

Community Workshop #1

March 29, 2016



Image Source – City of Richardson



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

Kimley»Horn
JACOBS

Richardson, Texas

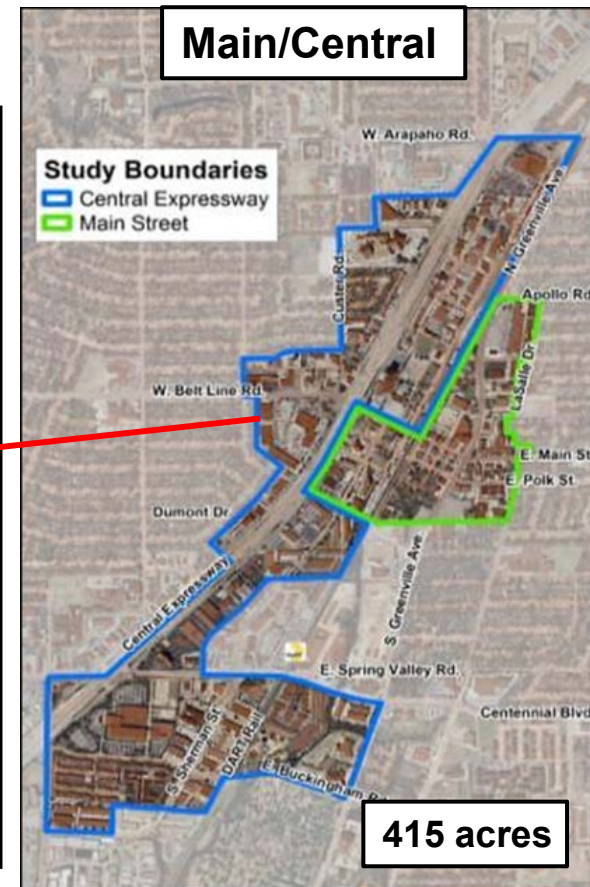
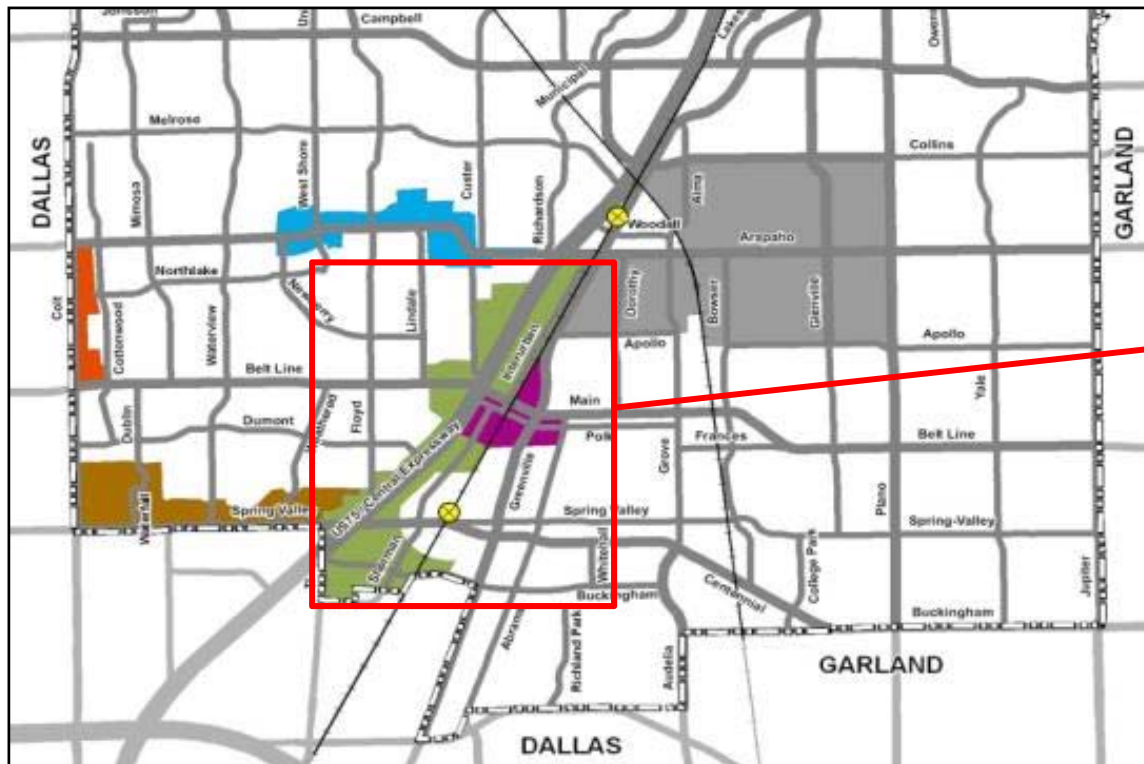
Agenda

- Project Overview
- Phase I – Vision for the Future
- Rezoning Initiative Overview – Phase III South End
- Feedback
- Station Instructions
- Next Steps
- Station Activities

Project Overview

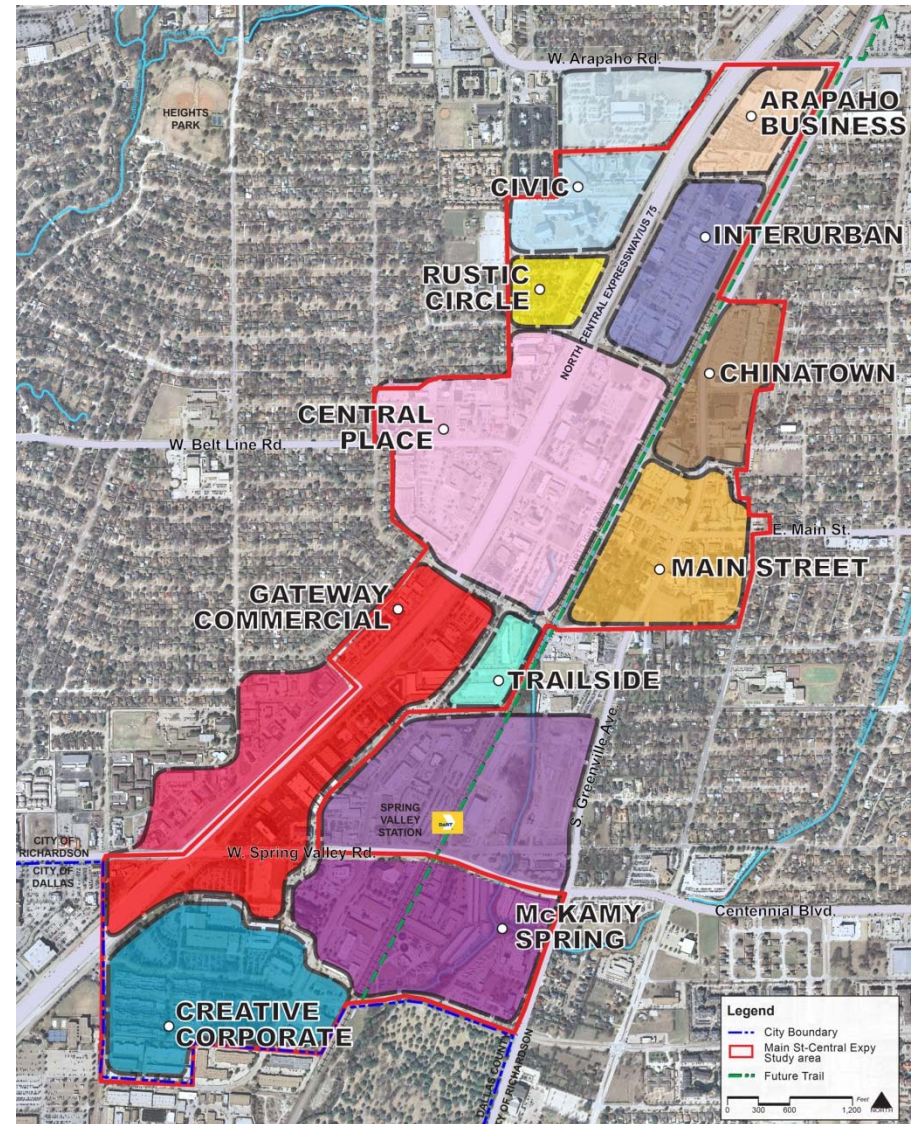
2009 Comprehensive Plan – Six Enhancement Areas

- 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 developable 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 I - Vision for the Future

