

Main Street/ Central Expressway Corridor:

Overview of Existing Conditions;
Commencement of Study

City Council Briefing
February 13, 2012



Main Street/Central Expressway Corridor Presentation

- Comprehensive Plan
- Study Area boundaries
- Existing conditions
- Infrastructure
- Demographics
- Strategies and schedule
- Discussion

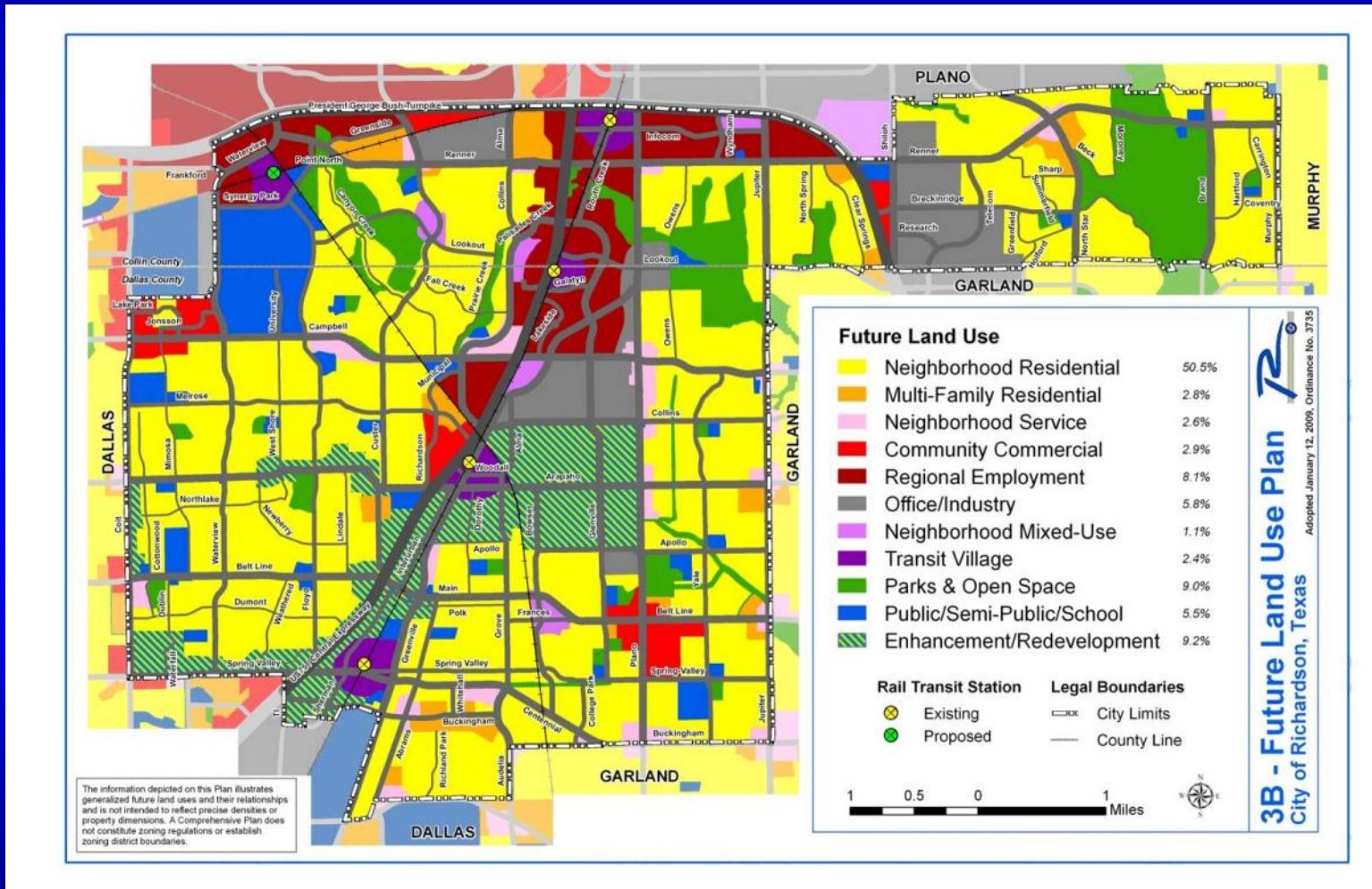
Main Street/Central Expressway Corridor Comprehensive Plan

- Most recent plan adopted in January 2009
- Designated six Enhancement/Redevelopment Areas for further study
 - West Spring Valley (complete)
 - Old Town/Main Street
 - Central
 - Coit
 - East Arapaho/Collins
 - West Arapaho

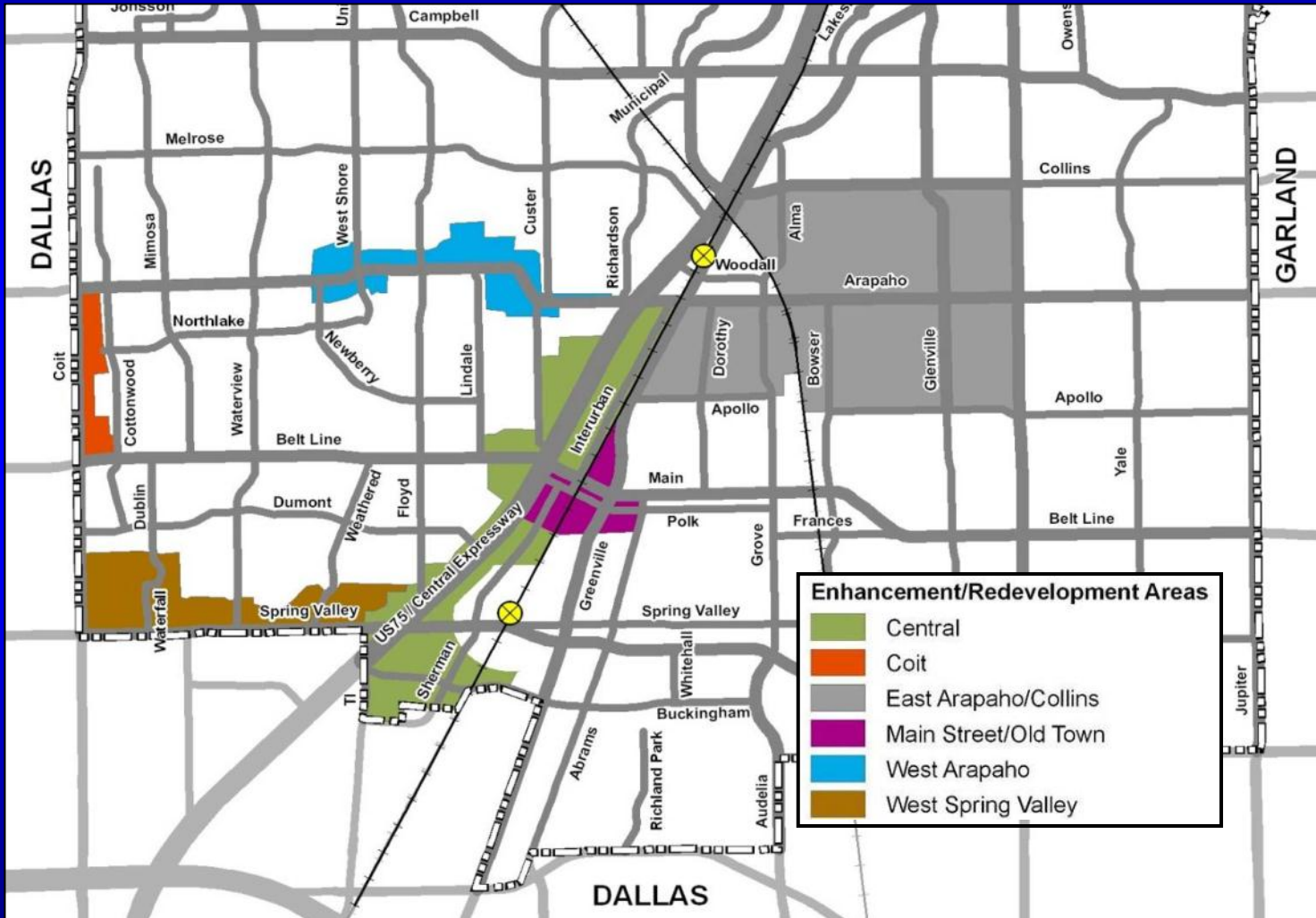
Main Street/Central Expressway Corridor Comprehensive Plan

- Staff proposes to combine Old Town/Main Street and Central into a single study
 - The two areas are contiguous and a portion of the Main Street area touches the Central Expressway Corridor (southeast corner, Main/Central)
 - Separate standards can be created for the two distinct sub-areas
 - The transition between the two study areas may be more successful if they are studied together
 - The market study for Main Street will include an evaluation of the Central Corridor (and vice versa)
 - There will be overlap between the stakeholders for the two areas and the notification area for any public meetings and/or zoning cases, if the property is rezoned
 - Studying both areas at the same time will expedite the overall timeline for the project

Main Street/Central Expressway Corridor Comprehensive Plan



Main Street/Central Expressway Corridor Comprehensive Plan

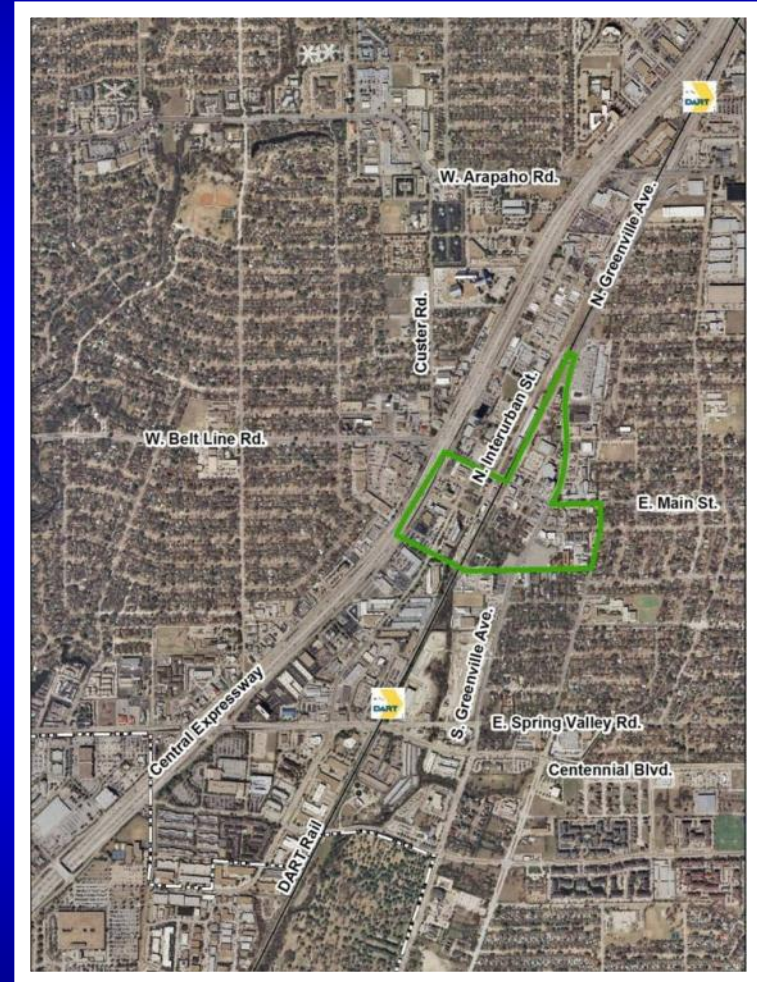


Main Street/Central Expressway Corridor Comprehensive Plan

- Enhancement/Redevelopment Areas
 - Indicative of the challenges of a first-tier suburb
 - Aging development and infrastructure
 - Properties that are underperforming due to changes in market, technology, building format
 - Evolving demographics
 - Reinvestment/Redevelopment encouraged
 - Further, detailed study necessary to determine the full potential for redevelopment

