



## ACHIEVING THE COMMUNITY'S VISION FOR THE MAIN STREET/CENTRAL EXPRESSWAY CORRIDOR

### Community Workshop Responses – May, 14, 2014

#### Where am I?

Colored dots used during height viewshed analysis exercise provided feedback on where attendees' businesses and residences are located.

#### Within ¼ Mile from the Study Area

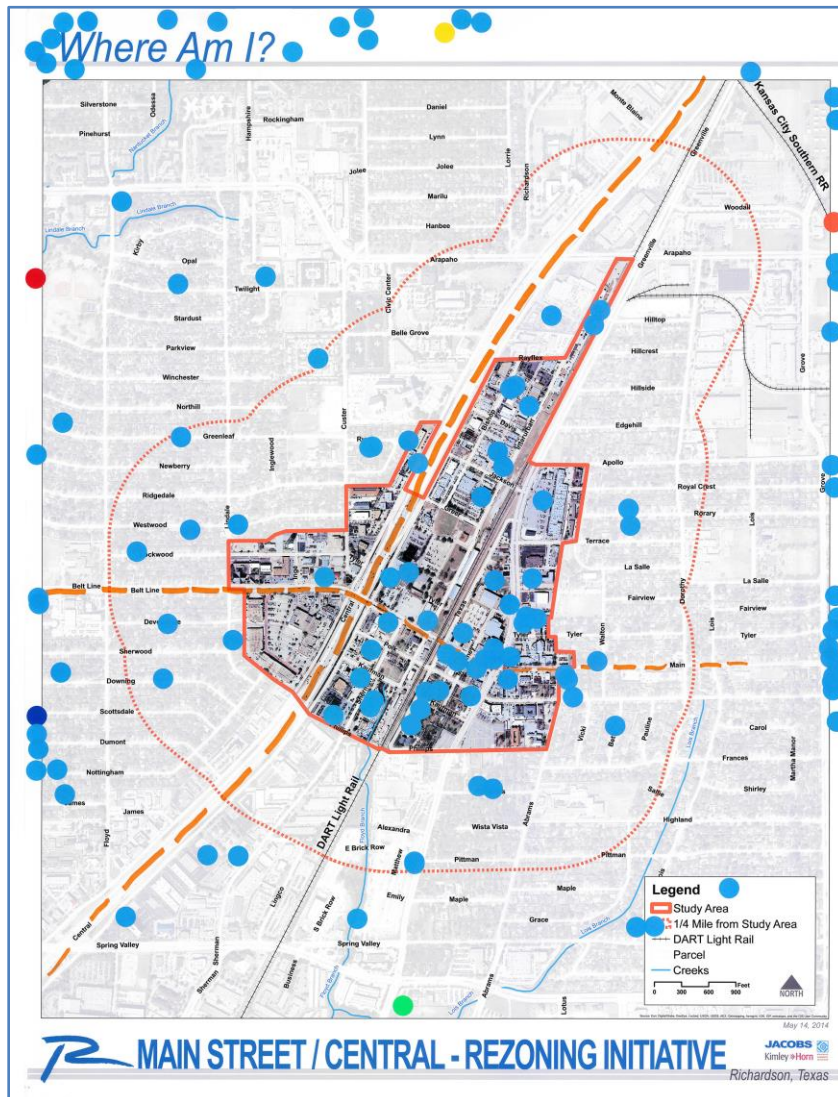
Northeast Quadrant — 27 attendees given ORANGE dots

Southeast Quadrant — 23 attendees given GREEN dots

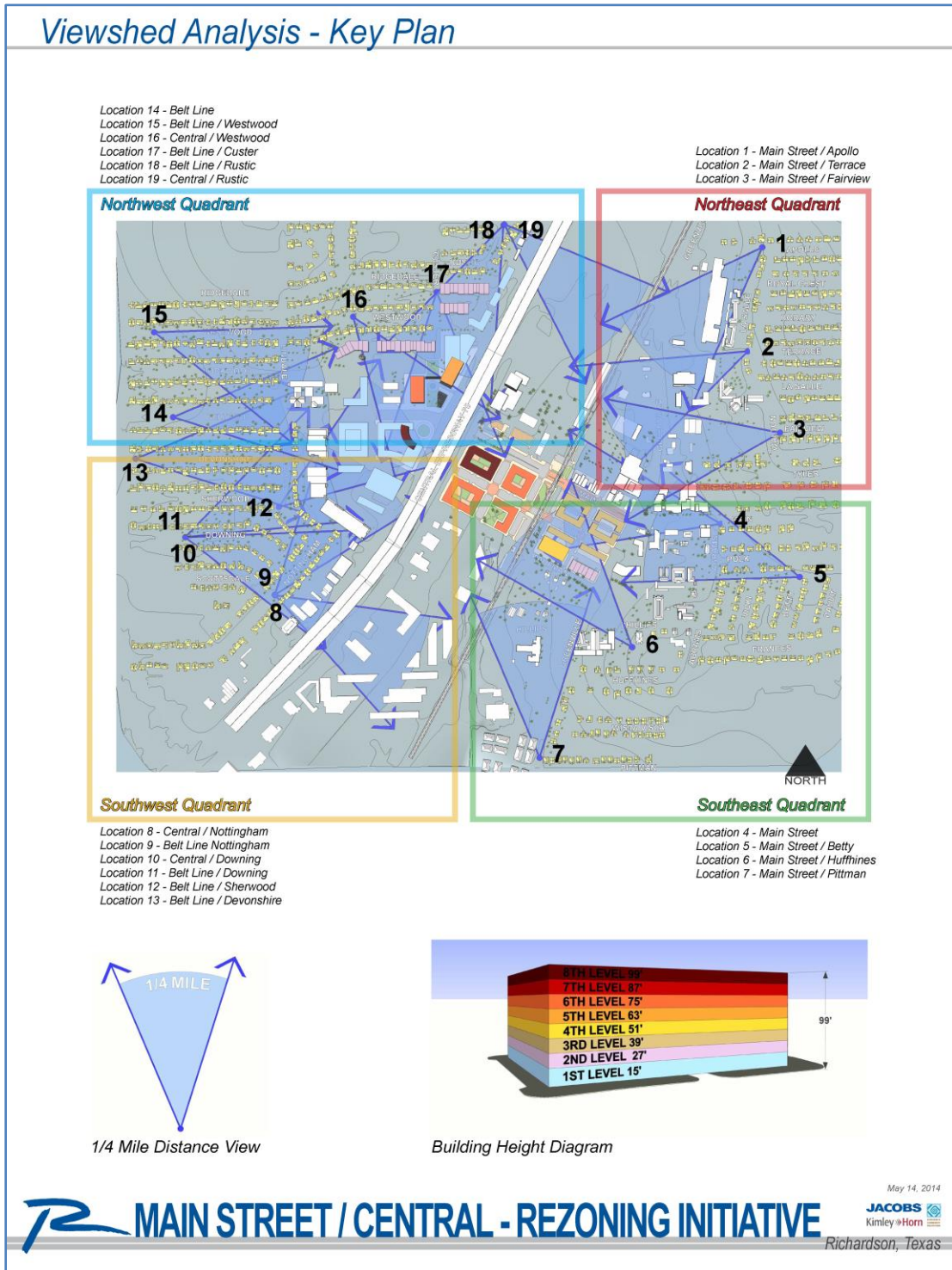
Southwest Quadrant — 3 attendees given BLUE dots

Northwest Quadrant — 9 attendees given RED dots

#### Outside ¼ Mile from Study Area — 55 attendees given YELLOW dots



The Key Plan below indicates each location where a viewshed analysis was performed. For the Community Workshop the locations were grouped according to the respective quadrant of the Belt Line/Main Street and Central Expressway intersection.



**At the Viewshed Analysis Stations, attendees reviewed each location to determine the visual impact of taller buildings from the location analyzed and voted accordingly using their dots.**

### Viewshed Analysis- Northeast Quadrant

#### Location 1 - Main Street / Apollo

Location 1 - Main Street / Apollo

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?				
The visual impact of taller buildings would be acceptable to me.	This visual impact is acceptable to me.	Trees and landscaping can address my concerns.	The buildings should be somewhat lower than shown here.	There is too much visual impact; the buildings should be significantly lower than shown here.
●●●●●●●●●●	●●●●●●●●	●●●●●●●	●●●●●	●

#### Location 2 - Main Street / Terrace

Location 2 - Main Street / Terrace

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?				
The visual impact of taller buildings would be acceptable to me.	This visual impact is acceptable to me.	Trees and landscaping can address my concerns.	The buildings should be somewhat lower than shown here.	There is too much visual impact; the buildings should be significantly lower than shown here.
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May 14, 2014

MAIN STREET / CENTRAL - REZONING INITIATIVE

JACOBS Kimley+Horn

Richardson, Texas



### Viewshed Analysis- Northeast Quadrant

Location 3 - Main Street / Fairview





Location 3 - Main Street / Fairview

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?				
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May 14, 2014

**JACOBS**  
Kimley-Horn

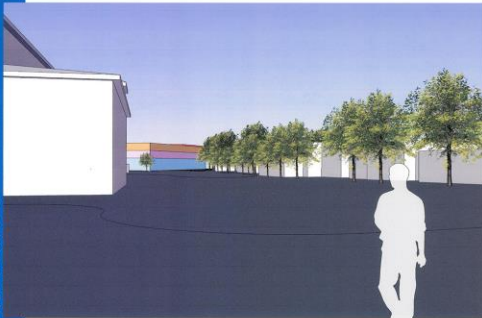
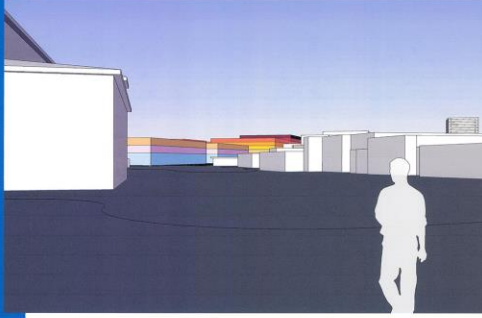
Richardson, Texas

**Northeast Quadrant Notes**

No additional comments were received for the Viewshed Analysis – Southeast Quadrant.

