restaurants, offices, housing and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center.	56.3%	37.5%	3.1%	1.6%	0.0%	1.6%
These proposed new activities and developments in the Main Street Richardson area should make it more inviting to pedestrians.	40.6%	35.9%	10.9%	3.1%	1.6%	7.8%

COMMENTS ABOUT BUILDINGS ALONG MAIN STREET

Throughout this process, there has been a great deal of discussion about the future of Main Street and the area known as Richardson's old downtown. There are strong opinions in favor of retaining the traditional look and feel, and equally strong opinions in favor of revitalization that would not retain the existing structures or the character. To gain a more precise understanding of participants' views on the area, this survey included questions about four key blocks of Main Street. For each of these blocks, an image of the existing buildings was presented. Participants were asked how each building contributed to the area's desired future character in the area. These sets of images are presented in Figures 11 through 14 below, with the respondents' answers found in Figure 15.

The buildings most respondents thought were 'essential' or 'desirable' to the character of the future Main Street were all located in the block on the northwest corner of East Main Street and McKinney (shown in Figure 11 and discussed in survey question 21). Three of the four buildings shown in this image were rated as 'essential' or 'desirable' by a strong majority of respondents (from 58% to 73%). About 30%

of respondents rated Building 3 on the northeast corner of East Main Street and Texas (shown in Figure 12 and discussed in survey question 22) at this level of importance. Less than one quarter rated the other buildings 'essential' or 'desirable'.

Most buildings in the other blocks were viewed negatively in terms of their contribution to a desired future character. Many of them had responses of 65% or higher that they were either 'not very desirable' or that they 'detract from my desired future'. The building with the least positive response is Building 4 in the northwest corner of East Main Street and McKinney, which detracted from the desired future character of the area in the opinion of over 80% of respondents.

The range of comments about these individual buildings helps to explain the differing views that have been expressed about the future of the Main Street area. They demonstrate that the best choice may not be a clear-cut decision to keep all the buildings or to replace all of them. A design that retains some of these buildings while modifying or replacing others is likely to best address these comments.

FIGURE 11: NORTHWEST CORNER OF MAIN AND MCKINNEY



FIGURE 12: NORTHEAST CORNER OF MAIN AND TEXAS



Which (if any) of these buildings contribute to the character you want for downtown in the future? (Remember to consider the building, not the uses that currently occupy it.)								
	Essential or desirable to my desired future	Essential to my desired future	Desirable	Neutral	Not very desirable	Detracts from my desired future	Not very desirable or detracts	I'm not sure
Question 21. Northwest corner of Main and McKinney (Figure 11)								
Building 1	68.3%	23.8%	44.4%	11.1%	4.8%	15.9%	20.6%	0.0%
Building 2	58.7%	15.9%	42.9%	17.5%	9.5%	14.3%	23.8%	0.0%
Building 3	73.0%	20.6%	52.4%	9.5%	4.8%	12.7%	17.5%	0.0%
Building 4	9.7%	1.6%	8.1%	8.1%	19.4%	62.9%	82.3%	0.0%
Question 22. Northeast corner of Main and Texas (Figure 12)								
Building 1	18.8%	3.1%	15.6%	25.0%	26.6%	28.1%	54.7%	1.6%
Building 2	9.5%	1.6%	7.9%	17.5%	33.3%	38.1%	71.4%	1.6%
Building 3	30.20%	4.8%	25.4%	19.0%	27.0%	22.2%	49.2%	1.6%

FIGURE 13: SOUTHWEST CORNER OF MAIN AND MCKINNEY



FIGURE 14: SOUTHEAST CORNER OF MAIN AND CENTRAL



Which (if any) of these buildings contribute to the character you want for downtown in the future? (Remember to consider the building, not the uses that currently occupy it.)								
	Essential or desirable to my desired future	Essential to my desired future	Desirable	Neutral	Not very desirable	Detracts from my desired future	Not very desirable or detracts	I'm not sure
Question 23. Southwest corner of Main and McKinney (Figure 13)								
Building 1	10.9%	1.6%	9.4%	10.9%	35.9%	40.6%	76.6%	1.6%
Building 2	22.2%	1.6%	20.6%	7.9%	34.9%	34.9%	69.8%	0.0%
Building 3	18.8%	1.6%	17.2%	10.9%	31.3%	39.1%	70.3%	0.0%
Building 4	17.2%	1.6%	15.6%	12.5%	31.3%	39.1%	70.3%	0.0%
Building 5	22.2%	1.6%	20.6%	12.7%	28.6%	36.5%	65.1%	0.0%
Question 24. Southeast corner of Main and Central (Figure 14)								
Building 1	10.9%	4.7%	6.3%	12.5%	37.5%	39.1%	76.6%	0.0%

OTHER INDIVIDUAL COMMENTS

Those taking part had multiple opportunities to write in specific comments on this survey. Also, survey question 25 specifically asked for additional comments or suggestions. Many people took advantage of these opportunities and provided detailed comments and personal reactions to the survey questions. These individual comments are contained herein, presented without editing or attribution. The responses to comments reflect a wide range of views. They also include comments from some people who felt this information was not detailed enough for them to provide clear responses and by a few individuals who were apparently unable to find the packet that had been posted.

The specific ideas suggested by online survey respondents have been considered by the City staff and consultants as the details of the area's Framework Plan are being finalized.

SURVEY 2 COMMENTS

Focus Area C is a problem - there is no point in trying to reuse anything on Main Street.
Spring Valley Station should have been included.
There's not enough information here to make that determination.
Don't have packet to review. The on-line documentation seems to be more about "the study" than "a preliminary plan" and are so spread out over so many web pages that it will take hours to pick and review.
Old Town concept is overused and the building stock on Main is not worth saving. Why is the Continental Motel site not a catalyst are?
We really need to discuss the potential of adding a Dart rail station at Beltline
I'm most interested in having safe (well-lit with police call boxes) running trails with bathrooms and water fountains. I'm not sure the pedestrian/bicycle walkways encompass this use or not. I also like the idea of having places to eat within walking distance of our apartment and event venues (potential museum and central park space).
NEED A DOG PARK!!!
Yes. Strongly in favor of "reimagining" the main street area. There is not enough "historic" buildings to give the area that character, and the existing ones would be more of a hindrance to new construction.
What plan? There are a hodge-podge of concepts.
I have some concerns about the mixed retail residential concepts. I would like to see mid century buildings used to house neighborhood restaurant destinations that focus on family friendly needs. Something like "the foundry" in the bishop arts district.
It sounds good until I realized that we are eliminating the small, ethnic, entrepreneurial businesses. (mostly restaurants) Early on, the surveys indicated that most would like to preserve our diversity. I see the targeted Catalyst areas and although I know of 'empty' buildings in these areas; I also know of some very unique 'small' and ethnic businesses within these areas. Are we going to price those folks out? I worry that we are 'dumbing down' and creating a 'white America' bland.