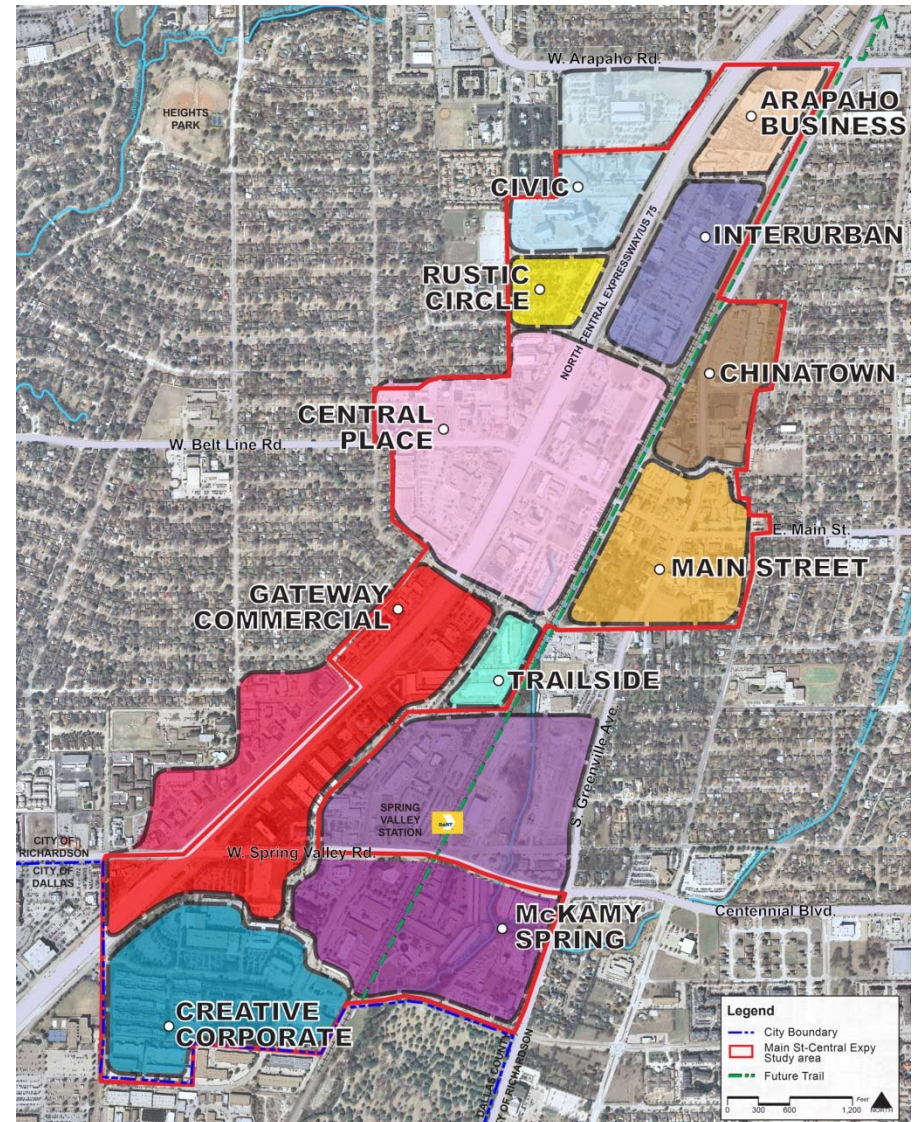
The Vision

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

- 93 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

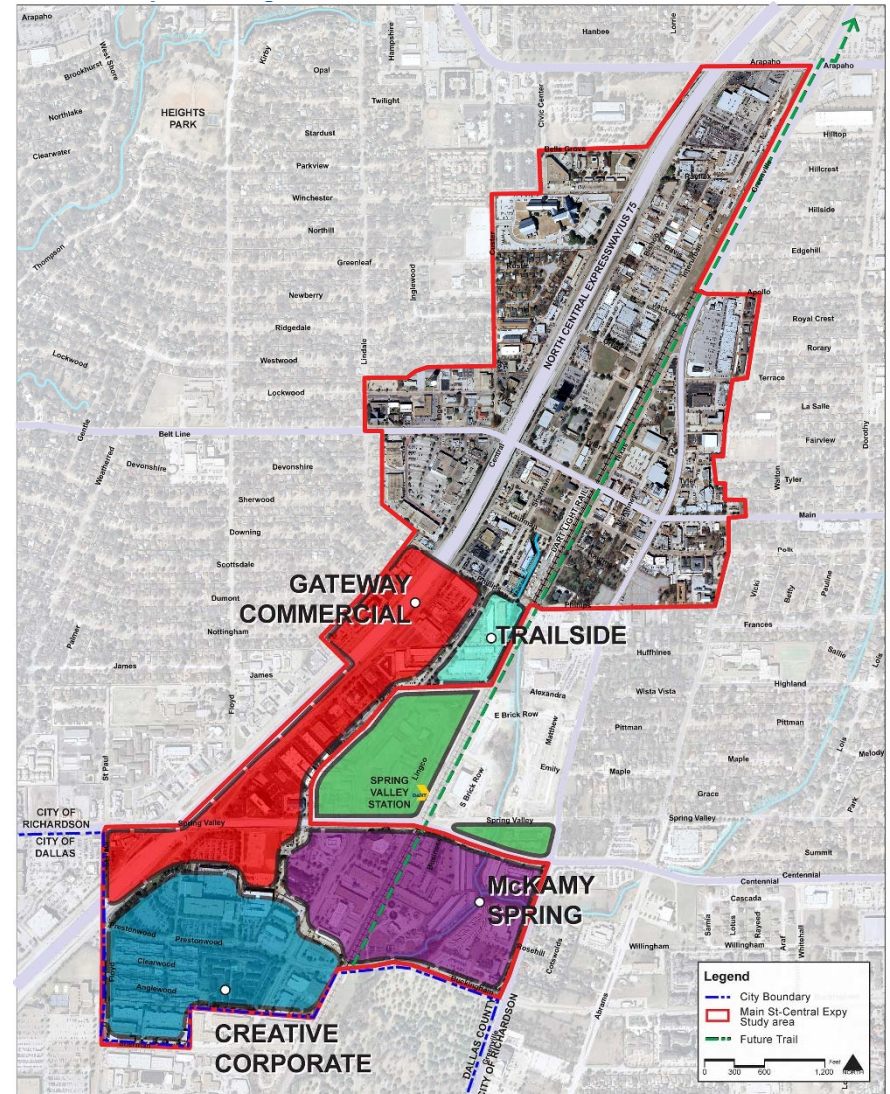
- 10 developable acres
- Positions Richardson as a community concerned with sustainability and the arts
- Focuses on adaptive reuse of existing industrial buildings
- Area could become home to incubator artist studio spaces, businesses, retail/restaurants, outdoor display areas, and other uses that might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



**Rezoning Initiative Overview –
Phase III South End**

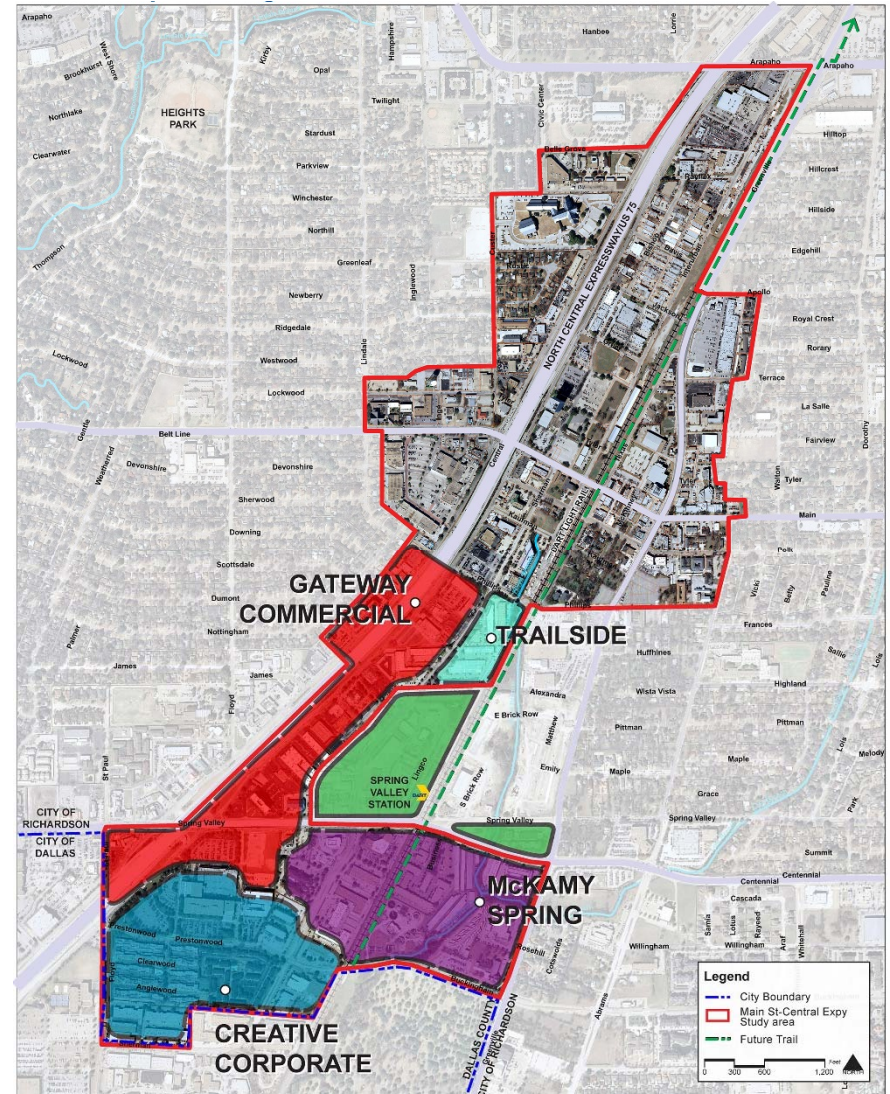
Rezoning Initiative Overview – Phase III South End

- 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
- Approx. 216 developable acres



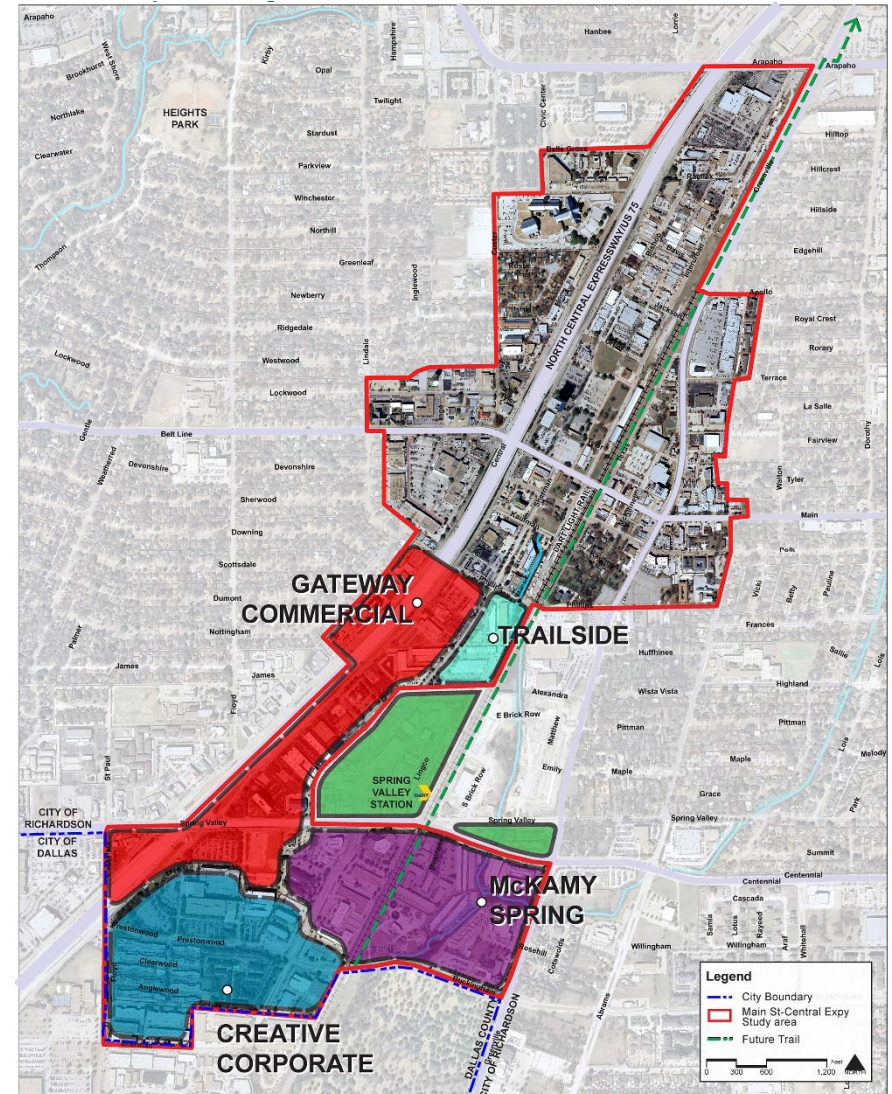
Rezoning Initiative Overview – Phase III South End