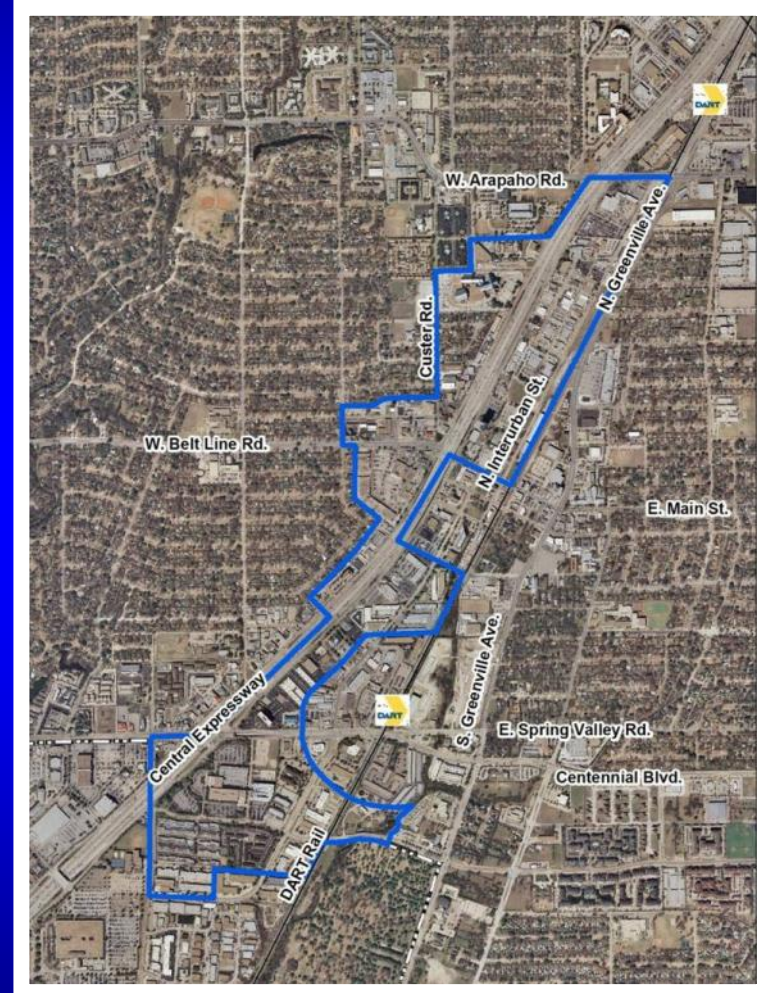
Main Street/Central Expressway Corridor Comprehensive Plan

- Main Street study area
 - Relatively small area centered around the Main Street/DART right-of-way intersection
 - Historic downtown of Richardson
 - Could present an opportunity to strengthen community identity, cohesiveness, pride
 - Redevelopment should respect nearby residential neighborhoods
 - Possible mixed use, pedestrian-oriented district (commercial, office, and residential uses)
 - Should consider whether to preserve the scale and character of the area
 - Old street grid
 - Limited building height to enhance the pedestrian character of the district



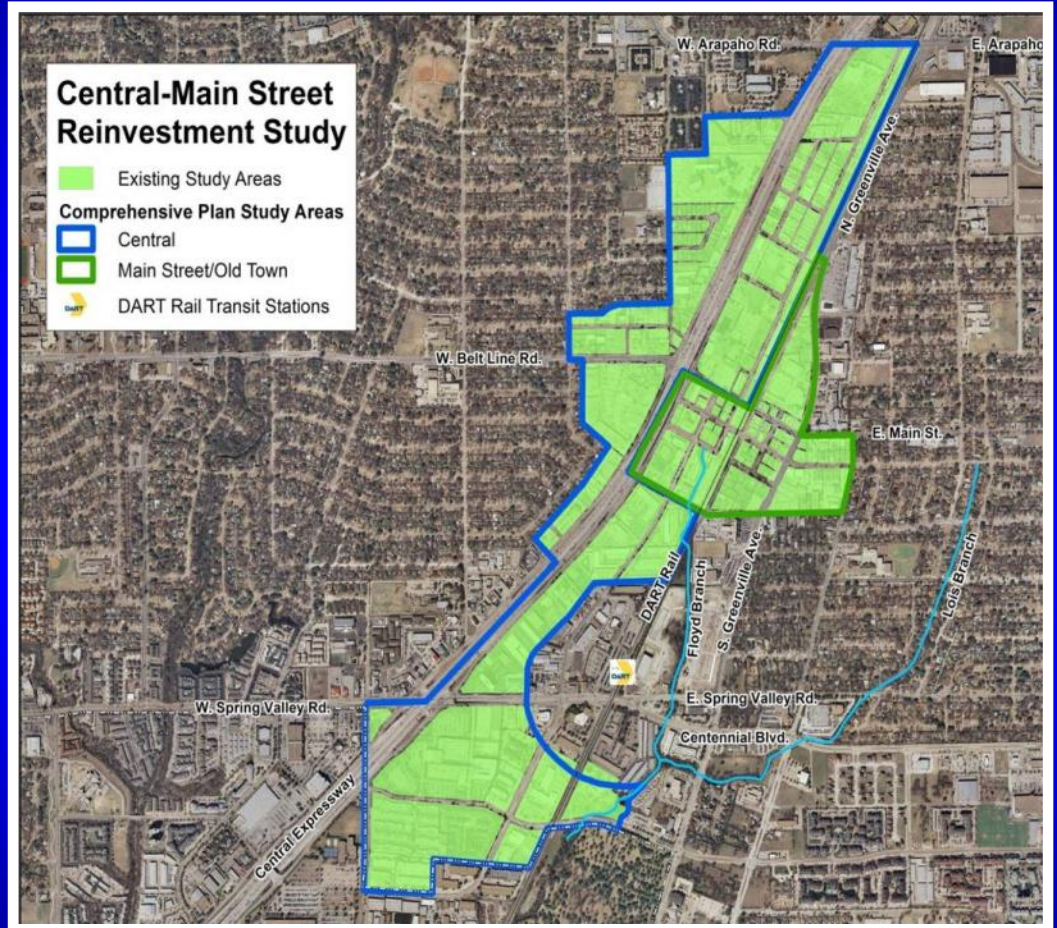
Main Street/Central Expressway Corridor Comprehensive Plan

- Central Expressway study area
 - Freeway-oriented commercial corridor composed of properties on both sides of Central Expressway between Arapaho Road and the southern city limit
 - Redevelopment could include
 - New and/or renovated office space
 - Upgraded retail centers
 - Additional hospitality uses (restaurant, hotel, entertainment)
 - Possible mixed use development at major intersections



Main Street/Central Expressway Corridor Study Area Boundaries - Comprehensive Plan

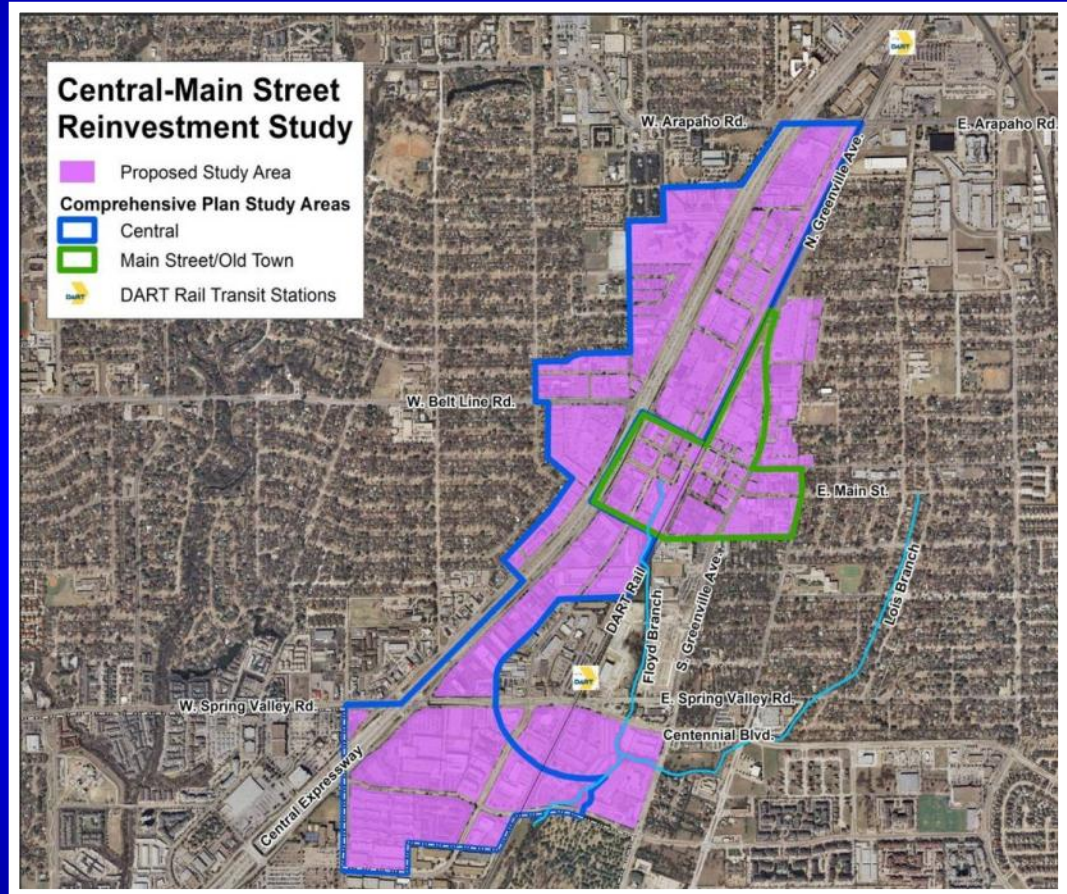
- East and west frontages of US 75/Central Expressway
- City limit on the south east of US 75/Central
- Arapaho on the north
- Excludes:
 - Spring Valley Station District
 - West Spring Valley Corridor
 - Civic Center/City Hall Complex
- 348 acres of land
 - Main Street 57 acres
 - Central Corridor 291 acres



Main Street/Central Expressway Corridor Proposed Study Area Boundaries

- Comprehensive Plan's Main Street and Central Enhancement areas plus:

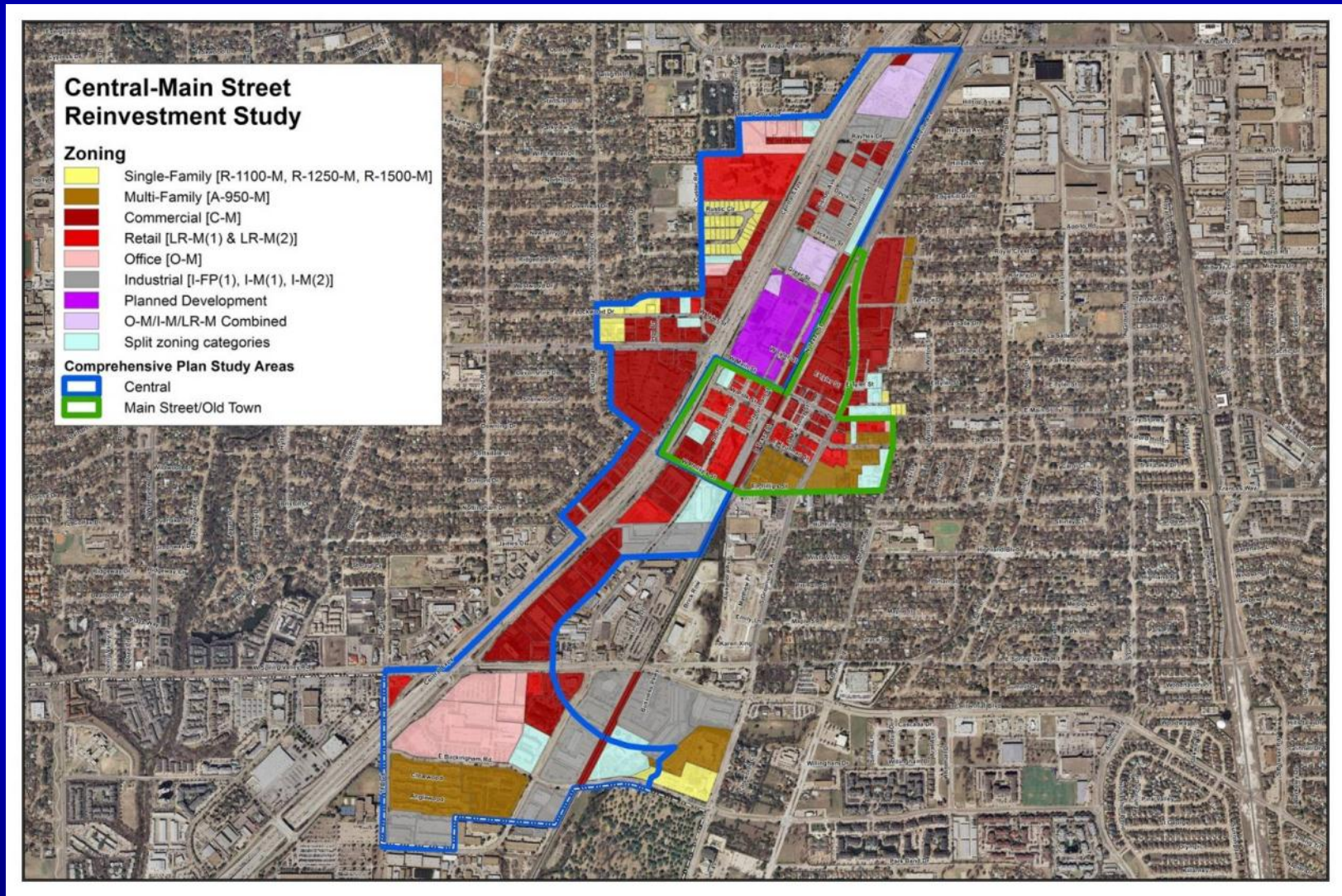
- Additional area north and east of Main Street/Old Town
- Additional area south and east of Spring Valley Station District
- 68 acres of additional land
 - E of Main Street 22 acres
 - S of Spring Valley 45 acres
- 415 acres total (Comprehensive Plan and additional area)



Main Street/Central Expressway Corridor Existing Zoning

Zoning	# Parcels	Acres	% of Area
Retail/ Commercial	180	163.63	39.37%
Office	11	37.15	8.94%
Industrial	69	84.42	20.31%
Single-family	46	19.52	4.7%
Multi-family	39	47.09	11.33%
PD	11	18.39	4.42%
Multiple	3	29.16	7.02%
Split	15	16.23	3.90%
Total	374	415.60	100.0%

Main Street/Central Expressway Corridor Existing Zoning



Main Street/Central Expressway Corridor

Existing Land Use—Nonresidential

- A variety of general retail uses, including several multi-tenant retail buildings or centers, some specializing in Asian or Middle Eastern goods and services
- Numerous auto-related activities, including service and repair, car/truck rental and full-service auto dealerships
- A number of restaurants, many featuring ethnic cuisine
- Three hotels (Como, Marriott Courtyard, Super 8)
- Several office buildings
- A variety of industrial uses
- Several churches
- City of Richardson Public Safety Complex
- Major utility installations (Southwestern Bell/AT&T, NTMWD sewer treatment plant)

Main Street/Central Expressway Corridor Existing Land Use—Residential

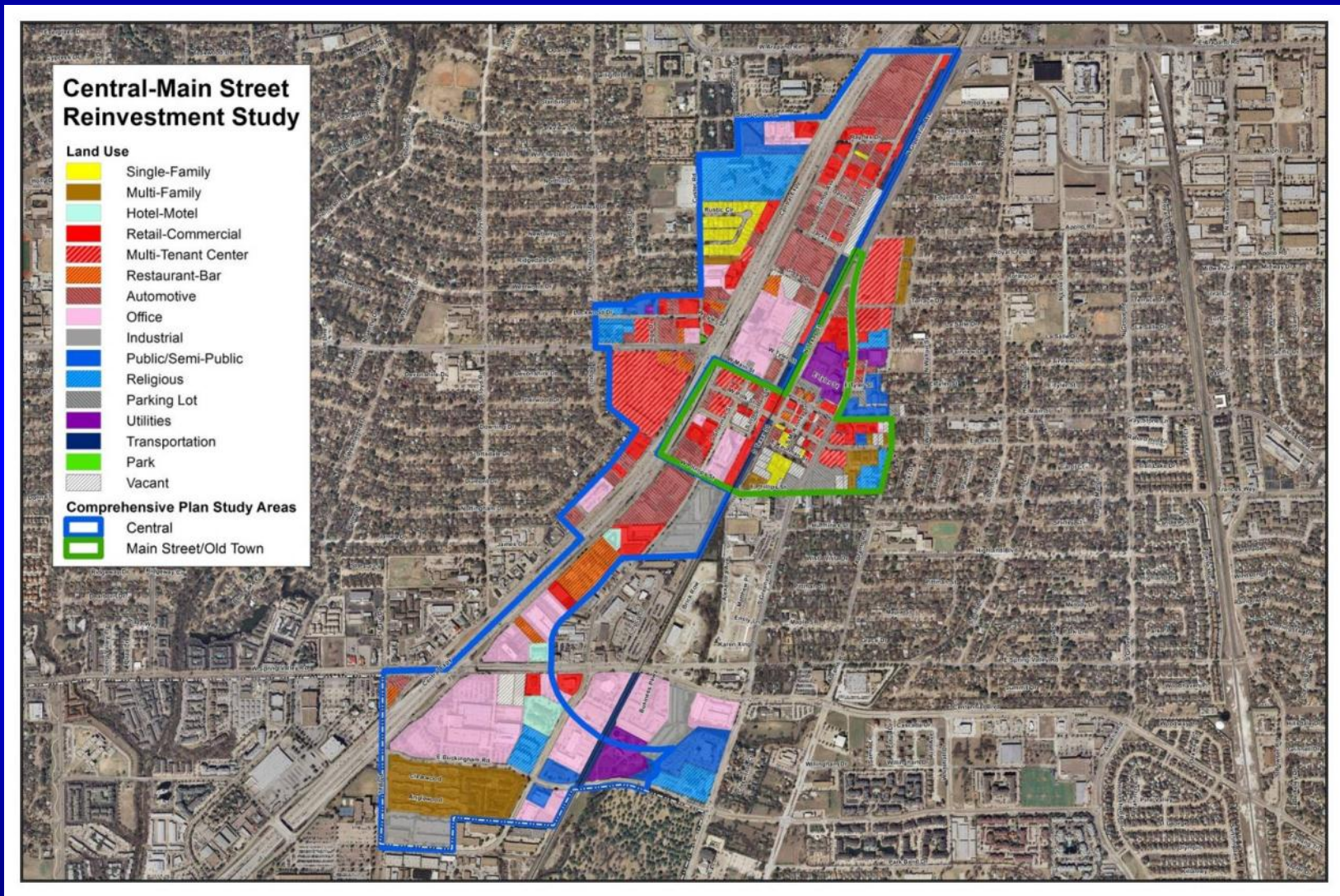
- Single-family Residential
 - 9 homes east of Central Expressway
 - 36 homes west of Central Expressway
- Multifamily Residential
 - 585 units east of Central Expressway (12 apartment complexes)
 - 30 units west of Central Expressway (1 apartment complex)

Main Street/Central Expressway Corridor Existing Land Use

Land Use	# Parcels	Acres	% of Area
Residential (all types)	58	41.24	9.92
Retail/Commercial*	204	151.48	36.45
Office	31	91.51	22.02
Industrial	5	23.74	5.71
Public/Semi-Public	23	53.98	12.99
Parking	18	5.53	1.33
Utilities/Transportation	9	33.36	8.03
Park	1	0.12	0.03
Vacant	25	14.63	3.52
Total	374	415.60	100.00

