

**Main Street/
Central Expressway Corridor
Enhancement/Redevelopment Study:
Introduction of Consulting Team**

**City Council Briefing
June 18, 2012**

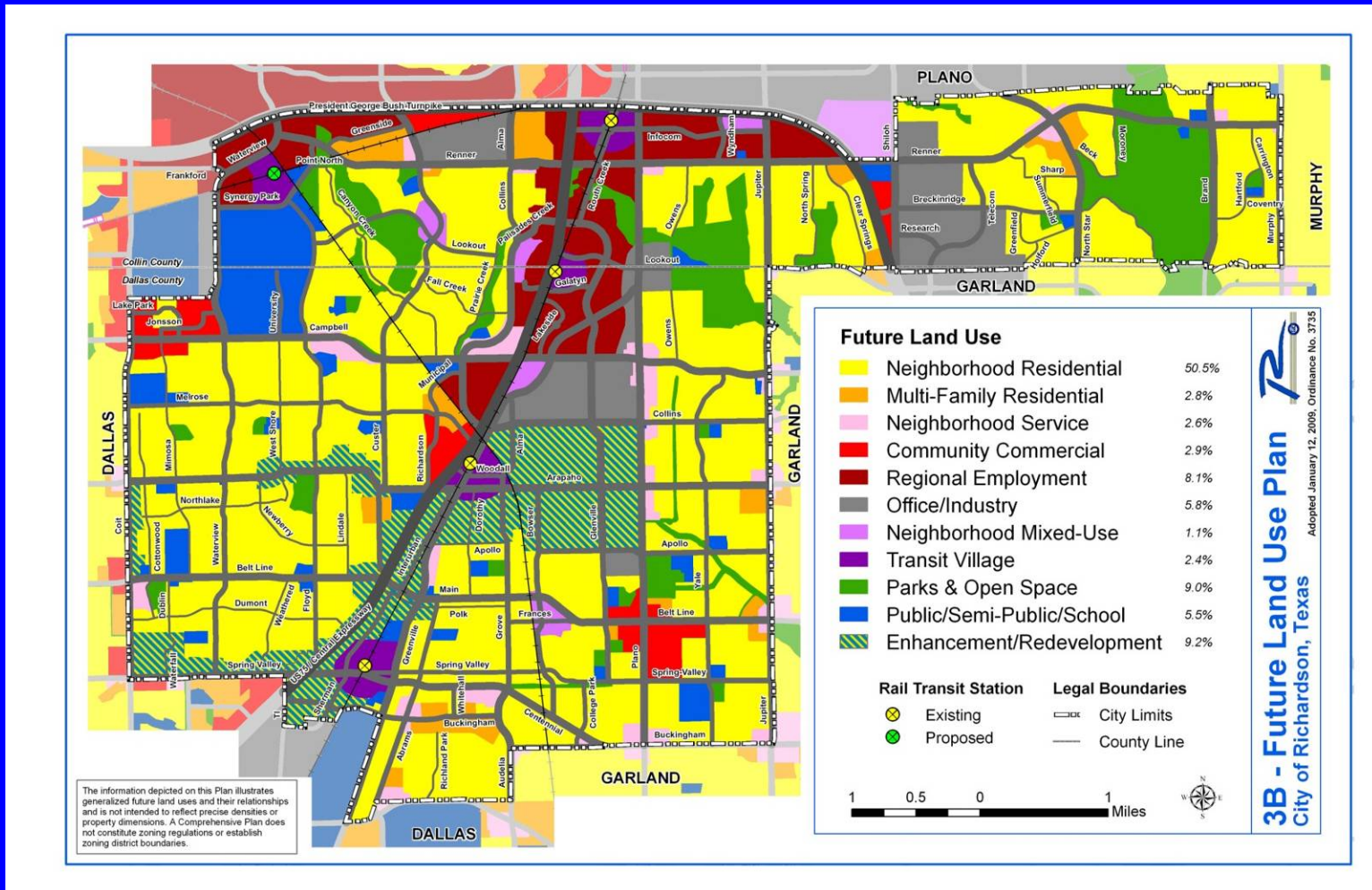


Main Street/Central Expressway Corridor Presentation

- 2009 Comprehensive Plan
- Study Area characteristics
- Infrastructure
- Consulting team
- Public and Council input
- Discussion

