

City Plan Commission Public Hearing

December 2, 2014



Image Source – Richardson Public Library



MAIN STREET / CENTRAL - REZONING INITIATIVE

JACOBS
Kimley»Horn
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Richardson, Texas

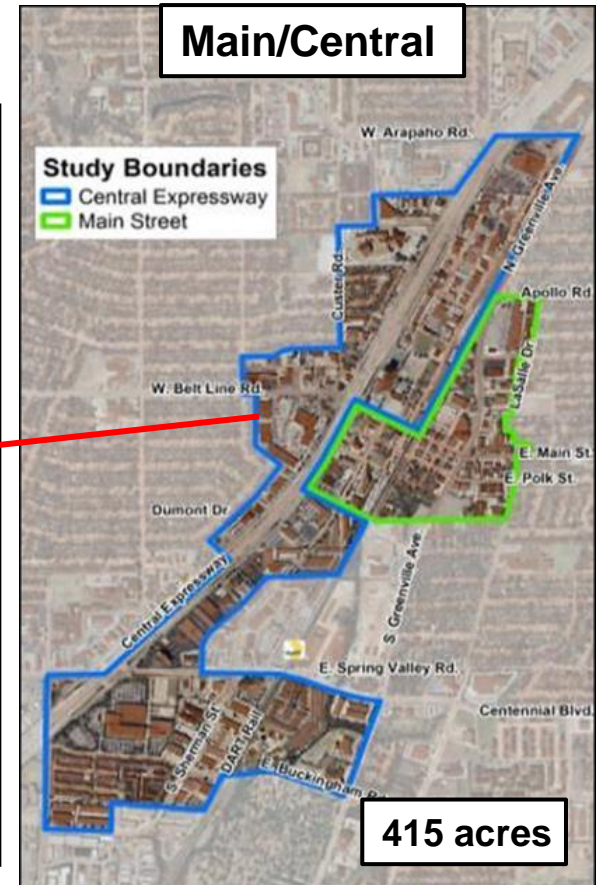
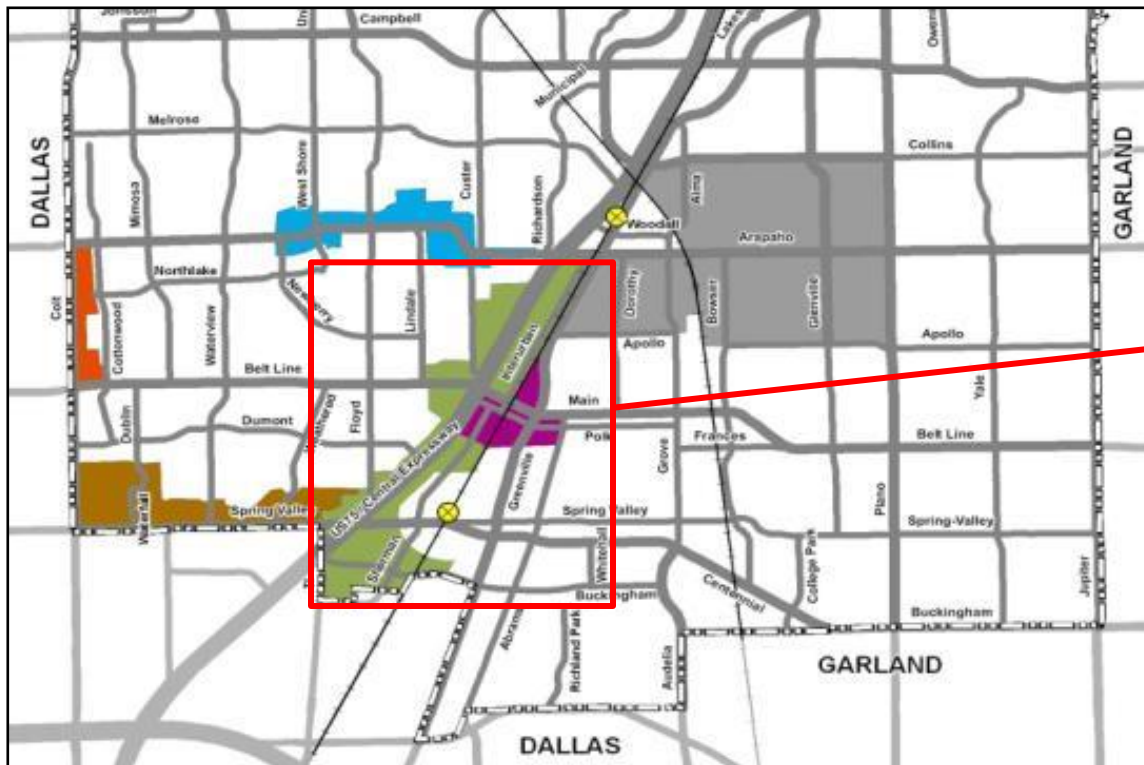
Agenda

- Project Overview
- Community Input Process
- Key Direction from CPC and City Council
- Code Layout, Organization and Content
- Next Steps

Project Overview

2009 Comprehensive Plan – Six Enhancement Areas

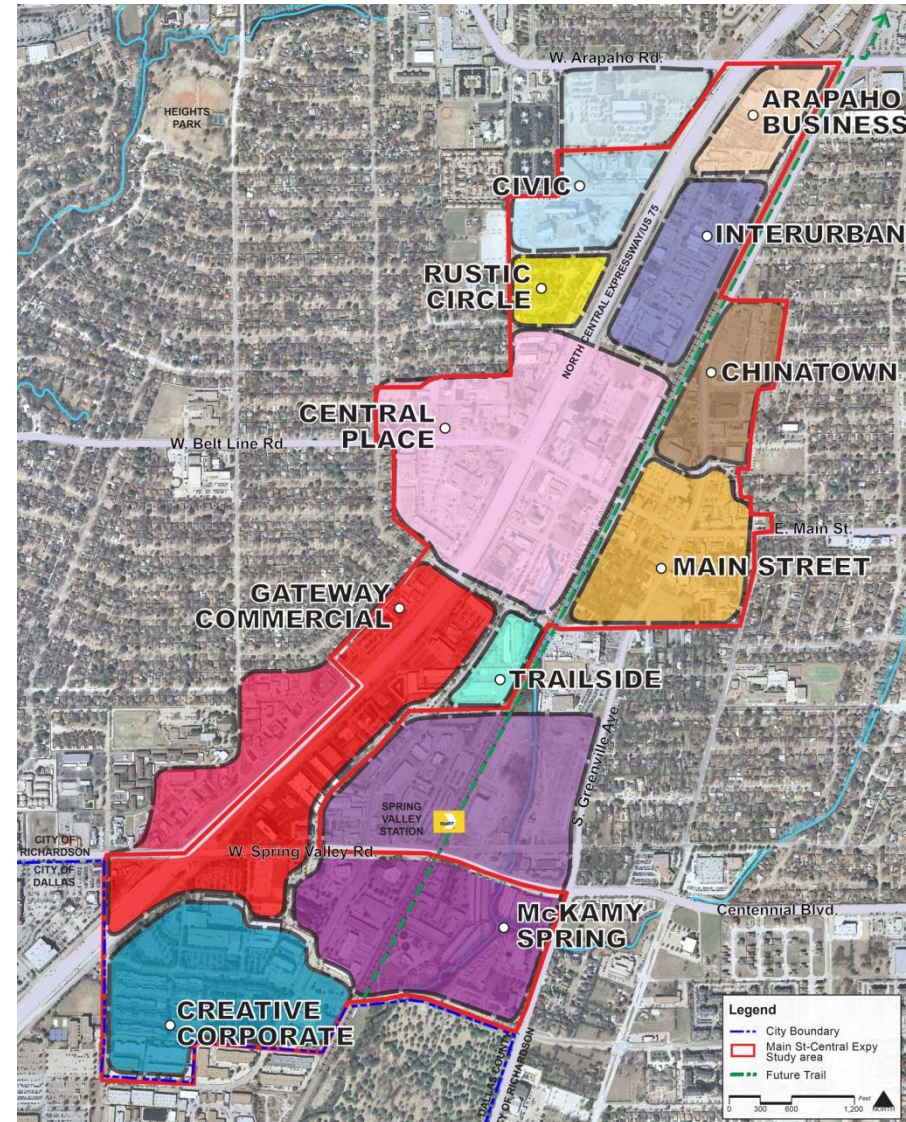
- West Spring Valley (Implementation)
- East Arapaho/Collins (Phase 1)
- West Arapaho
- Coit
- Old Town/Main Street (Phase 1)
- Central (Phase 1)



MAIN STREET / CENTRAL - REZONING INITIATIVE

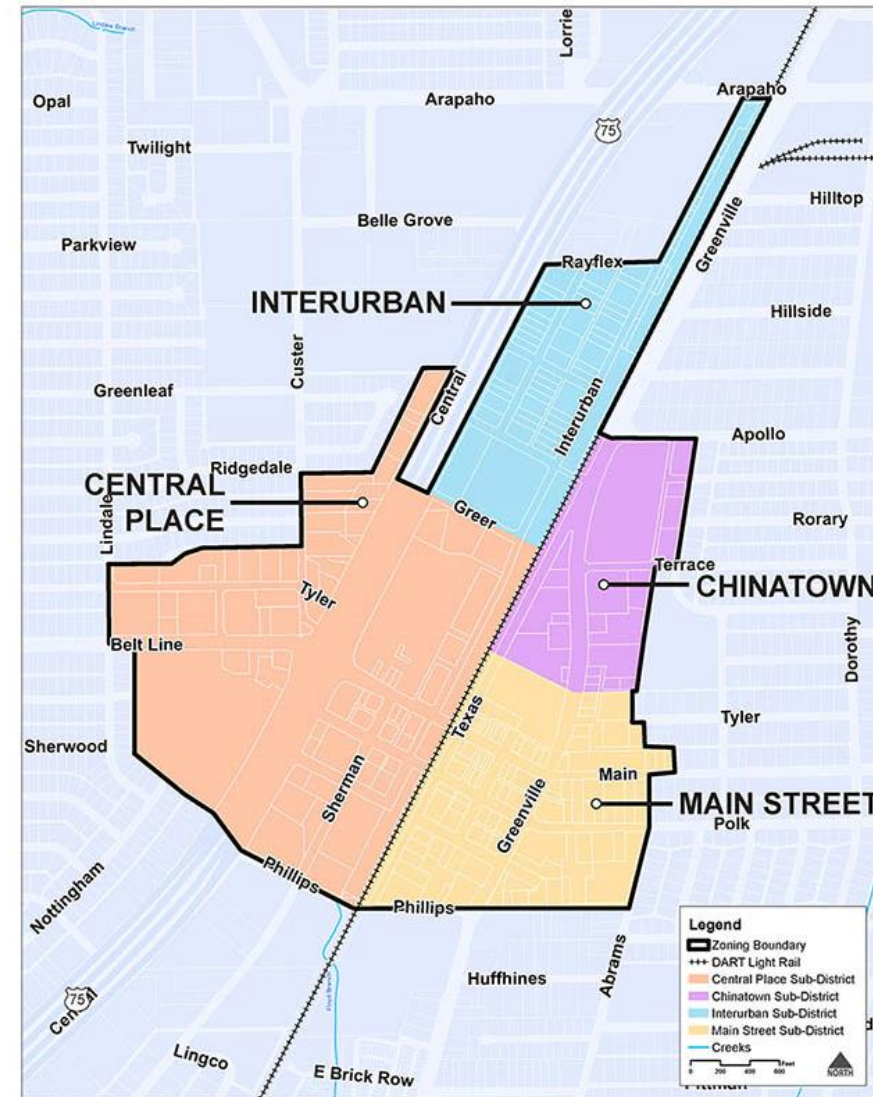
Vision Study Overview

- **Old Town/Main Street and Central Expressway** combined into single study area
- 415 acres – 11 sub-districts
- Vision aligns:
 - Existing physical conditions
 - Existing opportunities and constraints
 - Anticipated future real estate / market factors
 - Community desires