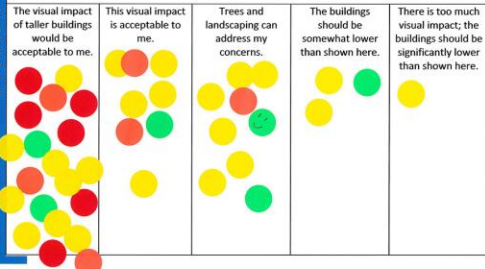
Viewshed Analysis- Southeast Quadrant

Location 4 - Main Street

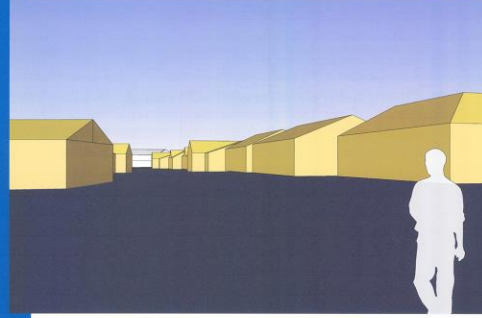


Location 4 - Main Street

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?

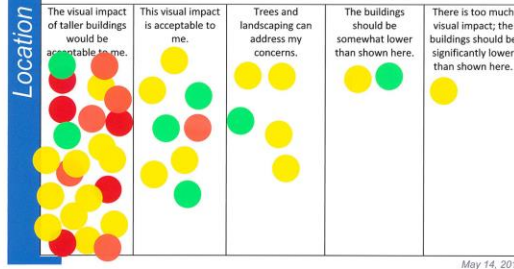


Location 5 - Main Street / Betty



Location 5 - Main Street / Betty

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?



May 14, 2014

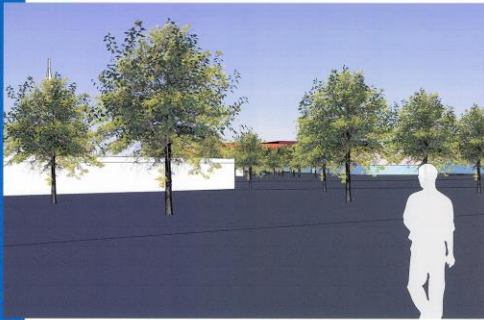
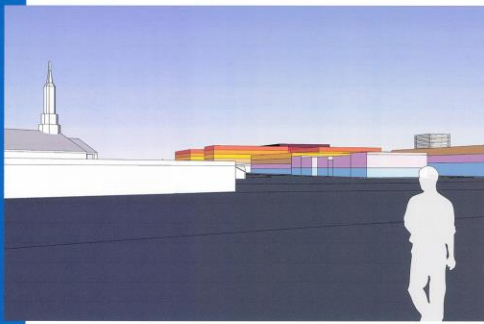


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JACOBS Kimley-Horn Richardson, Texas

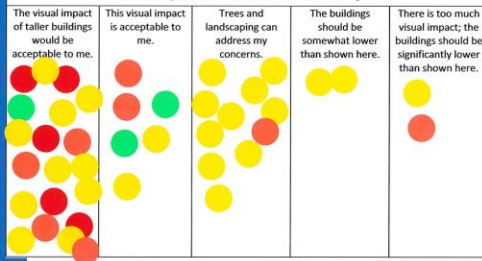
Viewshed Analysis- Southeast Quadrant

Location 6 - Main Street / Huffhines

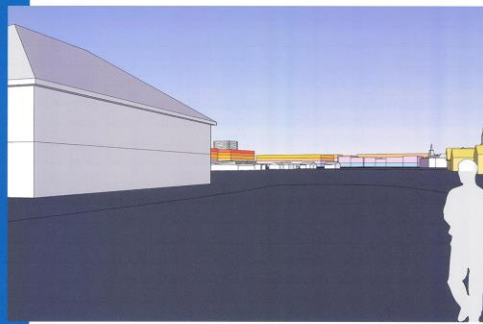


Location 6 - Main Street / Huffhines

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?

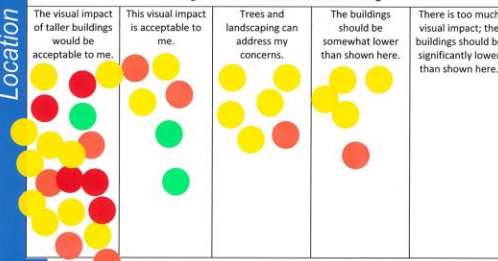


Location 7 - Main Street / Pittman



Location 7 - Main Street / Pittman

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?



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Richardson, Texas

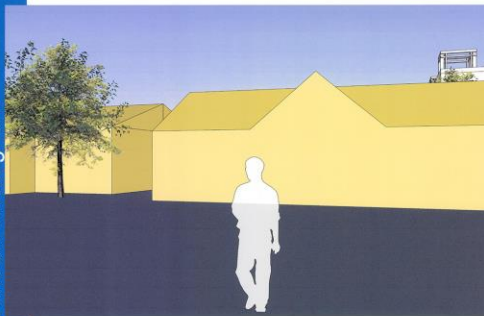
**Southeast Quadrant Notes**

The following additional comments were received for the Viewshed Analysis – Southeast Quadrant:

- Keep Original building fronts, they have historical significance
  - Yes!
  - Ditto!
- No more traffic on Spring Valley
- If widening BL, take south-side businesses
- Make Beltline 6 lanes to reduce traffic delays; take away on-street parking to do this
  - No!
- Consider replacing all buildings – none have “historical” significance
- Widening streets only invites more traffic. 4 lanes is plenty
- Wider sidewalk with a more active streetscape along Beltline; less car lanes.  
Encourage retail/ storefronts at street level

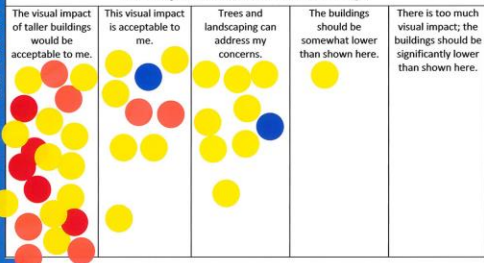
Viewshed Analysis- Southwest Quadrant

Location 8 - Central / Nottingham

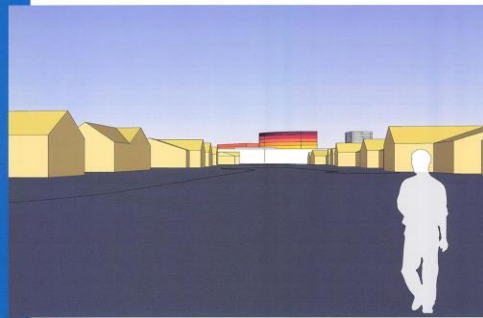
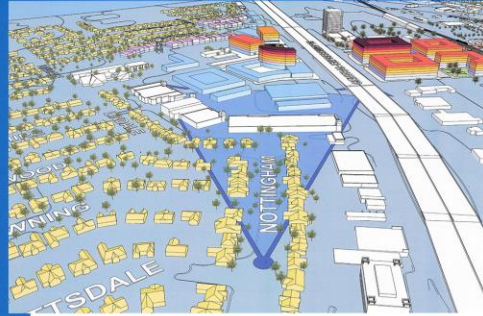


Location 8 - Central / Nottingham

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?

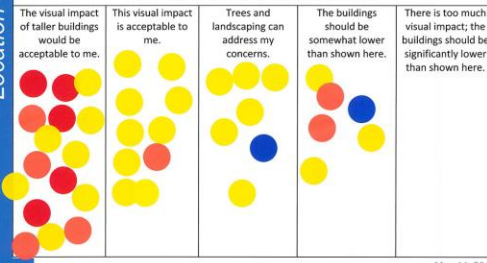


Location 9 - Belt Line / Nottingham



Location 9 - Belt Line / Nottingham

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?



