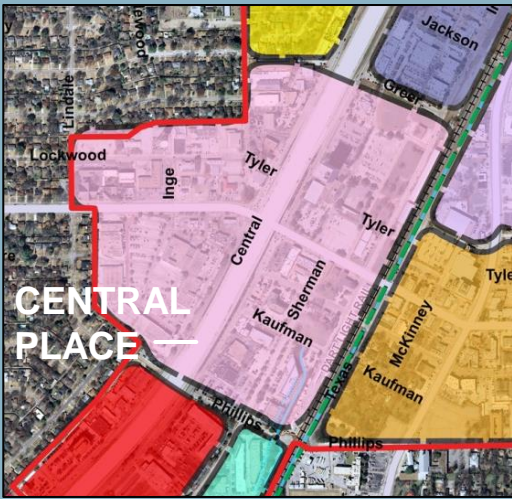


Central Place: Today



Chase Bank – NE corner Belt Line Rd./Main St. at U.S. 75

Existing Uses & Conditions

- Area: 78 acres
- East of U.S. 75: Building supply, warehouse, service, automotive, retail/commercial, restaurant, and office uses
- West of U.S. 75: retail/commercial, automotive, education, religious, restaurant, theater, and office uses
- Central Trail construction project
- Belt Line Rd. / Main St. at U.S. 75 – right turn lane improvement project
- Floyd Branch drainage channel improvement project
- Existing grid street pattern south of Main St.

Opportunity Sites

- Area bounded by Belt Line Rd. / Main St. on the south, U.S. 75 on the west, Greer St. on the north, and the DART rail line on the east, including the existing multi-story Chase Bank building
- Richardson Heights Shopping Center
- NW corner of Belt Line Rd./Main St. and U.S. 75 identified as a catalyst site
- Potential plaza opportunity north and south of Belt Line Rd./Main St. at Interurban St., in conjunction with the Central Trail



Richardson Heights Shopping Center – SW corner Belt Line Rd./Main St. at U.S. 75 (above and below)



Retail shopping center – SE corner Belt Line Rd./Main St. at U.S. 75

Central Place: Future

The Vision

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



Mixed residential building east of U.S. 75

Implementation

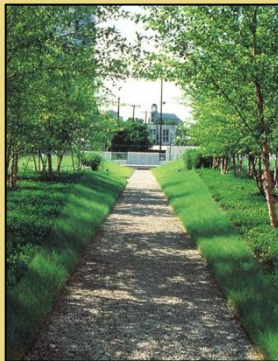
- Develop incentives to support infill development
- Rezone and create design requirements that apply to the four quadrants of the interchange at Central Expressway and Belt Line Rd./ Main St.
- Create an open space plan for the district
- Implement street improvements on Belt Line Rd./Main St. to improve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



Retail infill development at Richardson Heights Shopping Center

Companion Dallas Sites

- Preston Center
- The Plaza at Preston Center
- West Village



Open space connection to neighborhoods



Retail shopping center – SE corner Belt Line Rd./Main St. at U.S. 75

Key Words

- Center
- Connected
- Entertainment

Product Types

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

Future Opportunities

- Focus Area B / Catalyst Site 2
- Focus Area C / Catalyst Site 3
- Catalyst Site 4