- 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



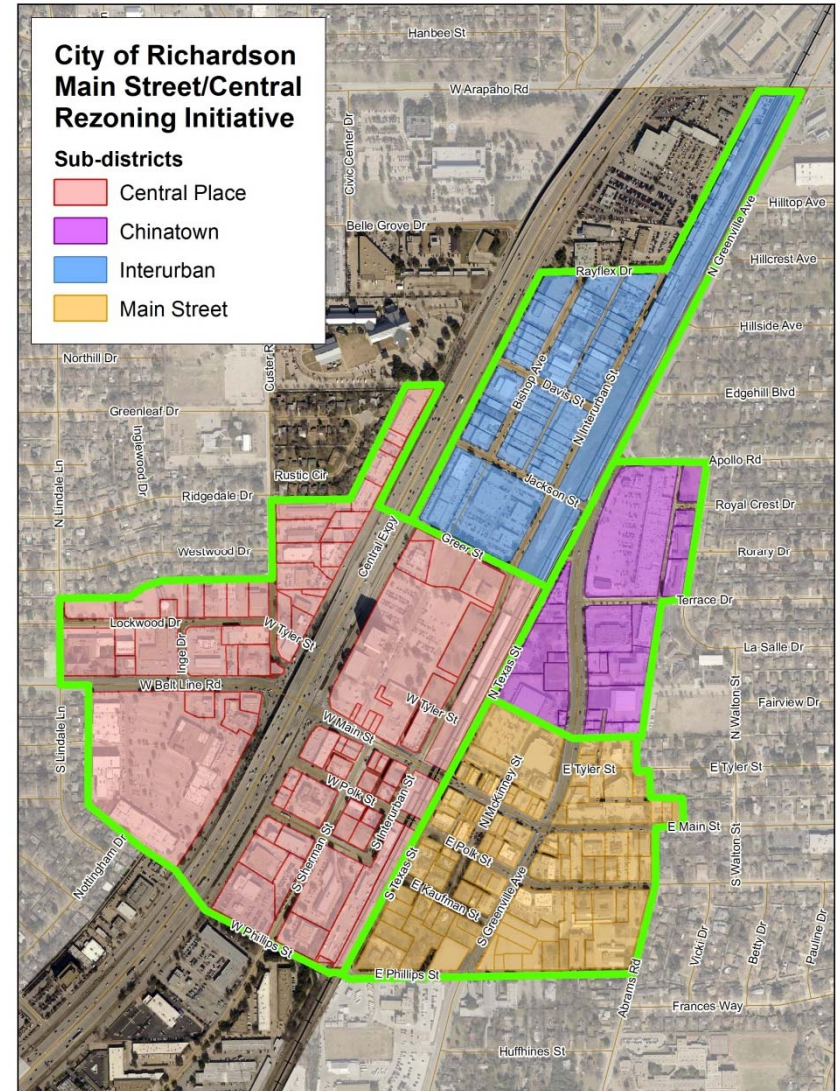
Rezoning Initiative Overview – Phase III South End

- 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



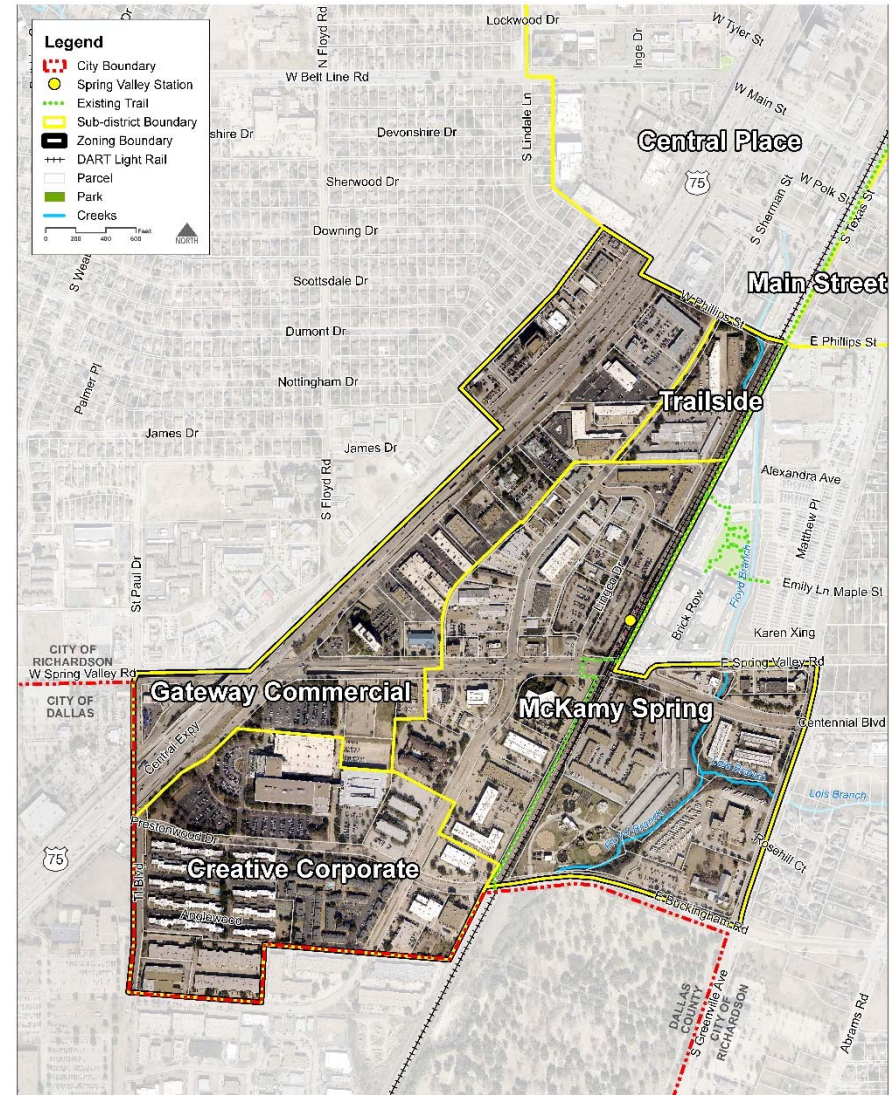
Rezoning Initiative Overview – Central Sub-districts

- Amending/refining the existing Main Street/Central Expressway Form Based Code (adopted Jan. 2015)
 - Applies to the central sub-districts: Interurban, Central Place, Chinatown and Main Street
 - Concurrently with rezoning southern sub-districts
 - Not uncommon to refine a newly adopted zoning code
 - Any Code refinements identified would also be applied to the southern sub-districts where applicable



Focus of Today's Meeting

- Discuss the vision for these sub-district(s)
- Discuss desired uses to be considered
- Discuss opportunities for shared parking and open space
- Discuss desired approaches to non-conforming uses / structures



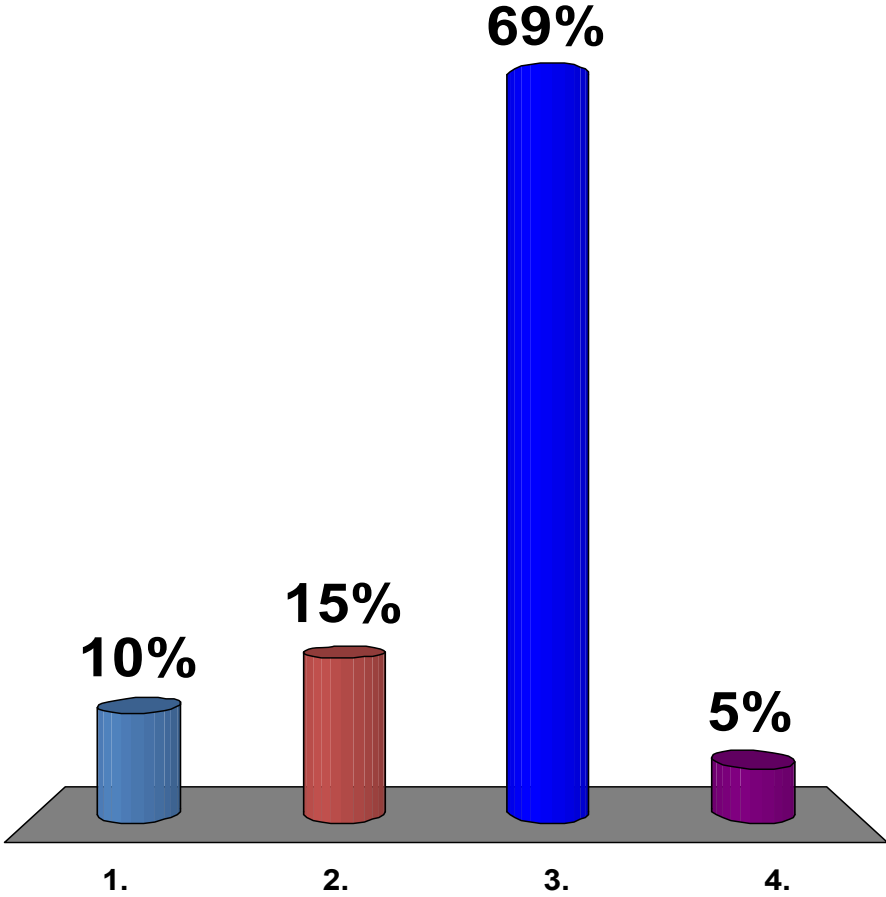
Feedback

Why keypad polling?