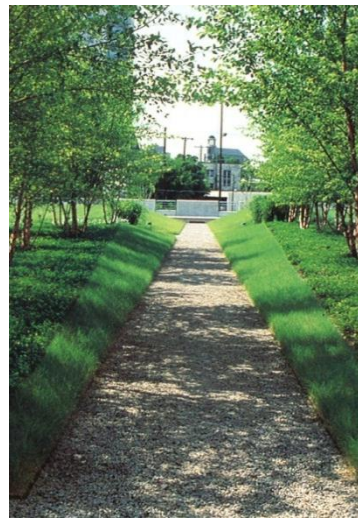
Rezoning Initiative Overview

- Focus of the initiative was on implementing the vision
- Efforts focused on 4 sub-districts
 - Council rationale and consensus
 - Robust interest
 - Multiple catalyst sites
 - Current project momentum
 - Build on existing successes
 - Manageable area
- Modified boundaries of Central Place and Interurban sub-districts per Council's direction



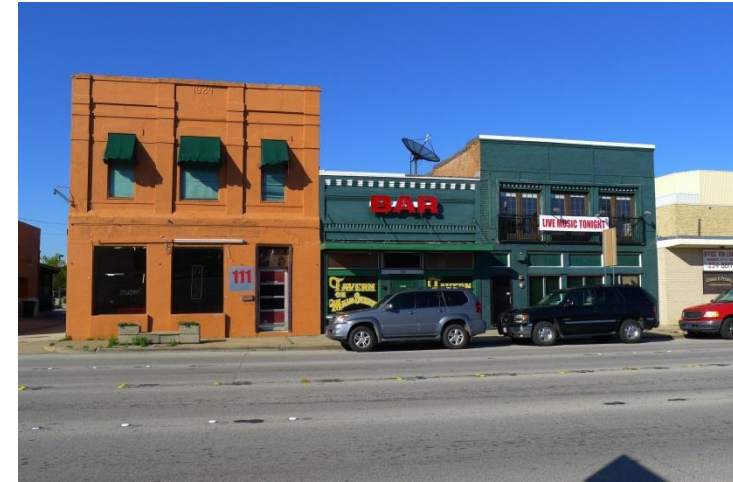
Concept Plan – Central Place

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



Concept Plan – Main Street

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



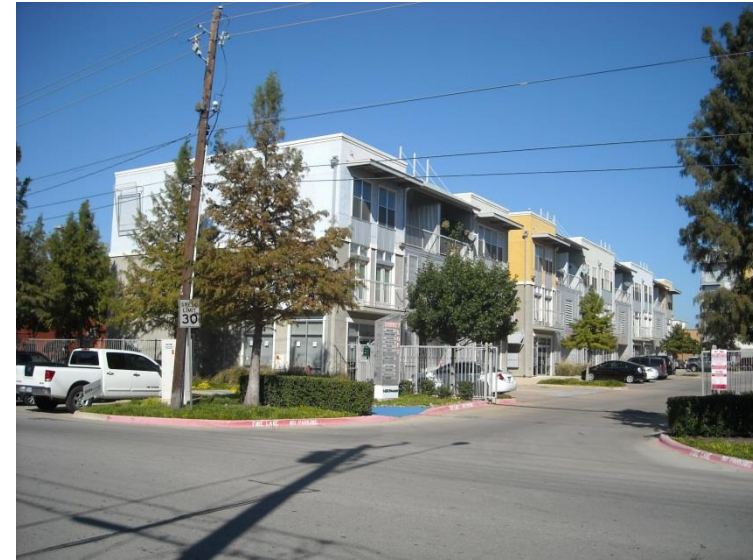
Concept Plan – Chinatown

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



Concept Plan – Interurban

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



Community Input Process

Community Input

- Project has used a variety of techniques to gain input from property and business owners, Richardson residents, developers, other stakeholders
 - Community Workshop #1: May 14
 - Property & business owner interviews, round 1: July 23 & 24
 - Developer interviews: August 15
 - Property & business owner interviews, round 2: September 23 & 24
 - Community Workshop #2: September 23
 - Online survey
 - The City of Richardson website and Facebook were also utilized to inform the community about the projects' progress
- Input from stakeholders was presented to CPC/City Council at key points in process for feedback and direction

Overview of Community Workshop #1

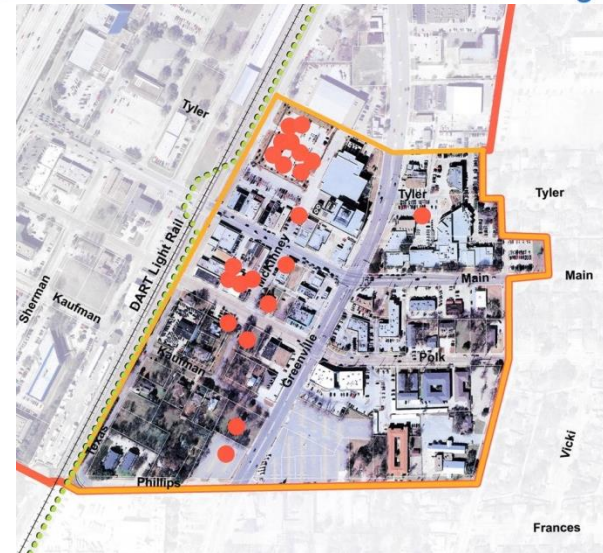
- Community Workshop held at Richardson City Hall on May 14, 2014
- More than 100 residents, business owners and property owners from the corridor and surrounding areas attended
- A brief presentation was made related to the viewshed analysis, then participants shared their opinions at stations for each sub-district



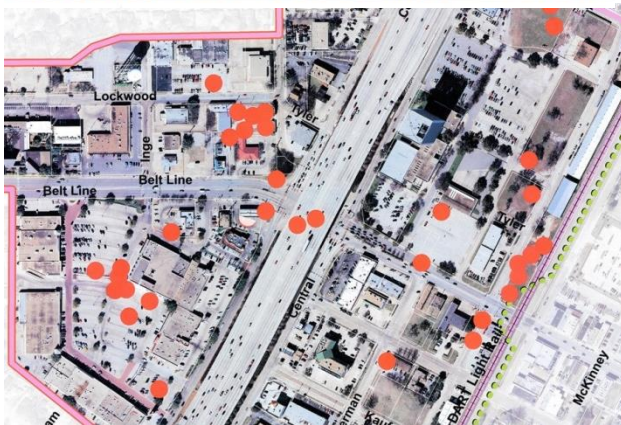
Summary of Input, Community Workshop #1

- Extensive comment on preferred uses, design, transportation
- For each sub-district, input on preferred locations for:
 - Plazas and open spaces
 - Parking
 - Public art
 - Live-work spaces

Main Street Sub-District - Parking



Central Place Sub-District - Plazas

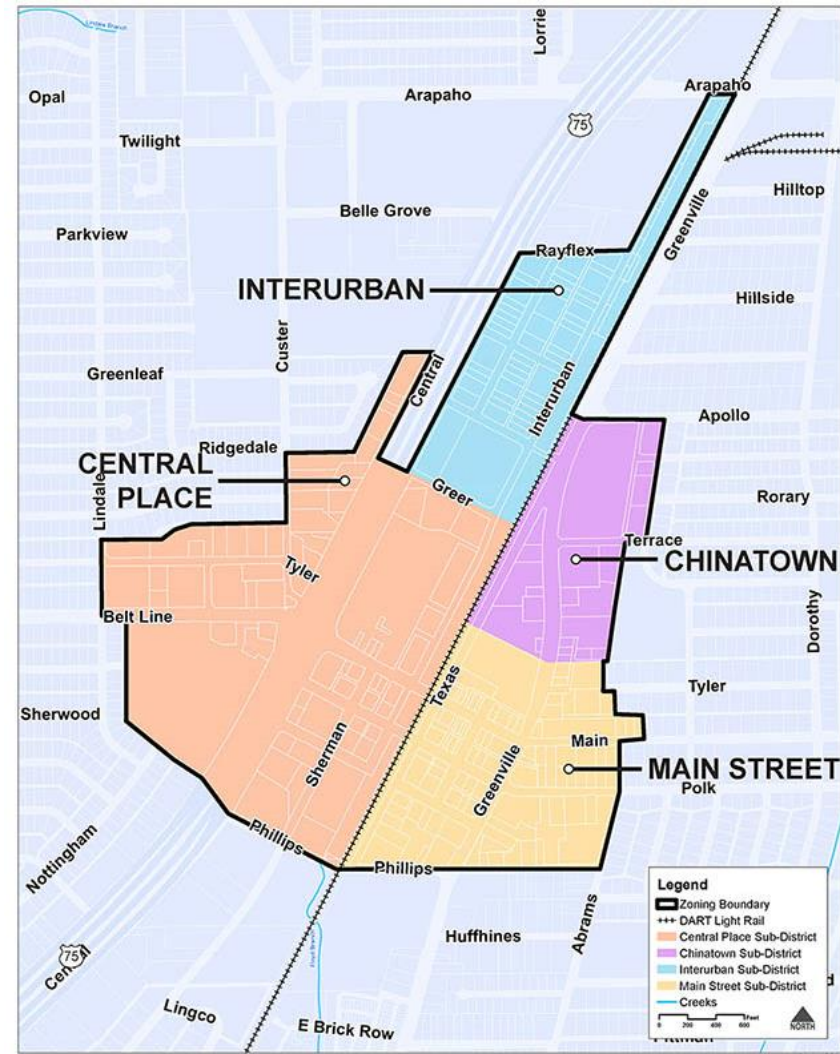


Overview of Developer Meetings

- Meetings occurred in August and September
- Eight individual meetings were held
- Developers interviewed represented the wide range of development types envisioned in the Main Street / Central corridor
- The discussions generally reaffirmed the market support for many of the vision's land use assumptions
- The discussions also reaffirmed many of the opportunities and issues identified by area stakeholders
 - The opportunity to create unique developments taking advantage of Central Trail access and frontage
 - The need for district-wide public parking solutions

Overview of Property Owner Meetings

- Two rounds of meetings
- Eight meetings each time (two meetings for each sub-district)
- First round to obtain input, understand concerns, learn about owners' plans and objectives
- Second round to share preliminary direction and seek feedback on the code's key recommendations
- More than 40 participants attended



Overview of Community Workshop #2

- Workshop held on September 23
- Meeting format – overview presentation followed by break-out group discussions
- Four break-out groups (one for each sub-district)
- 50 total attendees



