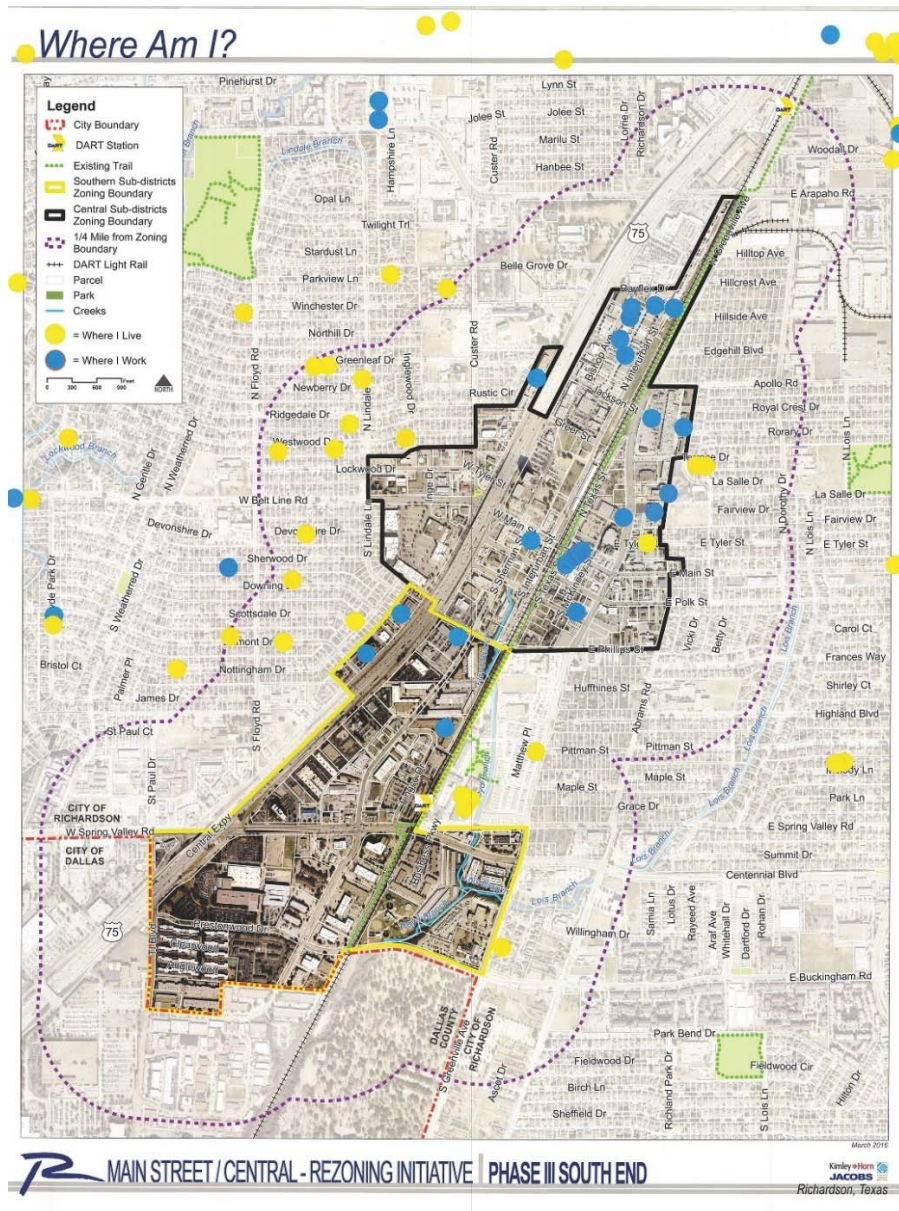




**Where Am I?:**

- With-in Central Sub-districts Zoning Boundary (Yellow=Where I Live: **1 Dot**, Blue=Where I Work/Business: **17 Dots**)
- With-in Southern Sub-districts Zoning Boundary (Yellow=Where I Live: **0 Dot**, Blue=Where I Work/Business: **4 Dots**)
- With-in ¼ Mile from Zoning Boundaries (Yellow=Where I Live: **20 Dots**, Blue=Where I Work/Business: **0 Dot**)
- Outside ¼ Mile from Zoning Boundaries (Yellow=Where I Live: **20 Dots**, Blue=Where I Work/Business: **7 Dot**)
- **Total 69 Dots**



**MAIN STREET / CENTRAL - REZONING INITIATIVE | PHASE III SOUTH END**  
 Kimley-Horn & Jacobs  
 Richardson, Texas



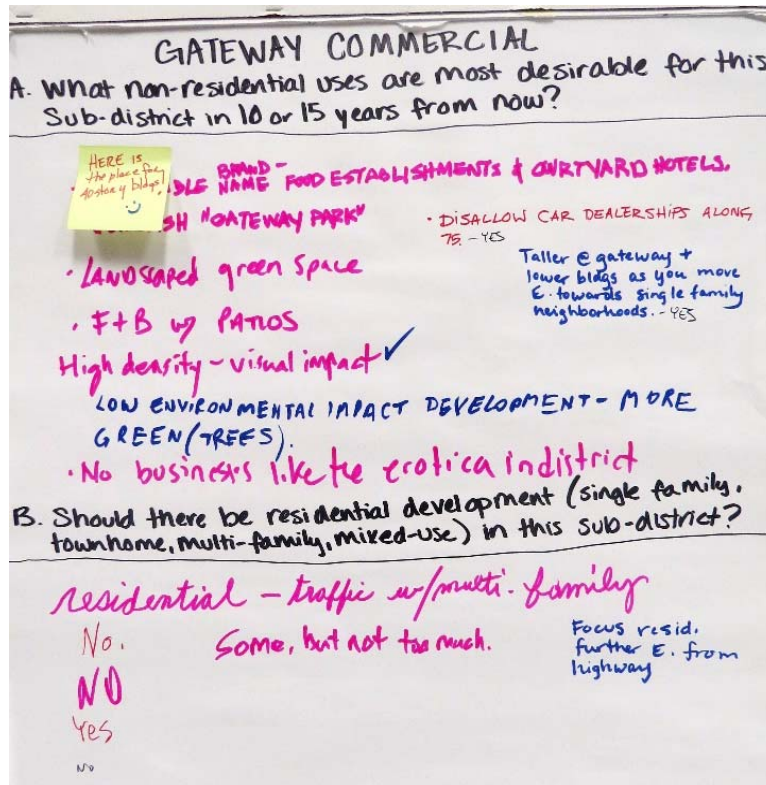
### Station # 1 – Gateway Commercial Sub-district

- What routes (existing or new) provide efficient auto access between this Sub-district and Central Expressway?
- If a new street connection were to occur between Central Expressway and Sherman St. in order to provide improved connectivity to the Spring Valley DART station, where should the new street be located?



### Notes

- Klyde Warren-like park over Central that connects East and West in the Belt Line/Main St area ✓✓
- Lose the “tunnel” – creates a traffic issue and makes it difficult to reach certain properties
- Gateway structure (E-W) may help to identify entrance to Richardson
- Solve the E-W pedestrian problem, also N-S across Spring Valley
- Put Lingco through to access road



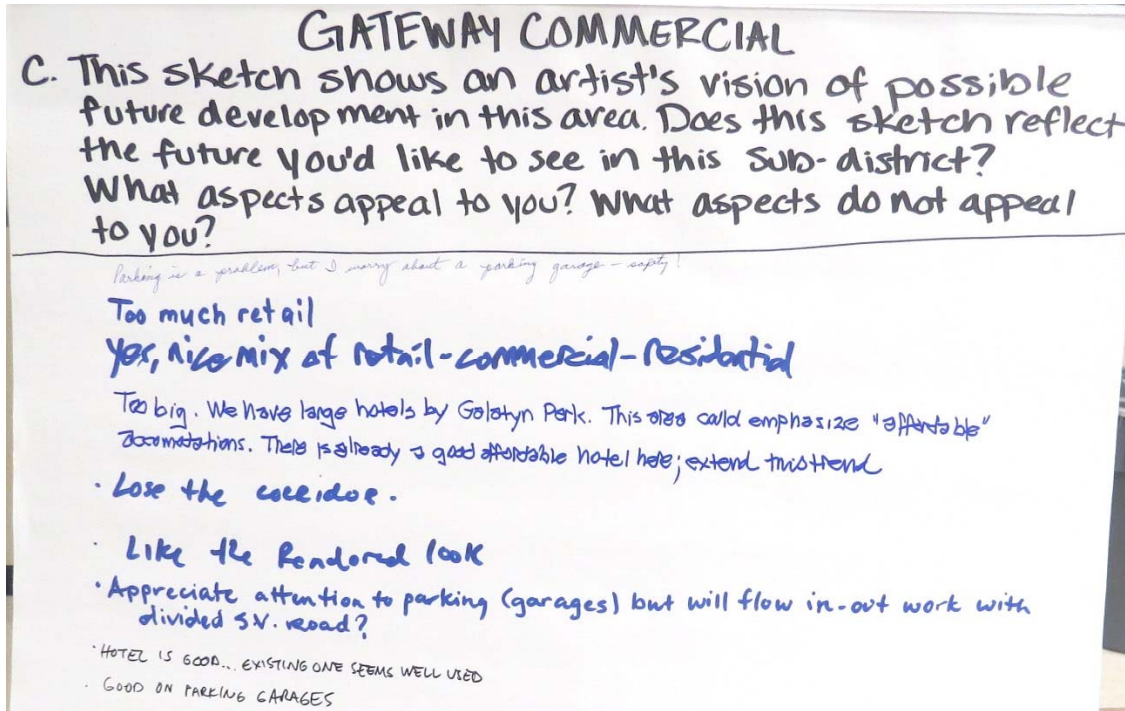
**A. What non-residential uses are most desirable for this sub-district in 10 or 15 years from now?**

- Here is the place for 40 story buildings
- Disallow car dealerships along 75 ✓
- Taller at gateway and lower buildings as you move east towards single family neighborhoods ✓
- Affordable brand-name food establishments and courtyard hotels
- Establish "gateway park"
- Landscaped green-space
- F & B with patios
- High density – visual impact ✓
- Low environmental impact development – more green (trees)
- No businesses like the erotica in district

**B. Should there be residential development (single family, townhome, multi-family, mixed-use) in this sub-district?**

- Residential – traffic with multi-family
- No ✓✓✓
- Yes
- Some, but not too much
- Focus residential further east from highway





C. This sketch shows an artist's rendition of possible future development in this area. Does this sketch reflect the future you'd like to see in this sub district? What aspects appeal to you? What aspects do not appeal to you?