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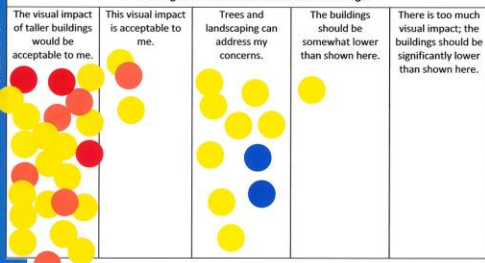
Viewshed Analysis- Southwest Quadrant

Location 10 - Central / Downing

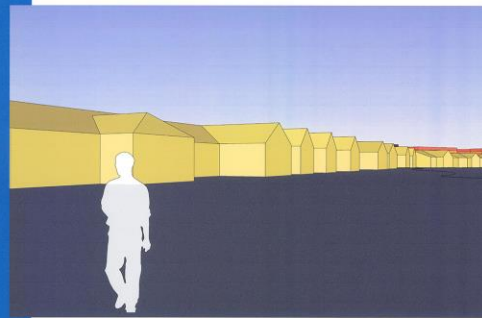


Location 10 - Central / Downing

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?

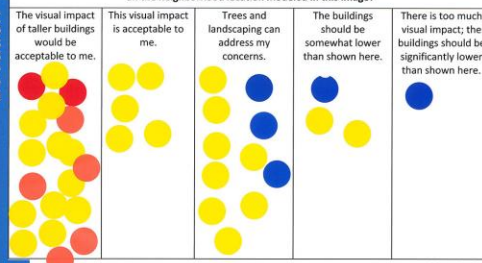


Location 11 - Belt Line / Downing



Location 11 - Belt Line / Downing

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?



May 14, 2014

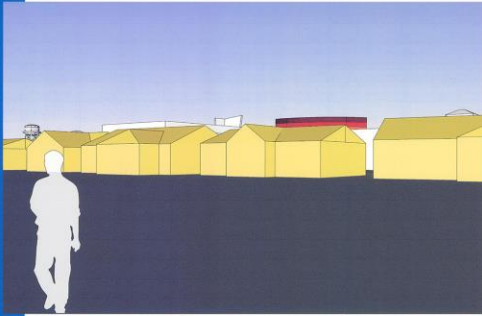


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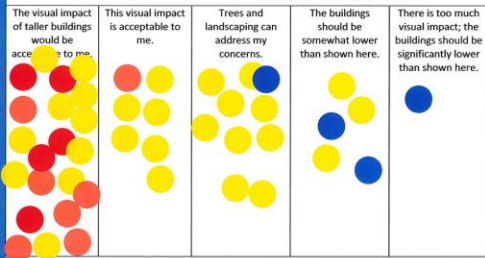
Viewshed Analysis- Southwest Quadrant

Location 12 - Belt Line / Sherwood

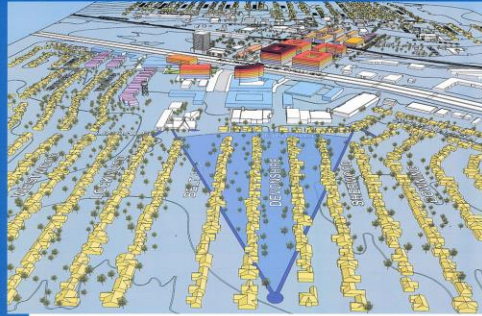


Location 12 - Belt Line / Sherwood

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?

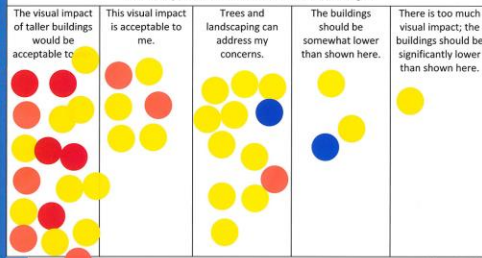


Location 13 - Belt Line / Devonshire



Location 13 - Belt Line / Devonshire

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?



May 14, 2014



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**Southwest Quadrant Notes**

The following additional comments were received for the Viewshed Analysis – Southwest Quadrant:

- Add sound mitigation between commercial and houses
- Add sound mitigation between central and homes
- Density is our friend
- How do the structures nearest the home affect their home?
- I prefer height explanations in feet, not stories; regulations need to account for parapets as height of structure

Viewshed Analysis- Northwest Quadrant

**Location 14 - Belt Line**

Location 14 - Belt Line

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15 Red, 10 Yellow	10 Yellow	10 Yellow, 1 Blue, 1 Red	5 Yellow, 1 Red	1 Yellow

**Location 15 - Belt Line / Westwood**

Location 15 - Belt Line / Westwood

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?				
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15 Red, 10 Yellow	5 Yellow, 1 Red	10 Yellow, 1 Blue, 1 Red		

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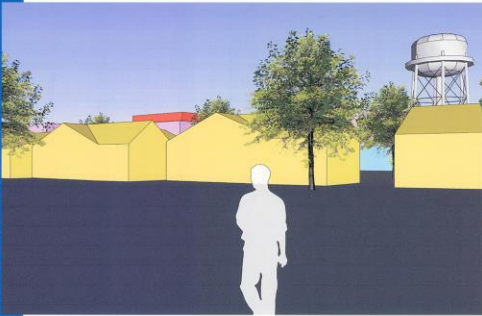
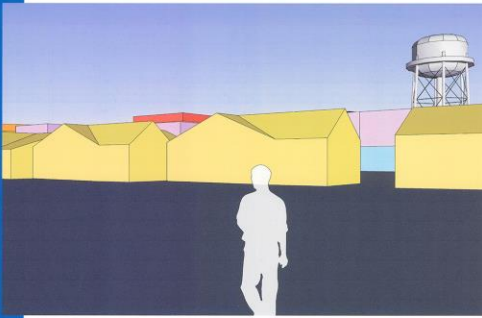
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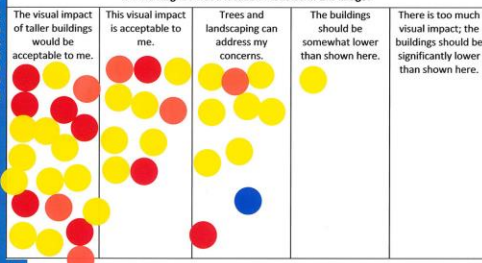
Viewshed Analysis- Northwest Quadrant

Location 16 - Central / Westwood

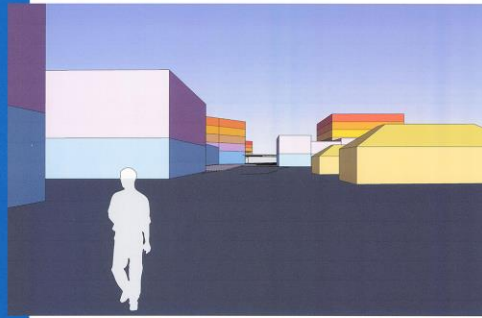


Location 16 - Central / Westwood

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?

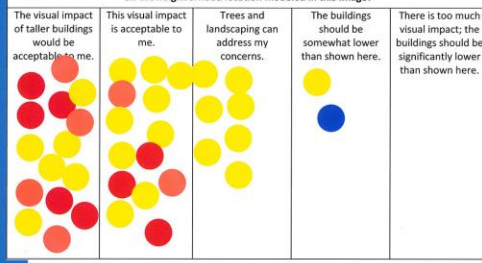


Location 17 - Belt Line / Custer



Location 17 - Belt Line / Custer

What do you think about the visual impact of these potential buildings on the neighborhood location modeled in this image?