It seems like the portion of the study area outside of the three focus areas is not really being addressed. Don't make the mistake Dallas makes by focusing only on a few high-profile projects and ignoring everything else.
This graphic is confusing.
I cannot see any explanation of the areas "A" "B" or "C" or of the circled numbers 1,2,or 3.What is the plan for the described areas?
I work in galatyn station area which no longer appears on the concept list
Cant understand how the city can force owners to make much-needed improvements
It is my hope that the city redevelops the Main St/Old Town area from a historical persepective, as other towns such as Plano have done.
Main Street needs to be addressed first.
Breaking it into the 3 sections makes sense. Connections across Central make sense. More access for bikes is something that I am greatly interested. I don't think that I liked any of the residential concepts.
Not enough detail here.
THere needs to be one pdf that shows the "preliminary concepts" to make it easy to review the plans.
The Gatlyn Park Dart station does not benifit the East Side development and it should. this is the kind of transit development we want in the city
Some will, some won't.
I don't know that this will have a major impact on the northern end of the corridor. Why is the southeast corner of Arapaho/Central not seen as important? Is the car dealership too sacred?
What packet?
If stores continue to look the same, sell junk, a pretty setting won't make any real difference.

It may work in some places, won't work in others.
People are waiting for detailed proposals.
This survey needs to have a link to "preliminary Concepts" packet for review.
Not enough there to know. Weak presentation!
If the restaurants and museum are reasonably priced for young professionals.
yes but we need to keep our multicultural families and restaurants
Particularly with respect to Focus Area C, we should take care to maintain its character. Perhaps something like downtown Plano where the original buildings have been kept, and where new construction took place it blended with the older buildings. I would hate to see the area resemble west Plano, or God forbid, Frisco!
I much prefer redevelopment of the Main Street area that doesn't include trying to "preserve Historic Downtown". Virtually all of the buildings in this area are old and rundown (mine included!) -- there is nothing historic to preserve, except for Dell's Hamburgers! The area doesn't have to be totally urban and contemporary, either, but trying to emulate other historic downtowns in the Metroplex is old-fashioned and doesn't follow the forward-thinking of Richardson business and culture (Technology Corridor, Eisemann Center, bike/walking trails, updating of Pearce and Richardson high schools, etc.).
Concerned about building heights and density.
Some will, some won't.
It's important to look beyond just aesthetic treatments and address the function of space. I think there needs to be more attention paid to the transition between public and private property (such as encouragement to provide sidewalk dining areas, high visual transparency of ground-floor commercial, etc)
What packet?

We do need to attract more restaurants. We go outside Richardson to eat out, usually twice a week.
Any redevelopment should make these areas nicer...
See above.
I doubt people will be walking or biking along the area adjacent to Central. Too noisy and traffic moving at 65 MPH isn't bike friendly.
How many miles of bike/walking trails are included in this development?
I'm not sure I'm convinced of how it will be more appealing. Just putting in sidewalks won't mean they will be used. As an avid runner, I'm not sure the paths will be sufficient for me as well. There is a substantial running community in Richardson, based around the training events at the RunOn Richardson location. I think there would be sufficient interest to use the outdoor trails for running provided they were set up as such. Reaching out to the staff at RunOn would be a great starting place to make sure the trails also cater to the needs of runners (which differ from those of walkers and bikers using it for commuting as opposed to recreation.)
Walking from our house to Main street is very close and very scary.
Some will, some won't.
The presentation SAYS that there will be bike/pedestrian enhancements but doesn't really state what these enhancements will be. Slide 17 says bike/ped connectivity will be enhanced via "streetscaping" but what does that mean? In my experience, streetscaping generally refers to beautification, not necessarily the installation of bike lanes and wide sidewalks.
What concepts?
I didn't see concepts showing how the bike and pedestrian access would be implemented.
Uh, don't we already have an "iconic" building? Sure, it's not the icon you want..but it's already there...

It's hard to see from these figures what the actual ideas are. I do not see concrete ideas, and from what I can see, there is no detailed information in these figures.

"What does Fossil think about losing their parking.. And, surely we are not going to build another performing arts center! (Why not an additional City Hall?)"

I'm not sure why a building would create a unique gateway to Richardson. Why not green space or running trails connecting to the restaurants and shops near Richardson Heights and Main Street areas.

One building does not a livable community make.

Keep in line with other buildings vs an "innovative wonder" that is clearly out of place. I think what fossil did was great - kept in line with the neighborhood, but a much needed facelift.

Quite frankly, I have thought about the concept of an iconic building and think that it has a very good chance of becoming a 'dated' building, much like the other multi-story buildings along the corridor. What makes this a 'timeless' icon. I need to hear more before I am convinced.

An iconic building is not necessarily a community enhancement. It sounds like building just for the sake of building, or rather, it's all for aesthetic with little purpose. Form over function, so to speak. If the iconic building is part of a larger project that can be utilized by the community at large rather than just a shiny glass office building used only by it's employees, then perhaps it will be better suited to the neighborhood surrounding Area A.

I think it takes more than one building to do this.

Maybe. Depends on the building.

Possible, but how does the city get other properties to follow suit?

It would be great if they served the predominate population. i.e. Starbucks or Barnes&Noble versus a hooka bar or Indian grocery.

Zoning rules should be put in place to not allow the area to deteriorate over time and require updating per city codes to keep it a desirable area.

Yes, especially if they are reasonably priced for young families/students.

But keep height of building and density low.

Use existing structures to create family friendly and outside attractors. Things like "the foundry" in the bishop arts district. Or like restaurants in Austin that have outdoor scapes, seating and bands (think Waterloo Draft House)

"How in the world can you give us a statement that says 'and other uses' in a question like this!!??? That includes everything. I am NOT in favor of 'everything' being included in this area.

Shops - yes; restaurants - yes; single and double story offices - yes; Multi-story offices - no; housing - no."

Both types of businesses, places that draw people in and that benefit those living in the area, are essential to building a more highly trafficked community. Real grocery (no, not just 7-11 and convenience stores) is needed in each of the focus areas as well as other "urban developments" in Richardson.

What form will new development take? Will the "retrofitting suburbia" approach be used? Pad site-type development should be avoided. Figure out a way to turn the current shopping center into a walkable urban village if the market supports it.

Adjacent areas along Central are getting run-down looking, so would want to live here? Need a grocery store for housing..

Address Main Street and the east side of Central.

Like I said, there's nothing of Main Street Richardson left...just tear it down and start over...

Only if they included preservation of the few historic buildings there and architectural control.

