

# Main Street/ Central Expressway Corridor:

## Introduction to Enhancement/Redevelopment Study

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City Plan Commission Briefing  
July 3, 2012



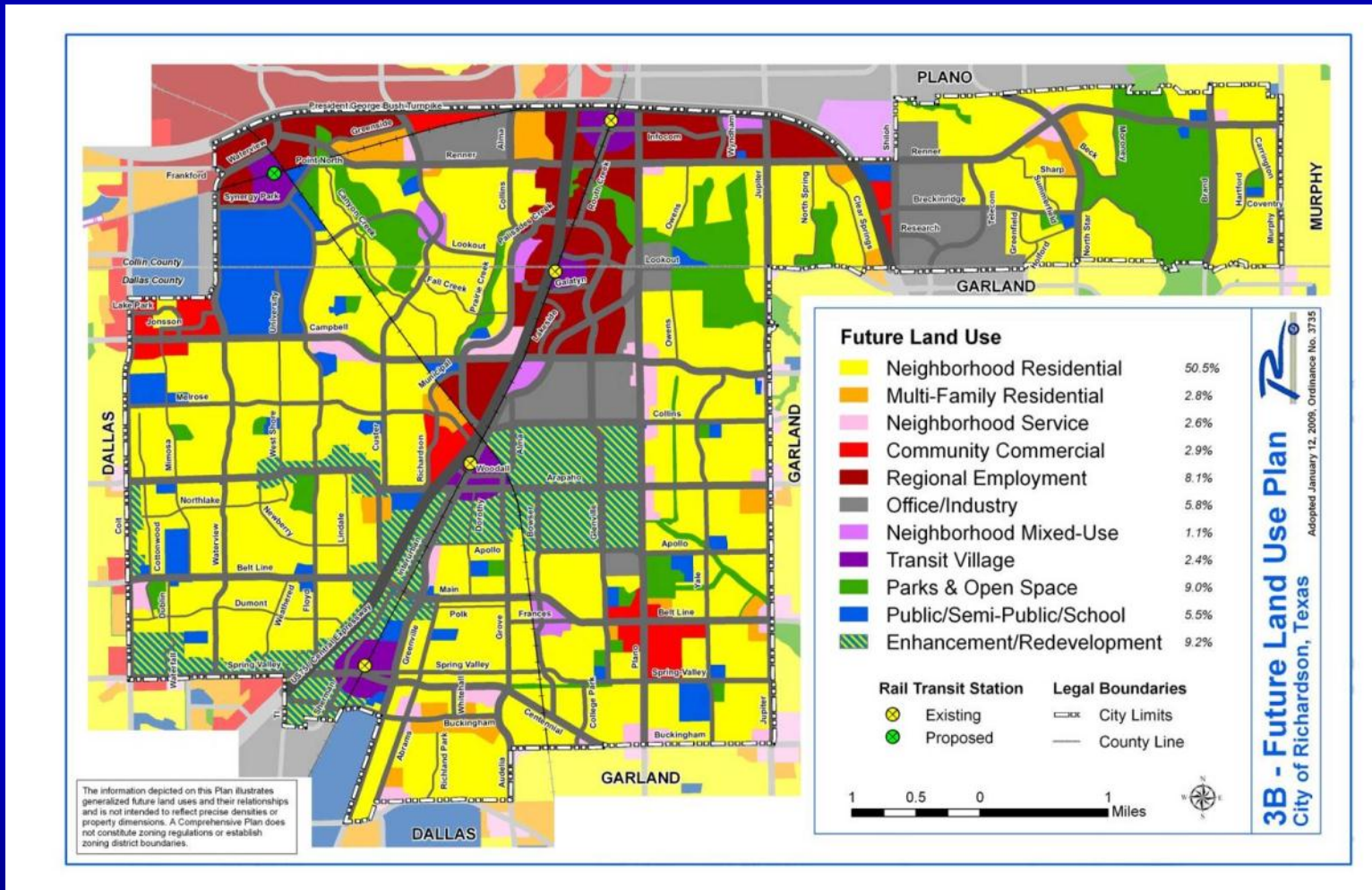
# Main Street/Central Expressway Corridor Presentation