May 14, 2014



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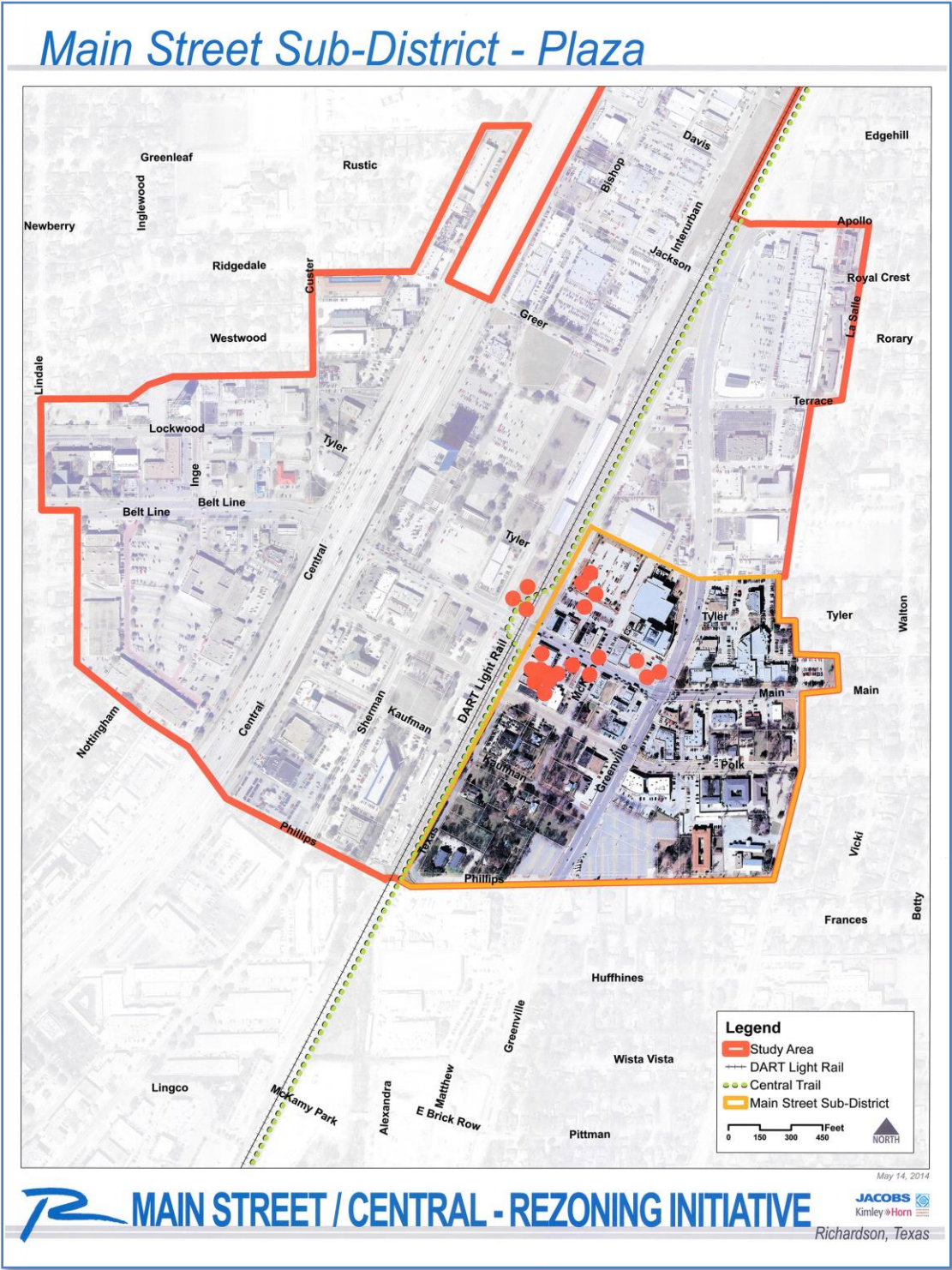


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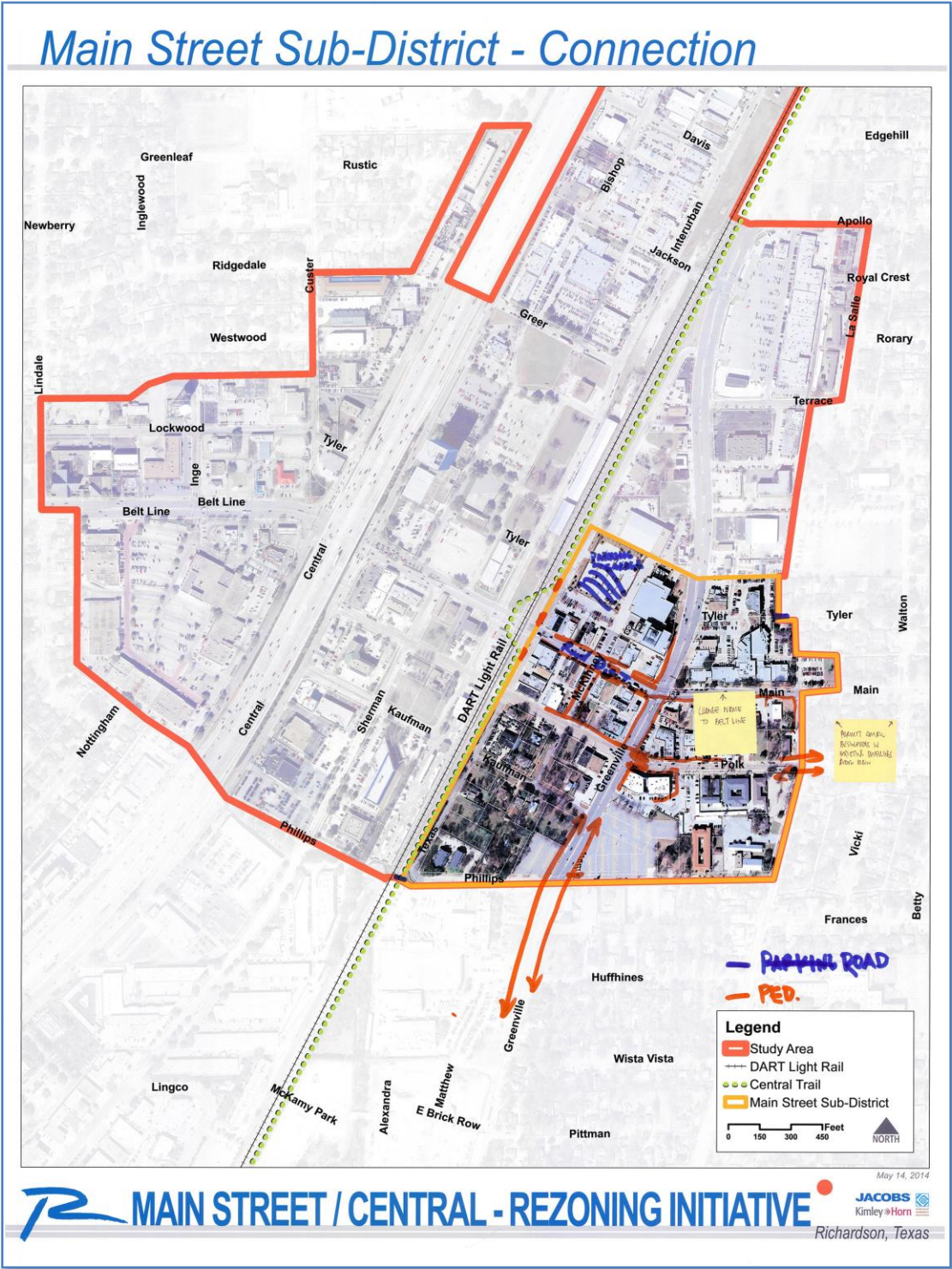


The following pages represent the responses received to questions specific for each of the four sub-districts—Main Street, Central Place, Chinatown, and Interurban.

Where should a public plaza or other gathering place be located?



Which streets provide the most important connections for nearby residents who want to walk or bike to the Main Street Sub-District?

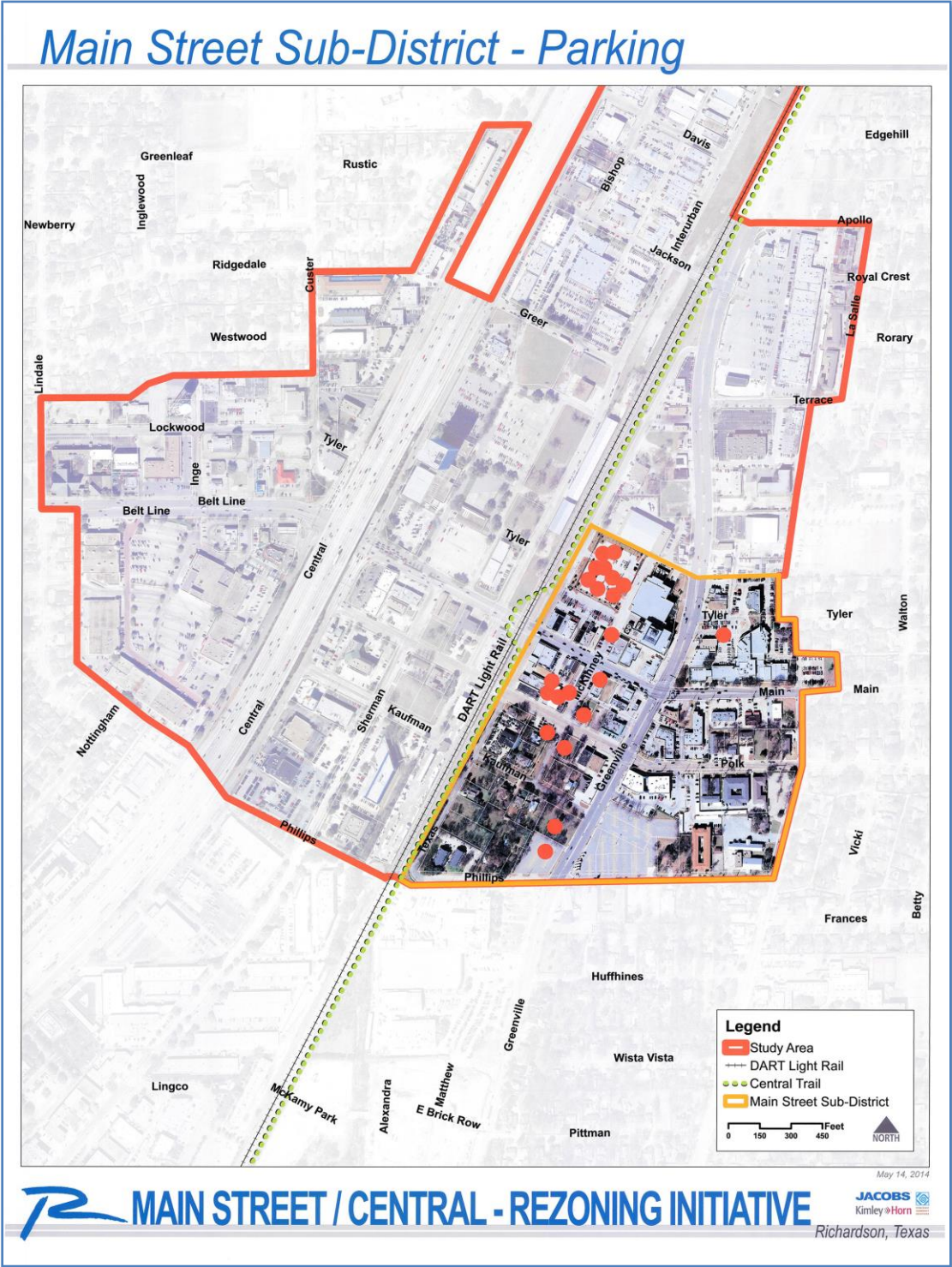


Notes

- Change Name to Belt Line
- Permit common businesses in existing dwellings along main



Where could shared parking lots or garages be provided in the Main Street Sub-district?



