

Property Owner Meeting Series 1

March 2-3, 2016



Image Source – City of Richardson

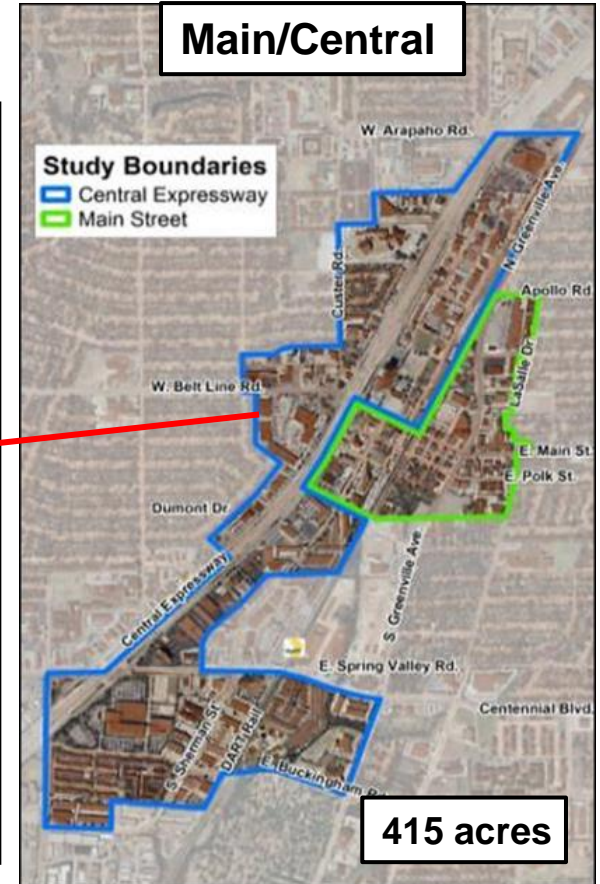


MAIN STREET / CENTRAL - REZONING INITIATIVE | PHASE III SOUTH END

Project Overview

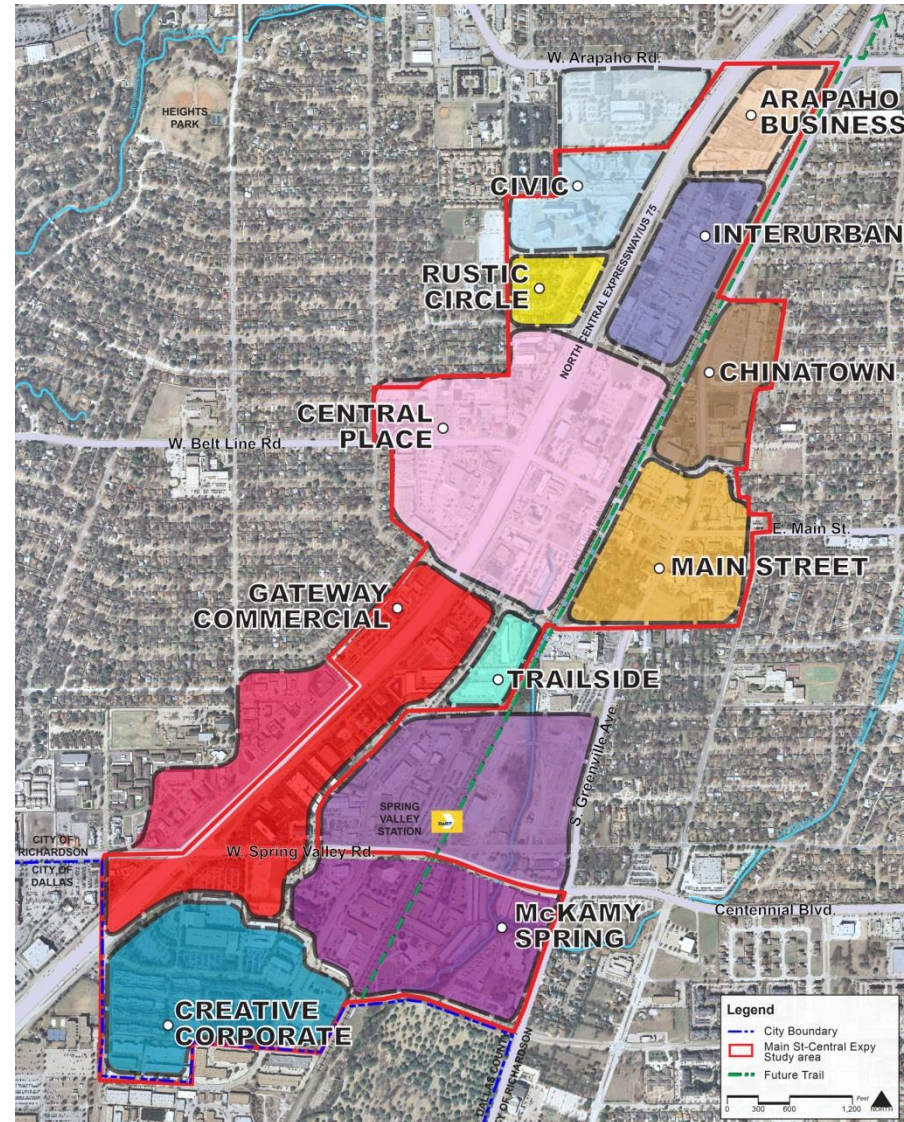
2009 Comprehensive Plan – Six Enhancement Areas

