



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

Electronic Feedback

A Community Workshop was held at Richardson City Hall on Tuesday, March 29, 2016 related to the future of the Main Street/Central Expressway Corridor. After an overview presentation, participants provided feedback using electronic keypads. Keypad polling encourages uniform participation and effective communication because everyone is heard equally. The polling is anonymous, which allows the participants to respond based on their individual preferences, which might vary from the overall consensus recorded during small group discussions. Also, the anonymity allows participants to voice their true opinions without the influence of the other participants. With keypad polling, a series of questions are displayed on a large screen in the front of the meeting room. Each participant, equipped with a handheld wireless keypad, responds to these questions based on his or her own knowledge and opinions. Responses are automatically and instantly tallied and the results are displayed on the screen. The instant results of the keypad polling provide immediate feedback to participants about the opinions of the entire group. More detailed analysis of keypad results is possible after the session.

At this Community Workshop, 61 participants provided feedback using the keypads. However, participants were not required to respond to all questions, so the number of responses to questions varied. Feedback from this exercise is presented below.

Involvement with the Main Street / Central Expressway Corridor

As Exhibit 1 shows, most workshop participants (almost 63%) identified themselves as Richardson residents. A substantial number of participants (almost 24%) indicated they owned both a business and property in the Corridor. Smaller numbers of participants own multi-family property, commercial property (but not the business on the property), businesses (but not the property) or were interested for some other reason. None of the participants indicated they were business employees.

Most workshop participants had been involved in the earlier stages of the City's Main Street / Central Expressway Corridor project. As

Exhibit 2 shows, almost 2/3 of participants were involved during the Vision phase of the project, in 2012 and 2013, when the concepts for development of the Corridor and its Sub-districts were created. A slightly smaller share (61%) had participated during the creation of the Main Street/Central Expressway Form Based Code for the four Central Sub-districts in 2014 and 2015. While these responses show that most workshop participants were familiar with the overall project, they also indicate a notable share of new participants who have not participated in the past.

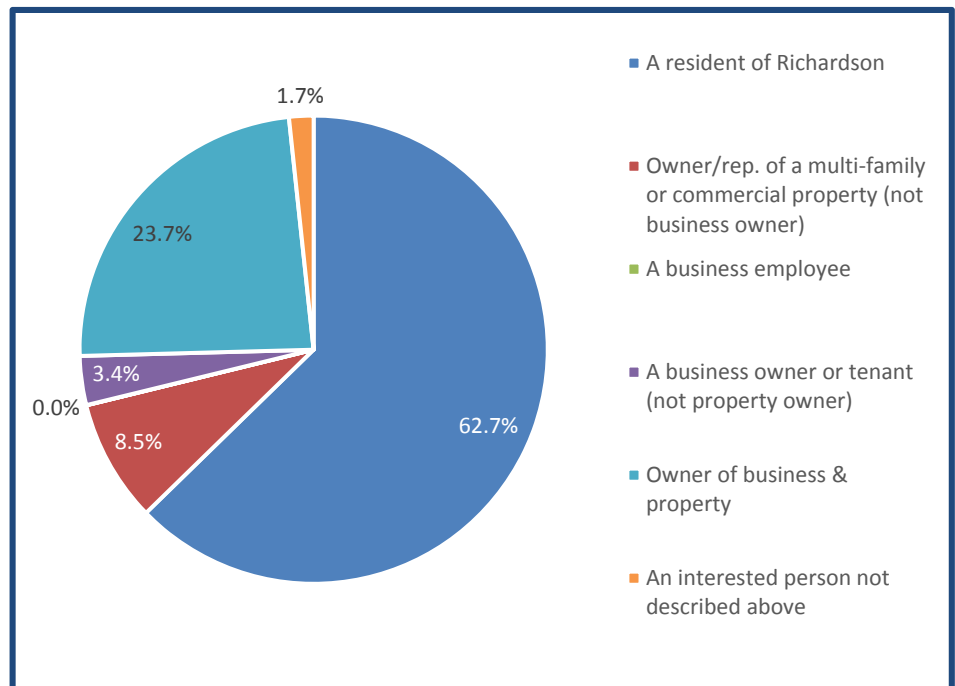


Exhibit 1: I am involved in the Corridor as ...

	Yes	No
I was involved in the workshops or public discussions during the Main Street / Central Expressway Study's vision phase (2012 & 2013).	65.0%	35.0%
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).	61.0%	39.0%
I have invested in Central Sub-district property since adoption of the Main Street / Central Expressway Form Based Code in January 2015.	13.8%	86.2%

Exhibit 2: Involvement in the Corridor Planning Initiatives

A small percentage of the workshop participants had themselves made investments in the Corridor since adoption of the Form Based Code in January 2015. The experiences shared by these participants have been helpful in identifying Code refinements and enhancements to be considered this year.