**Main Street/Central Expressway Corridor
2009 Comprehensive Plan**

Main Street/Central Expressway Corridor 2009 Comprehensive Plan

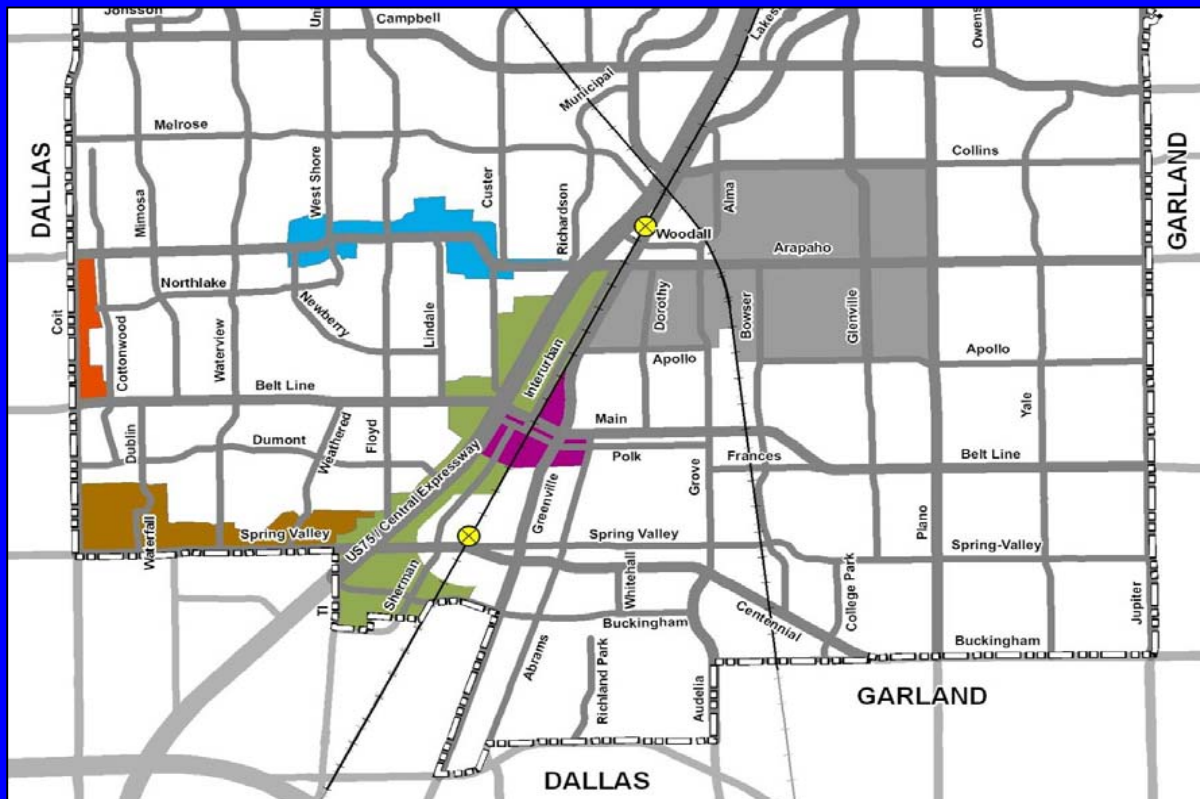


Main Street/Central Expressway Corridor 2009 Comprehensive Plan

- 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 2009 Comprehensive Plan

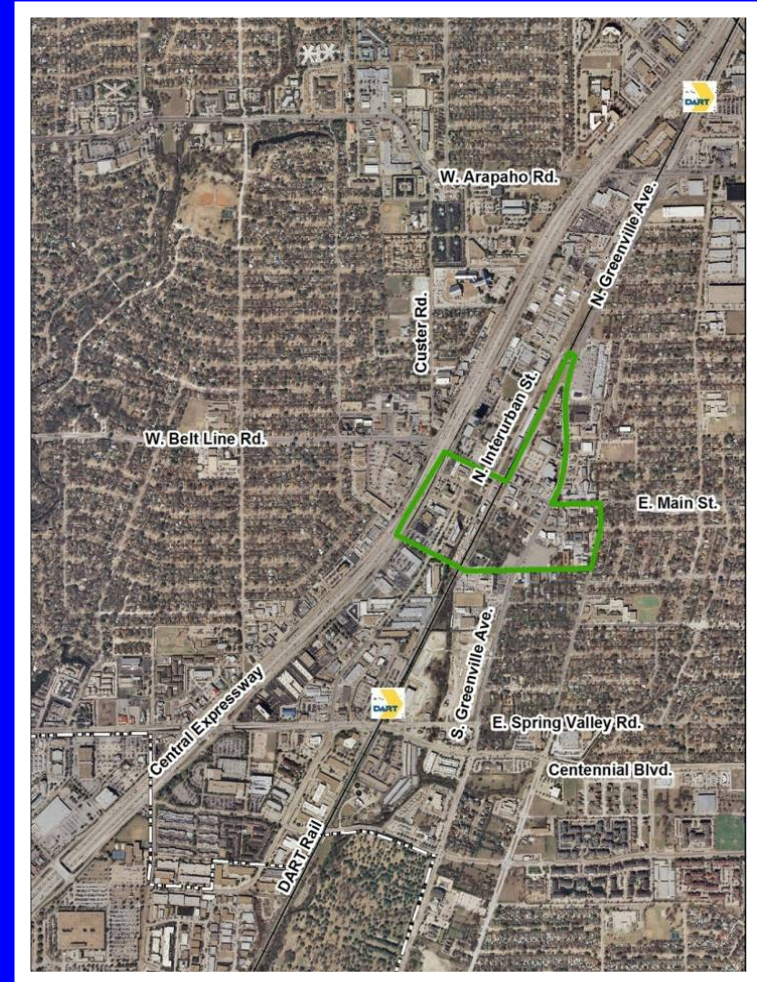
- Six Enhancement/Redevelopment Areas for further study
 - Old Town/Main Street (*underway*)
 - Central (*underway*)
 - East Arapaho/Collins (*underway*)
 - West Spring Valley (*complete*)
 - Coit
 - West Arapaho