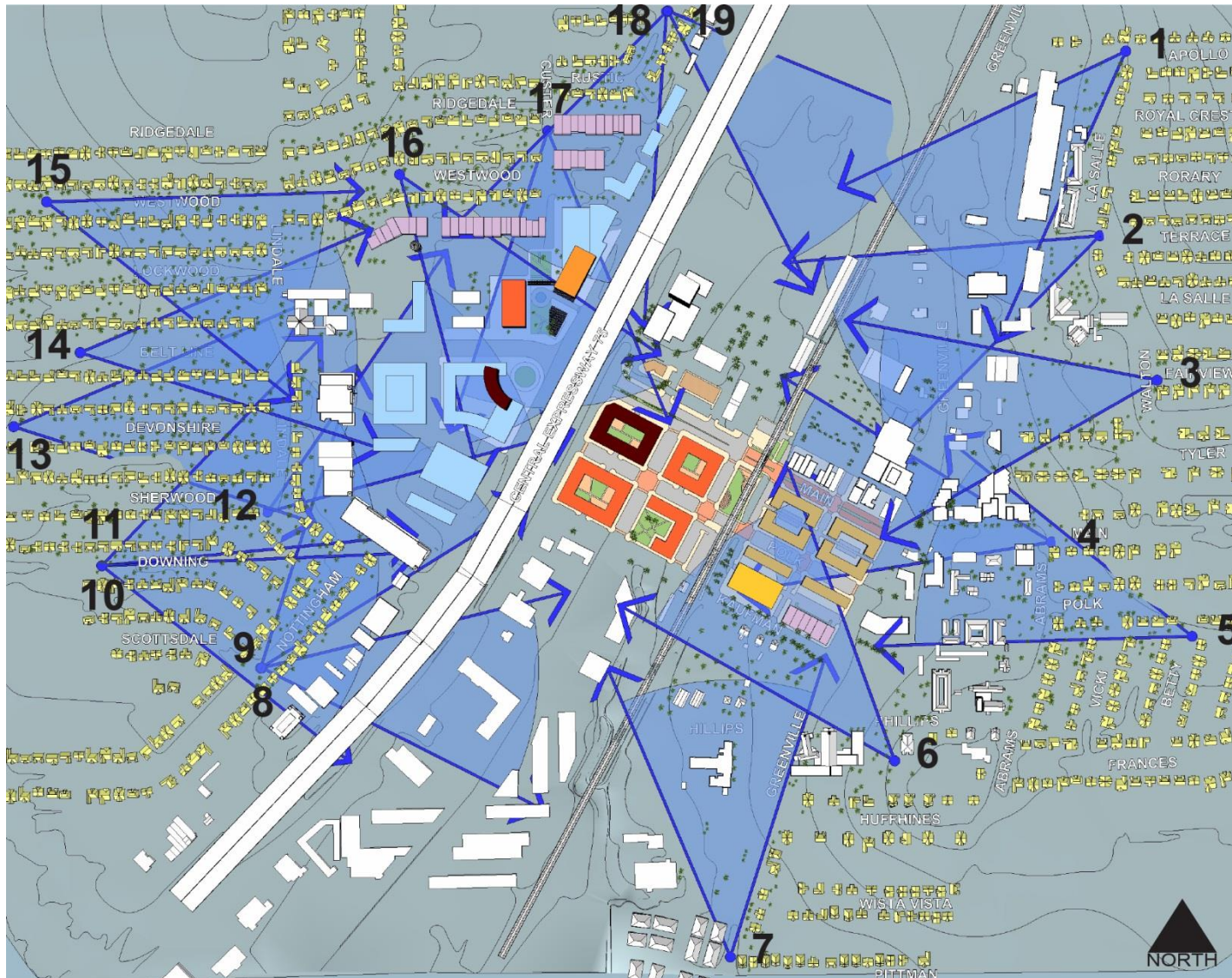
Summary of Input, Community Workshop #2

- Support for revitalization and the approach reflected in the Vision
- Interest in new investment that would enhance the appeal of these sub-districts
- Concerns about treatment of non-conforming uses and particularly about auto-oriented uses
- Strong interest in additional open space because of its role in adding value to sub-district properties and in creating attractive gathering places
- Concern about the need for additional parking and the difficulty of accomplishing desired development if standard parking requirements must be met on-site
- Recognition that there might be area-wide action on open space and parking as well as investment on individual properties

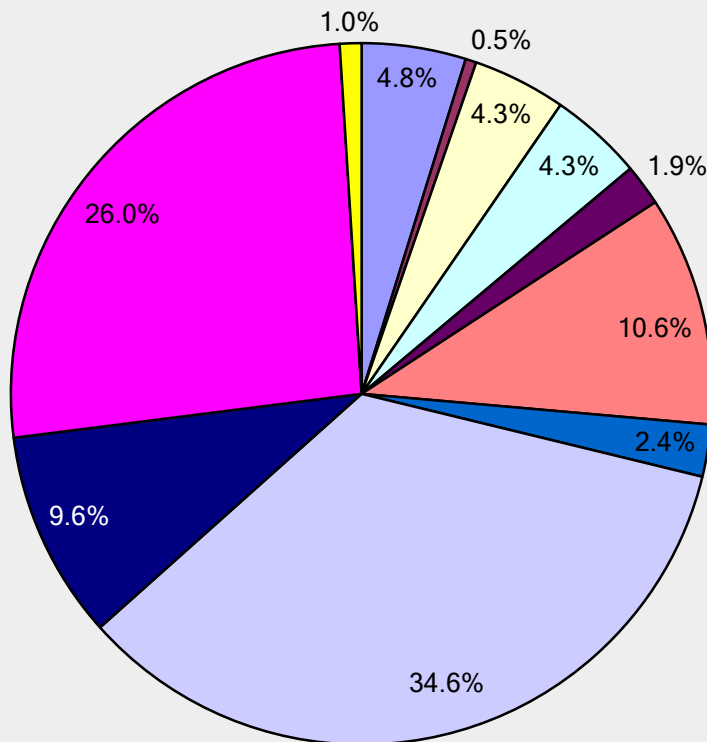
Online Survey for Viewshed Analysis – Interim Results

- Survey went live on October 1, 2014
- Survey available through November 4, 2014
- 214 responses
- Diverse perspectives
 - 44.2% from neighborhoods adjacent to sub-districts
 - 26.0% residents in other parts of Richardson
 - 15.8% sub-district business/property interest
 - 10.6% resident of sub-districts
 - 2.4% business/property interests elsewhere in Richardson
 - 1.0% other

Locations Studied

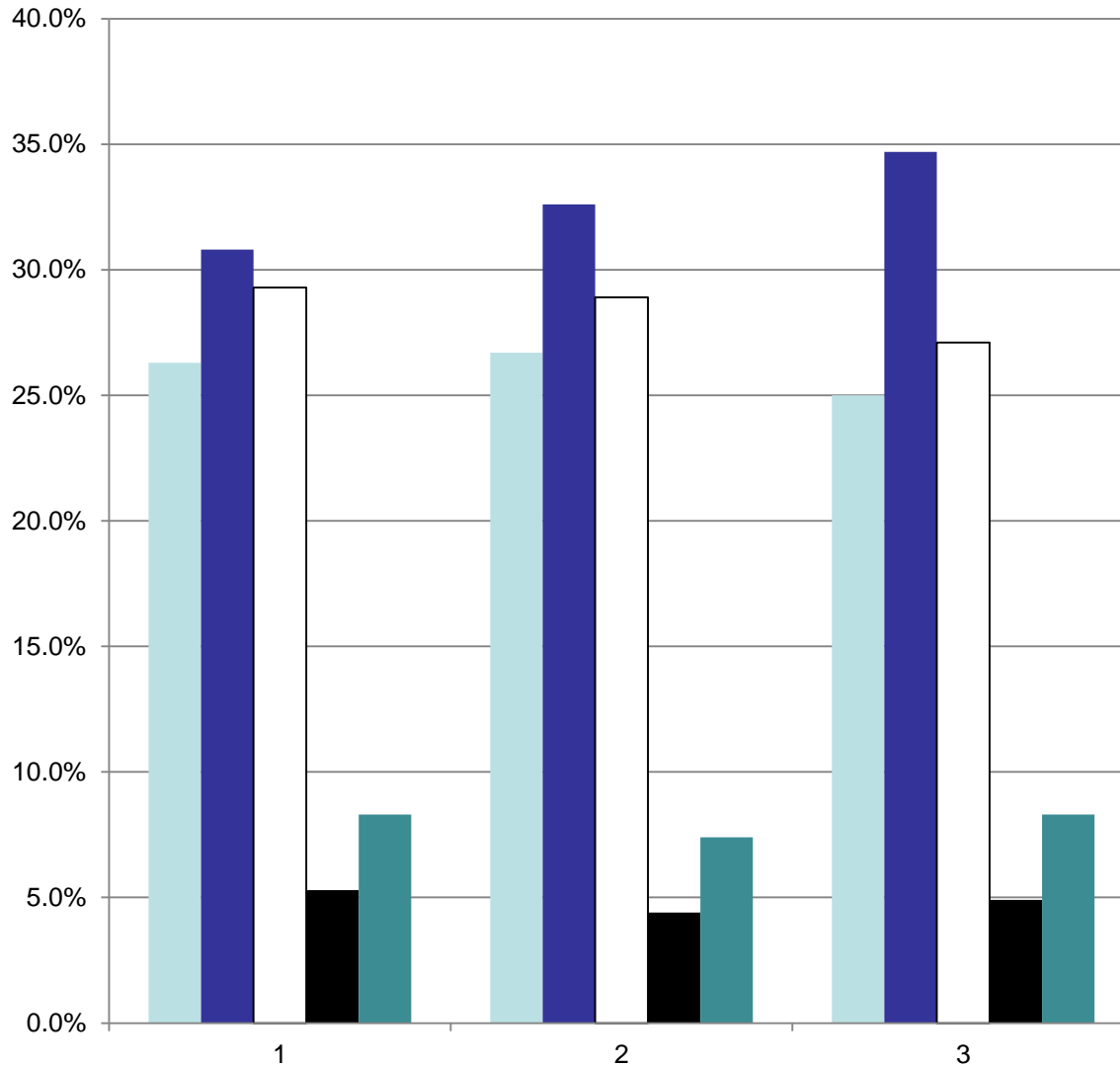


I am most involved in the Main Street / Central Expressway Corridor as:



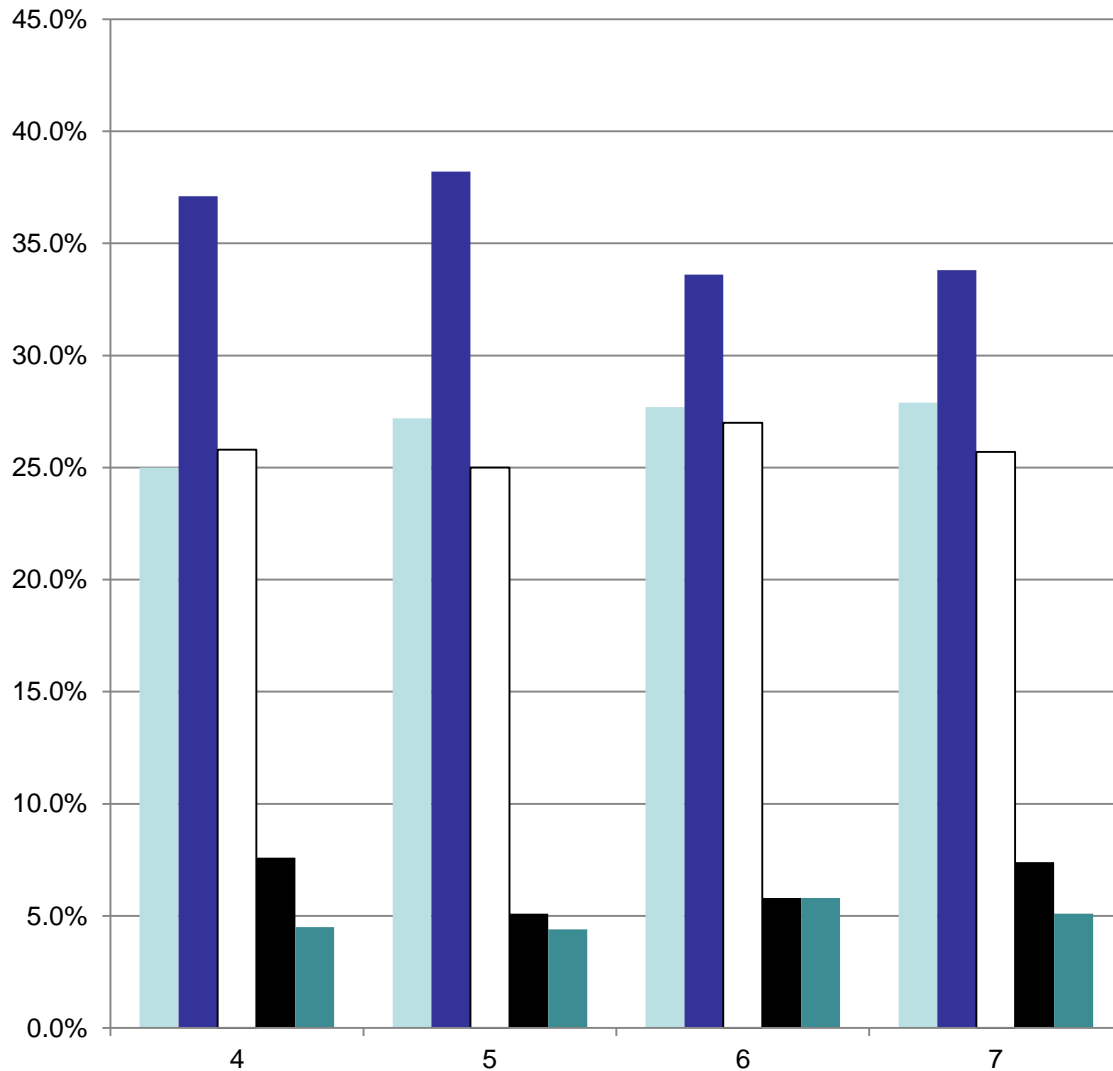
- An owner or representative of businesses or properties in the Central Place Sub-District
- An owner or representative of businesses or properties in the Chinatown Sub-District
- An owner or representative of businesses or properties in the Main Street Sub-District
- An owner or representative of businesses or properties in the Interurban Sub-District
- A business employee within any of these four Sub-Districts
- A resident within any of these four Sub-Districts
- An owner or representative of businesses or properties in another part of Richardson
- A resident west of the four Sub-Districts (Heights, Heights Park)
- A resident east of the four Sub-Districts (Highland Terrace)
- A resident in another part of Richardson
- An interested person not described above

