

# City Council Public Hearing

January 5, 2015



Image Source – Richardson Public Library



## MAIN STREET / CENTRAL - REZONING INITIATIVE

**JACOBS**  
Kimley»Horn

Richardson, Texas

# Agenda

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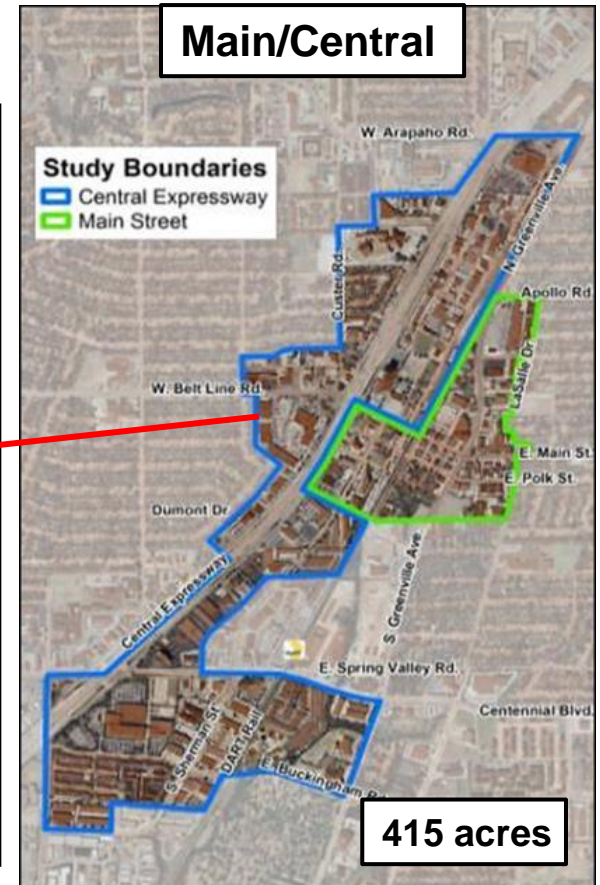
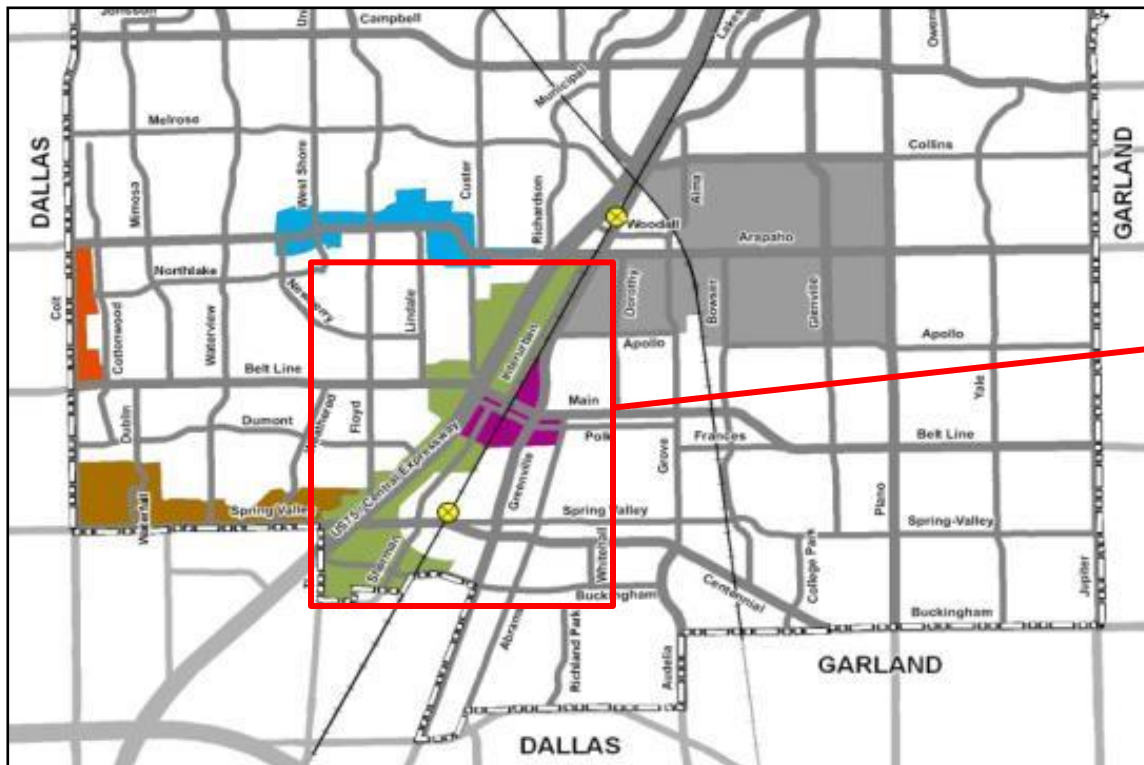
- Project Overview
- Community Input Process
- Key Direction from CPC and City Council
- Summary of Issues / Responses – CPC Public Hearing
- Code Layout, Organization and Content
- Next Steps

# Project Overview



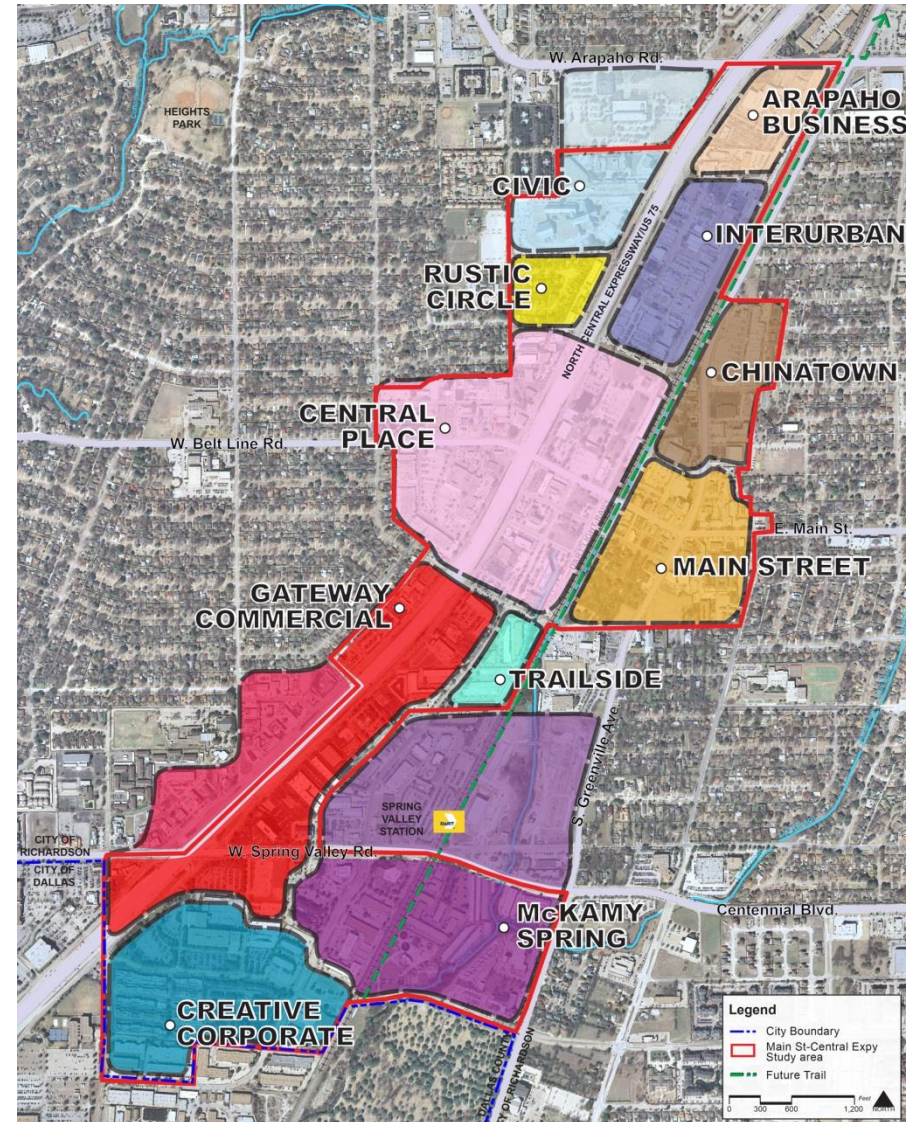
# 2009 Comprehensive Plan – Six Enhancement Areas

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



# 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





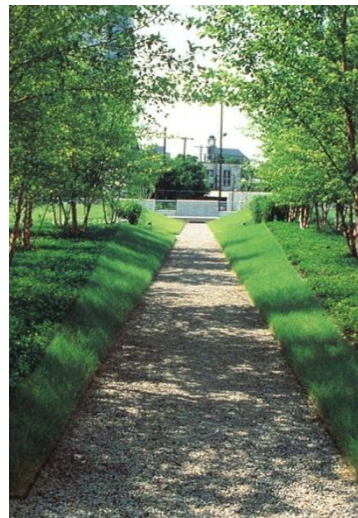
# Community's Vision

- Revitalization that benefits from the area's past and its emerging diversity
- Excitement about new development opportunities and new choices for Richardson residents
- Eleven areas with distinct character and markets
- Among the highlights:
  - Belt Line Rd./Main St. returns to its role as a focal point for this community
  - Attracts a new generation of residents to the corridor and adjacent neighborhoods
  - Richardson offers locations for emerging and 'signature' businesses



# Concept Plan – Central Place

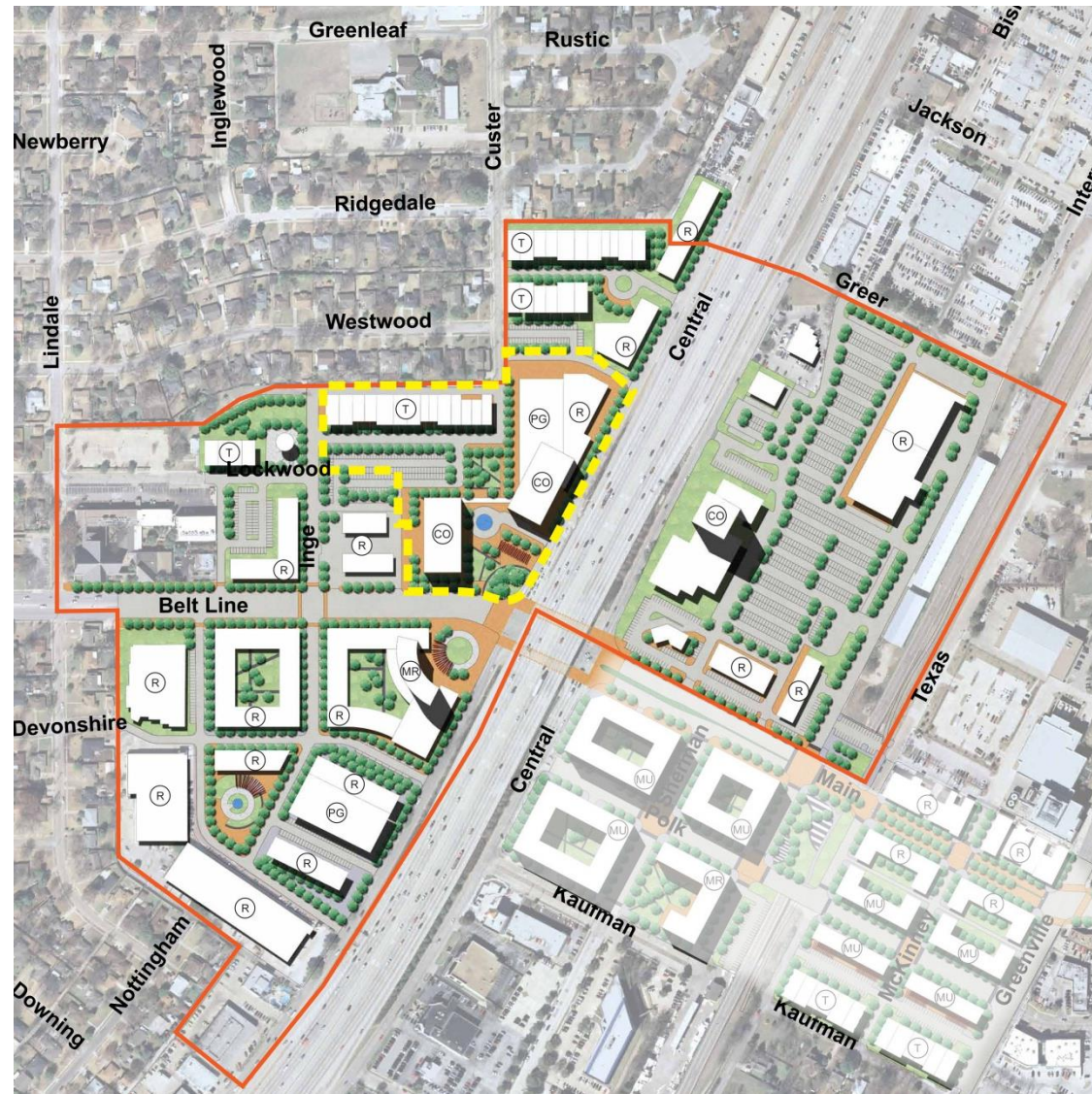
- 78 developable acres
- Creates a vibrant, mixed-use district at the heart of the study area
- Focuses on supporting infill development to create an “address” in the corridor





