

City Plan Commission Briefing

May 3, 2016



Image Source – City of Richardson



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

Agenda

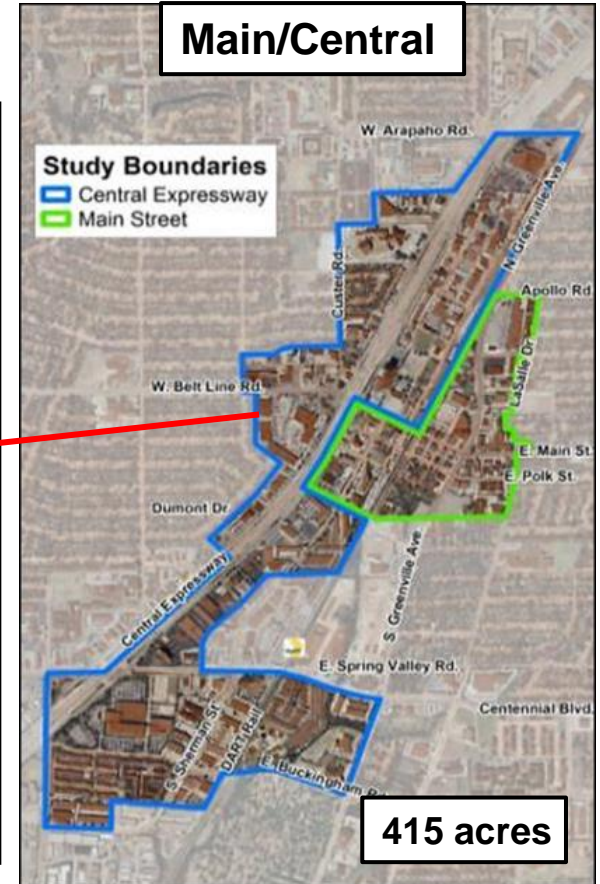
- Project Overview
- Property and Business Owner Meeting Series 1
- Community Workshop 1
- Online Survey 1
- City Council Tour Follow-up / Key Issues for Discussion
- Next Steps



Project Overview

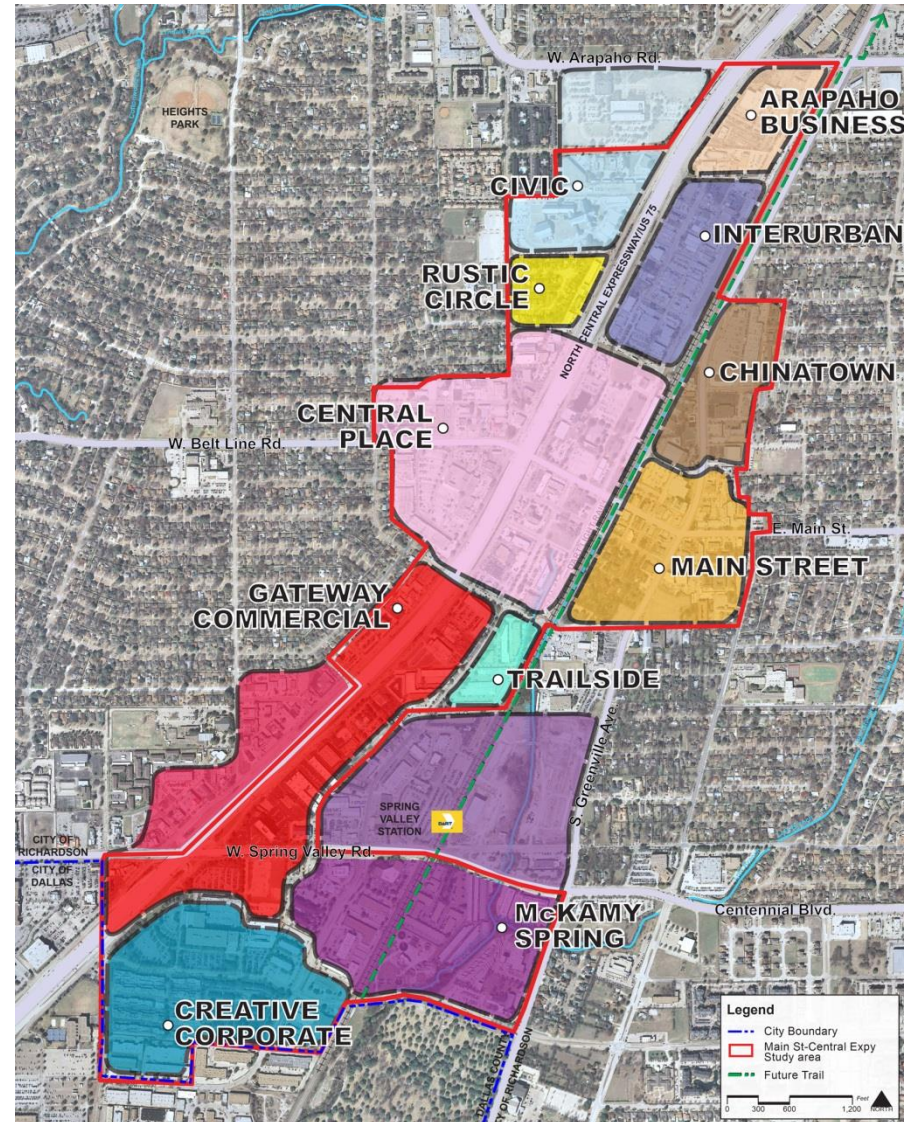
2009 Comprehensive Plan – Six Enhancement Areas

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



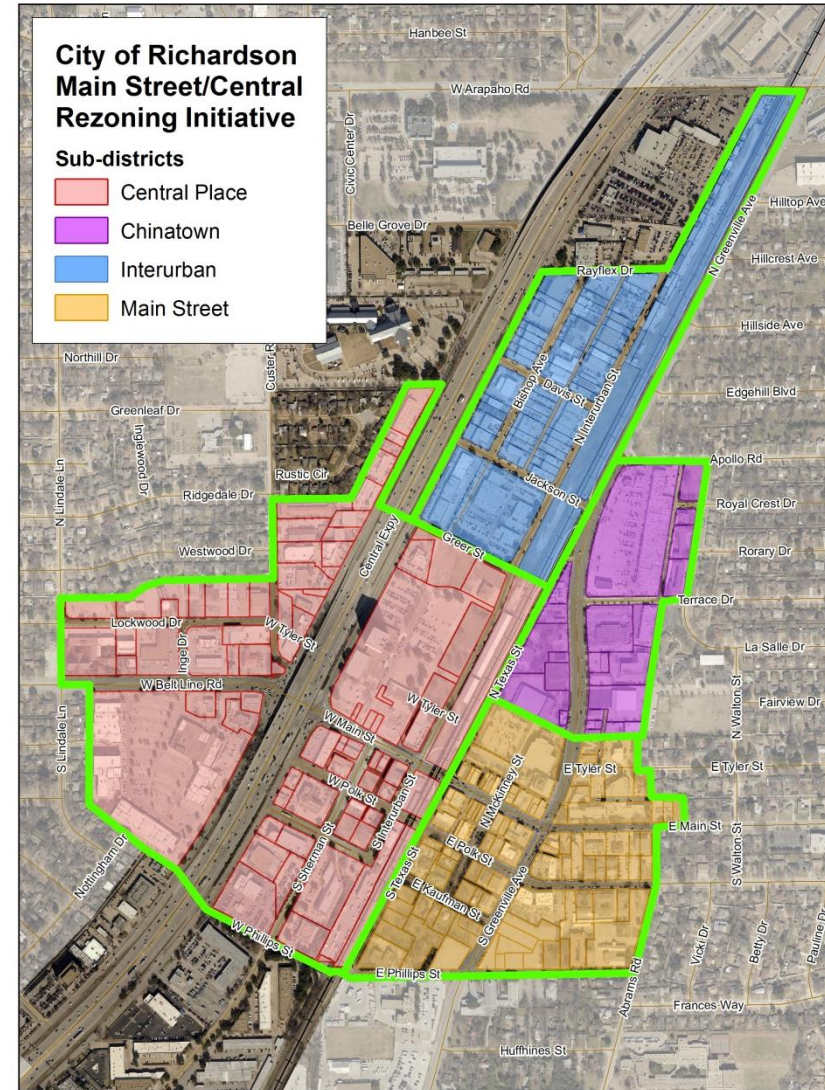
Phase I – The Vision

- **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 II - Central Sub-districts Rezoning Initiative

- Focus of this rezoning initiative 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
- Main Street/Central Expressway Form Based Code adopted by Council in Jan. 2015



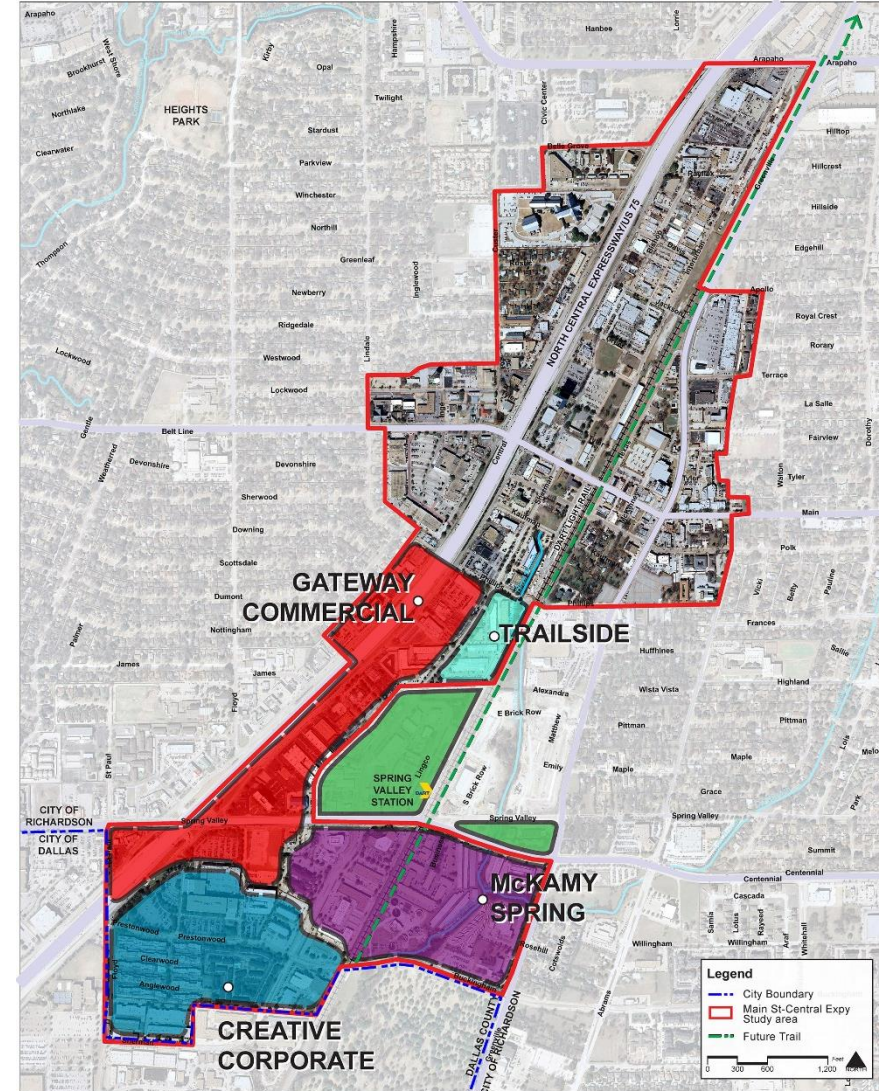
Results So Far

- New uses in existing buildings
- New developments
- Change in perception of Main Street / Central Expressway Corridor
- Since beginning of the vision phase, approximately 188,000 square feet of new building, renovation or improvement