- Parking is a problem, but I worry about a parking garage – safety
- Too much retail
- Yes, nice mix of retail – commercial – residential
- Too big. We have large hotels by Galatyn Park. This area could emphasize “affordable” accommodations. There is already a good affordable hotel here; extend this trend
- Lose the corridor
- Like the rendered look
- Appreciate attention to parking (garages) but will flow in-out work with divided Spring Valley Road?
- Hotel is good...existing one seems well used
- Good on parking garages



### Gateway Commercial Sub-district - Future Vision

**Legend**

- Focus Area
- Catalyst Site
- Commercial Office
- Mixed Use
- Retail
- Parking Garage
- Hotel

*THIS WILL ONLY WORK IF IT'S CONNECTED TO PEDESTRIAN NETWORK TO THE EAST. BELLED*

*Look at ratio of residential to workers comparison: see the DC model of value of space*

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

Kimley-Horn & Jacobs  
Richardson, Texas

**Notes**

- Spring Valley & St. Paul: This will only work if it's connected to pedestrian network to the east ✓
- Look at ratio of residential to workers comparison: see the DC model of value of space



D. What other actions beyond this rezoning initiative could help revitalization of the Gateway Commercial sub-district?

Traffic flow → Ease of use

Circulation of traffic + Landscaping

THAT TUNNEL MAKES THINGS TOUGH!

ARCHITECTURAL DESIGN COMPETITIONS TO CREATE ~~WELL-BEING~~ INTEREST & IDENTITY IN BUILDINGS/ART THAT ~~WELCOMES~~ GREET DALLAS PEOPLE TO RICHARDSON

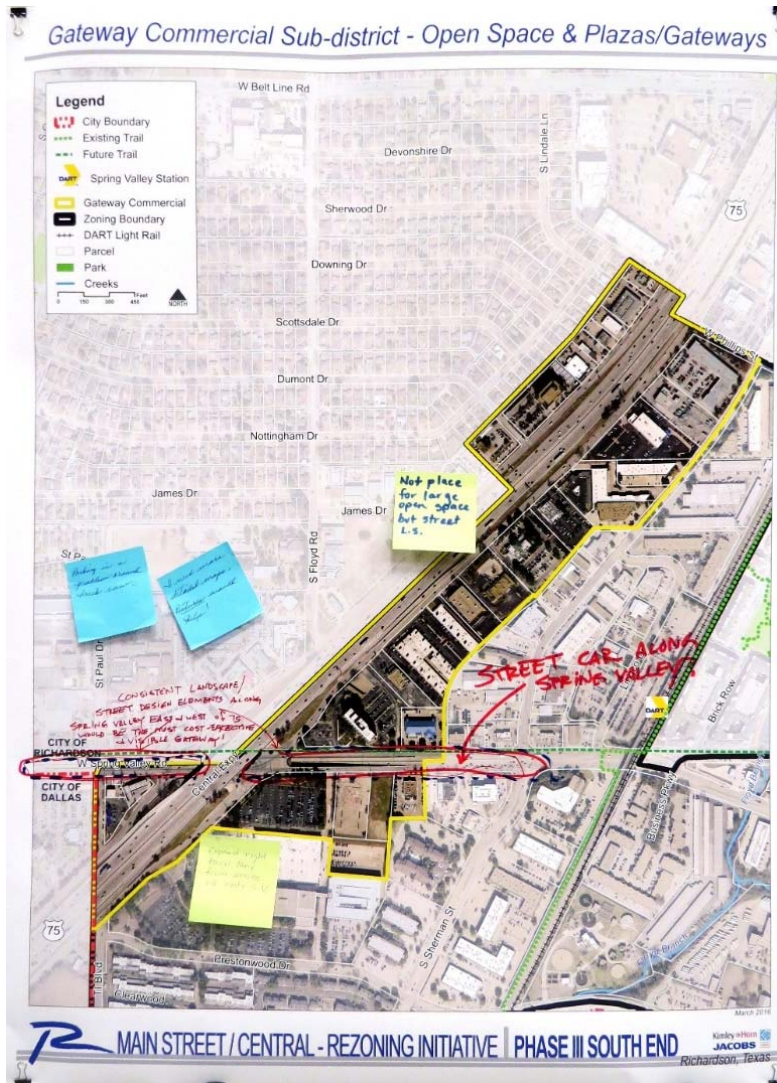
D. What other actions beyond this rezoning initiative could help revitalization of the Gateway Commercial sub-district?

- Traffic flow – ease of (*No Translation*)
- Circulation of traffic and landscaping
- That tunnel makes things tough
- Architectural design competitions to create interest and identify in buildings/art that greet Dallas people to Richardson



COMMUNITY WORKSHOP: # 1  
ACHIEVING THE COMMUNITY'S VISION FOR THE  
MAIN STREET/CENTRAL EXPRESSWAY CORRIDOR  
MARCH 29, 2016

- Where should open spaces and plazas be located within the Gateway Commercial Sub-district?
- Where could major buildings, signs or public art pieces be located so they identify this gateway into Richardson for drivers heading north on Central Expressway?



Notes

- Not place for large open space but street landscape
- I need more detailed maps – pictures would help
- Parking is a problem around Brick Row
- Consistent landscape/street design elements along Spring Valley East and West of US 75 would be the most cost effective and visible gateway
- Expand right turn lane from access not onto Spring Valley
- Street car along Spring Valley



### Station # 2 – Creative Corporate Sub-district

- Where should additional trails be located so people who work here can walk or bike to nearby neighborhoods, local restaurants and the Spring Valley DART station?
- Which streets provide the best connections from this Sub-district to northbound and/or southbound Central Expressway?



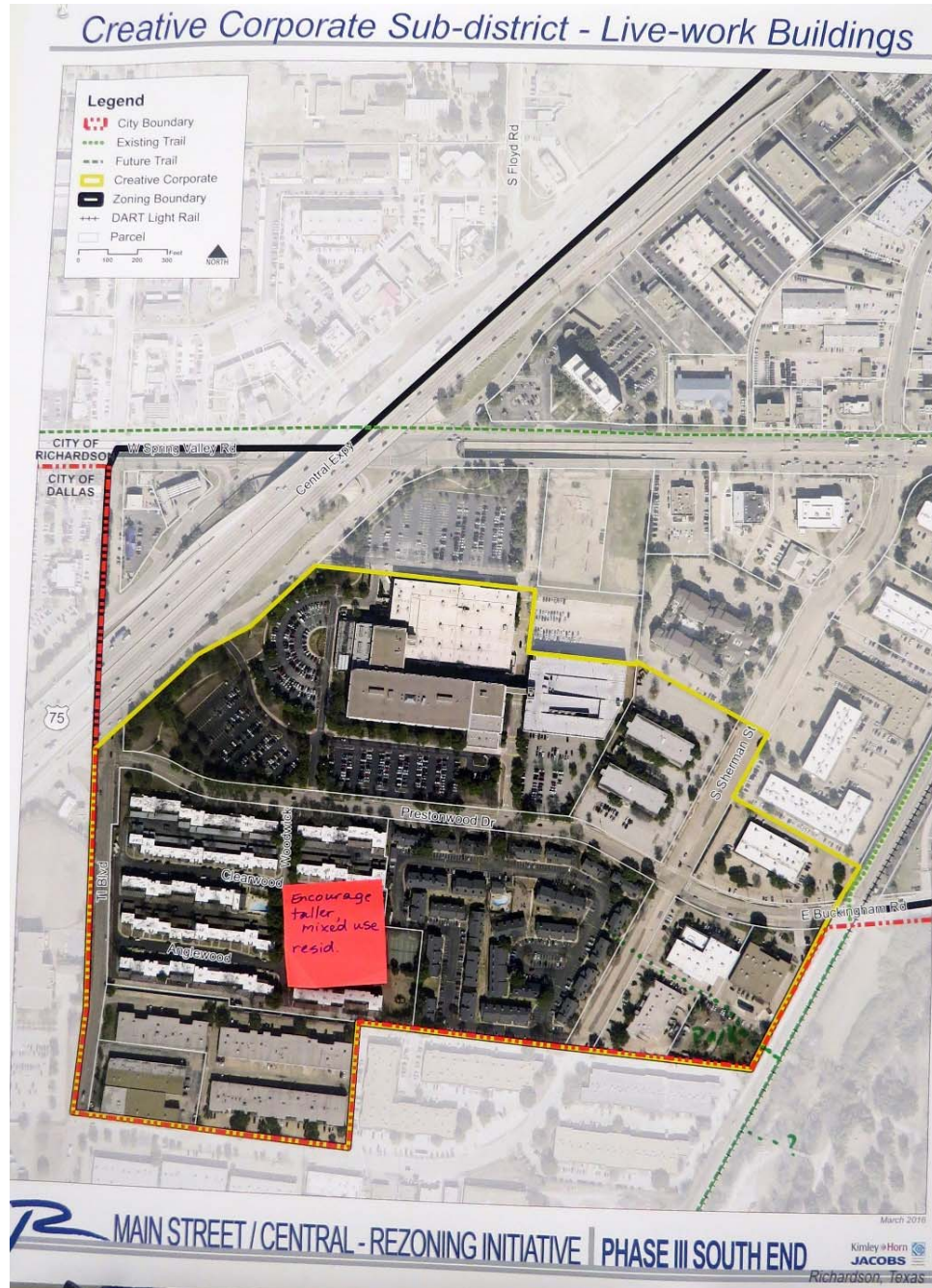
#### Notes

- Make first driveway south of Spring Valley a public thoroughfare
- Intersection is too tight at Prestonwood/Access/TI Blvd
- Trails to DART station





- What locations are the most appropriate for live-work buildings in this Sub-district?



