

# City Council Work Session

July 14, 2014



Image Source – Richardson Public Library



## MAIN STREET / CENTRAL - REZONING INITIATIVE

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# Agenda

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- Direction from March and June Briefings
- Recommended Belt Line Rd./Main St. Cross Sections
- Next Steps

## **Direction from March and June Briefings**

# Consultant Team Understanding from Council

- The cross section of Belt Line Rd./Main St. between Texas Street and Greenville Avenue should create an environment that balances the needs of mobility and local businesses
- 4 through lanes should be maintained in this area to accommodate the existing and future transportation needs
- On-street parking, adequate sidewalks and amenity zones should be provided to support businesses and to encourage a strong pedestrian realm
- Planted medians (where feasible) and left turn lanes should be utilized to support the overall corridor aesthetic and to support needed turning movements
- Bicyclists should be accommodated along Polk Street, utilizing Central Trail to provide connectivity to Belt Line Rd./Main Street to get bicyclists under US 75
- A 104' cross section is recommended to accommodate these needs

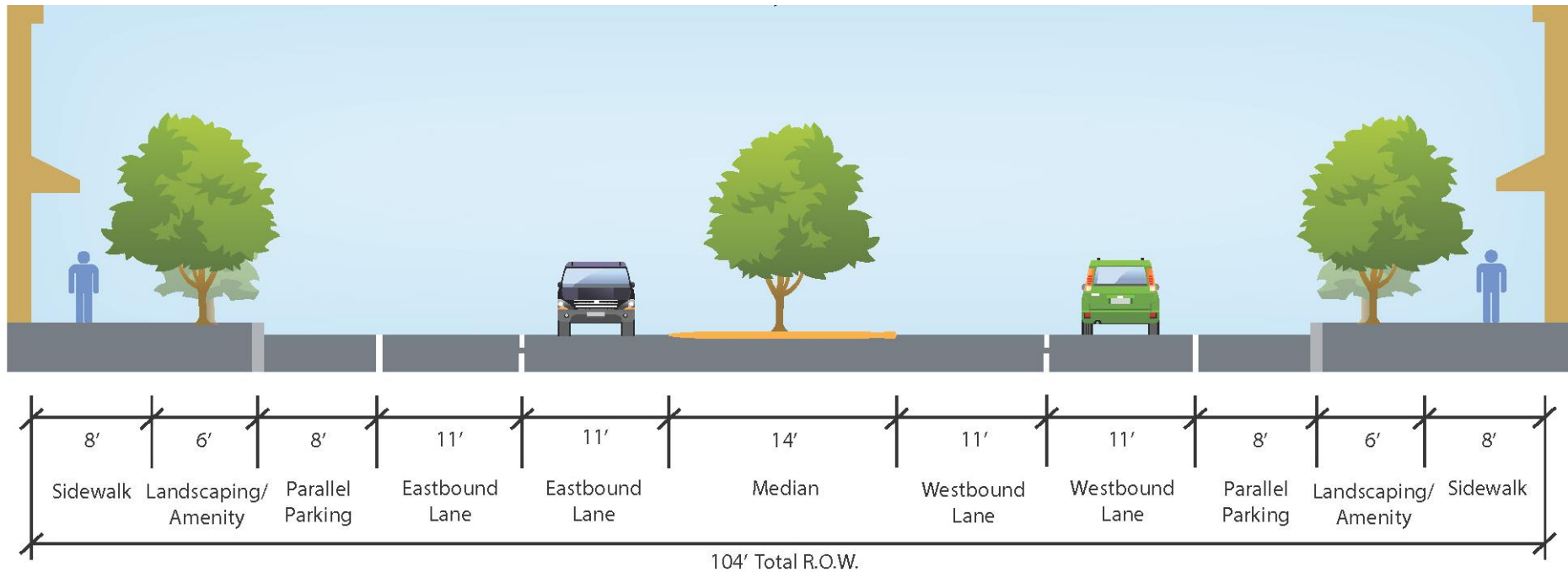
# Recommended Belt Line Rd./Main St. Cross Sections