Main Street/Central Expressway Corridor 2009 Comprehensive Plan

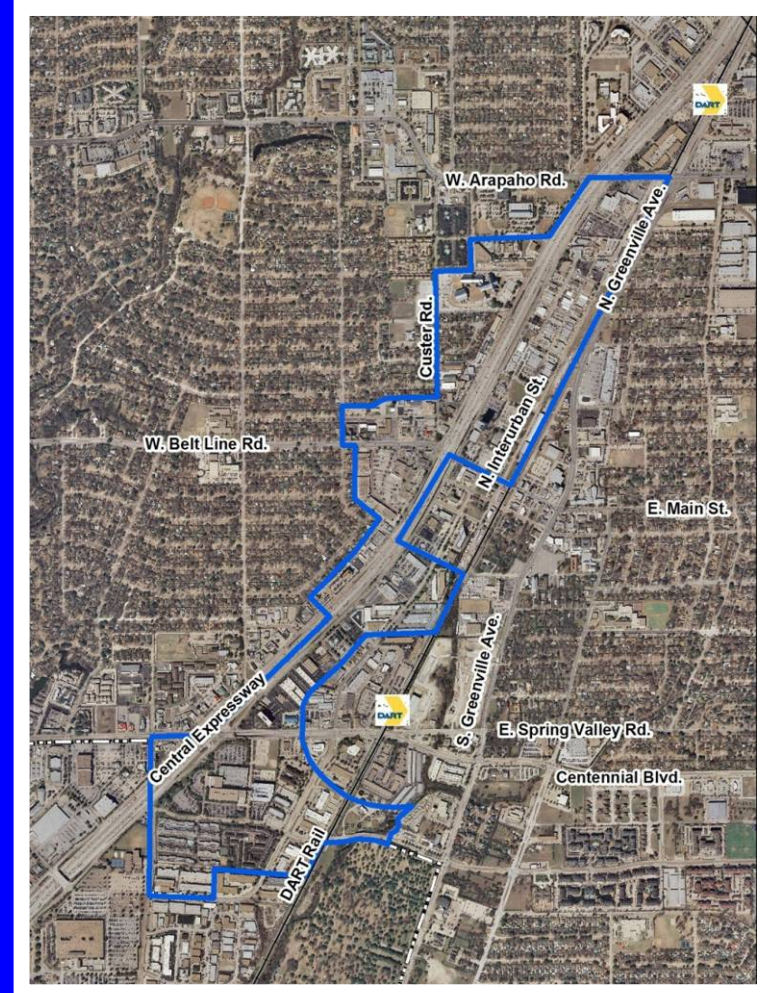
■ Main Street study area

- 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



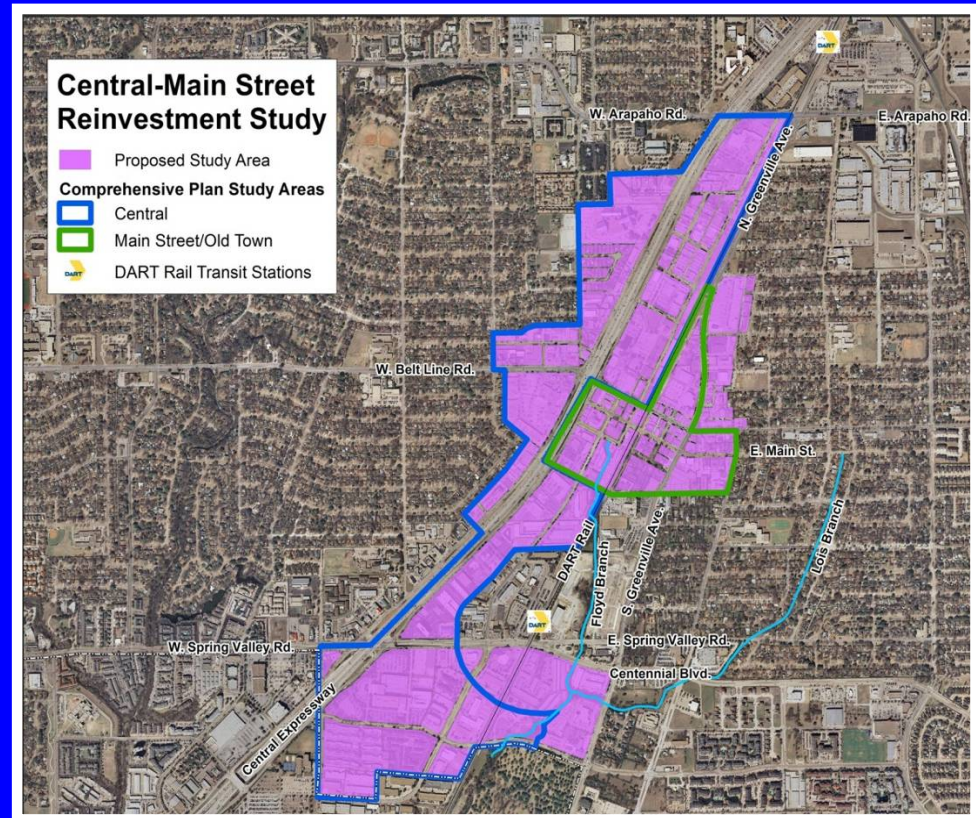
Main Street/Central Expressway Corridor 2009 Comprehensive Plan

- **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 2009 Comprehensive Plan

- Old Town/Main Street and Central combined into a single study
- Study area enlarged slightly
 - Additional area north and east of Main Street/Old Town
 - Additional area south and east of Spring Valley Station District
 - 415 acres total (Comprehensive Plan plus additional area)



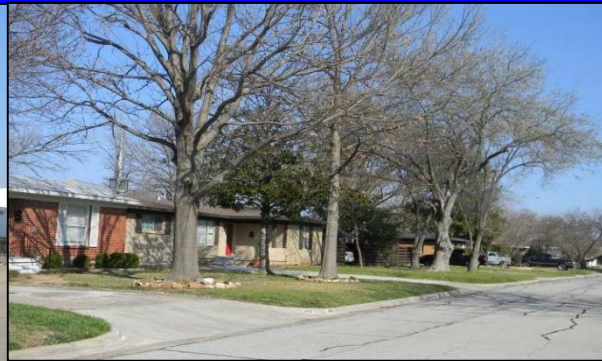
**Main Street/Central Expressway Corridor
Study Area Characteristics**

Main Street/Central Expressway Corridor

Existing Land Use

- A variety of retail and commercial uses
 - Several multi-tenant retail buildings or centers, some specializing in Asian or Middle Eastern goods and services
 - Numerous auto-related activities
 - A number of restaurants, many featuring ethnic cuisine
 - Three hotels (Como, Marriott Courtyard, Super 8)
- Several office buildings
- A variety of industrial uses
- Institutional uses
 - Churches
 - Schools
 - City of Richardson Public Safety Complex
- Major utility installations (Southwestern Bell/AT&T, NTMWD sewer treatment plant)
- Residential uses
 - Single-family
 - Multifamily

Main Street/Central Expressway Corridor Land Use Spectrum



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%

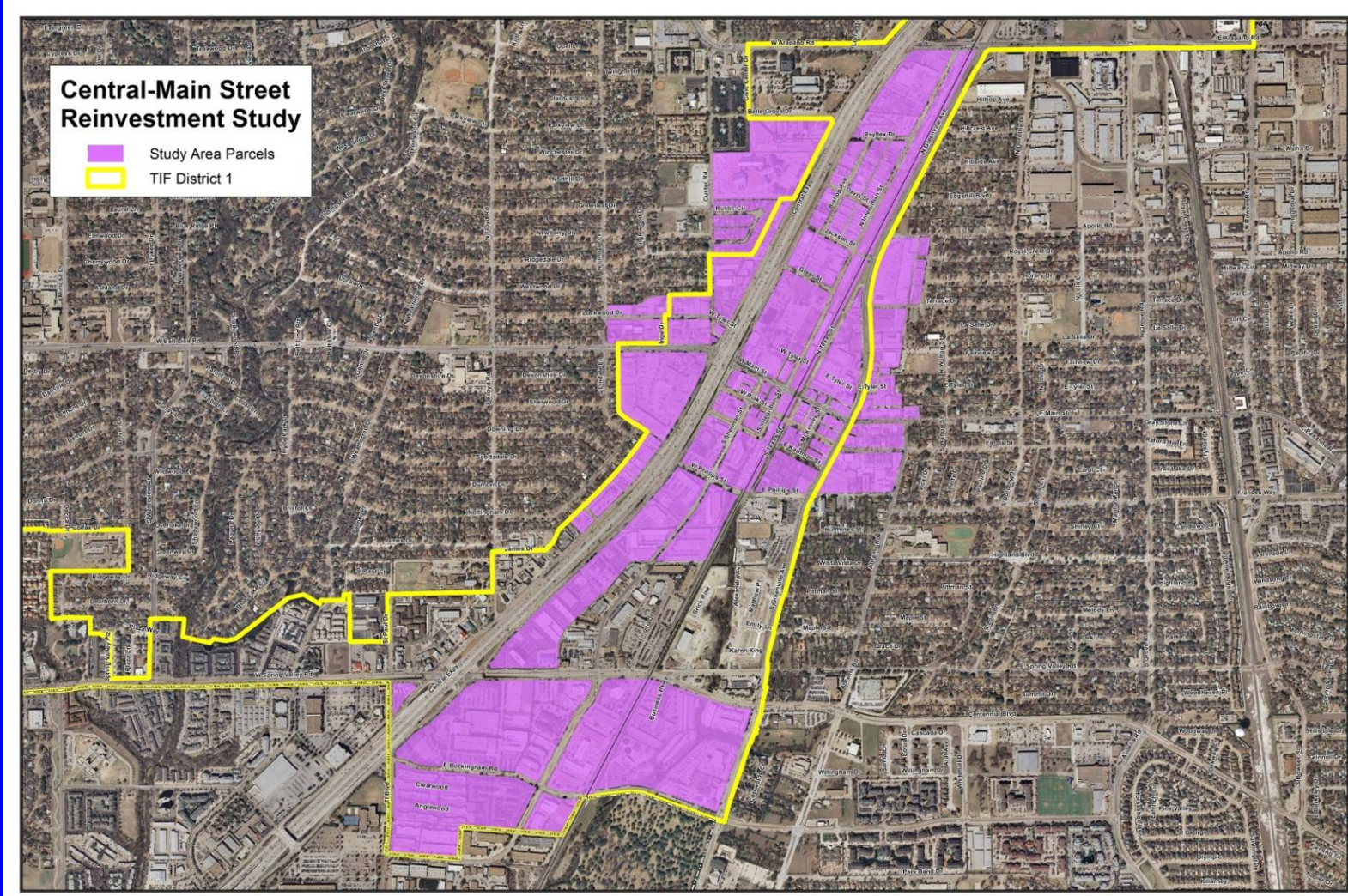
Main Street/Central Expressway Corridor Existing Land Use