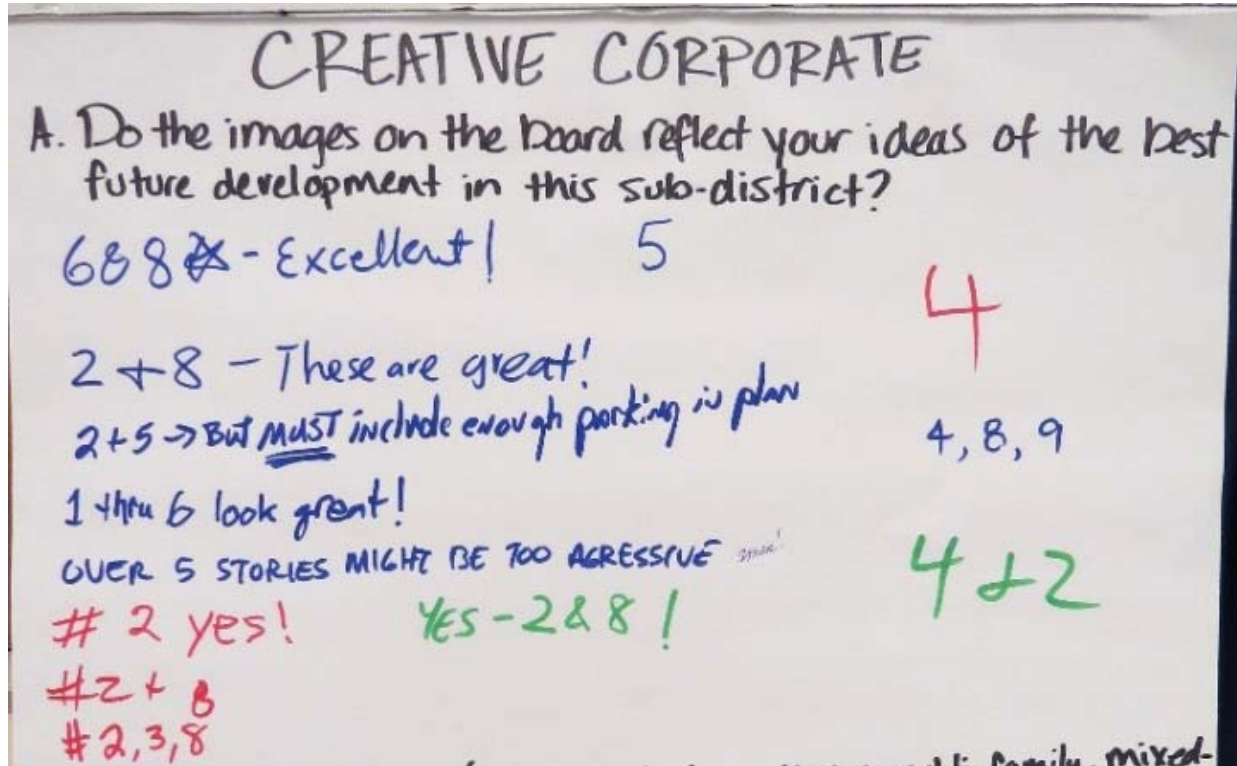
**Notes**

- Encourage taller, mixed use residential



*Creative Corporate Sub-district - Future Character*

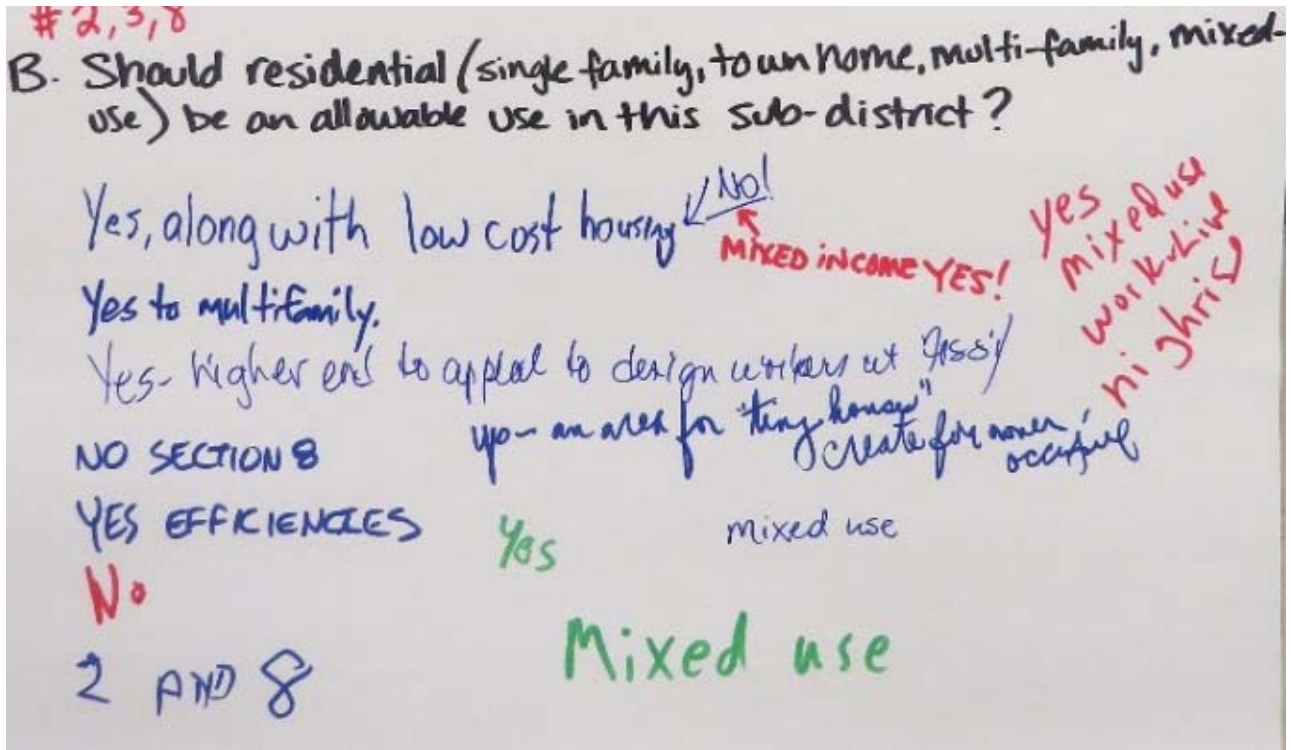




A. Do the images on the board reflect your ideas of the best future development in this Sub-district?

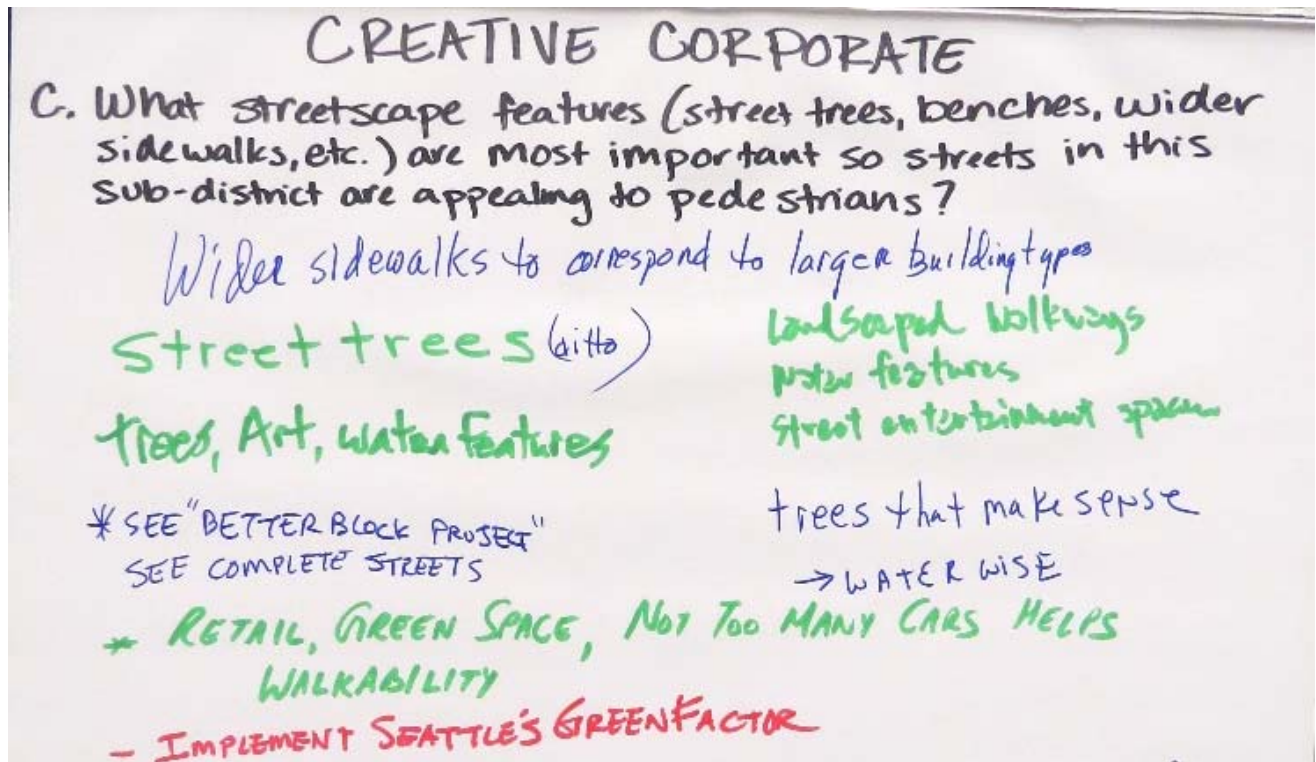
- 6 & 8 Excellent
- 5
- 4
- 2 & 8 - These are great
- 2 & 5 - But must include enough parking in plan
- 1 thru 6 look great
- Over 5 stories might be too aggressive ✓
- 2 Yes
- 4, 8, 9
- 4 & 2
- 2 & 8 ✓✓
- 2, 3, 8





**B. Should residential development (single family, townhome, multi-family, mixed-use) be an allowable use in this sub-district?**