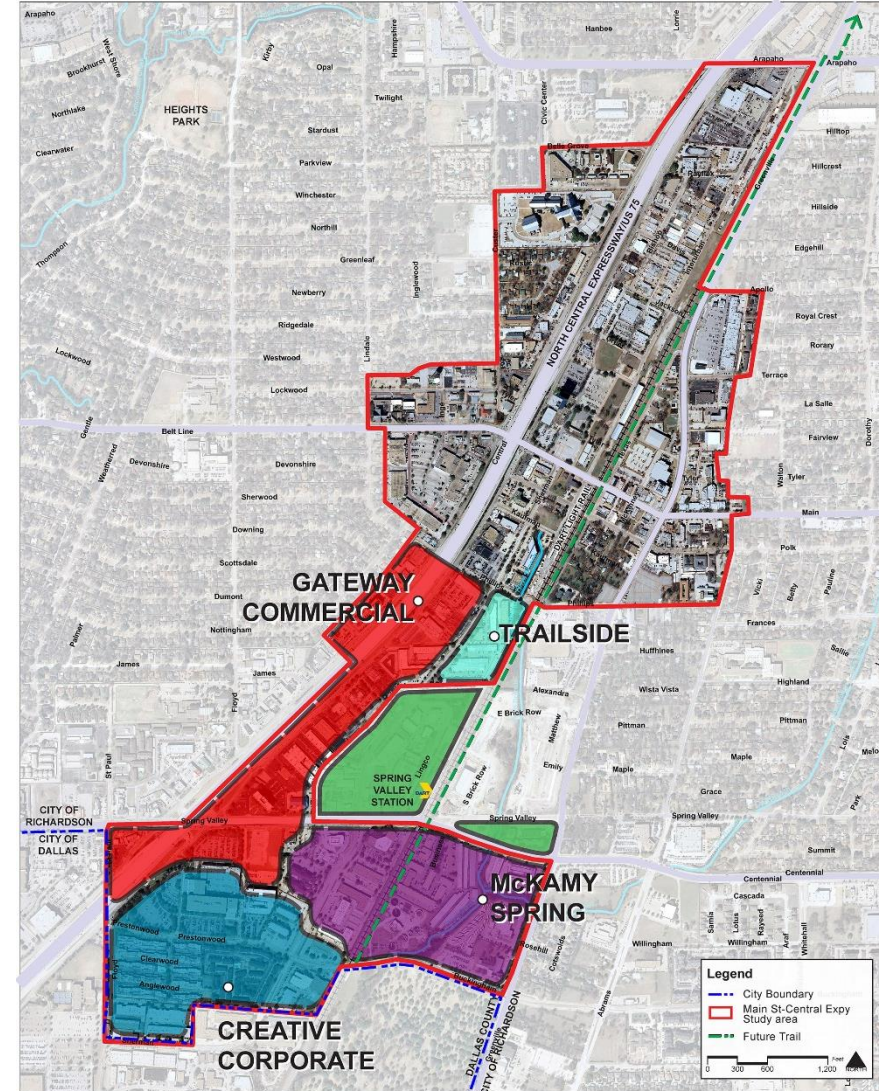
Rezoning Initiative Overview – Phase III South End

- Focus of the initiative will be towards implementing the vision
- Continues the rezoning initiative for the entire corridor
- Efforts will focus on 4 sub-districts in the south end of the Main Street/Central corridor
- Includes portions of the Spring Valley Station PD
- Amending/refining existing Main Street/Central Expressway Form Based Code (adopted January 2015 – applied to central sub-districts)



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



Property and Business Owner Meetings Series 1

Property and Business Owner Meetings Series 1 - Overview

- Meetings were held with property and business owners from each of the southern sub-districts and from the central sub-districts on March 2 and 3, 2016
- Two opportunities were provided for property and business owners from each sub-district to attend
- These meetings accommodated feedback from more than 60 participants



Property and Business Owner Meetings Series 1 – Synopsis

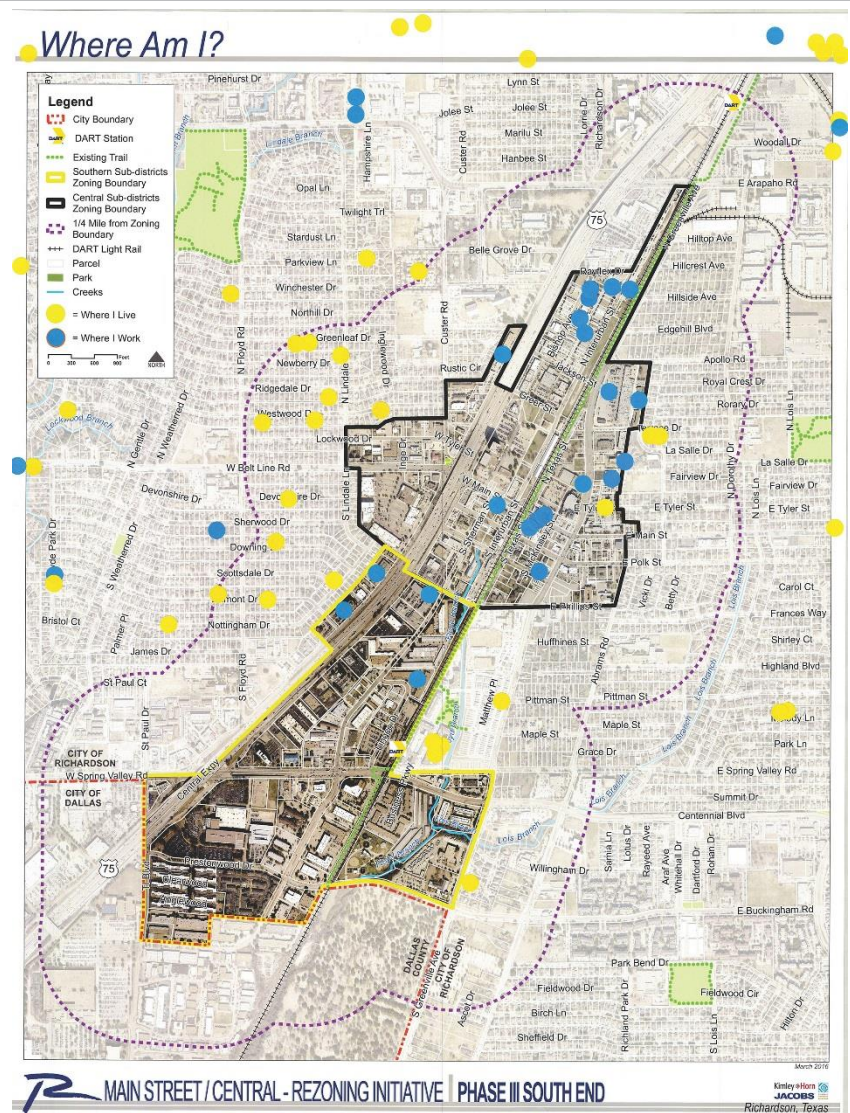
- Gateway Commercial & Trailside
 - Overall vision is sound
 - Mixed opinions about residential in these areas
 - Auto-related uses need to be somewhere in Richardson
 - Support for higher development intensity
- McKamy Spring
 - So far, DART station hasn't led to development envisioned in the existing Spring Valley Station PD
 - The existing PD has created 'no man's land'
 - Support for industrial uses
 - More parking is needed
 - Issues about accessing N. Central Expressway safely
 - Mixed opinions about combining this sub-district with others
- Creative Corporate
 - Business and its tenants love this location
 - Interest in better bike/pedestrian connection to DART station
 - Want to see revitalization of apartments to south
 - Support corporate expansions
- Central Sub-districts
 - Investments have been made and results are positive so far
 - Experience with Code generally good
 - Details to refine relate to dumpsters, fencing, other clarifications
 - Parking remains a concern
 - Street improvements and repairs needed



Community Workshop 1

Community Workshop - Overview

- A Community Workshop was held at Richardson City Hall on March 29, 2016
- 65 residents, business owners and property owners from the corridor and surrounding areas attended
- A brief project overview presentation was made, then participants shared their opinions at several stations



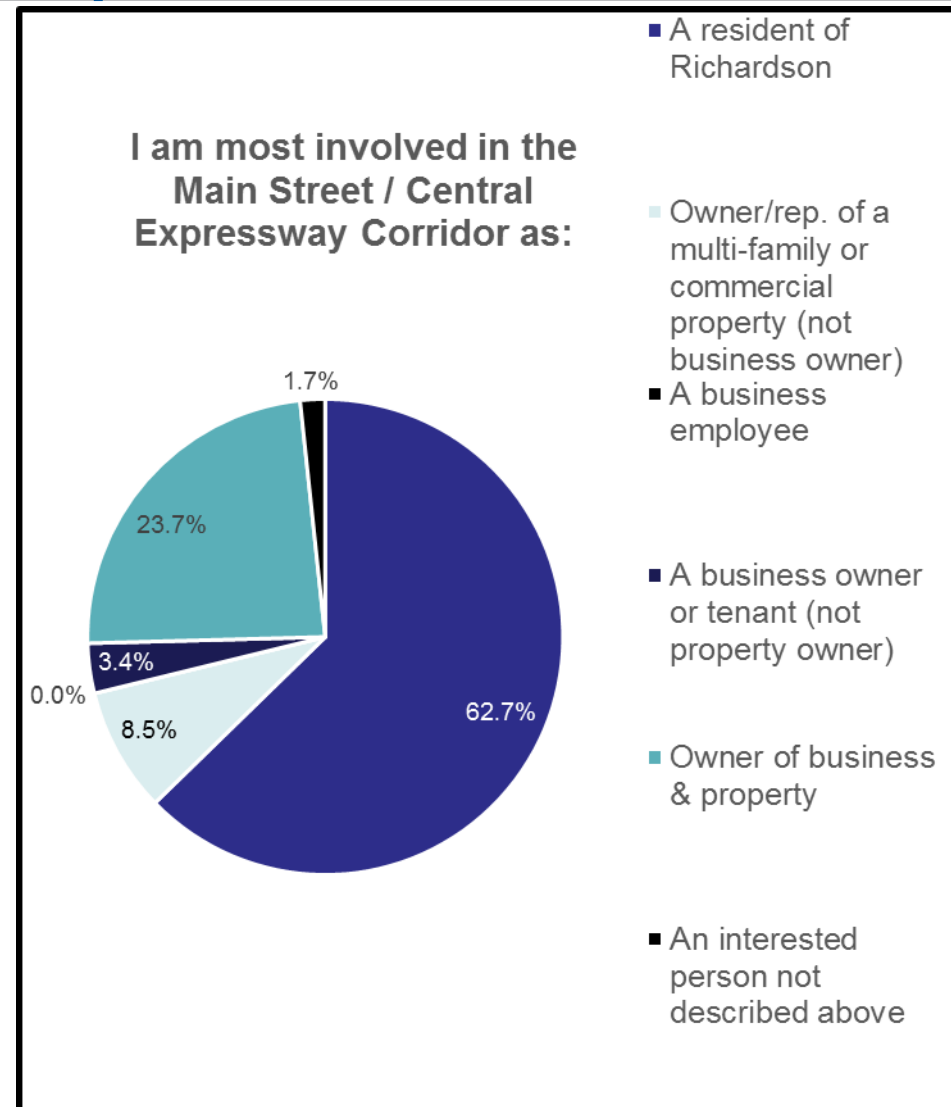
Community Workshop – Station Activities

- Station activities allowed participants to share their thoughts related to several topics that will provide additional detail to the rezoning initiative
- Information was gathered for each sub-district related to appropriate development types, public space, and connectivity