- West Spring Valley (Implementation)
- East Arapaho/Collins (Implementation)
- West Arapaho
- Coit
- Old Town/Main Street (Implementation)
- **Central** (Implementation – portion of corridor)



Phase I – The Vision

- **Old Town/Main Street** and **Central Expressway** combined into single study area
- 415 acres – 11 sub-districts
- Developed vision for the study area based on community goals and market realities
- Study accepted by City Council in January 2013



Phase 1 - Vision for the Future

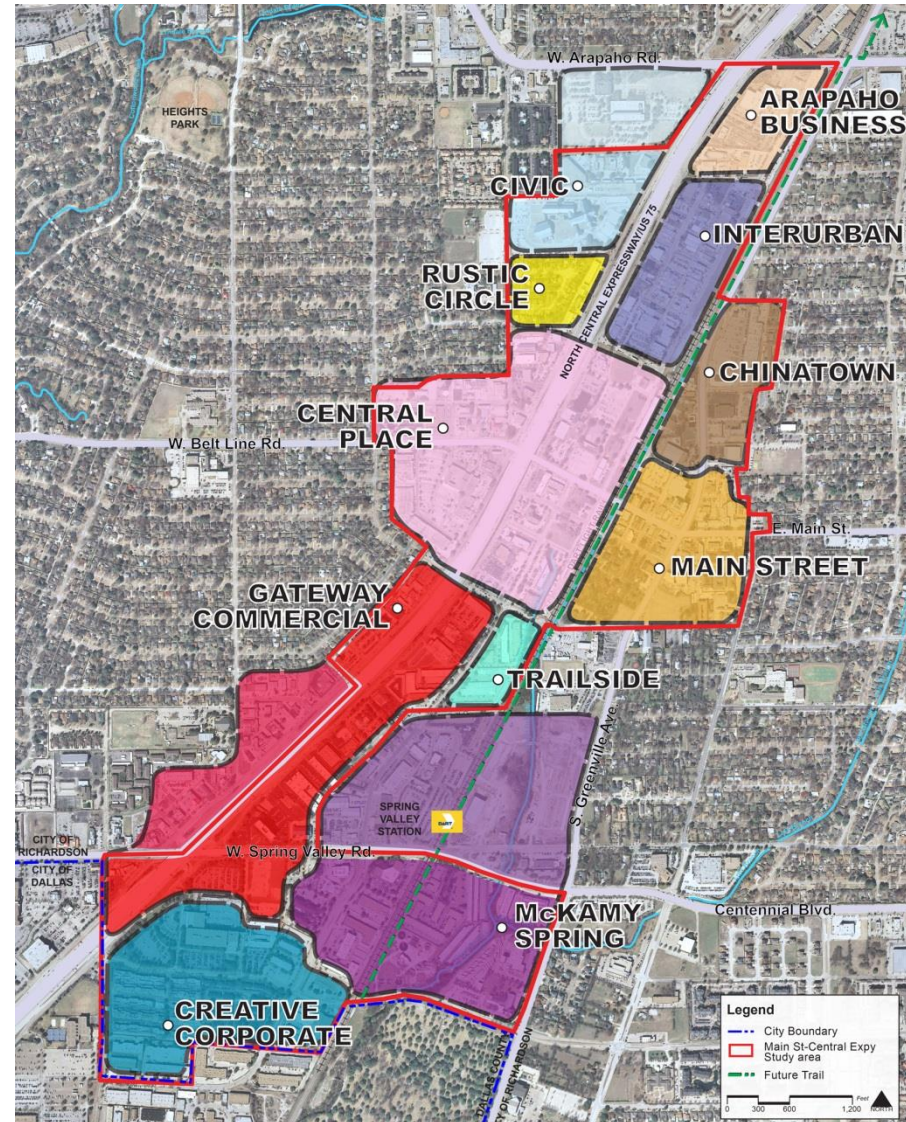
The Vision

Vision aligns:

- Existing physical conditions
- Existing opportunities and constraints
- Anticipated future real estate / market factors
- Community desires

Vision also balances:

- Short-term opportunities that can be achieved with minimal investment
- Longer-term vision elements that will require public and private sector initiatives



Vision – Creative Corporate Sub-district

- 63 developable acres
- Focuses on attracting creative, innovative corporations to the corridor
- Supports public desire to attract businesses oriented to creativity, design, and “knowledge” workers



Vision – Gateway Commercial Sub-district

- 50 developable acres
- Focuses on creating a commercial development “gateway” to Richardson