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 parcels*

Main Street/Central Expressway Corridor TIF District

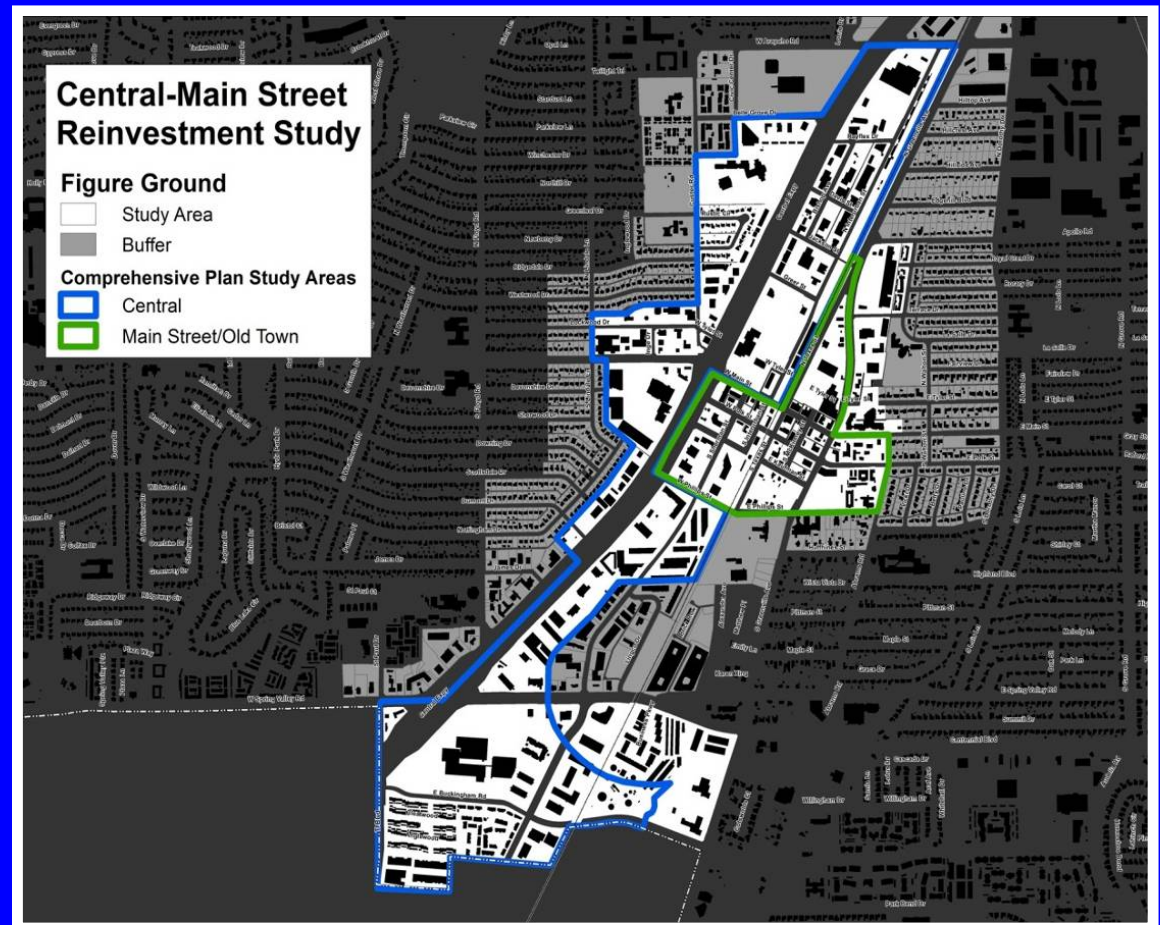
- Most of the study area is within City of Richardson TIF District 1.



Main Street/Central Expressway Corridor

Existing Development – General Character

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



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 - 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 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 Study Area Demographics

	Number	Percent
Population	1,549	
Households	646	
Persons/Household	2.39	
Age	0-19 Years 20-44 Years 45-64 Years 65+ Years	30.1% 44.2% 21.1% 04.6%
Race	White Black Asian Other	34.1% 24.8% 26.8% 14.3%
Ethnicity	Hispanic Non-Hispanic	18.1% 81.9%
Employment	7,202 (estimate)	

Source: 2010 Census

**Main Street/Central Expressway Corridor
Infrastructure**

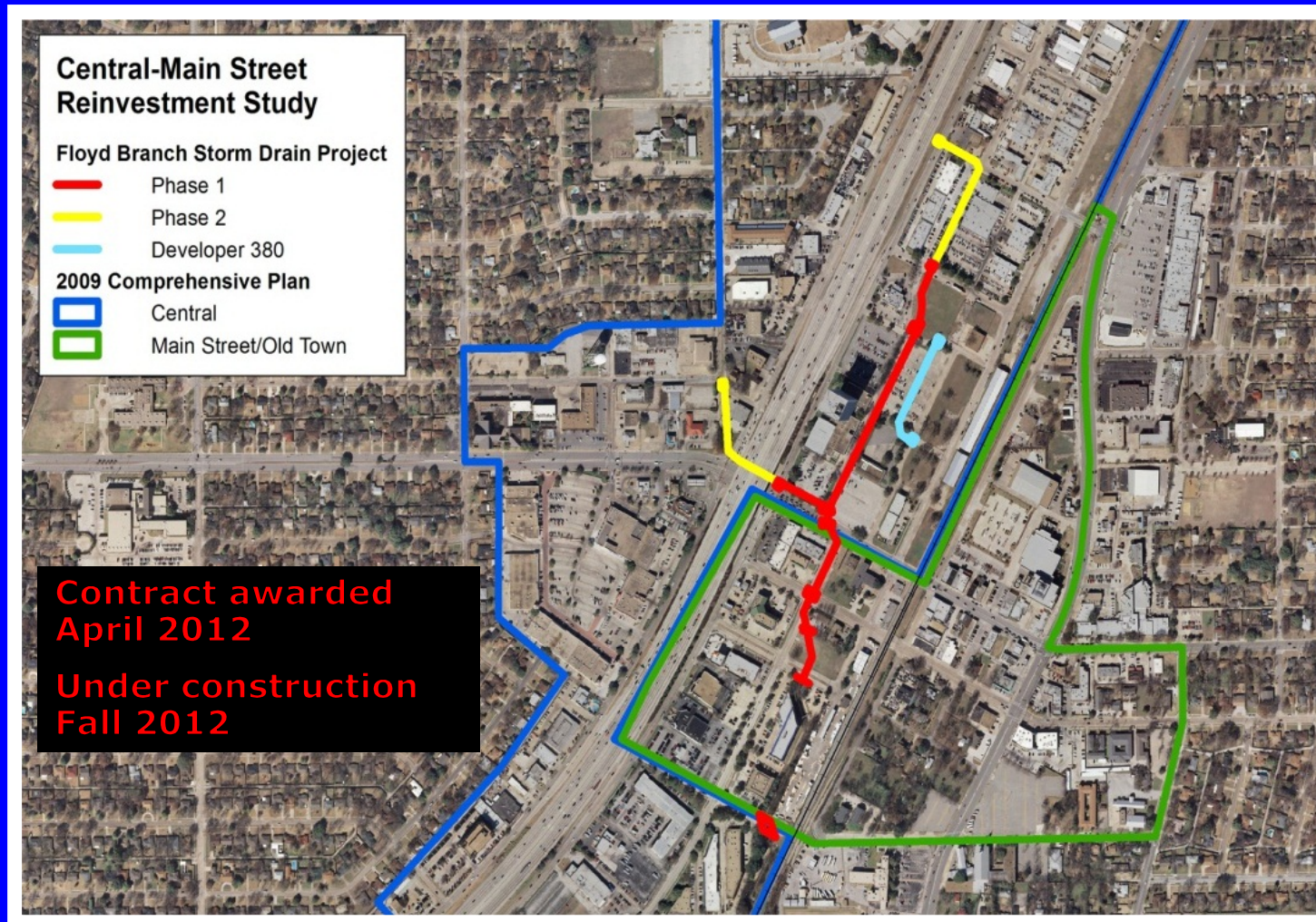
Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