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- 2009 Comprehensive Plan
- Final Study Area Boundaries
- Existing Conditions
- Infrastructure
- Demographics
- Study Approach
- Schedule
- Discussion

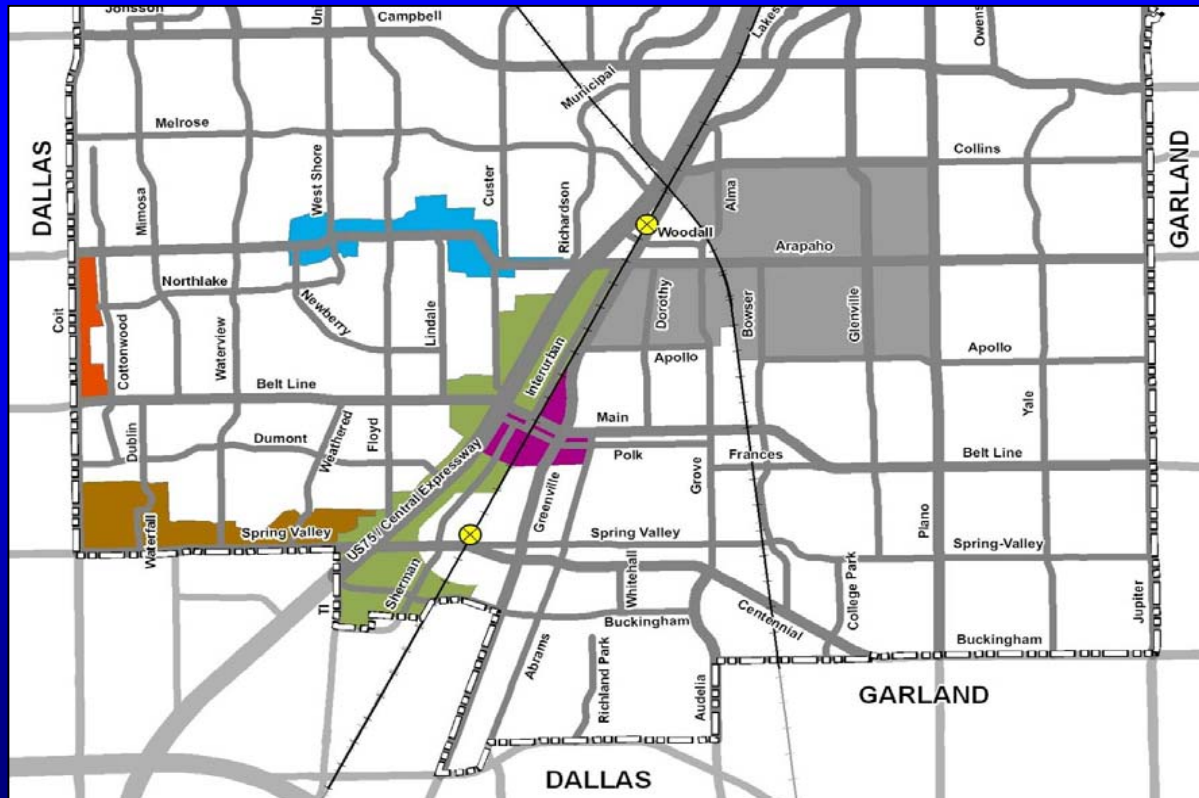
**Main Street/Central Expressway Corridor  
2009 Comprehensive Plan**

# Main Street/Central Expressway Corridor 2009 Comprehensive Plan



# Main Street/Central Expressway Corridor 2009 Comprehensive Plan

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



## Main Street/Central Expressway Corridor 2009 Comprehensive Plan

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- Old Town/Main Street and Central Expressway are being combined 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, if appropriate
  - 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