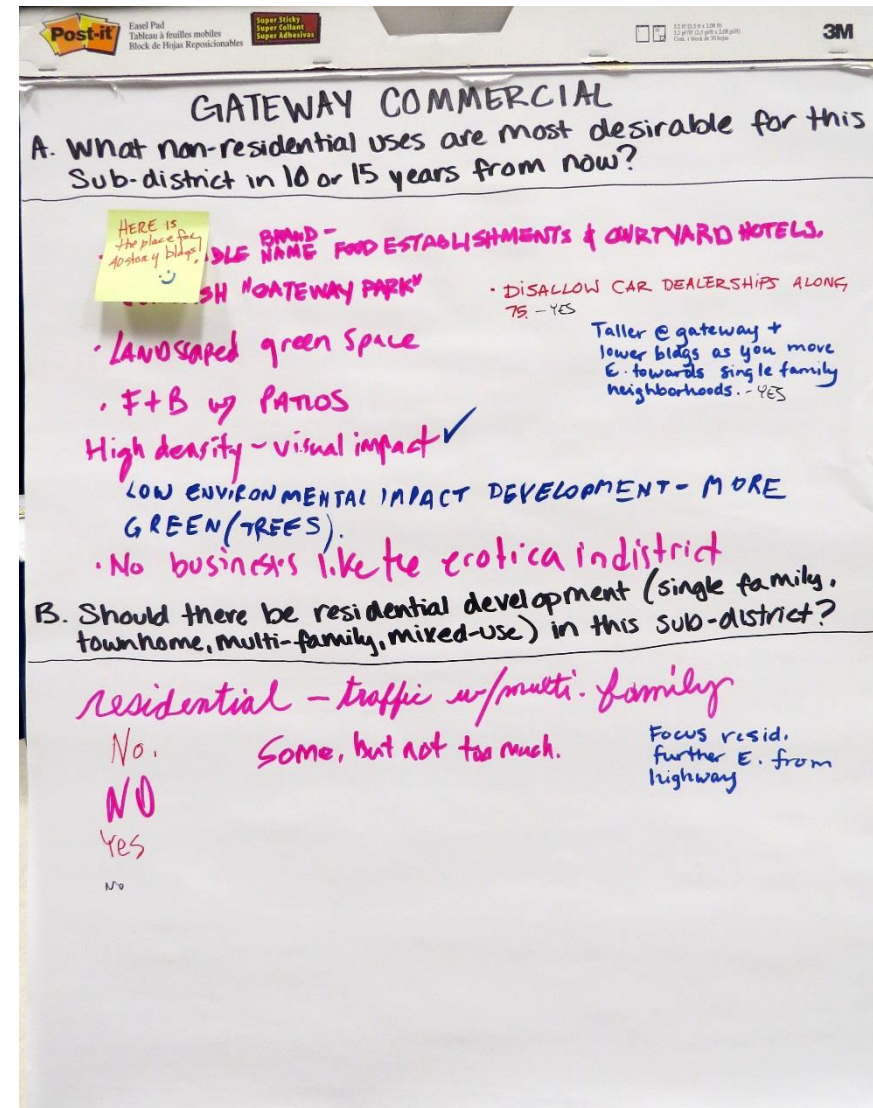
Community Workshop – Participants

- Most were Richardson residents, though a sizable portion owned businesses and property in the corridor
- 65% involved in visioning phase (Phase I)
- 61% involved in Form Based Code for central sub-districts (Phase II)
- Almost half felt there has been improvement to the area



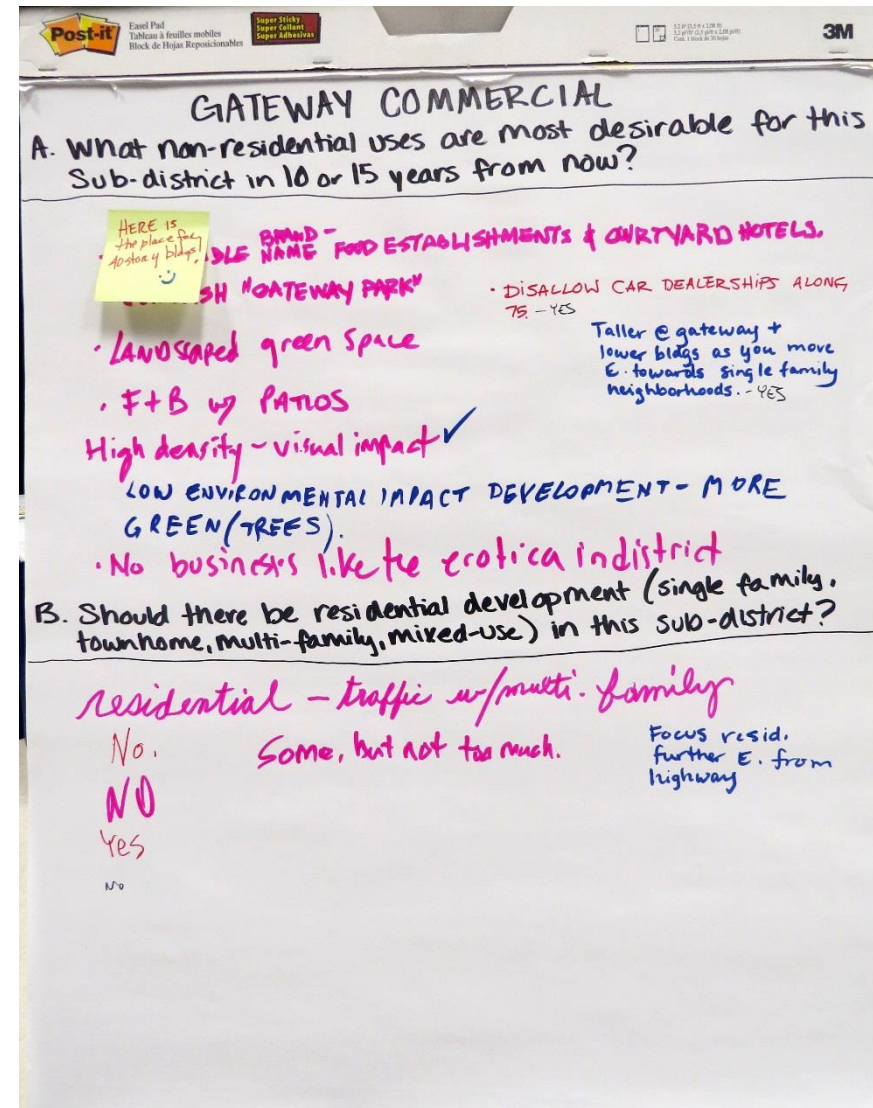
Community Workshop – Gateway Commercial Feedback

- What non-residential uses are most desirable for this sub-district in 10 or 15 years from now?
 - Landscaped green space
 - Food and beverage with patios
 - Taller buildings at gateway and lower as you move towards single-family neighborhoods



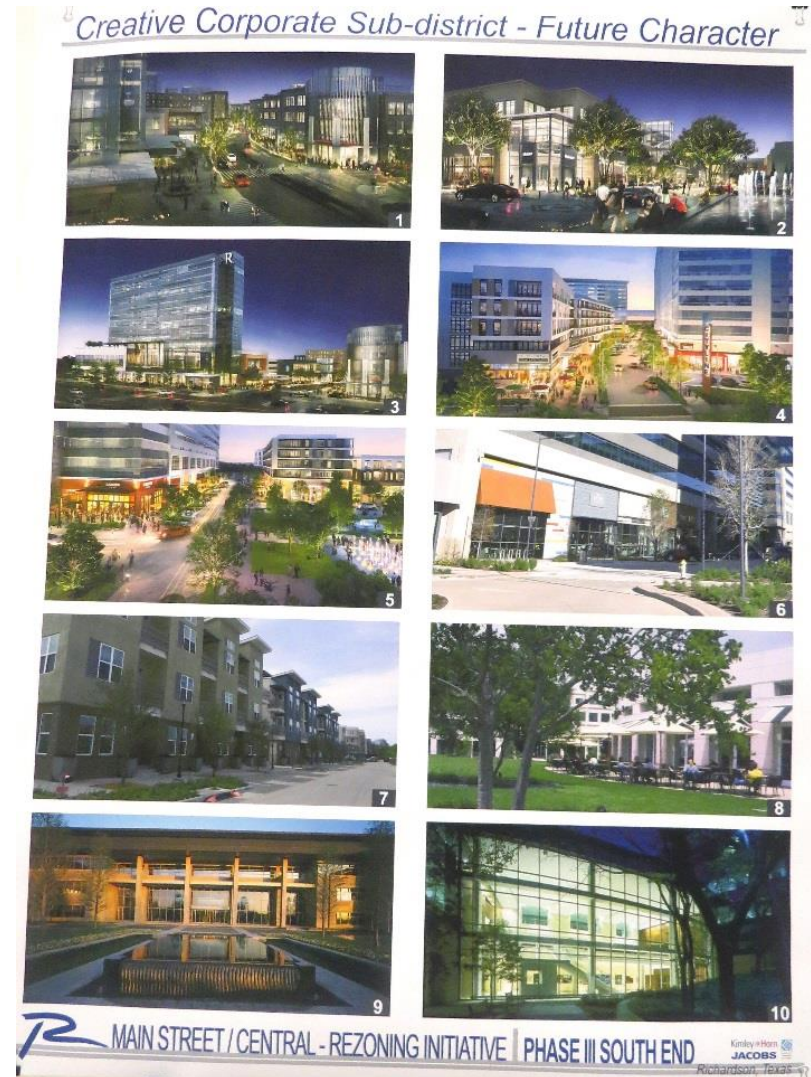
Community Workshop – Gateway Commercial Feedback

- Should there be residential development (single-family, townhome, multi-family, mixed-use) in this sub-district?
 - No and yes
 - Focus residential further east from highway
 - Some, but not too much



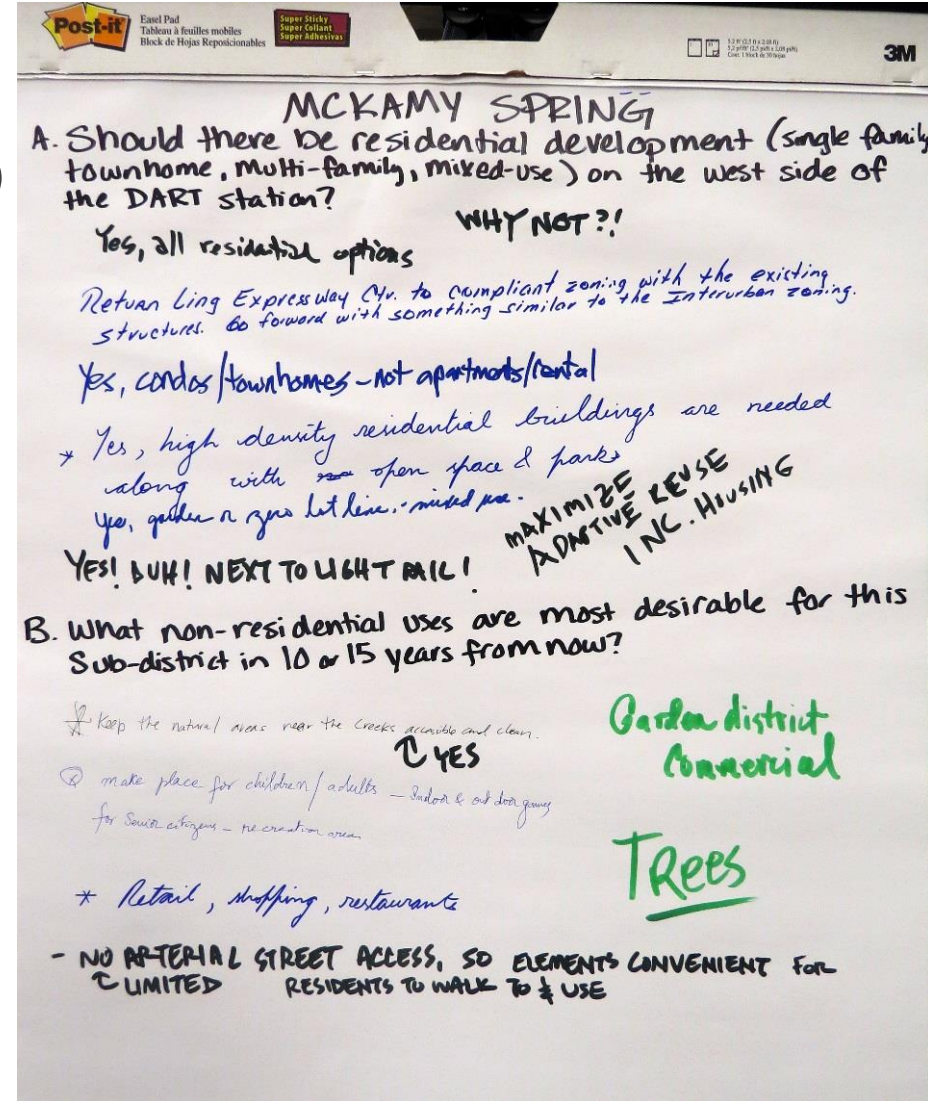
Community Workshop – Creative Corporate Feedback