**Flipchart Questions – Main Street**

A. What sorts of places and activities will make the Main Street Sub-District vibrant and eclectic?

- Live entertainment \*Bands\*
- Tree lighting
- Open auditorium
- Look at Sundance Square
- Farmers Market under DART overpass
- Outdoor dining
- Respect for independent business owners – don't force people to move
- You cannot use government to shut down private enterprise only because you do not happen to shop there
- Bars (non-smoking only)
- Independently owned restaurants \*\*
- Ice Creams Shops\*\*
- Boutique shops \*
- No more hookah bars
  - Amen!!!
- Vacant area / green-space
- Transitional rezone of immediately adjacent properties
- Pubs (no smoking)
- Patio Dining
- Food Truck Park
- Something open past 5
- Variety – less of the same things. 3 hookah bars is 2 too many. ✓
- I agree
- Wild about Harry Hot Dog Shop
- Require bike parking
- Art gallery
- Move car repair, vacuum repair, etc. off Main.
- Make more entertainment focused

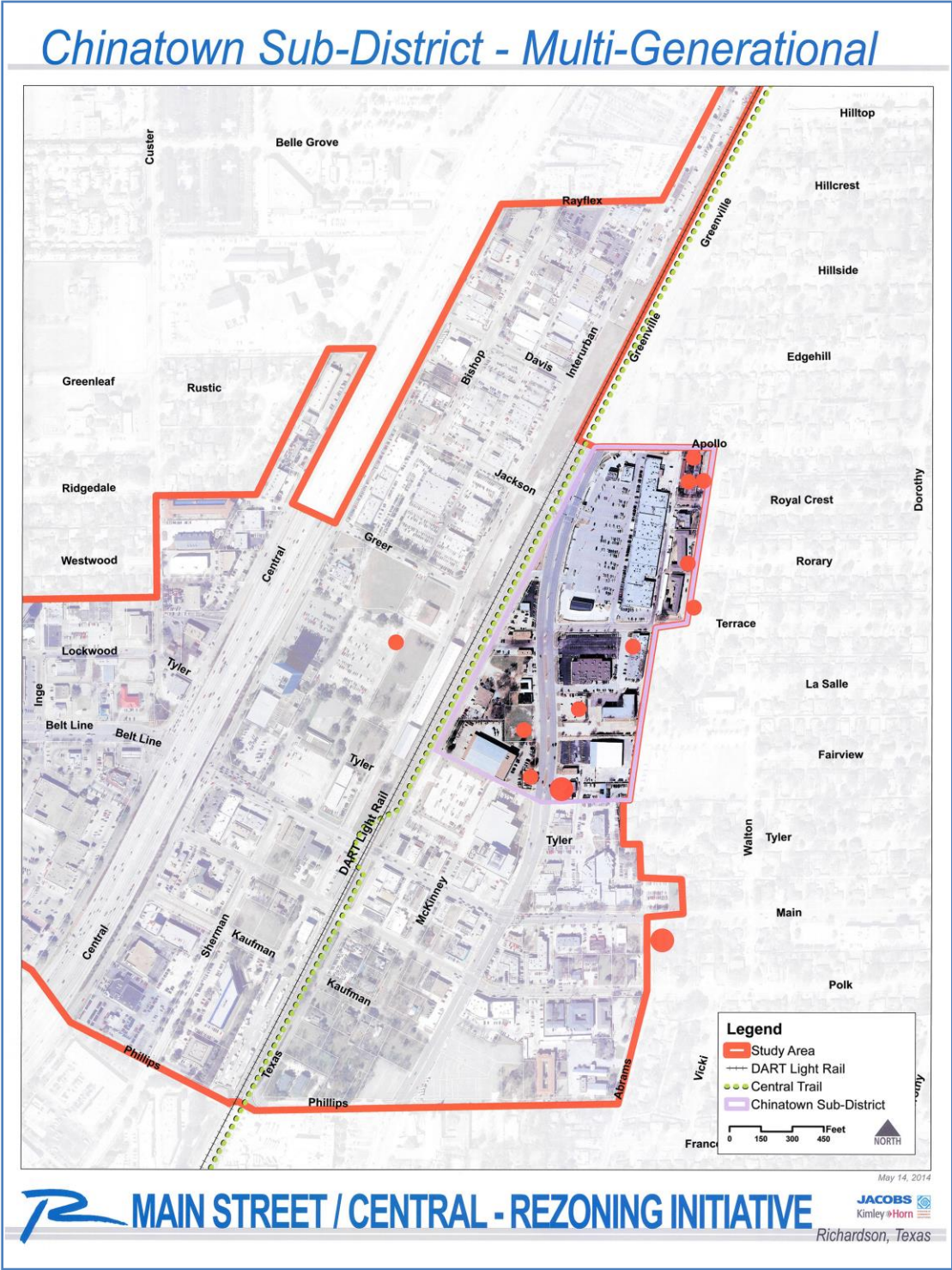
B. What streetscape features are most important so streets in this Sub-District are appealing to pedestrians?

- Trees, walkways, benches \*\*\*\*
- Ample number of walkways \*
- Wider walkways \*\*\*\*\*
- Large patios
- Benches, tables
- Food truck friendly
- Running trail
- Bump outs for easier crossing
- Traffic calming
- Time the lights to keep traffic slow, but moving \*
- No median ✓✓
- Less junk (wares) on the side walk \*
  - Yes!!!!
  - Your “gateway” is ugly
- Trees! \*\*\*\*
- Maintain the grass
- Median
- Side street or rear entrance to buildings facing main
- Nice lighting for night life\*
- Pedestrian scale light fixtures
- Shade/trees \*\*\*\*\*
- Trees/water fountains
- Pull buildings to streets, hide parking behind

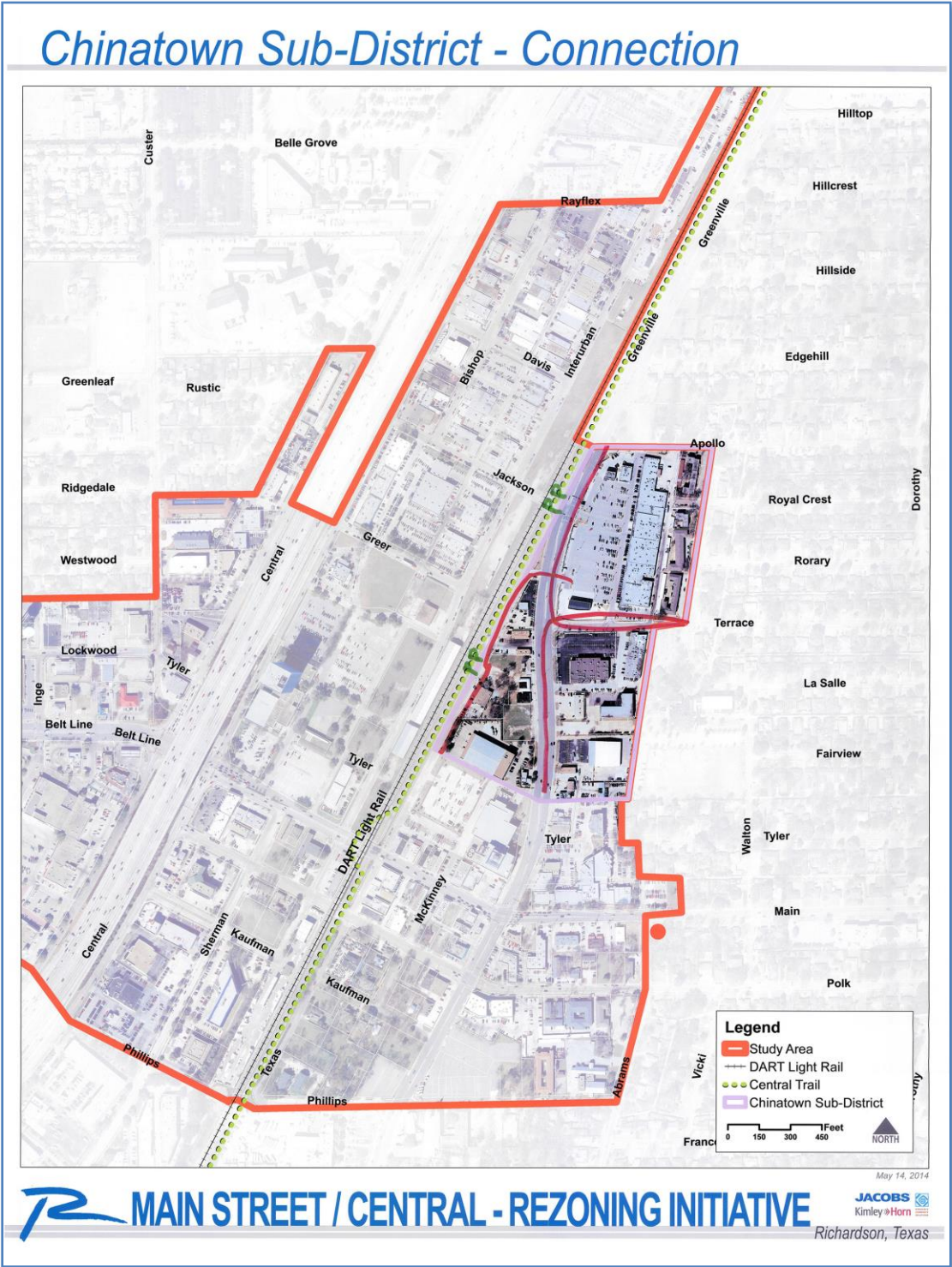
C. What other actions beyond this rezoning initiative could help revitalization of the Main Street Sub-District?