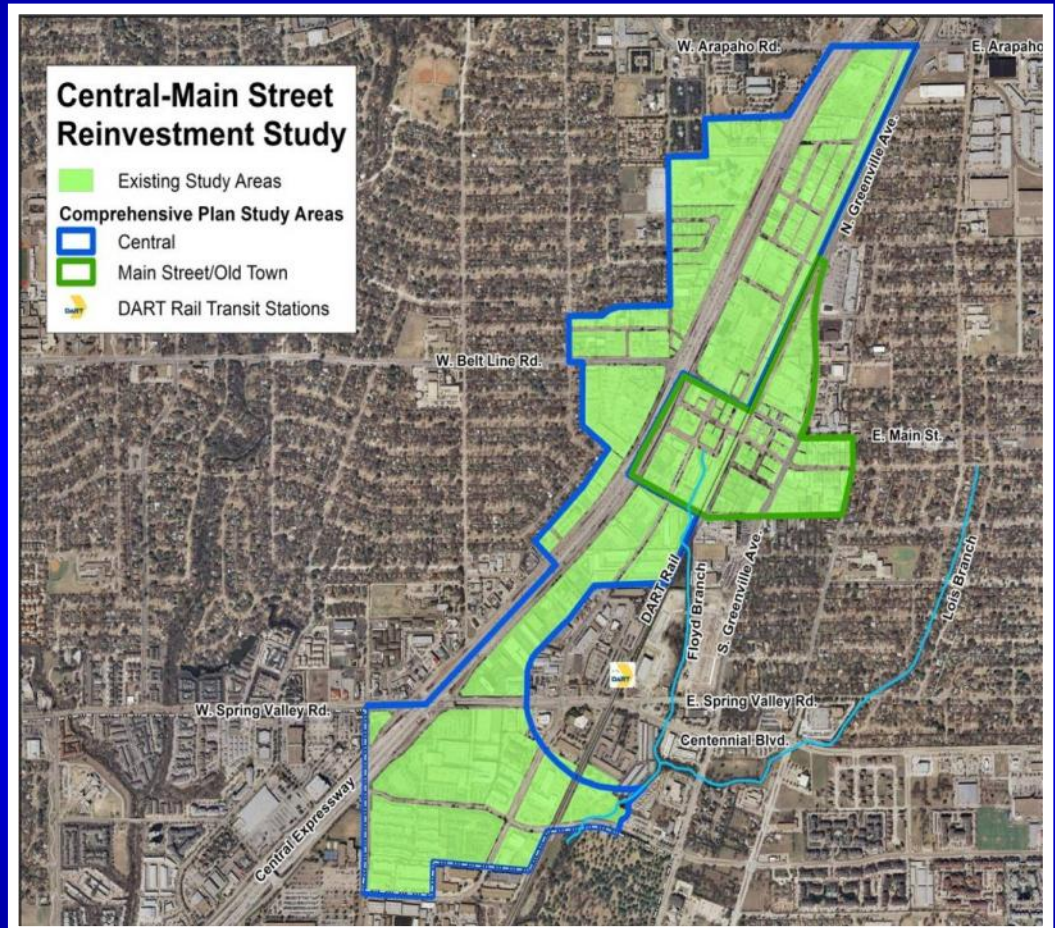
## Main Street/Central Expressway Corridor 2009 Comprehensive Plan

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- 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 Study Area Boundaries - Comprehensive Plan