- Do the images on the board reflect your ideas of the best future development in this Sub-district?
 - 6 & 8 excellent
 - 2 & 8 – these are great
 - 2 & 5 – but must include enough parking in the plan
 - 1 thru 6 look great
 - 4, 8, 9
 - Over 5 stories might be too aggressive



Community Workshop – McKamy Spring Feedback

- Should there be residential development (single-family, townhome, multi-family, mixed-use) on the west side of the DART station?
 - Yes, all residential options
 - Why not?!
 - Yes, condos/townhomes – not apartments/rental
 - Maximize adaptive reuse including housing
 - Return (area) to compliant zoning with the existing structures – go forward with something similar to Interurban zoning




Community Workshop – McKamy Spring Feedback

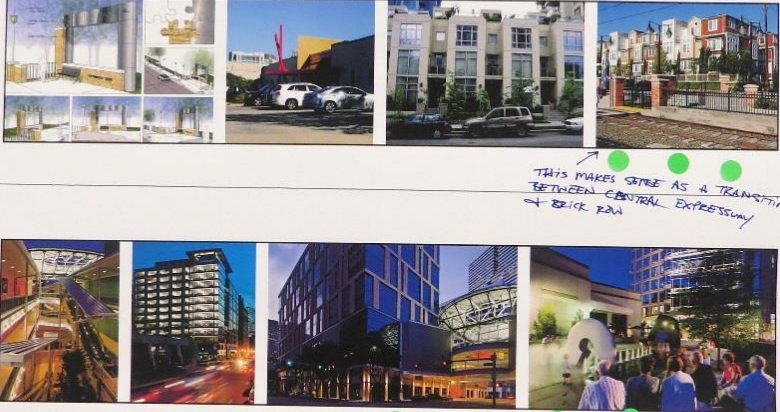
- Which image group best reflects your preferred future character for the area West of the Spring Valley Station in 10 -15 years from now?

McKamy Spring Sub-district - North of Spring Valley Future Character

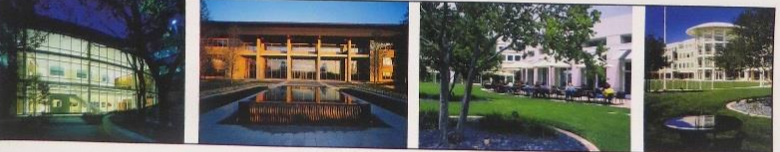
1



2



3



THIS MAKES SENSE AS A TRANSITION BETWEEN CENTRAL EXPRESSWAY & BRICK ROW

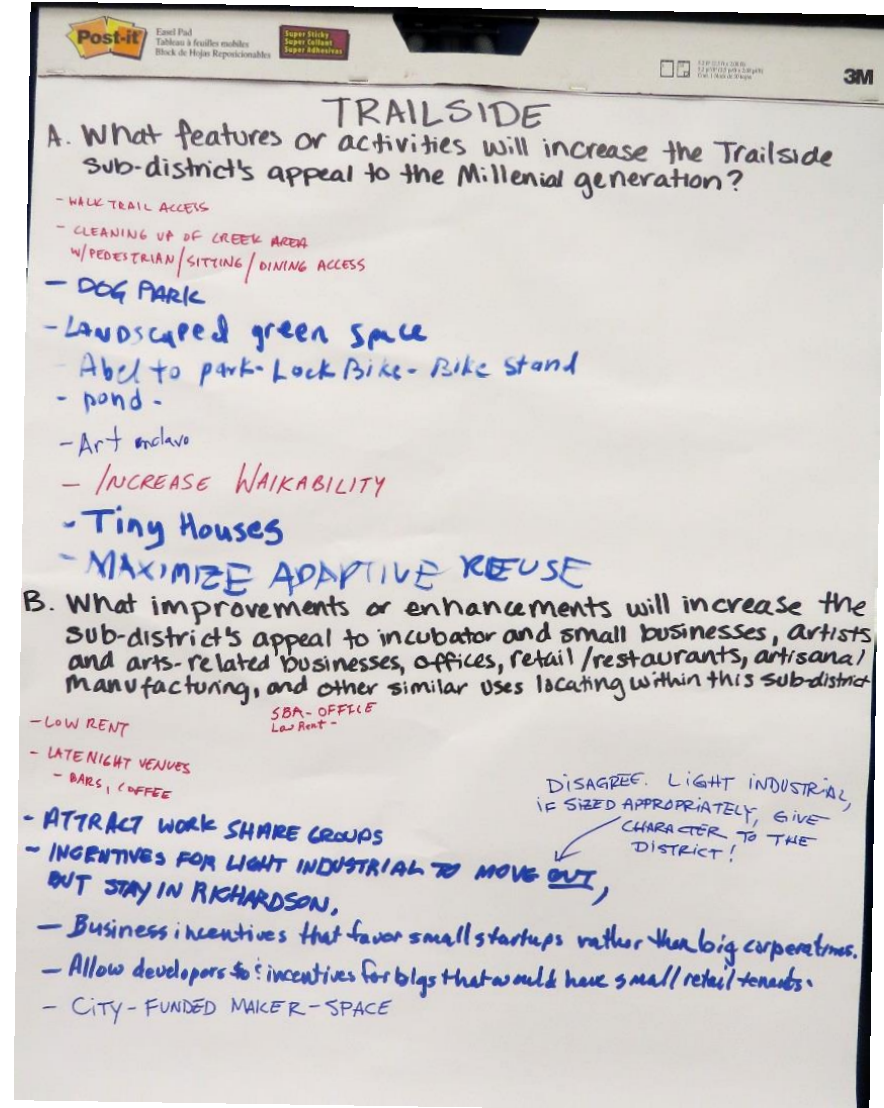
MAIN STREET / CENTRAL - REZONING INITIATIVE | PHASE III SOUTH END

Kimley-Horn & Jacobs
Richardson, Texas

Community Workshop – Trailside Feedback

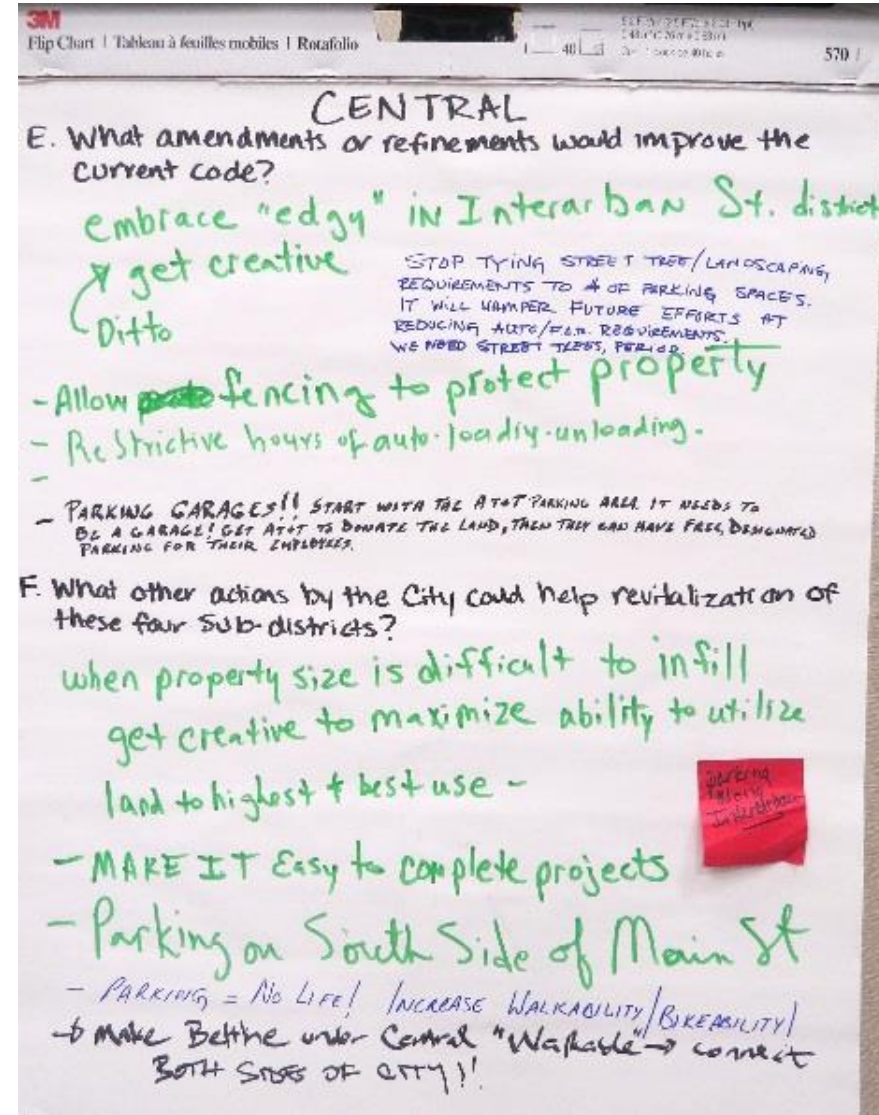
- What features or activities will increase the Trailside Sub-district's appeal to the Millennial generation?

- Trail access
- Cleaning-up of creek area
- Dog park
- Art enclave
- Tiny houses
- Maximize adaptive reuse