If someone can see what is actually being proposed, more power to them. I cannot. These figures do not show me what the ideas are.
This includes an attractive passage under I 75
Especially if we can get Dart to add a station at Beltline road.
It would be great to have locally-owned shops, restaurants, and coffee shops (not chains).
I would love to see some serious investment in the houses along Beltline from 75 to Waterview. This is a high traffic area and often creates the first impression for our community. Over the past five years the appearance of these homes has deteriorated and doesn't really represent the quality of the neighborhoods behind them. I think if a plan was created to make dramatic improvements in the curb appeal of these homes it would make a beautiful residential gateway to our community. We can invest in bringing in new businesses and retail development but if visitors have to drive through a deteriorating corridor of shabby rental houses with neglected landscaping we are undermining our efforts. If the homes along this street were polished up and better maintained I think it would draw a lot of attention to Main Street and the Spring Valley corridor. Some investment along here would go a long way.
See my previous comments regarding "historic Downtown". Also, parking is a key and vital issue to consider in order to make Focus Area C a success.
Concerned that the area remain Richardson and not an urban forest. Concerned with building heights and density. Richardson should not appear to just be an adjunct to a big urban city.
Some will, some won't.
Get rid of the smoking!! Smoke shops, smoke in bars, etc. It's outdated and why people don't like going except the old faithfuls. Which means it is probably why higher end or boutiques avoid it.

I don't think that the framework (as with A, B, and C) has enough information for agreement, but it seems to be headed in the right direction. I like the historic, walkable concept.
If pedestrians have a reason to go there and a safe means of travel, they will come. All roads (or sidewalks in this case) must have a destination or else they have no purpose. The Dallas region seems to have a big problems with this concept. There are too many roads to nowhere and empty shopping centers littering the landscape.
The Preliminary Concepts presentation is very vague as to what is actually be proposed (for this focus area and all the others). As far as I can tell, all that is proposed is wider sidewalks, landscaping, some gateway markers, and esoterically "building upon the historical character." If sidewalks and gateway markers are the meat of the plan for this area, we have missed the mark in a major way. I want to see--at least at a conceptual level--some building massing, indication of what buildings may go away, where new development may go, etc. As it stands, I get no sense that anything of significance is being planned for this area (based on the Preliminary Concepts presentation).
What activities?
Crummy stores in a lovely landscaped setting just doesn't make sense
Not convinced that our downtown is truly historic. "Old" does not equal "historic", and there is not enough of it to meaningfully contribute to a large planning exercise.
Terrible in so many ways. I really don't like any of these. They all look bad individually and especially as a group. All of the photos in this section tell me what a long way we have to go. I'd like to see Richardson join the 21st century.
None are sacred
Let a developer put in one or more buildings that maximized the space.

Although you may not want to talk about it, go see 15th street in Plano, they have a Dart station and that street between the dart station and Ave K is very desirable and full of people at night. This is what invasion for Main Street (or something close to that).
Building 4's storefront may be unappealing as it is right now, but could easily be revitalized while maintaining the existing structure.
Four buildings does not constitute a historical area. Bulldoze these to make way for fresh development.
More consist look - same color, same style windows, etc to add to over pleasing look
These ARE the buildings that reflect the character and history of Richardson. They must be preservrd at ALL cost!
These buildings could be a charming part of Richardson, worth holding onto.
The sidewalks look horrible, the signage is cheap and tacky, there's no greenspace or attractive lighting. How did we allow a giant red sign that just says BAR, really, don't they need approval on signage and if so why have any rules if this is the kind of signage that's allowed.
It would be nice to preserve the old alongside the new with complementary designs.
"Office for lease?" Stacking the deck, much?
Building 4 could be really cool with the right facelift. I would hate for us to become another "downtown" in the metroplex. Grapevine is cool...but there is already a downtown grapevine. We need to cater to modern, techies, families, seniors while retaining our history.
There is a happy medium between new development and maintaining history. Renovations are needed, yes. However, we can still preserve the historic character without leaving it untouched.

If the decision is to go with the historical route, then buildings 1-3 should be maintained and utilized. If, however, the decision is to go with a more modern look, then these buildings would not fit in to the overall character of the development.
High traffic street with barely any sidewalk that's too close to the street keeps me from ever wanting to visit/walk this area.
I remember the historic use of these buildidngs but it's just too late! Modernize! City officials have never cared about Richardson's history, its too little too late.
Do any actually have historic designations?
They must be kept.
Restore time period
building 4 seems to be newer and not as nice an architectural style
No consistent theme, and generally awful looking.
Two and Three could have a new facade to be more compatible with the older buildings.
See comment above
No more industrial / Auto in the downtown area. This is not Route 66. Bulldoze these to make way for fresh development.
I own Building 2 and want to renovate it. Whether I do mainly structural renovation and lease it out, or do a more quality renovation and open a retail establishment, depends highly on the parking situation.
Put something in Building 2 and ask again.
Could be nice with right facelift
If dressed up with awnings, transparent windows, etc. these might be just fine.
High traffic street with barely any sidewalk that's too close to the street keeps me from ever wanting to visit/walk this area.
dump them

I'd like to keep these as well. The more old buildings that are preserved will had to the historical concept I have in mind for Main Street.
Generally crummy in total.
these could remain but built over or around
Are any of these buildings big enough to attract any reputable retailer or restaurant? Scrape the block!
The desirable ones are cute, but may not fit the overall vision for this area. Either way you need to include some large parking areas for cars or a Dart rail station in this location.
Five buildings does not constitute a historical area. Bulldoze these to make way for fresh development.
Once again, do we have any signage restrictions? The buildings are unattractive in general, but the signage highlights this.
Could coordinate the colors
Better than, say, a Walmart.
Buildings 3 & 4 seem to have an awning that would need to be removed.
I don't like these buildings, but they probably generate more sales tax revenue per square foot than most development in Richardson.
High traffic street with barely any sidewalk that's too close to the street keeps me from ever wanting to visit/walk this area.
junky, old fashioned, no history really
A wider, more functional Belt Line Road would have more value than respecting these structures.
Again, these old buildings can be remodeled and added to the historical concept of an Old Town business district.
Building not desirable but I love the signage
No theme, and these were awful from Day 1 I'm sure. This was never well thought out. It was a crummy design from the beginning. I also don't like the parking situation.

Same as above, BLOW IT UP. There should be an APPLE STORE on this corner.
New facade here, too.
Pizza Villa sign is historic and should remain.
Pizza Villa is Iconic in the city and needs to stay if this building is replaced. This building may need to be refreshed.
This is the first thing seen by those on the highway. This needs to be replaced with a fresh, inviting center that will motivate people to exit the highway.
Pizza Villa would have to be kept close to this site!!!
This is a major intersection in DFW and yet this is the best retail building we could get for this space?
Pizza Villa is a great place to eat and would like it to be updated and kept.
But it is essential that Pizza Villa is still available!
Better than, say, a Walmart.
update the storefront, but KEEP the signs of the shoemaker, pizza joint - can't imagine Richardson without them. Same with Richardson Heights sign!
Raze them for wider streets and better parking.
Off-street parking in front of buildings should be disallowed in downtown.
Although Pizza Villa is a Richardson institution, it needs a little face lift.
Ugly area I'd never visit except that Pizza Villa is a good restaurant.
These businesses have been fairly stable but old, no visual value to an up-an-coming place to live
A wider, more functional Belt Line Road would have more value than respecting these structures.
This is a 50s era strip center. I know a lot of longtime residents have fond memories of it. It would be nice to keep it if possible.
Historical revision desired

Tear down "Main Street" Convince Dart to put a Station at Belt Line. Build a Brick Row type set of buildings on the now-open space. Make sure that there are enough units to obtain the critical mass necessary for an urban village. Build a park around the station for the residents. Go look at 15th Street in Plano for how attractive this can be...