- 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

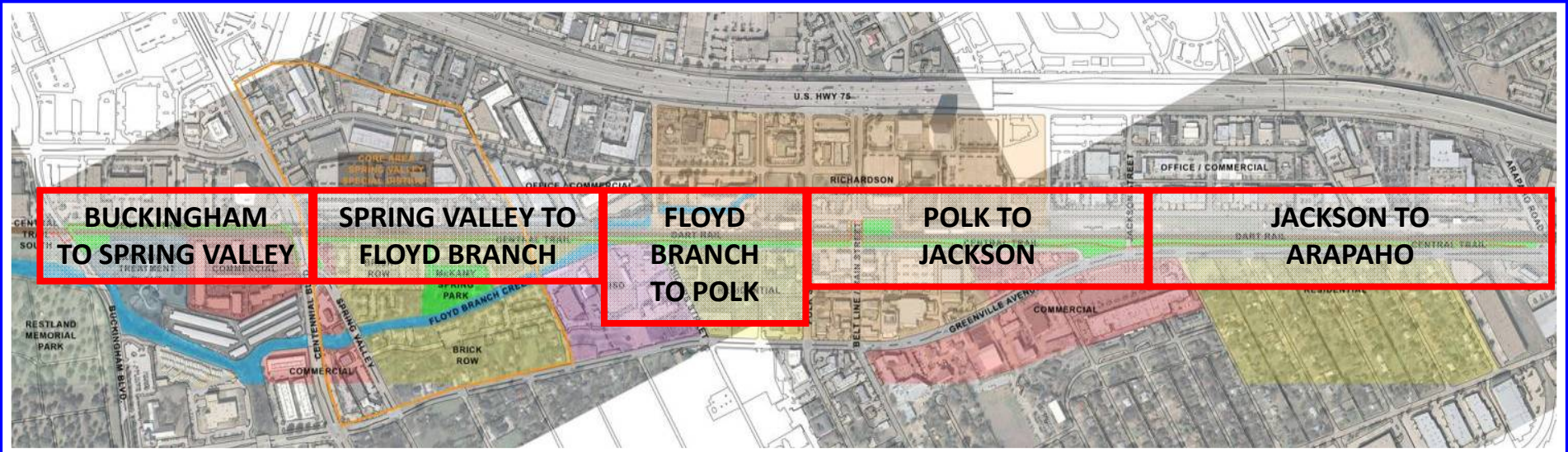
- Floyd Branch Storm Drain Improvements
 - \$6.8 million estimated project cost (\$200K Dallas Co. & \$300K Developer)



Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

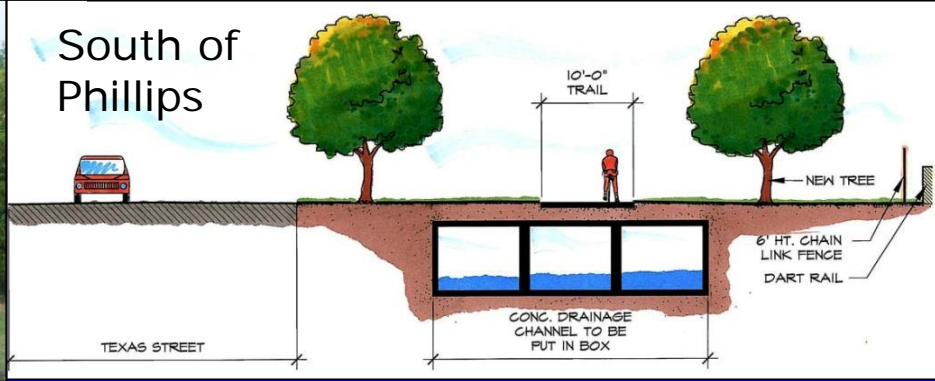
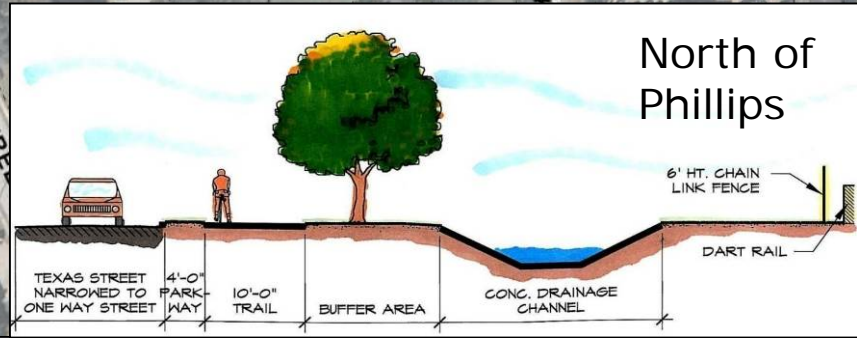
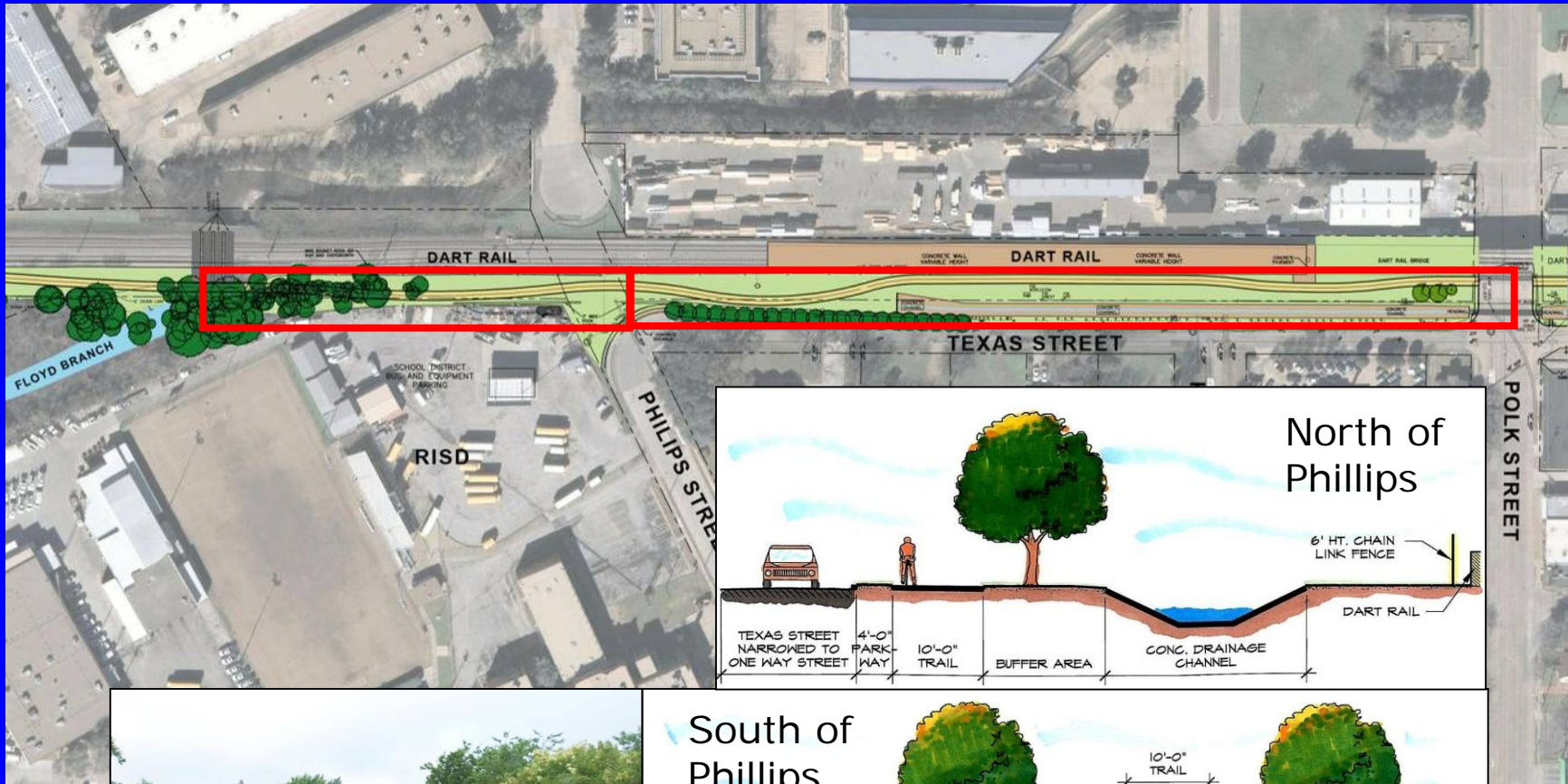
- Streets
 - Reconstruct several area streets, including Apollo, Terrace, LaSalle (recently completed or in process)
- Sidewalks
 - Improve sidewalks along arterials and collector streets within .5 miles of DART stations to facilitate pedestrian travel
- Central Trail
 - Construct a 10' trail within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