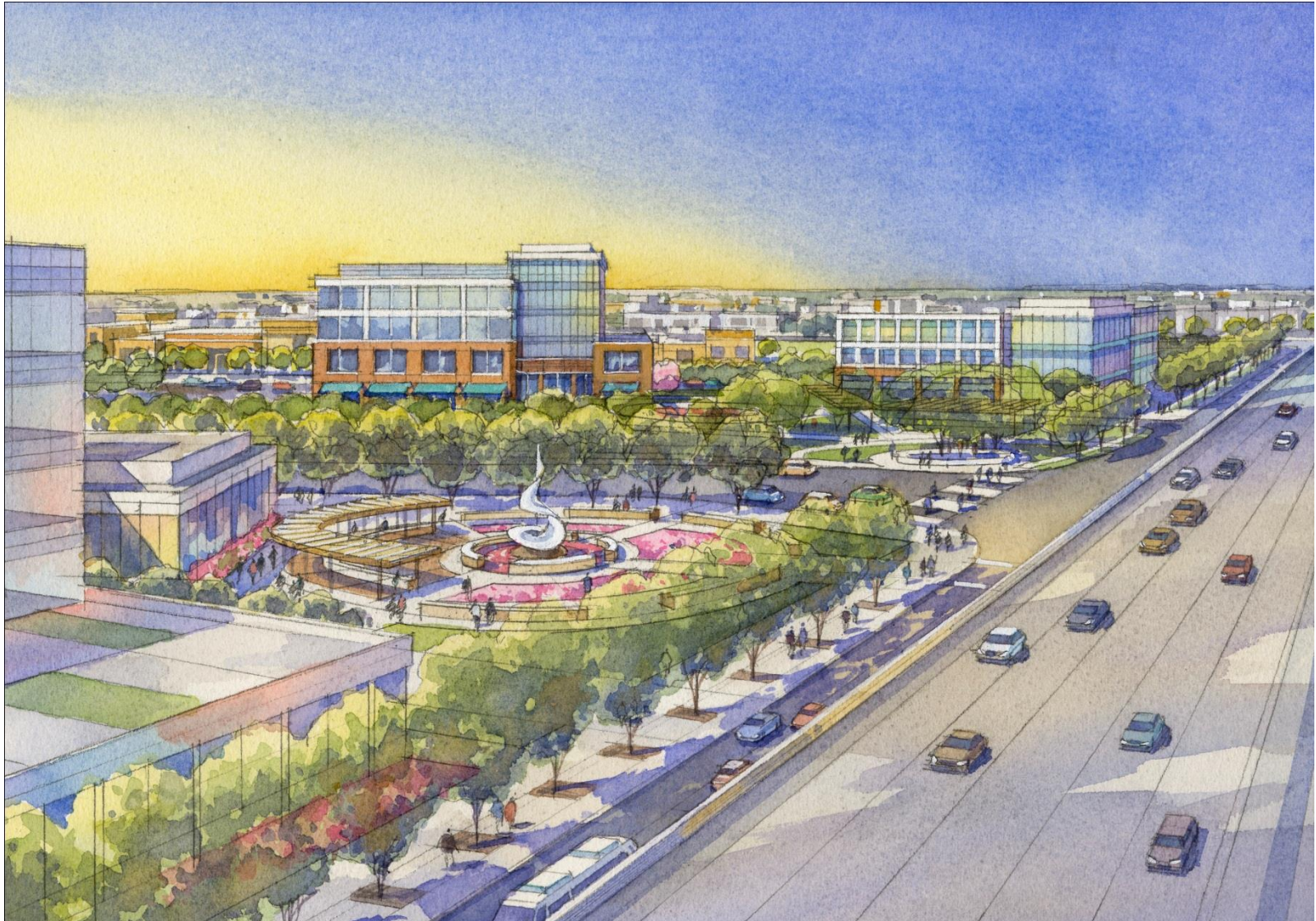
# Concept Plan – Central Place

- Primarily retail focused with some residential and office development
- Catalyst Site 2 is located at the northwest corner of the intersection
- Catalyst is focused on creating a new commercial office and retail development





# Concept Plan – Central Place



**MAIN STREET / CENTRAL - REZONING INITIATIVE**



# Concept Plan – Main Street

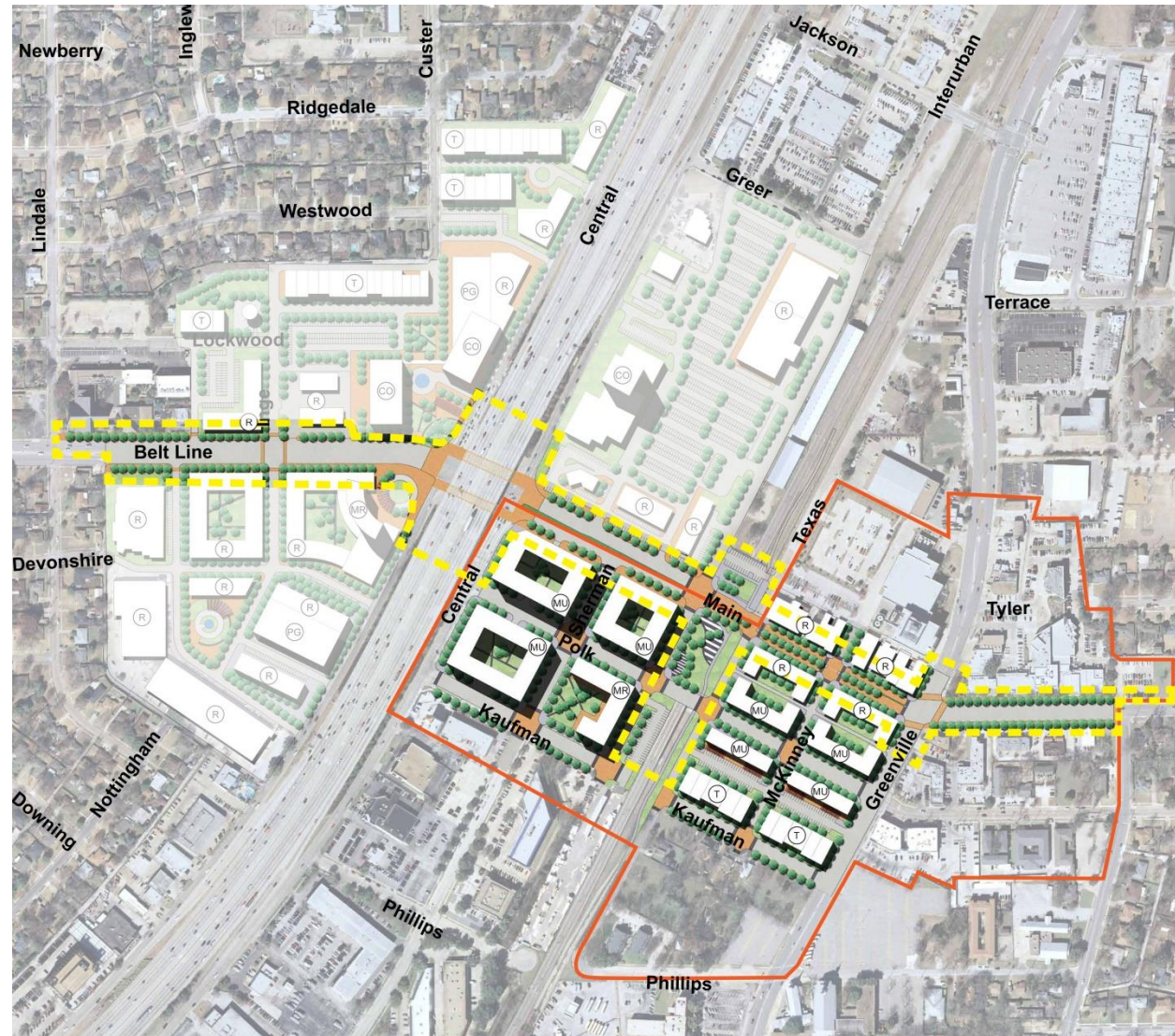
- 37 developable acres
- Creates a multi-generational, eclectic “heart” for the community based on a mix of uses and cultures, and a mix of old and new
- Provides an additional opportunity for an entertainment destination in the community





# Concept Plan – Main Street / Polk Area

- Mixed-use development type
- Higher density adjacent to U.S. 75, lower density east of DART
- Catalyst Site 3 includes Main Street and the adjacent public realm





# Concept Plan – Main Street



**MAIN STREET / CENTRAL - REZONING INITIATIVE**



# 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 Asian and other International cultures





# 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





# Rezoning Initiative Overview

- Visions established during the phase I study are the basis for drafting the new zoning Code
- Focus of this rezoning initiative has been on implementing the visions
- 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
- Remaining 7 sub-districts in the *Main Street/Central Expressway Study* will be addressed in future