New and modern development.

Character, 21st century style, and places where people really want to live and work. I was a little scared off at the meeting before last at the idea of a museum. Even a tech "museum" would still be that. We really have to focus on changing Richardson's image to one of not being an outdated, dilapidated area from the 1950s. I don't think even the word "museum" or any even marginal ideas will help bring us forward. And forget anything like Friday's from the '80s. We want to help Richardson meet the future.

i really like seeing one story zero lo line homes along the DART line up to Greenville by the RISD building I think this would be a great location for some higher in residential that would increase the desirability of retail in the area other than what we have now. If we have to retain what we have now we need to make it more attractive and build on the base that is there maybe more Bohemian in nature. But clean it up and enhance it with art and coffe houses, etc

Provide examples of what is possible, based on other communities that offer similar economics, demographics and geography before you have us vote please.

Would like to see this as a work/live/play area in Richardson. I am a Richardson resident in the Breckinridge Park area. We love going to the old historic Plano area and would love to see something similar in Richardson. We will be empty nesters in a few years and would really like to see an active adult housing community that we could move into during our retirement years.

I want to see a variety of uses to attract all types of visitor and users both locally and from surrounding towns. We need to provide something that no one else has. Richardson needs to be known for what ever we are providing and that if people want what we have, we are the only arlternative.

Desirable higher density housing like in Uptown Dallas will increase property values and strengthen a positive perception of Richardson. Desirable higher density will allow retail to thrive. This area needs to be walkable and without 5 lane motes surrounding it. West Village is successful in this regard.

Pedestrian; include the arts; live-work/multi-use; progressive and energetic atmosphere; culturally inclusive and inviting...shopping and entertainment-dining, small venue theater, farmer's market; "green" for buildings as well as spaces

Walkability, bikeability, human scale, and spaces for outdoor interaction (sidewalk tables, pedestrian plazas, pocket parks) are essential. Historic character should be preserved on Main St., but juxtaposition with contemporary architecture is ok. A good mix of commercial, retail, & residential uses is desirable. Encourage the types of desirable uses that we don't currently have or don't have enough of in Richardson - e.g. locally owned coffee shop, gastropub, organic restaurant, etc. Need lots of bike racks within the study area.

This area needs to have walkable shops, restaurants, and specialty stores that will keep Richardson people shopping in Richardson and attract others from outside the area.

Beltline is too congested already, move any development to other streets.

Think big while thinking community. Mass transit is the future and we need to add Dart stations where ever we can. Make it easy for Dart to expand in our city, but tell them they need to keep the stations and elevators clean and not stinky.

My opinions are generally well reflected in the current proposals. Excited about the future in this part of Richardson!
Reasonably-priced places to eat, shops, coffee shops, beer garden. Locally-owned (not chains) would be preferred with outdoor seating. Smoke-free establishments would also be strongly desired.
"1. dog park
2. walkability
3. farmers market
4. retain ethnic restaurants
5. encourage small business growth
6. lower speed limits on Main street like downtown Plano- only two lanes of slow traffic (brick streets slow people down!)"
It is difficult to separate the desirability of the buildings in the Main Street area from their current use. That said, none of these buildings are distinct, attractive or historic enough to include in future development.
Need to rebuild the area with Shared-Use commercial/residential. Need more dense residential to support retail/restaurants, and must build to critical mass (i.e. larger than Brick Row) in order to support a variety of restaurants and shops. No pad site restaurants (too suburban). No industrial / automotive in public areas. Model after Bishop Arts District with modern architecture.
More varied businesses...not more hookah bars, or businesses that don't have a large customer base.

I believe the downtown area should be preserved to a large degree, especially the north side of Main Street which is the original "Old Town" built in the late 1800's. The south side of Main Street, which was built later, does not reflect the "historical" nature of the City as much as the north side, but could certainly be cleaned up and made to have the same "Old Town" appeal as the north side of Main Street. Residential townhomes and cottages could be introduced with the same "Old Town" character, along with parks, walking areas and PARKING. This will allow people to park in one spot and walk to All Main Street restaurants, shops, etc.
More mixed use buildings and transit/landscape interconnectivity
Some sort of trolley/electric vans to move people from the DART stations to points of interest/businesses/residences along the corridor.

I'm am pleased to see the improvements made at the Richardson Heights shopping center, however I am bewildered, along with my neighbors, at why we would allow a dollar store to be put in across the street with a huge red sign. You can talk about improving this area but when we allow a giant red sign that basically spells our "Welcome to Richardson, We're Poor" you are defeating every dime that we're spending. Who knew a gas station could add so much to our community but then we immediately detract from it with the dollar store and the shabby little shop that went in next to the T-Mobile. I am ALL for diversity in our community, small businesses and minority run shops. However our clear lack of restrictions regarding the appearance of shop fronts and signage in our community allows for many small businesses to detract from our desired community aesthetic causing a the general public to blame those "type" of businesses or business owners for the deterioration of our community. So our lack of regulations are adding to an unfair stereotype. I am happy to see sari shops and hooka bars in our community if they had to comply with strict zoning and signage codes to improve the appearance of our community instead of detracting from it. We should encourage small businesses from individuals with diverse backgrounds and nationalities, but we need them to comply with our culture's aesthetic of an attractive shop front. It would improve our community's appearance and reputation while bringing them more business as well. If we can't fill up a retail center without detracting from our community then tear the ugly thing down and plant some trees.

A pedestrian bridge crossing Central between Spring Valley and Belt Line would make DART more accessible for west side residents.

"1. Reroute traffic lanes so that area is more pedestrian-friendly.

2. Provide much more parking -- a parking garage would be ideal -- to enhance pedestrian traffic and consumers to the area.

3. Encourage restaurants and cultural venues (galleries, unique retail shops, music, theater).

4. Have beautiful landscaping and outdoor gathering areas."

"At the previous meeting, I proposed that we create a riverwalk that would utilize the natural creek resource,

to attract new business investors, while respecting the original historic buildings. It would incorporate all of the other ideas about outdoor dining and pedestrian and bike friendly accessibility. It could be similar to the one in San Antonio or Las Colinas."