- Builds upon, supports and extends the vision established for the area west of U.S. 75 in the West Spring Valley redevelopment strategy (i.e. mixed-use, mid-rise office and hotel uses in an urban form), including establishing a new business “address”



Gateway Commercial Sub-district - Focus Area A

- Commercial mixed-use environment
- Catalyst Site 1 is located at the northeast corner of the intersection
- Catalyst is built around the existing Comerica Bank building



Gateway Commercial Sub-district - Catalyst Site 1



Vision – McKamy Spring Sub-district

- 62 developable acres
- Establishes future phases for ultimate build out of transit-oriented development at the nearby Spring Valley Station
- Provides support housing for Creative Corporate and Gateway Commercial sub-districts



Vision – Trailside Sub-district

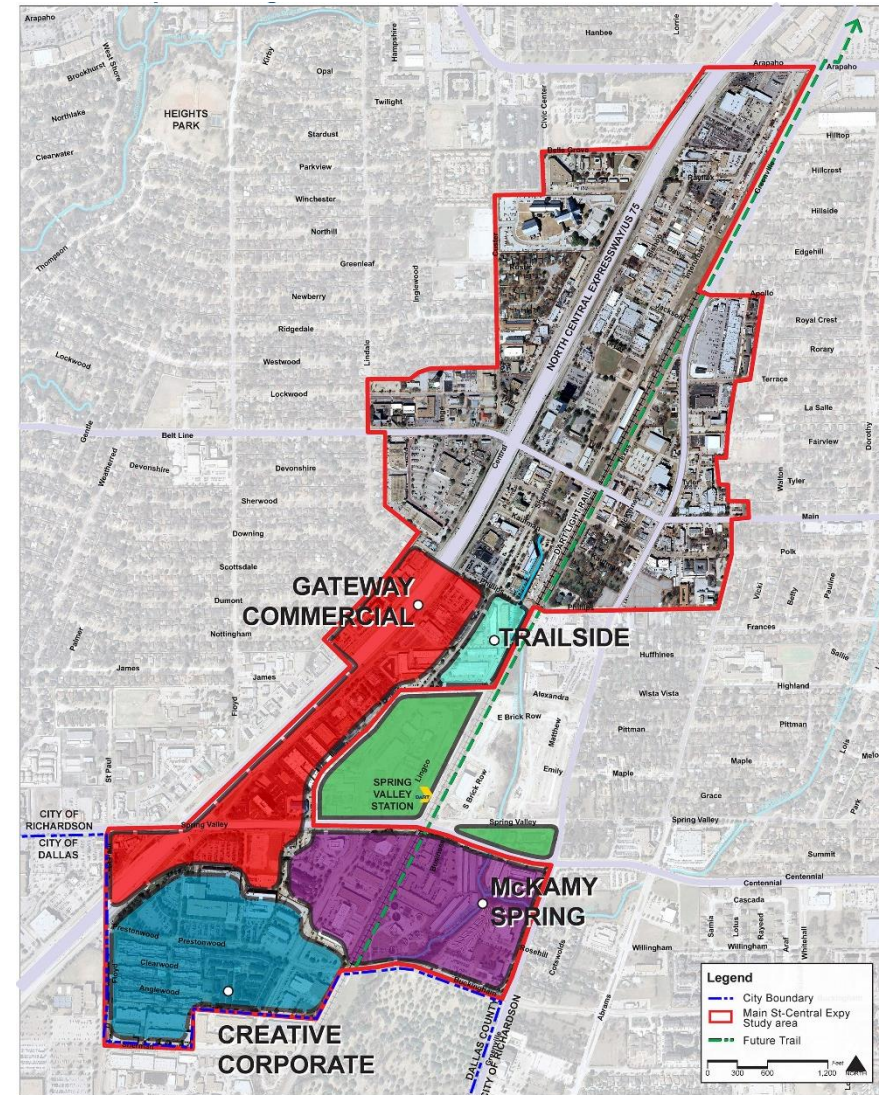
- 10 developable acres
- Positions Richardson as a community concerned with sustainability and the arts
- Focuses on adaptive reuse of existing industrial buildings
- Area could become home to incubator artist studio spaces, businesses, retail/restaurants, outdoor display areas, and other uses that might support small businesses and people living/ working nearby