Community Workshop – Central Sub-districts Feedback

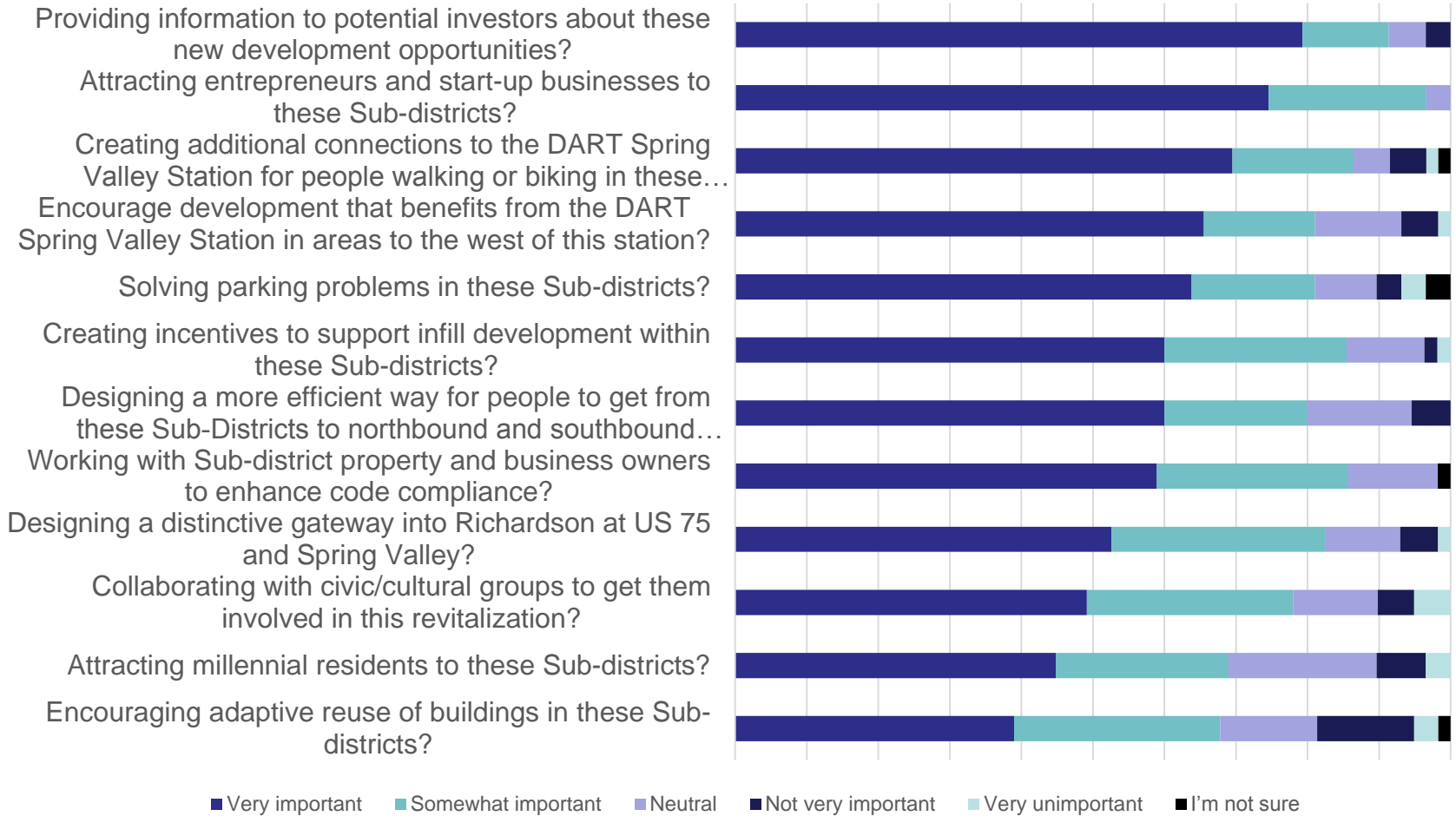
- What amendments or refinements would improve the current Code?
 - Embrace “edgy” in the Interurban Sub-district – get creative
 - Allow fencing to protect properties
 - Restructure hours of auto loading / unloading
 - Parking garages!! Start with AT&T parking area – it needs to be a garage
 - Stop tying street tree / landscaping requirements to parking – it will hamper future efforts



Community Workshop – Keypad Polling Results

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

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Very important Somewhat important Neutral Not very important Very unimportant I'm not sure



Online Survey 1

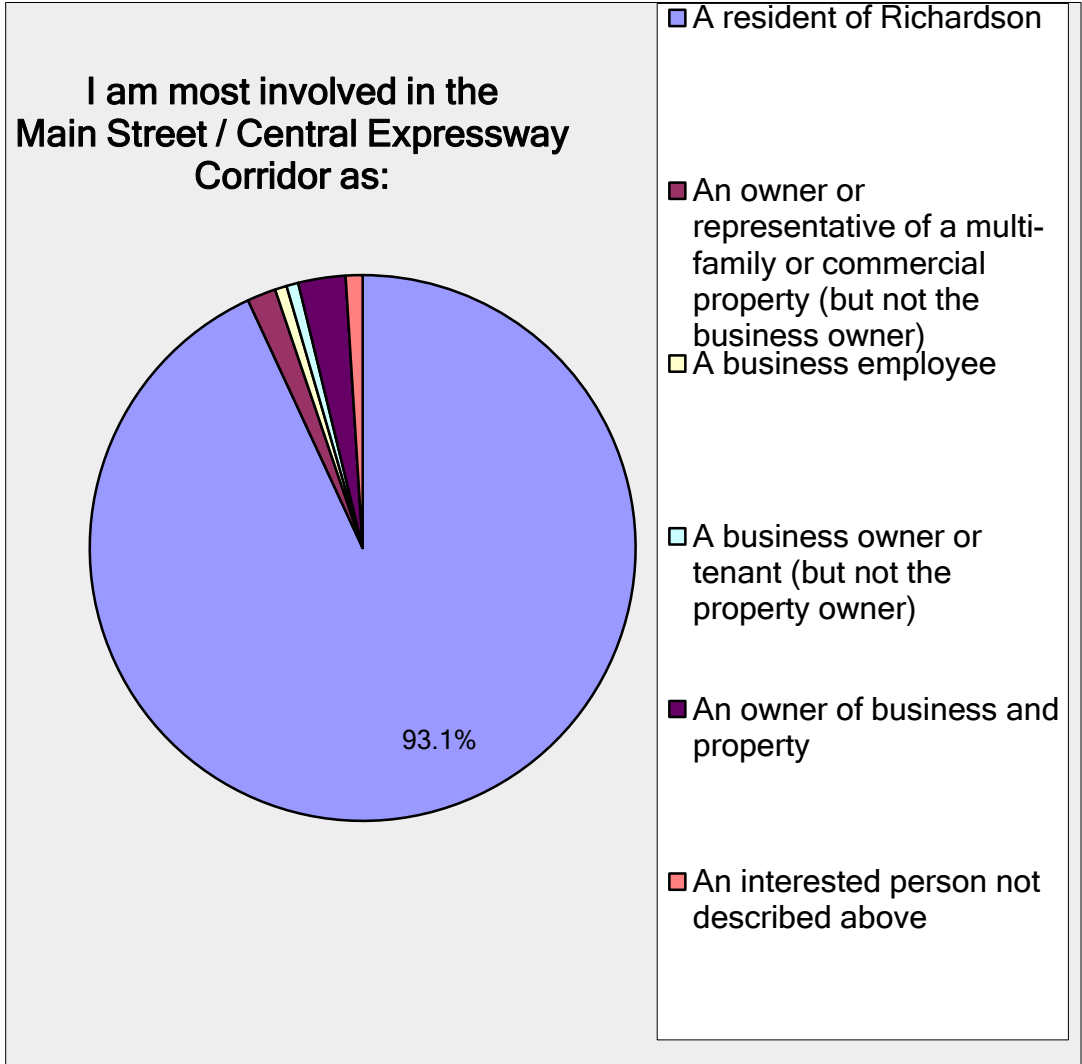
Online Survey - Overview

- Survey developed to provide additional opportunity for public input
- Questions reflected discussion at Property and Business Owners Meetings and Community Workshop
- Survey was available from April 9th through April 26th
- 295 responses received
- Most replied to multiple choice questions; about 50 provided comments on open-ended questions



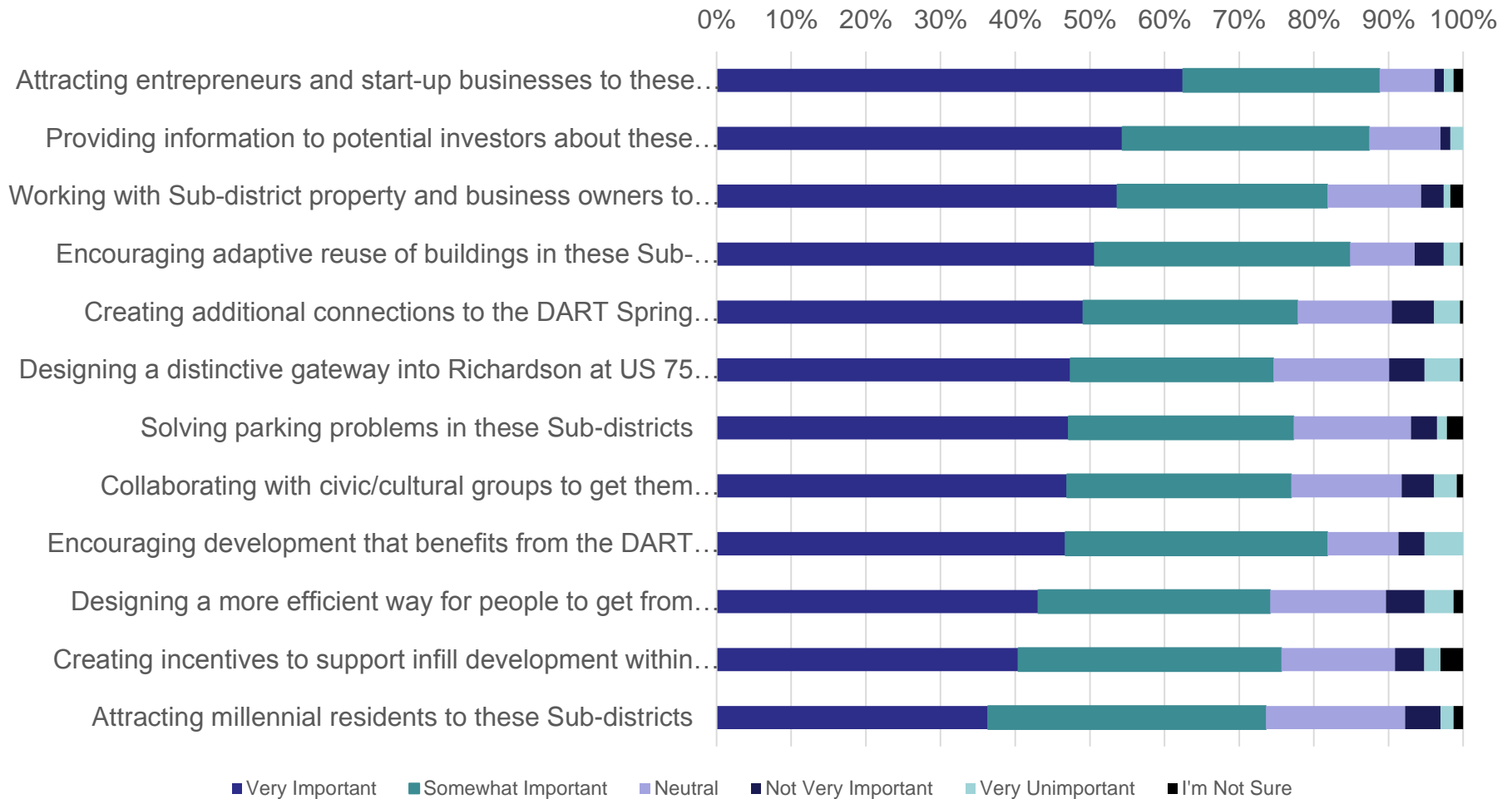
Online Survey – Participants

- Almost all were Richardson residents (93%)
- Most had not been involved previously
 - 17% involved in visioning phase
 - 16% involved in Form Based Code for central sub-districts
- Just over half (54%) felt there has been improvement to the area