# 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



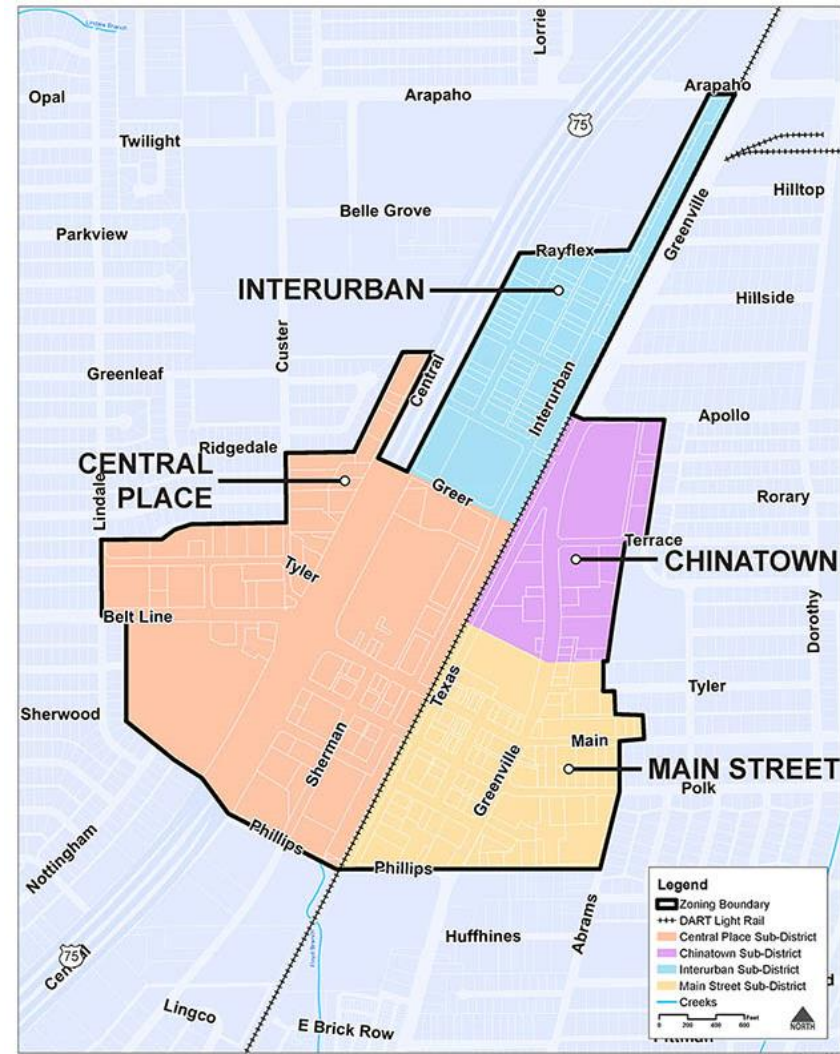
# Overview of Developer Meetings

- 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

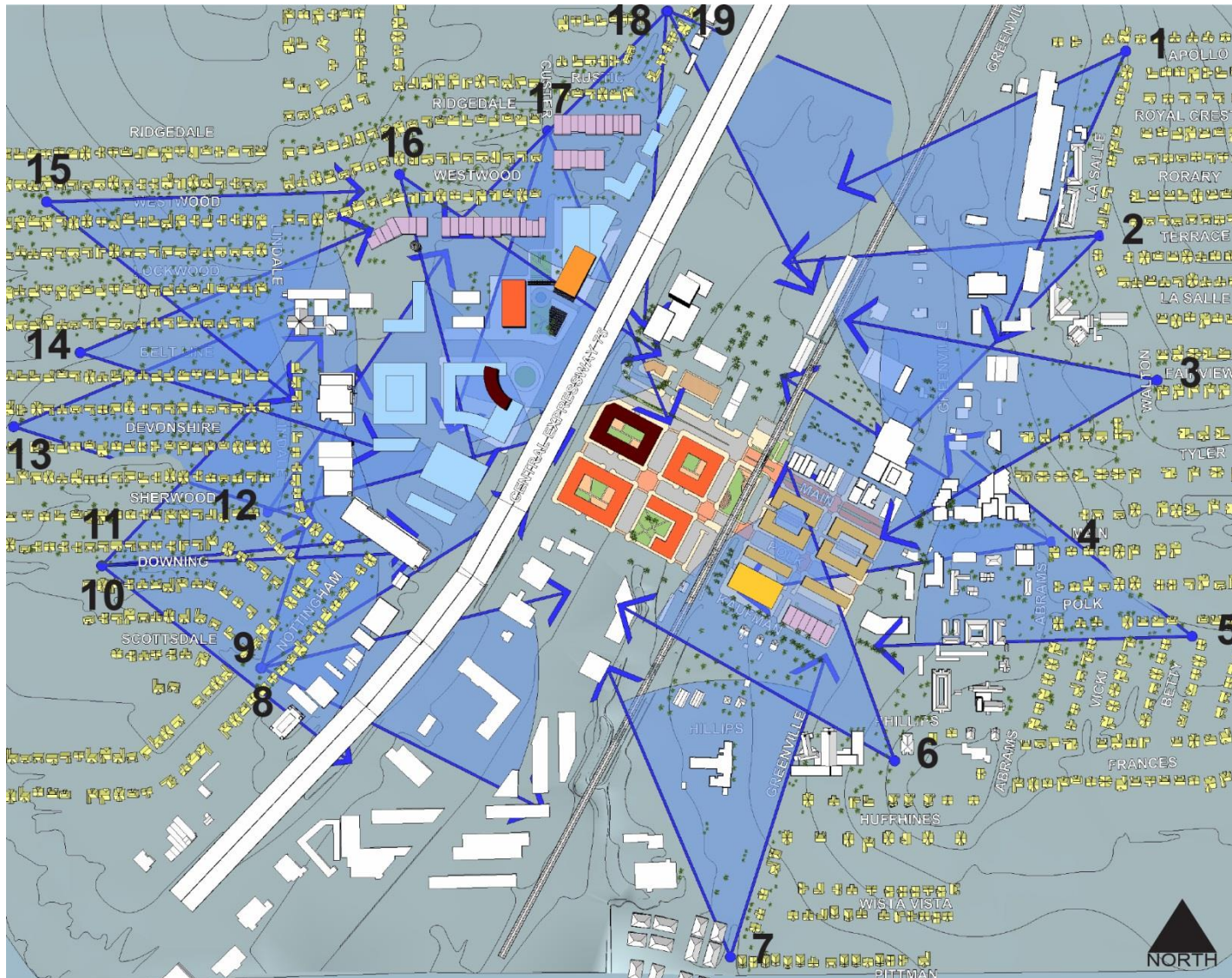
- Support for revitalization and the approach reflected in the Vision
- Interest in new investment that would enhance the appeal of these sub-districts
- Concerns about treatment of non-conforming uses and particularly about auto-oriented uses
- Strong interest in additional open space because of its 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

- 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 (94 participants)
  - 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



# Location 17 – Belt Line / Custer



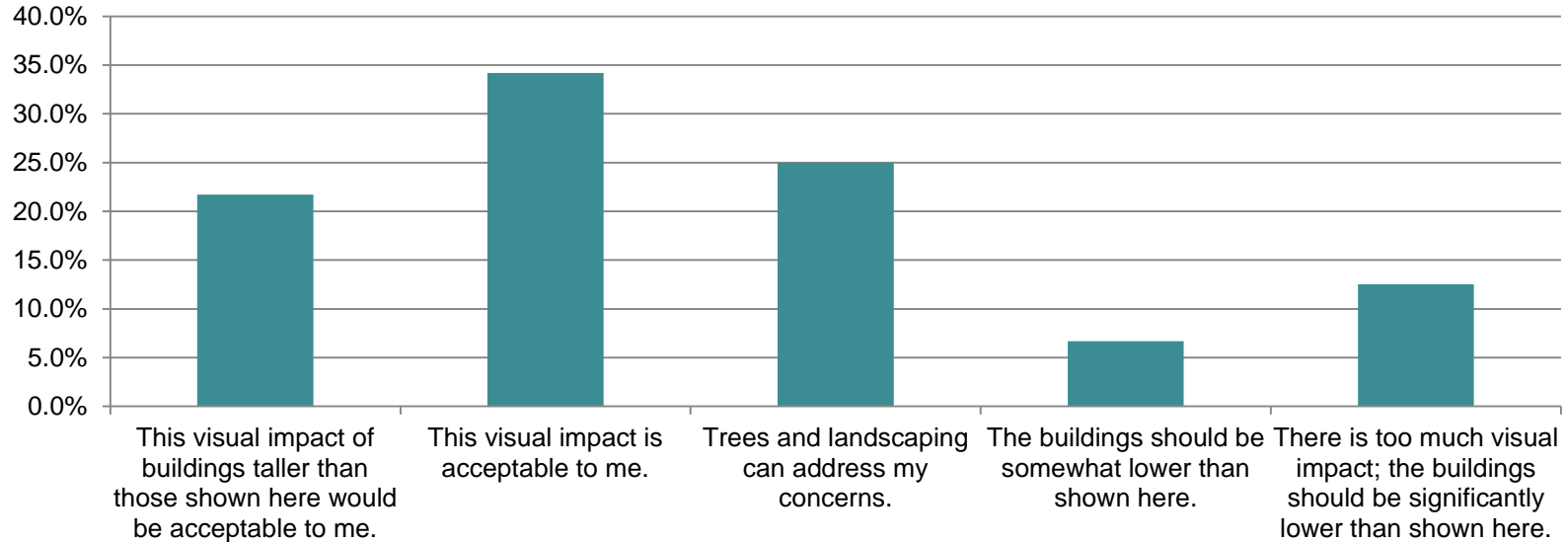


# Location 17 – Belt Line / Custer



# Online Survey for Viewshed Analysis Results – Overview

- 80.9% respondents surveyed believed that the buildings heights shown were acceptable or taller buildings could be acceptable, or that trees and landscaping could address concerns
- 19.2% respondents surveyed believed the building heights should be somewhat or significantly lower than shown
- This viewshed location had the least positive response – all others have an even higher level of support.





# **Key Direction from CPC and City Council**

# CPC/Council Discussion

- Presented key topics to CPC and City Council for direction at strategic times during process
- Feedback has been on-going – tours and work sessions/business meetings
- Key topics included:
  - Belt Line Rd/Main St. cross-section
  - Street design characteristics
  - Building heights
  - Land use considerations
  - Adjacency to single family neighborhoods
  - Development adjacent to US 75
  - Non-conforming buildings and uses
  - Issues issues/concerns of property owners, developers, business owners, and residents after public workshops
- The direction provided formulated the draft Code



# **Summary of Issues / Responses**

## **CPC Public Hearing**

# Summary of Issues/Responses – CPC Public Hearing

- Work session presentation – Summary of substantive code issues raised during the CPC Public Hearing
- Substantive issues were related to Area Specific Issues and Building Height Issues
- Based upon recommended code from CPC
  - No properties were removed from the rezoning area
  - Building heights where adjacent to existing single family residential neighborhoods
    - Remained at max. 2 stories if immediately adjacent; and
    - Remained at max. 3 stories if separated by a street (except at Custer/Westwood – max. 5 stories)
  - Building heights in feet were lowered to be in alignment with the viewshed analysis
  - Existing single family residences with a current homestead exemption granted legal conforming status related to use and structure
- **Alternate option for Council consideration** – All existing single family residences within Main Street Sub-district could be granted legal conforming status related to use and structure (removing homestead exemption reference)

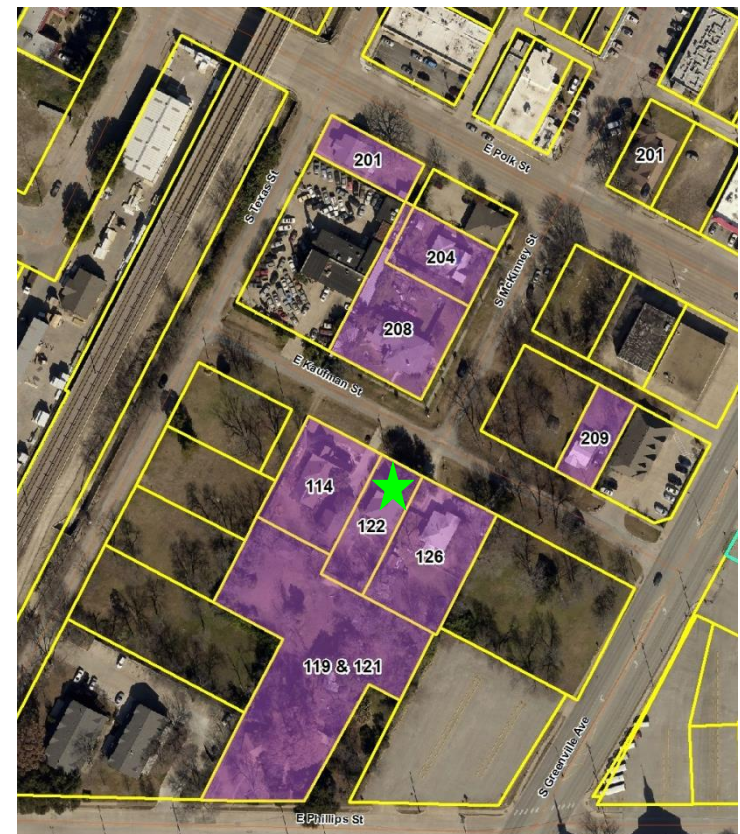


# Area Specific Issues – Main Street Sub-district

- **Current Code:** Existing single family residences with homestead exemptions – designated as legal conforming properties
- 3 properties (4 homes; 2 homes on one lot)