Rezoning Initiative Overview – Phase III South End

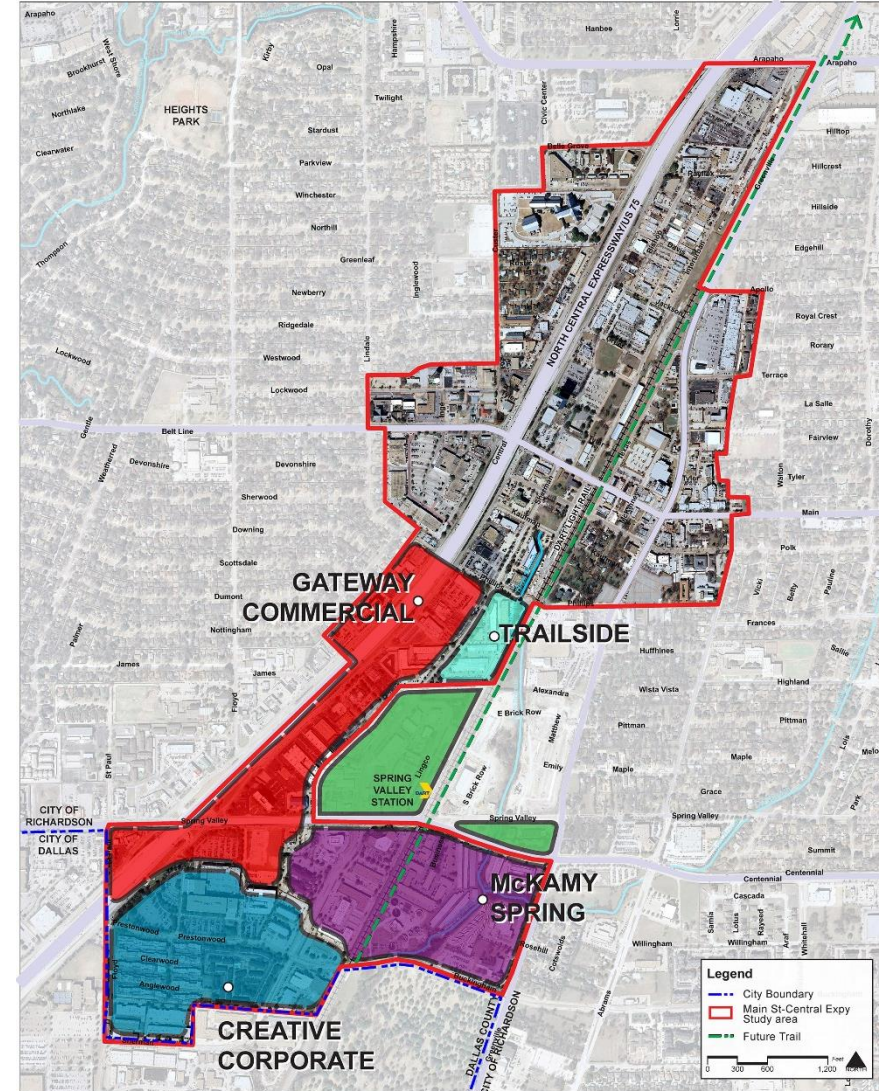
Rezoning Initiative Overview – Phase III South End