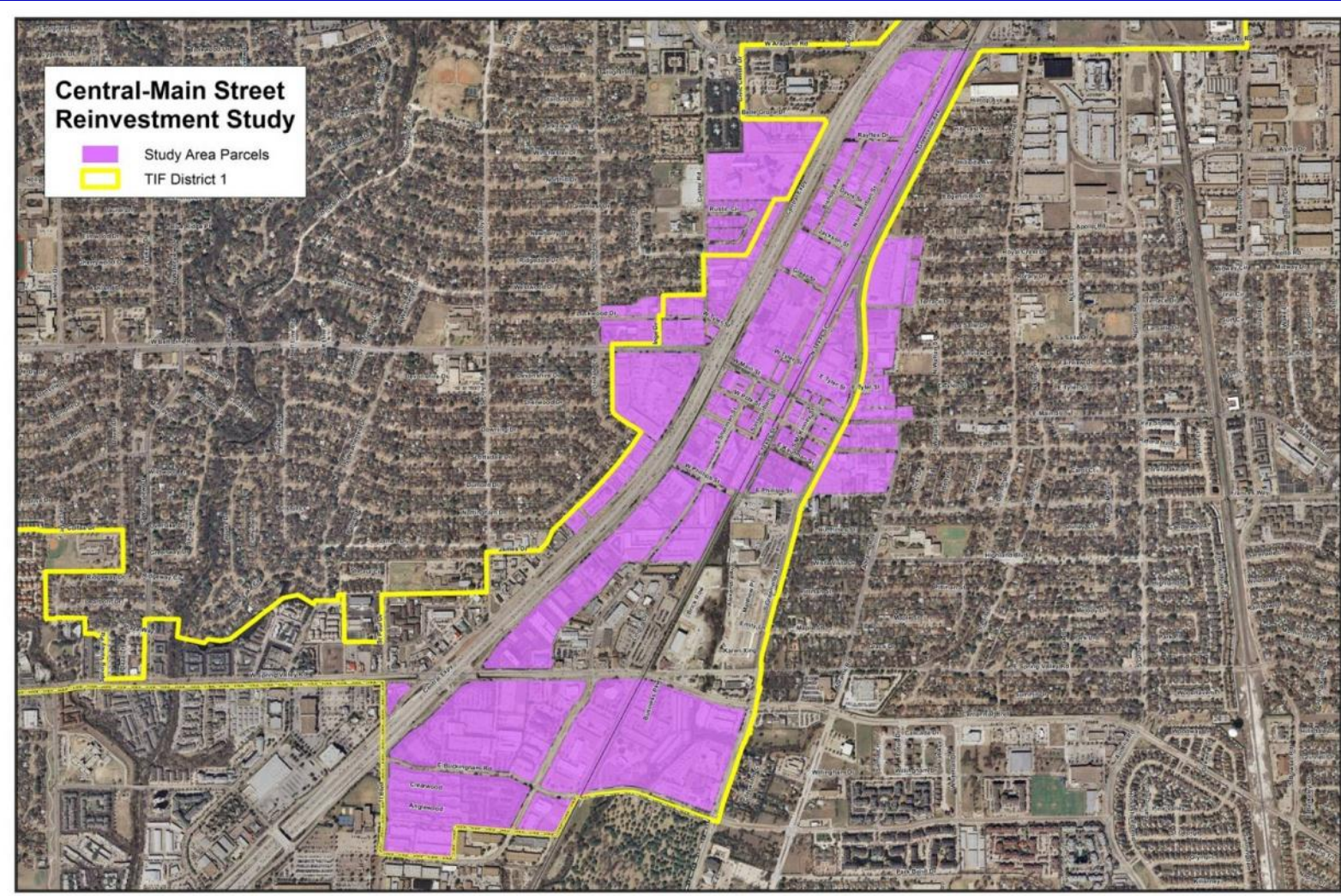
*Includes 69 auto-related activities

Main Street/Central Expressway Corridor Existing Land Use



Main Street/Central Expressway Corridor TIF District

- Most of the study area is within City of Richardson TIF District 1.



Main Street/Central Expressway Corridor Land Use—Local Retail/Commercial



Main Street/Central Expressway Corridor Land Use – Retail/Commercial (Multi-tenant centers)



Main Street/Central Expressway Corridor

Land Use—Local Retail/Commercial (Hospitality)



Main Street/Central Expressway Corridor Land Use—Local Retail/Commercial (Auto-related)



Main Street/Central Expressway Corridor Land Use—Office



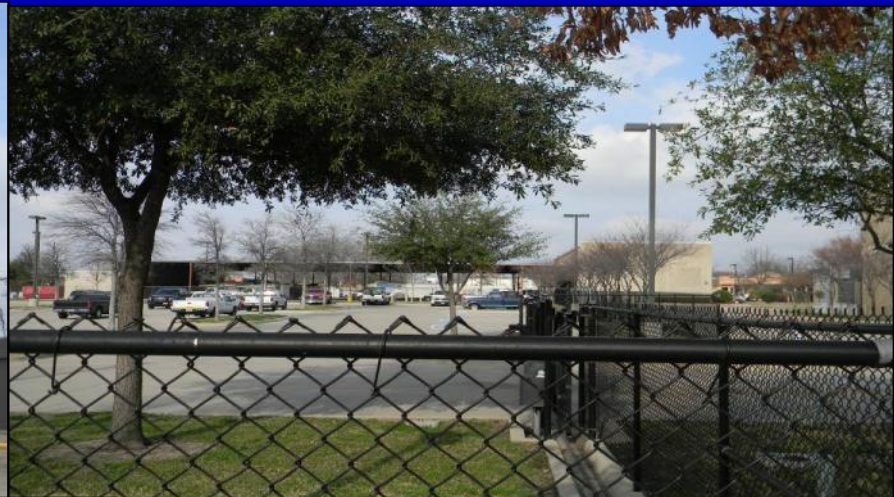
Main Street/Central Expressway Corridor Land Use—Industrial



Main Street/Central Expressway Corridor Land Use—Public/Semi-Public



Main Street/Central Expressway Corridor Land Use—Utilities



Main Street/Central Expressway Corridor Land Use—Single-Family Residential



Main Street/Central Expressway Corridor Land Use—Multi-Family Residential



Main Street/Central Expressway Corridor Land Use—Dallas

- City of Dallas/Dallas County east of Central Expressway
 - Industrial (Texas Instruments)
 - Industrial Park (multiple businesses)
 - Cemetery (Restland)
- City of Dallas west of Central Expressway
 - Retail

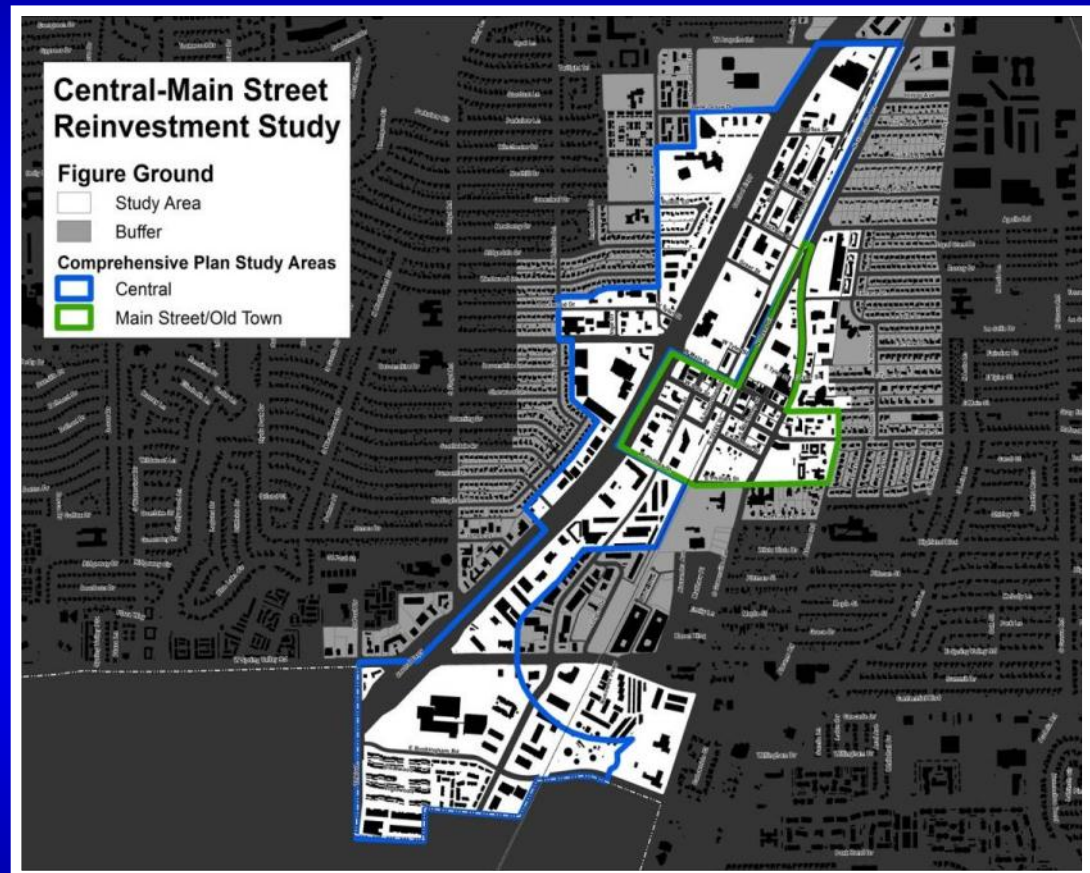
Main Street/Central Expressway Corridor Land Use—Dallas



Main Street/Central Expressway Corridor

Existing Development – General Character

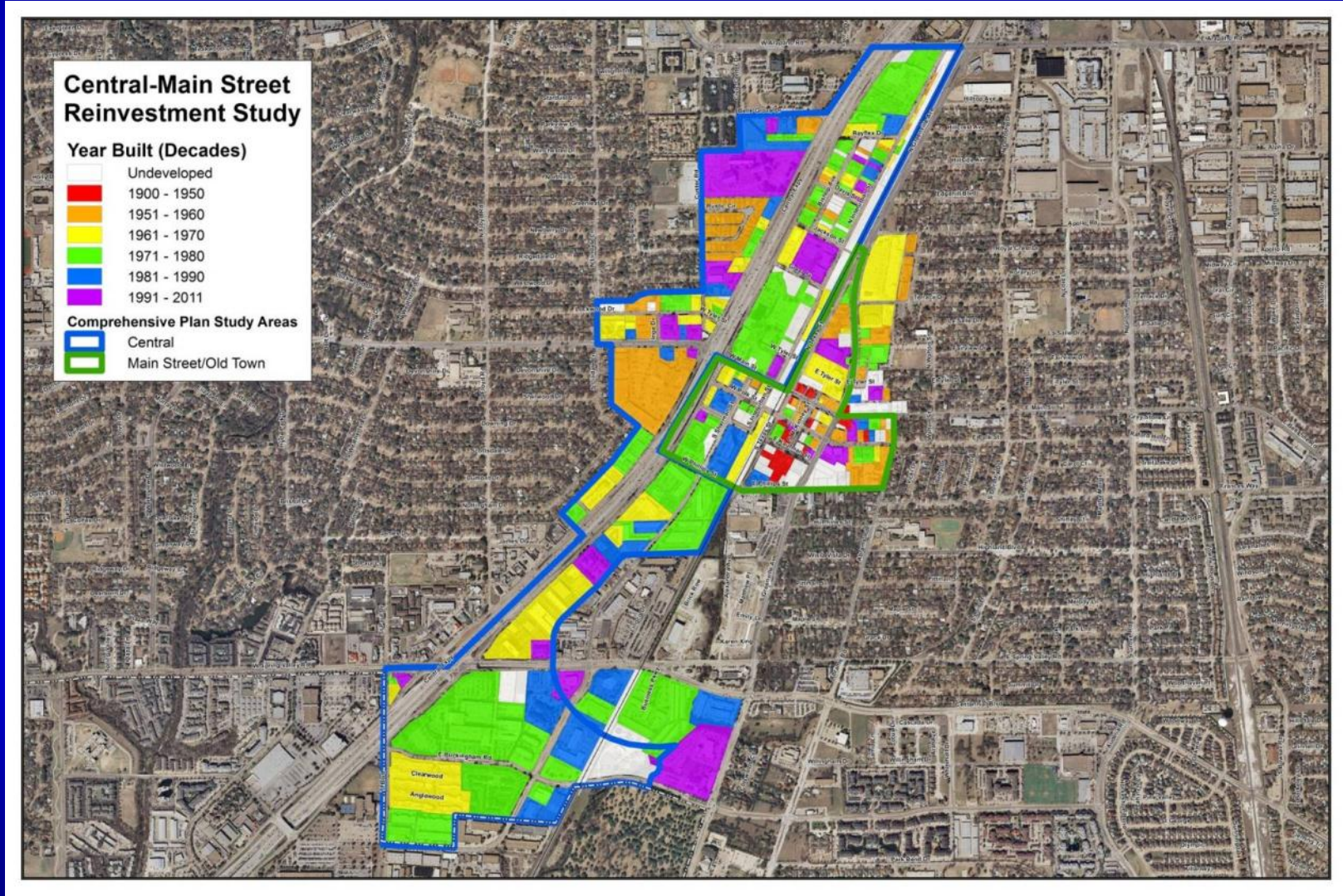
- Main Street
 - 1- or 2-story buildings
 - Minimal setbacks
 - Wide sidewalks
 - On-street parking and one public parking lot
 - Exception: Southwestern Bell/AT&T switching facility
- Central Corridor
 - 1- or 2-story buildings
 - Freeway orientation
 - Large amounts of surface parking
 - Exceptions: Chase Bank building at Main/Central; Fossil, Inc. and Comerica Bank building, Spring Valley/Central