Online Survey Results

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



Online Survey – Sampling of Open-Ended Comments

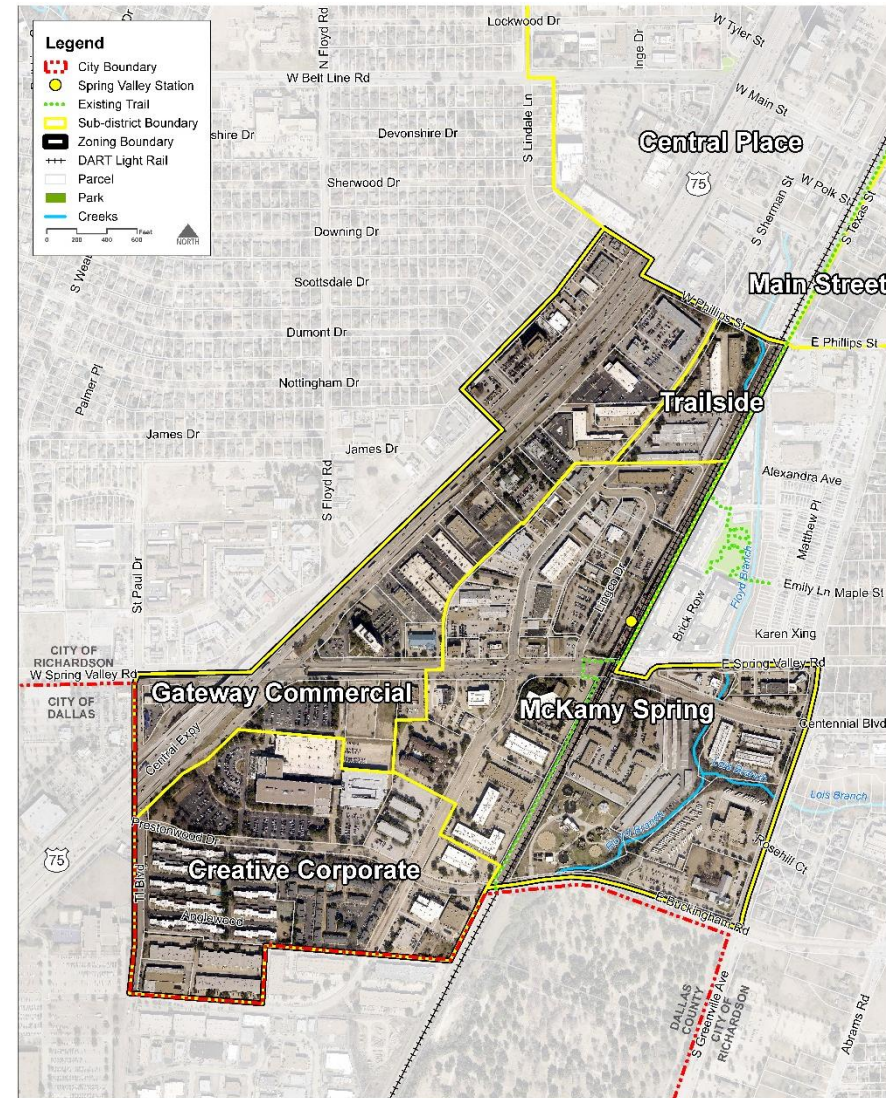
- Support local, unique businesses
- Revitalize Main Street first
- Make areas walkable, appeal to singles in their 30's, 50's, etc.
- Concerns about crime and issues with connecting trails to Dallas
- Create areas for artists and creative businesses
- Attract shops and restaurants for both families and millennials
- Don't build apartments
- Leave things as they are
- More high density development. Create a visual impact to travelers on North Central Expressway
- More focus on entertainment and retail to take full advantage of the Spring Valley Rail Station



City Council Tour Follow-up / Key Issues for Discussion

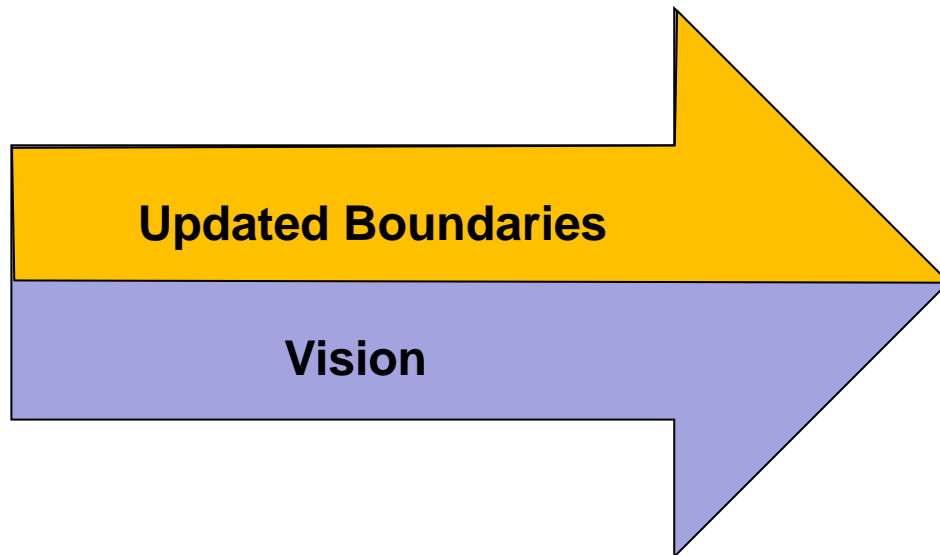
City Council Tour - Purpose

- April 30 – Council toured the southern sub-districts within the Main Street/Central Corridor
- Re-familiarize City Council with existing land uses and physical improvements
- Discussed the visions for each of the sub-districts
- May 2 – Tour debriefing to discuss any additional observations and comments



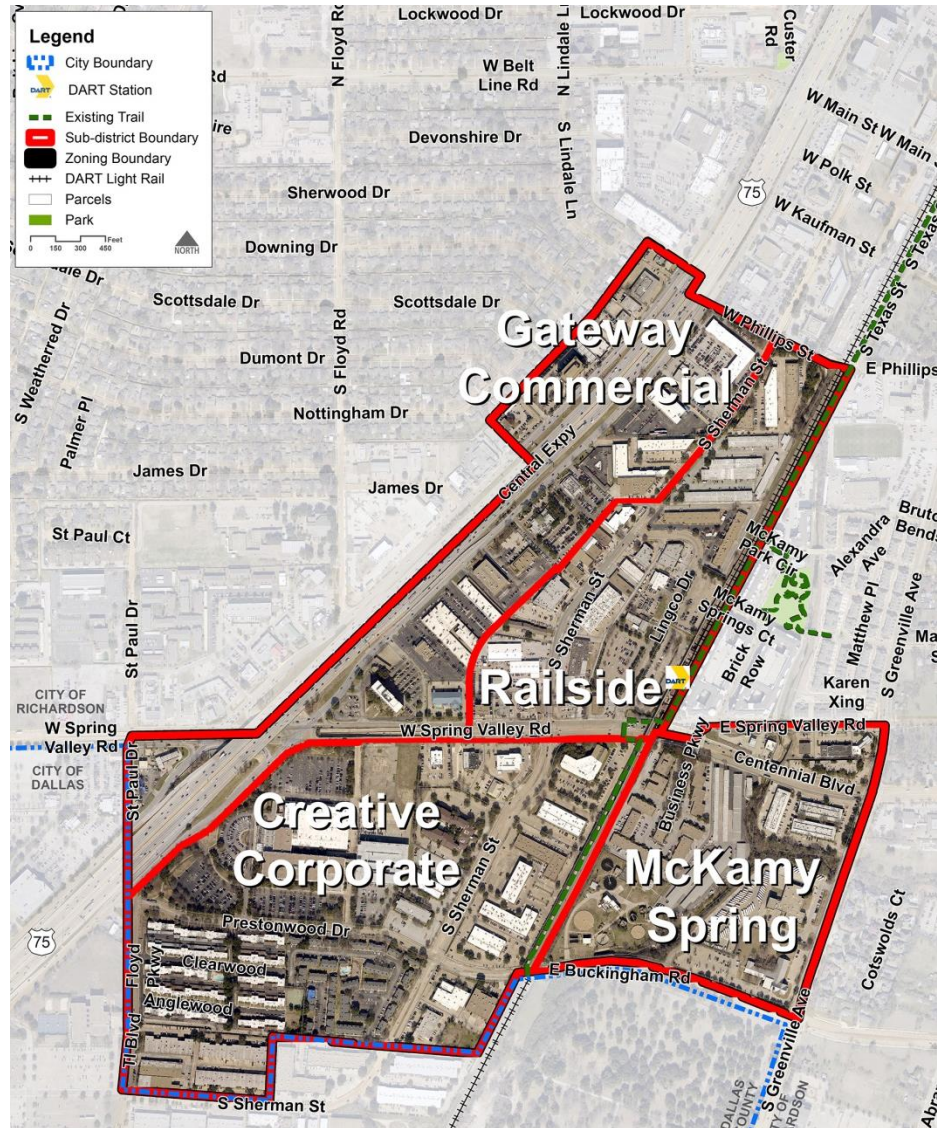
Sub-district Boundaries, Primary Uses and Vision

- Gateway Commercial
- Creative Corporate
- McKamy Spring
- Trailside → Railside
- Two inter-related areas of discussion



Updated Sub-district Boundaries

- **Gateway Commercial** – the southern boundary would shift north to Spring Valley Rd.
- **Creative Corporate** – the northern boundary would move north to Spring Valley Rd.
- **McKamy Spring** – would take in the “triangle” between Centennial Blvd. and Spring Valley Rd. but not the area west of the Spring Valley DART Station (both areas currently part of Spring Valley Station PD)
- **Trailside** – would become “Railside” and be extended south to Spring Valley Rd. to take in the area west of the Spring Valley DART Station (currently part of Spring Valley Station PD)



Today – Gateway Commercial Sub-district

- Primarily one lot depth on both sides of U.S. 75
- Includes Catalyst Site 1 (Comerica Bank Building)
- Study recommended additional street connections between Sherman St. and U.S. 75 to improve circulation within area and improved connectivity to Spring Valley DART Station
- Properties on west side of U.S. 75 adjacent to single family residential



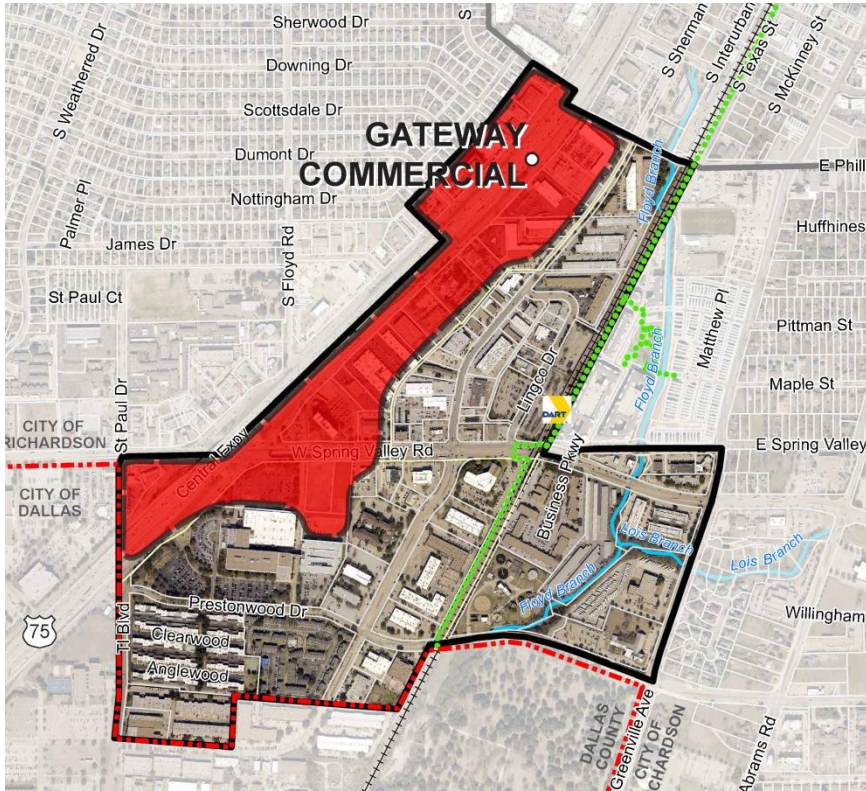
Vision – Gateway Commercial Sub-district

- 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”

