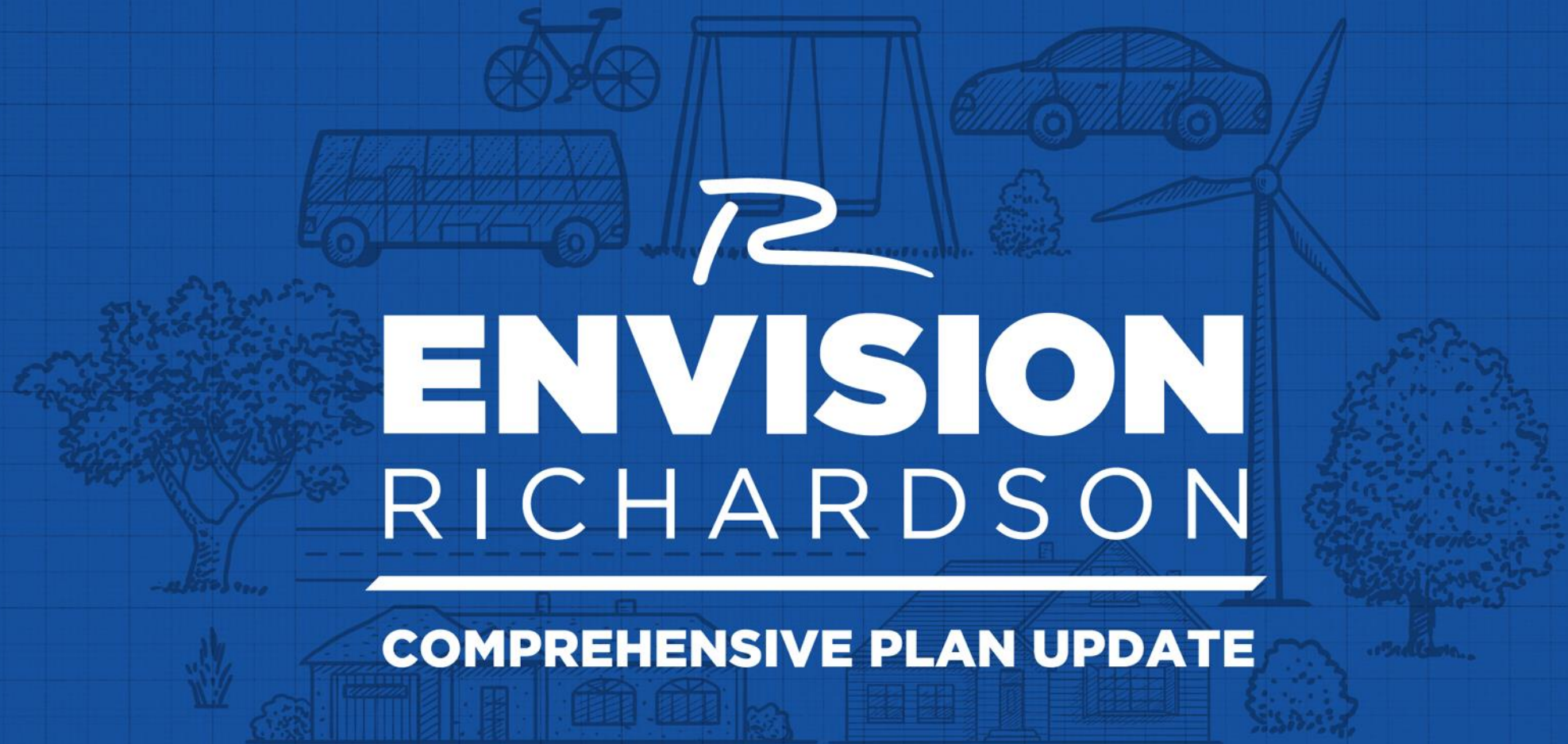


City Council Meeting Handouts

July 31, 2023

- I. Review and Discuss the Envision Richardson Comprehensive Plan Update and Community Summit One



ENVISION
RICHARDSON

COMPREHENSIVE PLAN UPDATE

JOINT CITY COUNCIL / CITY PLAN COMISSION WORK SESSION

July 31, 2023


Presentation Overview: What We Want to Accomplish

- Project Process and Schedule
- Responses to Council Questions
- Summary of Public Engagement Activities & Participation
- Preliminary Vision Concepts
 - Key Concepts/Themes from the Community
 - Preliminary Feedback/Discussion
- Preliminary Strategic Issues Identified to Date
 - Overview
 - Issues by Topic
 - Preliminary Feedback/Discussion
- Preliminary Reinvestment Areas
 - Overview/Community Feedback
 - Ripeness for Reinvestment Attributes Considered
 - Scoring Criteria
 - Discussion (Preferred Areas for Visioning)
- Wrap-Up / Next Steps

Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
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Data Collection/Strategic Direction *(February 2023 to December 2023)*



 We are here

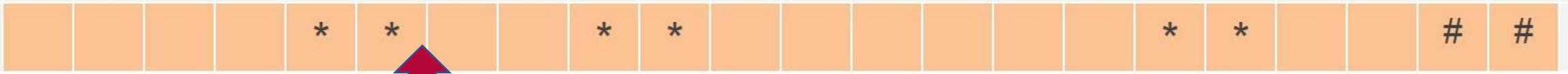
Plan Drafts and Recommendations *(January 2024 to August 2024)*




Implementation *(February 2024 to November 2024)*



Branding/Promotion/Community Engagement *(February 2023 to November 2024)*



 We are here

* Potential engagement periods

Public hearings

Project Process and Schedule

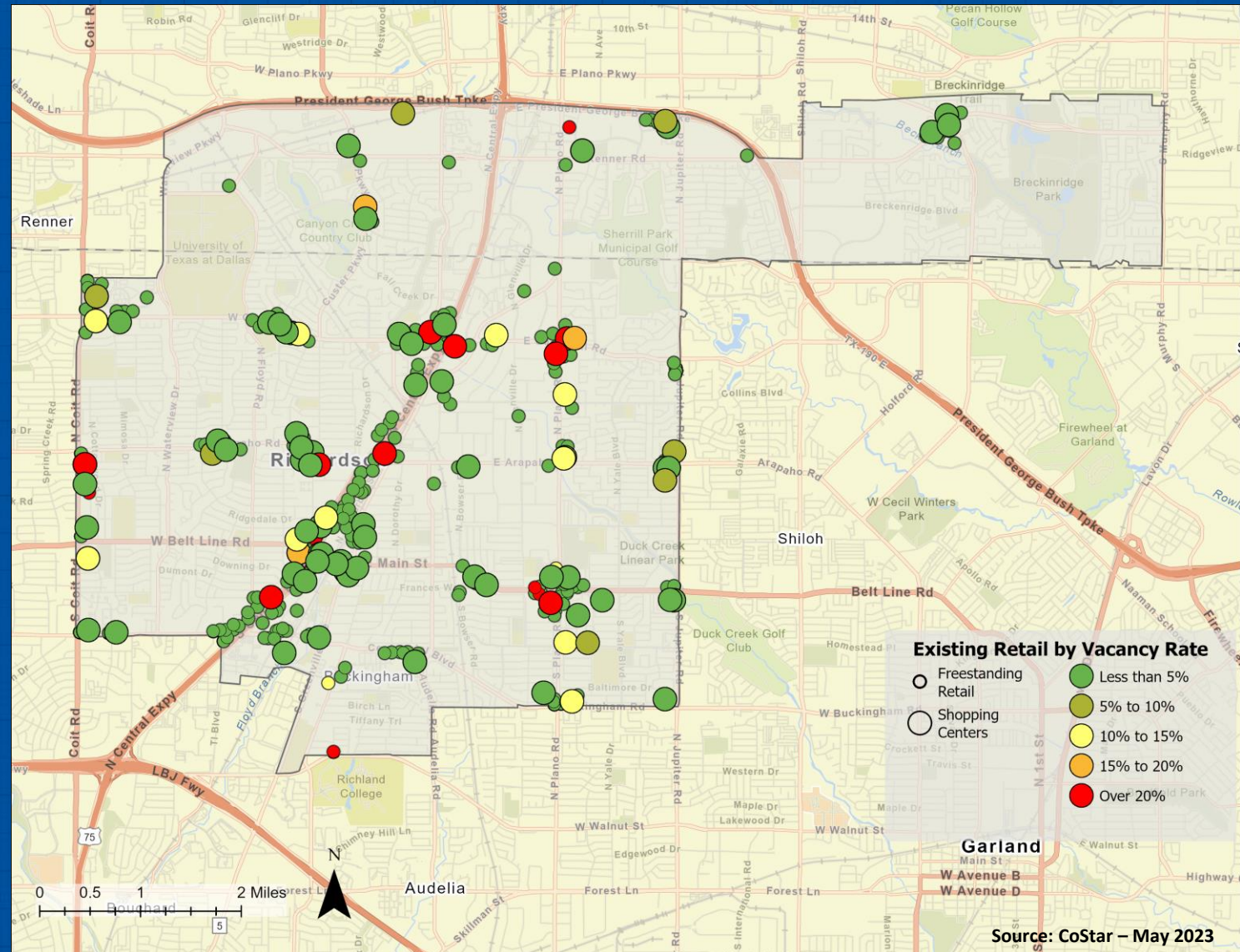
Responses to Council Questions

Market Question Responses: Retail

Council Question:

The distribution of retail vacancy was concerning because there appeared to be many locations with high vacancy, and some location points were duplicative

- Conducted a comprehensive review of CoStar data to combine individual tenant data within retail centers
- Adjustments were made to simplify the data, primarily relying on information for shopping centers versus individual tenants
- Results demonstrate retail vacancy rates that are more in line with the overall market dynamics
- Only 7% of Richardson's retail properties (centers and free-standing) have a vacancy rate above 20%



Market Question Responses: Jobs

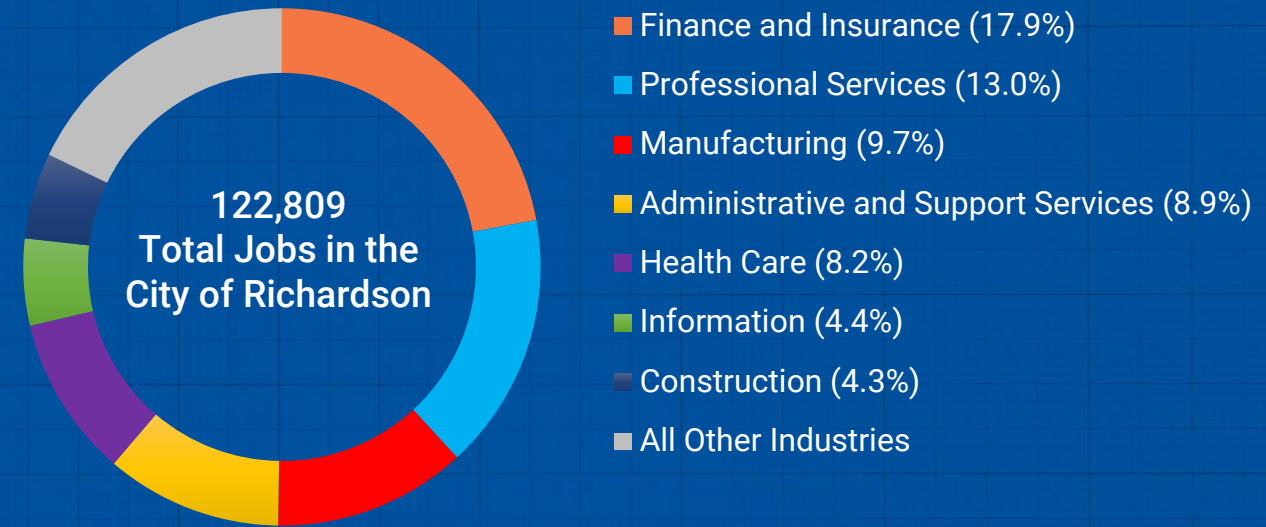
Council Question:

The job numbers for total jobs and commuting patterns don't match.