- **Alternate option for Council consideration:** All existing single family residences could be designated as legal conforming properties
- 8 properties (9 homes; 2 homes on one lot)



# **Code Layout, Organization and Content**

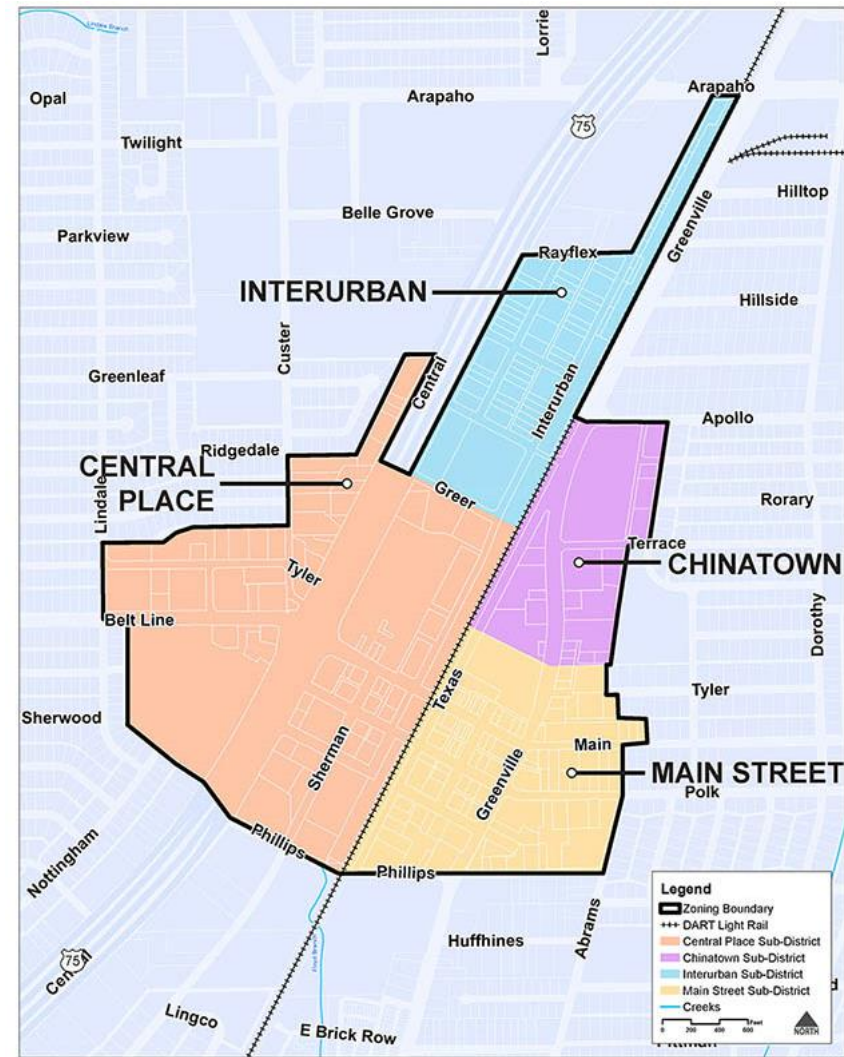


# Planned Development – Form Based Code Coverage

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

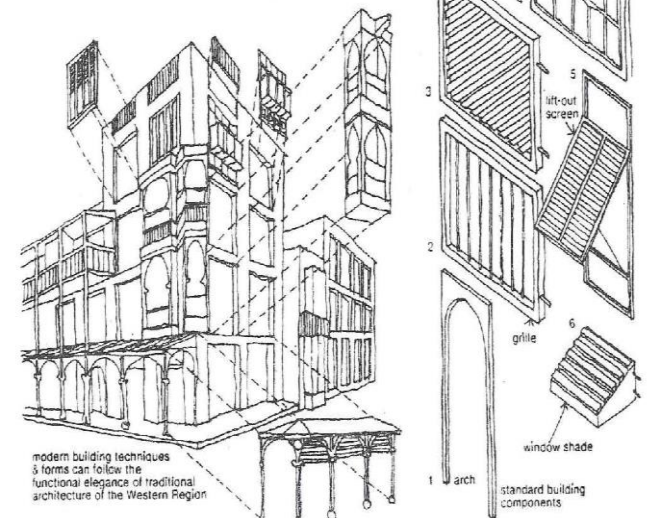
- Interurban
- Central Place
- Chinatown
- Main Street

Remaining seven sub-districts in the *Main Street/Central Expressway Study* will be addressed in the future.