Perception of Progress

Most participants believe that the investments made since adoption of the Form Based Code for the Central Sub-districts have not yet made a significant improvement to the area. Exhibit 3 shows that 8.5% of participants believe that these investments have made a significant improvement to the area. A substantial share of the participants (39%) felt there had been noticeable but not significant improvements, while an equal share felt that the improvements to date were not very obvious. A very small share (3.4%) of the participants felt that the improvements were contrary to the development these participants wanted to see.

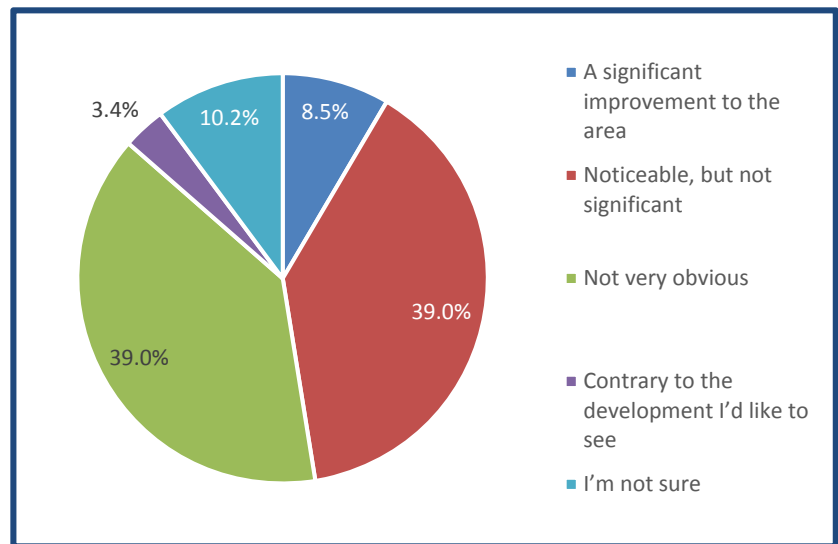


Exhibit 3: Perception of improvements since the Form Based Code was adopted in 2015

Priorities for Action

The final segment of keypad polling asked participants about the importance of a variety of possible action items for the South End of the Corridor. The South End includes the four Sub-districts that are being evaluated now for rezoning – Gateway Commercial, Trailside, McKamy Spring and Creative Corporate. This feedback is presented in Exhibit 4 below. The two action steps participants viewed as most important focus on the attraction of businesses, developers and investors to the area. The experience of those who have invested in the Central part of the Corridor since adoption of the Form Based Code for their Sub-districts has been generally positive. Information about this current rezoning, as well as the experience of those who have now invested in the Central Sub-districts, must be shared with other individuals and companies for whom the South End of this Corridor – with the new zoning in place – will be a good fit. Action by the City of Richardson and the Richardson Chamber of Commerce should include sharing this information with the development and investment communities.

	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Providing information to potential investors about these new development opportunities?	79.3%	12.1%	5.2%	3.4%	0.0%	0.0%
Attracting entrepreneurs and start-up businesses to these Sub-districts?	74.6%	22.0%	3.4%	0.0%	0.0%	0.0%
Creating additional connections to the DART Spring Valley Station for people walking or biking in these Sub-districts?	69.5%	16.9%	5.1%	5.1%	1.7%	1.7%
Encourage development that benefits from the DART Spring Valley Station in areas to the west of this station?	65.5%	15.5%	12.1%	5.2%	1.7%	0.0%
Solving parking problems in these Sub-districts?	63.8%	17.2%	8.6%	3.4%	3.4%	3.4%
Creating incentives to support infill development within these Sub-districts?	60.0%	25.5%	10.9%	1.8%	1.8%	0.0%
Designing a more efficient way for people to get from these Sub-Districts to northbound and southbound Central Expressway?	60.0%	20.0%	14.5%	5.5%	0.0%	0.0%
Working with Sub-district property and business owners to enhance code compliance?	58.9%	26.8%	12.5%	0.0%	0.0%	1.8%
Designing a distinctive gateway into Richardson at US 75 and Spring Valley?	52.6%	29.8%	10.5%	5.3%	1.8%	0.0%
Collaborating with civic/cultural groups to get them involved in this revitalization?	49.2%	28.8%	11.9%	5.1%	5.1%	0.0%
Attracting millennial residents to these Sub-districts?	44.8%	24.1%	20.7%	6.9%	3.4%	0.0%
Encouraging adaptive reuse of buildings in these Sub-districts?	39.0%	28.8%	13.6%	13.6%	3.4%	1.7%

Exhibit 4: Priority Action Steps

There is strong support for development that benefits from the DART Spring Valley Station. Approximately 2/3 of participants felt this should be an important emphasis for action. Parking, incentives and an efficient route to and from Central Expressway also received strong support.

Three action steps were 'very important' to less than half the participants. These items – collaboration with civic groups, attracting Millennials, and encouraging adaptive reuse – were still viewed as 'very important' or 'somewhat important' by a majority of participants.

Adoption of a Form Based Code for the South End Sub-districts should make it easier to attract businesses, developers and investors to the area. It should address parking and provide incentives for desirable development. Other marketing, collaboration and outreach can occur after a new Code establishes appropriate development standards and streamlines the process.