- Coordinated with Economic Development to utilize Jobs EQ as our primary source for total jobs in Richardson
- Provides consistency with job counts used for marketing and promotion
- Totals between Jobs EQ and LEHD still do not match due to data sources and years, but they are closer than previous source
- Because Jobs EQ is more current, we will rely on these totals for the economic analysis; however, the high-level movement of commuters (more coming in than out) is also deemed to be accurate

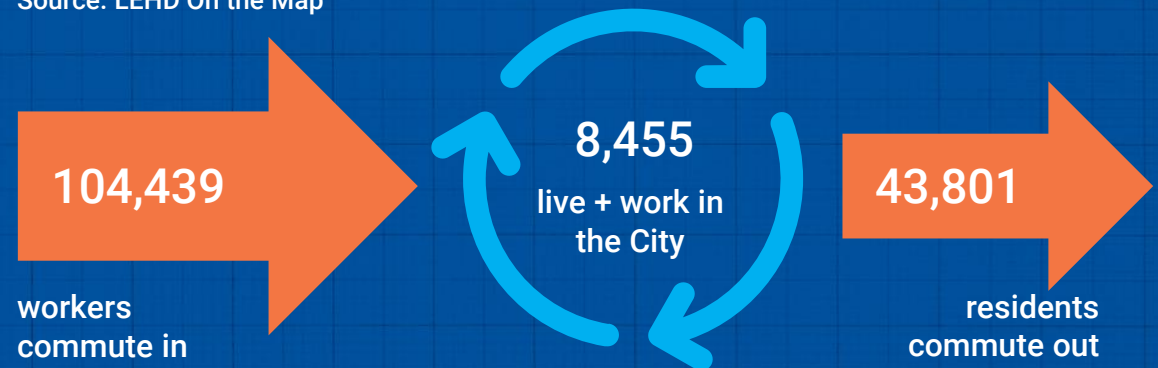
CITY OF RICHARDSON INDUSTRY CLASSIFICATION, 2022

Source: Jobs EQ; City of Richardson



INFLOW/OUTFLOW JOB COUNTS, CITY OF RICHARDSON, 2020

Source: LEHD On the Map



Summary of Public Engagement Activities & Participation

Purpose of Public Engagement in a Comprehensive Plan

- Promotes transparency by inviting those most affected by the outcome to be part of the planning process
- Identifies community concerns and desires
- Ensures that it's the community's plan, not the consultant's
- Helps the stakeholders understand the many interests and points of view that surround every issue or decision
- Informs the development of the Vision Statement, Guiding Principles, and plan elements
- Helps build public support for the final plan
- Encourages people who would not normally participate to play a role in determining the plan's direction



Public Engagement Overview

- Community Summit 1 commenced on Saturday, June 24th with the Richardson 150th Celebration and ended with feedback received through Sunday, July 16th
- It is estimated that there were approximately **7,340** individual touchpoints with Richardson stakeholders during this first engagement round
- This Community Summit was the first of three rounds of engagement opportunities planned over the course of the project, each of which will include:



ONLINE
PRESENCE

TARGETED PUBLIC
ENGAGEMENT

COMMUNITY
EVENTS

Online Presence

- The EnvisionRichardson.com website went live on March 20th and is:
 - Designed to provide a transparent, visual dashboard allowing the public to learn about the initiative, review feedback received to date, and participate in ongoing dialogue
 - Configured to facilitate feedback in nearly 100 languages
- The website has received **5,930** unique visits from its inception to July 21st
 - Almost 75% of the visits were in June and July



The screenshot shows the English version of the website. At the top left is the logo for 'ENVISION RICHARDSON COMPREHENSIVE PLAN UPDATE'. At the top right is a 'Menu' button with a hamburger icon. The main heading is 'ABOUT' in large blue letters. Below it are three sub-sections: 'Overall Comprehensive Plan Description', 'What is a Comprehensive Plan?', 'How is a Comprehensive Plan Used?', and 'Why Prepare a Comprehensive Plan?'. Each section has a brief introductory paragraph. At the bottom, there is a section titled 'Envision Richardson Comprehensive Plan Components'.

The screenshot shows the Chinese version of the website. At the top left is the logo for 'ENVISION RICHARDSON COMPREHENSIVE PLAN UPDATE'. At the top right is a '菜單' (Menu) button with a hamburger icon. The main heading is '關於' in large blue characters. Below it are three sub-sections: '整體綜合方案說明', '什麼是綜合計劃?', and '如何使用綜合計劃?'. Each section has a brief introductory paragraph. At the bottom, there is a section titled '為什麼要準備一個全面的計劃?' and '設想理查森綜合計劃組成部分'. A dark blue bar at the very bottom contains the text '未來土地利用'.

Stakeholder Interviews

- 21 individual and small group interviews involving approximately **55** stakeholders were conducted between May 31st and July 6th
- Interview questions covered a broad range of topics relevant to Richardson, supplemented with targeted questions focused on the specific interests and expertise of each group being interviewed
- Stakeholders interviewed represented the following groups:
 - City Council
 - City Plan Commission
 - Cultural/Faith-Based Groups
 - Richardson Chamber of Commerce
 - Corporations
 - Small Businesses
 - Neighborhood Associations
 - Education Providers
 - Partner Organizations
 - Nonprofits
 - Real Estate Professionals

Richardson Events

- The community was provided opportunities to engage with the Comprehensive Plan team at several community events including:
 - Cottonwood Art Festival – May 6th-7th
 - *Over 50 touchpoints*
 - Wildflower! Arts & Music Festival – May 19th-21st
 - *Over 125 touchpoints*
 - IQ Brew – June 8th
 - *Over 50 participants*
 - Richardson 150th Celebration – June 24th
 - *Over 75 touchpoints*
 - Richardson Family 4th Celebration – July 4th
 - *Over 100 touchpoints*



Community Survey

- Nearly **590** individuals provided feedback through an online survey consisting of questions related to current issues facing Richardson and individual respondents' visions and priorities for Richardson's future. The survey was made available in multiple languages online via:
 - Direct link on the project website
 - Link/QR code at the open houses and community events
 - Link with the virtual engagement rooms and kiosk stations
 - Email and social media reminders
- It was also available in hard copy at open houses, pop-up locations, and at several City facilities (Library, Senior Center, Recreation Centers, Service Center)



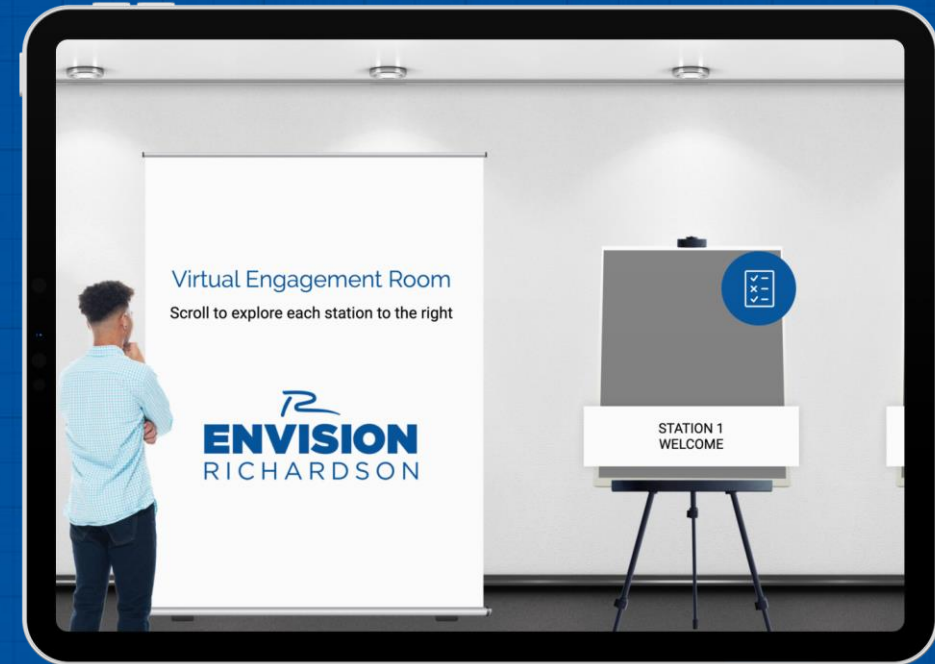
Envision Richardson Comprehensive Plan Update Community Survey

Question 1. How would you rate the following features of Richardson?

	Poor	Average	Good	Excellent	No Opinion
As a place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to raise a family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to retire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place for recreation (Parks/Open Space/Trails)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a place to shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online / Virtual Engagement Rooms

- **85** individuals provided feedback through online engagement rooms which were available from June 24th through July 16th
- The topics and format for the online engagement generally mirrored the activities at the in-person events
- Participants reviewed background materials and provided feedback related to:
 - Vision
 - Priorities
 - Reinvestment Areas
 - Transportation
 - Neighborhoods and Housing



Community Open House Workshops

- Two Community Workshops attended by approximately **200** people were conducted during this first Community Summit:
 - Tuesday, June 27th, 6:30–8:30 pm
Heights Recreation Center
 - Saturday, July 8th, 10:00 am–12:00 noon
Huffhines Recreation Center
- Feedback station topics at the workshops addressed the same issues as the online engagement rooms (visioning, priorities, reinvestment areas, transportation, neighborhoods and housing)



Pop-Up Engagement Kiosks

- Pop-up kiosks and banners were placed in several locations around Richardson and provided additional engagement opportunities in the following targeted areas:
 - The Network (food market area)
 - First United Methodist Church
 - Chamber Nonprofit Fair
 - Richardson Public Library
 - Richardson Senior Center
 - City's Customer Service area (Municipal Court building)
 - The University of Texas at Dallas (rotunda at the School of Management building)
 - Chamber Local Business Resource Roundup
- Specific engagement activities were made available in nearly 100 languages utilizing Google Translate
- Contacted eight additional locations regarding hosting pop-up kiosks that did not respond after several requests




ENVISION
RICHARDSON

COMPREHENSIVE PLAN UPDATE



WE NEED YOUR INPUT!

PLEASE TAKE A FEW
MINUTES TO GIVE US YOUR
INPUT ON THE IPAD OR
YOUR OWN DEVICE.

[ENVISIONRICHARDSON.COM](https://www.envisionrichardson.com)

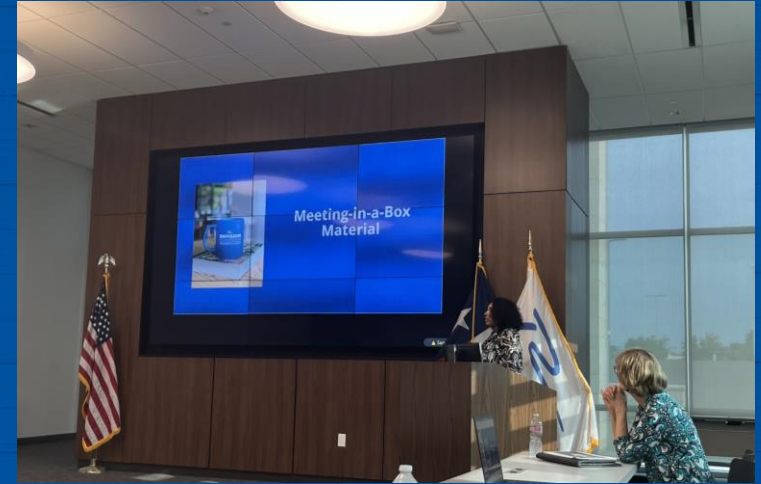
 AVAILABLE IN:

English | Español | Tiếng Việt | العربية | 中國人 | Türkçe | + more



Meeting-in-a-Box Discussions

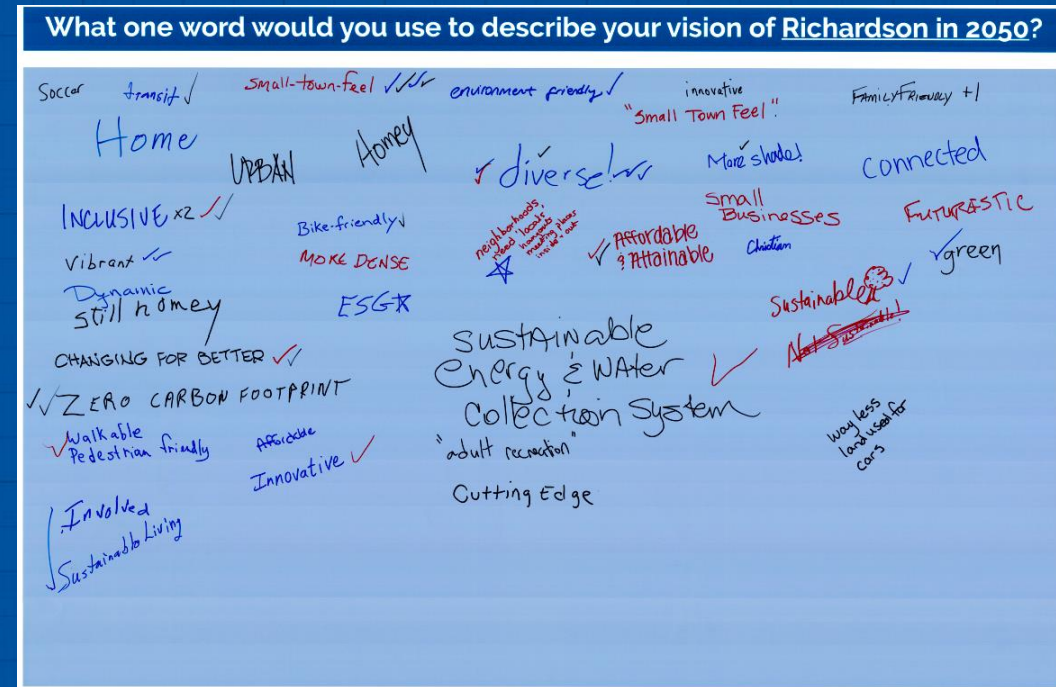
- Twenty-four community members volunteered as Project Ambassadors to facilitate structured discussions with neighborhood associations, business groups, religious groups, cultural groups, etc.
- Ambassadors facilitated 20 discussions involving approximately **80** community members
- Meeting materials/questions were made available in nearly 100 languages utilizing Google Translate on the project website
- Ambassadors will be encouraged to continue their participation in Community Summit 2



Preliminary Vision Concepts

Preliminary Vision Concepts: Overview

- One of the most important questions asked of stakeholders in the online and face-to-face forums during Community Summit 1 was: *“What word or phrase describes your best possible vision for Richardson in 2050?”*
- This question was asked in order to provide the impetus for the development of a Future Vision Statement for Envision Richardson
- The final statement should:
 - Create an inspiring image of the future that participants want to achieve
 - Be succinct and memorable
 - Be aspirational, yet based in reality
 - Describe where the community wants to go, not the process for getting there
 - Not be a laundry list of individual topics



Preliminary Vision Concepts / Themes

- Safe
- Family
- Sustainable
- Connected
- Maintained
- Diverse
- Inclusive
- Growth
- Continuing
- Innovate
- Service
- Focus
- Home
- Futuristic
- Livable
- Well-Run
- Greener
- Resilient
- Transit – Oriented
- Vibrant
- Dynamic
- Homey
- Changing
- Walkable
- Affordable
- Innovative
- Small-Town
- Urban
- Schools
- Neighborhoods
- Attainable
- Dense

Preliminary Feedback / Discussion

1. Which of the words listed express the ideas that you believe are most important for the Envision Richardson's Vision Statement?
2. Are there additional key words or phrases that have not been identified by the community to date that should be included in the Vision Statement?

Preliminary Strategic Issues Identified to Date

Preliminary Strategic Issues: Overview

- Substantial valuable feedback has been received from the community related to strategic issues facing Richardson during Community Summit 1 through multiple online and face-to-face forums
- Many of the issues identified by the community will form the basis of the plan's
 - Vision Statement: description of the future the community wants; its values and aspirations
 - Strategic Direction: broad themes that provide the foundation for the guiding principles
 - Guiding Principles: more specific statements that will influence future decisions and actions aimed at achieving the community's vision
- The following slides summarize the preliminary overarching strategic issues heard from the community to date

Preliminary Overarching Strategic Issues by Topic










- Land Use
 - Maintain the stable and economically viable areas within the city
 - Address underperforming areas
 - Attract the highest quality development to the remaining vacant land in Richardson
- Mobility/Transportation
 - Develop a safe, efficient, and well-maintained transportation system
 - Accommodate options for multiple modes of travel

BOARD 22 Richardson Comprehensive Plan Update
Transportation Priorities

ENVISION RICHARDSON COMPREHENSIVE PLAN UPDATE

Displayed are several categories of images related the transportation and mobility in Richardson.

Place a dot next to the images you think should be priorities or opportunities related to transportation and mobility in Richardson. (Up to 3 votes)

Other - Use the space below to write additional priorities for transportation and mobility in Richardson

Road diet. Design for slower traffic. smaller lanes, street trees, wide sidewalks, on-street parking, buildings close to the street, front doors/windows opening/facing street. Build streets for people, not cars.
 - Amber street lights in residential areas. NOT LED!
 *Always have bike lanes.

Educating drivers about taking alternate routes to avoid congestion.
 Encourage use of DART buses by increasing safety and eliminating nonpaying abusers.

Preliminary Overarching Strategic Issues by Topic

- Community Facilities
 - Protect the City's investment in buildings, structures, and equipment through proper, timely maintenance and replacement when/if necessary
 - Ensure that municipal facilities are appropriate to maintaining high-quality city services
- Other Infrastructure
 - Maintain/Upgrade Richardson's aging infrastructure to safeguard the quality of life in Richardson and promote economic development
 - Work cooperatively with regional agencies to ensure sufficient water supply and adequate wastewater treatment and solid waste capacity

Preliminary Overarching Strategic Issues by Topic

- Neighborhoods and Housing
 - Preserve, protect, and enhance Richardson neighborhoods
 - Encourage creative housing types appropriate to Richardson to address supply, demand, affordability, and workforce recruitment and retention challenges
- Parks, Trails, and Open Space
 - Continue to invest in Richardson parks, trails, and open spaces
 - Develop connections between parks, and with neighborhoods and popular destinations
 - Maintain high-caliber community events and recreational programming

BOARD
26

Richardson Comprehensive Plan Update
"Missing Middle" Housing




What is "missing middle" housing?

"Missing middle" Housing is a range of house-scale buildings with multiple units—compatible in scale and form with detached single-family homes—located in a walkable neighborhood.

These building types, such as duplexes, fourplexes, cottage courts, and courtyard buildings, provide diverse housing options and support locally-serving retail and public transportation options. We describe them as "missing" because they have typically been excluded in many communities by zoning regulations since the mid-1940s and "middle" because they sit in the middle of a spectrum between detached single-family homes and mid-rise to high-rise apartment buildings in terms of form, scale, number of units, and often, affordability.

In the diagram on the right, the "missing middle" types are shown in yellow in the bracketed area, providing many housing options in between the single-family homes and higher intensity apartment buildings, shown in white outside the brackets.




*TAKEN FROM CONGRESS FOR THE NEW URBANISM

Types of Missing Middle Housing

Duplex

A structure containing two side by side dwelling units, both located on the same lot.



Courtyard Housing

A medium-to-large sized (1 to 3-story) detached structure consisting of multiple side-by-side and/or stacked dwelling units oriented around a courtyard or series of courtyards.



Bungalow Courts

A group of small (1 to 1.5-story), detached structures arranged around a shared court visible from the street.



Live-Work

A small, to medium-sized (2 to 3-story) attached or detached structure consisting of one dwelling unit above, or behind, a ground floor space that can accommodate a range of non-residential uses.



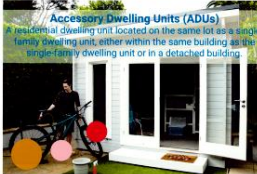
Fourplex

A detached (2 to 2.5-story) structure with four dwelling units, two on the ground floor and two above, with shared or additional entrances from the street.



Accessory Dwelling Units (ADUs)

A residential dwelling unit located on the same lot as a single-family dwelling unit, either within the same building as the single-family dwelling unit or in a detached building.




Townhomes


A small to medium-sized attached structure that consists of several multi-story dwelling units placed side-by-side, each located on an individual lot.



Multiplex

A detached (2 to 2.5-story) structure that consists of 5 to 12 dwelling units arranged side-by-side and/or stacked, typically with a shared entry from the street.





27

Preliminary Overarching Strategic Issues by Topic

- Natural Environment

- Establish and promote eco-friendly design, construction, technology, and operational principles and practices to minimize environmental impacts
- Recognize the impact of the City's decision-making on the natural world and collaborate with regional agencies to develop sustainable solutions
- Inform and involve Richardson residents and businesses in efforts at preserving and protecting the natural environment

- Enhancement/Reinvestment Areas

- Identify locations within Richardson that provide special opportunities for new investment/reinvestment
- Use incentives creatively yet wisely to encourage improvements in these areas

Richardson Comprehensive Plan Update
BOARD 16
Potential Reinvestment Area C | West Arapaho Rd

ABOUT THE REINVESTMENT AREA

- Several City facilities along Arapaho (City Hall, the Library, vacant property on the north side of Arapaho, Senior Center)
- Private property uses include strip centers and other retail/restaurant uses, small office buildings, senior housing, and a church
- Small residential subdivision recently approved on the north side of Arapaho, east of West Shore
- Included as an Enhancement/Reinvestment area in the 2009 Comprehensive Plan, but not studied further yet
- Revisiting current market conditions and community sentiments to determine whether to proceed with additional detailed study

Add stickers within this boundary based on the types of improvements needed:

- **Green sticker:** Landscaping Improvements
- **Blue sticker:** Sidewalk or crosswalk Improvements
- **Red sticker:** Building exterior and site lighting Improvements
- **Yellow Sticker:** Traffic and Site Circulation Improvements
- **Pink sticker:** Special Opportunity Site

Preliminary Overarching Strategic Issues by Topic

- Economic Development
 - Make Richardson more economically competitive in the DFW region
 - Diversify the local business mix
 - Support businesses of all sizes
- Implementation
 - Create a plan that is flexible enough to accommodate new opportunities
 - Develop a strategy and tools for implementing and monitoring Envision Richardson goals and actions and providing transparency

Preliminary Feedback / Discussion

1. Do the overarching strategic issues identified so far align with what you've been hearing from the community about what's important to achieving the future envisioned for Richardson?
2. Are there additional strategic issues that have not been identified that should be addressed?

Preliminary Reinvestment Areas

Reinvestment Area Analysis: Overview

- Six potential reinvestment areas were evaluated
 - Four areas recommended by the Consultant Team, Staff, and Council
 - Two additional areas identified through the Community Summit engagement (online and in-person) and nominated for consideration
- Indicators of ripeness for reinvestment were reviewed
 - Building to land value ratio
 - Parcel Size
 - Parcel Configuration
 - Vacancy rates
 - Rental/lease rates
 - Age of Improvements/Building Class
 - Owner tenure
 - Owner location (local or non-local)
- These metrics are important but don't tell the whole story

Additional Reinvestment Area Analysis

- Possible additional areas were evaluated based on input received at the Community Summit
 - Some suggested locations had already been identified (Belt Line/Plano) or previously studied (IQ District, CORE District)
 - Some suggestions were not relevant for reinvestment study consideration, but will inform other parts of the plan (parks issues, DART/TXDOT projects)
 - Other suggestions will also be more useful for other plan elements (create gateways at arterials along city boundaries, more median beautification)
- Two locations were selected based on:
 - Areas sizeable and significant enough to warrant more specific study
 - Locations where there are obvious issues/concerns
 - Areas that do not include single-family homes
 - Locations that are not currently under development or recently approved for development
 - If at an intersection, areas where all four corners are in Richardson

Potential Reinvestment Areas A, B, C and D

(Identified by consultant and staff)