- Provides feedback from all individuals participating in the session
- Can reflect the discussion at the session
- Is anonymous
- Shows results immediately
- Allows more detailed analysis after the session

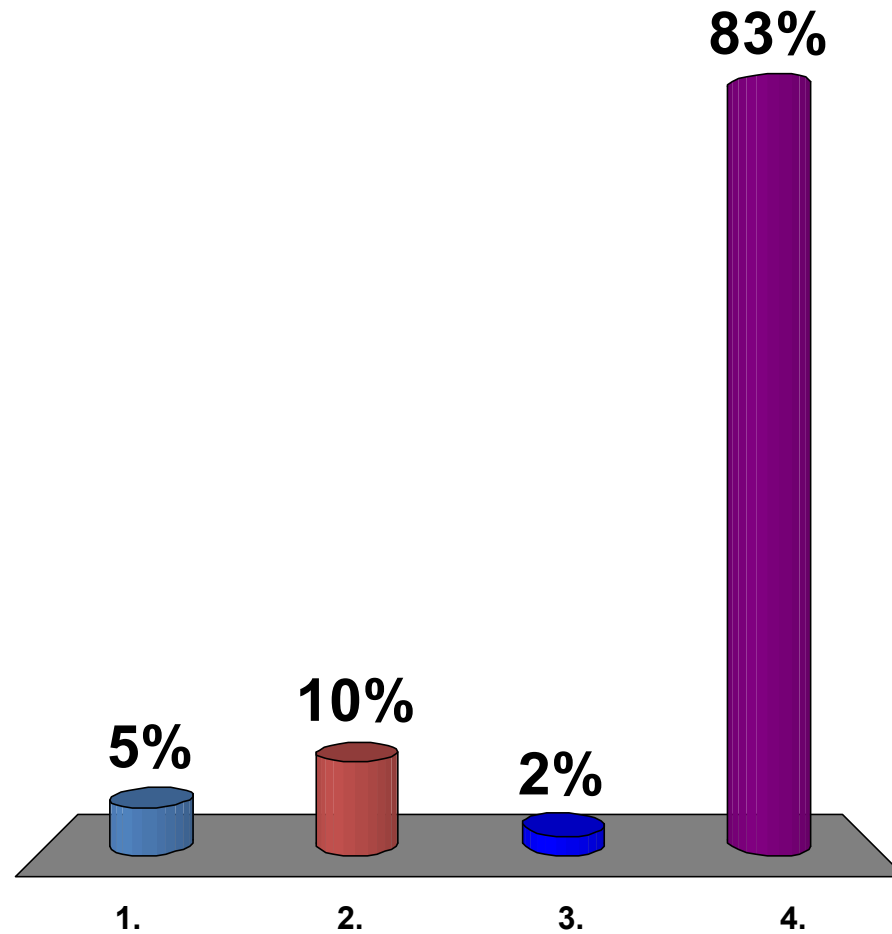
Which Peanuts character is a psychiatrist?

- 1. Linus
- 2. Billy
- 3. Lucy
- 4. Charlie



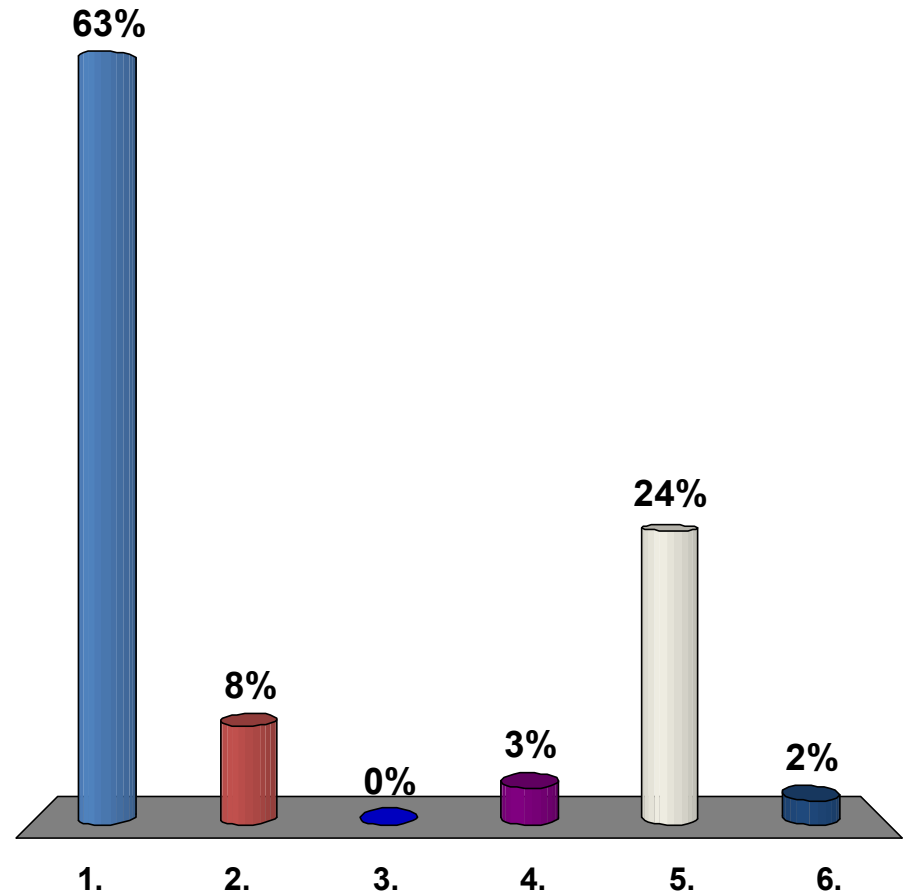
pancake : griddle :: hamburger :

1. lettuce
2. bun
3. ketchup
4. grill



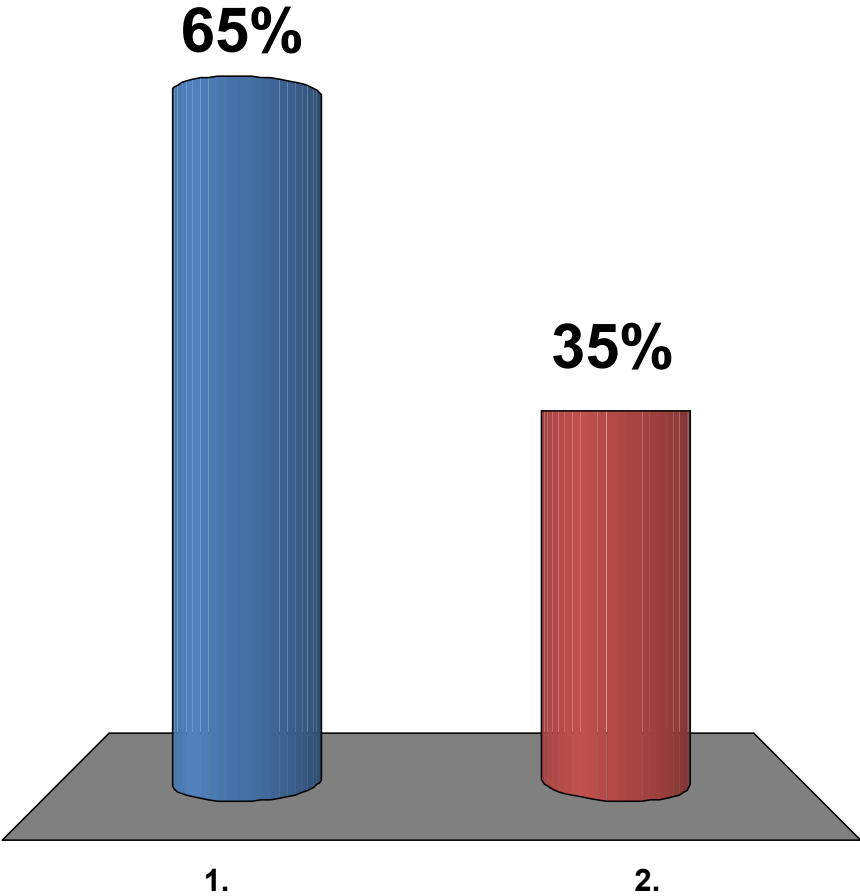
I am most involved in the Main Street/Central Corridor as:

1. A resident of Richardson
2. Owner/rep. of a multi-family or commercial property (not business owner)
3. A business employee
4. A business owner or tenant (not property owner)
5. Owner of business & property
6. An interested person not described above



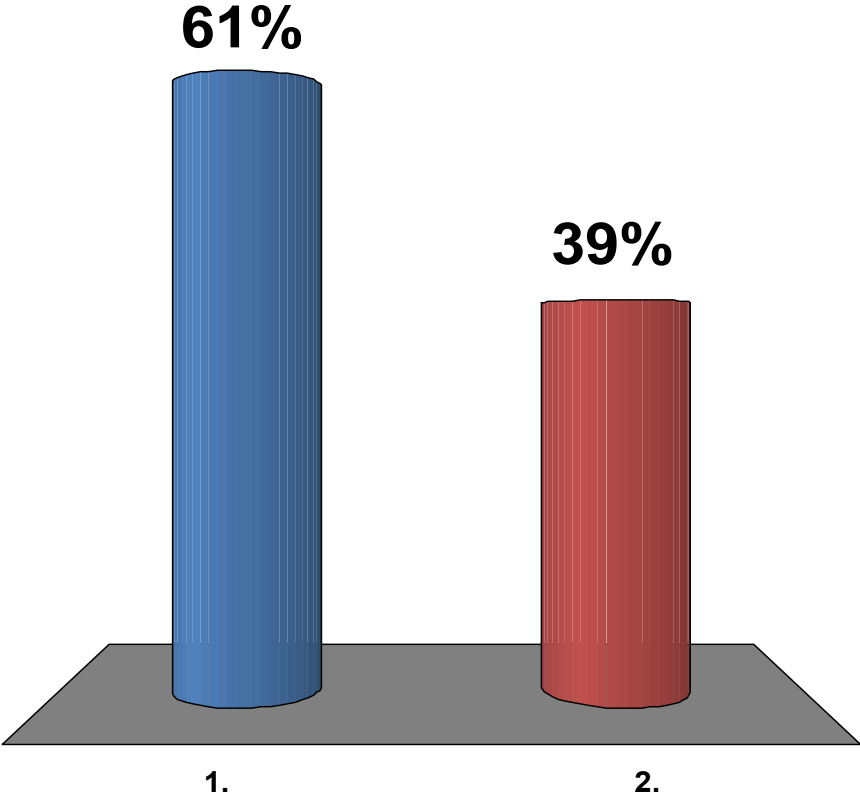
I was involved in the workshops or public discussions during the Main Street / Central Expressway Study's vision phase (2012 & 2013).