- Offering incentives to real estate developers and investors
- Make DART light rail stop at Main Street ✓✓
  - I agree!
  - Ditto!
  - Yes!
  - Amen!
  - Yes!
- Make direct path to DART from Main Street ✓✓✓
- Consider Transitional rezoning of adjacent properties
- TIF
- Make it attractive for all cultures
- Connection of both sides of 75
- Offer incentives to existing property owners for upgrading and revitalizing property
  - All the infrastructure improvements are enough of an incentive already, no need for grants
- Small business grants
- Approach AT&T about donating their parking lot for additional parking and a possible park area with benches and fountains in exchange for naming rights, such as AT&T, Old Town Park, etc.

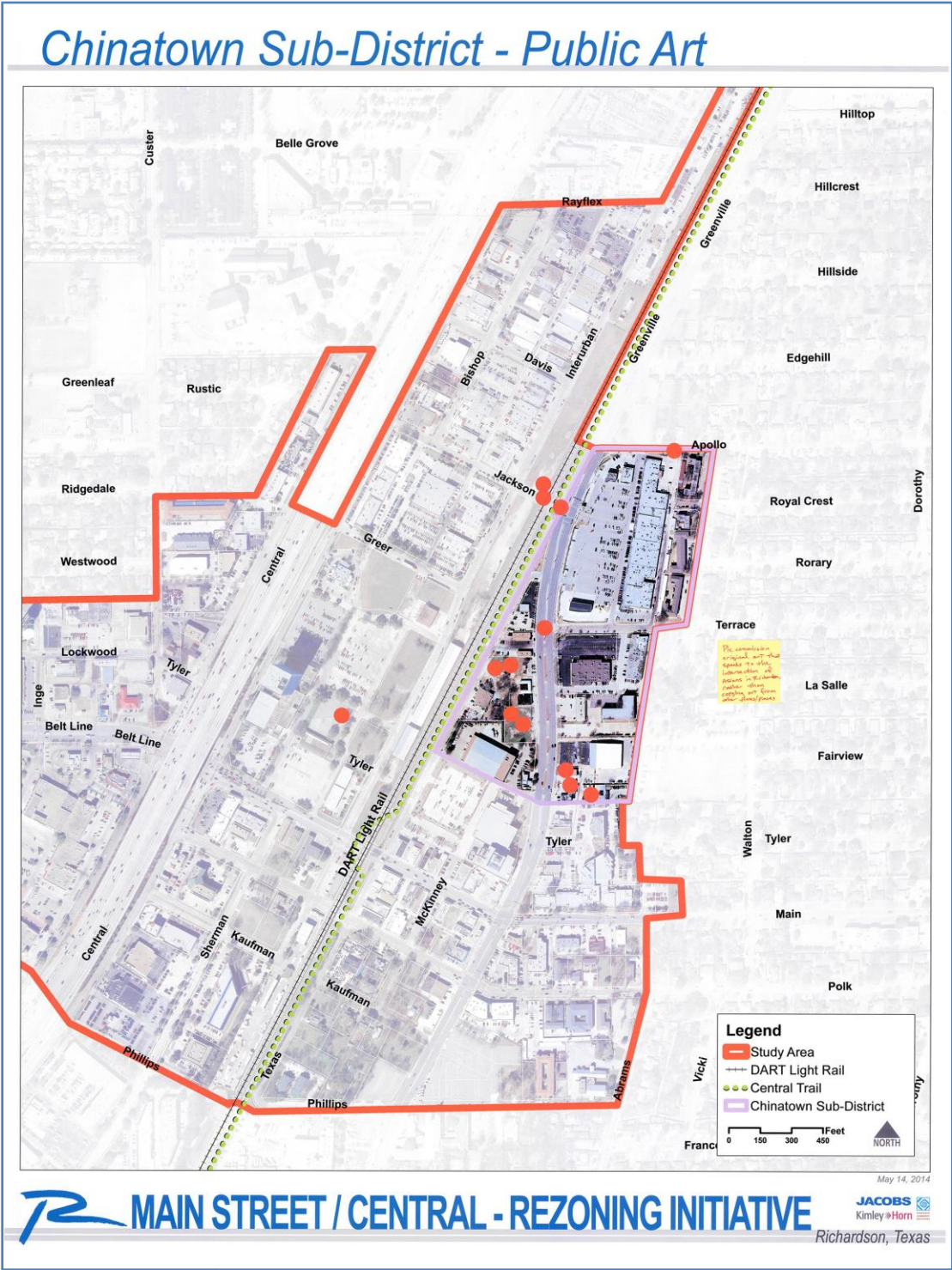
What locations in the Chinatown Sub-District are most suitable for multi-generational housing?



Which streets provide the most important connections for nearby residents who want to walk or bike to the Chinatown Sub-District?



Where should public art be accommodated and how focused should it be on Chinese-influenced art?



Notes

- Please commission original art that speaks to the intersection of Asians in Richardson, rather than copying art from other times/places

**Chinatown – Flipchart Questions**

A. What uses or amenities will strengthen the Chinatown Sub-District as a regional destination?

- Art and cultural events for all \*\*
- Central gathering place (plaza/fountain) \*
- Community education and marketing
- Galleries for Asian art
- Asian shopping
- Make more of a town feel – now just big
- More trees and landscaping
- Connectivity to DART station – enhanced pedestrian experience
- Green space for outdoor recreation: badminton, ping pong, MJ, chess, Tai Chi, dog walking, reading the paper, Frisbee, etc.
- Take off the Chinatown label for this area and call it International, \* Yes there's Vietnamese, Taiwanese, Japanese, Korean, Indian, Bengali, etc., etc.

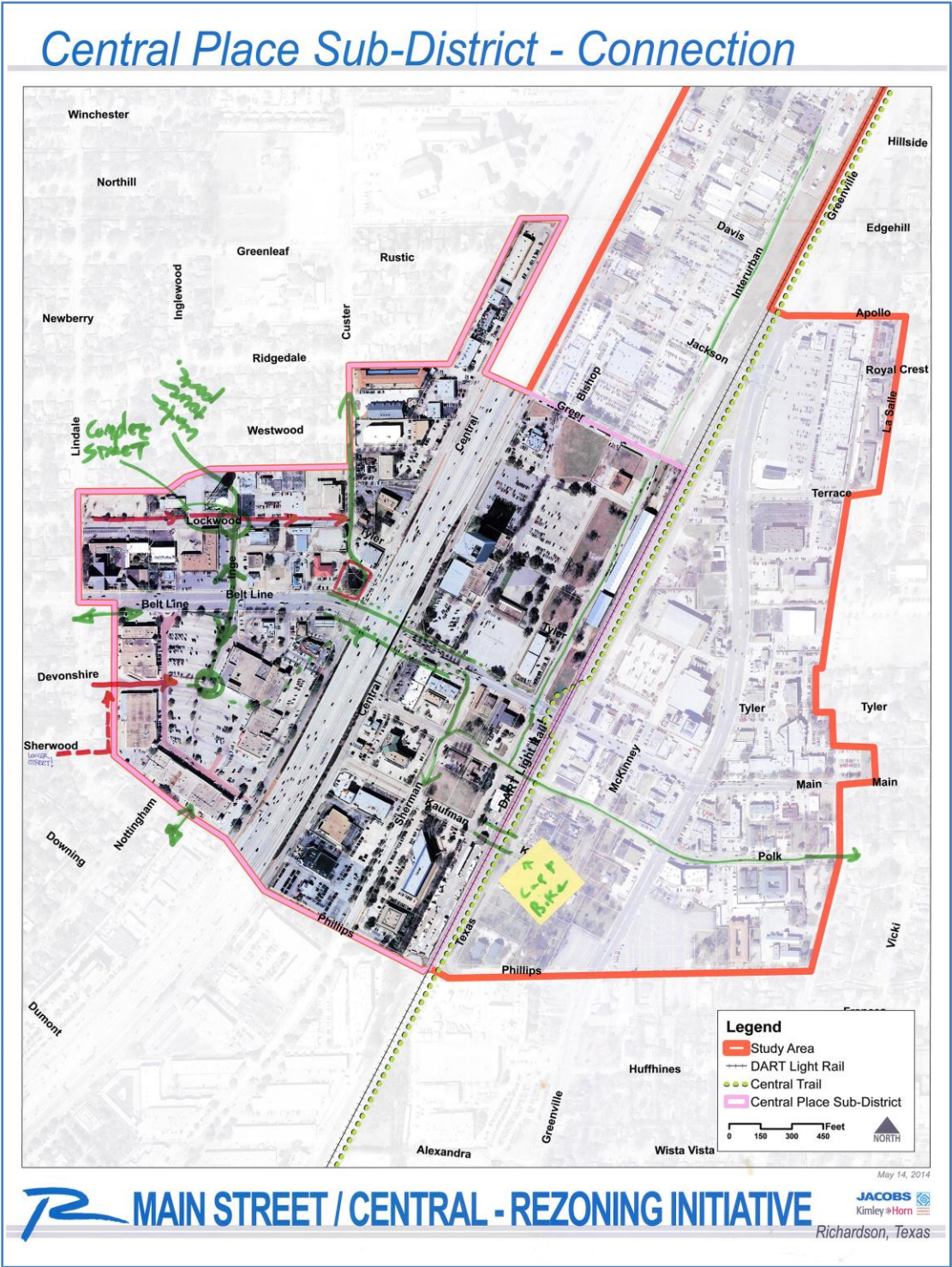
B. What businesses, civic organizations or non-profit groups could help enhance the Chinatown Sub-District's multi-ethnic character?