"Keep the themes of Richardson being a magnet for the Arts and a leader in job creation in mind as the visions are crafted. The Eisenmann Center is a regional attraction no other suburb can boast of, let's use it!

We don't really have any historical district to speak of - we cannot compete with Plano or McKinney on that design as an attraction. We have to promote a new vision for our citizens to identify with. Nobody that lives here believes Main Street is seriously an attraction because it has an interesting historical relevance. We are the builders of the future. We have never clung to the past - don't start now."

Continue to press for it to be favorable to walking and biking especially in the old downtown. Keep the character of old downtown. Press for lots of green. Keep building heights lower especially in the older areas and near neighborhoods. Retail/business below and housing above are good concepts with a mixture of businesses so those residing in the area can walk easily to grocery, dry cleaners, etc. Continue to work toward continuity of signage, plantings, etc.especially along Central. Do not go all modern/post modern, or whatever it is called of all concrete and glass. Keep buildings varied with architectural interest. Consider shade for the green spots that will encourage people to linger. Think in terms of August in all design (buildings, green spaces) to make it year round enjoyable.

Put a screeching halt to burying the Floyd Branch Creek. It's the only natural feature in old downtown and you're burying it before this survey and questionnaire are completed? It's a mockery of public input.
"1. Cater to the families that have decided to plant roots in the surrounding neighborhoods. That is the best word of mouth you can find.
2. Don't try to be Plano, Grapevine, Allen or Frisco - they are all doing the same thing
3. Maybe try more Austin based companies? You have a huge number of UT alumni and Austin exes that would come in and spend a lot of money to feel a little laid back hill country. Not everyone loves Dallas, Frisco, Southlake...not many places in Dallas offer you a place to slow down after hours or whenever you have time to recharge your batteries. Maybe we could work ""recharge"" into our pull since we are also the tech corridor..."
Expand china town
Overall it is old looking and unimpressive, why would anyone go there? Modernize the area so it can compete with surrounding cities.
I think the Main Street on the east of Central, the Richardson Heights Shopping Center, and the area north and west of Main street should have a pedestrian, small shop, feel. If we can figure out a way to connect the east and west Main to pedestrian and bicycling, then the area comes together. It would embrace small businesses, small parcels, pedestrian living, eclectic shopping, and in general, a unique neighborhood. I think Deep Ellum should be our goal; not the sterile shopping of the McKinney outlet mall, or a Plano shopping experience.
"For downtown: focus on the small-scale details of the public realm. Making streets comfortable for bikes and pedestrians is the key to the future success of the area.

For other portions: provide some plans for the future of areas outside of the Focus Areas, especially the Reliable Chevrolet property. A car dealership is not the highest and best use for this highly-visible corridor. I realize that this corner relates more to the East Arapaho/ Collins Enhancement/Redevelopment Area, but I think it should still be considered."
Model it like downtown Plano. That was the smartest thing the city could have done for a dead, dying downtown area.
place like the new Alamo Draft house are a great start to getting an area moving again. More business like that are great. On an unrelated note. What can be done about the nasty raw sewage smell at waterview and Spring valley?
"I would suggest moving the auto and vacuum cleaner repair type places off main street, and making it more of an entertainment type destination. Maybe make it appealing for some famous local Chefs like Tim Byner (Smoke/Chicken Scratch), Nick Badovinus (Neighborhood Services/Off-Site Kitchen), or Tim Love (Lonesome Dove/Love Shack/Woodshed Smokehouse) to open something in the area. Richardson has a lot of really good ethnic restaurants, but nothing ""local"" that would really attract diners from other areas.
15th Street/Main Street in Plano seems to be a desirable destination for many with it's specialty stores, restaurants, art galleries and more. Something like that would be ideal!"
Speed bumps or traffic humps on neighborhood streets (like Lockwood Drive) immediately surrounding the focus areas to curtail cut-through traffic.
Spring Valley area is a no visit zone because of the AWFUL sewage smell. Get rid of the smell and I'd consider visiting that area.
I suggest that a committee go look at downtown McKinney & take a few ideas from them.

Too small for a park, maybe a small grocery store like the one in Snyder Plaza that serves houses in that area.

"I would like to see a uniform exterior look for the buildings!!! It would give continuity, plus make an identifiable look that one can relate to Richardson.

Currently it is a mix and mess of looks and it makes me want to pass thru, rather than stop and spend!"

I believe there is a fine line between architectural standards creating a quality baseline, and creating a bland homogenous "looks-like-everywhere-else" environment. Quality design should be the standard, not a formulaic design-by-number guideline.

It has appeared to me that the city of Richardson does not have a desire to redevelop the Main Street area with the idea of keeping a historical ambience. Other cities in the area have redeveloped their old downtown areas in this manner and have had a good degree of success.

Speaking to the downtown area, I would like to see no parking on main; parking adjacent to the Risd bld., and north of downtown. I would also like the homes on Pol, and the street just south kept. As for the buildings on Main, I would like to see the Historic blds., I indicated kept, and the others enhanced to reflect the Historic nature of the others. Every surrounding city has an Historic area in which to shop and just meander around. I especially like what Plano has done with the commercial part of their historic area.

"Better dining options (like Papasitto's) with outdoor patios (examples: Mi Cocina, Taco Diner, Chuy's, Cafe Express). Fast food options such as Chik-fil-a, Whataburger, etc. Fast casual like Chipotle, Pei Wei, etc.

Retail options such as Gap, Old Navy, etc. We also need a craft/hobby store closer such as Hobby Lobby or Michael's."

Love the idea of mixing retail with residential, like old neighborhoods in San Francisco, Chicago, New York. The city of Addison has developed a very nice aesthetic in the area developed north of Arapaho.

City of Richardson Main / Central Survey 2

City of Richardson Main Street / Central Expressway Survey 2

Please take this short survey to give us your perspectives and ideas about the preliminary concepts that have been developed based on public input and analysis of the Main Street / Central Expressway Corridor. These ideas are presented in the "Preliminary Concepts" packet posted online. Please review this material before you begin the survey.

1. How involved have you been in the Main Street / Central Expressway Corridor Study?

Please check all that apply.

- I have reviewed the materials posted online.
- I have heard presentations about it.
- I have participated in the study's meetings and workshops.
- I have provided online comments in the past.
- This is my first involvement.