- 1. Yes
- 2. No



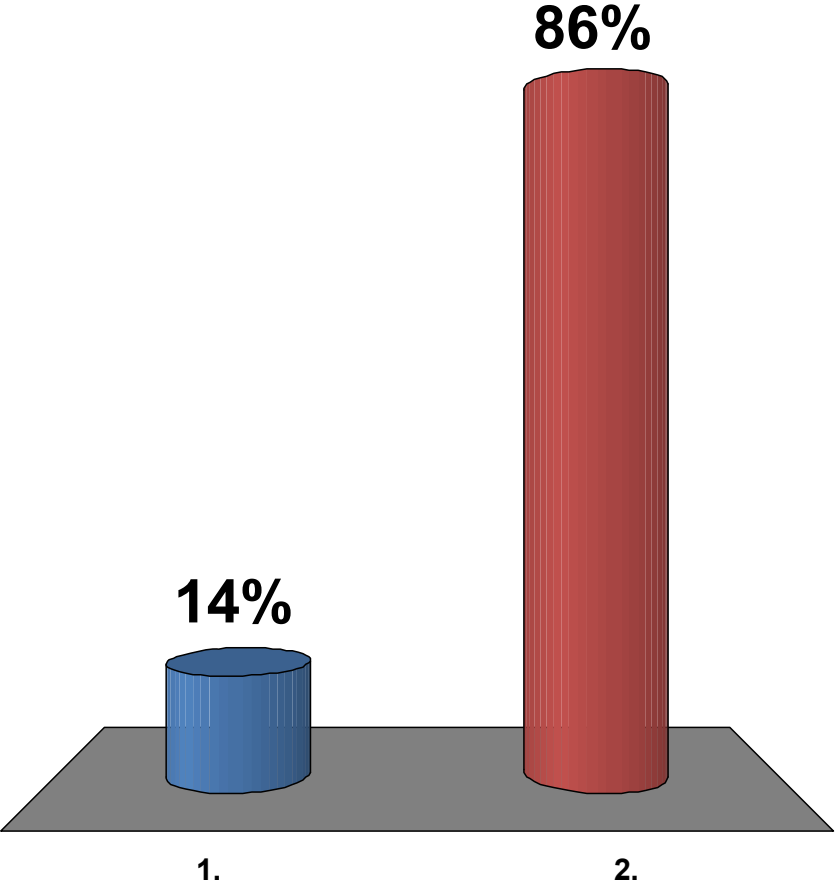
I was involved in the workshops or public discussions during the Main Street / Central Expressway Form Based Code rezoning of the central sub-districts (2014 & 2015).

- 1. Yes
- 2. No



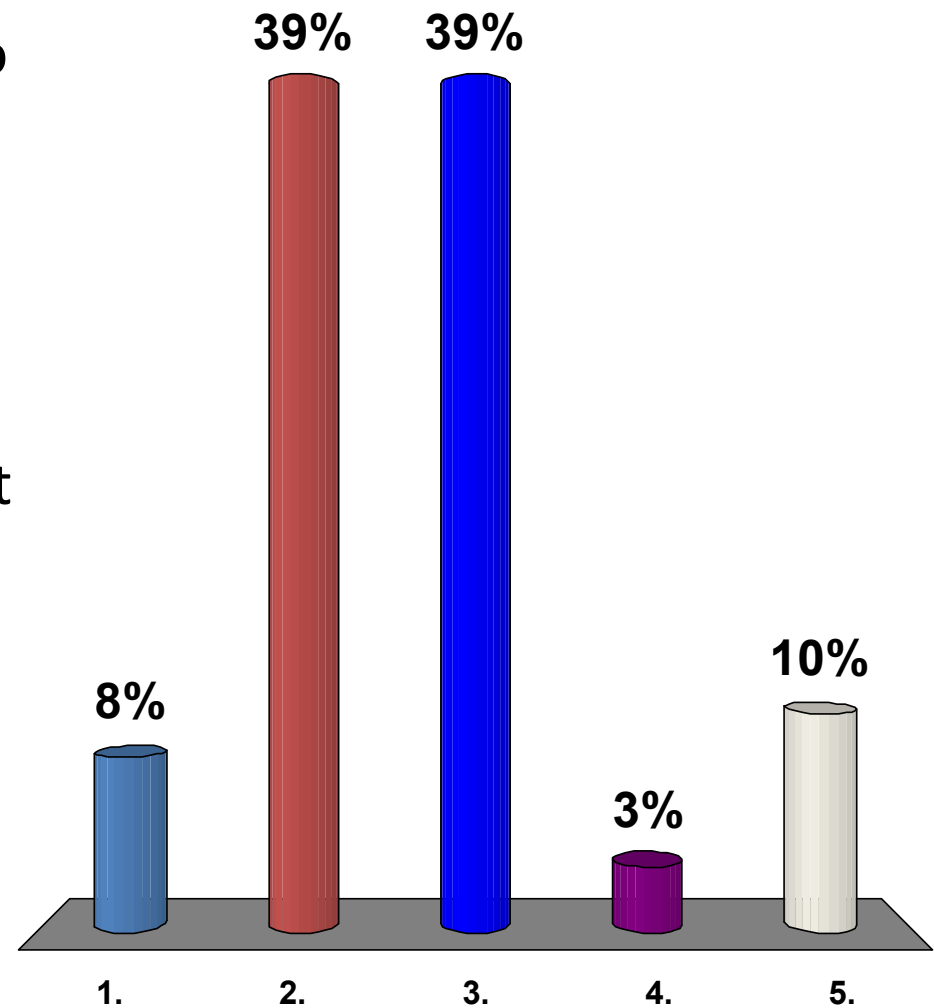
I have invested in Central Sub-district property since adoption of the Main Street / Central Expressway Form Based Code in January 2015.

- 1. Yes
- 2. No



Investments in the Central Sub-districts since the Form Based Code adoption have been:

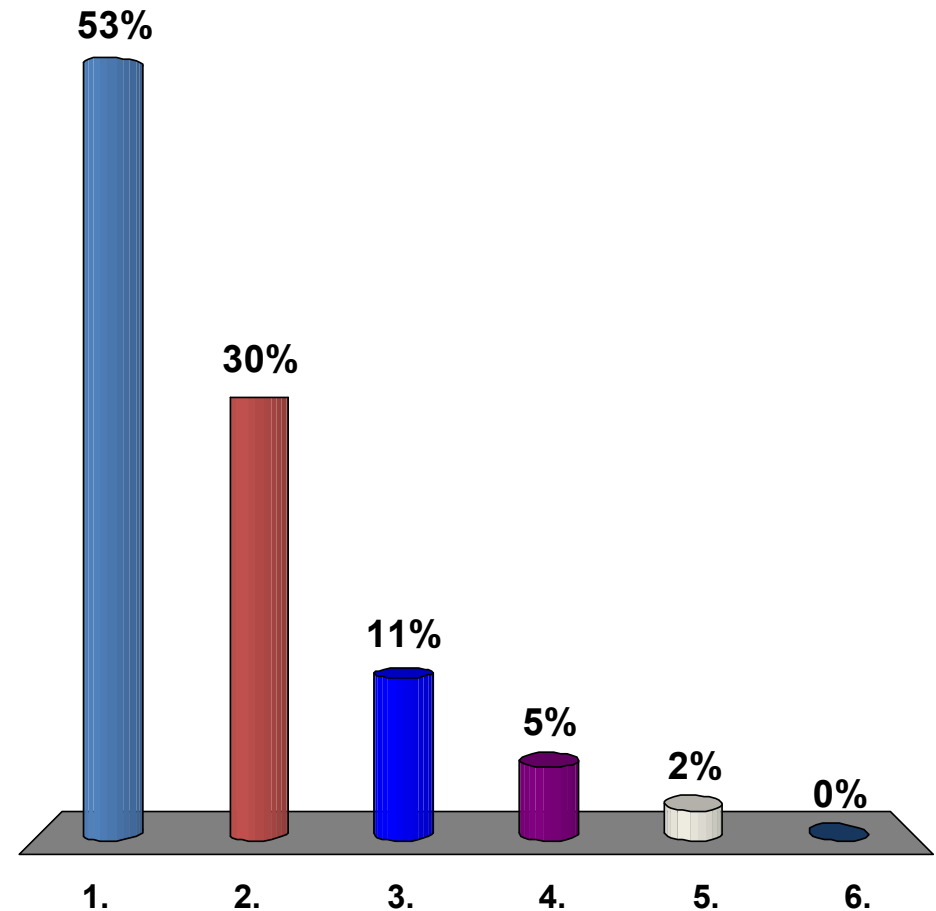
1. A significant improvement to the area
2. Noticeable, but not significant
3. Not very obvious
4. Contrary to the development I'd like to see
5. I'm not sure



**How important is this action as a next step
for revitalization of the south end of the
Main Street / Central Expressway Corridor?**

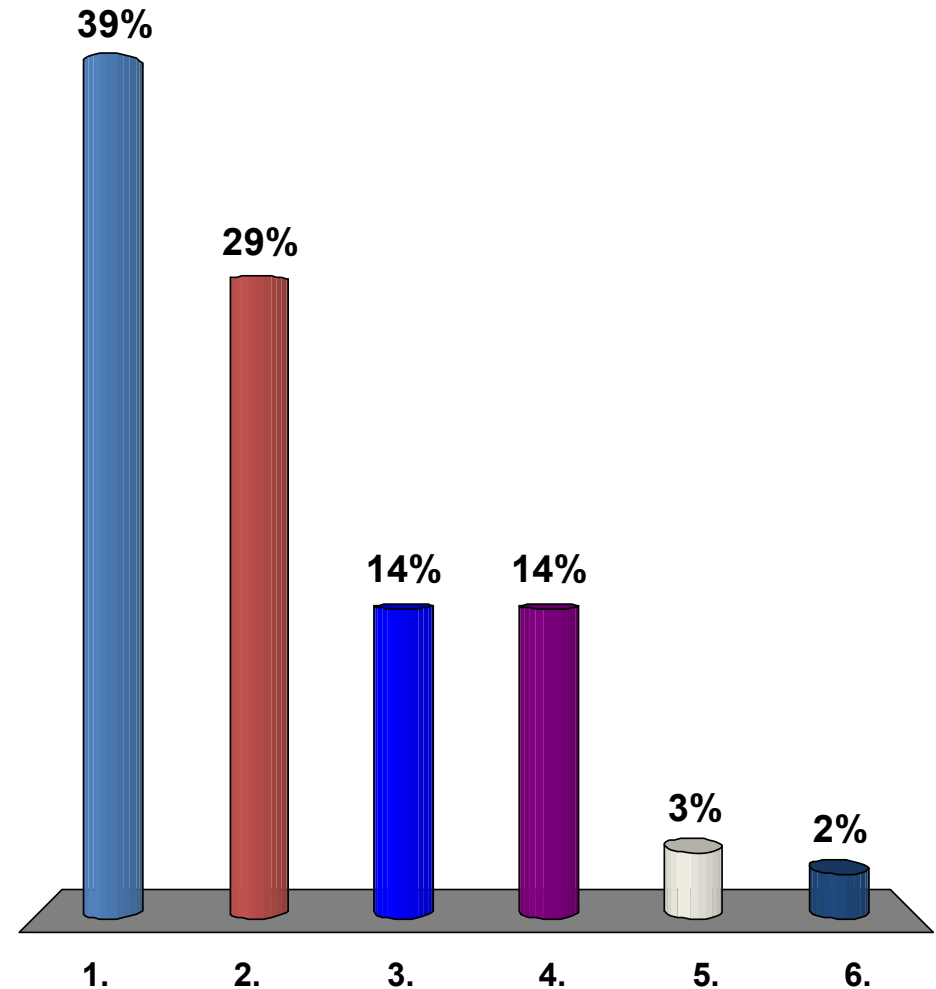
Designing a distinctive gateway into Richardson at US 75 and Spring Valley?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