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 Autumn 2012

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



**Main Street/Central Expressway Corridor
Consulting Team**

Main Street/Central Expressway Corridor Study Strategies

- Use a combination of internal (staff) and external (consultant) resources to complete the project
 - Determine market viability for redevelopment
 - Engage property owners & other stakeholders
 - 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 Corridor Vision Study



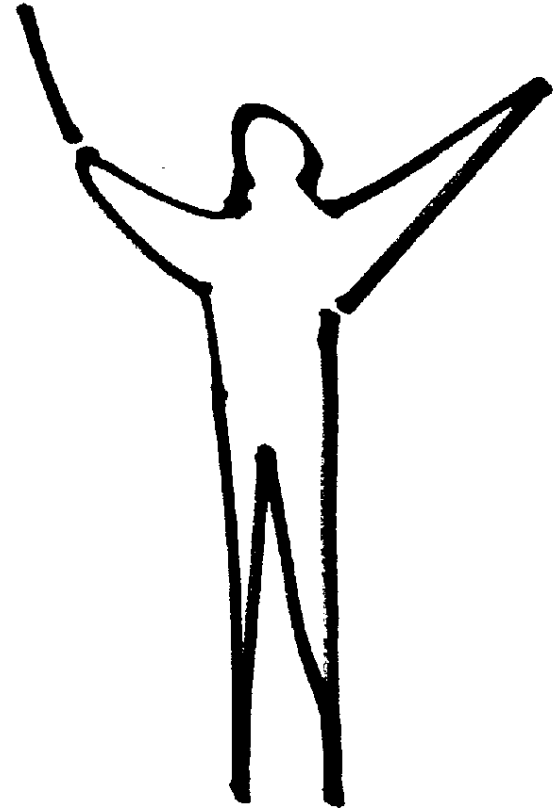
2012



Education

Agenda

- Introduction / Project Team
- Relevant Experience
- Project Understanding / Approach
- Questions



HOK: An International Firm...

- Established in 1955
- A Multidisciplinary Firm including Architecture, Interior Design, Planning, Consulting and Engineering
- A Network of 25 Offices Worldwide
- An Organization with Over 1,800 Professionals
- Consistently ranked #1 Architectural Firm by *ENR* and *World Architecture* Magazines



With a Strong Local Presence

- Architecture, Urban Design, Planning, Landscape Architecture, Graphic Design
- Local presence since 1968
- Over 30 years practicing in Dallas / Fort Worth
- 46 professionals



Key Associate Firms

Ricker-Cunningham, Inc.

Market Analysis / Financial Strategies

- Market Analysts and Financial Strategists;
- Significant experience working with North Texas communities;
- Multiple previous and current project relationships with HOK, Townscape and Kimley-Horn;
- Previous working relationship with the City of Richardson (West Spring Valley Corridor Revitalization Strategy, Tri-City Retail Study).

Key Associate Firms

Kimley-Horn and Associates, Inc.

Transportation Needs / Traffic Engineering

- A leading consultant in the planning of regional and statewide transportation systems, corridor studies, transportation demand management programs, and transportation impact assessments;
- A leading engineering consultant in the Southwest for land development / infrastructure projects;
- Significant experience working with public and private sector projects in Richardson, including the West Spring Valley Corridor Study;
- Strong presence in North Texas with offices in Dallas, Fort Worth, Las Colinas and Frisco.

Key Associate Firms

Strategic Community Solutions

Stakeholder Involvement / Implementation Strategies

- Significant experience working regionally with stakeholders to form strategic visions (Vision North Texas and The Dallas Plan);
- Certified planners with a focus on developing implementation strategies for master plans;
- Previous Richardson experience (West Spring Valley Corridor Study);
- Multiple previous and current project relationships with HOK and Kimley-Horn.

Key Associate Firms

Townscape, Inc.