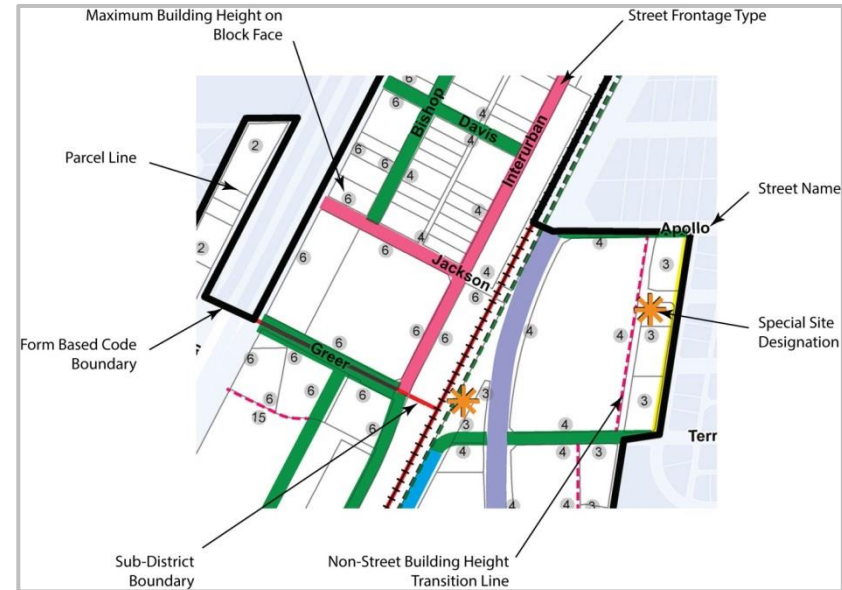
# Form Based Code Components

- 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

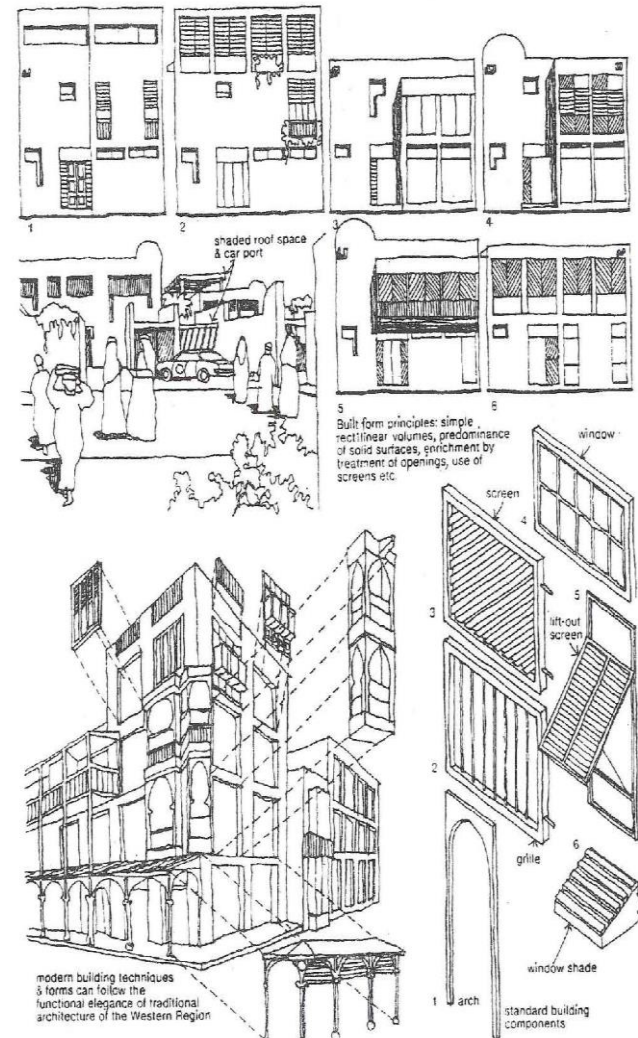




# Form Based Code Components

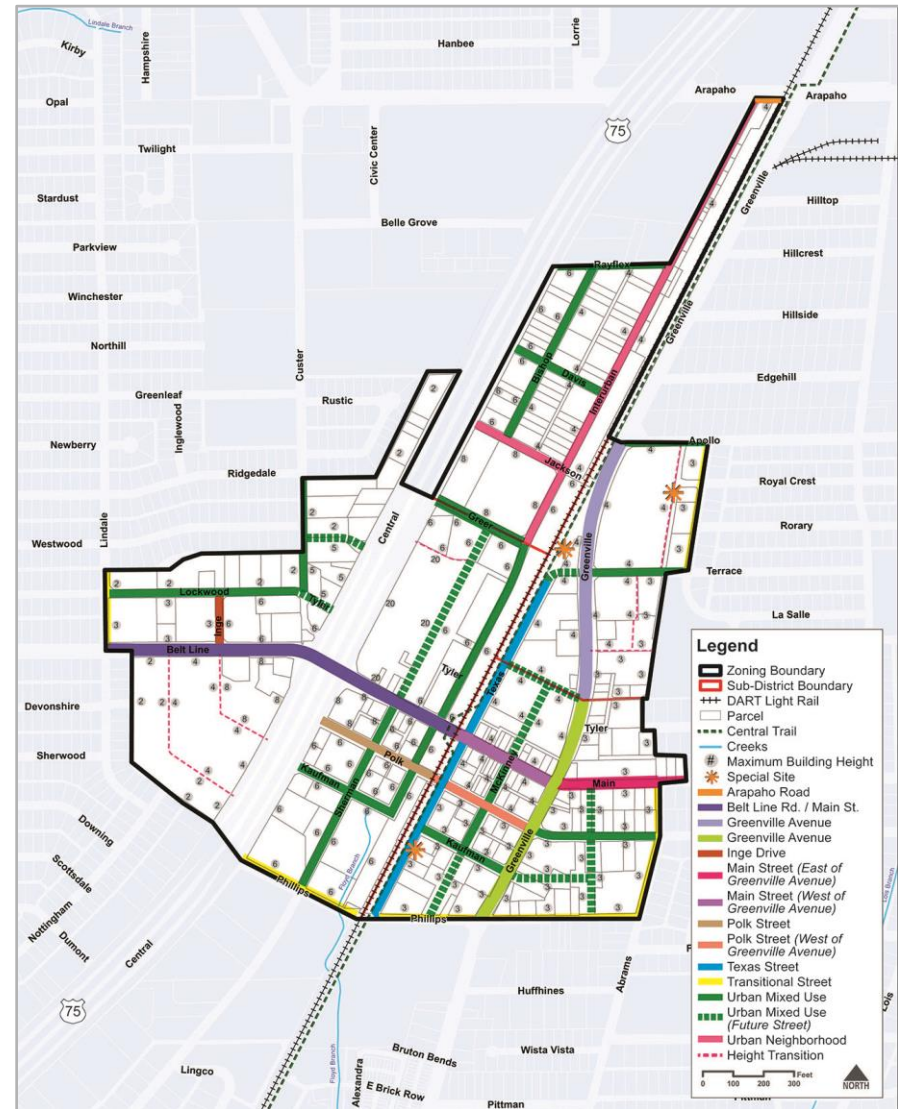
## ■ Section II – Sub-districts

- 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



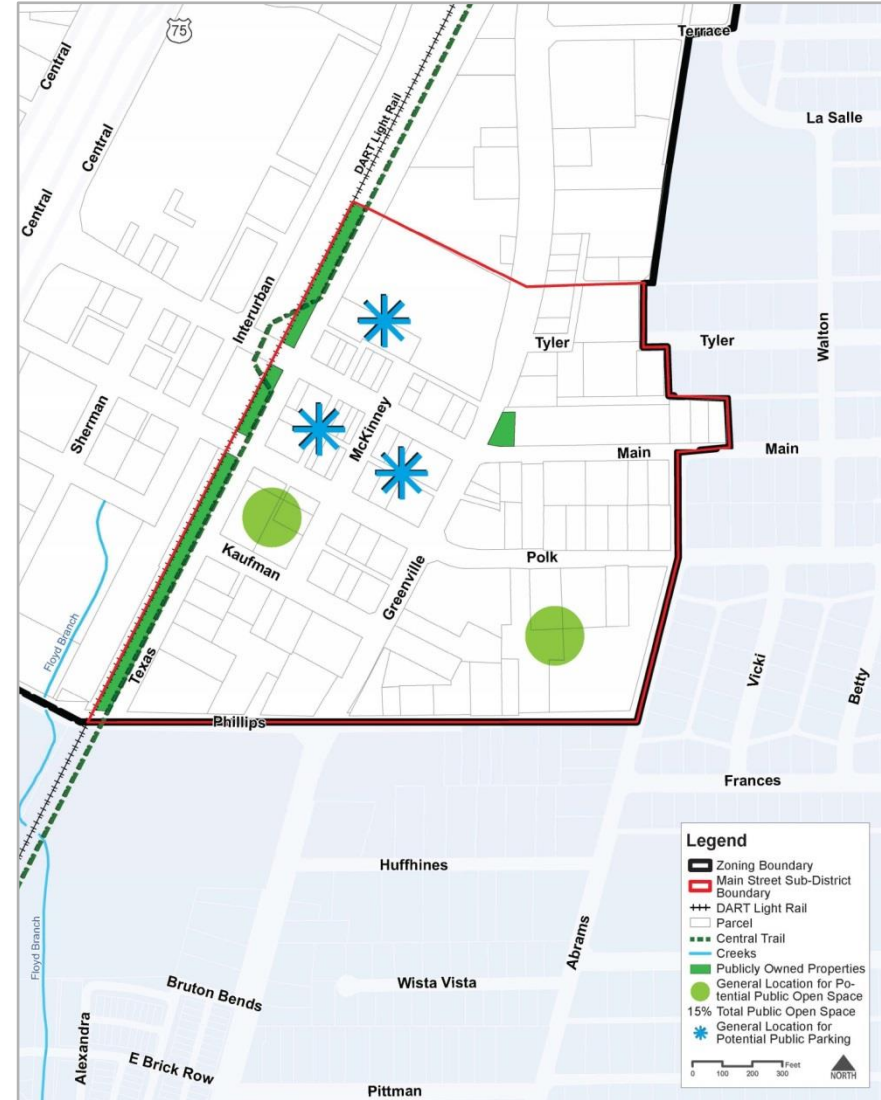
# Overall Regulating Plan

- Identifies how all 4 Sub-districts relate to each other
- 13 Individual Street Types



# Common Elements – All Sub-districts

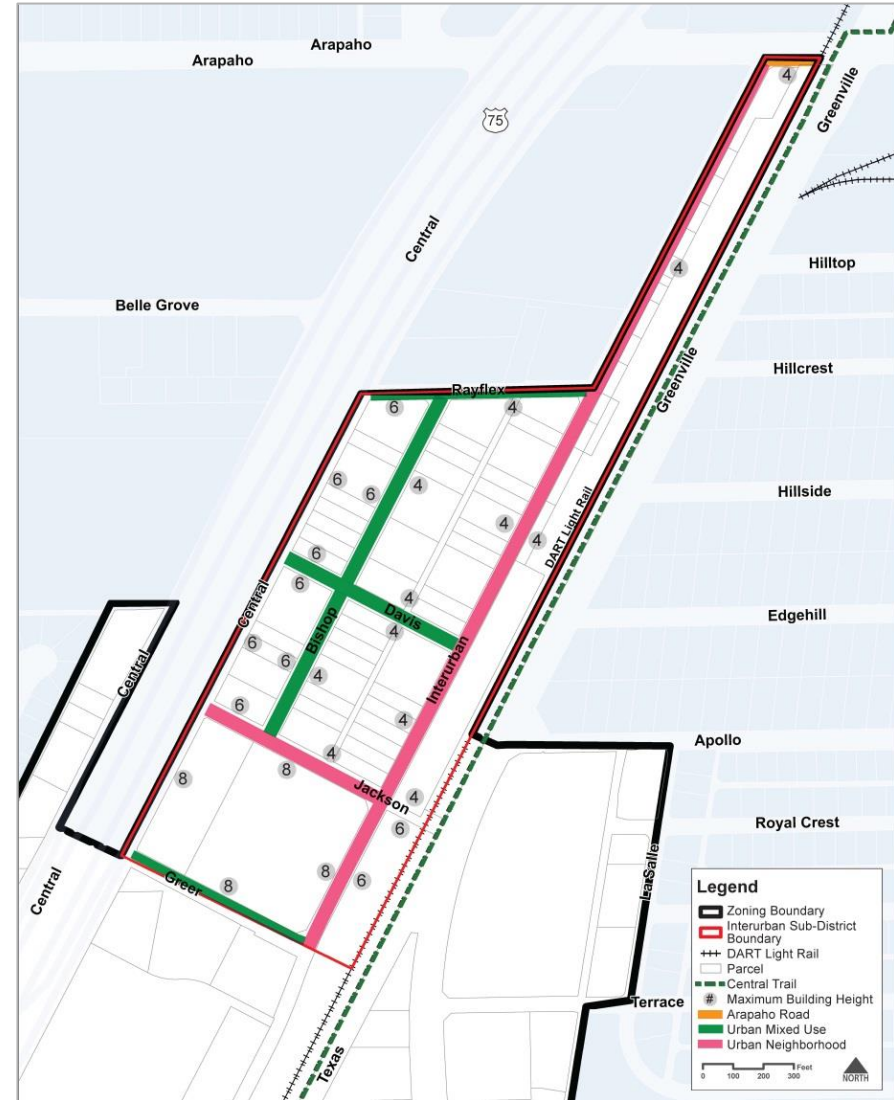
- Public Open Space
  - Encourages public art, public spaces
- Public Parking Plan
  - Support sub-district through “park once”
- Parking requirements
  - Applies to building additions and new construction only
  - Reduced parking requirements
  - Allows for on-street parking, and nearby public parking and shared parking to satisfy requirements





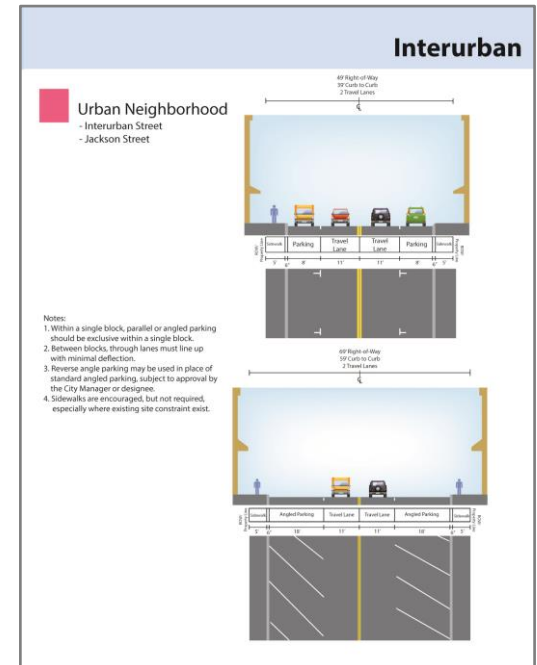
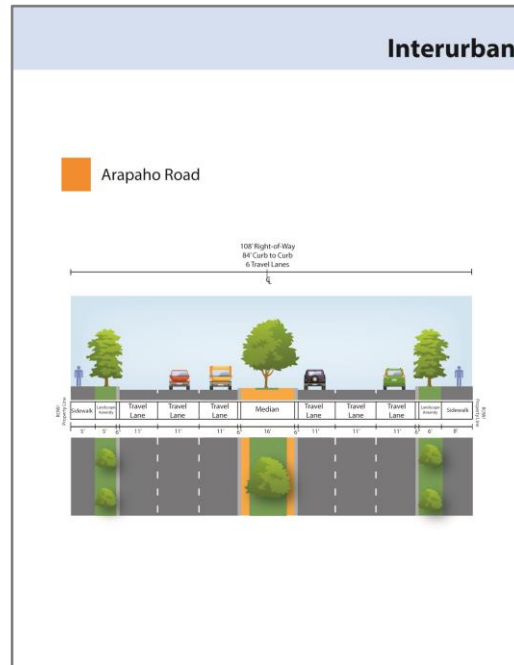
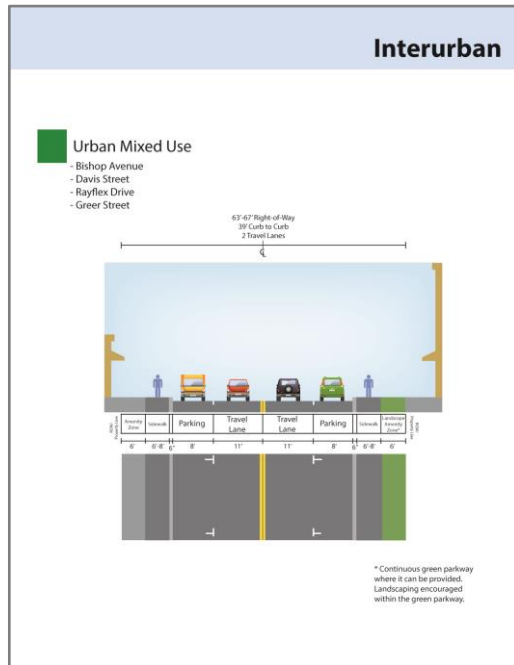
# Interurban

- Intent/Purpose
  - Edgy, eclectic, mixed use, adaptive reuse
- Regulating Plan
  - 3 street types based on use, existing character