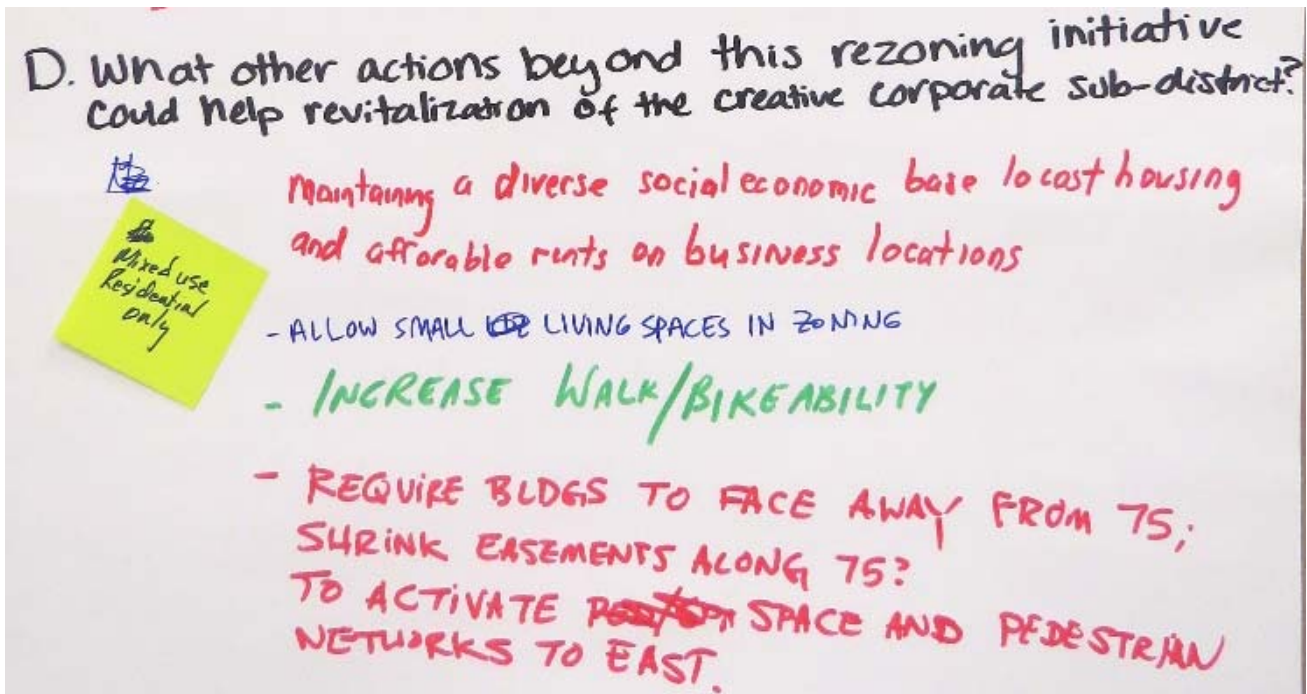
- Yes, along with low cost housing
- No low cost housing
- Mixed income housing yes
- Yes to multifamily
- Yes, higher end to appeal to design workers at Fossil
- No Section 8
- Yes, efficiencies
- No
- 2 and 8
- Yes, and area for “tiny houses” create for owner occupied
- Mixed use ✓
- Yes
- Yes, mixed use work-live high-rise



C. What streetscape features (street trees, benches, wider sidewalks, etc.) are most important so streets in this sub-district are appealing to pedestrians?

- Wider sidewalks to correspond to larger building types
- Street trees ✓
- Trees, art, water features
- See "better block project"
- See complete streets
- Retail, green space, not too many cars helps walkability
- Implement Seattle's green factor
- Landscaped walkways
- Water features
- Street entertainment spaces
- Trees that make sense (water wise)





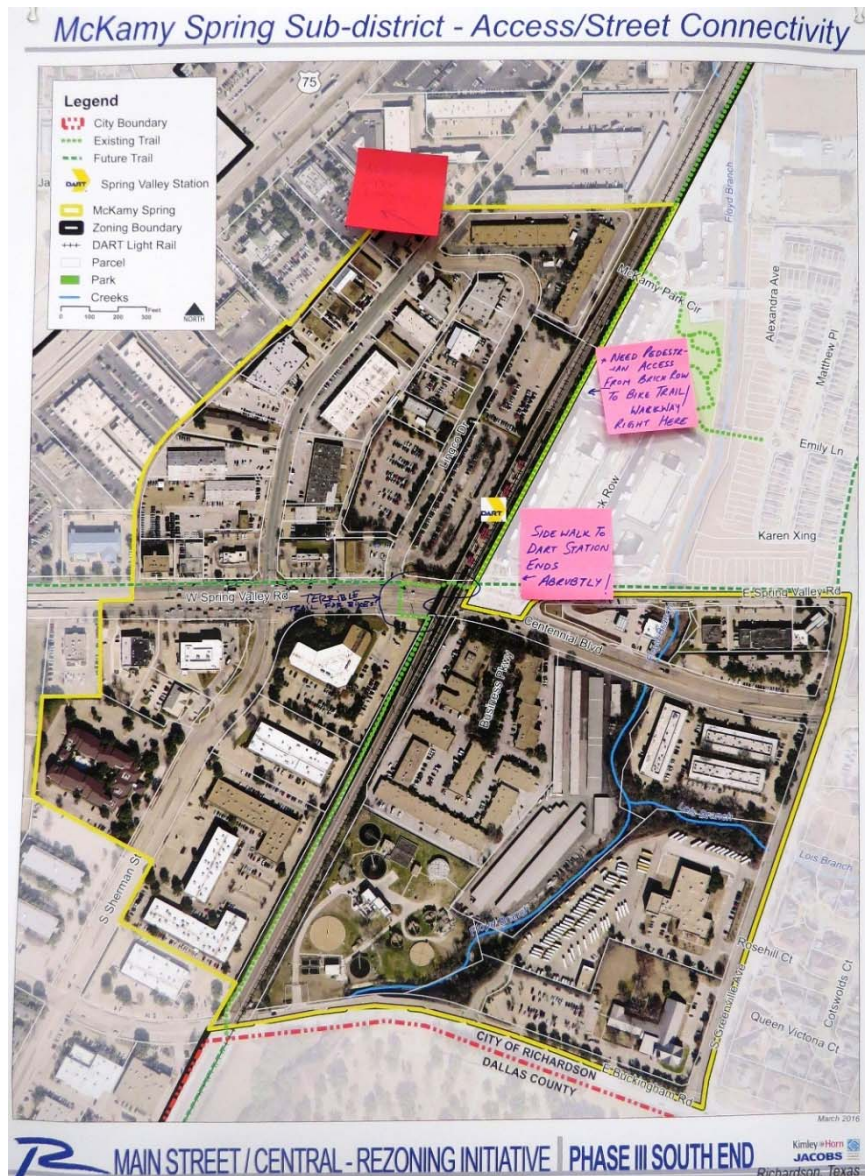
**D. What other actions beyond this rezoning initiative could help revitalization of the creative corporate sub-district?**

- Mixed use residential only
- Maintaining a diverse social economic base low cost housing and affordable rents on business locations
- Allow small living spaces in zoning
- Increase walk/bike ability
- Require buildings to face away from 75; Shrink easements along 75? To activate space and pedestrian networks to East



### Station # 3 – McKamy Spring Sub-district

- What routes (existing or new) provide efficient auto access to this Sub-district from Central Expressway?
- If a new street connection were to occur between Sherman St. and Central Expressway to improve circulation within the Sub-district, where should the new street be located?



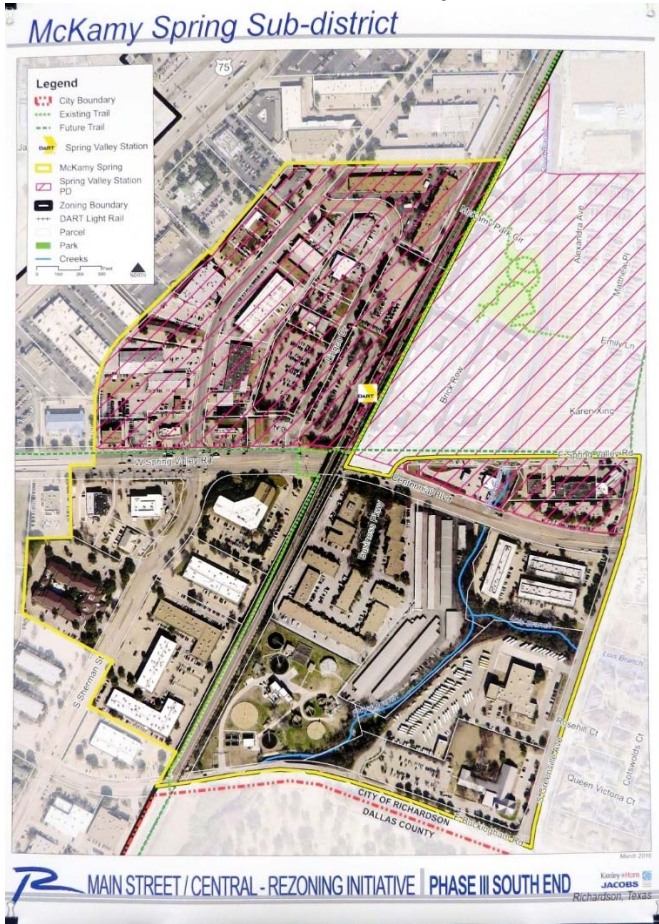
#### Notes

- Align street with Lingco
- Need pedestrian access from Brick Row to bike/trail walkway right here
- Sidewalk to DART station ends abruptly
- Terrible trail for bikes (Spring Valley Rd at Lingco Dr intersection)



**COMMUNITY WORKSHOP: # 1  
ACHIEVING THE COMMUNITY'S VISION FOR THE  
MAIN STREET/CENTRAL EXPRESSWAY CORRIDOR  
MARCH 29, 2016**

- This board shows the part of the McKamy Spring Sub-district currently regulated by the Spring Valley Station PD. The image groups on the board show the character this area could have in the future. Use your green dot to indicate the image group reflecting your preferred future character for this area in 10 or 15 years from now.