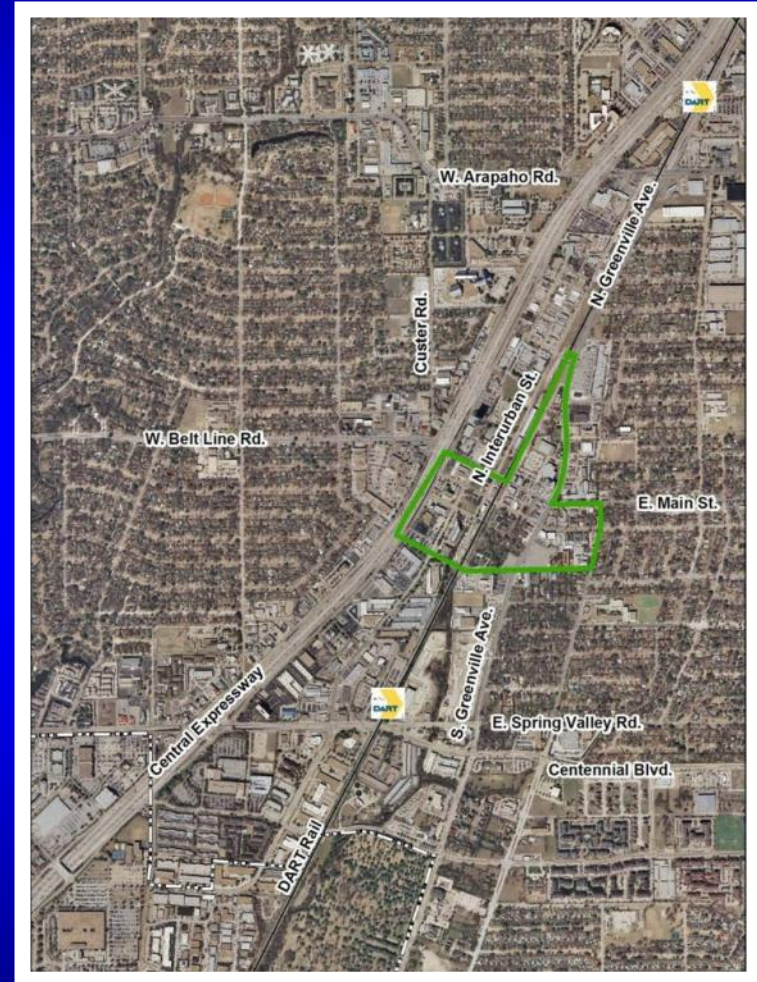
- East and west frontages of US 75/Central Expressway
- City limit on the south east of US 75/Central
- Arapaho on the north
- Excludes:
  - Spring Valley Station District
  - West Spring Valley Corridor
  - Civic Center/City Hall Complex
- 348 acres of land
  - Main Street 57 acres
  - Central Corridor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





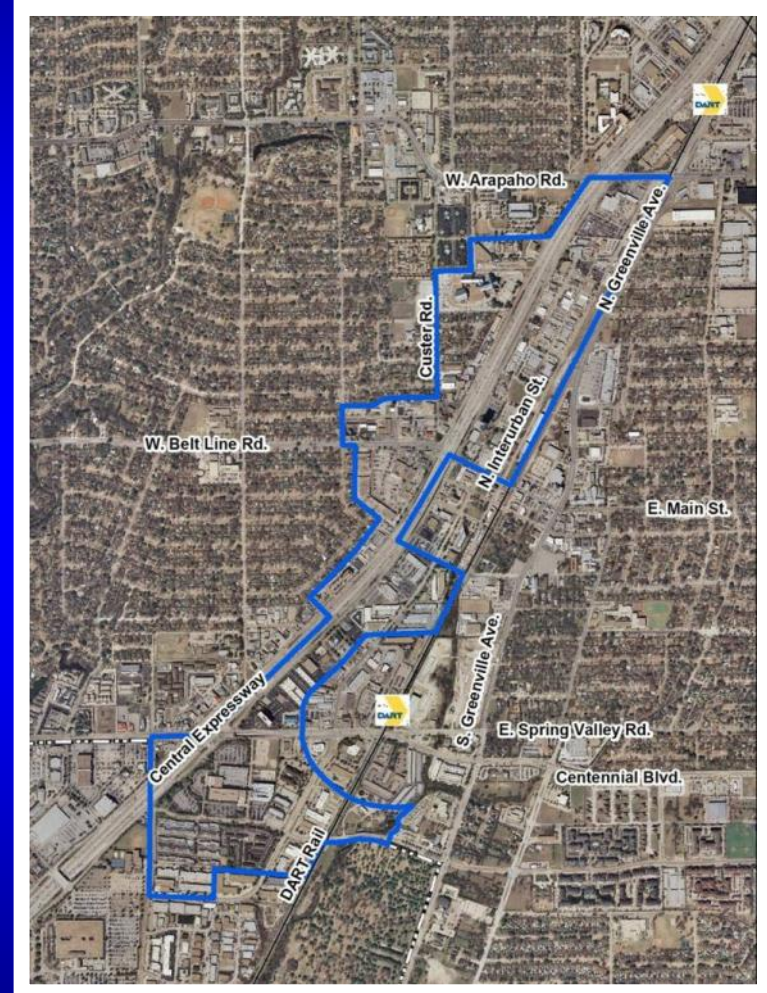
# Main Street/Central Expressway Corridor 2009 Comprehensive Plan