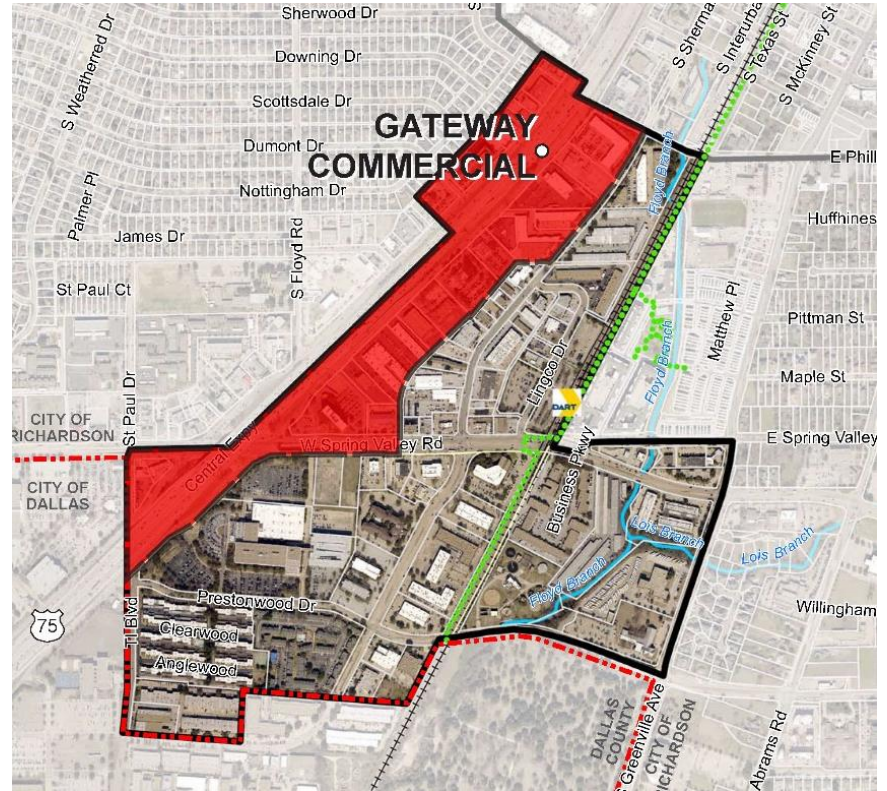


Discussion – Gateway Commercial Sub-district

Original Boundary



Modified Boundary



Today – Creative Corporate Sub-district

- Fossil Headquarters located within the sub-district
- Connectivity to U.S. 75 and Spring Valley Rd. via Prestonwood Dr., Sherman St. and TI Blvd.
- Within 10-minute walk of nearby Spring Valley DART Station
- No single family adjacency
- Multi-family residential uses at SE quadrant of TI Blvd. and Prestonwood Blvd.



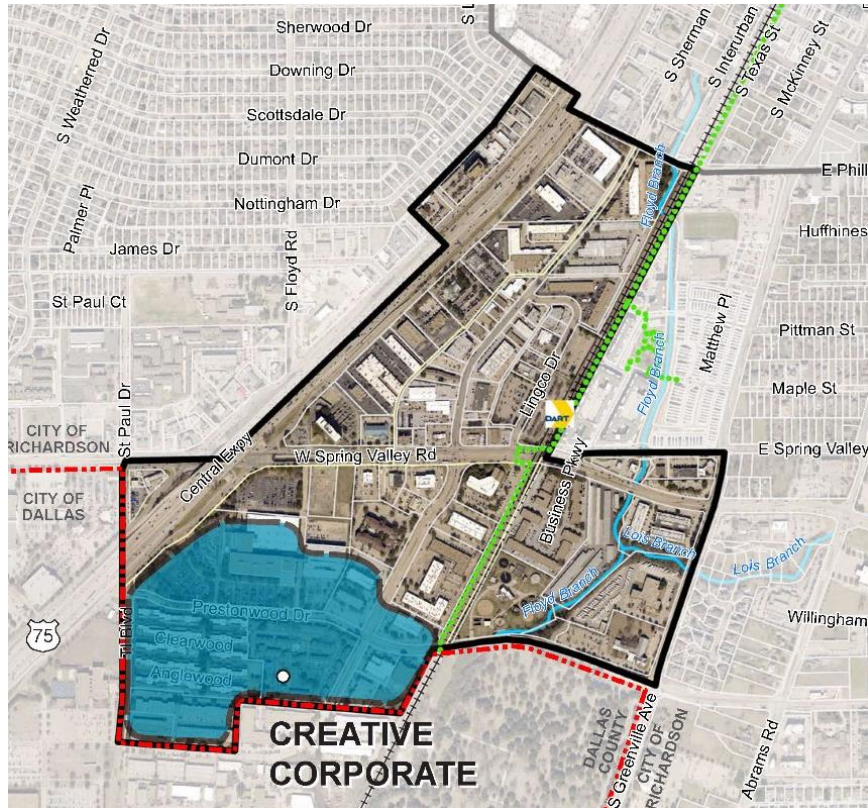
Vision – Creative Corporate Sub-district

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

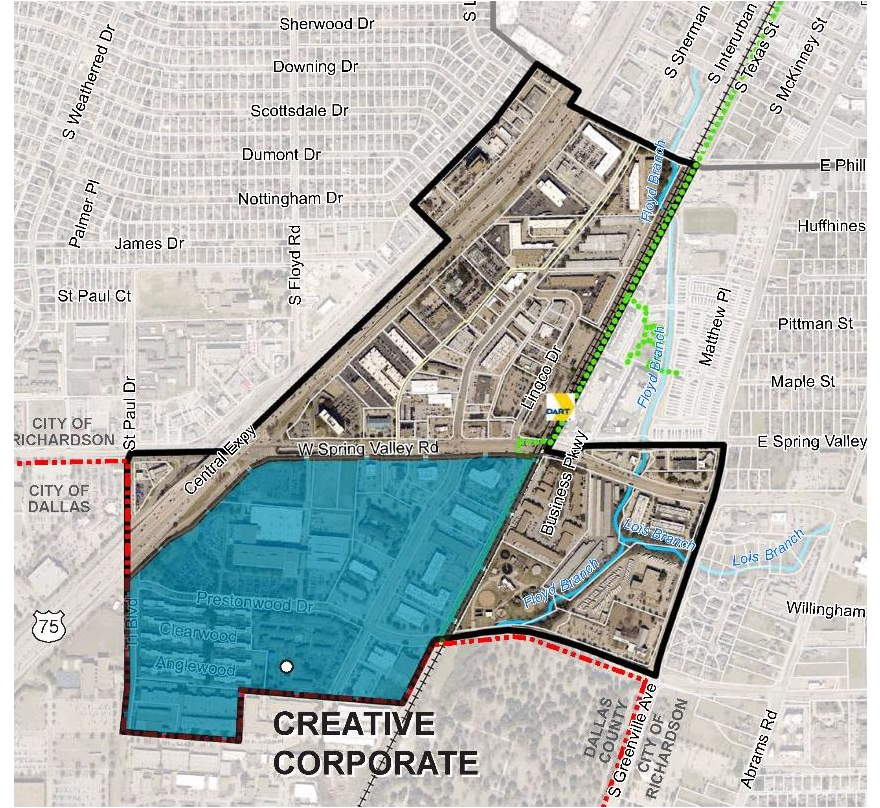


Discussion – Creative Corporate Sub-district

Original Boundary



Modified Boundary



Today – McKamy Spring Sub-district

- Includes the area north of Spring Valley Rd. and west of DART rail line, and the “triangle” area bounded by Spring Valley Rd., Centennial Blvd. and Greenville Ave. zoned Spring Valley Station PD
- Opportunities for additional transit-oriented development – within 5 to 10 min. walk of Spring Valley DART Station
- Properties on north side of Spring Valley Rd. are smaller in size and predominantly service oriented uses
- Properties on the south side of Spring Valley Rd./Centennial Blvd. are larger, and a mix of office, service, and institutional uses
- Waste water treatment facility
- Access to Central Trail and Spring Valley DART Station



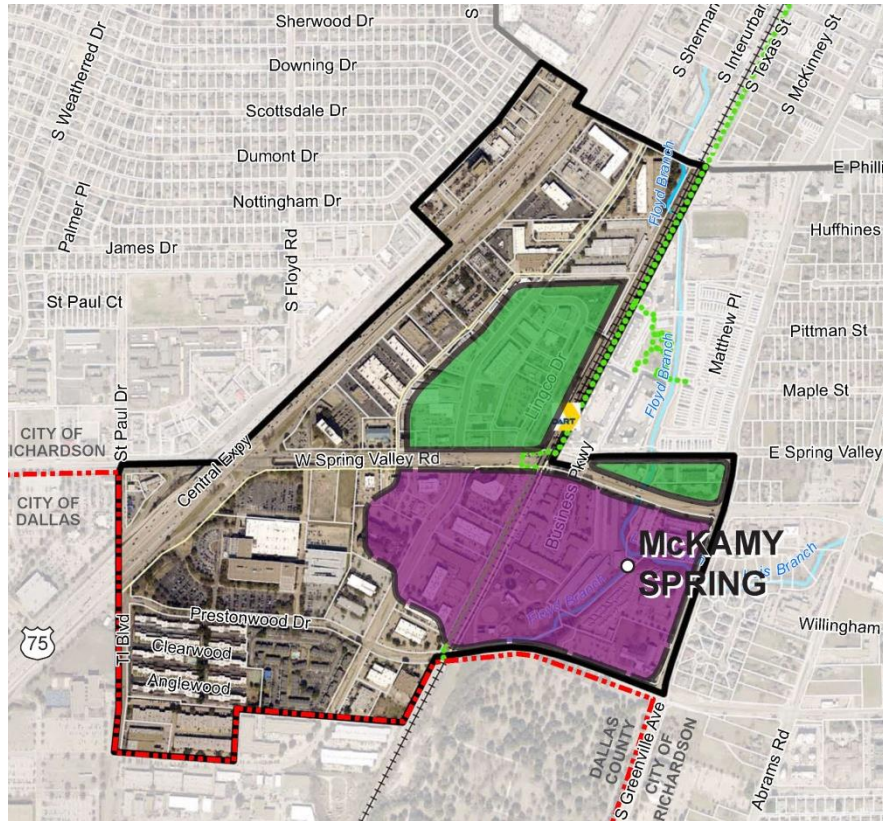
Vision – McKamy Spring Sub-district

- 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

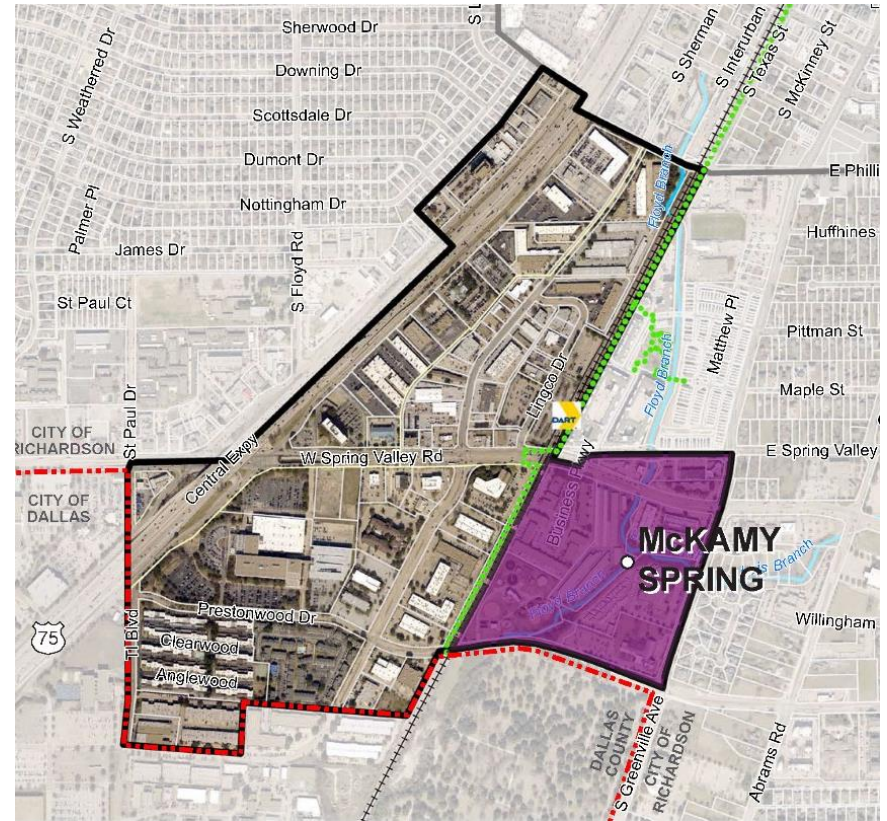


Discussion – McKamy Spring Sub-district

Original Boundary



Modified Boundary



Today – Trailside Sub-district

- Many service and auto-oriented uses exist today
- Predominantly office/warehouse/flex space buildings
- Presently industrial zoned
- Two parcels (different ownership)
- Floyd Branch drainage channel at northeast end of sub-district
- No direct connection to Central Trail