Main Street/Central Expressway Corridor Age of Improvements - Nonresidential

Time Period	Building Area	% Building Area
1900-1950	26,846 SF	0.85%
1951-1960	510,540 SF	16.19%
1961-1970	659,553 SF	20.92%
1971-1980	1,174,312 SF	37.24%
1981-1990	495,088 SF	15.17%
1991-2011	287,019 SF	9.10%
Vacant/Parking only		13.34%
Total	3,153,358 SF	100.00%

Main Street/Central Expressway Corridor Age of Improvements - Nonresidential

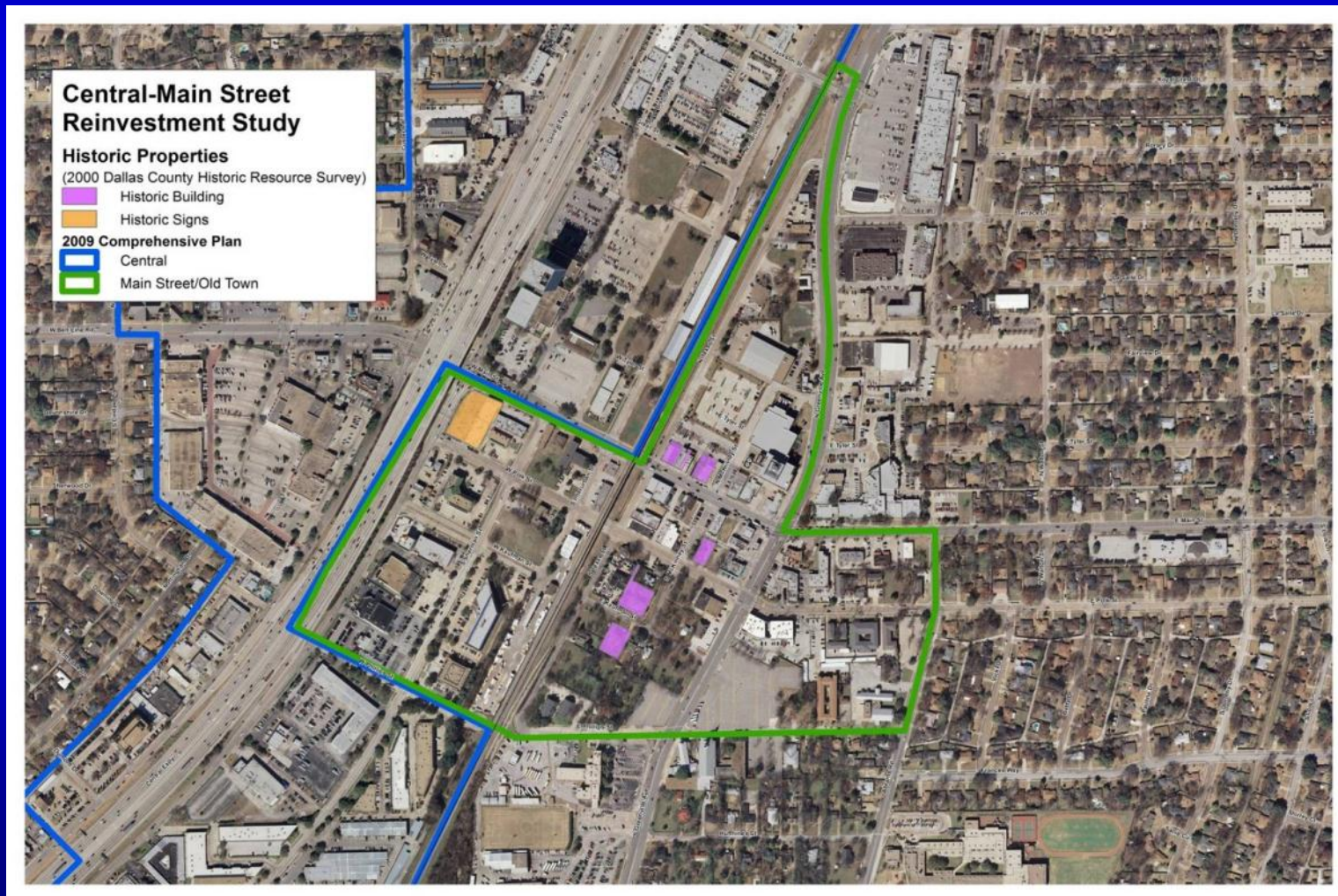


Main Street/Central Expressway Corridor Age of Improvements - Residential

Time Period	SF Units	MF Units
1900-1950	8	0
1951-1960	37	108 (6 properties)
1961-1970	0	250 (2 properties)
1971-1980	0	237 (3 properties)
1981-1990	0	20 (2 properties)
1991-2011	0	0
Total	45	615 (13 properties)

Main Street/Central Expressway Corridor Structures with Historical Significance

- Dallas County's 2000 survey rated these structures and signs as low to moderate in significance (no special designation)



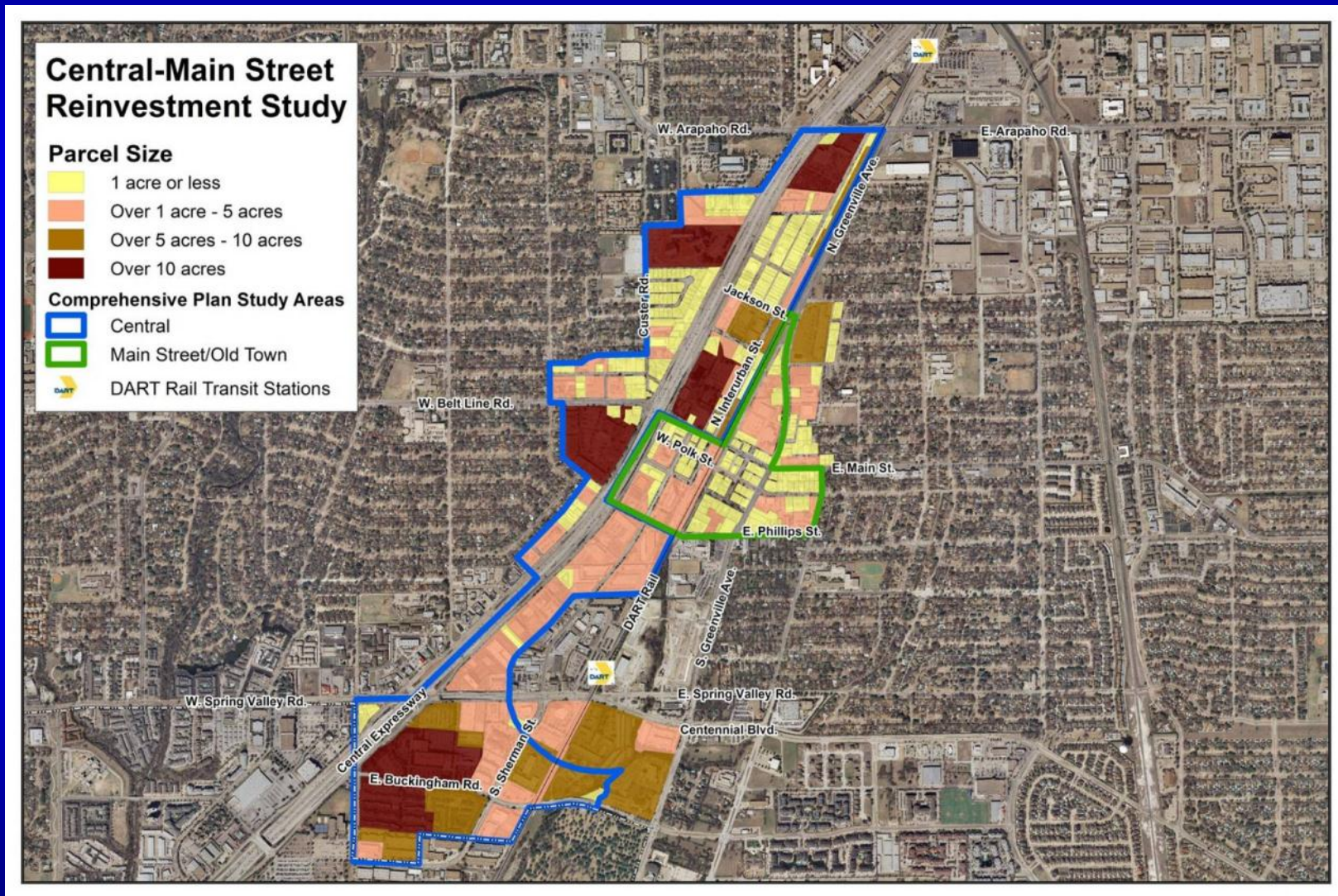
Main Street/Central Expressway Corridor Structures with Historical Significance



Main Street/Central Expressway Corridor Parcel Size

Parcel Size	# Parcels	Acres	% of Area
1 acre or less	287	95.75	23.04
>1 – 5 acres	68	142.81	34.36
>5 – 10 acres	13	89.89	21.63
>10 acres	6	87.15	20.97
Total	374	415.60	100.00