2. I am most involved in the Main Street / Central Expressway Corridor as:

- A resident of this Corridor
- A resident of Richardson outside this Corridor
- An owner or representative of a multi-family or commercial property (but not the business owner)
- A business employee
- A business owner or tenant (but not the property owner)
- An owner of business and property
- An interested person not described above

3. I am most interested in issues related to:

- Arts and Culture
- Business and the Economy
- Development and Construction
- Education
- The Environment
- Health and Healthy Communities
- Government Services
- Neighborhood Quality of Life

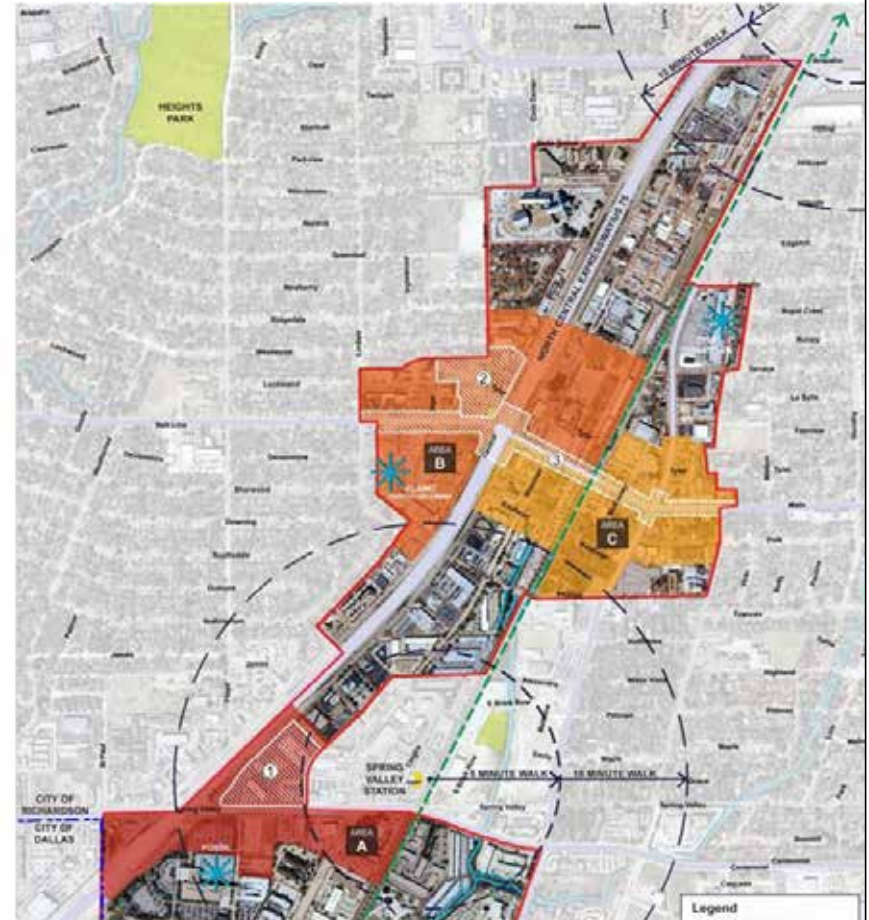
Other (please specify)

City of Richardson Main / Central Survey 2

Feedback on the Overall Concepts for the Corridor

The preliminary concepts for this Corridor's future presented on this website have been developed based on public input and analysis of the Corridor. Please indicate how closely the following statements reflect your own views about the best future for the Corridor. You may add more detailed comments if you'd like.

This image shows the Framework Plan related to these preliminary concepts.



City of Richardson Main / Central Survey 2



4. Overall, the plan described in the "Preliminary Concepts" packet reflects my ideas about the most successful future for this Corridor.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

5. The ideas described in this "Preliminary Concepts" packet will enhance the value of properties in this Corridor.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

City of Richardson Main / Central Survey 2

6. The urban design features described in the "Preliminary Concepts" packet will create a desirable and lively identity for this Corridor.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

7. These concepts will make this Corridor more appealing for people walking or on bikes.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

8. How would you see yourself using a place like the one these concepts describe?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	I'm not sure
I would want to spend time there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would want to work or own a business there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would want to live there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would want to own property (residential or commercial) there.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Supportable Development Types

The eight development types shown below could be considered for future development in this Corridor based on this

City of Richardson Main / Central Survey 2

study's market analysis. How compatible are they with your ideas of the best future for this Corridor?

These are examples of the Residential - Cottage development type (small scale homes on small lots).



9. How compatible is Residential - Cottage development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

City of Richardson Main / Central Survey 2

These are examples of the Residential - Townhome development type (single residence on two or more levels).



10. How compatible is Residential - Townhome development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

City of Richardson Main / Central Survey 2

These are examples of the Mixed Residential development type (multiple residential units in a single building).



11. How compatible is Mixed Residential development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

City of Richardson Main / Central Survey 2

These are examples of the Live - Work development type (single building with a business at ground floor, a residence above).



12. How compatible is Live - Work development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

City of Richardson Main / Central Survey 2

These are examples of the Mixed - Use development type (commercial at ground floor with residential—typically rental units—above).



13. How compatible is Mixed - Use development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

City of Richardson Main / Central Survey 2

These are examples of the Shopfront development type (small, one- or two-story retail/commercial space opening onto the street).



14. How compatible is Shopfront development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

City of Richardson Main / Central Survey 2

These are examples of the Commercial development type (office, sometimes with ground floor retail).



15. How compatible is Commercial development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

City of Richardson Main / Central Survey 2

These are examples of the Light Industrial development type (office, warehouse, showrooms, light manufacturing, research and development or combinations thereof; no heavy industry).



16. How compatible is Light Industrial development with the future of this Corridor?

- Very compatible
- Compatible
- Neutral
- Not very compatible
- Very incompatible
- I'm not sure

Focus Areas within the Main Street / Central Expressway Corridor

There are three Focus Areas within the Corridor, each with unique opportunities and challenges. The preliminary concepts found in the packet on the website show how these Focus Areas might change in the future.

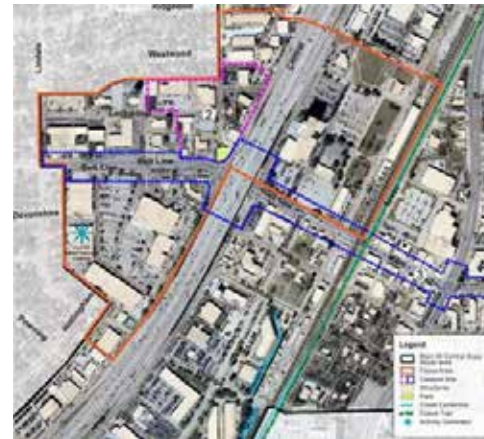
City of Richardson Main / Central Survey 2

Focus Area A, in the vicinity of the Spring Valley/Central Expressway intersection, is outlined in orange on the map below. It includes a portion of the Fossil site, the Comerica Bank building and other property nearby.