**Notes**

**Group 1**

- 11 Green Dots
- This makes sense as a transition between Central Expressway and Brick Row

**Group 2**

- 7 Green Dots

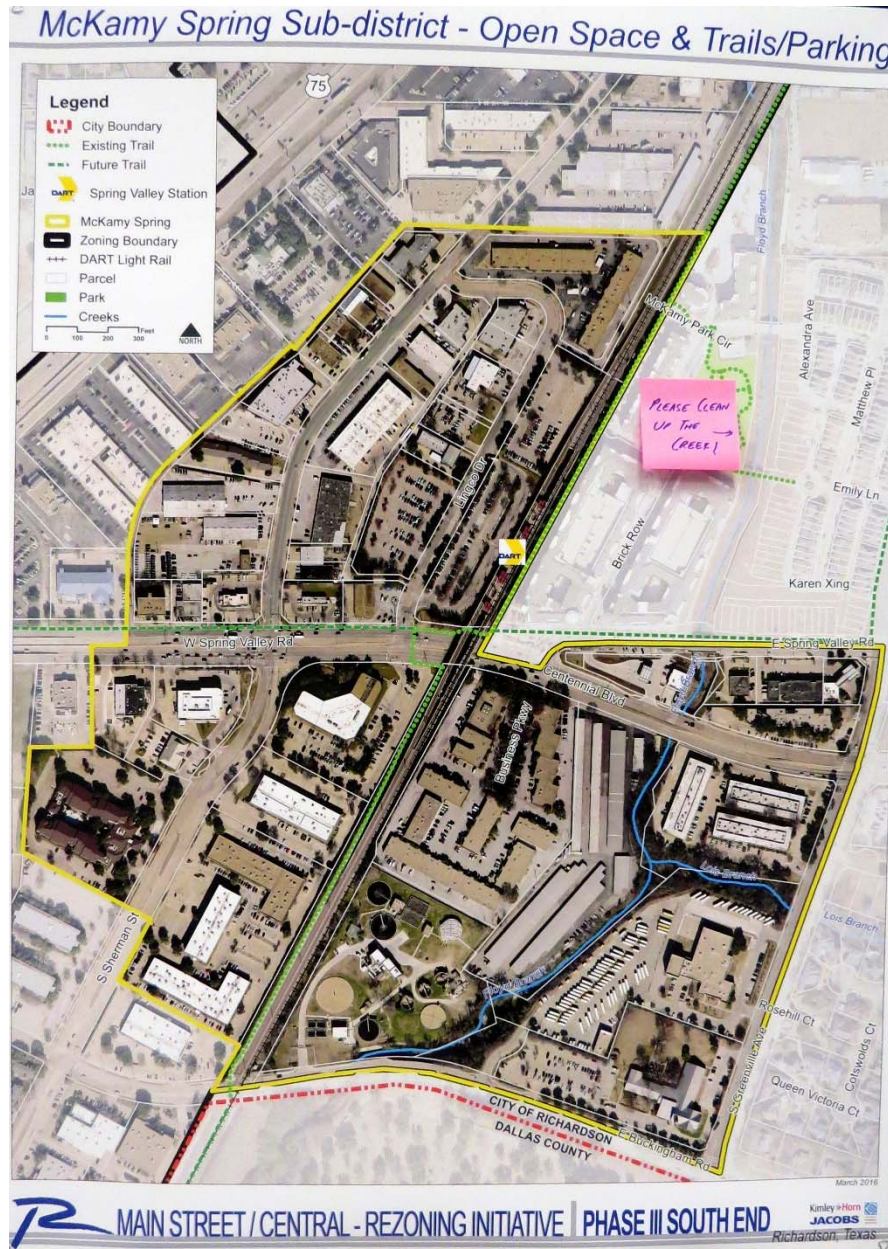
**Group 3**

- 2 Green Dots



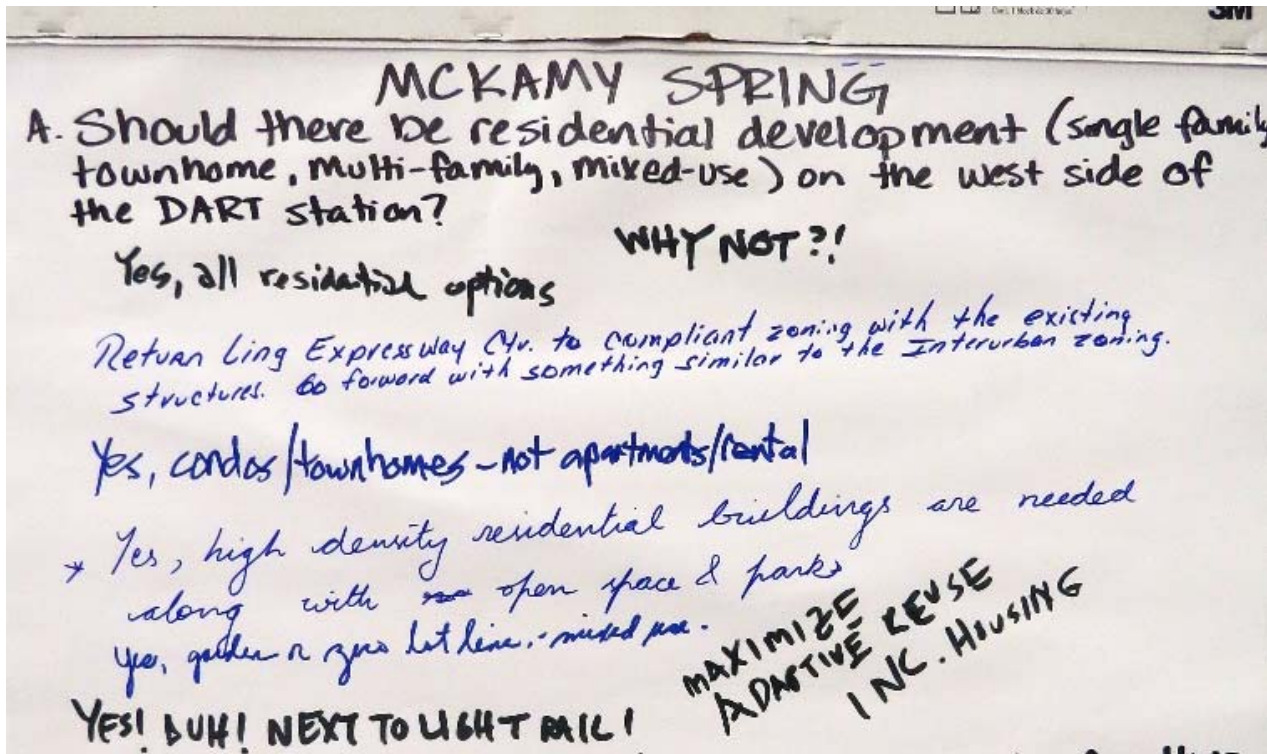


- Where should open spaces and trails be located in this Sub-district?
- Where do you think are the best locations for public parking lots or garages within this Sub-district?



Notes

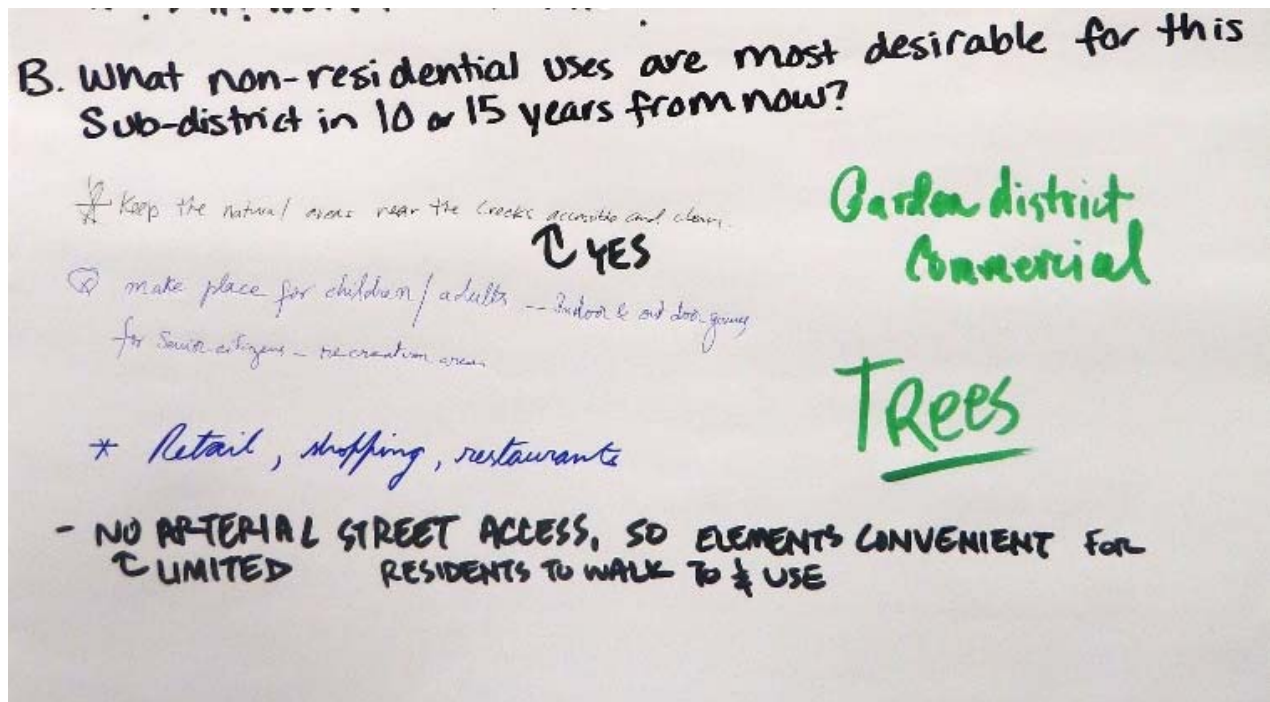
- Please clean up the creek



A. Should there be residential development (single family, town home, multi-family, mixed-use) on the west side of the DART station?