- 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

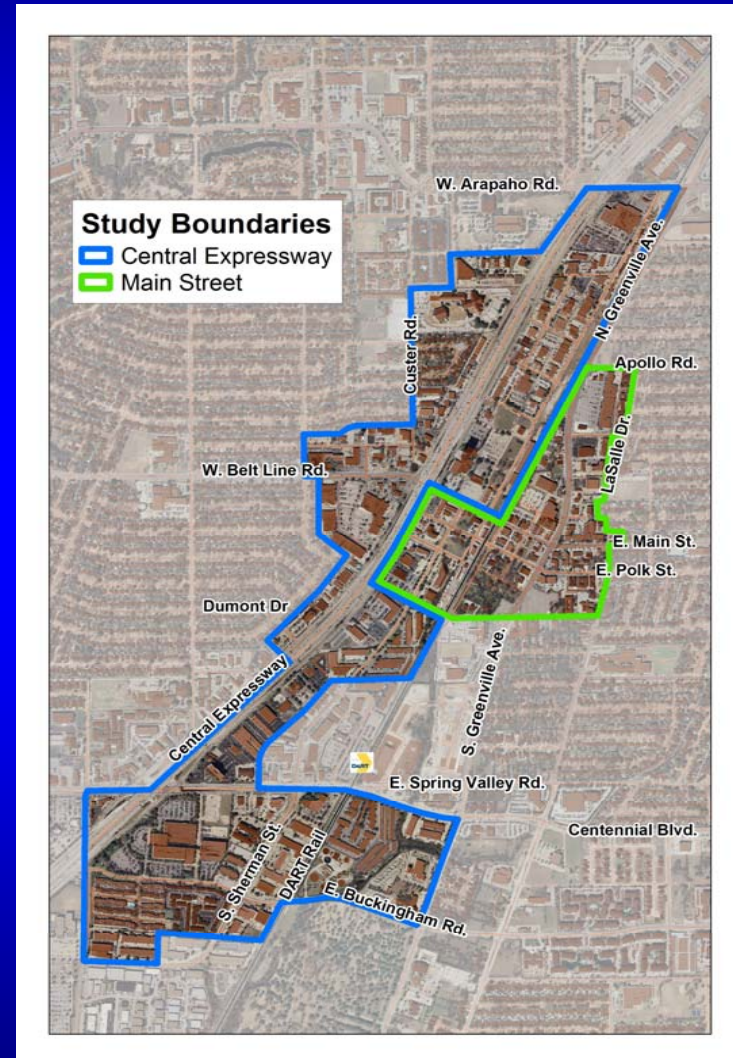
- Central Expressway study area
  - Freeway-oriented commercial corridor composed of properties on both sides of Central Expressway generally between Arapaho Road and the southern city limit
  - Redevelopment could include
    - New and/or renovated office space
    - Upgraded retail centers
    - Additional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



**Main Street/Central Expressway Corridor  
Final Study Area Boundaries**

# Main Street/Central Expressway Corridor Final Study Area Boundaries

- Comprehensive Plan's Main Street and Central Enhancement areas plus:
  - Additional area north and east of Main Street/Old Town (22 acres)
  - Additional area south and east of Spring Valley Station District (45 acres)
  - 415 acres total