# Prototypical Cross Section Location – Texas to Greenville



## MAIN STREET / CENTRAL - REZONING INITIATIVE

# Belt Line Rd./Main St. – Texas to Greenville



# Medians / On Street Parking





# Turn Lanes / Medians (In Limited Areas Where Possible)



# On Street Parking



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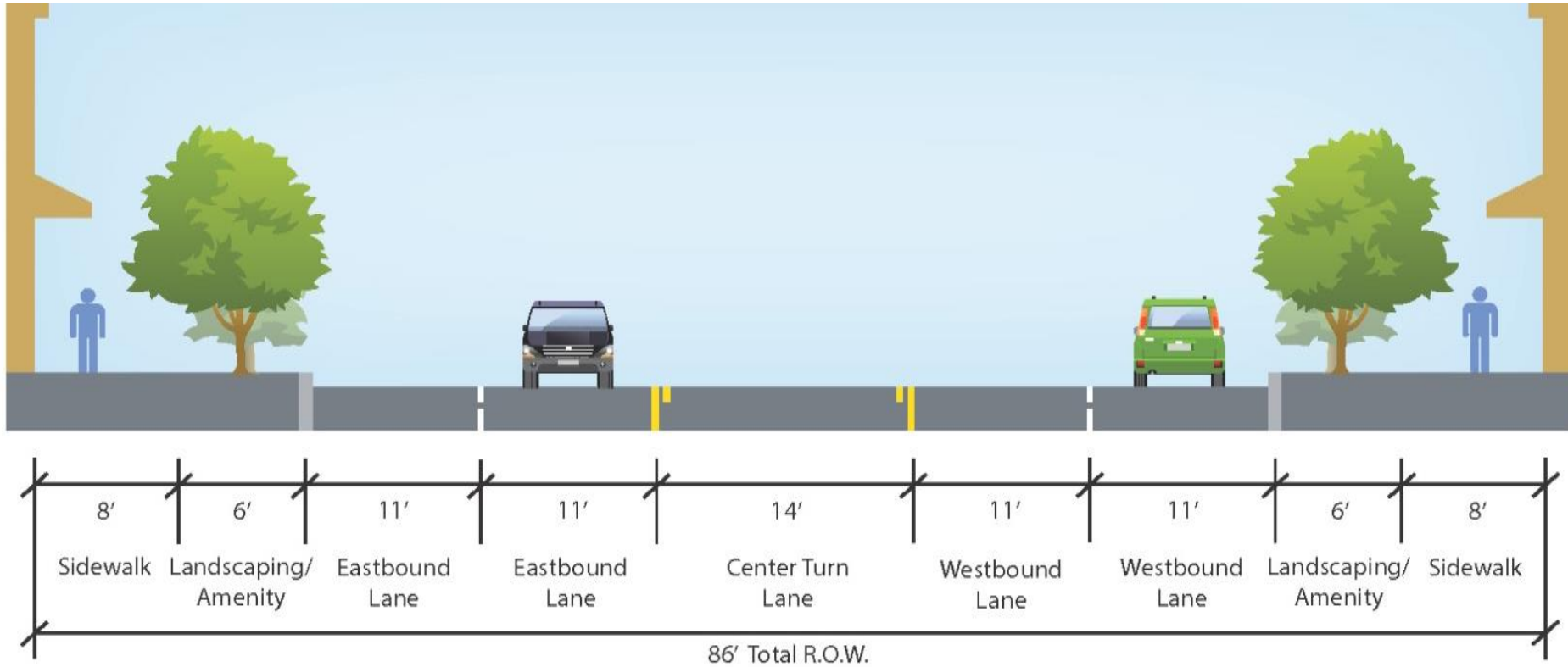
# Amenity Zone / Sidewalk