Feedback on Northeast Quadrant



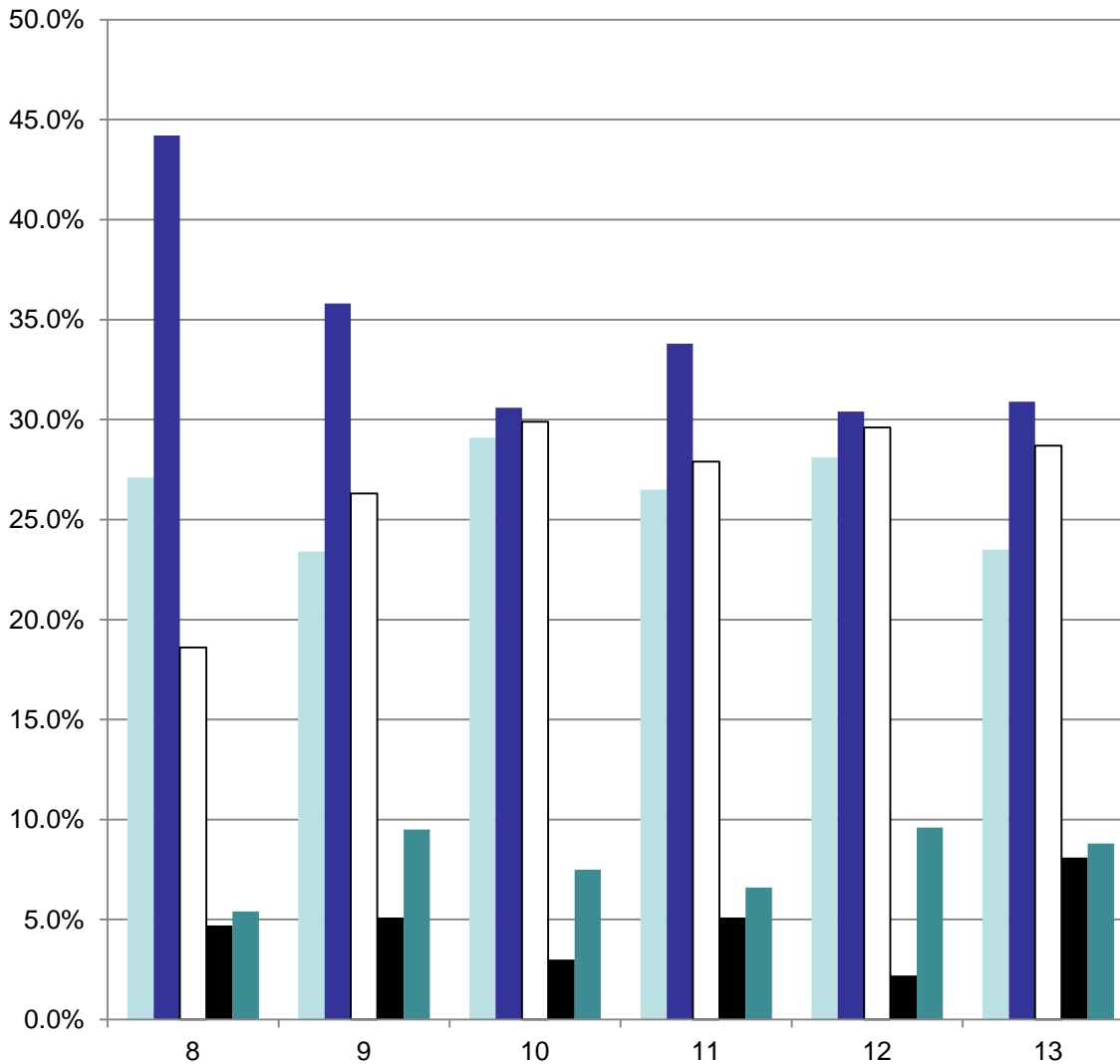
- This visual impact of buildings taller than those shown here would be acceptable to me.
- This visual impact is acceptable to me.
- Trees and landscaping can address my concerns.
- The buildings should be somewhat lower than shown here.
- There is too much visual impact; the buildings should be significantly lower than shown here.

Feedback on Southeast Quadrant



- This visual impact of buildings taller than those shown here 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.

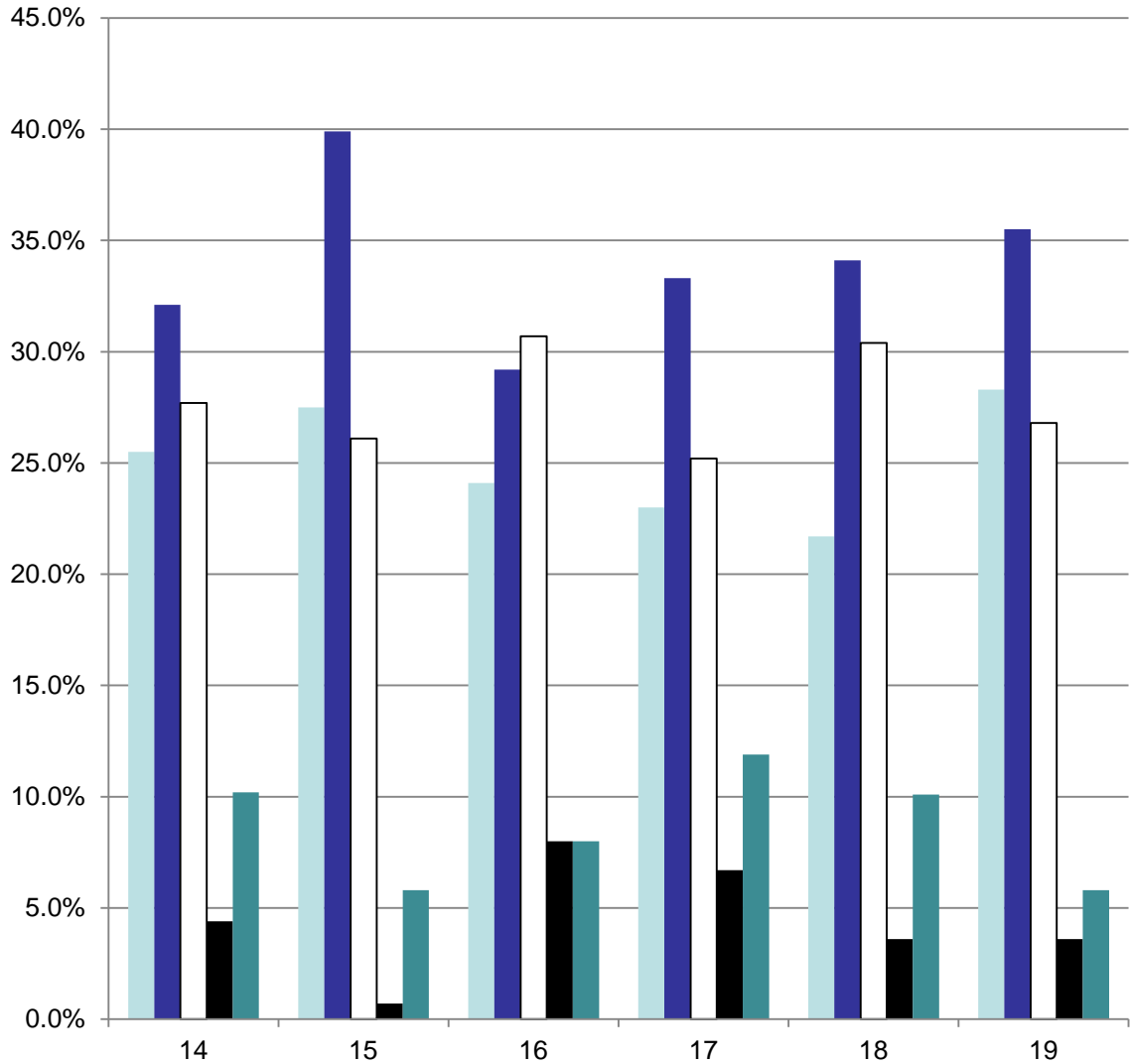
Feedback on Southwest Quadrant



- This visual impact of buildings taller than those shown here 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.



Feedback on Northwest Quadrant



- This visual impact of buildings taller than those shown here 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.



Key Direction from CPC and City Council

CPC/Council Discussion

- Presented key topics to CPC and City Council at strategic times during process
- Topics included issues/concerns of property owners, developers, business owners, and residents after public workshops
- Presented issues to CPC and Council for direction
 - Issues included: Building heights, adjacency to single family neighborhoods, development adjacent to US 75, allowable uses in sub-districts, motor vehicle/auto related uses, inclusion of single family detached dwellings, non-conforming buildings and uses.
- The following identifies key topics and direction provided to draft Code

Topics and Direction

- Belt Line Road / Main Street Cross Section
 - Four travel lanes (two through lanes in each direction)
 - Combined left turn lane / median
 - On-street parallel parking
- Polk Street
 - Accommodations for bicyclists on Polk Street
- Building Heights
 - Allow up to 20 stories within northeast quadrant of Belt Line Road/Main Street and Central Expressway
 - Allow up to 4 stories along Belt Line Road/Main Street between Texas Street and McKinney Street
 - Maximum 2 story height is an acceptable transition to existing single family neighborhoods
 - Within Interurban – allow maximum 6 stories north of Jackson Street and west of Bishop Street; allow maximum 8 stories south of Jackson Street



Topics and Direction

- Development Adjacent to US 75
 - Standards should be generally consistent with other development standards in place for US 75
 - Be flexible in accommodation of building materials
- Allowable Uses in Sub-districts
 - Supportive of the same uses being allowed throughout the sub-district for continuity
 - Supportive of additional uses throughout sub-districts, particularly residential
 - Be sensitive to surrounding existing single family neighborhoods adjacent to sub-districts

Topics and Direction

- Inclusion of Single Family Detached Dwellings
 - Support single family detached dwellings in all sub-districts by right
- Non-Conforming Buildings and Uses
 - Preferred method from West Spring Valley Code which defined non-conforming uses, structures, signs and site elements, and be the general model followed for Main Street/Central Code
 - For Interurban, supportive of adaptive reuse and flexibility to deter creation of non-conformities
 - Allow improvements if related to health/safety
- Special Permit
 - Maintain the existing Special Permit process for certain proposed uses
 - Special Permit shall go with the business owner or with the property as allowed in the CZO today
- Definition of “New Car” versus “Used Car”
 - New Car definition shall remain as one that has not been previously sold

Topics and Direction

- Impact of Future Streets
 - Maintain the dashed line on the regulating plans to show the intent of future extended streets
- Auto-Oriented Uses
 - Maintain auto-oriented/motor vehicle related uses generally as allowed today within the Interurban and Central Place sub-districts
 - Maintain a balance of auto-related/motor vehicle uses
 - Retain Special Permit process for site by site review
 - Limit auto-oriented/motor vehicle related uses in the Chinatown and Main Street sub-districts
 - Allow motor vehicle parts and accessory sales by right
 - Allow motor vehicle service station (no repair) by Special Permit
 - Prohibit auto sales, leasing, rental, repair shops (major or minor), body shops and storage lots

Code Layout, Organization and Content

What is a Form Based Code?