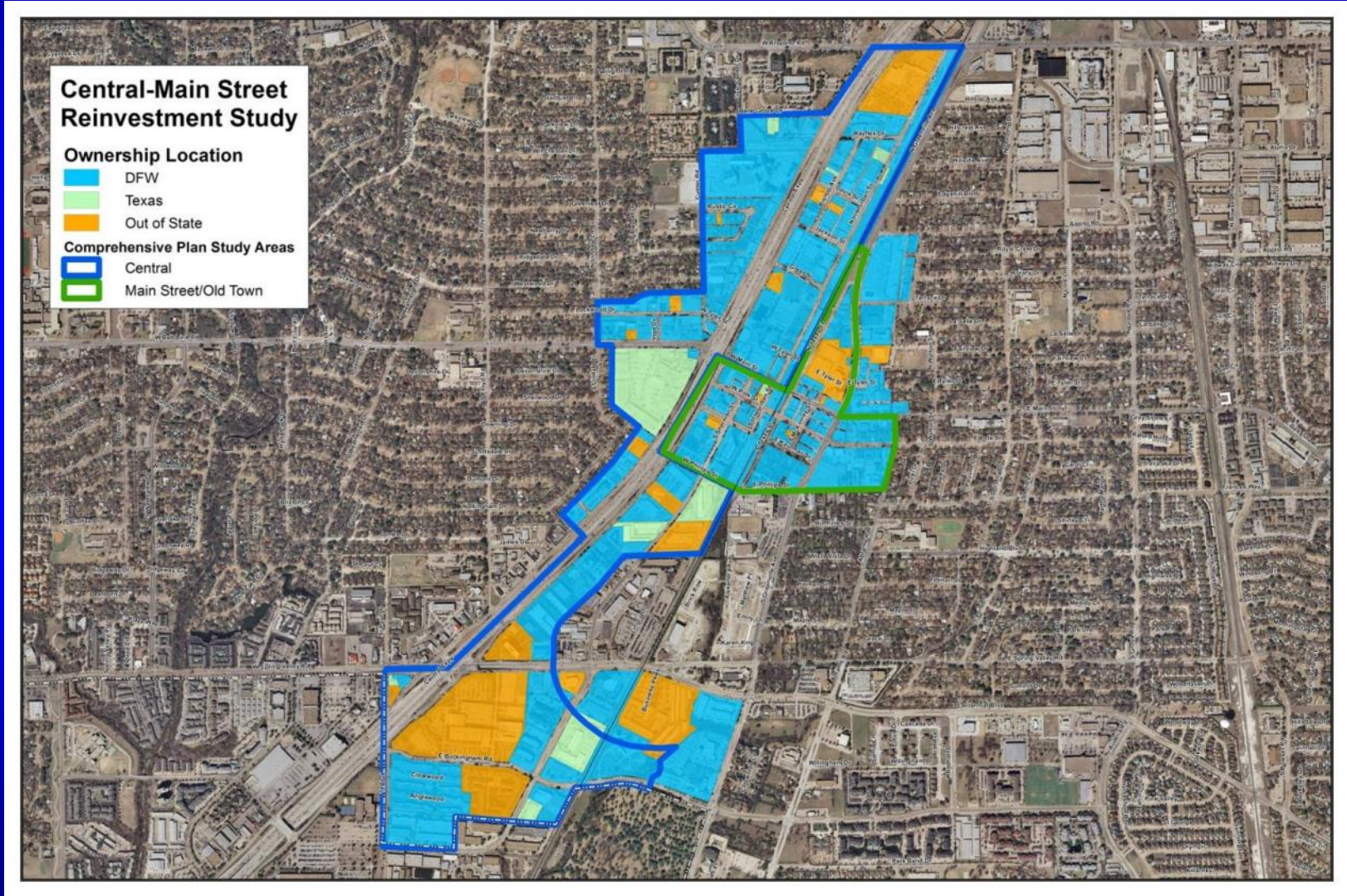
Main Street/Central Expressway Corridor Parcel Size



Main Street/Central Expressway Corridor Property Ownership

Owner Location	# Parcels
DFW	330
Texas	14
Out of State	30
Total	374

Main Street/Central Expressway Corridor Property Ownership



Main Street/Central Expressway Corridor Ownership

- Several “institutional” owners
 - 7 properties owned by schools, fraternal organization, post office
 - 18 properties owned by churches/religious institutions (including 9 used for parking)
 - 2 properties owned by franchise utility providers (Southwestern Bell/AT&T)
 - 5 properties owned by DART (one with commercial use)
 - 14 properties owned by the City or County (utility sites, parking, vacant apartment tract)

Main Street/Central Expressway Corridor Infrastructure—Transportation

Roadway	Lanes	Classification	Volume (daily)
US 75/ Central Expy Freeway	8	Highway	278,000 (total including frontage roads)
US 75/ Central Expy Service Road	6 (3 each direction)		<p>NB S of Main 15,500 wkday 11,600 wkend</p> <p>NB S of Arapaho 27,000 wkday 17,500 wkend</p> <p>SB N of WSV 28,400 wkday 19,400 wkend</p> <p>SB S of Arapaho 28,100 wkday 17,400 wkend</p>

Main Street/Central Expressway Corridor Infrastructure—Transportation

Roadway	Lanes	Classification	Volume (daily)
Main St/ Belt Line	4 E of Central; 6 W of Central	Arterial	16,000; 24,800
Spring Valley	4 E of DART 6 W of DART w/tunnel at Central	Arterial	36,700
Centennial	6	Arterial	31,700
Arapaho	6	Arterial	31,700
Greenville	4 Centennial to Belt Line; 6 elsewhere	Arterial	11,800

Main Street/Central Expressway Corridor Infrastructure—Transportation

Roadway	Lanes	Classification	Volume (daily)
Sherman	2 to 6*	Minor Collector	4,300; 2,700
Prestonwood/ Buckingham	4	Major Collector	3,800; 5,600
T.I. Blvd.	4	Minor Collector	6,000

*South to north:

4 TI Blvd. to Prestonwood/Buckingham

6 Prestonwood/Buckingham to Spring Valley

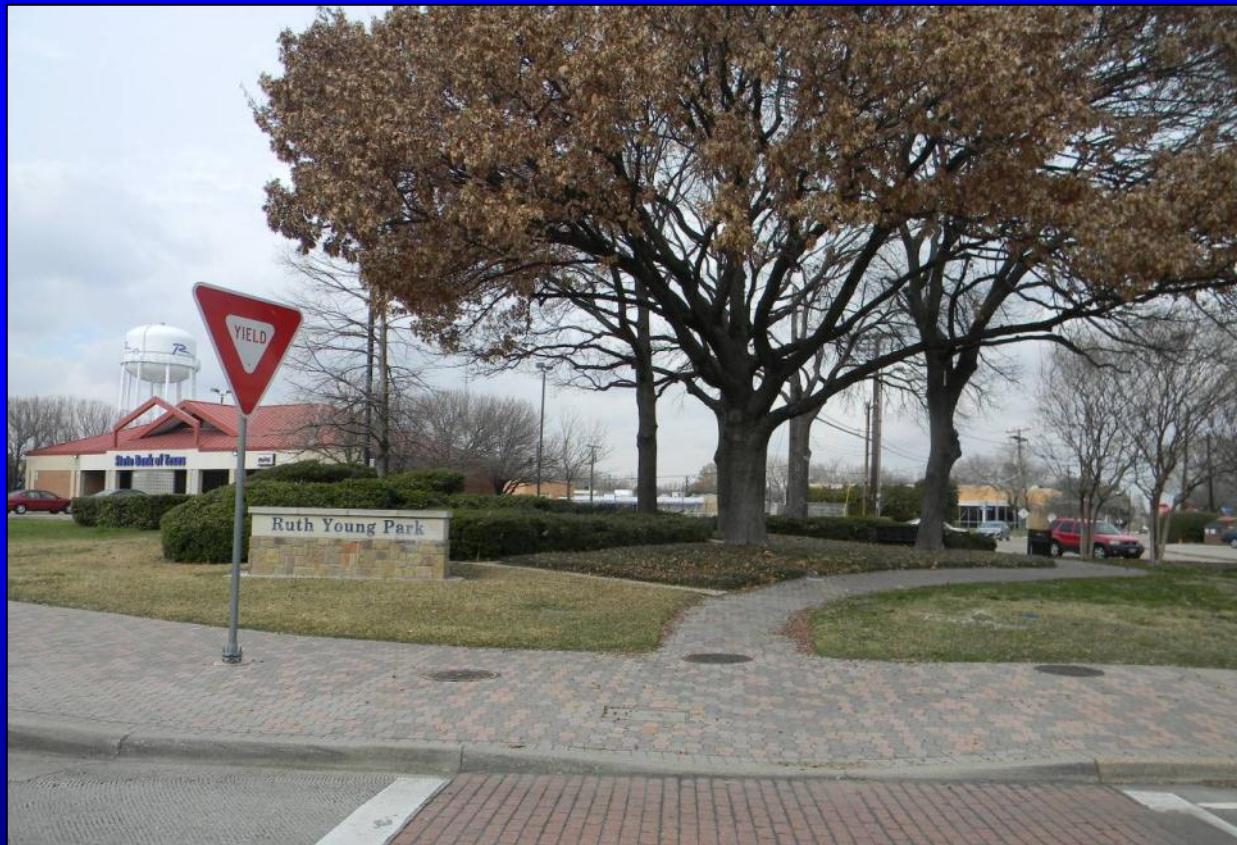
2 (industrial width) Spring Valley to Belt Line

Main Street/Central Expressway Corridor Infrastructure—Transit

- Spring Valley Light Rail Station
 - Near the southeast corner of the study area
- Arapaho Center Light Rail Station
 - Just north of the study area
- Multiple bus routes serving rail stations, employment areas, neighborhoods

Main Street/Central Expressway Corridor Infrastructure—Open Space

- Ruth Young Park open space area
 - Small open space/beautification area



Main Street/Central Expressway Corridor Infrastructure—Creeks

- Floyd Branch
 - East of the DART rail corridor north of Phillips, west of the DART rail corridor further south
 - Tributary of Cottonwood Creek
 - Portions within right-of-way, portions privately-owned
 - Planned improvements described herein
- Lois Branch
 - Small section in the extreme southeast portion of the study area
 - Privately-owned
 - No improvements planned for this section of the creek
- Texas Channel
 - Concrete drainage channel parallel to the DART line and Texas Street between Jackson and the RISD property
 - Portions will be enclosed with the Central Trail project; additional sections may be enclosed in the future

Main Street/Central Expressway Corridor Infrastructure—Creeks



Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

- Floyd Branch Storm Drain Improvements – Phase 1
 - Replace/Upgrade series of large concrete culverts through the bank tract at northeast corner of Main/Central, extending south through the Polk/Sherman area to Kaufman Street
 - Reconstruct Phillips Street bridge over Floyd Branch
 - Construct new right-turn lane, westbound Main Street from Interurban to northbound Central Expressway frontage road
 - Replace signals at Main/Central and Main/Interurban
- Floyd Branch Storm Drain Improvements – Future Phase (future bond program items; no time table)
 - Extending pipes north from Greer
 - Extending pipes under Central Expressway and north to the Custer/Tyler area

Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

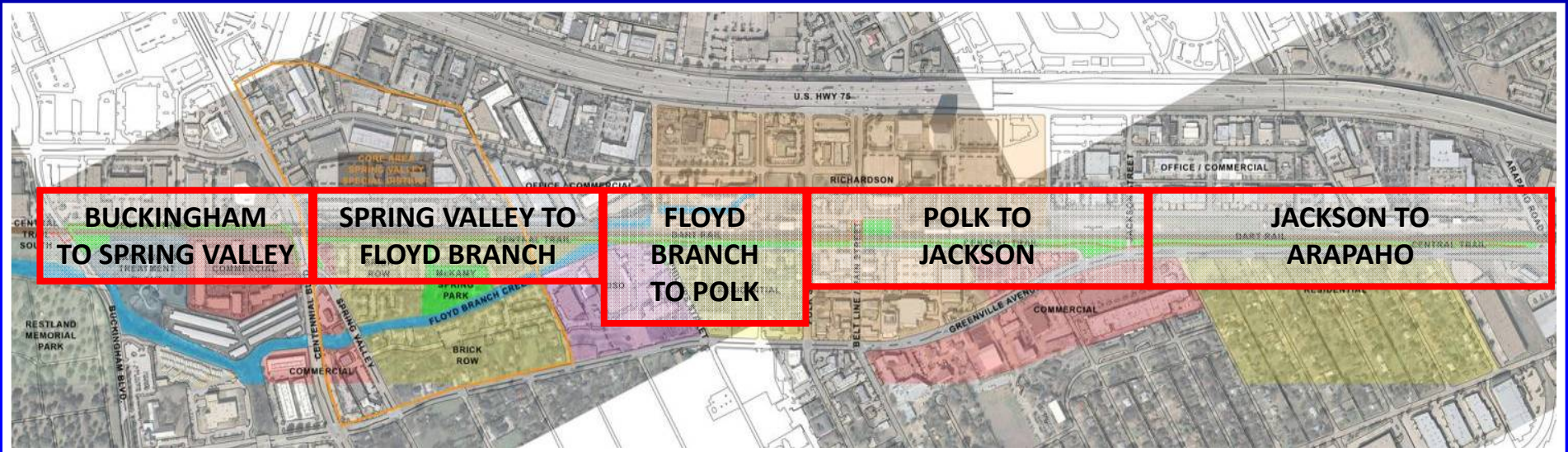
- Floyd Branch Storm Drain Improvements
 - \$6.5 million estimated project cost
 - \$200,000 Dallas County
 - \$300,000 Developer
 - \$6 million City of Richardson (multiple sources)
 - Bids, possible revisions to scope under review
 - Bid award Spring 2012
 - Under construction Summer 2012



Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

- Streets
 - Reconstruct several area streets, including Apollo, Terrace, LaSalle (recently completed or in process)
- Sidewalks
 - Improve sidewalks along arterials and collector streets within .5 miles of DART stations to facilitate pedestrian travel
- Central Trail
 - Construct a 10-12' trail within DART right-of-way; passes through the study area
 - Connects to trail segments to the north and south
 - Will eventually connect to the regional White Rock Trail
 - In some locations, enclose the existing creek channel (trail to be built on top)
 - Design in process, DART approval is required

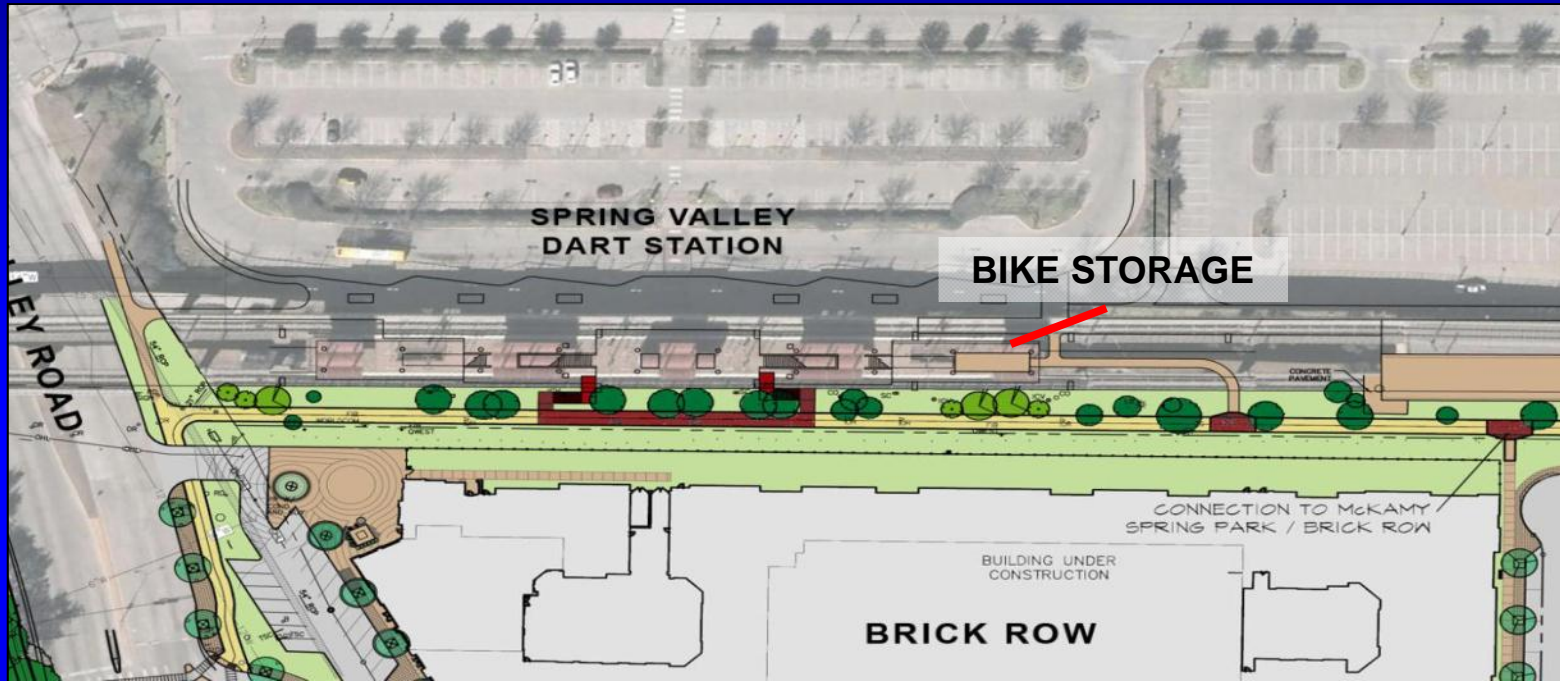
Main Street/Central Expressway Corridor Central Trail



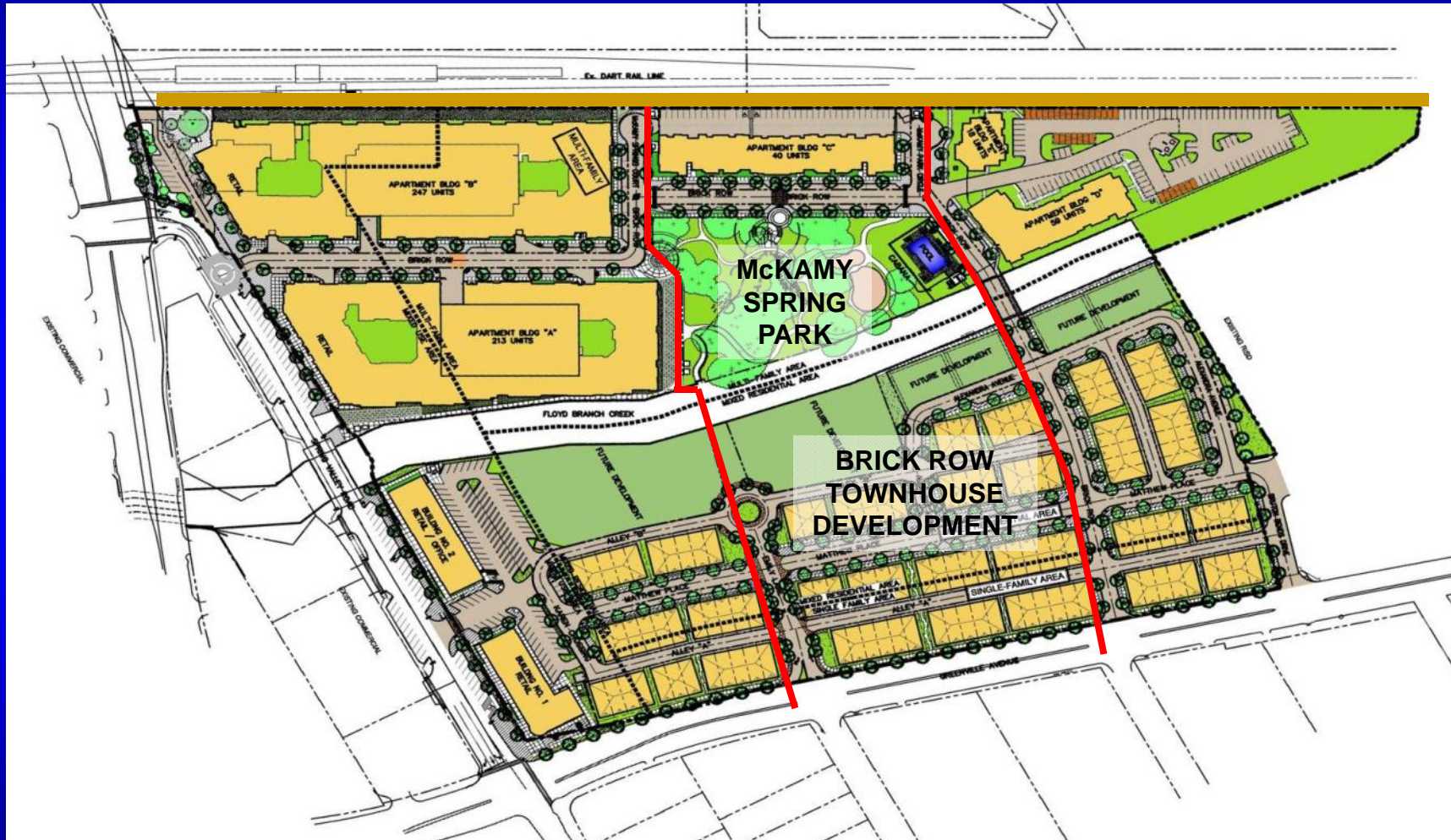
- \$4 million project cost
 - Dallas County - \$2.5 million
 - City of Richardson bond program - \$1.5 million
- Under construction Summer 2012