Area A - Coit Road

- East side of Coit **between Arapaho and the alley north of Stagecoach**

Area B - West Campbell Road

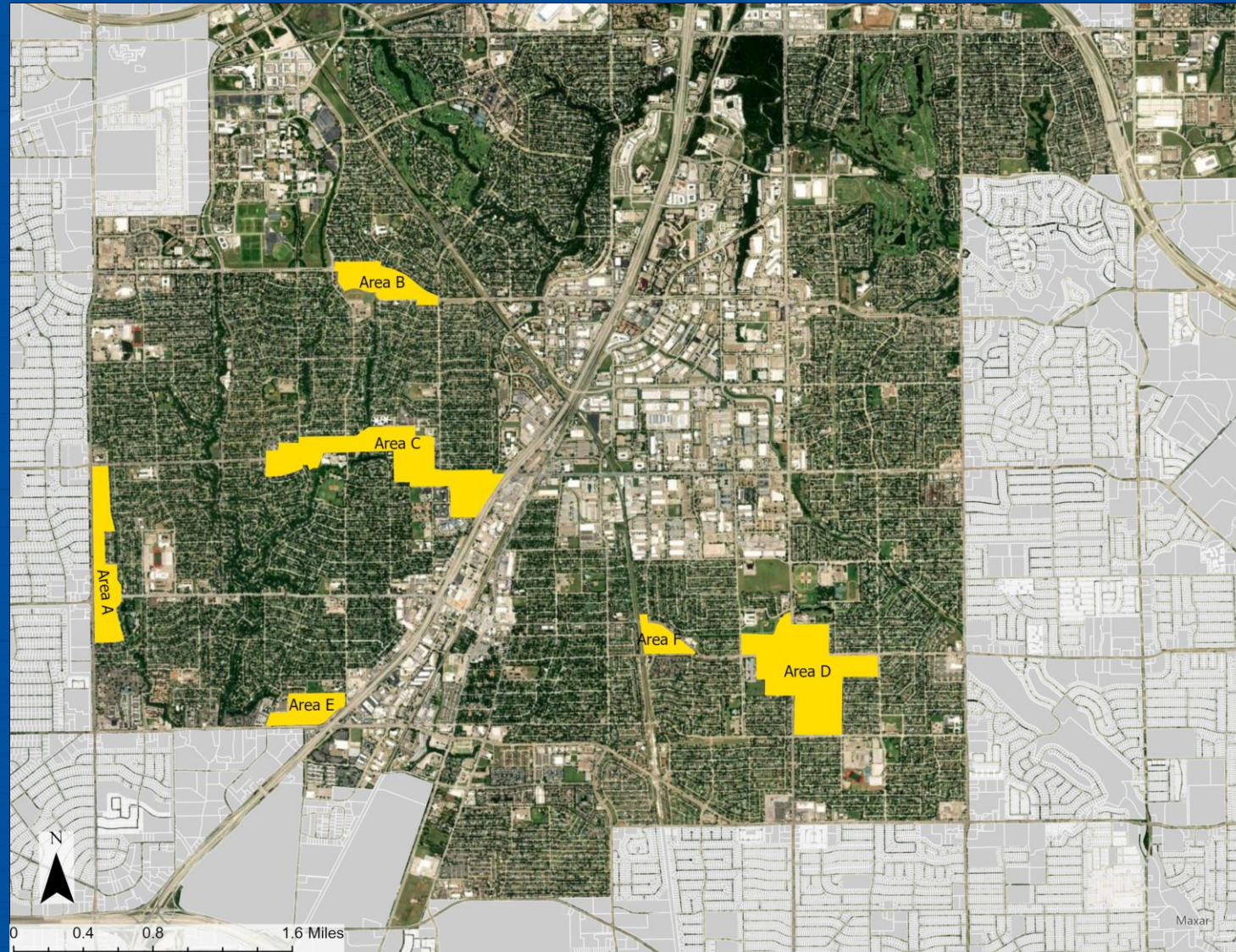
- **Between Custer Road and Floyd Road**, excluding the duplexes facing Floyd

Area C - West Arapaho

- From **Central Expressway west to Newberry Drive**

Area D - Belt Line/Plano

- **All four corners** of the intersection, extending along Belt Line to **Yale on the east** and **Glenville on the west**



Potential Reinvestment Areas E and F

(New areas identified by community)



Area E – West Spring Valley

- North of Spring Valley between Central Expressway and Weatherred, south of Saint Paul the Apostle Catholic Church
- Part of a larger area studied and rezoned as an Enhancement/Redevelopment Area under the 2009 Comprehensive Plan; little activity has occurred since that time

Area F – Belt Line/Bowser

- South side of intersection of Belt Line and Frances west to the KCS Railroad, plus the apartments at the northwest corner of Bowser/Belt Line
- Appears to have potential based on the Reinvestment Area criteria

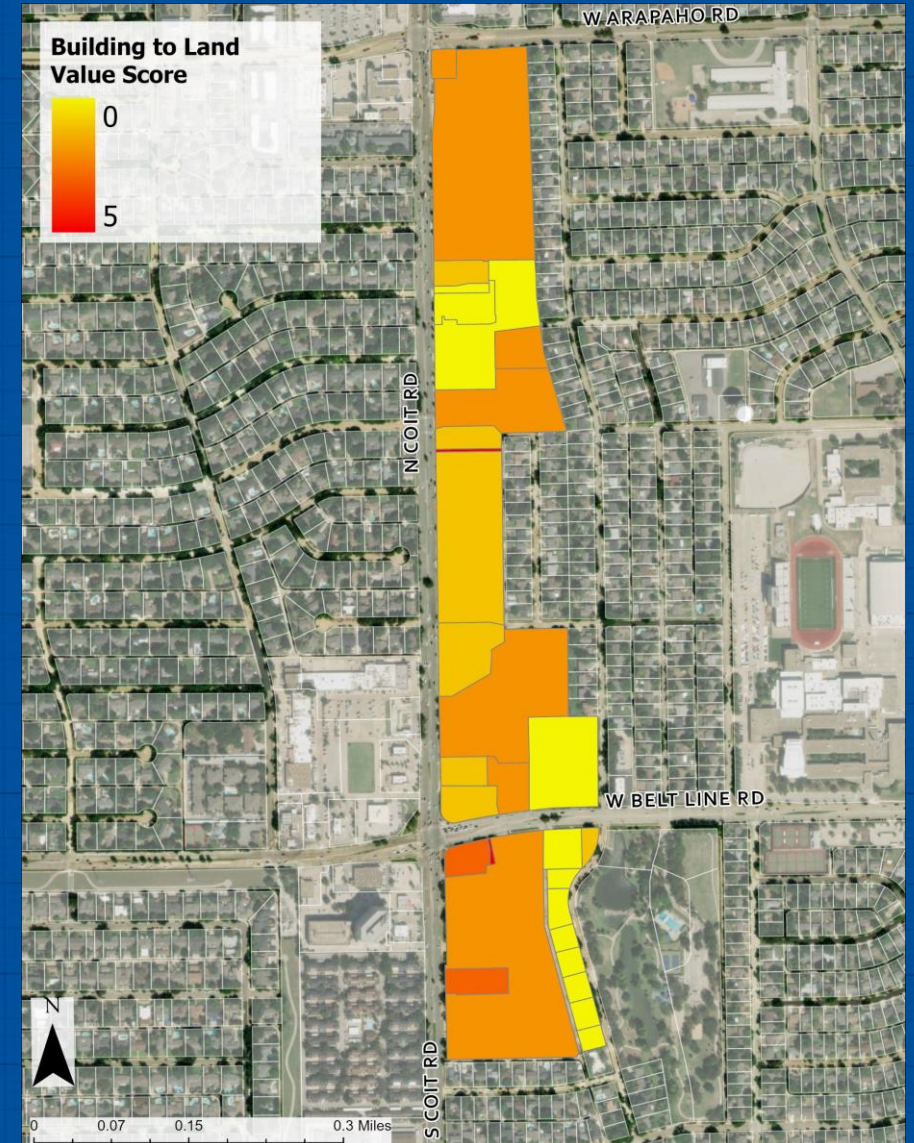


Reinvestment Areas: Building to Land Value Ratio

The ratio of building value to land value targets properties that may be ripe for redevelopment because the building value is less than the value of the land it sits on.

Score

- 5 • 0 = vacant property
- 4 • 0.01-0.5 = land more valuable than building
- 3 • 0.5-1 = land more valuable than building
- 2 • 1-2 = building is more valuable than land
- 1 • 2-5 = building is more valuable than land
- 0 • 5+ = building is more valuable than land

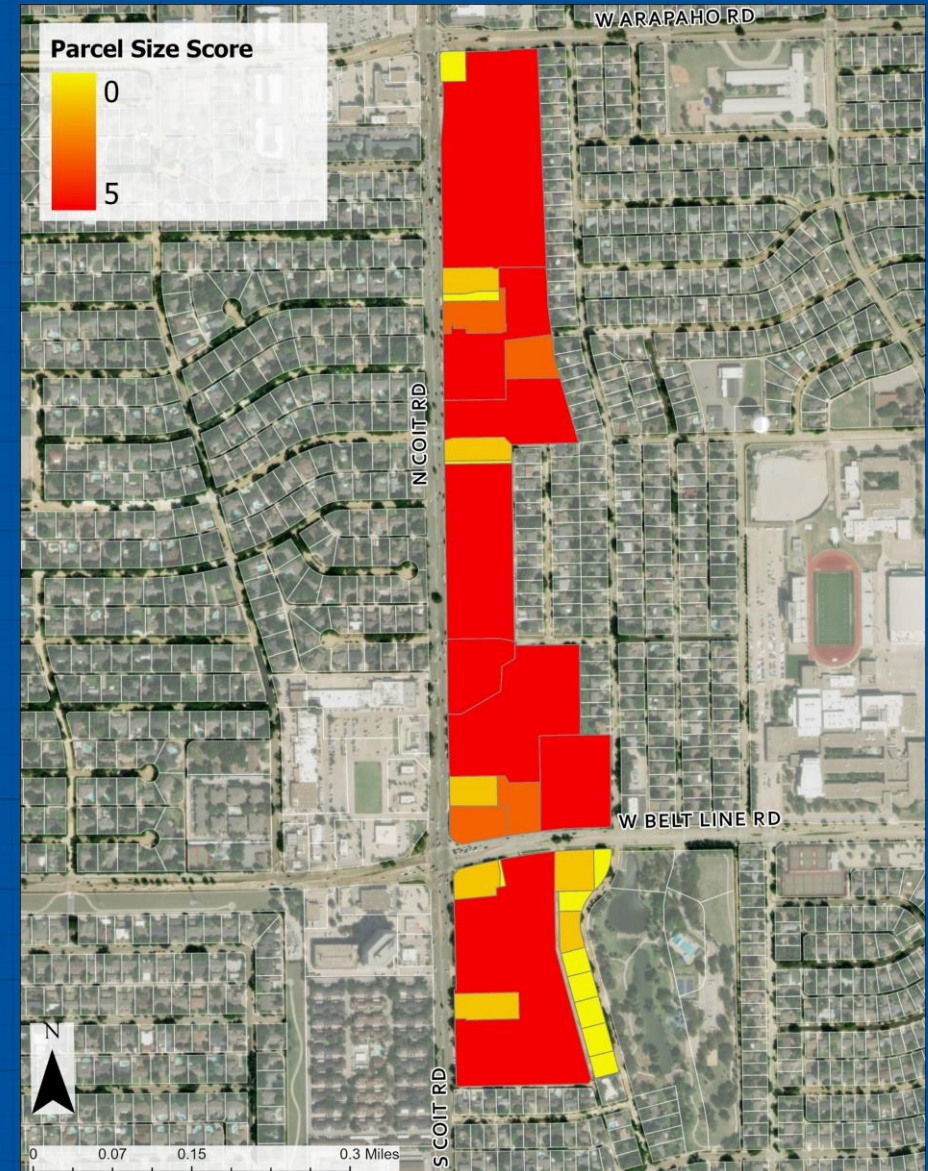


Reinvestment Areas: Parcel Size

Parcel size can be influential in determining whether a property will be attractive for redevelopment. Small parcels have more limited development opportunity or would have to be combined with nearby properties.