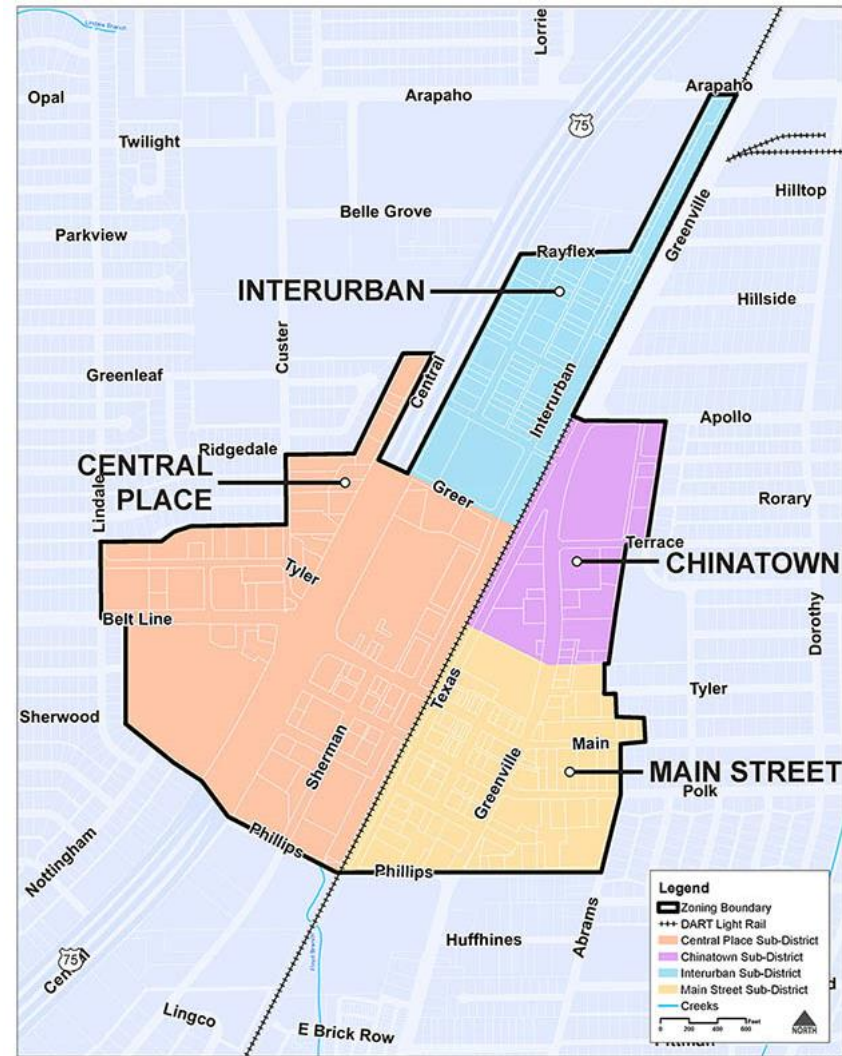
- Builds off vision of the Main Street/Central Expressway Study accepted by City Council in January 2013
- Provides predictability for property owners and investors
- Focuses on a high-quality public realm
- Builds off best form of each area and enhances areas with cohesive design and a comprehensive mix of uses
- Combine uses in core area to create a social center and walkability
- Connected pedestrian, bicycle and street network
- Balance appropriate density with creating urban environment
- Strategic mix of uses promoting activated spaces and social interaction



Form Based Code Coverage

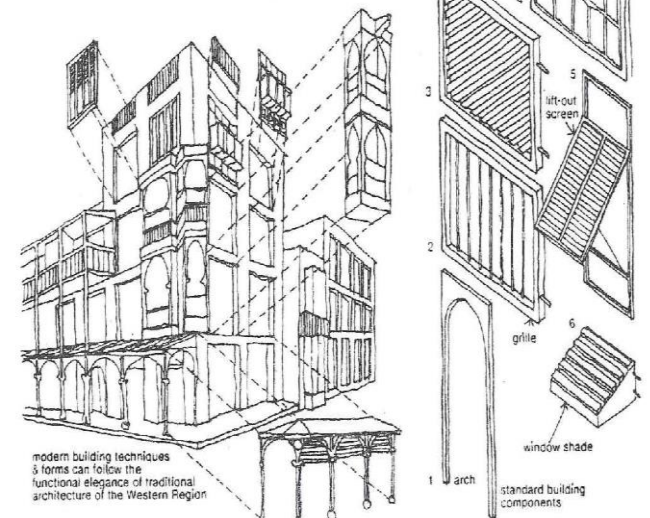
Covers four sub-districts in Richardson identified in the *Main Street/Central Expressway Study*:

- Interurban
- Central Place
- Chinatown
- Main Street



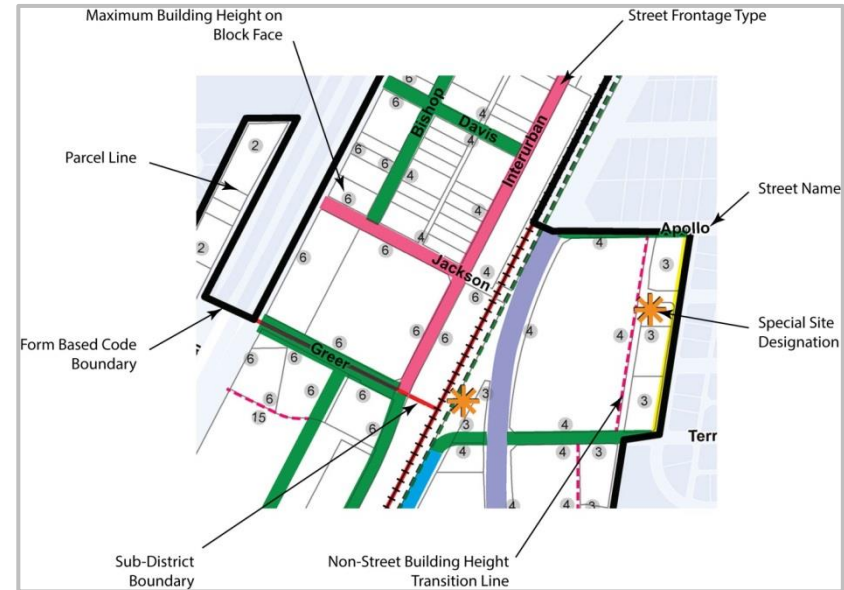
Form Based Code Components

- Overview
- Sub-districts
- Signage
- Administration
- Definitions
- Appendix



Form Based Code Components

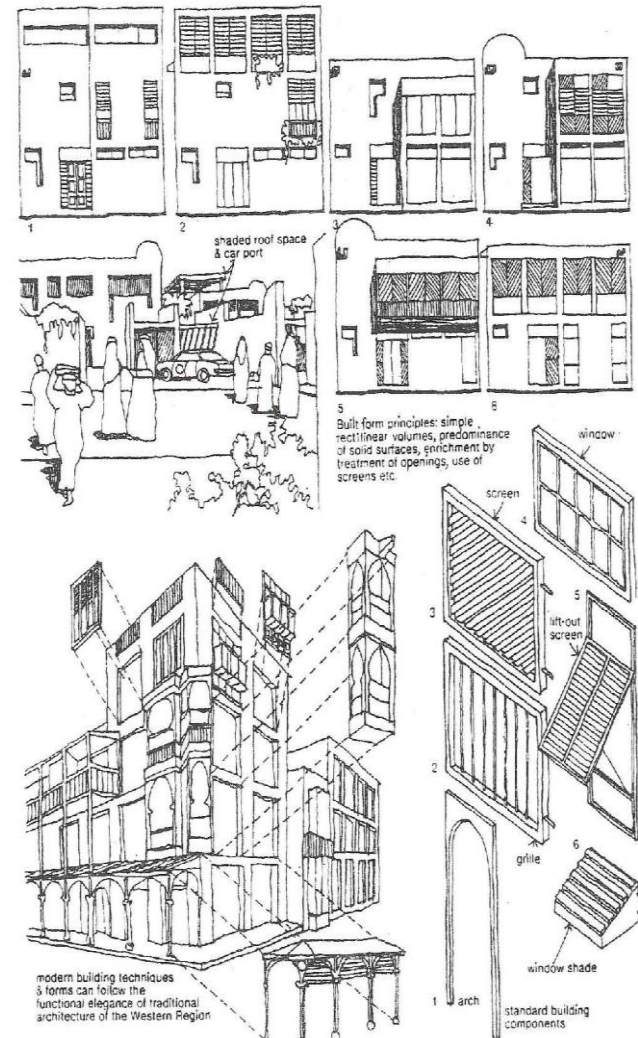
- Section I - Overview
 - Intent/Purpose
 - Components of Code
 - How to Use the Code
 - Understanding the Regulating Plan
 - Regulating Plan/Sub-district Location



Form Based Code Components

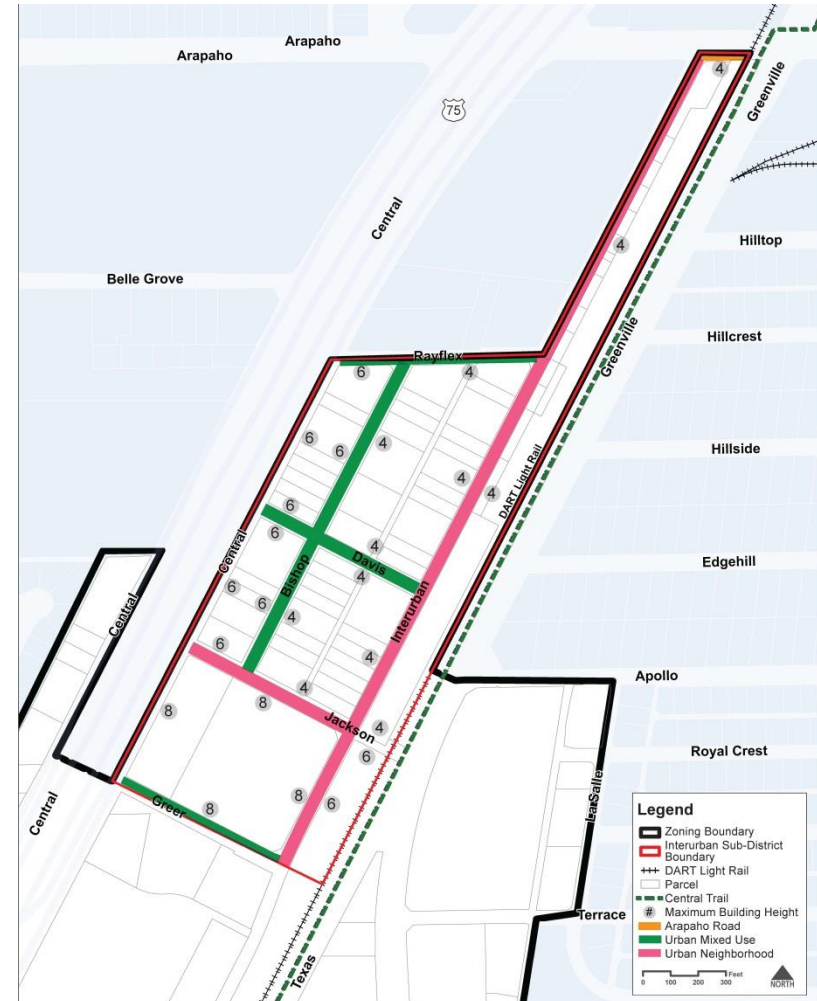
■ Section II - Sub-districts

- Introduction
- Regulating Plan
- Public Open Space Plan
- Public Parking Plan
- Building and Envelope Standards
- Street Typology and Streetscape Standards
- Architectural Standards
- Mechanical, Service Areas and Utilities
- Thoroughfare Screening
- *Residential Zoning District Adjacency*
- Signage