- Community center might offer acrylic or oil painting classes as well as Chinese painting
- Travel tours to China led by local people

C. What other actions beyond this rezoning initiative could help revitalization of the Chinatown Sub-District?

- Business Association
- Open to all Asian cultures – Not just China town!!
- Change name to reflect all cultures!

Which streets provide the most important connections for nearby residents who want to walk or bike to the restaurants and attractions of the Central Place Sub-District?

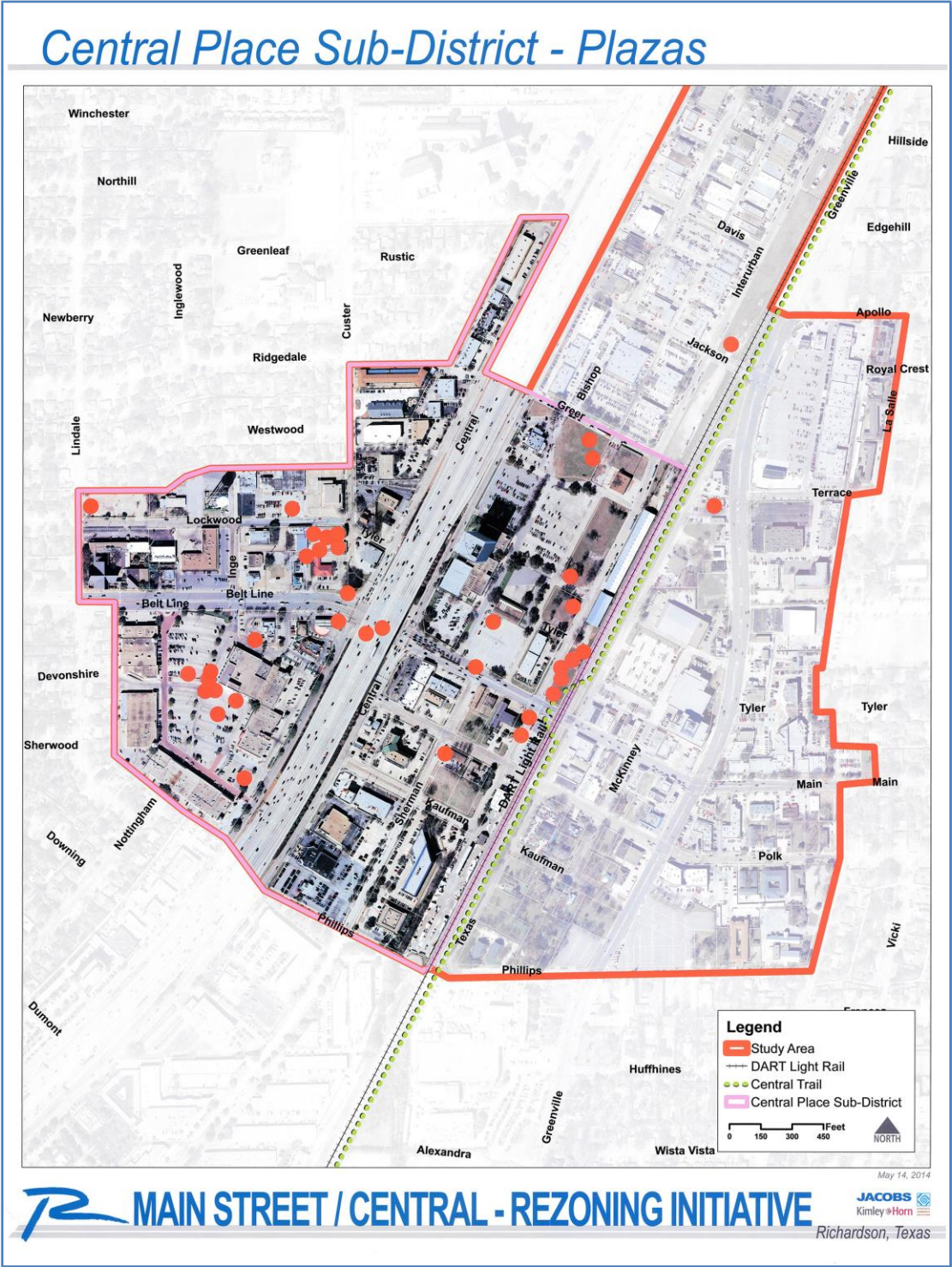


**Notes**

- Complete Street
- Water tower park



Where should open spaces and plazas be located within the Central Place Sub-District?



**Central Place – Flipchart Questions**

A. The southwest quadrant of the Central Place Sub-District is envisioned as a mixed-use entertainment district. What kinds of entertainment choices should be here?

- Wine bistro
- Gourmet coffee bar
- Art gallery/rentable venue
- Restaurants/patio dining
- Coffee shop (gourmet optional) ✓
- Boutique clothing and jewelry stores
- Book shop/coffee bar
- Neighborhood library
- Starbucks
- Bookstores
- Brunch Places
- Patio Dining
- Card Shop
- Shade \*\*
- Outdoor artwalk
- Seasonal events
- Farmers market behind the QT to the right\*
- Outdoor Stage\*
- No Apartments
- Yes Apartments
- See above – We want high end neighborhood services! \*

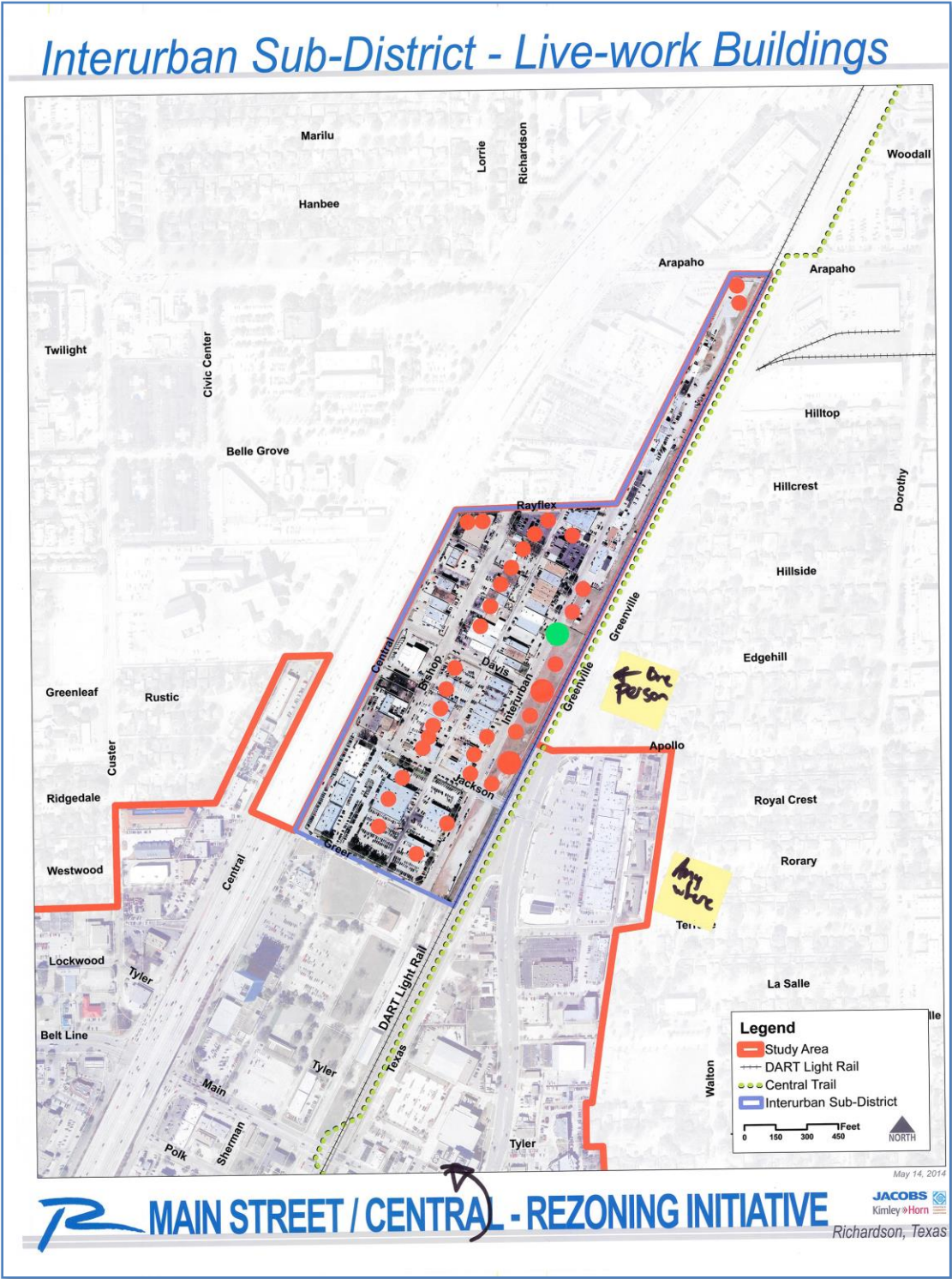
B. What improvements will make it safer and more appealing for cyclists and pedestrians to cross under U.S.75?