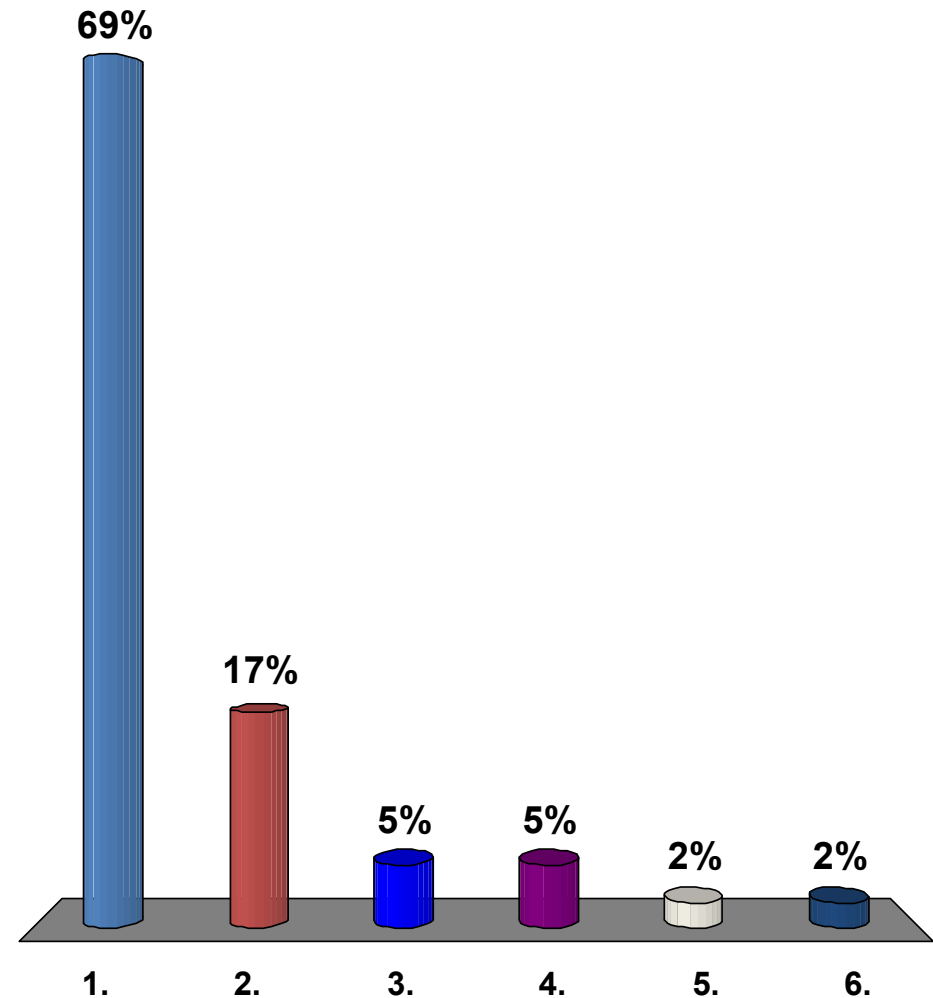
Encouraging adaptive reuse of buildings in these Sub-districts?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



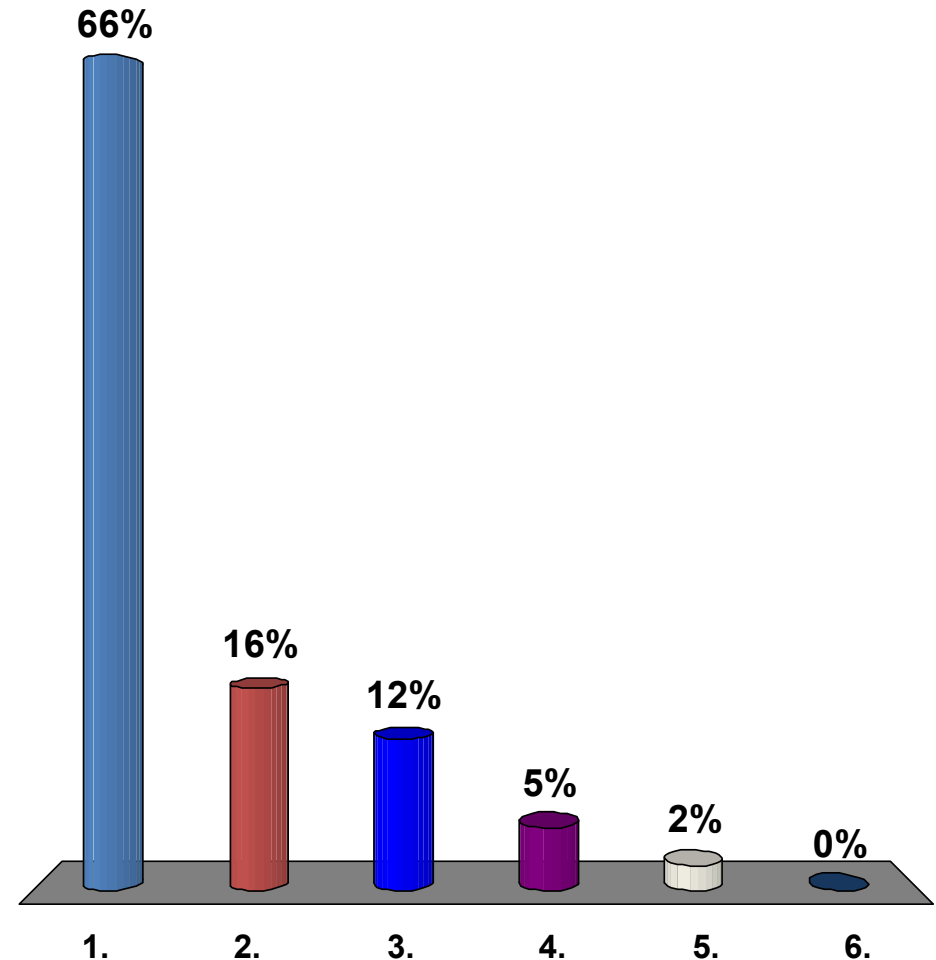
Creating additional connections to the DART Spring Valley Station for people walking or biking in these Sub-districts?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



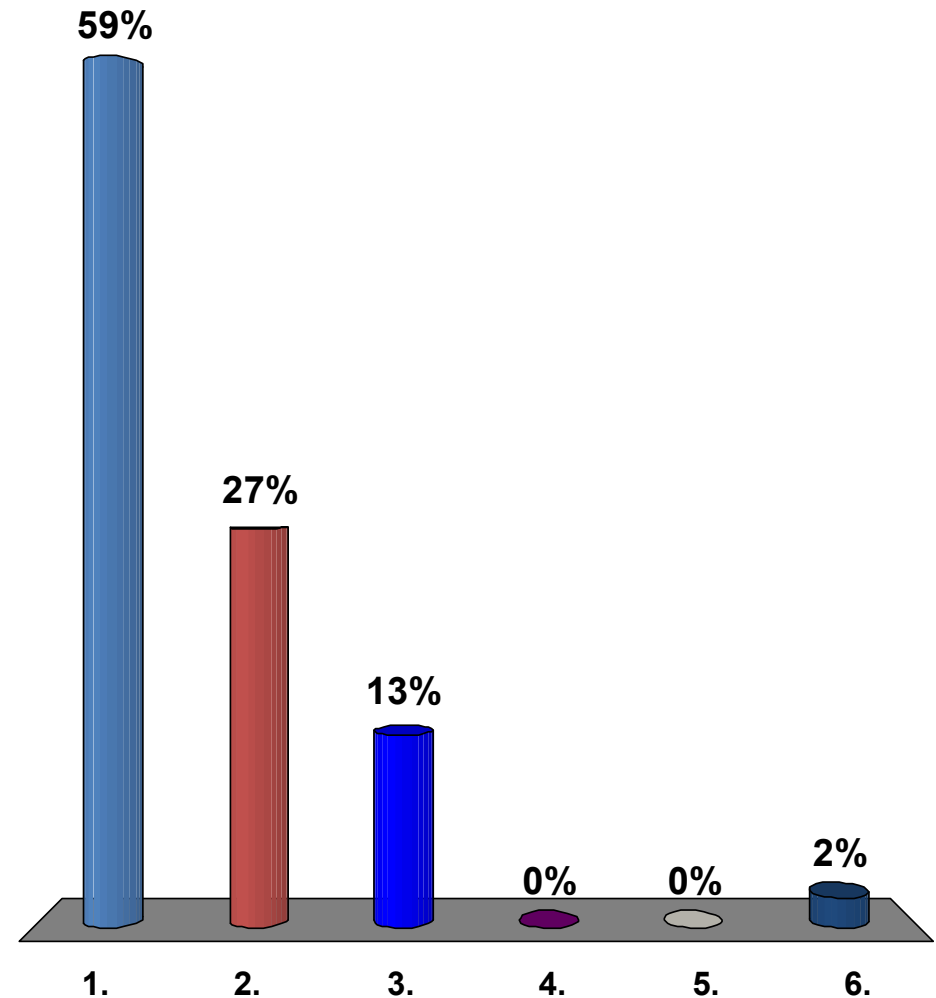
Encourage development that benefits from the DART Spring Valley Station in areas to the west of this station?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