- Why not?
- Yes, all residential options
- Return Ling Expressway Center to compliant zoning with the existing structures. Go forward with something similar to the Interurban zoning
- Yes, condos/townhomes – not apartments/rental
- Yes, high density residential buildings are needed along with open space and parks
- Yes, garden or zero lot line, mixed use
- Yes! Duh! Next to light rail
- Maximize adaptive reuse including housing

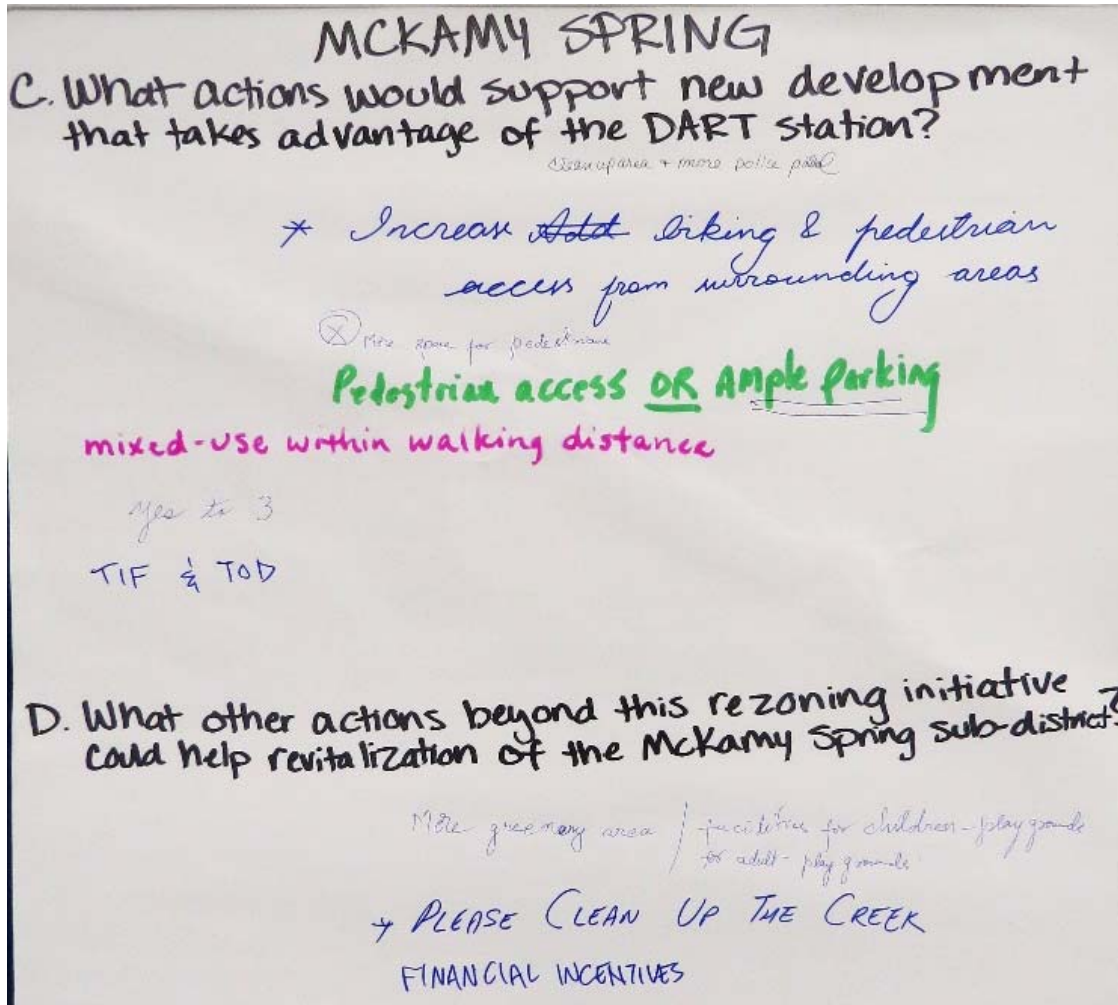




**B. What non-residential uses are most desirable for this sub-district in 10-15 years from now?**

- Keep the natural area near the creeks accessible and clean ✓
- Make place for children/adults – indoor and outdoor games for senior citizens – recreation area
- Retail, shopping, restaurants
- No/limited arterial street access , so elements convenient for residents to walk to and use
- Trees
- Garden district commercial





**C. What actions would support new development that takes advantage of the DART station?**

- Clean up area and more police patrol
- Increase biking and pedestrian access from surrounding areas
- More space for pedestrians
- Pedestrian access or ample parking
- Mixed use within walking distance
- Yes to 3
- TIF and TOD

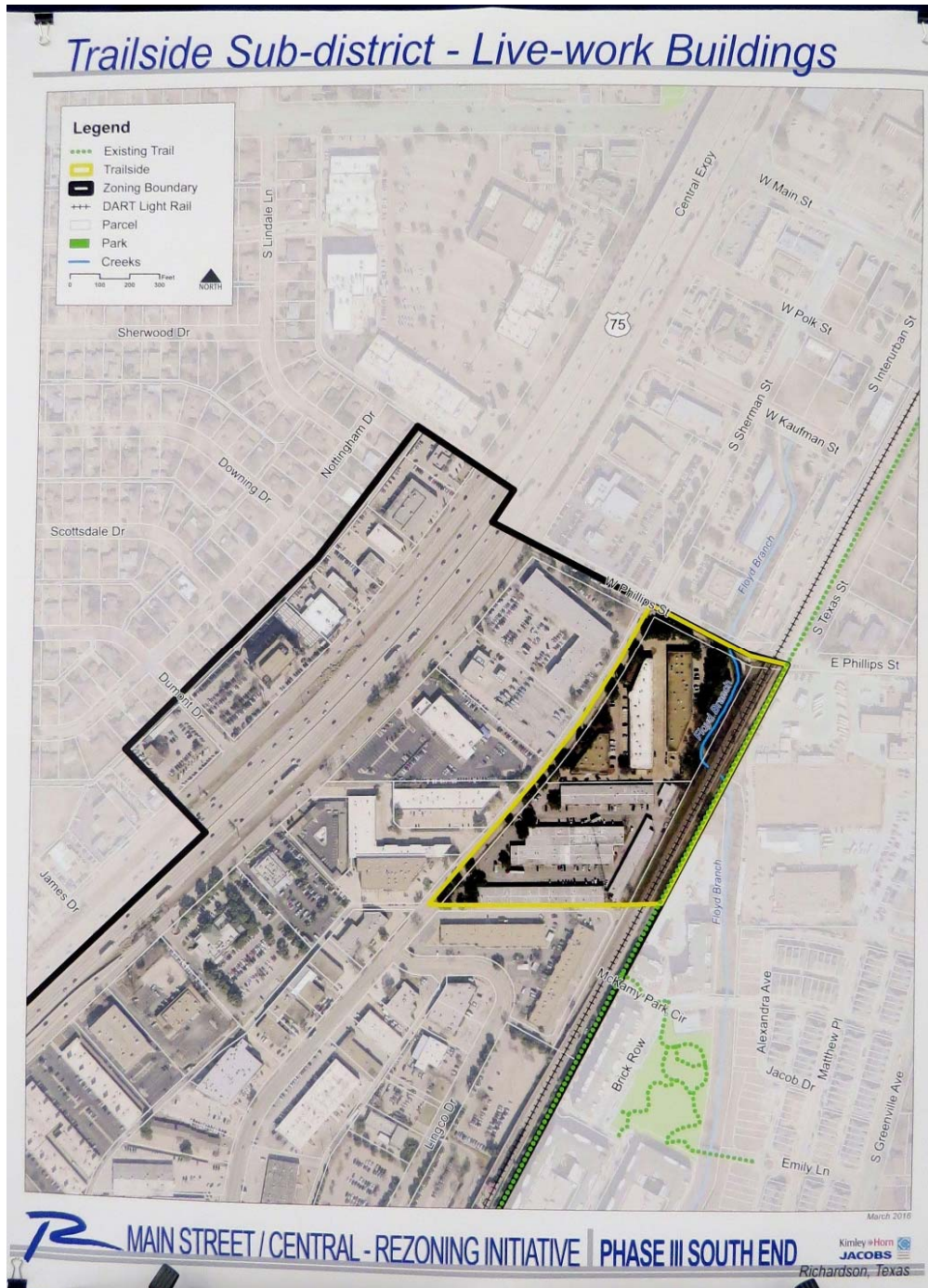
**D. What other actions beyond this rezoning initiative could help revitalization of the McKamy Spring Sub-district?**

- More greenery area: facilities for children – playgrounds; or adult playgrounds
- Please clean up the creek
- Financial incentives



Station # 4 – Trailside Sub-district

- What locations are the most appropriate for live-work buildings in this Sub-district?