Urban Planning / Implementation Strategies

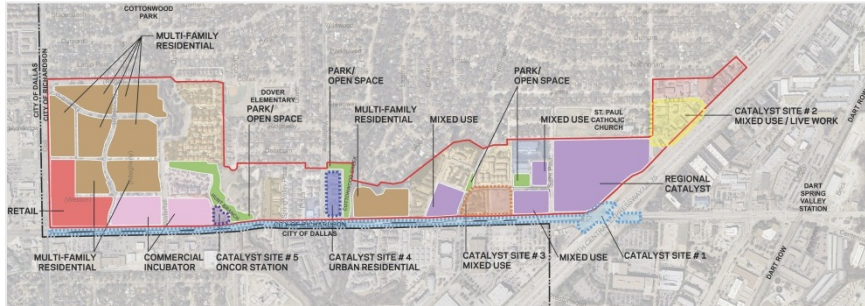
- Town Planning and Urban Design Specialists;
- Previous working relationship with the City of Richardson related to the West Spring Valley Corridor Zoning;
- Multiple previous and current project relationships with HOK and Kimley-Horn.



**Relevant
Experience**

Corridor Visioning Experience

WEST SPRING VALLEY CORRIDOR VISION



Client:
City of Richardson

Team Members:
Mark Bowers, Farzine Hakimi, Ignacio Mejia, Karen Walz, Roy Wilshire, Anne Ricker*, Bill Cunningham*

(* Under Separate Contract to City of Richardson)

Scope:
Public Involvement
Corridor Visioning / Catalyst Development
Urban Design Prototypes
Streetscape Prototypes
Infrastructure Strategies
Transportation / Parking Strategies

Corridor Visioning Experience

WEST SPRING VALLEY CORRIDOR IMPLEMENTATION



Client:
City of Richardson

Team Members:
Mark Bowers, Farzine Hakimi, Ignacio Mejia, Abbey Roberson, Karen Walz, Dennis Wilson*

(* Under Separate Contract to City of Richardson)

Scope:
Public Involvement
Design Guidelines
Zoning (PD Ordinance)

BUILDING WALLS <i>Live/Work, Mixed Residential, Mixed Use, Commercial</i>		BUILDING WALLS	
MATERIALS	CONFIGURATIONS	TECHNIQUES	BUILDING WALLS
<ul style="list-style-type: none"> Walls of larger buildings must be finished in masonry material: natural or cast stone, brick, split faced concrete block, or 3-stage exterior stucco. Curtain walls are limited to buildings of 6+ stories in Area B. Accent materials of fiberglass, architectural metal panel or tile is permitted in limited amounts. EIFS shall not be permitted except for trim and moldings above 8 feet from grade. More than one material may be used in a single building; however, transitions from one wall material to another must occur along all visible sides of a building, and should always follow a horizontal and level line. 	<ul style="list-style-type: none"> Blank facades are prohibited. All elevations visible from the public realm shall be designed as "fronts". Buildings occupying corner lots have two frontages and each facade should be treated with equal design attention. Every building shall clearly express a base, a body and a top. Transitions from base to body or body to top should be made in one of two ways: <ol style="list-style-type: none"> Horizontally, through a shift in vertical plane Vertically, through a change in building materials or the use of trim along a level line. In buildings which have more than one material, the "heavier" material should go below the "lighter" material. (a curtain wall upper stories with a stone base, e.g.) Buildings shall maintain a facade rhythm of 20'-30' feet. This rhythm may be expressed by stepping portions of the facade in and out, using columns or other techniques. 	<ul style="list-style-type: none"> Building walls of masonry materials and concrete panels shall be left unpainted. All other wall materials must be finished in a manner consistent with the highest quality standards. Vents, air conditioners and other utility elements should not be placed on any building wall facing a street. If placing these on a street-facing elevation is unavoidable, then particular care must be taken to render these elements invisible from public view - by painting them, screening them or placing them on walls perpendicular to the frontage. 	<p>INTENT</p> <p>Building walls of larger buildings in the study area should reflect permanence as well as high design - primarily through the use of masonry or metal.</p> <p>Larger buildings in the study area should reflect their position in higher density areas with appropriately modern and urban styles.</p>
<p>+ BUILDING WALL MATERIALS Larger buildings may be clad in a variety of materials including precast panels and curtain wall (above).</p>	<p>+ BASE, MIDDLE AND TOP ARTICULATION The base of the building is three stories tall and is clearly expressed through a change in the vertical plane toward the interior.</p>	<p>+ LIGHTER MATERIALS ABOVE HEAVIER This building has a base (lower two floors) rendered in brick with a variety of materials above. This illustrates proper materials configuration.</p>	<p>+ MATERIALS VARIETY Metal, glass and stone combine with lighting to provide a modern eclectic streetscape that transcends a specific architectural style.</p>

MARCH 2011 | DRAFT

WSVC PD APPENDIX 5 | DESIGN GUIDELINES

Corridor Visioning Experience

GARLAND ROAD VISION



Client:

NCTCOG, City of Dallas, Texas, TxDOT,
Garland Road Vision (GRV)

Team Members:

Mark Bowers, Farzine Hakimi, Ignacio
Mejia, Karen Walz

Scope:

Public Involvement
Corridor Visioning / Catalyst
Development
Urban Design Prototypes
Streetscape Prototypes
Infrastructure Strategies
Transportation / Parking Strategies



Corridor Visioning Experience

FORT WORTH URBAN VILLAGES



Client:

City of Fort Worth, Texas

Team Members:

Mark Bowers, Farzine Hakimi, Kurt Schulte, Karen Walz

Scope:

Public Involvement
Community Planning / Re-Development
Urban Design Prototypes
Streetscape Prototypes
Transportation / Parking Strategies



Corridor Visioning Experience

TRINITY RIVER CORRIDOR LAND USE PLAN



Client:
City of Dallas

Team Members:
Mark Bowers, Farzine Hakimi, Karen Walz

Scope:
Public Involvement
Market Analysis
Mixed-Use Redevelopment Plan & Strategies
Implementation Strategies
Urban Design Framework Plans