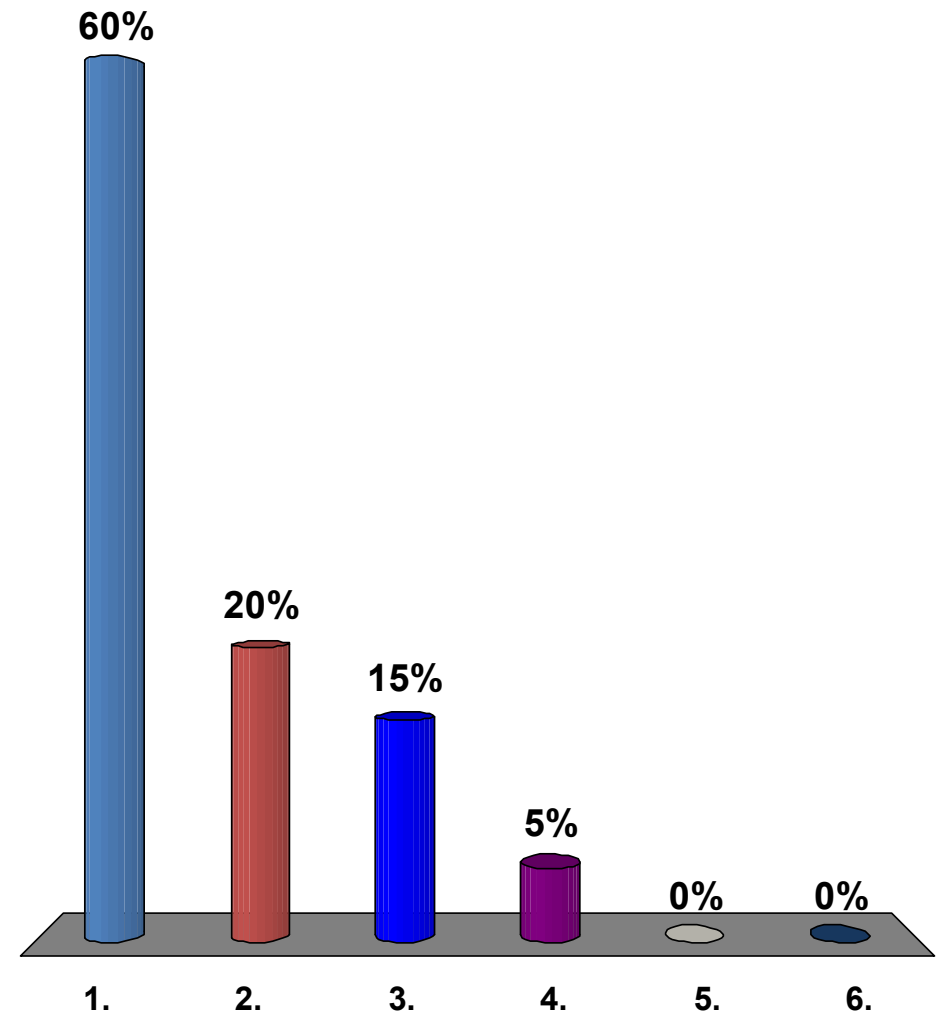
Working with Sub-district property and business owners to enhance code compliance?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



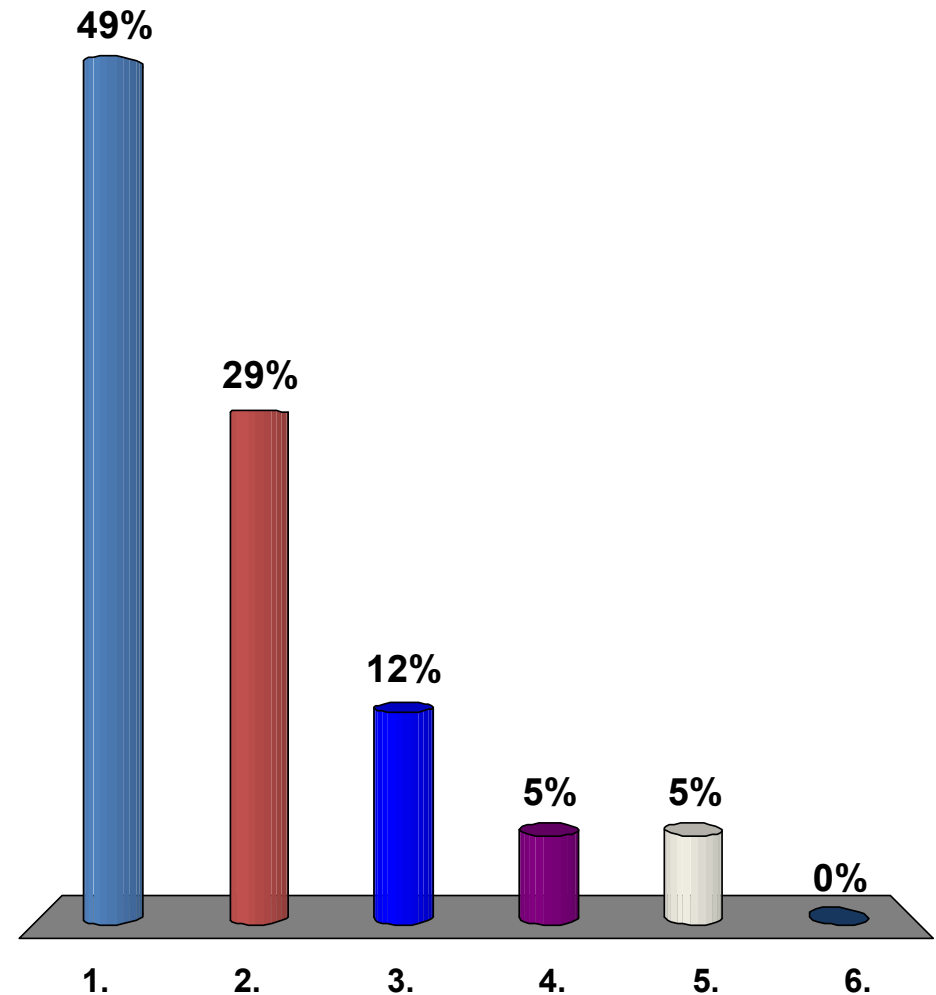
Designing a more efficient way for people to get from these Sub-Districts to northbound and southbound Central Expressway?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



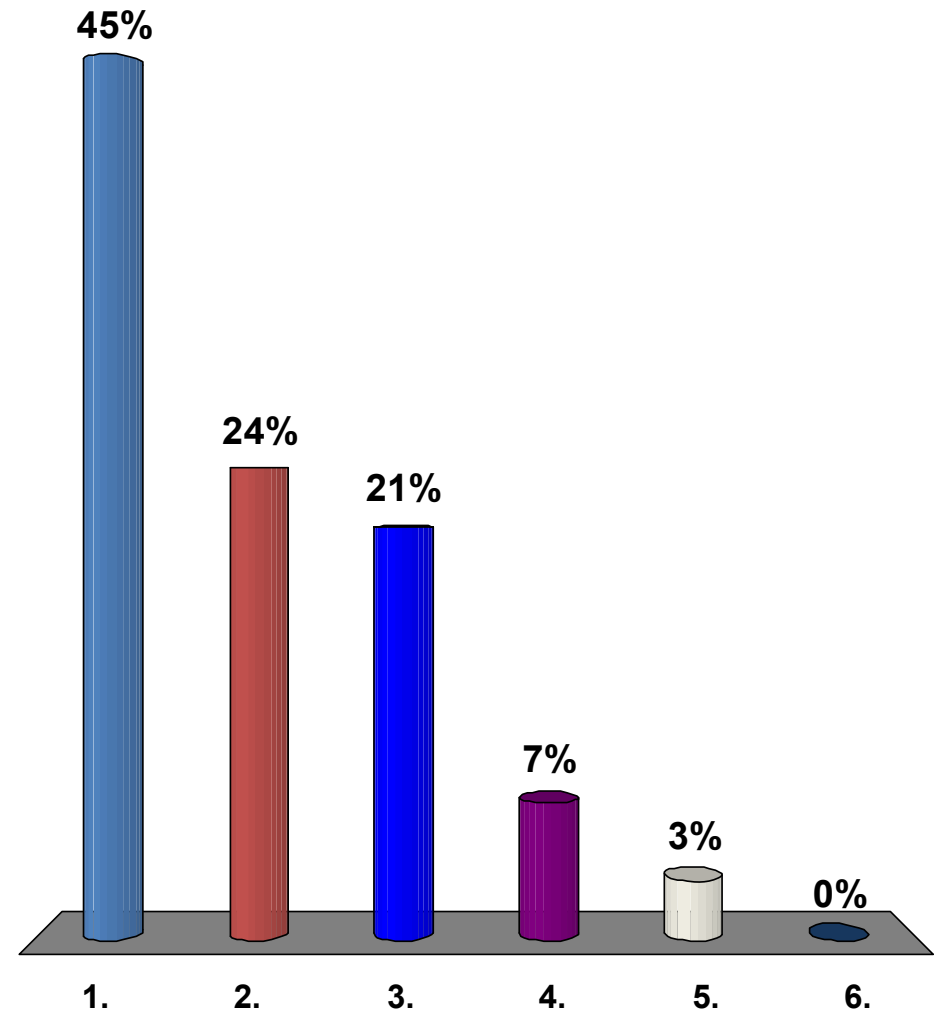
Collaborating with civic/cultural groups to get them involved in this revitalization?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



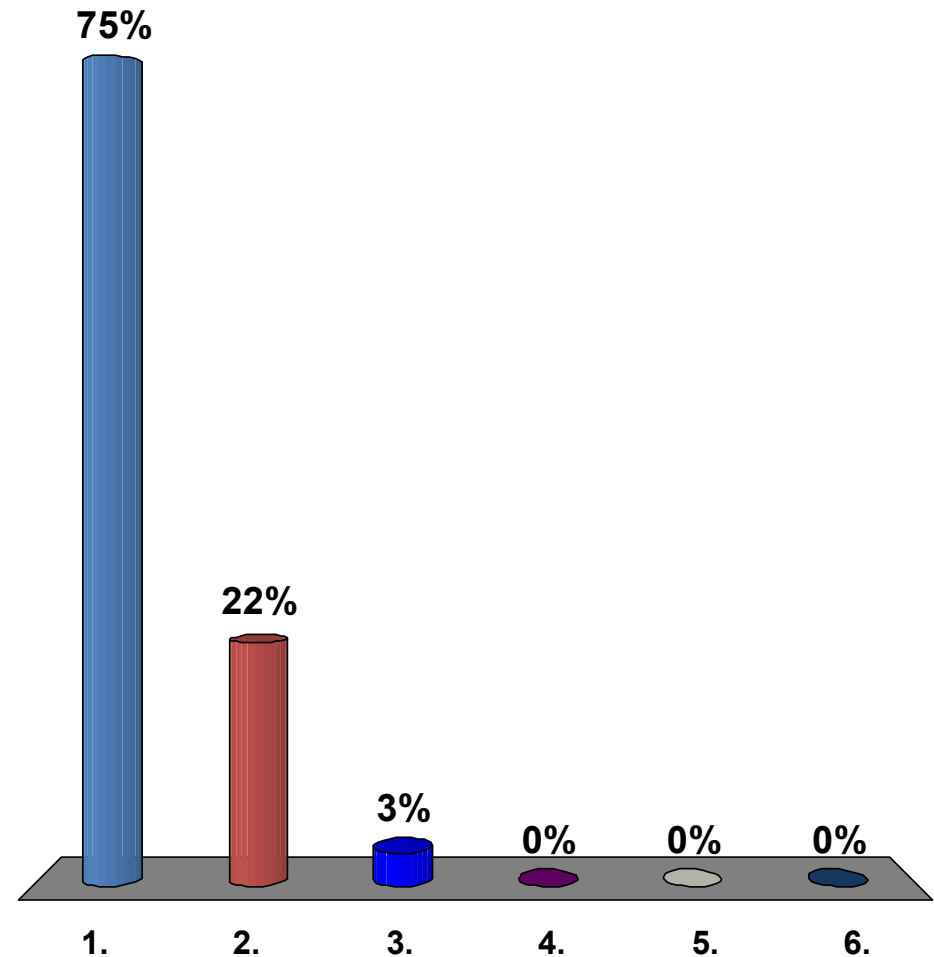
Attracting millennial residents to these Sub-districts?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