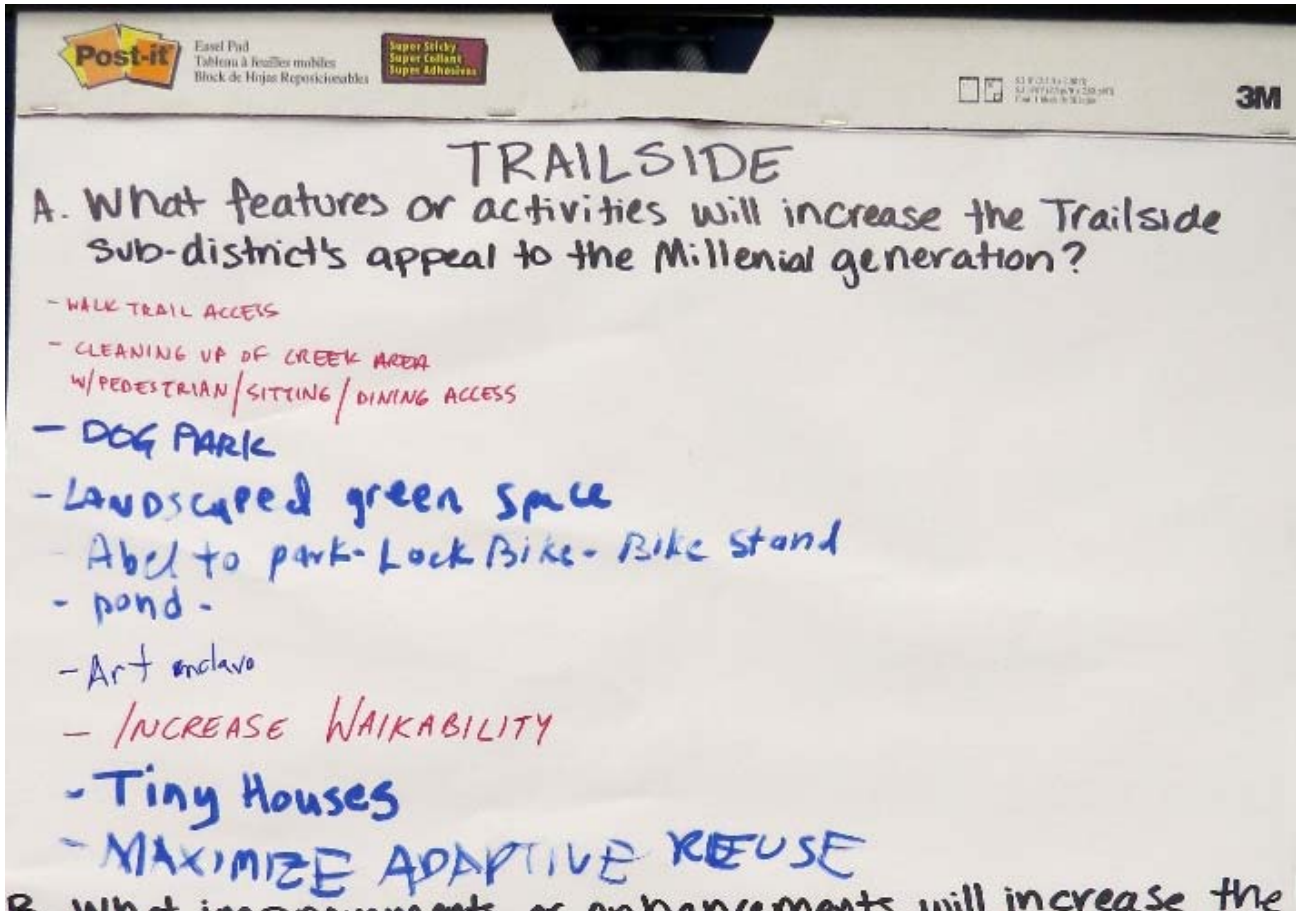
Notes - none



- Where should open spaces and plazas be located within this Sub-district?



Notes – none



**A. What features or activities will increase the Trailside Sub-district's appeal to the millennial generation?**

- Walk trail access
- Cleaning up of creek area with pedestrian/sitting/dining access
- Dog park
- Landscaped green space
- Able to park – lock bike – bike stand
- Pond
- Art enclave
- Increase walkability
- Tiny houses
- Maximize adaptive reuse



B. What improvements or enhancements will increase the sub-district's appeal to incubator and small businesses, artists and arts-related businesses, offices, retail/restaurants, artisanal manufacturing, and other similar uses locating within this sub-district?

- LOW RENT  
- LATE NIGHT VENUES  
- BARS, COFFEE  
- ATTRACT WORK SHARE GROUPS  
- INCENTIVES FOR LIGHT INDUSTRIAL TO MOVE OUT, BUT STAY IN RICHARDSON.  
- Business incentives that favor small startups rather than big corporations.  
- Allow developers to? incentives for bldgs that would have small retail tenants.  
- CITY-FUNDED MAKER-SPACE

SBA - OFFICE  
Low Rent -

DISAGREE. LIGHT INDUSTRIAL, IF SIZED APPROPRIATELY, GIVE CHARACTER TO THE DISTRICT!

B. What improvements or enhancements will increase the sub-district's appeal to incubator and small businesses, artists and arts-related businesses, offices, retail/restaurants, artisanal manufacturing, and other similar uses locating within this sub-district?

- Low rent
- Late night venues (bars, coffee)
- Attract work share groups
- Incentives for light industrial to move out, but stay in Richardson
- Disagree, light industrial, if sized appropriately, give character to the district
- Business incentives that favor small startups rather than big corporations
- Allow developers money and incentives for buildings that would have small retail tenants
- City-funded maker-space
- SBA office – low rent

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

- KEEP IT EDGY & URBAN BUT INCENTIVIZE USERS TO IMPLEMENT BUSINESS USES THAT FIT THE VISION

- DON'T DODDLE... MAKE CHANGES QUICK !!!

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

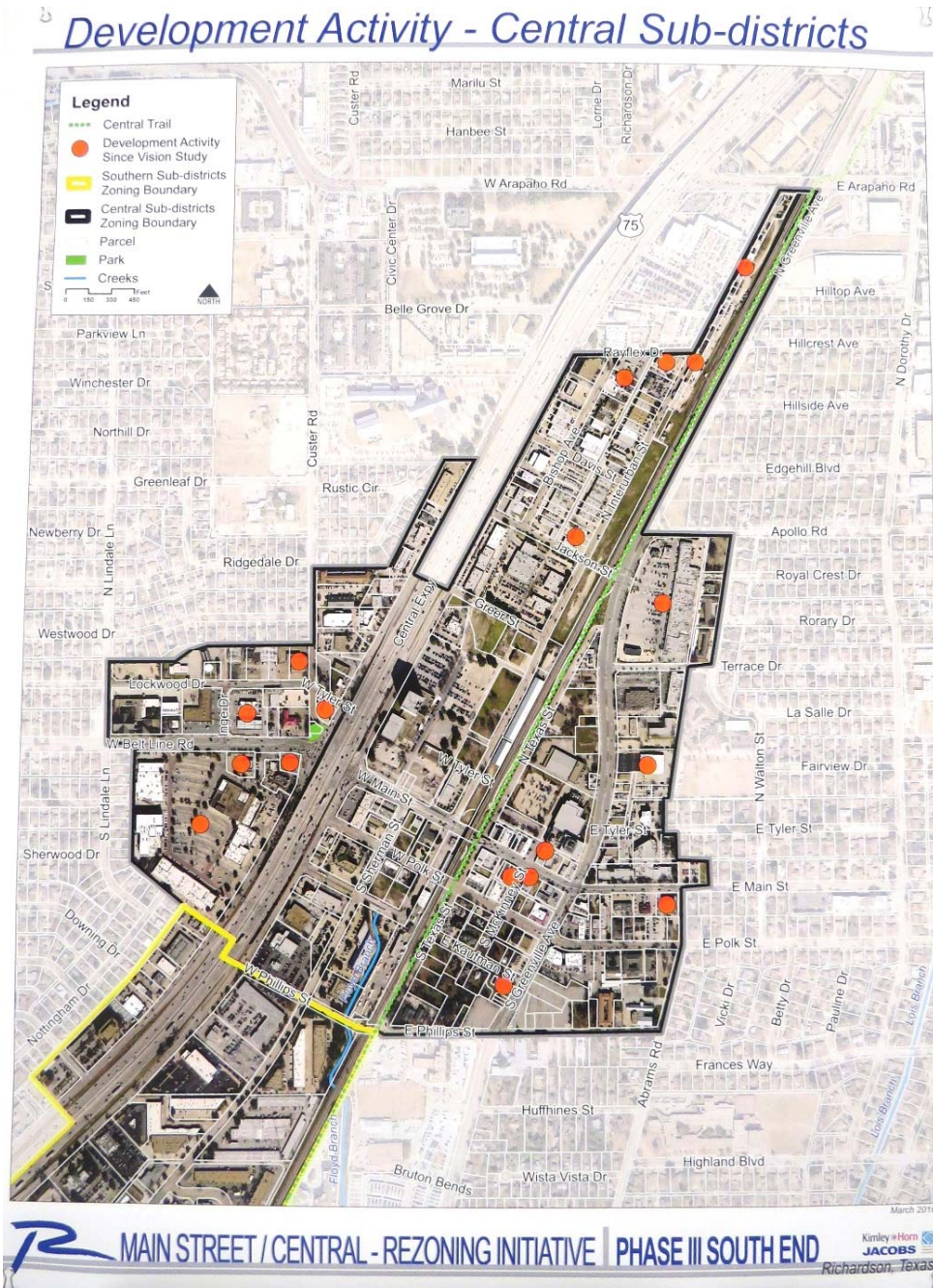
- Keep it edgy and urban but incentivize users to implement business uses that fit the vision
- Don't doddle...make changes quick





### Station # 5 – Central Sub-districts

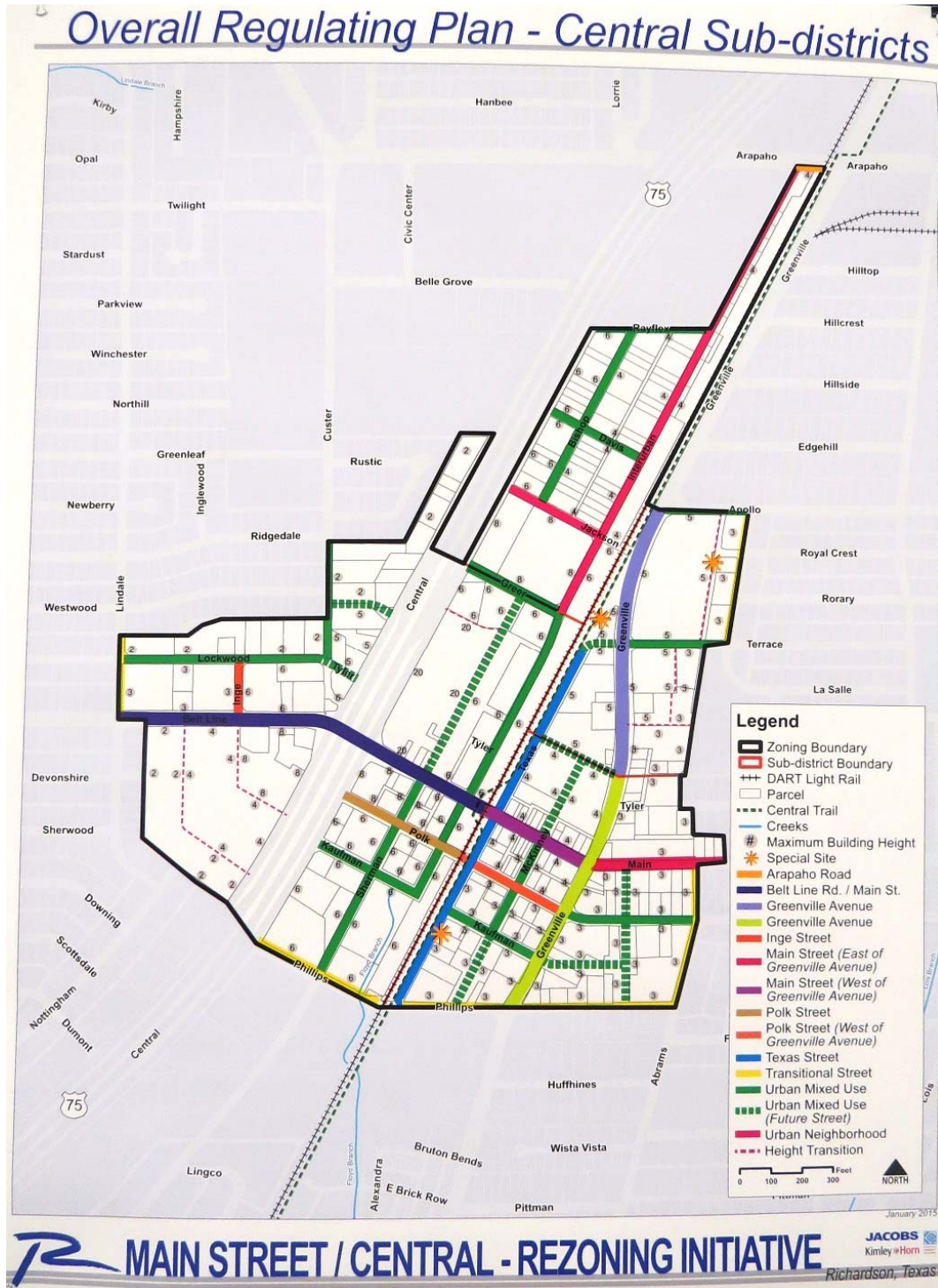
- This station addresses the four Sub-districts that are regulated by the Main Street/Central Expressway Form Based Code adopted in January 2015 (Main Street, Chinatown, Central Place and Interurban).