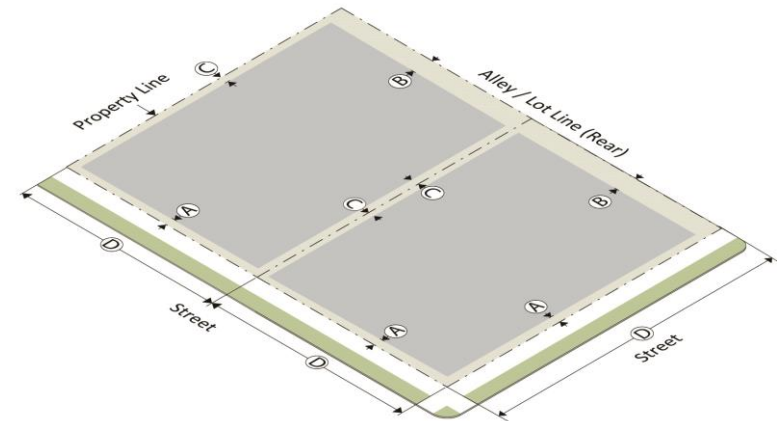
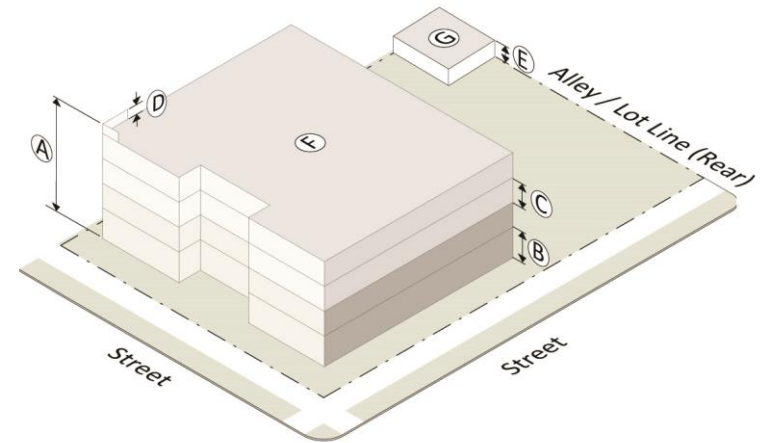
# Interurban

- 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 context sensitive manner



# Interurban

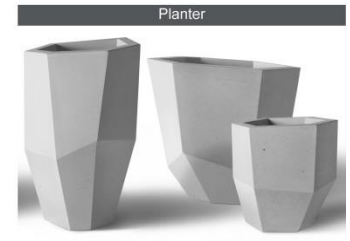
- Building and Envelope Standards
  - Possible height range of 4-8 stories
  - Maximum building ground floor varies from 10,000-30,000 square feet based on Street Type
  - Varying “Required Build-To Zones” based on street frontage from 0 feet (Urban Mixed Use) to 80 feet (Central)
  - Comprehensive mix 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





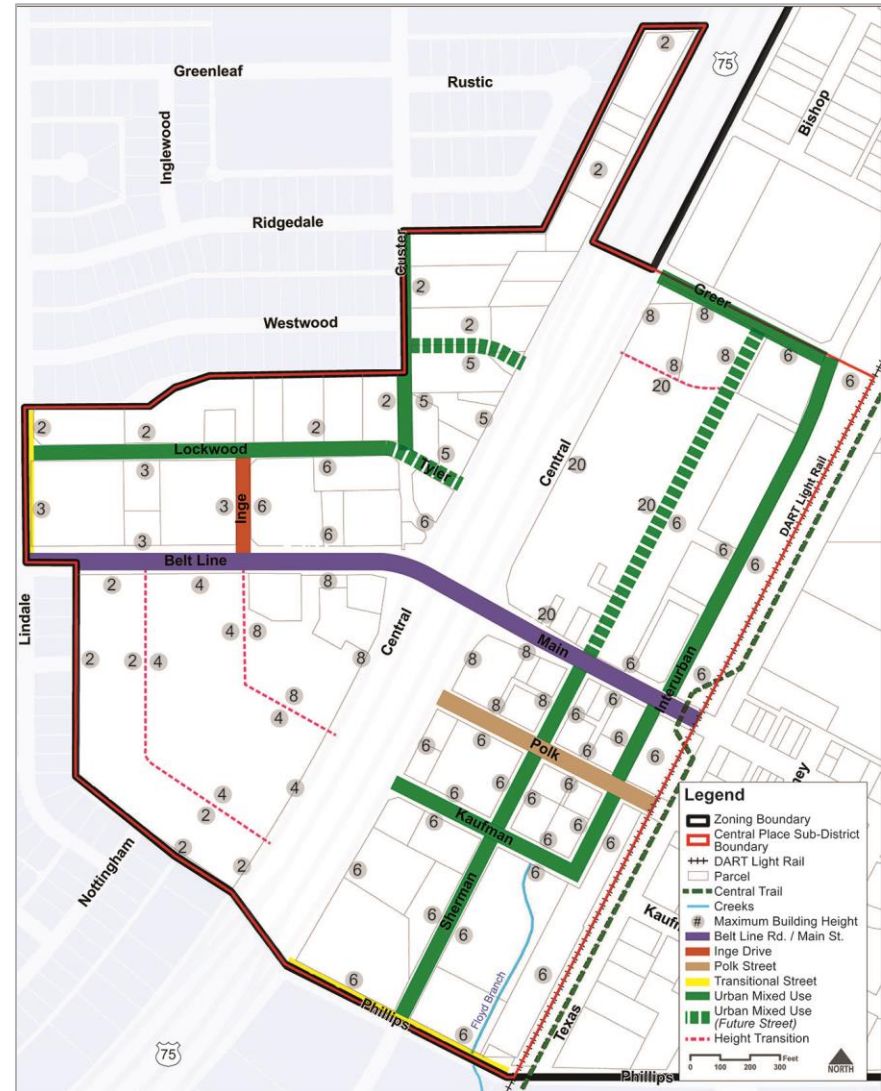
# Interurban

- 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



# Central Place

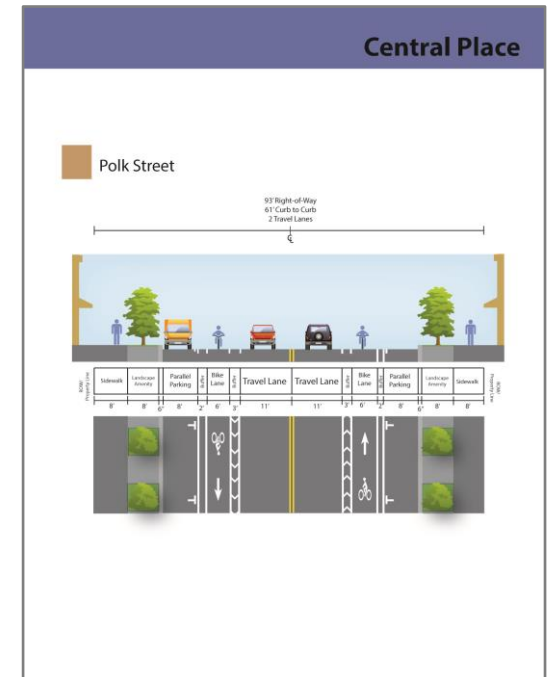
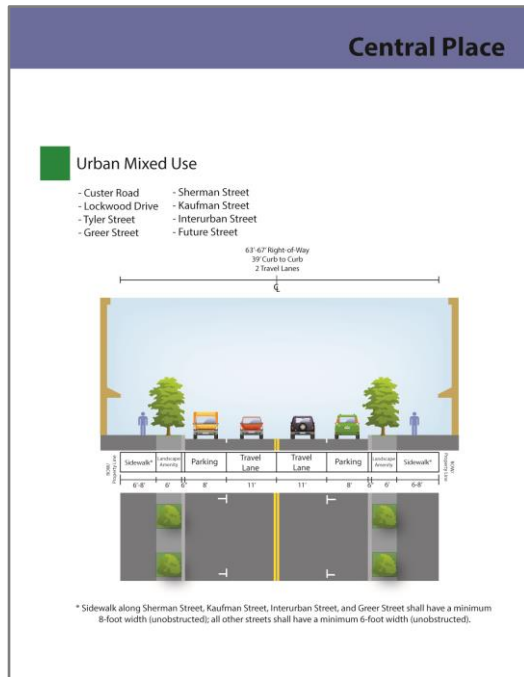
- Intent/Purpose
  - Vibrant, mixed use, regional destination
- Regulating Plan
  - 5 Street Types based on use, existing character



# Central Place

## Street Typology and Streetscape Standards

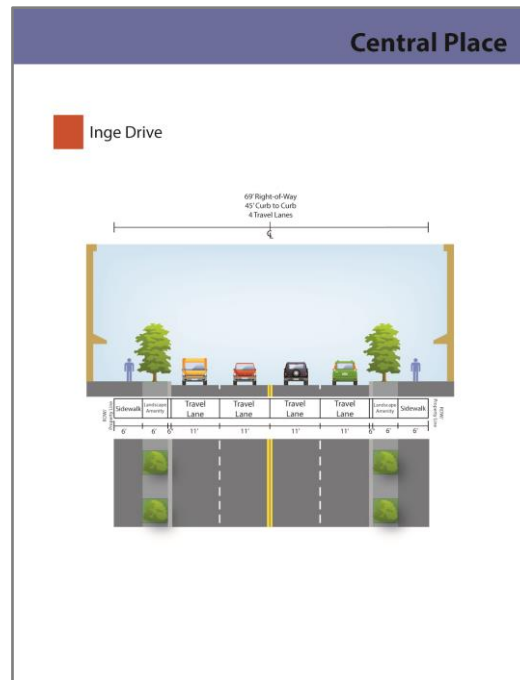
- To regulate street cross sections including number of lanes, on-street parking, street trees, lights, furniture, and sidewalks
- Ranging from suburban commercial adjacent to US 75 frontage road to urban mixed use
- Integrates amenity zones and sidewalks in a context sensitive manner





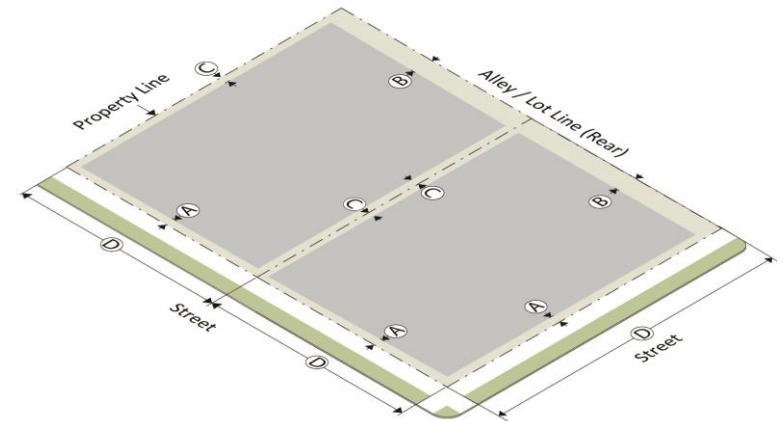
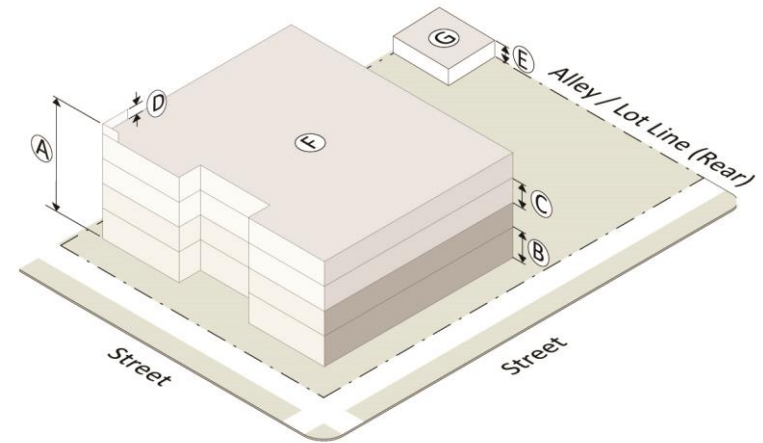
# Central Place