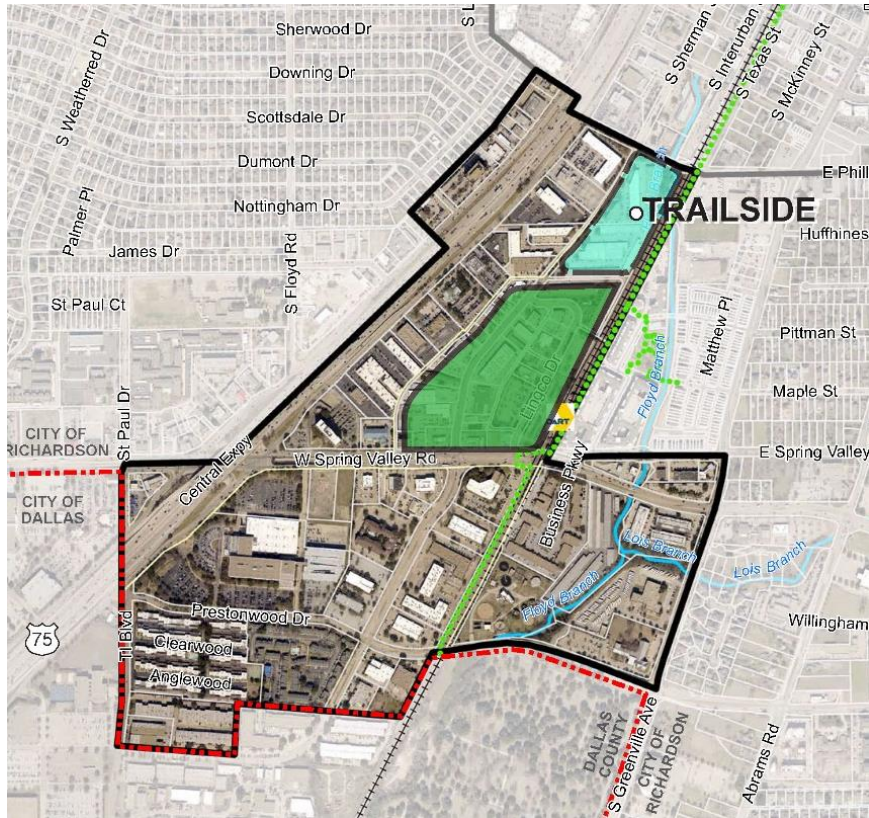
Vision – Railside Sub-district

- Positions Richardson as a community concerned with sustainability and the arts
- Focuses on adaptive reuse of existing industrial buildings
- **New development (including residential and other transit supporting uses) is also envisioned with high quality urban character**

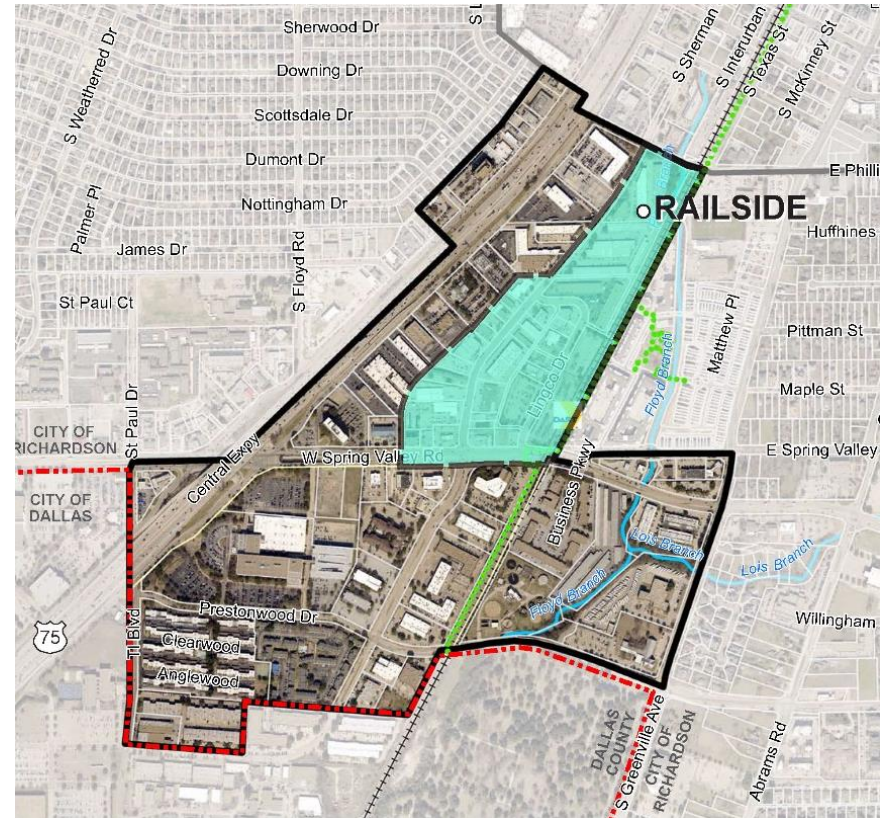


Discussion – Railside Sub-district

Original Boundary

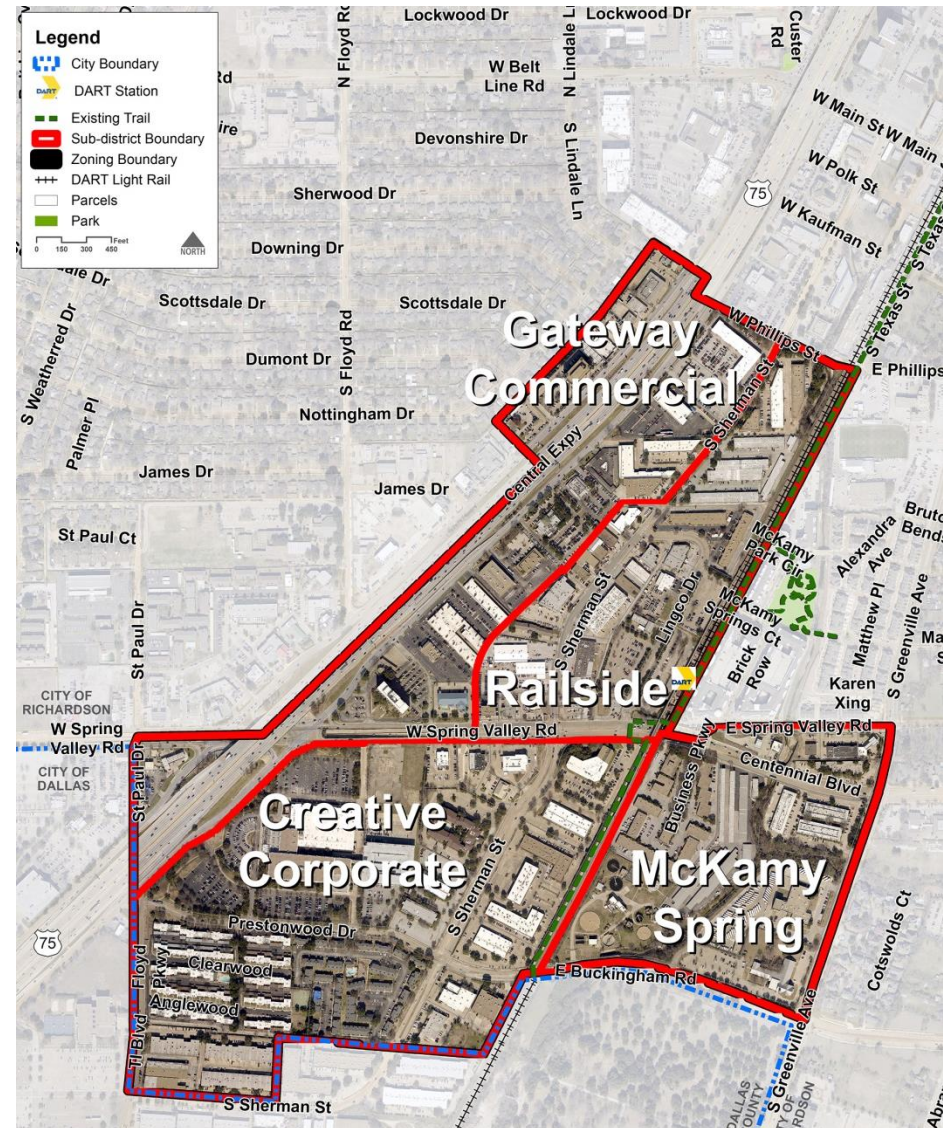


Modified Boundary



Discussion/Confirmation

- **Gateway Commercial** – the southern boundary would shift north to Spring Valley Rd.
- **Creative Corporate** – the northern boundary would move north to Spring Valley Rd.
- **McKamy Spring** – would take in the “triangle” between Centennial Blvd. and Spring Valley Rd. but not the area west of the Spring Valley DART Station (both areas currently part of Spring Valley Station PD)
- **Trailside** – would become “Railside” and be extended south to Spring Valley Rd. to take in the area west of the Spring Valley DART Station (currently part of Spring Valley Station PD); *New development (including residential and other transit supporting uses) is also envisioned with high quality urban character*



Next Steps

CPC Tour - Purpose

- Re-familiarize City Plan Commission with existing land uses and physical improvements – southern sub-districts
- Discuss with the Commission the visions for each of the sub-districts



CPC Tour - Logistics

- Tuesday, May 17th
- Assemble west side of City Hall – 3:15pm
- Depart City Hall – 3:30pm
- Bus driving tour
 - Southern sub-districts
 - Central sub-district projects (time permitting)
- Return to City Hall – 5:30pm
- Follow-up discussion – tour observations/comments



Summary

Timeframe	Task
April/May 2016	<ul style="list-style-type: none">• Tour of sub-districts<ul style="list-style-type: none">- Council: April 30- CPC: May 17• Council/CPC briefings<ul style="list-style-type: none">- Council: May 2- CPC: May 3



Summary

Timeframe	Task
Summer 2016	<p>Initiate code writing:</p> <ul style="list-style-type: none">• Develop new uses and development standards for:<ul style="list-style-type: none">– Gateway Commercial– Railside (<i>formerly known as Trailside, and including west portion of existing Spring Valley Station PD</i>)– Creative Corporate– McKamy Spring (<i>including “triangle” portion of existing Spring Valley Station PD</i>)• Amendments/refinements to adopted Code (Central Place, Interurban, Chinatown and Main Street sub-districts)



Summary

Timeframe	Task
Summer 2016 (cont.)	<ul style="list-style-type: none">• Council/CPC joint work session (June 20)• Property and business owner engagement (July 11 and 12)• Community workshop (July 12)• Additional Council/CPC briefings<ul style="list-style-type: none">– Council: August 1– CPC: August 2 (<i>tentative</i>)
September/October 2016	<ul style="list-style-type: none">• Public hearing notification (mailed notice)• CPC code consideration<ul style="list-style-type: none">– 1st meeting mid-Sept– 2nd meeting Thurs. Oct 6 (<i>rescheduled from Tues. Oct. 4</i>)



Summary

Timeframe	Task
October/November 2016	<ul style="list-style-type: none">• Public hearing notification (newspaper notice)• Council code consideration and adoption



Next Steps

- Based on feedback received from the Property and Business Owner Meetings, Community Workshop, Online Survey and City Council feedback, 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 work with the City Council and CPC in a joint work-session in June to discuss the strategic issues arising in the drafting of the ordinance to receive direction for addressing those issues in 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.



City Plan Commission Briefing

May 3, 2016



Image Source – City of Richardson



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