# Prototypical Cross Section Location – Greenville to Abrams



# Belt Line Rd./Main St. – Greenville to Abrams



# Turn Lanes



**Next Steps**

## Next Steps

- Based upon Council feedback, the Consultant Team will finalize the cross sections of Belt Line Rd./Main St. for incorporation into the draft ordinance
- The consultant team will meet with property and business owners within the project area to discuss preliminary ordinance direction and owner interests on July 23 – 24
- The Team will meet with developers in August to discuss the four sub-districts' visions, preliminary ordinance direction, and development feasibility
- The Team will present the initial draft ordinance and provide an ordinance overview to the Council and CPC in September
  - Joint Council/CPC work session: proposed date – Tues Sept 2<sup>nd</sup>
- The team will then conduct additional property and business owner meetings, developer meetings, and a community-wide meeting in September/October to present the preliminary draft ordinance



# Public Safety Complex

## Development Scenario

Main St./Central study recommends making strategic infrastructure investments in key sub-districts and catalyst sites that contribute to the goal of enhancing the public realm. The study cites relatively small to moderate scale projects such as entrance features, plaza areas, or a central park to achieve this goal. At a larger scale, the Public Safety Complex holds significant potential to not only provide a meaningful contribution to improving the public realm, but to also add much-needed vitality to the Main Street sub-district while establishing a more prominent presence that bolsters the area's identity.



Public Safety Complex at the northeast corner of Belt Line Rd./Main St. and Greenville Ave.



Looking east along Belt Line Rd./Main St.

## Additional Information

- Present day site for Fire, Police, and Public Safety Communications departments; former city hall location until 1980.
- The city is committed to maintaining a civic presence in downtown, which is important to sustaining the long-term vision for the area. The Public Safety Complex represents a strategic, high-profile opportunity to tangibly demonstrate this commitment by improving the facility's relationship to downtown, the public realm, and surrounding neighborhoods.
- Future modifications to the buildings and/or site should be consistent with the vision for the Main Street sub-district while still meeting the functional and operational needs for the city departments that utilize the facility.
- Whether it is demolition and new construction, exterior façade renovation, or investment in sidewalk and streetscape enhancements along Greenville Ave. and Belt Line Rd./Main St., all of these scenarios could assist with implementing the overall enhanced public realm goal.
- Opportunity for existing public parking lots to be used to support downtown businesses, particularly during evenings and weekends, while still maintaining sufficient parking to meet the needs of the continuous operations that occur at the facility.
- Although site security is an important concern, to the extent practicable, the facility should be integrated with and not segregated from the surrounding downtown area; needs to also be sensitive to nearby single-family neighborhoods.
- The facility's civic presence as the Public Safety Complex helps contribute to improving the perception of safety within downtown.

## Development Scenario

- Main St./Central study envisions a public plaza or open space area with programmed events and an enhanced trailhead for the Central Trail, between Interurban St. and Texas St.
- Study also recommends making strategic infrastructure investments in key sub-districts and catalyst sites, which contribute to the goal of enhancing the public realm. Examples cited include a plaza area or central park.



Central Trail along the west side of Greenville Ave., north of Jackson St.