- Street Typology and Streetscape Standards (continued)



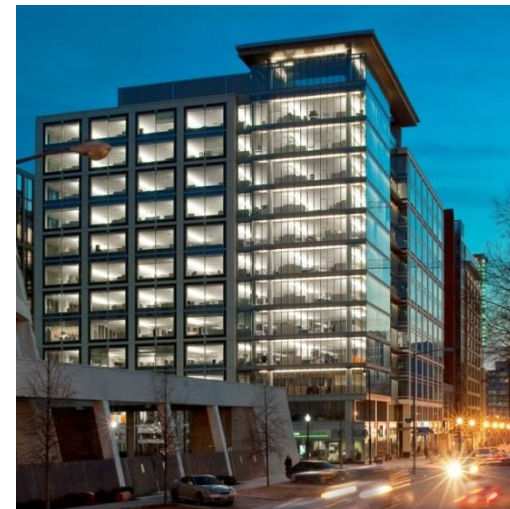
# Central Place

- 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 30,000 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 80 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

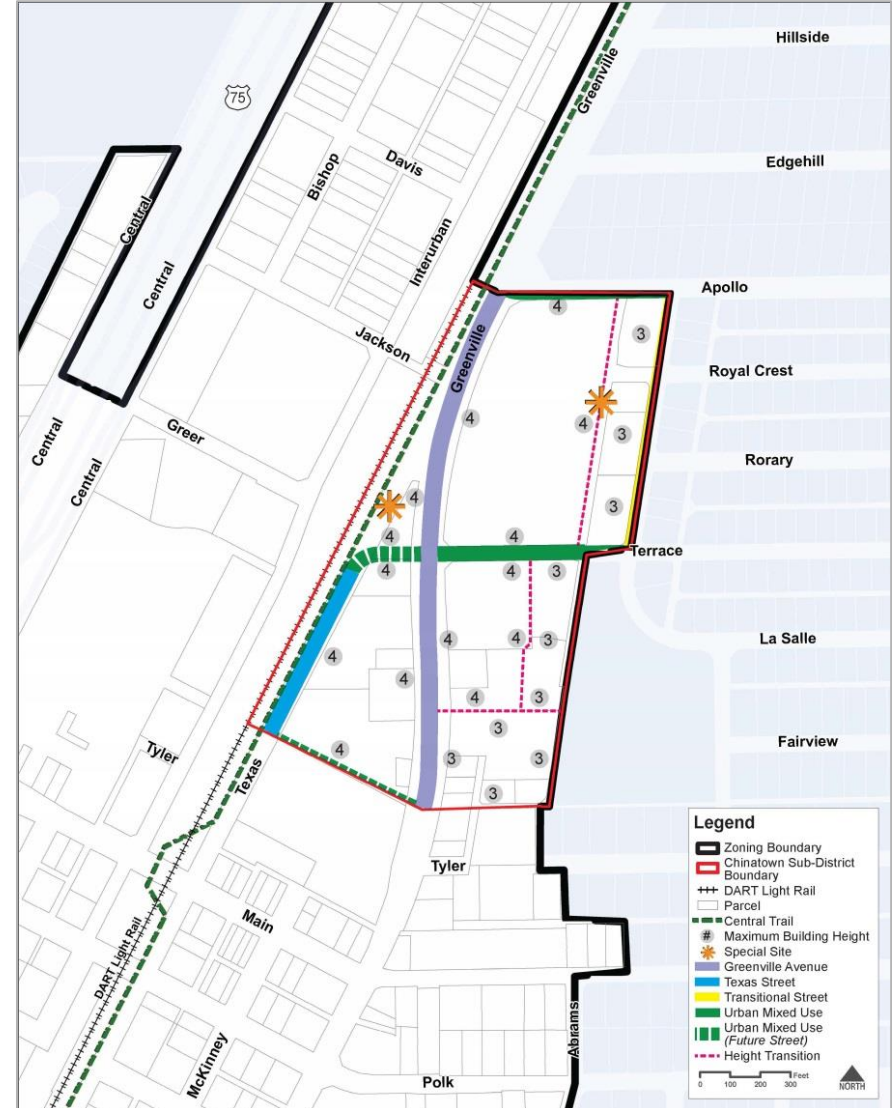
- Urban Design/Street Furnishings
- Architectural Standards
  - Contemporary influenced materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
  - 70% ground floor visible light transmission for windows





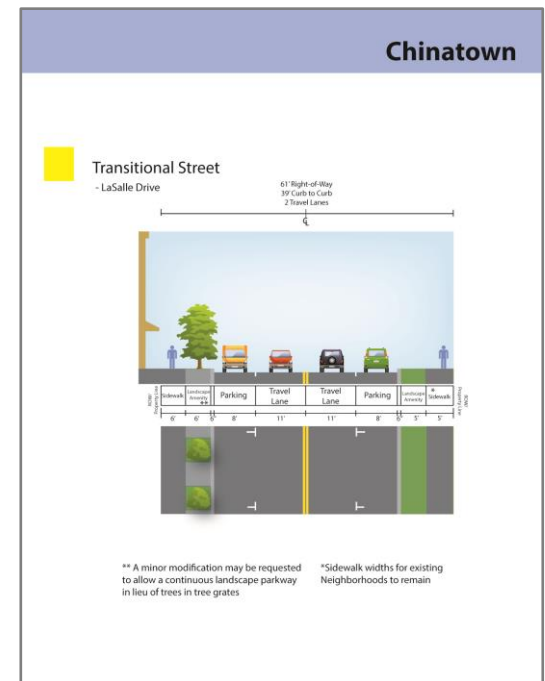
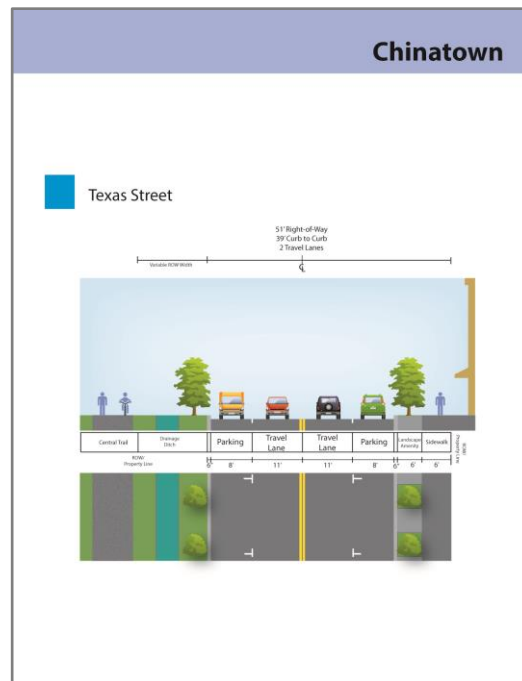
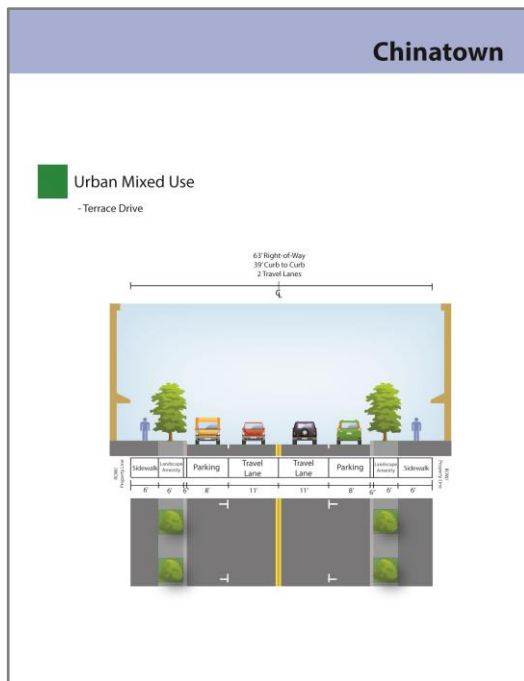
# Chinatown

- 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



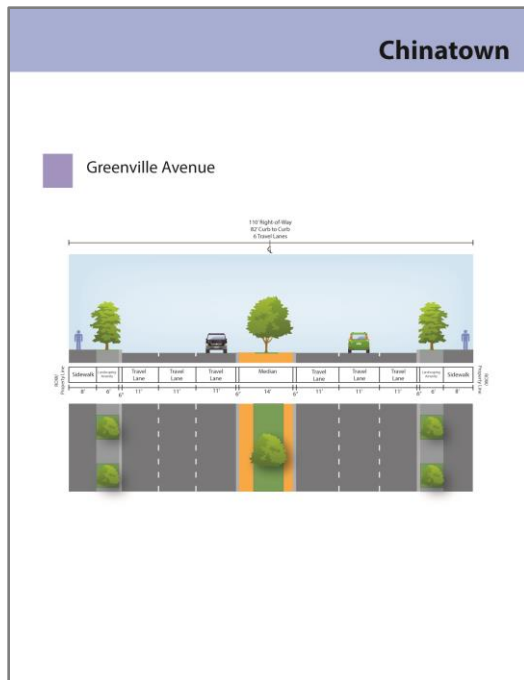
# Chinatown

- 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 and other International influence
  - Ranging from suburban neighborhood to urban mixed use
  - Integrates amenity zones and sidewalks in a context sensitive manner



# Chinatown

- Street Typology and Streetscape Standards (continued)

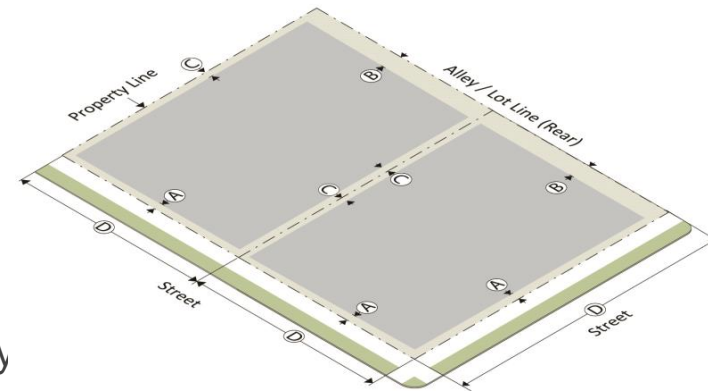
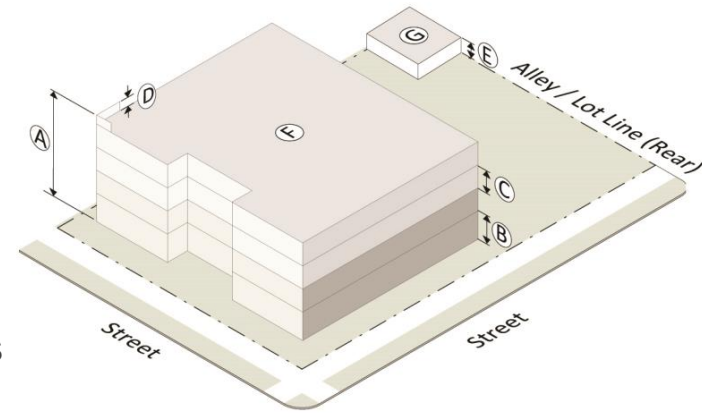




# Chinatown

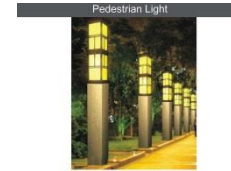
## ■ Building and Envelope Standards

- Possible height range of 3-4 stories; higher buildings at core, lower buildings at edges adjacent to residential with 5,000-20,000 sq. ft. maximum ground floor
- 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