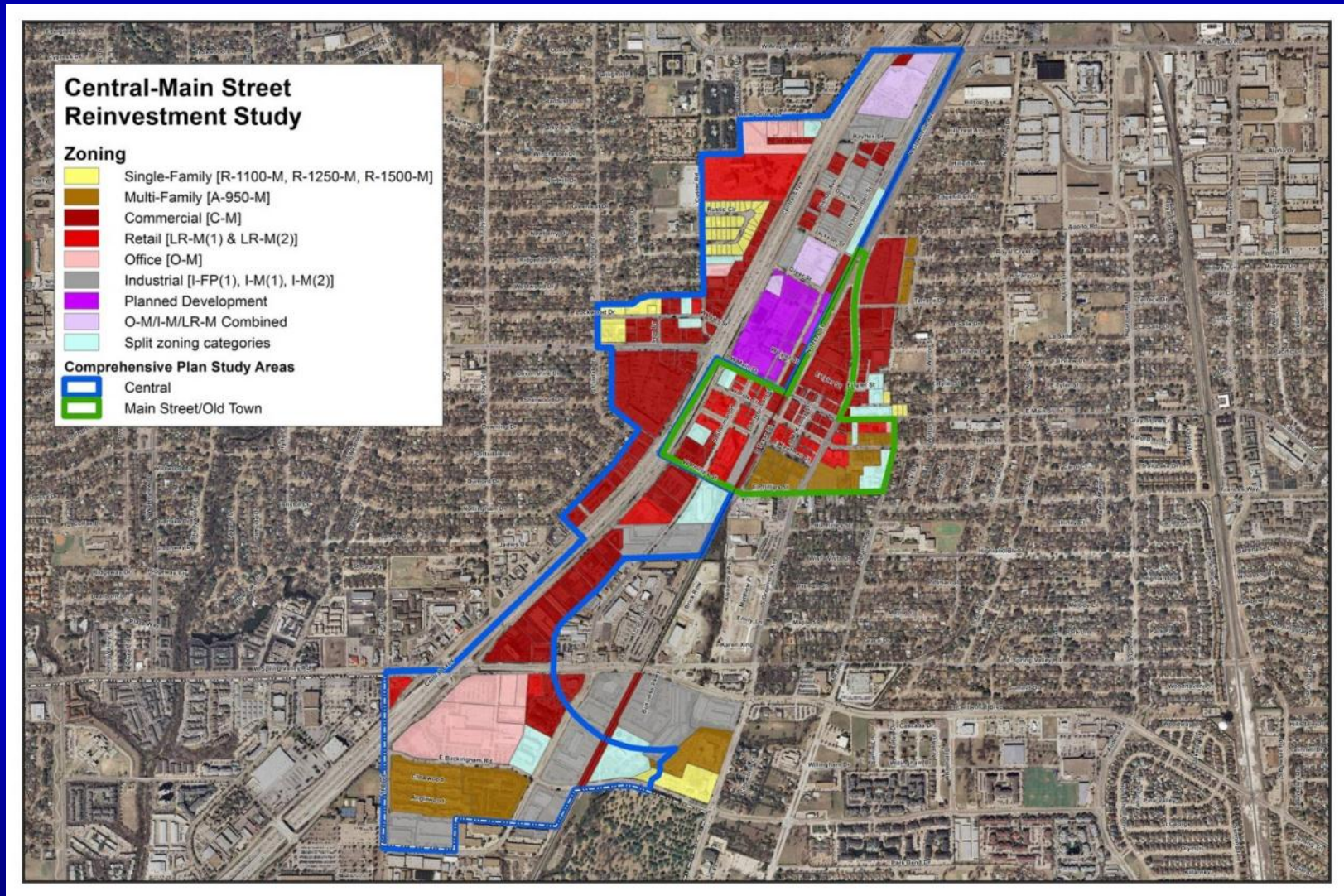


**Main Street/Central Expressway Corridor**  
**Existing Conditions**

## 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

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- 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, Courtyard by Marriott, 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