Main Street/Central Expressway Corridor

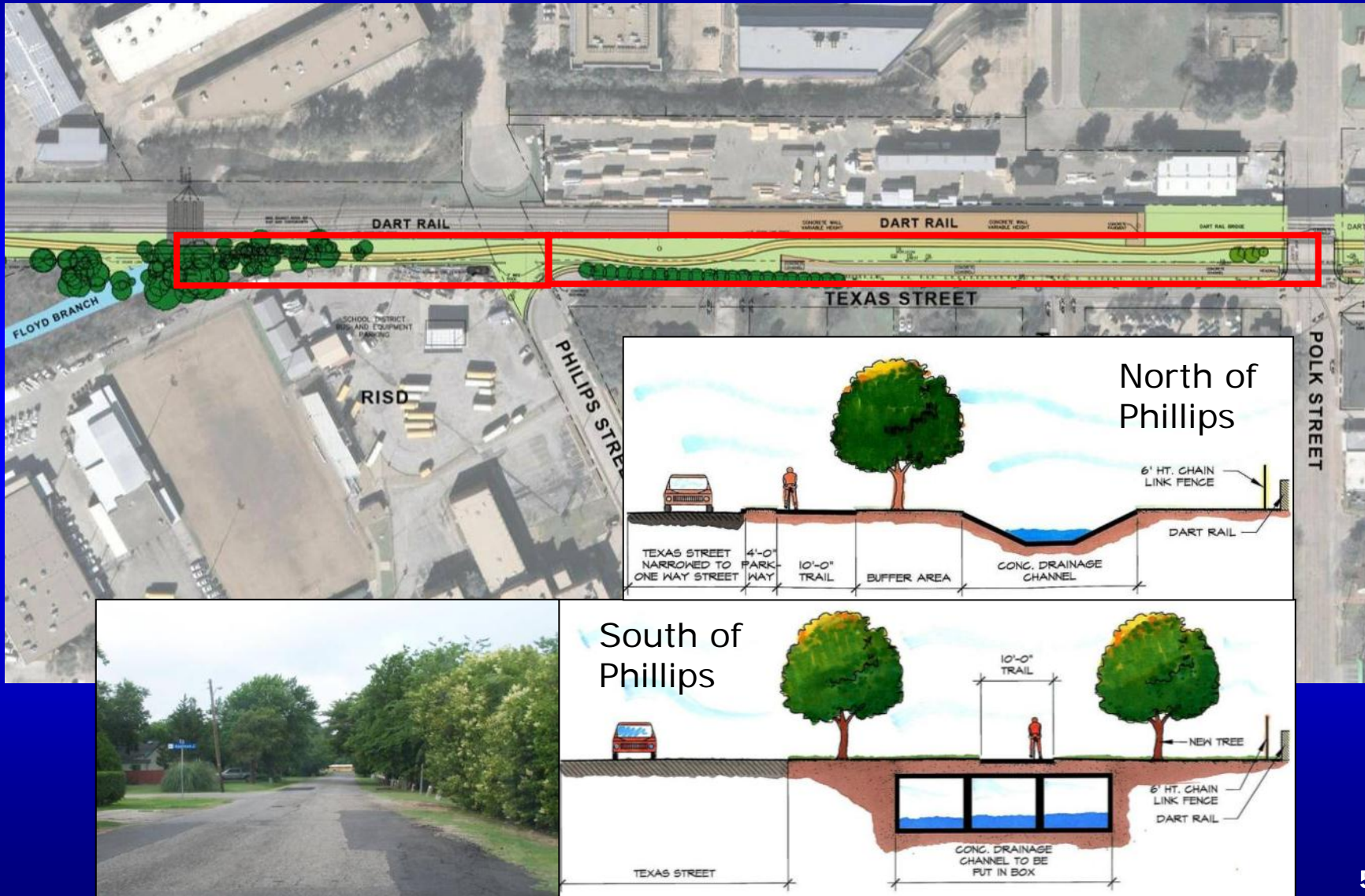
Central Trail – Spring Valley Light Rail Station



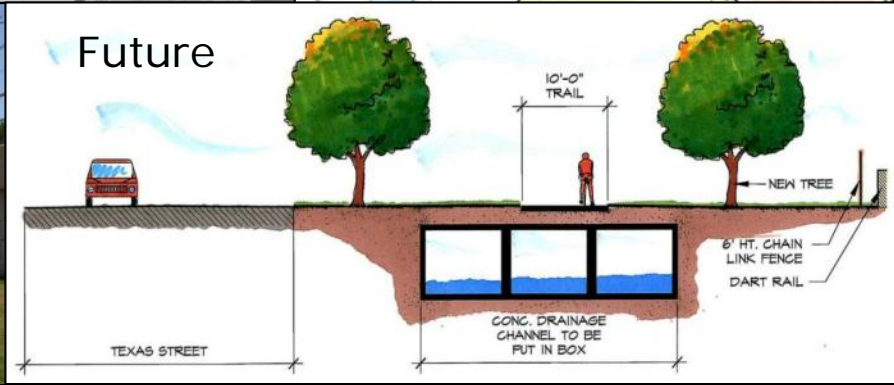
Main Street/Central Expressway Corridor Central Trail – Spring Valley to Floyd Branch



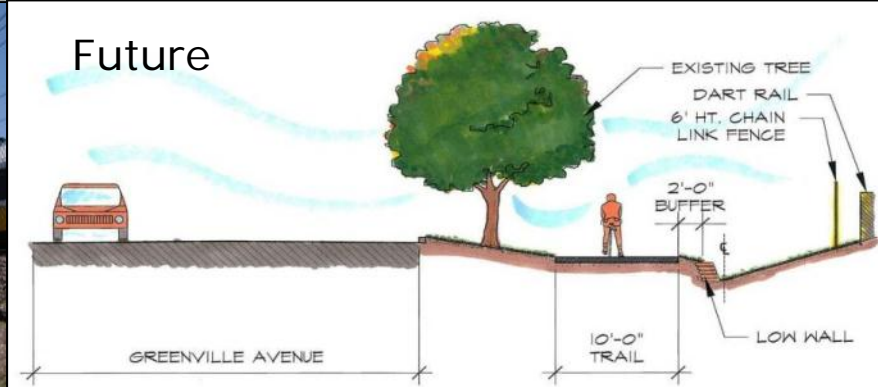
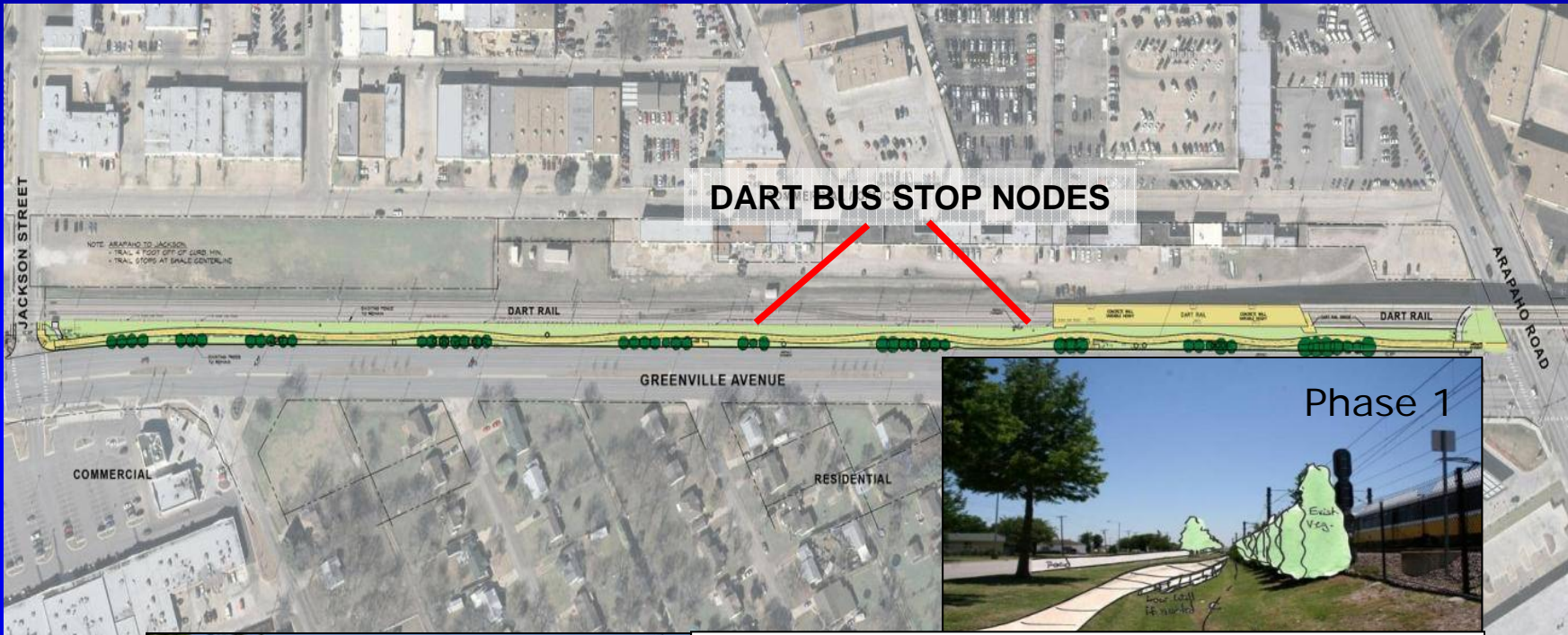
Main Street/Central Expressway Corridor Central Trail – Floyd Branch to Polk



Main Street/Central Expressway Corridor Central Trail – Polk to Jackson



Main Street/Central Expressway Corridor Central Trail – Jackson to Arapaho



Main Street/Central Expressway Corridor Study Area Demographics – Population, Households

	Number	Percent
Population	1,549	
Households		
Total	747	
Occupied	711	95.18%
Vacant	36	4.82%
Persons/Household	2.43	

Source: 2010 Census

*Population including Belle Grove Apartments 1,726;
study area does not include Belle Grove

Main Street/Central Expressway Corridor Study Area Demographics* – Age

Age	Percent
0-19 Years	30.13%
20-44 Years	44.21%
45-64 Years	21.09%
65+ Years	4.5%

Source: 2010 Census

Main Street/Central Expressway Corridor Study Area Demographics – Race

Race	Percentage
White	34.13%
Black	24.80%
Asian	26.77%
Other	14.31%
Hispanic	
Hispanic	18.13%
Non-Hispanic	81.87%

Source: 2010 Census

Main Street/Central Expressway Corridor Study Area Demographics – Employment

Land Use	Building Area	Employees
Retail/Commercial	550,142 SF	1,444
Multi-Tenant Center	369,112 SF	969
Hospitality (Restaurant, Hotel)	354,249 SF	670
Automotive	338,039 SF	371
Office	862,525 SF	2,679
Industrial	339,206 SF	373
Public/Semi-Public	91,812 SF	420
Utilities	84,454 SF	94
Total		7,020

*Estimates based on square footage and type of use, applying ULI ratios

Main Street/Central Expressway Corridor Current Study Strategies

- Use a combination of internal (staff) and external (consultant) resources to complete the project
- Determine market viability for redevelopment
- Engage property owners
- Develop a vision based on community goals and market realities
- Determine if opportunities exist for public/private partnerships
- Create an implementation strategy
- Amend zoning and other standards to support redevelopment, if appropriate as a later phase

Main Street/Central Expressway Corridor Schedule of Upcoming Actions

Task	Approximate Schedule*
Inventory of existing conditions	October 2011-February 2012 (ongoing)
Select and hire consultant team (RFQ through contracting)	February-May 2012 (4 months)
Market study and visioning	June 2012-February 2013 (9 months)
Design standards and ordinance development	March-August 2013 (6 months)
Public hearings and ordinance adoption	September-December 2013 (4 months)

*Schedule estimated based on West Spring Valley time frame