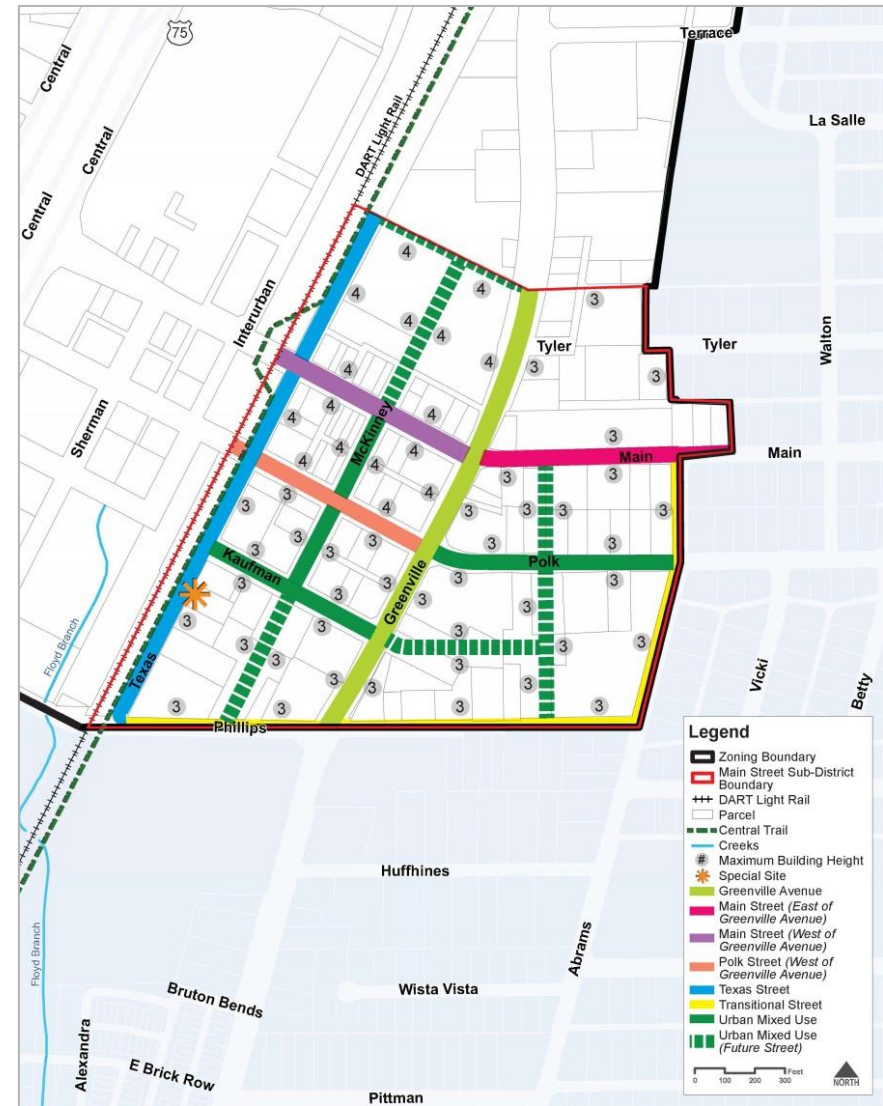
# Chinatown

- Urban Design/Street Furniture
  - Modern/Contemporary
- Architectural Standards
  - Modern/contemporary materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
  - 70% ground floor visible light transmission for windows



# Main Street

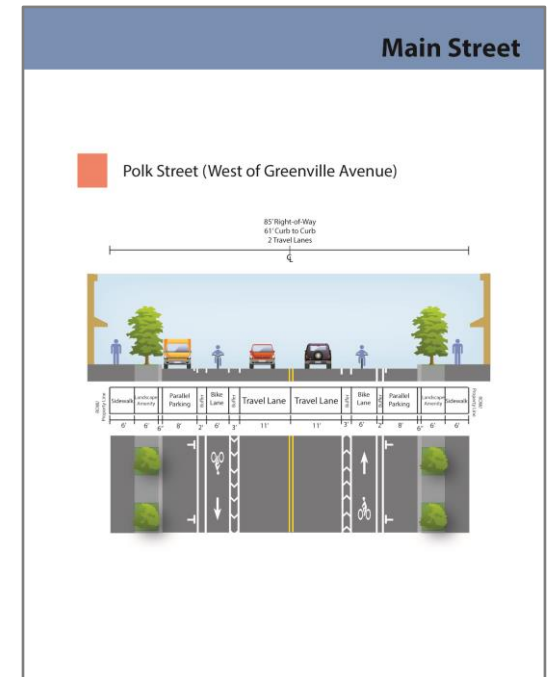
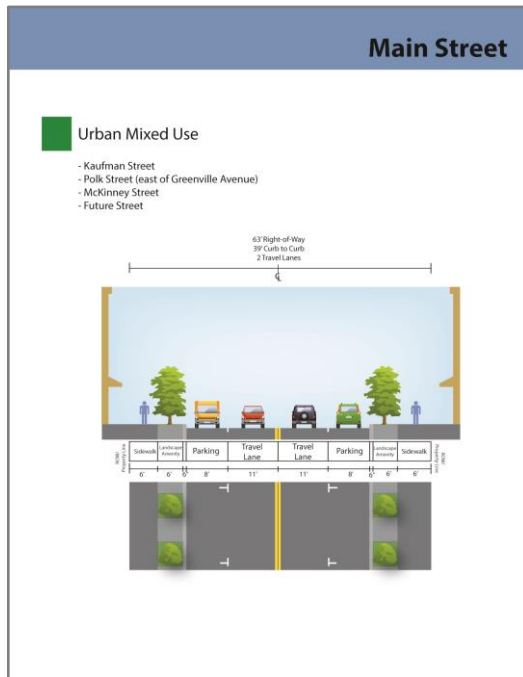
- Intent/Purpose
  - Multi-generational eclectic “heart” of community, mix of old and new architecture, entertainment destination
- Regulating Plan
  - 7 street types based on use, existing character





# 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

- Street Typology and Streetscape Standards (continued)

## Main Street

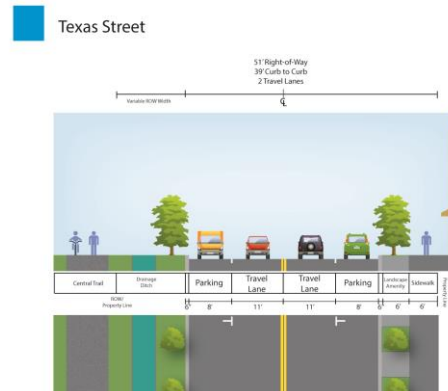


## Main Street

## Main Street



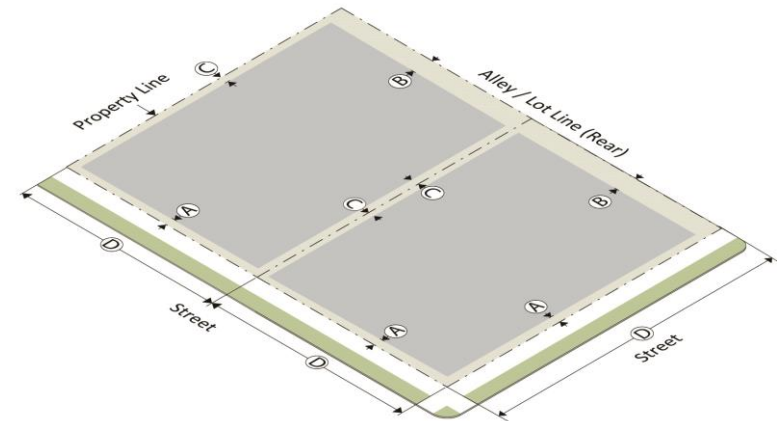
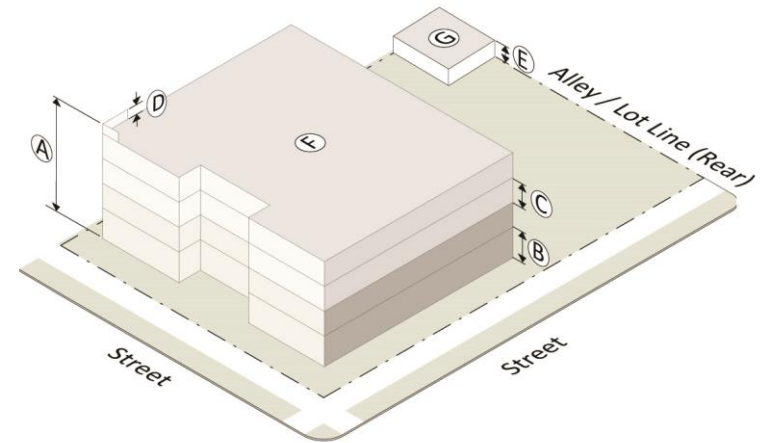
## Main Street



# 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 with 70% ground floor visible light transmission for windows



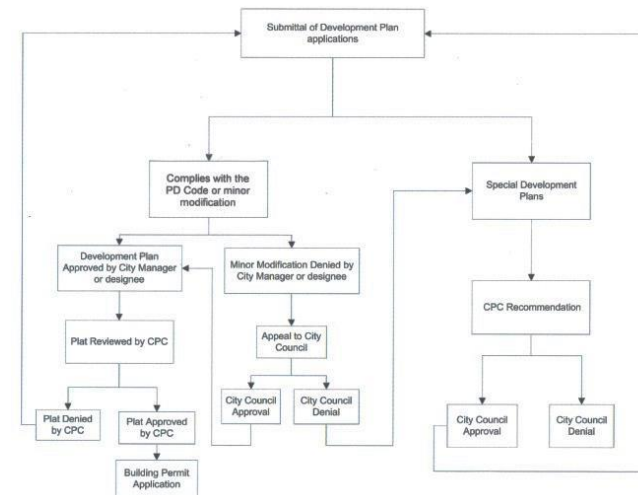
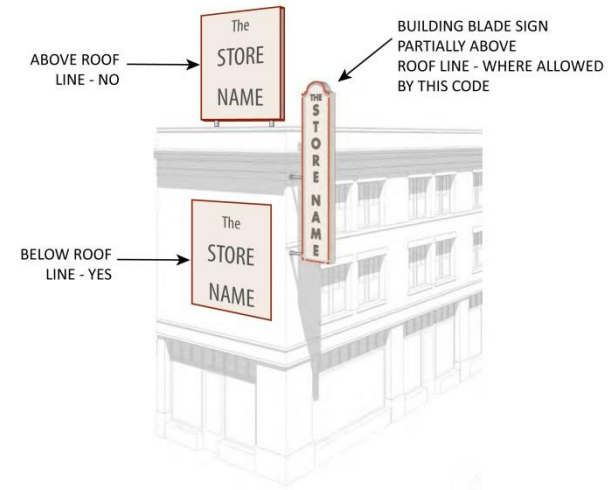
# Signage, Administration and Definitions

## ■ 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 Council conducts public hearing
  - May close public hearing on January 5th and take final action
  - May close public hearing on January 5th and table to January 26th to continue deliberations
  - May continue the public hearing and deliberations to January 26th
- City Council's action final
  - Approve as submitted
  - Approve with additions or amend conditions/provisions within the Code
  - Deny (preferably without prejudice)

# City Council Public Hearing

January 5, 2015



Image Source – Richardson Public Library



# MAIN STREET / CENTRAL - REZONING INITIATIVE

**JACOBS**  
Kimley»Horn  
AN IRVING-CLOUD COMPANY

Richardson, Texas