Additional Richardson Experience



MCI Headquarters



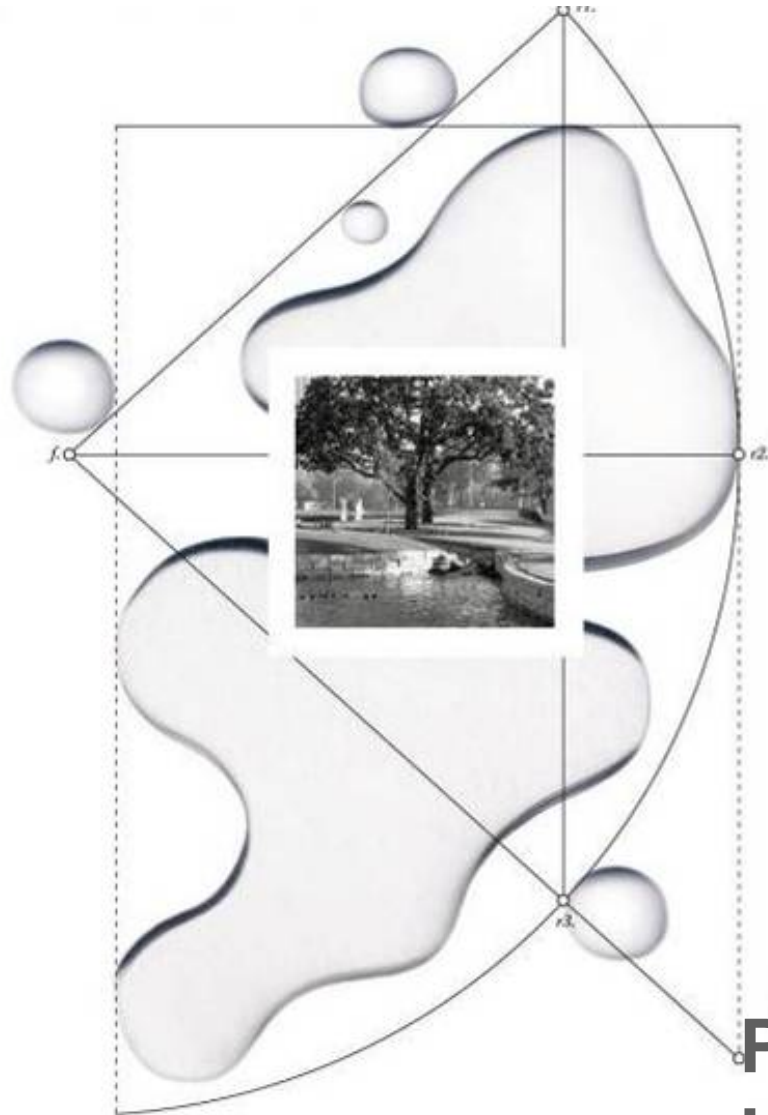
NORTEL



Galatyn (Transportation Planning)



Performance Drive



**Project
Understanding /
Approach**

Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR

RICHARDSON MAIN STREET / CENTRAL EXPRESSWAY REDEVELOPMENT STUDY

the HOK team.....

Project Objectives

- Revitalize Main Street as a vibrant, walkable, and transit-oriented corridor.
- Enhance the visual quality and architectural character of the corridor.
- Improve traffic flow and safety for all users.
- Increase the density and diversity of land uses.
- Create a sense of place and community identity.

Project Goals

- Create a vibrant, walkable, and transit-oriented corridor.
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DALLAS

WEST SPRING VALLEY CORRIDOR

RICHARDSON HEIGHTS

RESTLAND

ROCKHILL ESTATES

RICHLAND PARK

MAIN STREET

HIGHLAND TERRACE

INTERNATIONAL MARKETPLACE

BELT LINE REGIONAL CATALYST

CORRIDOR ENHANCEMENTS

SPRING VALLEY REGIONAL CATALYST

BELT LINE REGIONAL CATALYST

INTERNATIONAL MARKETPLACE

CORRIDOR ENHANCEMENTS

Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR



Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR

Major Project Tasks:

- **Citizen and Stakeholder Involvement** (Interviews, Community Meetings, Web Based Support);
- **Inventory Existing Conditions, Plans and Data** (GIS Data Collection and Mapping, Review Previous Studies and Reports);
- **Real Estate Market Analysis** (Trade Area, Demographics, Market Supply and Demand, Preliminary Development Proforma, Market Capture, Barriers to Investment);
- **Corridor Analysis** (Opportunities and Constraints, Catalyst Site Evaluation, Financial Mechanisms, Draft Framework Plan);
- **Recommendations** (Final Framework Plan, Focus Area Plans, Catalyst Site Recommendations, Implementation Tools and Techniques, Final Report).

Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR



Exhibit "B" - Work Schedule / City of Richardson - Main Street / Central Expressway Study

Month	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																									
Week of	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31
TASK 1 - PROJECT INITIATION AND PROJECT MANAGEMENT																																	
Task 1.1	Project Initiation Meeting																																
Task 1.2	Study Area Tour																																
Task 1.3	Bi Weekly Progress Meetings																																
Task 1.4	Public / Stakeholder Involvement Plan																																
TASK 2 - CITIZEN / STAKEHOLDER INVOLVEMENT																																	
Task 2.1	Ongoing Outreach and Community Input																																
Task 2.2	Stakeholder Interviews / Meetings (10)																																
Task 2.3	Corridor-wide Open House																																
Task 2.4	Community Charrette																																
Task 2.5	Final Community and Stakeholder Involvement																																
TASK 3 - INVENTORY - EXISTING CONDITIONS, PLANS AND DATA																																	
Task 3.1	Inventory Background Data																																
Task 3.2	Review Previous Plans and Studies for the Study Area																																
Task 3.3	Base and Existing Conditions Mapping																																
Task 3.4	Inventory Summary Report																																
TASK 4 - REAL ESTATE MARKET ANALYSIS																																	
Task 4.1	Trade Area Identification																																
Task 4.2	Demographic Projections																																
Task 4.3	Market Supply and Demand Analysis																																
Task 4.4	Preliminary Development Proforma																																
Task 4.5	Market Capture																																
Task 4.6	Private Sector Interface																																
Task 4.7	Barriers to Investment Report																																
TASK 5 - CORRIDOR ANALYSIS																																	
Task 5.1	Opportunities and Constraints to Development																																
Task 5.2	Catalyst Site Evaluation																																
Task 5.3	Development Proforma																																
Task 5.4	Financial Mechanisms - Impacts																																
Task 5.5	Net Fiscal Impacts																																
Task 5.6	Draft Framework Plan																																
TASK 6 - RECOMMENDATIONS																																	
Task 6.1	Final Framework Plan																																
Task 6.1.1	Land Use Component																																
Task 6.1.2	Urban Design Component																																
Task 6.1.3	Artists Renderings																																
Task 6.1.4	Transportation Component																																
Task 6.1.5	Infrastructure and Cost Data and Prioritization																																
Task 6.2	Focus Area Plans																																
Task 6.3	Catalyst Site Recommendations																																
Task 6.3.1	Catalyst Site Concept Plans																																
Task 6.3.2	Catalyst Site Proforma																																
Task 6.4	Implementation Tools and Techniques																																
Task 6.4.1	Priorities for Investment																																
Task 6.4.2	Benchmarks																																
Task 6.4.3	Detailed Action Plan / Implementation Matrix																																
TASK 7 - FINAL REPORT AND FINAL PRESENTATIONS																																	
Task 7.1	Final Report Preparation																																
Task 7.2	Final Presentations																																
Task 7.2.1	Planning and Zoning Commission Presentation																																
Task 7.2.2	City Council Presentation																																

 Public Meetings
 City Council or P&Z Presentations

Main Street/Central Expressway Corridor
Public and Council Input

Main Street/Central Expressway Corridor Public Involvement

- Stakeholder Interviews/Meetings

- Late June/Early July*

- Community Meetings

- Corridor Open House July 10
- Community Charrette Sept. 19
- Final Community Input Nov. 8

- Electronic Information/Input

- Webpage
- Facebook Page
- Online Input

**Subsequent to the June 18 Council briefing, it was determined by the study team that the stakeholder interviews should be conducted in September*

Main Street/Central Expressway Corridor Council Briefings/Input

- Consultant team introduction June 18, 2012
- Open House briefing Mid-July
- Council interviews Mid-September
- Community charrette Late September
- Final community meeting Mid-November
- Final report Mid-December

Main Street/Central Expressway Corridor Discussion