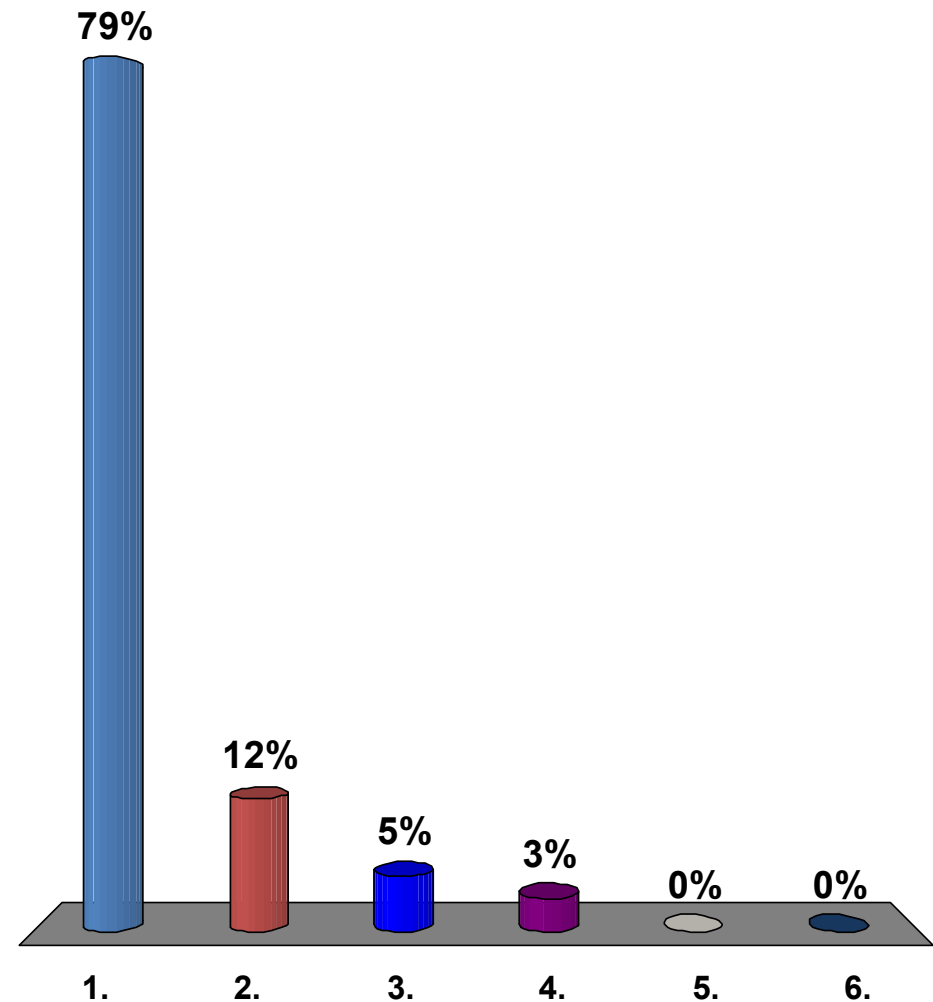
Attracting entrepreneurs and start-up businesses to these Sub-districts?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



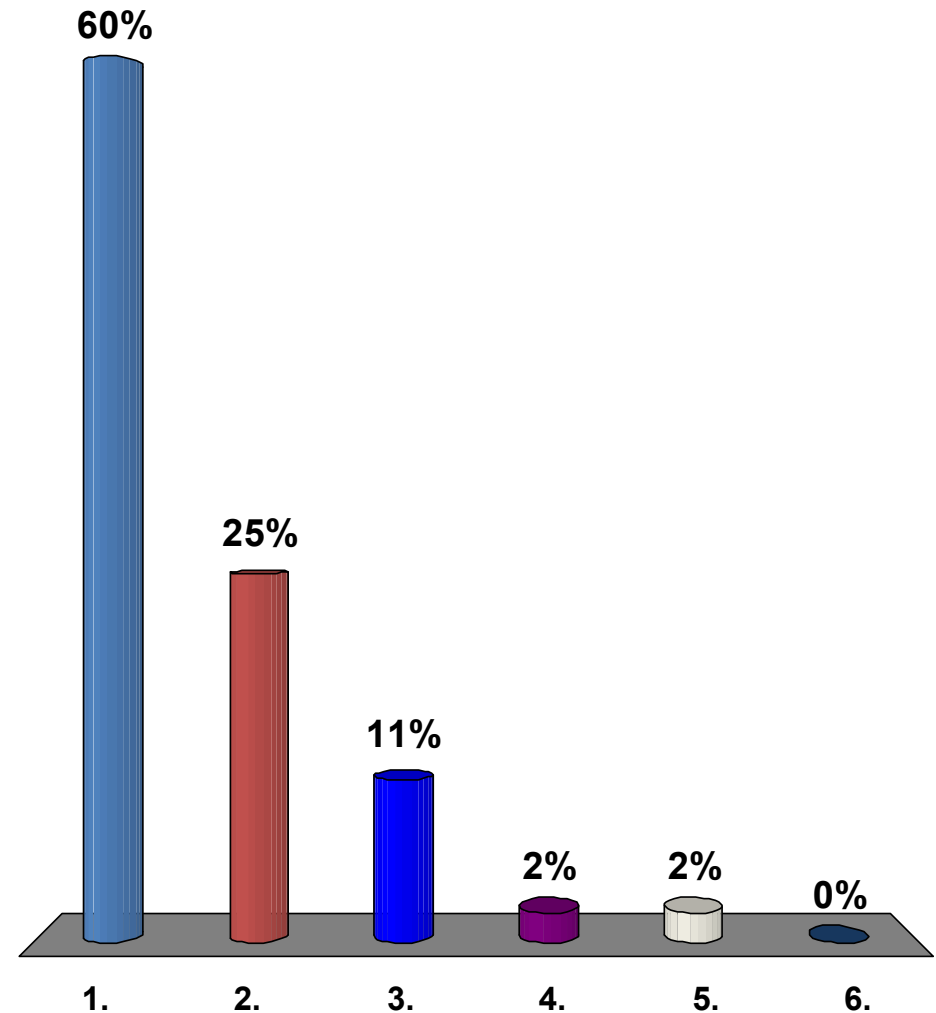
Providing information to potential investors about these new development opportunities?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



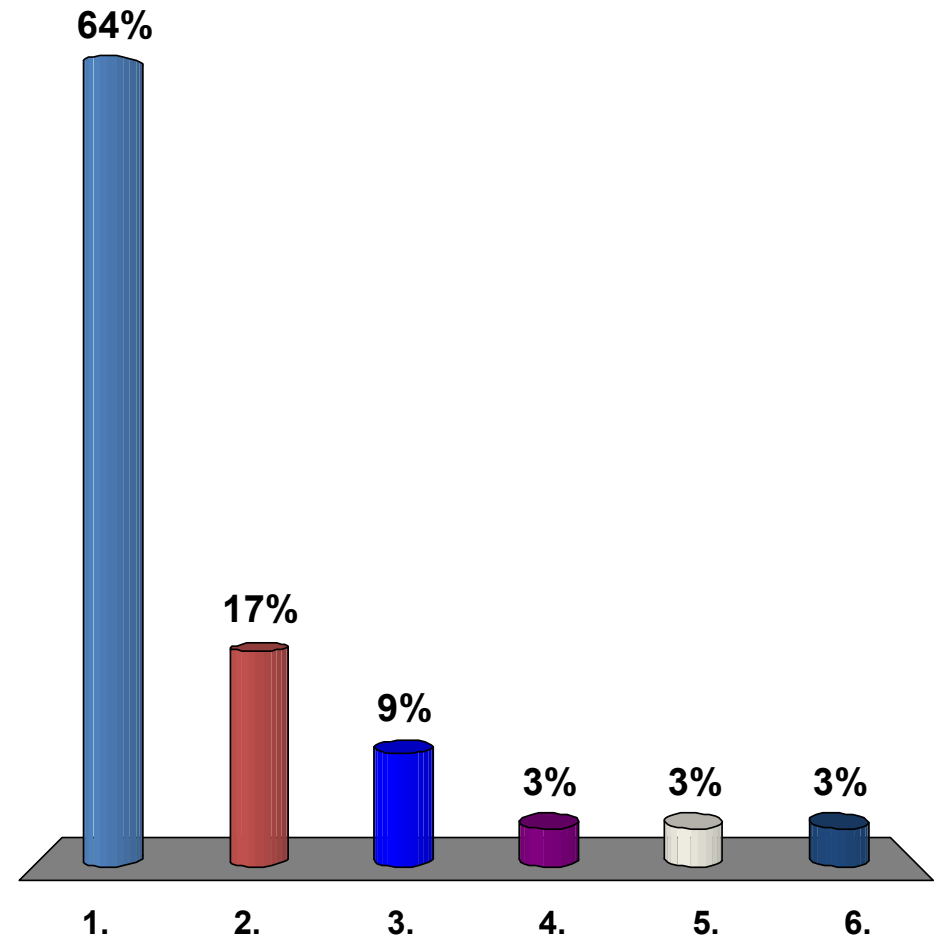
Creating incentives to support infill development within these Sub-districts?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Solving parking problems in these Sub-districts?

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Thanks for your input!

Station Instructions

Workshop Stations

- Five stations let you choose how to focus your input this evening.
 - Creative Corporate Sub-district
 - McKamy Spring Sub-district
 - Gateway Commercial Sub-district
 - Trailside Sub-district
 - Central Sub-districts
- At each station, you'll find maps and exhibits as well as staff and consultant team members who can answer questions.
- Your worksheet lists the questions for each station. Use the maps, flip charts and other tools to give us your ideas.

Next Steps

Next Steps

- Based upon property and business owner feedback and the feedback from this 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 property and business owners and the 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.

Station Activities

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