- Tunnel bridge
- It is the turns that are dangerous – remove turn lanes-access 75 from Arapaho or Spring Valley
- Well-lit, well maintained pedestrian/bike path
- Put central below grade – create a “mini” Klyde Warren Park!
  - Too Expensive
  - A great idea is never too expensive.- can always find funds
- Put Central below grade
- Lighting\*
- Guardrails
- ‘European’ bike bridge
- “Bikes may use full lane” signs everywhere
- Clean pavement more often
- Add bike detection to trigger traffic signal to turn green
- Physically separated lanes

C. What other actions beyond this rezoning initiative could help revitalization of the Central Place Sub-District?

- Input from “independent artists” \*\*
- Not enough old buildings to justify the expense, but make it like Allen, bookstores, shopping.
- Input from restaurant operators and developers!
- Input from retail developers!
- Renovate original breezeway behind Abocas and open it up
- Assemble multiple small parcels – bundle
- District ID
- TIF
- Small business grants
- City ordinances that would shut down all hookah bars in the entire city and importantly in the redevelopment
- Recruit high-end neighborhood retail like Preston-Forest of Highland Park Village. Avoid “regional entertainment”

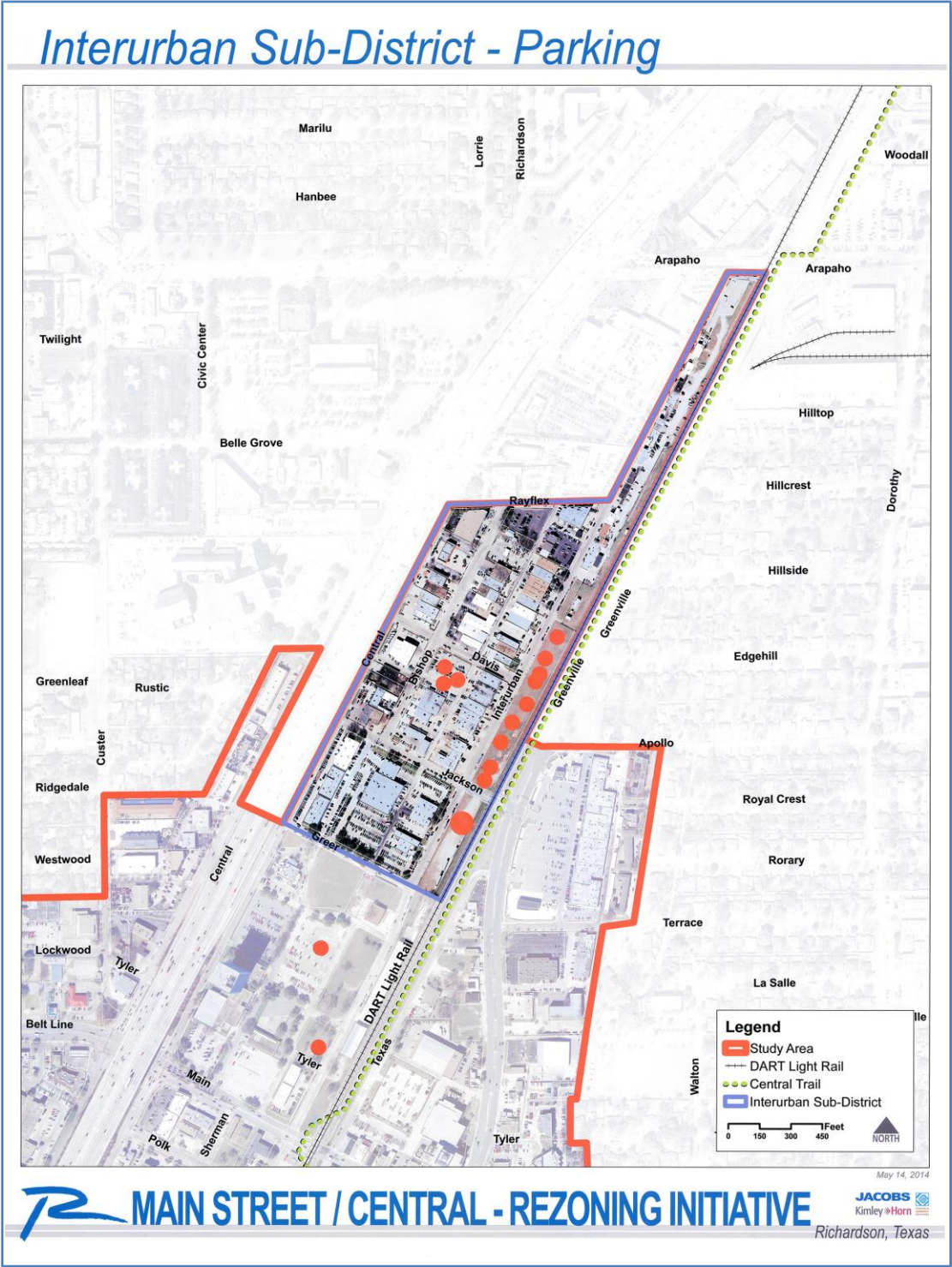
Where should 'live-work' buildings be located within the Interurban Sub-District – are there certain streets that are most suitable for this?



Notes

- One person
- Anywhere

Where could shared parking lots or garages be located?



**MAIN STREET / CENTRAL - REZONING INITIATIVE**

JACOBS  
Kimley-Horn  
Richardson, Texas

**Interurban – Flipchart Questions**

A. What improvements or enhancements will increase the Interurban Sub-District’s appeal to artists and entrepreneurs?

- Co-working spaces/ incubators
- Outdoor mural/graffiti opportunities (Yes)
- Plaza/activities (yoga circus like at Campbell/75)
- Allow thoughtful mixed use
- Don’t require particular ratios of uses
- Allow the market to determine parking needs
- Combination artist workshop/gallery/residence (see Cedars)
- Keeping rent cheap
- Keeping rent affordable – attract quality
- No Dollar stores, no hookah bars
  - Ditto
- Approach largest landowner (Lee Maas, formerly Classic BMW) about possibly donating property for parks and parking
- Forcing or “stimulating” development could make rent too high, possibly leading to higher vacancies, as developers need to make a return on capital invested. Please defer to more organic development of the area
- Allow housing anywhere in district – work/live development (studio downstairs, apartment upstairs in one unit)
- Keep rent cheap, industrial look
- Original Look

B. What features or activities will increase the eclectic atmosphere of the Interurban Sub-District?

- Regular, logical grid pattern of streets (or pedestrian paths) + eclectic = success
- Small lots with many independent owners, rather than one corporation buying up everything and doing a big development \*
- Reduce the impermeable coverage
- Contemporary architecture/ loft environments
- Landscaping to facilitate noise reduction
- High standards aesthetically
- Better landscaping by DART to soften the look of their transformers
- Better lighting
- Keeping automotive uses

C. What other actions beyond this rezoning initiative could help revitalization of the Interurban Sub-District?

- Small business grants
  - Yes! I agree
- Tax relief/rebates
  - Yes! I agree
- Development seed money
  - Yes! I agree
- Low interest loans
  - Yes! I agree
- Façade improvement grants
- Add ½ - ¼ sales tax or \$.03 property tax for redevelopment
- Infrastructure and landscape improvements already provide a lot of benefit. No need to hand out free money to people who just happen to be there already
  - Not usually “free”
- Tax relief – rebates
- Incentive
- Small business consideration
- Support/education/input from existing land owners
  - Same