Score

- 5 • 2.0+ acres
- 3 • 1.0-2.0 acres
- 1 • 0.5-1.0 acre
- 0 • <0.5 acre

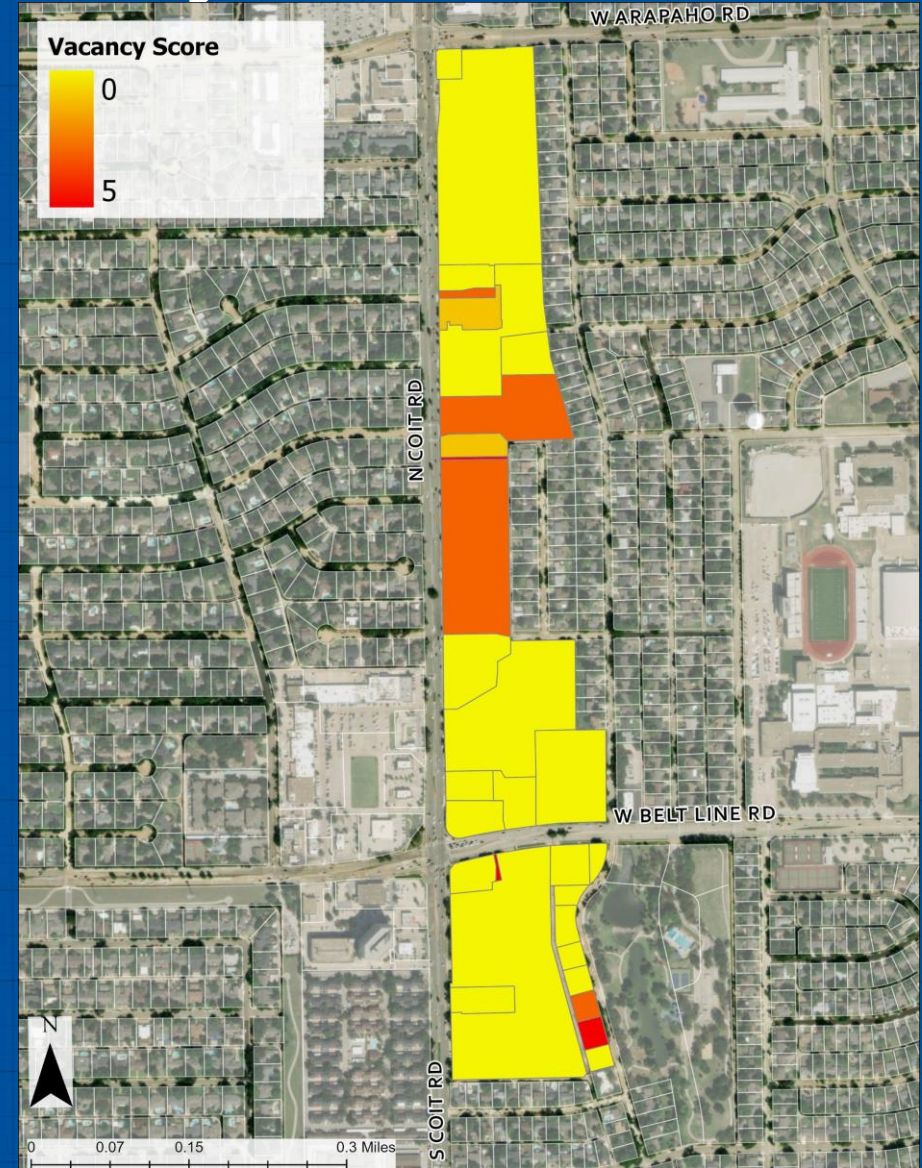


Reinvestment Areas: Building Vacancy

Commercial buildings with high vacancy rates are more likely to be ripe for reinvestment. This metric will not pertain to every property.

Score

- 5 • 50%+ = high vacancy
- 3 • 15-50% = elevated vacancy
- 1 • <15% = stabilized occupancy
- 0 • 0% = no vacancy, building fully occupied

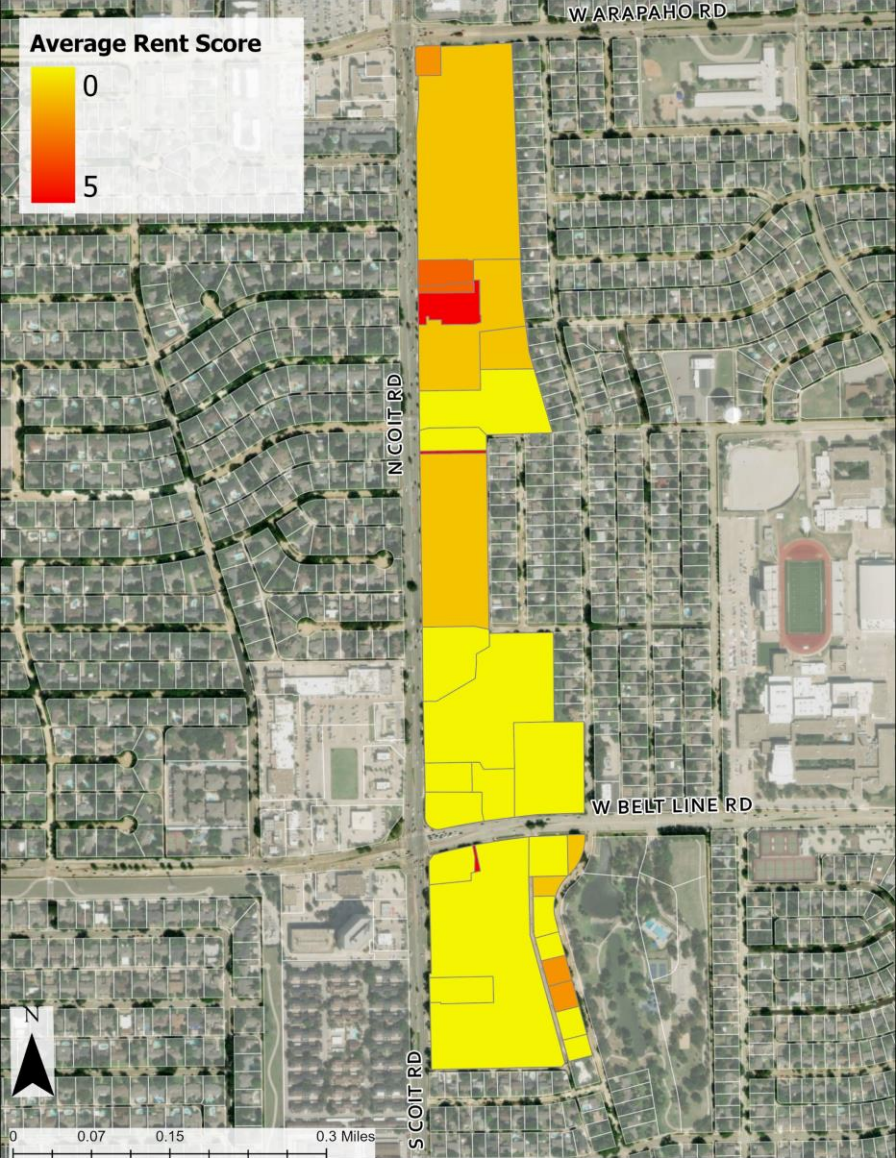


Reinvestment Areas: Commercial Lease Rates

Commercial buildings with low lease rates are more likely to be ripe for reinvestment. This metric will not pertain to every property.

Score

- 5 • <\$10 per square foot = low lease rates
- 3 • \$10-15 per square foot = low/moderate lease rates
- 1 • \$15-20 per square foot = moderate/high lease rates
- 0 • \$20+ per square foot = competitive lease rates



Reinvestment Areas: Owner Location

Parcels that are locally owned are likely to be more accessible for reinvestment due to accessibility of the owner. In this case, local is considered to be the Dallas Metroplex.