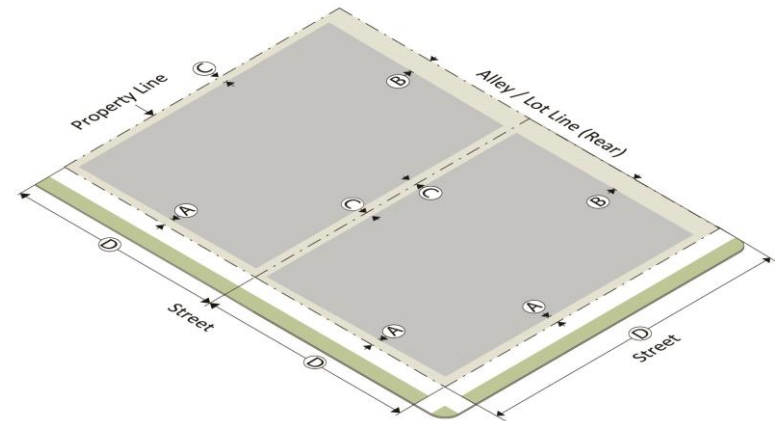
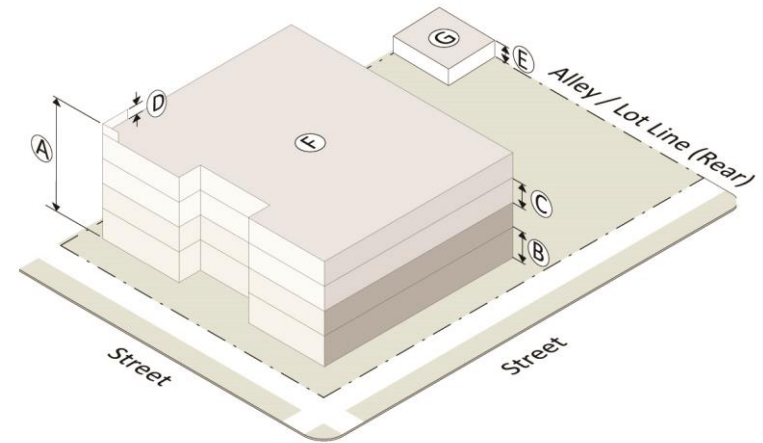
Interurban

- Intent/Purpose
 - Edgy, eclectic, mixed use, adaptive reuse
- Regulating Plan
 - 3 street types based on use, existing character
- Public Open Space Plan
 - Encourages public art, public spaces
- Public Parking Plan
 - Support sub-district through “park once”



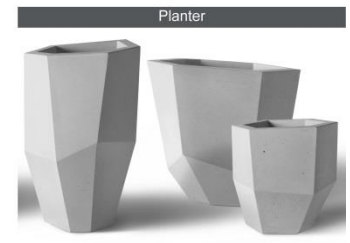
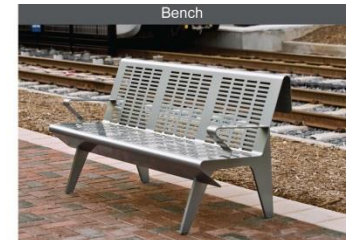
Interurban

- Building and Envelope Standards
 - Possible height range of 4-8 stories
 - Maximum building ground floor varies from 10,000-30,000 square feet based on Street Type
 - Varying “Required Build-To Zones” based on street frontage from 0 feet (Urban Mixed Use) to 75 feet (Central)
 - Comprehensive mix of land uses including live/work units, artisanal manufacturing, office, multi-family, commercial, service, limited motor vehicle and single family
 - Reduction in off-street parking requirements with emphasis on shared, on-street, or centralized parking



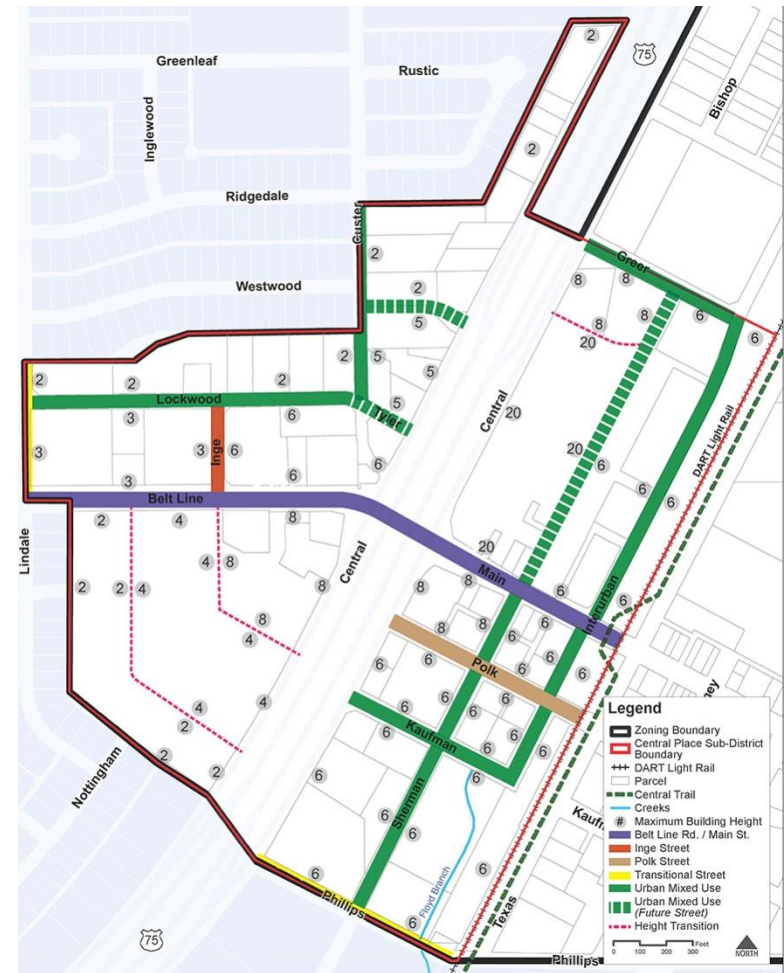
Interurban

- Urban Design/Street Furnishings
 - Edgy, clean lines
- Architectural Standards
 - Edgy materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
 - Requires building articulation, materials variation
- Signage Standards
 - Integrated with building design and district theme



Central Place

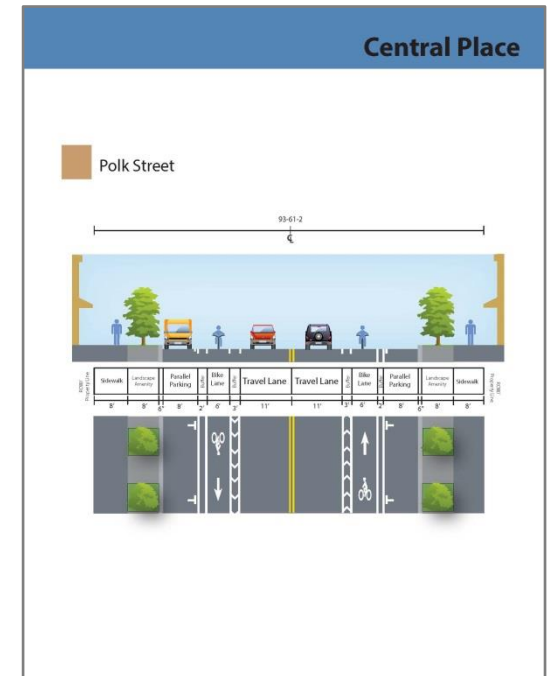
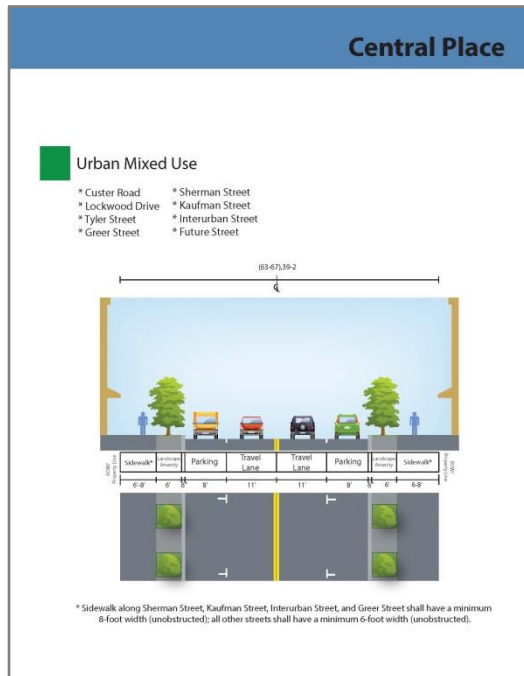
- Intent/Purpose
 - Vibrant, mixed use, regional destination
- Regulating Plan
 - 5 Street Types based on use, existing character
- Public Open Space Plan
 - Encourages public art, public spaces
- Public Parking Plan
 - Support sub-district through “park once” in multiple locations



Central Place

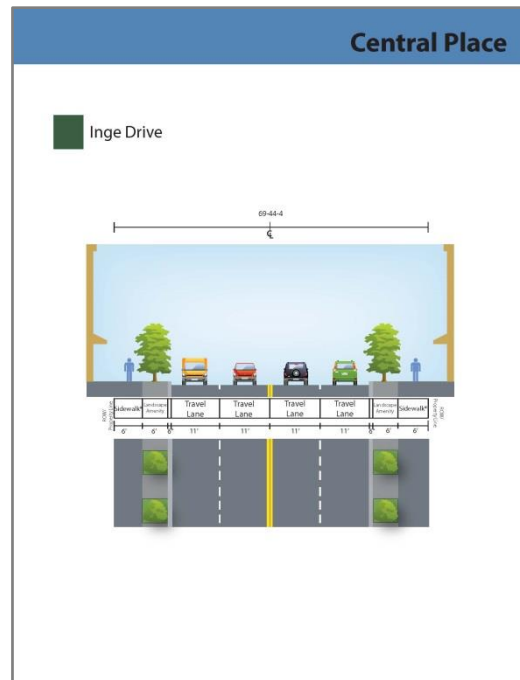
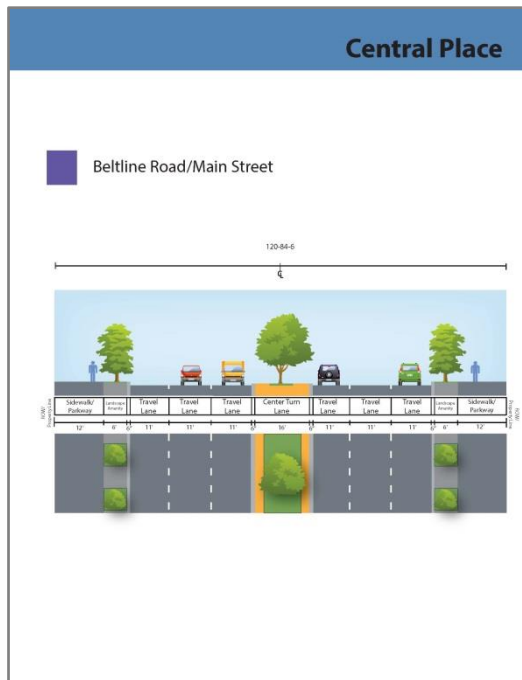
Street Typology and Streetscape Standards

- To regulate street cross sections including number of lanes, on-street parking, street trees, lights, furniture, and sidewalks
- Ranging from suburban commercial adjacent to US 75 frontage road to urban mixed use
- Integrates amenity zones and sidewalks in a context sensitive manner