- Focus of the initiative will be towards implementing the vision
- Efforts will focus on 4 sub-districts in the south end of the Main Street/Central corridor
- Continues the rezoning initiative for the entire corridor



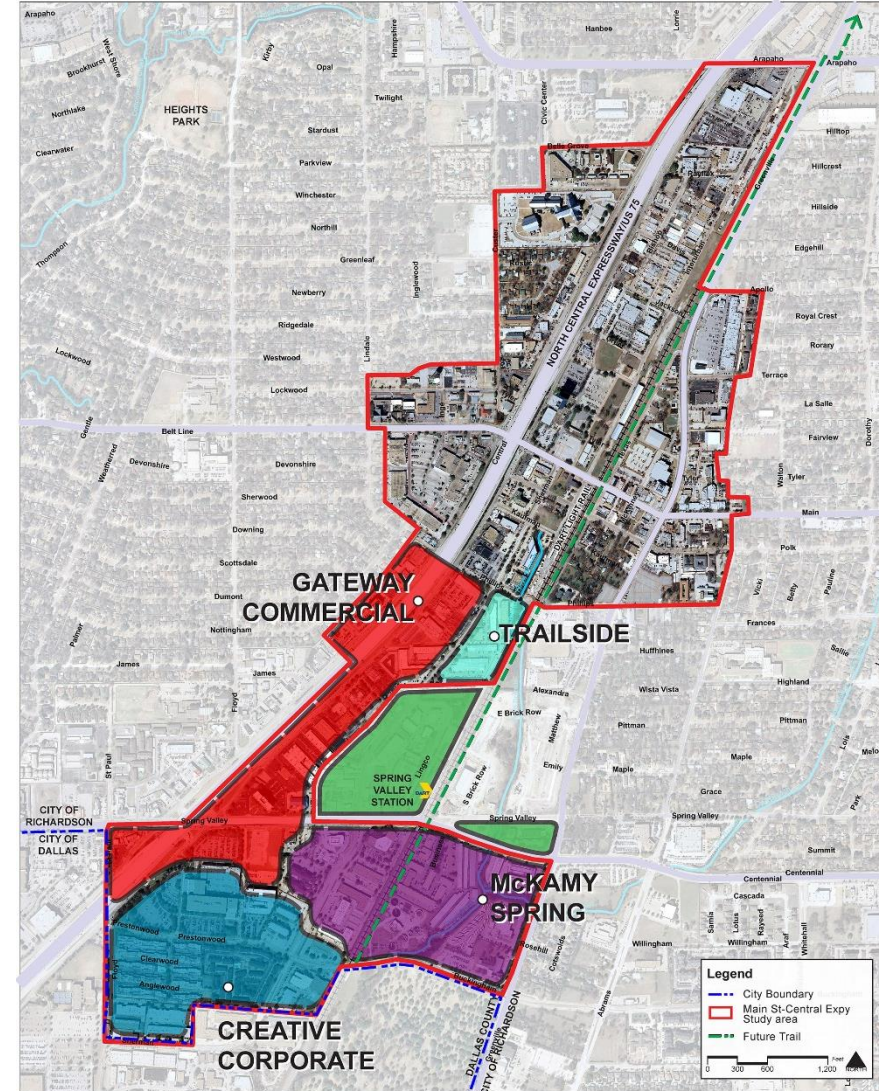
Rezoning Initiative Overview – Phase III South End

- Why these sub-districts/areas?
 - Council consensus
 - Development interest continues within the U.S. 75 corridor
 - Southern gateway to the city
 - Area west of rail line has not benefitted from development reinvestment that could further support the nearby DART station
 - Build upon success of rezoning four sub-districts at heart of corridor
 - Code framework exists – allows for project efficiencies
 - Opportunity to unify and “reset” the existing zoning for the Spring Valley corridor so that the zoning is contiguous and better connected