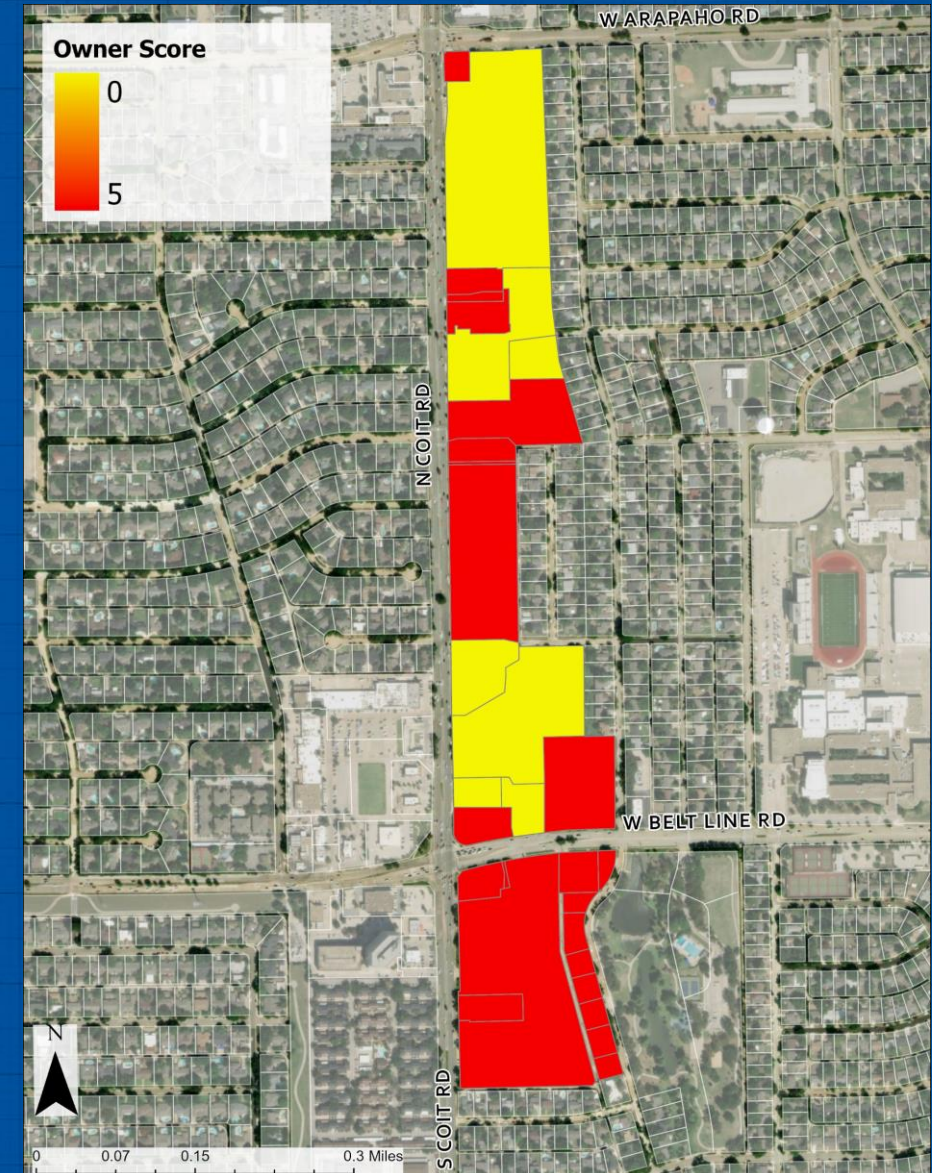
Score

5

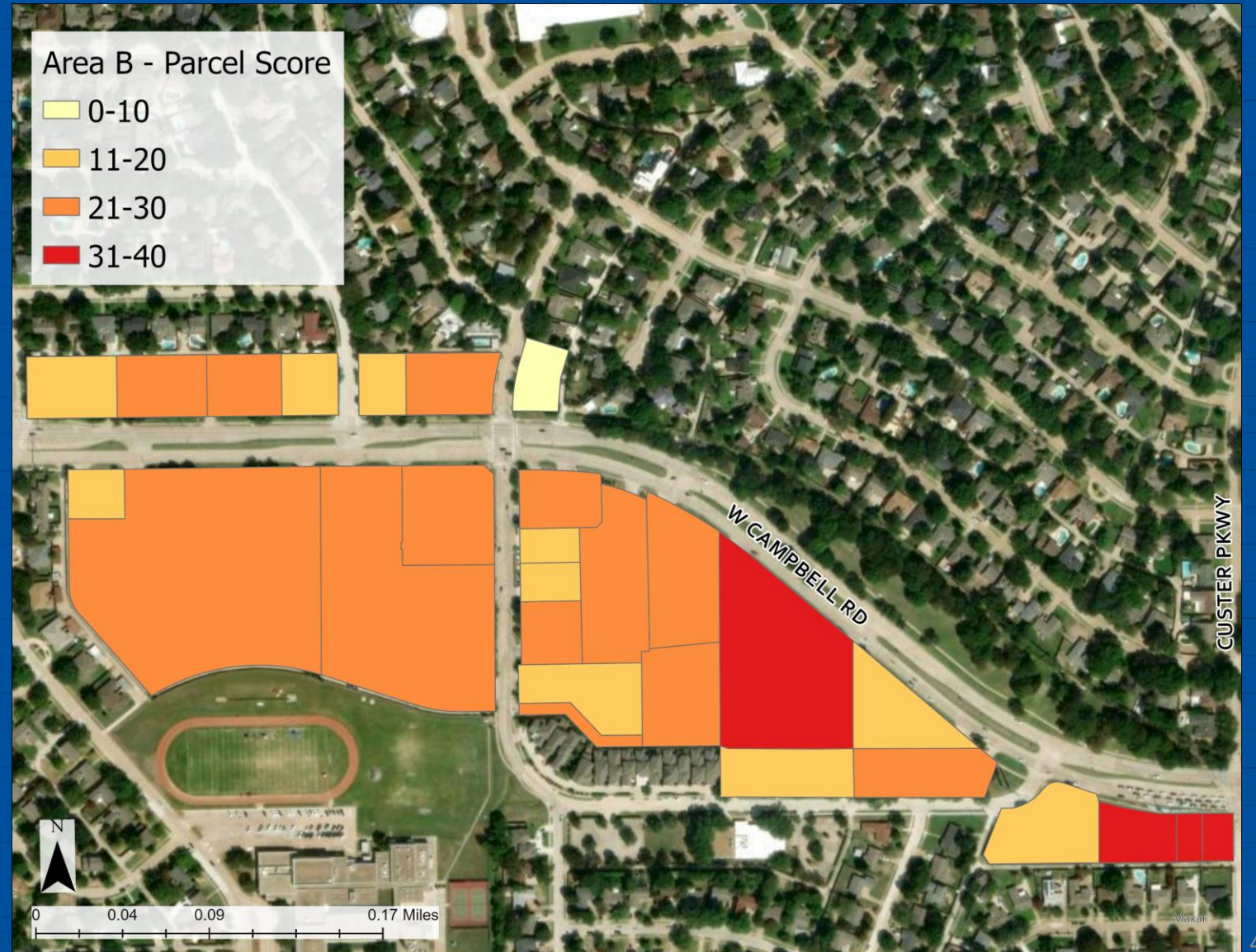
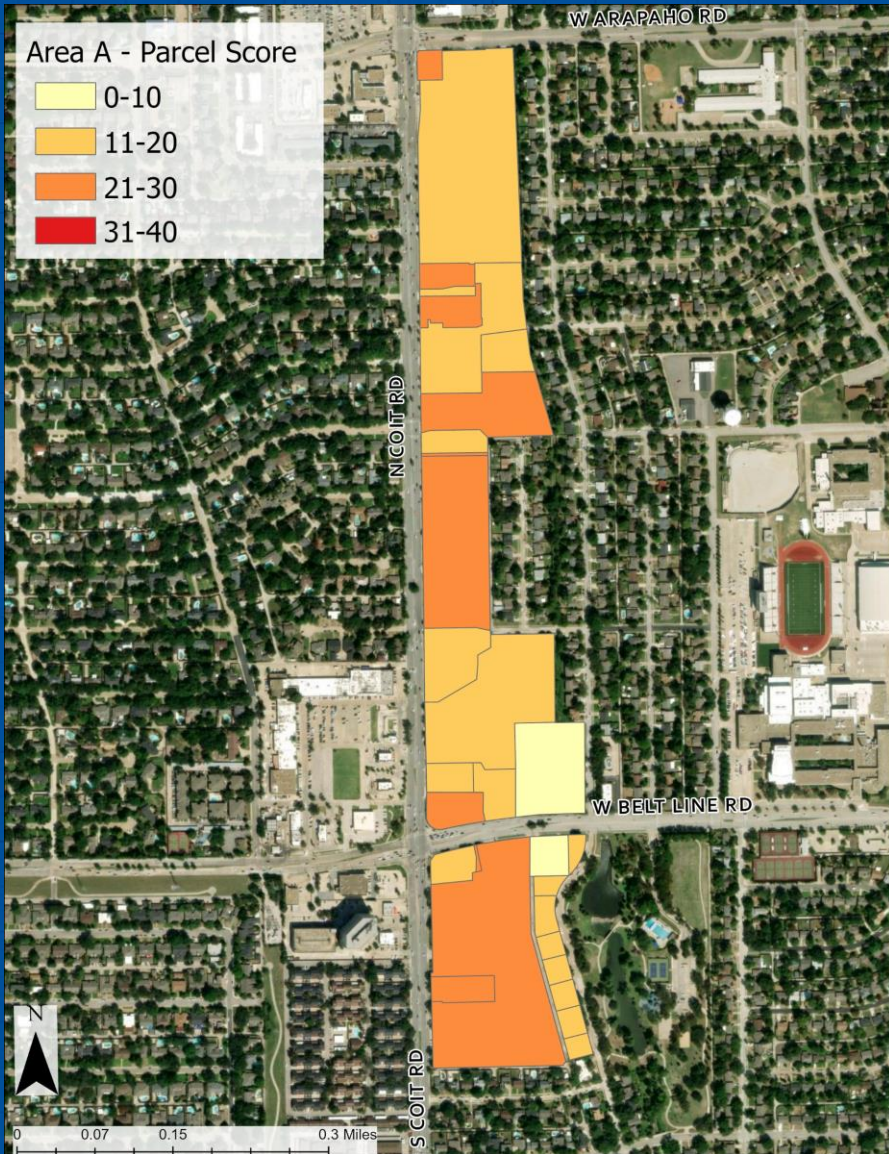
- Yes = Parcel is “locally” owned

0

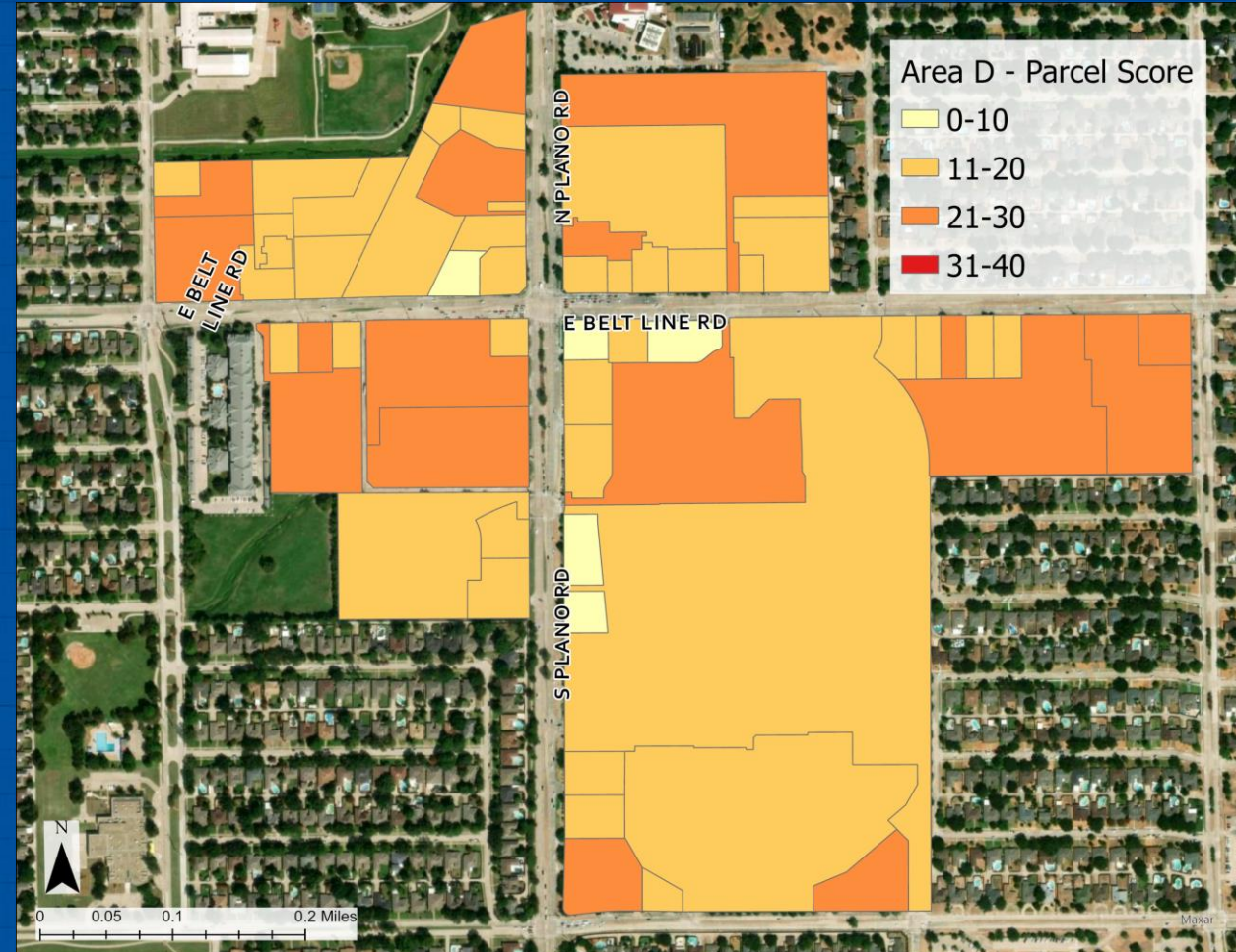
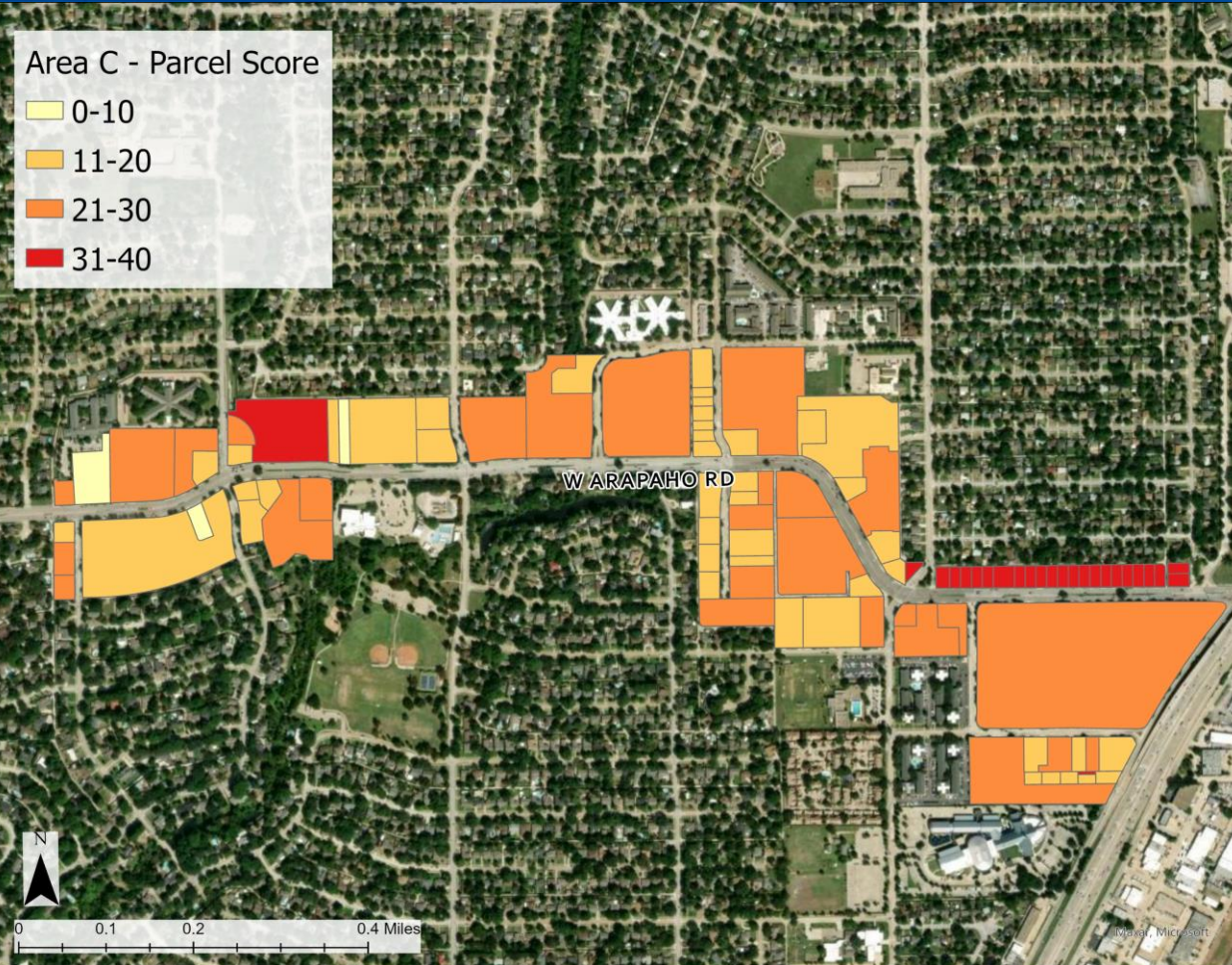
- No = Parcel is owned by outside investor