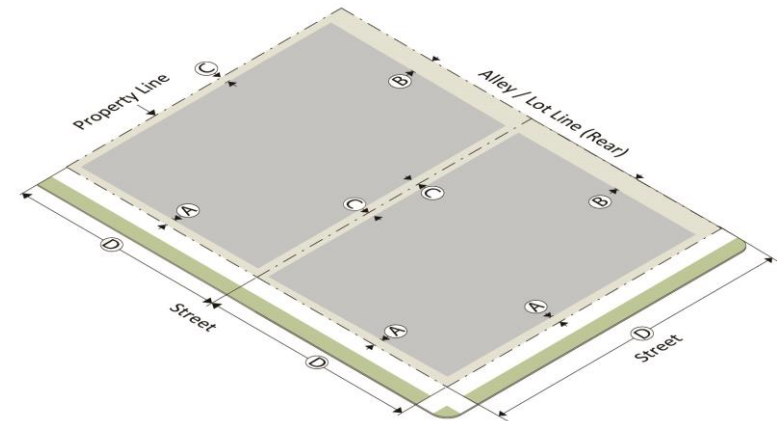
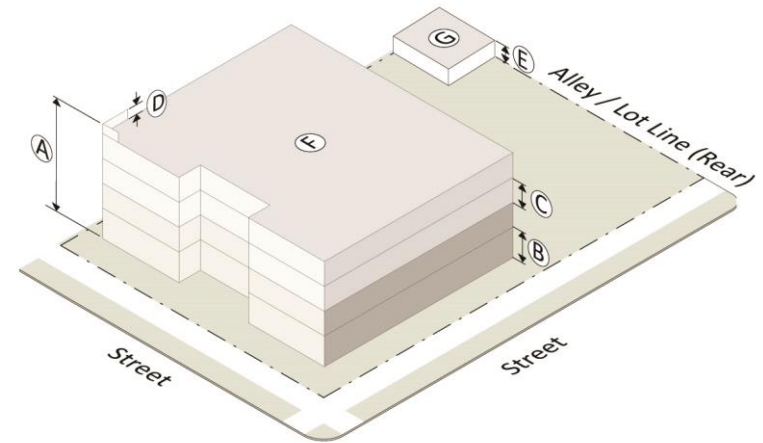
Central Place

- Street Typology and Streetscape Standards (continued)



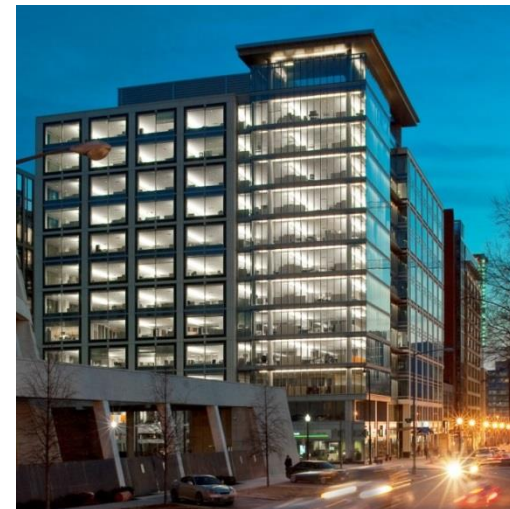
Central Place

- Building and Envelope Standards
 - Possible height range of 2-20 stories; higher buildings at core (Belt Line Rd. / Main Street at Central), lower buildings at edges adjacent to residential
 - Maximum ground floor varies from 10,000 to 20,000 square feet
 - On-site height transition on Richardson Heights Shopping Center property
 - Varying “Required Build-To Zones” based on street frontage from 0 feet (Urban Mixed Use) to 75 feet (Central)
 - Comprehensive mix of land uses including live/work, commercial, service, multi-family, retail, limited motor vehicle and single family
 - Maximum block lengths for pedestrian comfort ranging from 350 – 500 feet



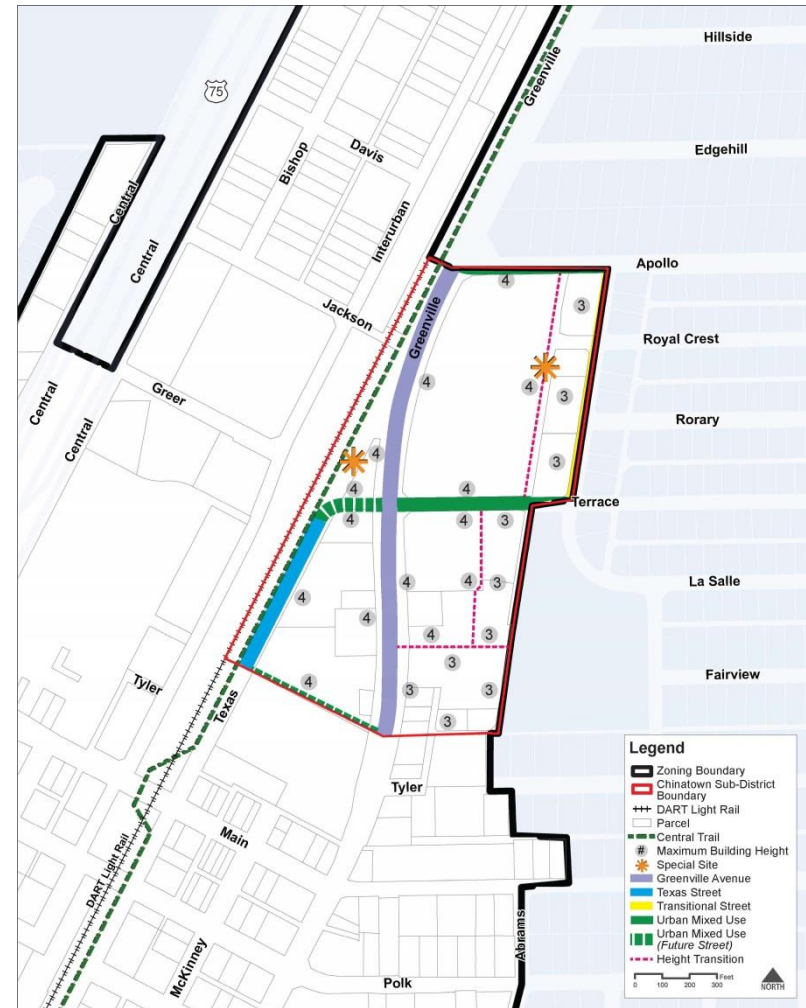
Central Place

- Urban Design/Street Furnishings
- Architectural Standards
 - Contemporary influenced materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
- Signage Standards
 - Integrated with building design and district theme



Chinatown

- Intent/Purpose
 - Vibrant, mixed use center for tourism and education related to Asian and other International cultures
- Regulating Plan
 - 4 street types based on use, existing character
- Public Open Space Plan
 - Encourages public art, public spaces
- Public Parking Plan
 - Support sub-district through “park once”
 - Encourages shared parking



Chinatown

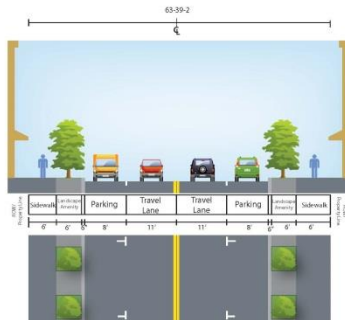
- Street Typology and Streetscape Standards
 - To regulate street cross sections including number of lanes, on-street parking, street trees, lights, furniture, and sidewalks with Asian influence
 - Ranging from suburban neighborhood to urban mixed use
 - Integrates amenity zones and sidewalks in a context sensitive manner

Chinatown

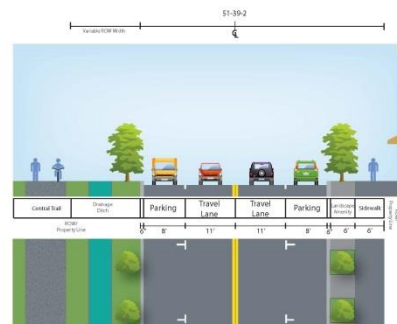
Chinatown

Chinatown

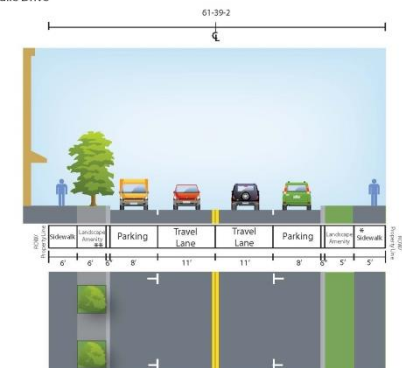
Urban Mixed Use
*Terrace Drive



Texas Street



Transitional Street
* LaSalle Drive



** A minor modification may be requested to allow a continuous landscape parkway in lieu of trees in tree grates

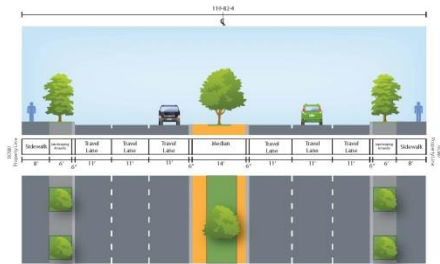
*Sidewalk widths for existing Neighborhoods to remain

Chinatown

- Street Typology and Streetscape Standards (continued)

Chinatown

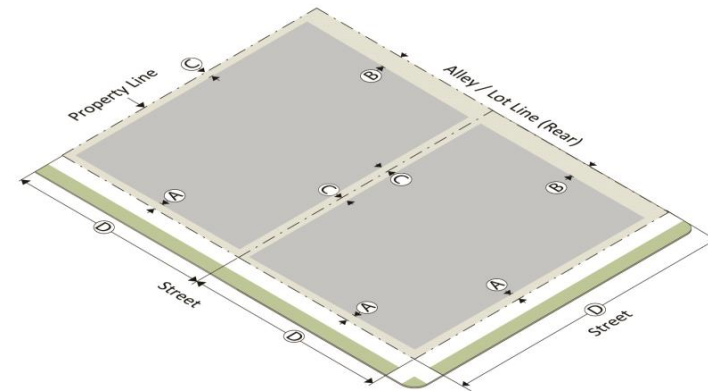
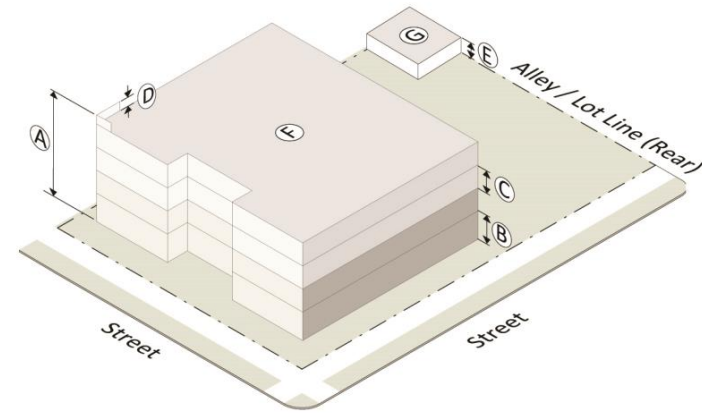
Greenville Avenue



Chinatown

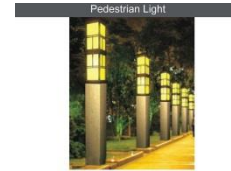
■ Building and Envelope Standards

- Possible height range of 3-4 stories; higher buildings at core, lower buildings at edges adjacent to residential
- Pedestrian connectivity to neighborhood between Apollo and Terrace
- “Required Build-To Zone” of 0 feet – 10 feet for properties fronting on Texas and Transitional streets
- A minimum 10-ft building setback for properties fronting along Greenville Avenue and Urban Mixed Use streets
- Comprehensive mix of land uses including live/work, commercial, service, community center, multi-family, single family
- Maximum block lengths between 350 and 800 feet
- Special focus on the public realm along Texas Street due to a unique opportunity to capitalize on the close proximity and connectivity to the Central Trail