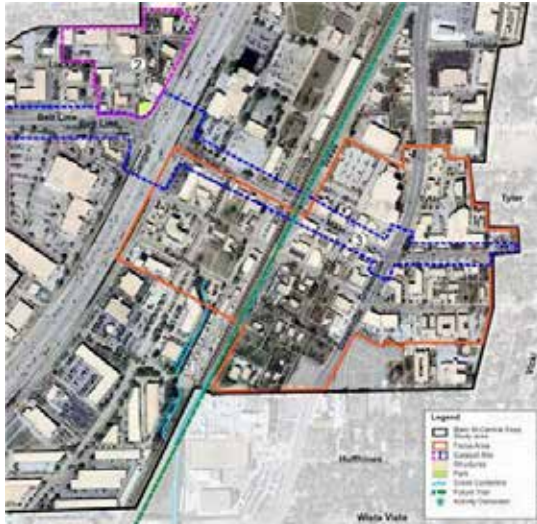
City of Richardson Main / Central Survey 2

Focus Area B is outlined in orange on the map below. It includes the Richardson Heights Shopping Center and areas nearby on the west side of Belt Line/Central and the Chase Bank site at the northeast corner of the same intersection.



City of Richardson Main / Central Survey 2

Focus Area C is outlined in orange on the map below. It includes the original downtown and the surrounding area and the retail center at the southeast corner of Main/Central.



17. The ideas described in the "Preliminary Concepts" packet reflect my opinions about the most successful future for this Focus Area.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	I'm not sure
Focus Area A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focus Area B	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focus Area C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

City of Richardson Main / Central Survey 2

18. An iconic building at Spring Valley and Central (in Focus Area A) would create a desirable new gateway into Richardson.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

19. New shops, restaurants, offices, housing and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center (Focus Area B).

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

City of Richardson Main / Central Survey 2

20. These proposed new activities and developments in the Main Street Richardson area (Focus Area C) should make it more inviting to pedestrians.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- I'm not sure

Other comments (please specify)

Retaining the Character of Downtown

We've found there are many opinions about the best way to approach Richardson's downtown (or Main Street area). Some people want to retain its traditional or historic character, while others think the existing buildings should be replaced with new ones. Please give us your perspective on these buildings -- regardless of the use that is located within them today.

These are the buildings on the northwest corner of East Main Street and McKinney.



City of Richardson Main / Central Survey 2

21. Which (if any) of these buildings contribute to the character you want for downtown in the future? (Remember to consider the building, not the uses that currently occupy it)

	Essential to my desired future	Desirable	Neutral	Not very desirable	Detracts from my desired future	I'm not sure
Building 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have additional comments on these buildings?

These are the buildings on the northeast corner of East Main Street and Texas.



22. Which (if any) of these buildings contribute to the character you want for downtown in the future? (Remember to consider the building, not the uses that currently occupy it)

	Essential to my desired future	Desirable	Neutral	Not very desirable	Detracts from my desired future	I'm not sure
Building 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have additional comments on these buildings?

City of Richardson Main / Central Survey 2

These are the buildings on the southwest corner of East Main Street and McKinney.



23. Which (if any) of these buildings contribute to the character you want for downtown in the future? (Remember to consider the building, not the uses that currently occupy it)

	Essential to my desired future	Desirable	Neutral	Not very desirable	Detracts from my desired future	I'm not sure
Building 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have additional comments on these buildings?

City of Richardson Main / Central Survey 2

This is the building on the southeast corner of East Main Street and Central Expressway.



24. How does this building contribute to the character you want for downtown in the future? (Remember to consider the building, not the uses that currently occupy it)

	Essential to my desired future	Desirable	Neutral	Not very desirable	Detracts from my desired future	I'm not sure
Building 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have additional comments on these buildings?

Other Suggestions

Please share your suggestions and recommendations about steps to take that will make this Corridor more livable and successful.

25. Here are my recommendations and suggestions for this area.

City of Richardson Main / Central Survey 2

Your Involvement With Richardson

Please tell us something about yourself and your connection to Richardson. These questions are optional.

26. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80 or older

27. What is your gender?

- Female
- Male

28. How long have you lived in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I moved here this year
- I don't live in Richardson

City of Richardson Main / Central Survey 2

29. What is your current housing situation?

- I rent an apartment or other multi-unit building
- I rent a single family attached home (such as a townhome)
- I own and live in a single family detached home
- I own and live in a home in a multi-unit building (such as a condominium)
- I rent a single family detached home
- I own and live in a single family attached home (such as a townhome)
- None of these describes my housing situation

Other (please specify):

30. How long have you worked in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I started working here this year
- I'm in the work force but I don't work in Richardson
- I am retired, a student or otherwise not in the workforce

31. What is your current work situation?

- I own a business
- I work for a private business
- I work for a non-profit organization
- I work for a city, county, school district or other government agency
- I am not currently in the work force

Other (please specify):

SURVEY #2 FORM

City of Richardson Main / Central Survey 2

32. Where do you currently work?

- Richardson
- Within 5 minutes of Richardson
- Within 10 minutes of Richardson
- Within 15 minutes of Richardson
- Within 30 minutes of Richardson
- More than 30 minutes from Richardson
- I am not in the work force

Other (please specify):

Your Contact Information (Optional)

33. If you would like to receive information about this project and future workshops, please provide your contact information (email, phone and/or mailing address) here.

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APPENDIX II - PSYCHOGRAPHICS

PSYCHOGRAPHICS

URBAN ACHIEVERS

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Lifestyle Traits

- Read American Photo
- Read The Source
- Spin magazine
- Jerry Springer TV
- Volkswagen GTI

Demographic Traits

Ethnic Diversity:	White, Black, Asian, Hispanic
Presence of Kids:	Family Mix
Age Ranges:	Age <45
Education Levels:	Some College
Employment Levels:	White Collar, Service, Mix
Homeownership:	Renters
Urbanicity:	Urban
Income:	Lower-Mid
Income Producing Assets:	Low

AMERICAN DREAMS

American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.

Lifestyle Traits

- Go ice skating
- Go sailing
- Read Sunday newspaper
- Ebony magazine
- Lexus IS300

Demographic Traits

Ethnic Diversity:	White, Black, Asian, Hispanic
Presence of Kids:	Mostly w/Kids
Age Ranges:	Age 35-54
Education Levels:	Some College
Employment Levels:	White Collar, Service, Mix
Homeownership:	Homeowners
Urbanicity:	Urban
Income:	Midscale
Income Producing Assets:	Above Average

BIG CITY BLUES

With a population that’s 50 percent Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation. But it’s also the multi-ethnic address for low income Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40 percent haven’t finished high school.

Lifestyle Traits

- Buy Spanish/Latin music
- Eat at Sizzler Steakhouse
- Jet magazine
- Maury TV
- Nissan Sentra

Demographic Traits

Ethnic Diversity:	White, Black, Asian, Hispanic
Presence of Kids:	Family Mix
Age Ranges:	Age <45
Education Levels:	Some High School
Employment Levels:	White Collar, Service, Mix
Homeownership:	Renters
Urbanicity:	Urban
Income:	Lower-Mid
Income Producing Assets:	Low

MONEY & BRAINS

The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dweller—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.