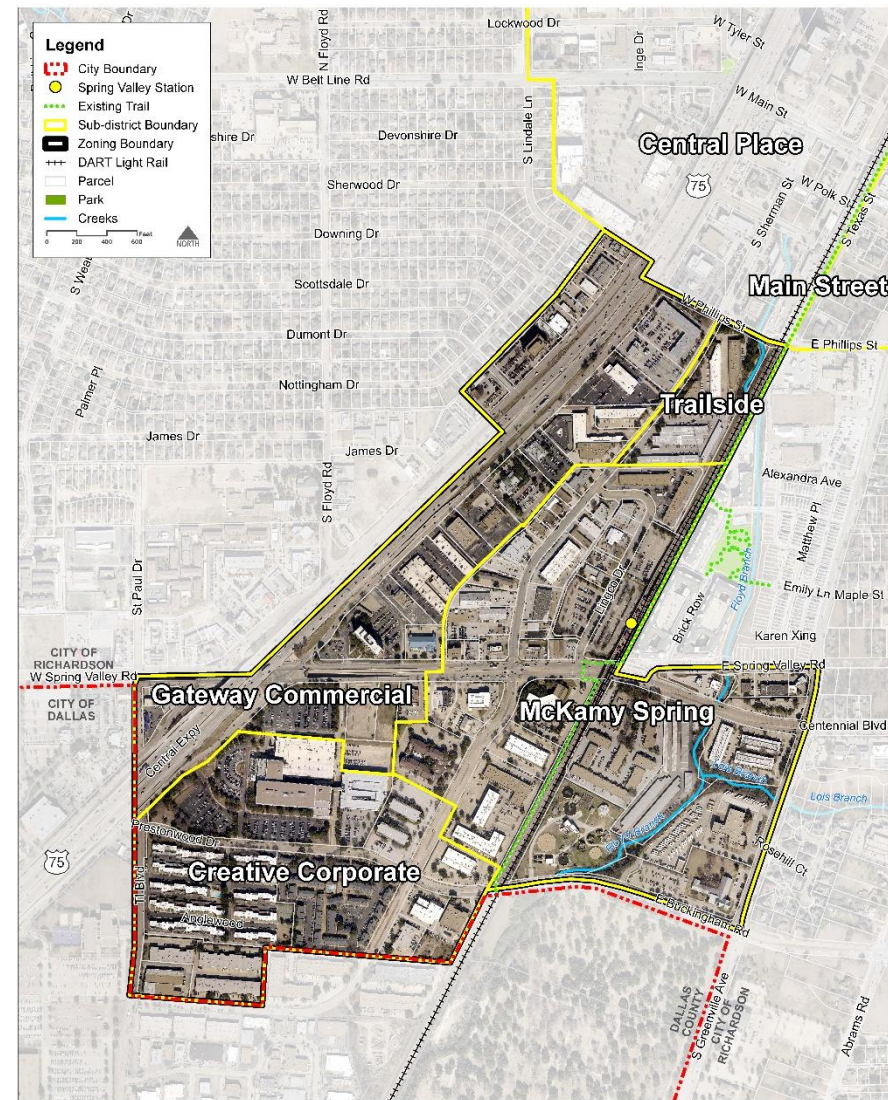
Rezoning Initiative Overview – Phase III South End

- Extend the Main Street/Central Expressway Form Based Code to the southern sub-districts
- Zoning Ordinance will include:
 - Regulating Plans
 - Public Open Space and Parking Plans
 - Street Typology and Streetscape Standards
 - Building Envelope Standards
 - Architectural Standards
 - Signage Standards
 - Administrative Provisions



Focus of Today's Meeting

- Discuss the vision for this (these) sub-district(s)
- Discuss desired uses to be considered
- Discuss challenges to investing in properties
- Discuss opportunities for shared parking and open space
- Discuss desired approaches to non-conforming uses / structures
- Address any concerns



Facilitated Discussions

Next Steps

Next Steps

- The Consultant Team will facilitate a Community Workshop on March 29 to receive additional feedback from the community related to desires or concerns to be considered in the rezoning process - focus of workshop will be on the southern portion of the corridor.
- Based upon your feedback and the feedback from the Community Workshop, the consultant will begin preparing a draft zoning ordinance for each of the southern four sub-districts, and prepare draft revisions to the existing Main Street/Central Expressway Form Based Code.
- The consultant will brief the City Council on May 2nd to share with them the desires and concerns heard from you and the surrounding community, and to receive direction for addressing those items in the draft ordinance.
- The consultant will provide an ordinance overview to the City Council and City Plan Commission in late June to continue receiving direction related to the draft ordinance.
- The consultant will then conduct additional property and business owner meetings and a community-wide meeting in July to review the direction of the draft ordinance.



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