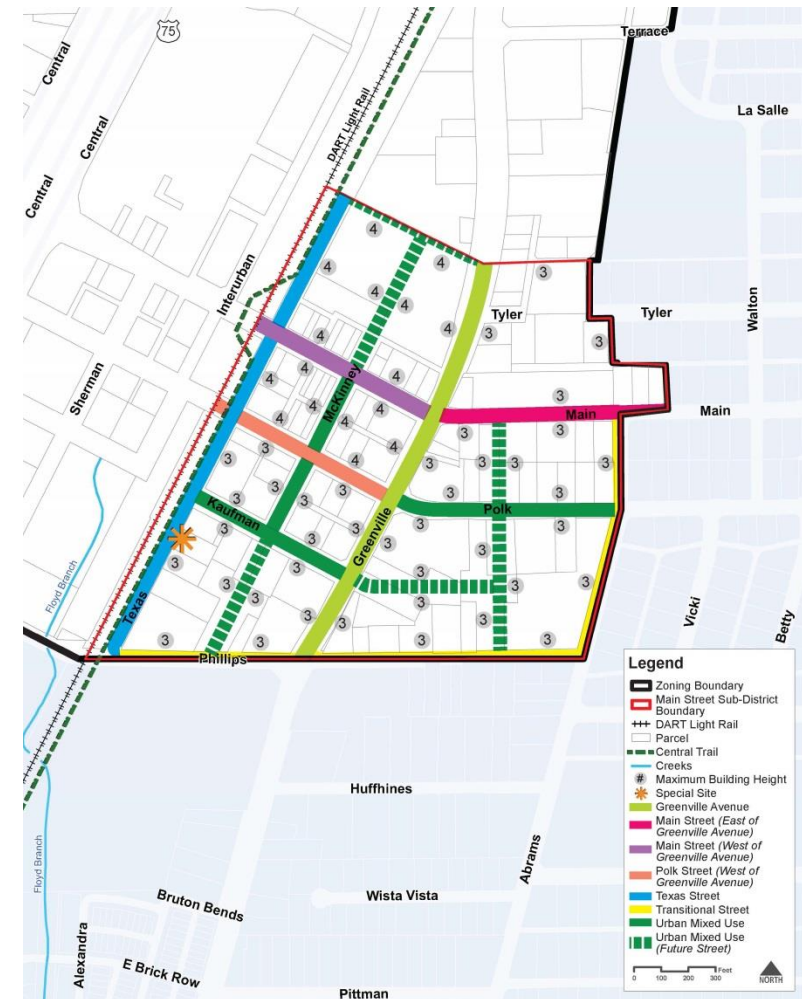
Chinatown

- Urban Design/Street Furniture
 - Modern/Contemporary
- Architectural Standards
 - Modern/contemporary materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
- Signage Standards
 - Integrated with building design and district theme



Main Street

- Intent/Purpose
 - Multi-generational eclectic “heart” of community, mix of old and new architecture, entertainment destination
- Regulating Plan
 - 7 street types based on use, existing character
- Public Open Space Plan
 - Encourages public art, public spaces
- Public Parking Plan
 - Support sub-district through “park once”
 - Reduced parking standards



Main Street

- Street Typology and Streetscape Standards
 - To regulate street cross sections including number of lanes, on-street parking, street trees, lights, furniture, and sidewalks
 - Ranging from transitional to urban mixed use
 - Heavily pedestrian oriented with bicyclists accommodated on Polk Street
 - Integrates amenity zones and sidewalks in context sensitive manner

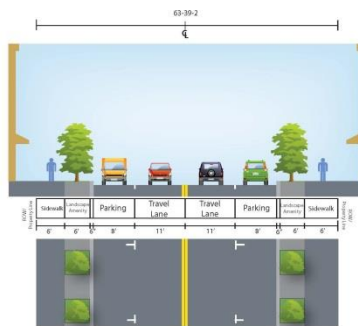
Main Street District

Main Street District

Main Street District

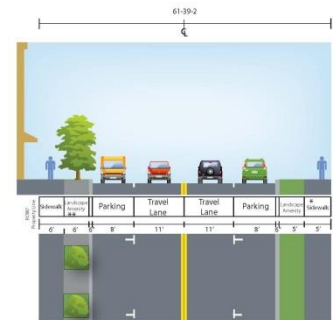
Urban Mixed Use

- * Kaufman Street
- * Polk Street (east of Greenville Avenue)
- * McKinney Street
- * Future Street



Transitional Street

- * Abrams Road
- * Phillips Street



**A minor modification may be requested to allow continuous landscape parkway in lieu of trees in tree grate

*Sidewalk widths for existing neighborhoods to remain

Polk Street (West of Greenville Avenue)



Main Street

- Street Typology and Streetscape Standards (continued)

Main Street District



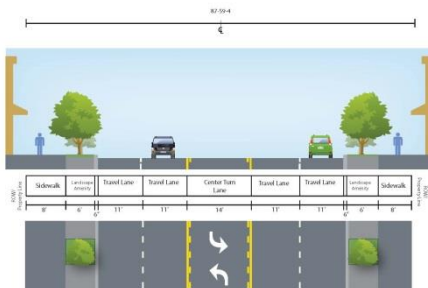
Main Street District

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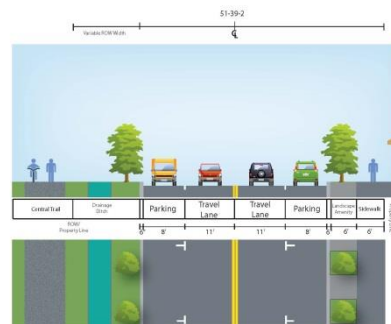


Main Street District

Main Street (East of Greenville Avenue)



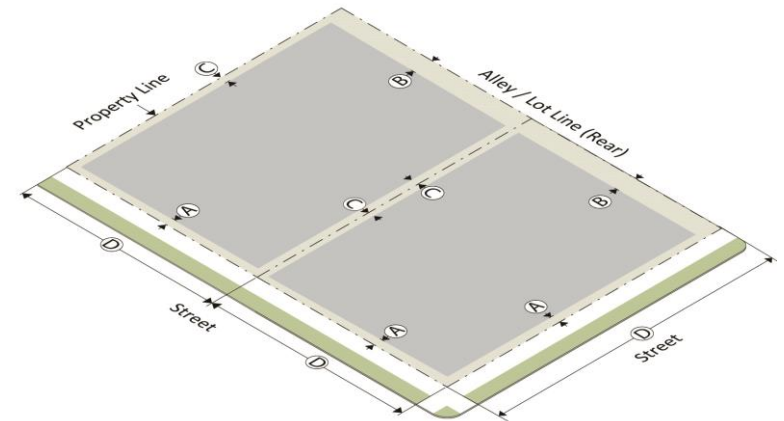
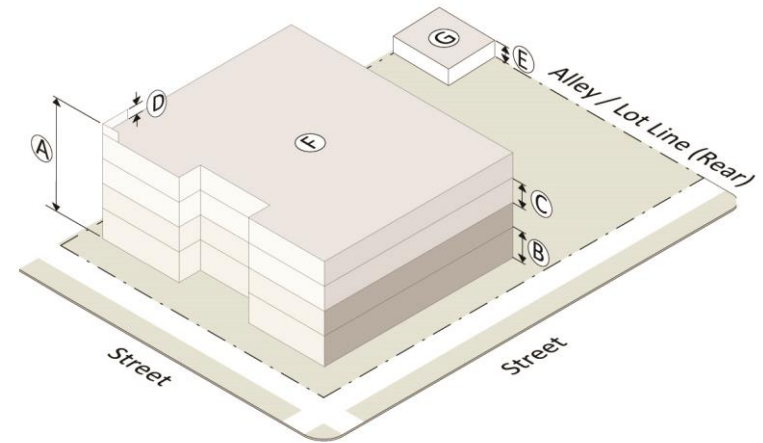
Texas Street



MAIN STREET / CENTRAL - REZONING INITIATIVE

Main Street

- Building and Envelope Standards
 - Possible height range of 3-4 stories; higher buildings at core, lower buildings at edges adjacent to residential
 - Maximum ground floor varies from 5,000 – 10,000 square feet
 - Varying “Required Build-To Zone” based on street frontage from 0 - 15 feet
 - Comprehensive mix of land uses including live/work, service, retail, multi-family, commercial, single family
 - Maximum block lengths oriented to pedestrian comfort varying from 350 – 500 feet
 - Emphasis on shared, on-street, or centralized parking



Main Street

- Urban Design/Street Furnishings
- Architectural Standards
 - Heavily pedestrian scaled
 - Traditional materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
 - Tri-partite architecture requirement
 - Consistent with existing building heights and frontage relationships
- Signage Standards
 - Integrated with building design and district theme



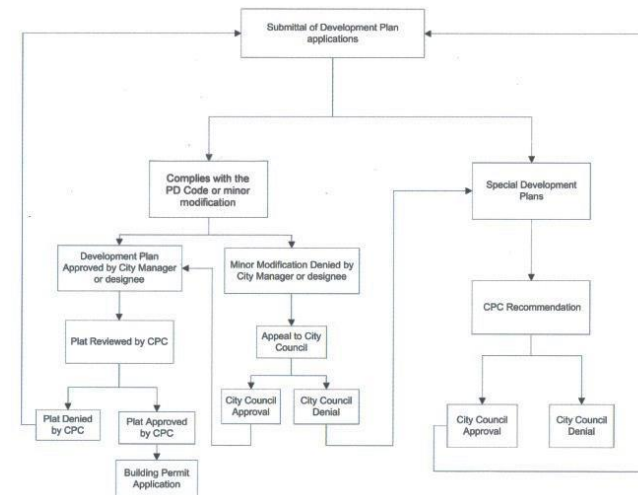
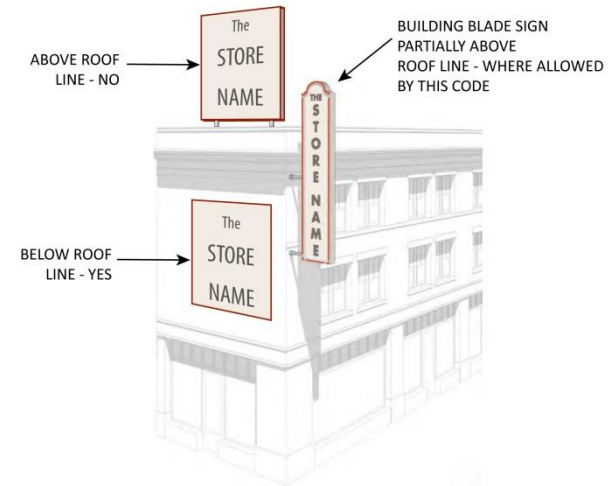
Signage, Administration and Definitions

■ Signage

- Regulates 24 types of signs permitted in sub-districts allowing signage consistent with a pedestrian-oriented, as well as auto-oriented (i.e. US 75) environments

■ Administration

- Review and approval process based on ordinance criteria to permit streamlined review and approval
- Potential to permit administrative review and approval for most projects (Similar to Bush / Central, Palisades and West Spring Valley)
- Non-conforming uses, structures, signs and site elements are regulated
 - In general, no expansion of non-conformities but may continue; exception: Code allows for limited expansion of non-conforming uses provided certain criteria are met (see IV.H.5.)
- Comprehensive list of definitions not currently in Comprehensive Zoning Ordinance and/or where the definition needed to be updated



Next Steps

Next Steps

- City Plan Commission conducts public hearing
 - May close public hearing on December 2nd and issue a recommendation
 - May close public hearing on December 2nd and table to December 16th to continue deliberations
 - May continue the public hearing and deliberations to December 16th
- Commission will be making recommendation to the City Council
 - Recommend approval as submitted
 - Recommend approval with additions or amend conditions/provisions within the Code
 - Recommend denial
- Earliest possible City Council hearing date: January 5, 2015
 - Due to public notification requirements
 - Available meeting dates

City Plan Commission Public Hearing

December 2, 2014



Image Source – Richardson Public Library



MAIN STREET / CENTRAL - REZONING INITIATIVE

JACOBS
Kimley»Horn
AN IRVING-CLOUD COMPANY

Richardson, Texas