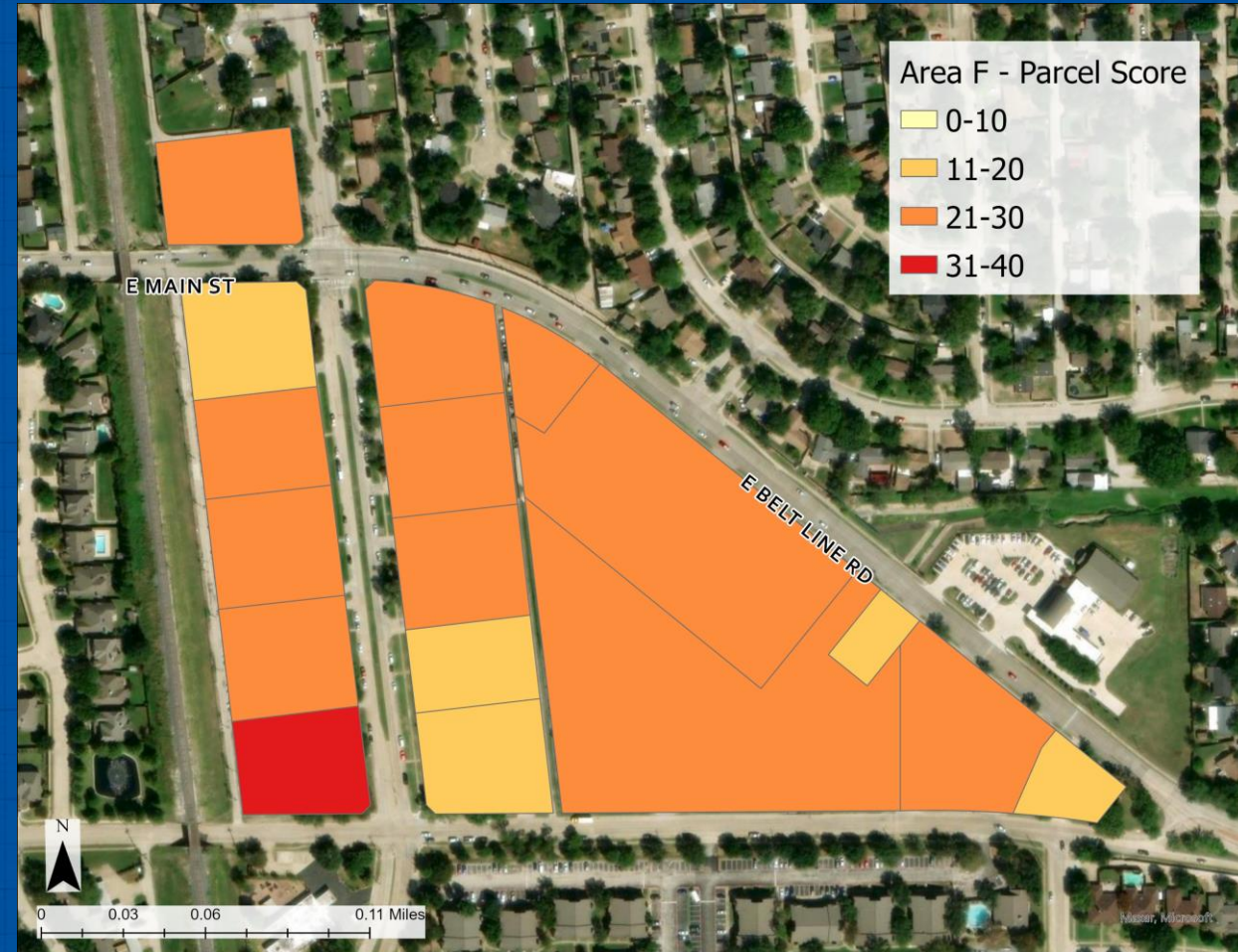
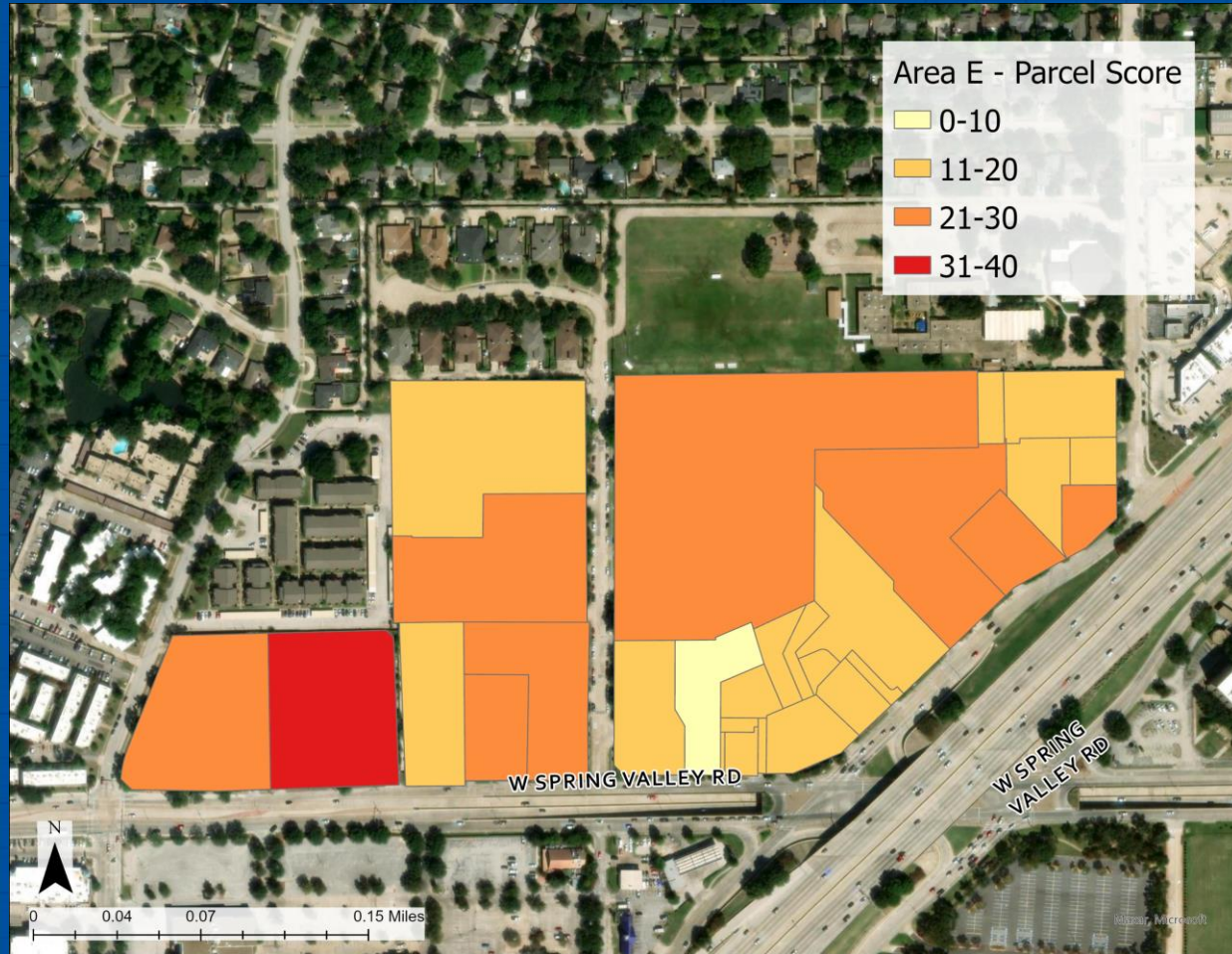
Reinvestment Areas: Scores by Area



Reinvestment Areas: Scores by Area

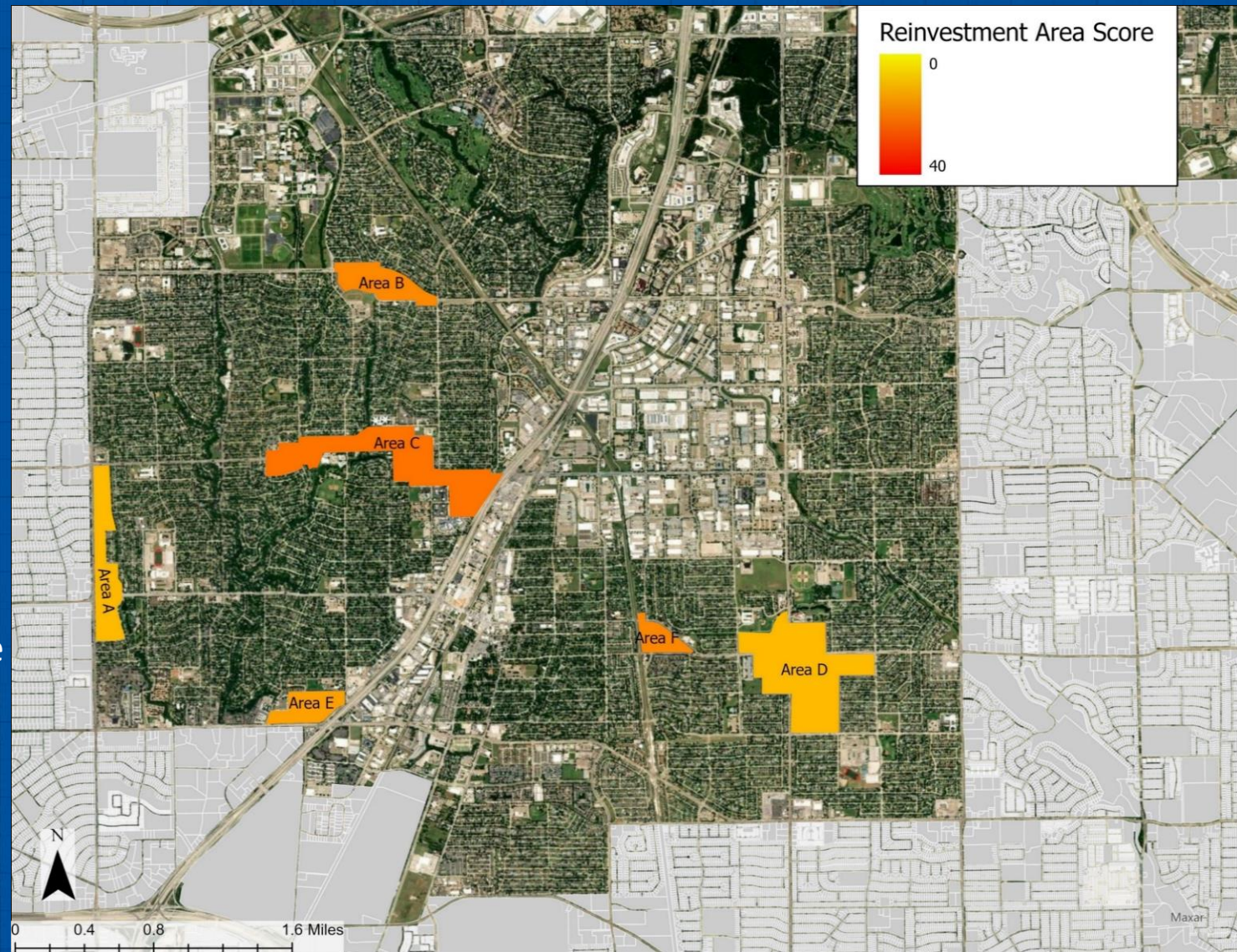


Reinvestment Areas: Scores by Area



Reinvestment Areas: Comparison of Scores

- Total reinvestment scores represent the average for all parcels in each area
- The higher the score, the riper the area is for reinvestment
 - A “perfect” score is 40
- The total scores for the reinvestment areas are:
 - Area C: 22.8
 - Area F: 21.7
 - Area B: 21.6
 - Area E: 19.7
 - Area A: 17.7
 - Area D: 17.5
- Scores across the six areas are within five points of each other, highlighting the importance of other factors in the selection