Notes - none



**COMMUNITY WORKSHOP: # 1**  
**ACHIEVING THE COMMUNITY'S VISION FOR THE**  
**MAIN STREET/CENTRAL EXPRESSWAY CORRIDOR**  
**MARCH 29, 2016**



Notes - none



## CENTRAL

A. Are you experiencing issues (for your own projects or with development by your neighbors) relating to fencing and/or the location of dumpsters?

YES - fence

OK to ~~remove~~ 10' requirement. Keep screening requirement.

B. Are you experiencing issues related to the sign regulations in the new code?

Keep it as it is - head toward conformity

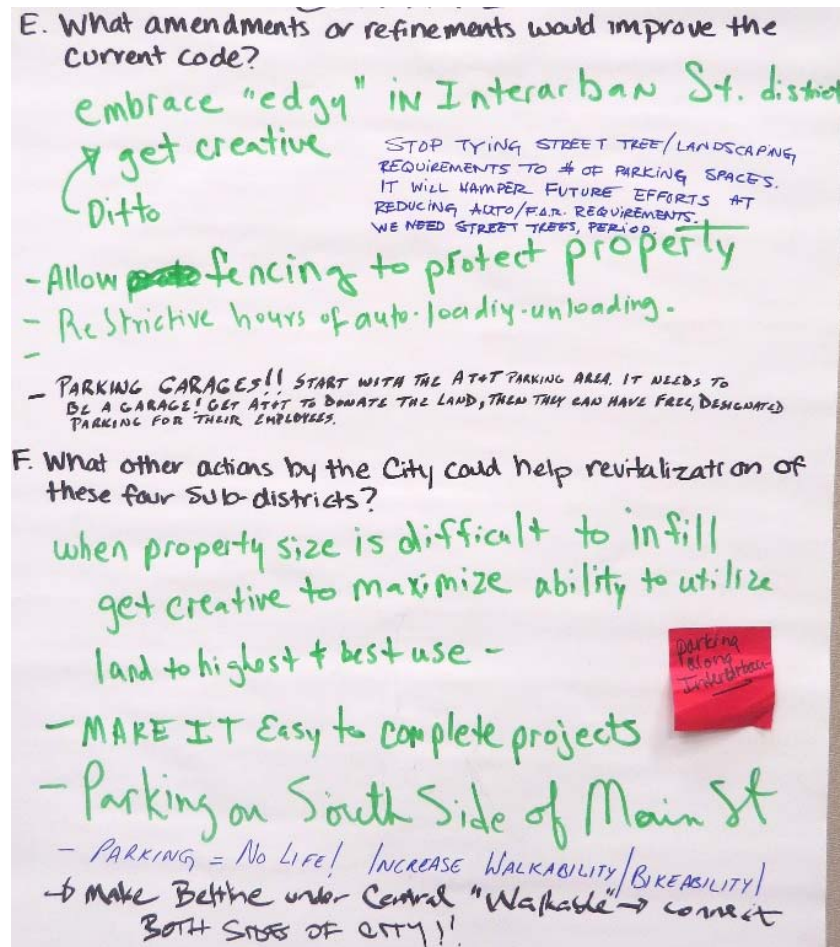
- A. Are you experiencing issues (for your own projects or with development by your neighbors) relating to fencing and/or the location of dumpsters?
- Yes, fence
  - Ok to remove 10' requirement. Keep screening required
- B. Are you experiencing issues related to the sign regulations in the new code?
- Keep it as it is – head toward conformity



CENTRAL  
C. Are you experiencing issues related to the architectural design requirements and material choices in the new code?

D. How effective has the process been for dealing with uses and structures that became non-conforming as a result of last year's rezoning?

- C. Are you experiencing issues related to the architectural design requirements and material choices in the new code?
- No comments
- D. How effective has the process been for dealing with uses and structures that became non-conforming as a result of last year's rezoning?
- No comments



**E. What amendments or refinements would improve the current code?**

- Embrace edgy in Interurban Street district, get creative ✓
- Stop tying street tree/landscaping requirements to number of parking spaces. It will hamper future efforts at reducing auto/FAR requirements. We need street trees, period
- Allow fencing to protect property
- Restrictive hours of auto loading-unloading
- Parking garages!! Start with the AT&T parking area. It needs to be a garage! Get AT&T to donate the land, then they can have free, designated parking for their employees

**F. What other actions by the City could help revitalization of these four Sub-districts?**

- When property size is difficult to infill, get creative to maximize ability to utilize land to highest and best use
- Make it easy to complete projects
- Parking on south side of Main Street
- Parking = no life! Increase walkability/bike-ability
- Make Belt Line under Central "Walkable" – connect both sides of City



Station # 6 – Other

Other?

Emphasize need for a showcase "pilot program project" for the districts.  
 The first project should not be the first one to deviate from the zoning, but the one that capitalizes on the new zoning.

- The development of restaurant park @ the old Continental Inn location is not what we as neighborhood groups, business, and the city agreed to in the initial development process. Not a catalyst project to announce the "entrance" to Richardson *amen!*
- NEED TO TAKE INTO ACCOUNT NOISE ABATEMENT FOR SURROUNDING RESIDENTIAL AREAS

*SITE PLAN FOR RESTAURANT PARK DOESN'T MAKE SENSE AS A PART OF URBAN SUBURBAN FABRIC. FEELS LIKE A ONE-OFF.*

**- ESTABLISH A TRAFFIC IMPACT ORDINANCE TO SOLVE TRAFFIC ISSUES. THIS IS NOT SUFFICIENTLY COVERED WITH EXISTING ORDINANCES. FORM A TRAFFIC ADVISORY COMMITTEE.**

Major traffic issues have already developed in the downtown area (Greenville Avenue and Main St) with improvements in Chinatown and the new Starbucks on 75 and Beltline. Something must be done to address this before more improvements are made.

— yes // greenville/Beltline & Beltline/Central are already busier !!

Where are the nice restaurants we were promised?

— HURRY UP! IT'S ALREADY BROKEN, ANY MISTAKES WILL STILL BE IMPROVEMENTS...  
 YELLEN IS NOT KEEPING RATES LOW FOREVER!

- Make creek that flows through Brick Row more aesthetically appealing. (Dam the water so it's not so deep?)



- Keep those auto-loading trucks off. From 7am to 7pm -  
(518 N. Interurban owner)
  - OFFER Incentives to create an open-welcome into semi-gallery showroom space - the Entrances are "small" - Need support from city to create a open welcoming & vibrant retailish-showrooming culture that is creative, out of the box & inviting -  
(518 N. Interurban st)
  - set up & encourage an "Association" - that will lead to pride & cooperative efforts in meeting the vision.
- Water features/fountains and micro-parks + landscaping
- 1<sup>st</sup> Spring fed (small) pool in Richardson for soaking & keeping cool in summer. Free entry.

#### Notes

- Emphasize need for a showcase "pilot project" for the districts. The first project should not be the first one to deviate from the zoning, but the one that capitalizes on the new zoning
- The development of restaurant park at the old Continental Inn location is not what we as neighborhood groups, businesses, and the City agreed to in the initial development process. Not a catalyst project to announce the "entrance" to Richardson ✓
- Site plan for restaurant park doesn't make sense as a part of urban/suburban fabric. Feels like a one-off
- Need to take into account noise abatement for surrounding residential areas
- Establish a traffic impact ordinance to solve traffic issues. This is not sufficiently covered with existing ordinances. Form a traffic advisory committee
- Major traffic issues have already developed in the downtown area (Greenville Avenue and Main Street) with improvements in Chinatown and the new Starbucks on 75 and Beltline. Something must be done to address this before more improvements are made. - yes, Greenville/Belt Line and Belt Line/Central are already busier
- Where are the nice restaurants we were promised?
- Hurry up! It's already broken, any mistakes will still be improvements. Yellen is not keeping rates low forever
- Make creek that flows through Brick Row more aesthetically appealing. (Dam the water so it's not so deep?)





**COMMUNITY WORKSHOP: # 1**  
**ACHIEVING THE COMMUNITY'S VISION FOR THE**  
**MAIN STREET/CENTRAL EXPRESSWAY CORRIDOR**  
**MARCH 29, 2016**

- Keep those auto-loading trucks off from 7am to 7pm - (518 N. Interurban Owner)
- Offer incentives to create an open – welcome into semi-gallery showroom space – the entrances are “small” – need support from City to create an open welcoming and vibrant retailish showroom culture that is creative, out of the box and inviting (518 N Interurban St)
- Set up – encourage an “Association” – that will lead to pride and cooperative efforts in meeting the vision
- Water features/fountains and micro-parks and landscaping
- 1<sup>st</sup> spring fed (small) pool in Richardson for soaking and keeping cool in summer – free entry