Lifestyle Traits

- Shop at Nordstrom
- Eat at California Pizza Kitchen
- Read Sunday Newspaper
- Wall Street Week TV
- Mercedes Benz E class
-

Demographic Traits

Ethnic Diversity:	White, Asian Hispanic, Mix
Presence of kids:	Family Mix
Age Ranges:	Age 45-64
Education Levels:	Graduate Plus
Employment Levels:	Professional
Homeownership:	Mostly Owners
Urbanicity:	Urban
Income:	Upscale
Income Producing Assets:	Elite

MULTI-CULTI MOSAIC

An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first-generation Americans who are striving to improve their lower-middle-class status.

Lifestyle Traits

- Go to professional basketball games
- Buy Spanish/Latin music
- Jet magazine
- Jerry Springer TV
- Nissan Sentra

Demographic Traits

Ethnic Diversity:	White, Black, Asian, Hispanic
Presence of Kids:	Mostly w/Kids
Age Ranges:	Age 35-54
Education Levels:	Some College
Employment Levels:	White Collar, Service, Mix
Homeownership:	Homeowners
Urbanicity:	Urban
Income:	Lower-Mid
Income Producing Assets:	Below Average

BRITE LITES, LI'L CITY

Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical DINK (double income, no kids) households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.

Lifestyle Traits

- Go to college sports events
- Eat at Bennigan's
- Macworld magazine
- Independent Film Channel
- Volkswagen Passat

Demographic Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	Household w/o Kids
Age Ranges:	Age 35-54
Education Levels:	College Grad
Employment Levels:	Professional
Homeownership:	Mostly Owners
Urbanicity:	Second City
Income:	Upscale
Income Producing Assets:	Above Average

UP-AND-COMERS

Up-and-Comers is a stopover for young, midscale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile, twentysomethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.

Lifestyle Traits

- Travel to South Pacific, past 3 yrs
- Go in-line skating
- Maxim magazine
- Blind Date TV
- Mitsubishi Eclipse Spyder

Demographic Traits

Ethnic Diversity:	White, Asian, Hispanic, Mix
Presence of Kids:	Household w/o Kids
Age Ranges:	Age 25-44
Education Levels:	College Grad
Employment Levels:	Professional
Homeownership:	Mix, Renters
Urbanicity:	Second City
Income:	Midscale
Income Producing Assets:	Moderate

SECOND CITY ELITE

There's Money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.

Lifestyle Traits

- Order from Readers' Digest
- Travel domestically by rail
- Inc. magazine
- Washington Week TV
- Toyota Avalon
-

Demographic Traits

Ethnic Diversity:	Mostly White
Presence of Kids:	Household w/o Kids
Age Ranges:	Age 45-64
Education Levels:	Graduate Plus
Employment Levels:	White Collar, Mix
Homeownership:	Mostly Owners
Urbanicity:	Second City
Income:	Upscale
Income Producing Assets:	Elite

MIDDLEBURG MANAGERS

Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 45 years old, with solid managerial jobs and comfortable retirements, indoor gardening and refinishing furniture.

Lifestyle Traits

- Play Bingo
- Do Needlepoint
- Saturday Evening Post
- Hollywood Squares TV
- Mercury Sable

Demographic Traits

Ethnic Diversity	Mostly White
Presence of Kids:	Household w/o Kids
Age Ranges:	Age 45-46
Education Levels:	White Collar, Mix
Employment Levels:	Mostly Owners
Homeownership:	Midscale
Urbanicity:	Second City
Income:	Midscale
Income Producing Assets:	Above Average

UPWARD BOUND

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.

Lifestyle Traits

- Take a skiing vacation
- Go to the zoo
- Family Fun magazine
- Nickelodeon TV
- Toyota Sequoia SUV

Demographic Traits

Ethnic Diversity:	White, Asian, Hispanic, Mix
Presence of Kids:	Household w/Kids
Age Ranges:	Age 35-54
Education Levels:	College Grad
Employment Levels:	White Collar, Mix
Homeownership:	Mostly Owners
Urbanicity:	Second City
Income:	Upscale
Income Producing Assets:	Above Average

EXECUTIVE SUITES

Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nations beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

Lifestyle Traits

Eat at Houlihan’s

Shop at Express

- Shape Magazine
- The Amazing Race
- Acura TSX

Demographic Traits

Ethnic Diversity:	White, Asian, Mix
Presence of kids:	Household w/o Kids
Age Ranges:	Age 35-54
Education Levels:	College Grad
Employment Levels:	Professional
Homeownership:	Mostly Owners
Urbanicity:	Suburbs
Income:	Upper-Mid
Income Producing Assets:	Above Average

MOVERS & SHAKERS

Movers & Shakers is home to Americas are up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often without children. Given its high percentage of executives and white-collar professionals, there’s a decided business bent to this segment: Movers & Shakers rank number-one for owning a small business and having a home office.

Lifestyle Traits

- Go Scuba diving/snorkeling
- Eat at Bertucci’s
- Inc. magazine
- Home Study course by internet
- Porsche 911

Demographic Traits

Ethnic Diversity:	White,Asian,Mix
Presence of Kids:	Household w/o Kids
Age Ranges:	Age 35-54
Education Levels:	Graduate Plus
Employment Levels:	Management
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	High

NEW BEGINNINGS

Filled with young, single adult, New Beginnings is a magnet for adult in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Lifestyle Traits

- Go to the movies 4+ times/month
- Read Jet
- WWE Magazine (wrestling)
- Jerry Springer TV
- Kia Spectra

Demographic Traits

Ethnic Diversity:	Black, White Asian, Hispanic
Presence of Kids:	Family Mix
Age Ranges:	Age <45
Education Levels:	Some College
Employment Levels:	White Collar, Mix
Homeownership:	Renters
Urbanicity:	Suburban
Income:	Downscale
Income Producing Assets:	Low

POOLS & PATIOS

Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960s residents work as white-collar managers and professionals, and are now at the top of their careers.

Lifestyle Traits

Shop at high-end department stores

- Buy 1950s nostalgia music
- Sunset magazine
- American Experience TV
- Mercury Mariner SUV

Demographic Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	Household w/o Kids
Age Ranges:	Age 45-64
Education Levels:	College Grad
Employment Levels:	Professional
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Upper-Mid
Income Producing Assets:	High

UPPER CRUST

The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000/year or possessing a postgraduate degree. And none has a more opulent standard of living.

Lifestyle Traits

- Spend \$3,000+ foreign travel
- Shop at Bloomingdale's
- Atlantic Monthly magazine
- Golf Channel
- Jaguar XK

Demographic Traits

Ethnic Diversity:	White, Asian, Mix
Presence of Kids:	Household w/o Kids
Age Ranges:	Age 45-64
Education Levels:	Graduate Plus
Employment Levels:	Professional
Homeownership:	Mostly Owners
Urbanicity:	Suburban
Income:	Wealthy
Income Producing Assets:	Elite

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APPENDIX III - IMPLEMENTATION MATRIX

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).

*** \$ 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.

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	