Reinvestment Areas: Other Considerations

BOARD
18

Richardson Comprehensive Plan Update

Prioritize the Potential Reinvestment Areas

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COMPREHENSIVE PLAN UPDATE

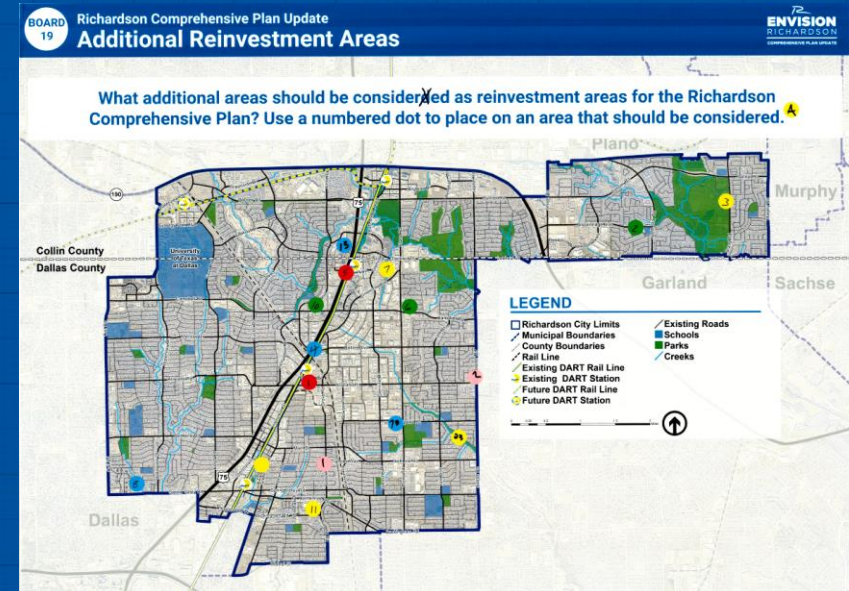
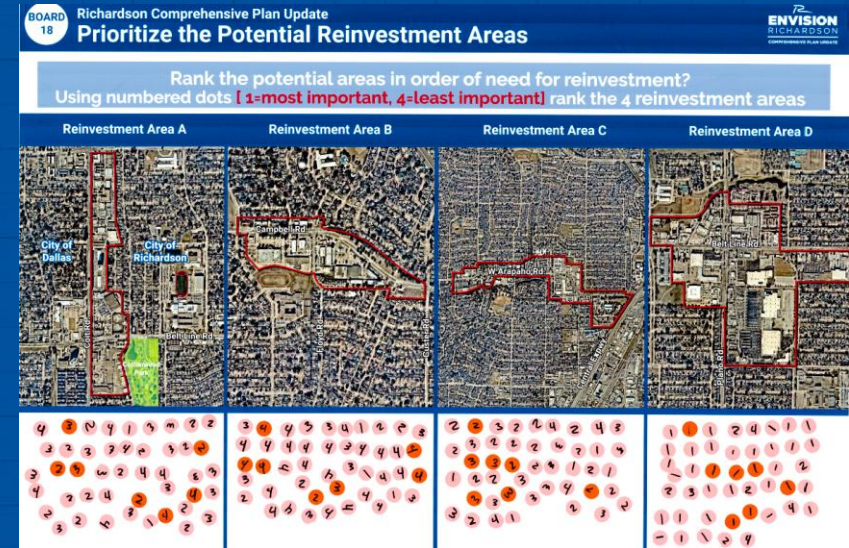
Rank the potential areas in order of need for reinvestment?
Using numbered dots [1=most important, 4=least important] rank the 4 reinvestment areas



<p>1 = 3 2 = 26 3 = 33 4 = 41</p> <p>Average: 3.08</p> <p>Final Rank: 3</p>	<p>1 = 7 2 = 16 3 = 29 4 = 48</p> <p>Average: 3.17</p> <p>Final Rank: 4</p>	<p>1 = 12 2 = 48 3 = 25 4 = 7</p> <p>Average: 2.33</p> <p>Final Rank: 2</p>	<p>1 = 84 2 = 8 3 = 4 4 = 5</p> <p>Average: 1.30</p> <p>Final Rank: 1</p>
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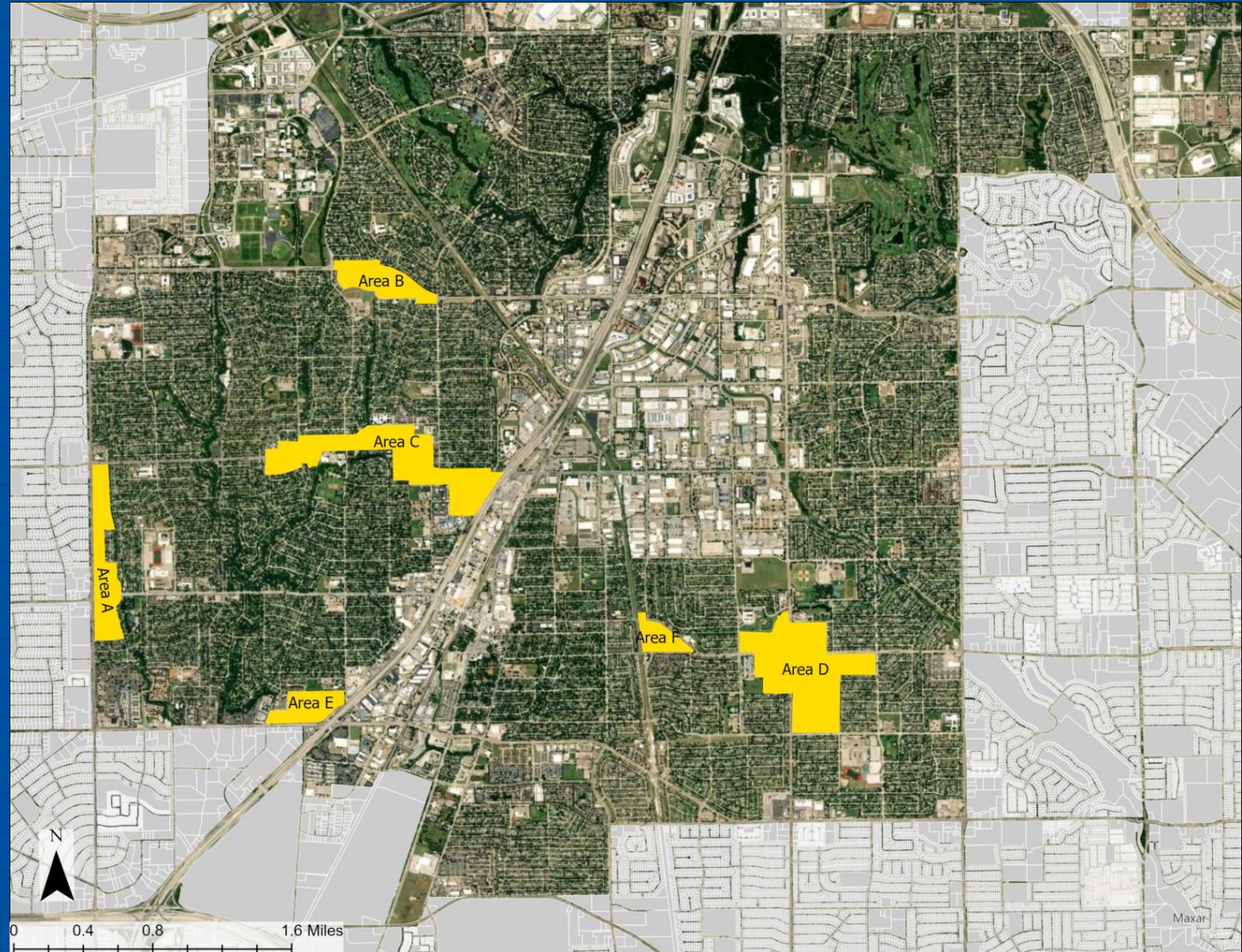
Reinvestment Areas: Other Considerations

- Community feedback from the engagement exercises is a factor
 - At the Open Houses and online, participants were asked to rank Areas A-D related to the desirability of each for additional study
 - Of the four sites, Area D was ranked as the top priority, followed by Areas C, A, and B
 - Participants were also asked to share their comments on additional sites that could be considered for further study
 - An analysis of those responses helped identify Areas E and F as possible locations
- Existing conditions should be considered
 - The urgency of addressing long-term and/or ongoing problems may elevate a location in the priority list



Discussion

- The Consultant Team and Staff recommend that five areas move forward for additional study/visioning with the community during Community Summit 2
- The recommended areas are:
 - Area C: Ranked #1 - 22.8
 - Area F: Ranked #2 - 21.7
 - Area B: Ranked #3 - 21.6
 - Area E: Ranked #4 - 19.7
 - Area D: Ranked # 6 - 17.5
 - The difference between Areas D and A was only .2
 - Area D was rated highest by the community for additional study



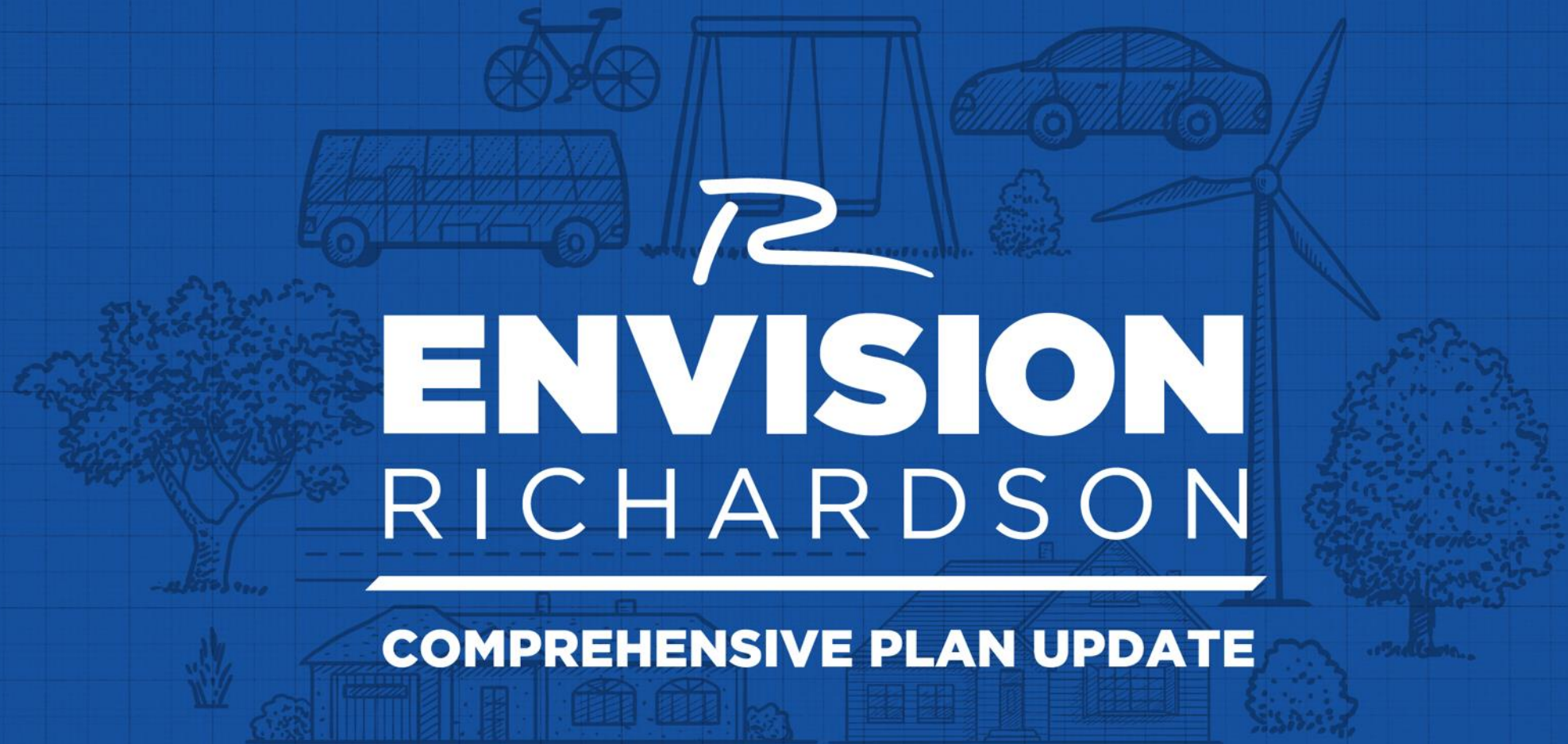
Wrap-Up / Next Steps

Wrap-Up / Next Steps

- The complete summary of Community Summit Round 1 feedback is being finalized and will be available at EnvisionRichardson.com
- The consultant team will take the feedback received from the Commission and Council tonight and begin preparing the plan's Preliminary Strategic Direction
 - Vision Statement
 - Guiding Principles
 - Preliminary Scenario Structure
- Council will be briefed on September 25th regarding the Preliminary Strategic Direction prior to Community Summit 2, scheduled for October of this year



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COMPREHENSIVE PLAN UPDATE

JOINT CITY COUNCIL / CITY PLAN COMISSION WORK SESSION
July 31, 2023