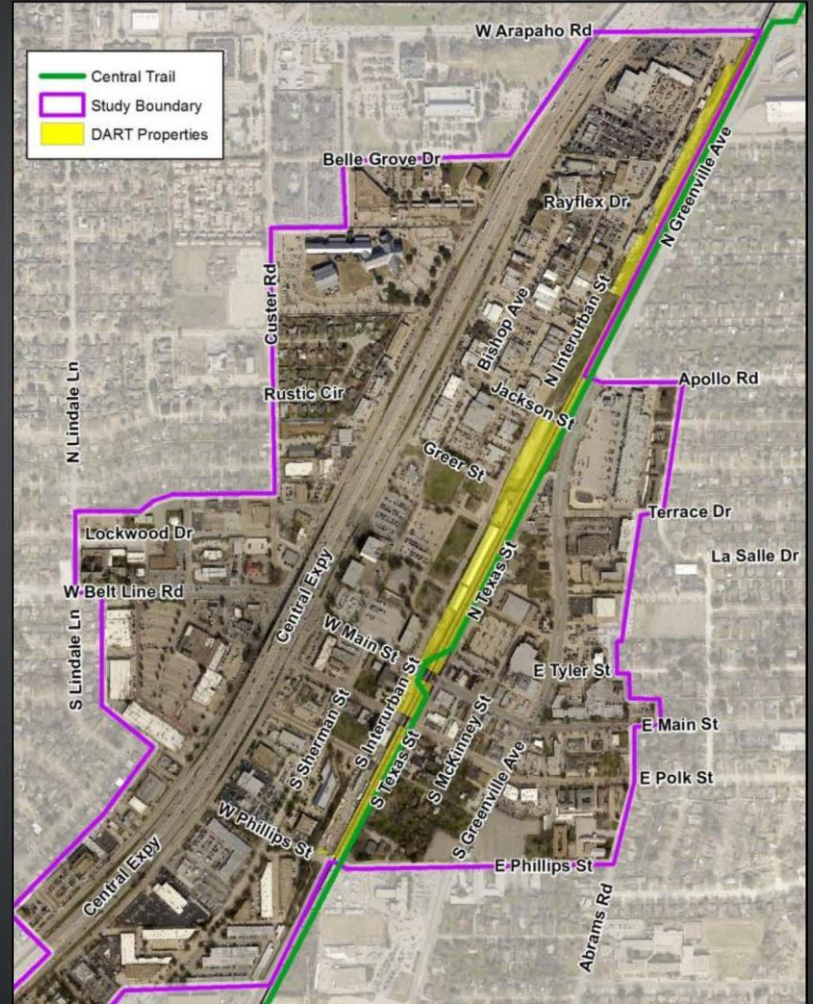
## Additional Information

- Central Trail is an approximate 5-mile hike and bike trail that will extend from Renner Road, through the Main St./Central corridor, south to Spring Valley Station upon completion of its current construction phase. Ultimately the trail will traverse the city, connecting its northern and southern city limit lines.
- Trail will connect three DART stations – Arapaho Center, Galatyn Park, and Spring Valley. Long term master plan includes the trail extending to Bush Turnpike Station.
- Public plaza or open space area, in conjunction with the Central Trail, has the potential opportunity to be a short-term catalytic project, consistent with the overall vision to create a “new front door” to all of the development along Belt Line Rd./Main St. in the form of new streetscape improvements.
- Trail parallels the DART rail line along the east side, except where it crosses Belt Line Rd./Main St. at Interurban St.
- Trail is accessible from all four sub-districts – Main Street, Central Place, Interurban and Chinatown.
- The City has benefitted from a successful partnership with DART; opportunities exist to continue partnering with DART to potentially locate the plaza within their right-of-way. See reverse side for a map of DART owned properties along the trail corridor.
- Central Trail has potential to bring people to downtown Richardson, support local businesses, and even catalyze private investment.

# Central Trail

## Central Trail & DART Properties

The map below shows the general location of the Central Trail and DART owned properties. Opportunity exists to partner with DART to create plaza areas north and/or south of Belt Line Rd./Main St.



# Central Trail

## Development Scenario

The visions for the four sub-districts – Central Place, Interurban, Chinatown, and Main Street – include the following:

- Create a multi-generational, eclectic “heart” for the community based on a mix of uses and cultures, and a mix of old and new; a vibrant, mixed-use district.
- Provide an additional opportunity for an entertainment destination in the community.
- Focus on supporting infill development to create “an address” in the corridor.
- Potential to evolve as a center for tourism and education related to various cultures.



Top photo: Afrah Mediterranean Restaurant and Pastries is constructing a new and larger restaurant building within the Main Street sub-district, located at the southwest corner of Belt Line Rd./Main St. and Abrams Rd.. Afrah has outgrown their existing building located immediately to the west of their new location.  
Bottom photo: Proposed rendering of Afrah restaurant.



Del's Charcoal Burgers, a long time Richardson establishment, is located at the northwest corner of McKinney St. and Polk St.

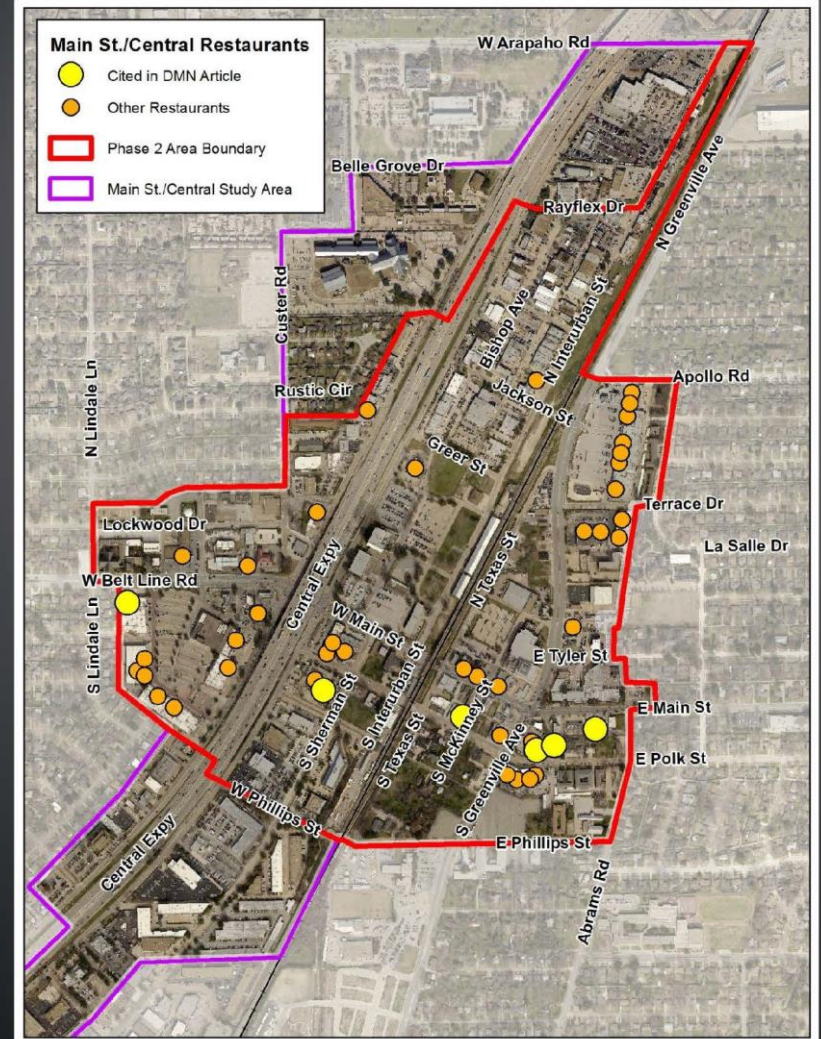
## Additional “Food for Thought”

- Designated by the *Dallas Morning News* as one of the ten best neighborhoods in DFW for food lovers based upon the following neighborhood characteristics:
  - Number of good or great restaurants in an area
  - A viable farmers market
  - How interesting and varied the food shops are
- 45 restaurants located within the four sub-districts provide for a global variety of cuisines (see map on reverse side).
- New Afrah restaurant under construction at Belt Line Rd./Main St. at Abrams Rd. has the potential to be a catalyst for private investment and/or redevelopment in downtown.
- Opportunity for existing and new restaurants and businesses to capitalize on the success of others within the neighborhood – helps create “an address” for the Belt Line Rd./Main St. corridor.
- Dine Smart / Dine Local program is a joint initiative between the Richardson Chamber of Commerce and Richardson Convention & Visitors Bureau to increase local and regional awareness while encouraging a new and loyal customer base for Richardson restaurants.

# Best Neighborhood Dining

## Downtown Dining

The map below shows the existing restaurants within the Central Place, Interurban, Chinatown, and Main Street sub-districts. The yellow circles represent restaurants specifically identified by the *Dallas Morning News* which contributed to the designation of the area as “Best Neighborhood” including Afrah Mediterranean Restaurant and Pastries, Kirin Court, First Chinese BBQ, Masami Japanese Cuisine and Sushi, Del's Charcoal Burgers, and Indo Pak Super Market. The orange circles represent other restaurants within the four sub-districts.



# Best Neighborhood Dining

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