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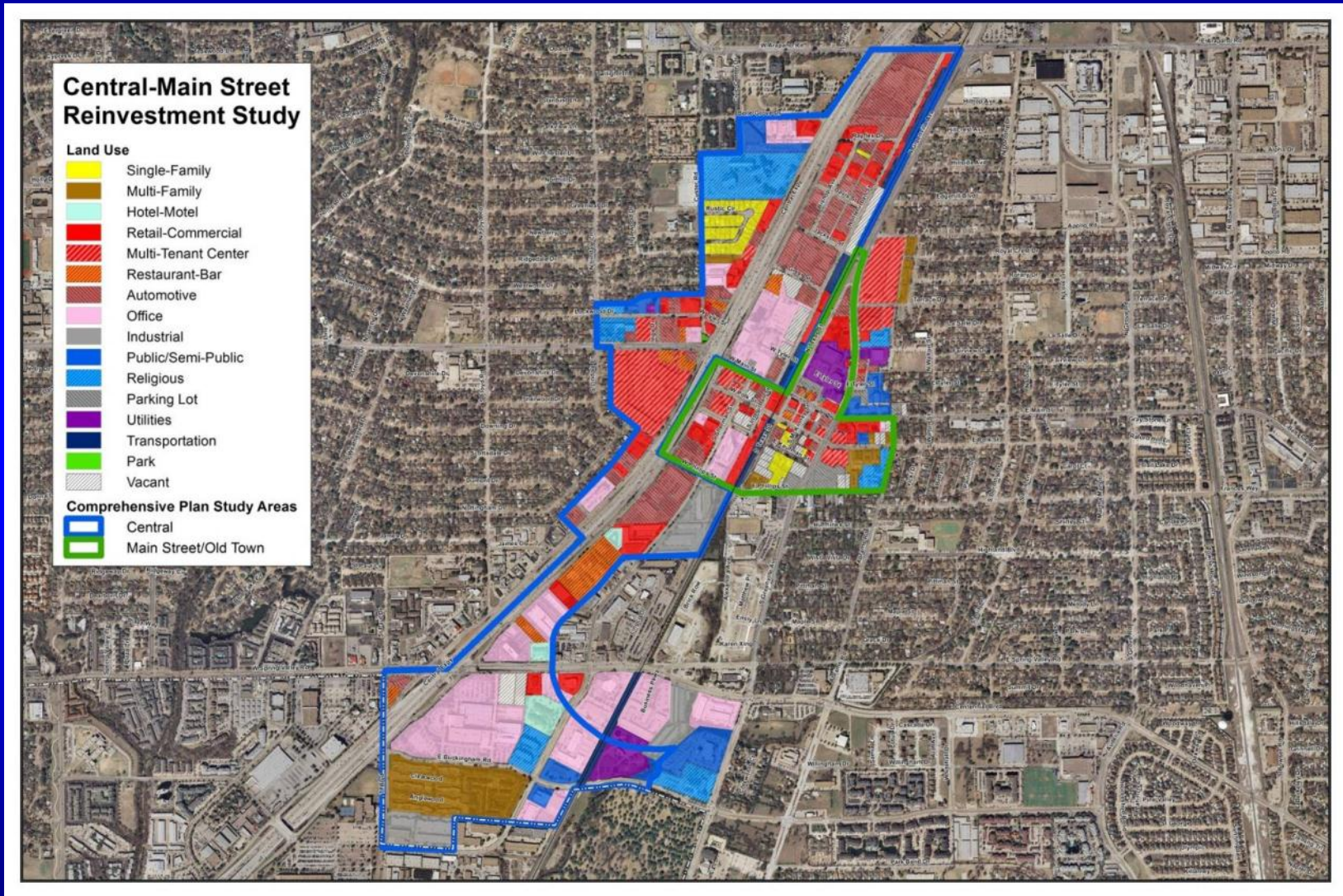
- Single-family Residential
  - 9 homes east of Central Expressway
  - 36 homes west of Central Expressway
- Multifamily Residential
  - 585 units east of Central Expressway (12 apartment complexes)
  - 30 units west of Central Expressway (1 apartment complex)

## 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
<b>Total</b>	<b>374</b>	<b>415.60</b>	<b>100.00</b>

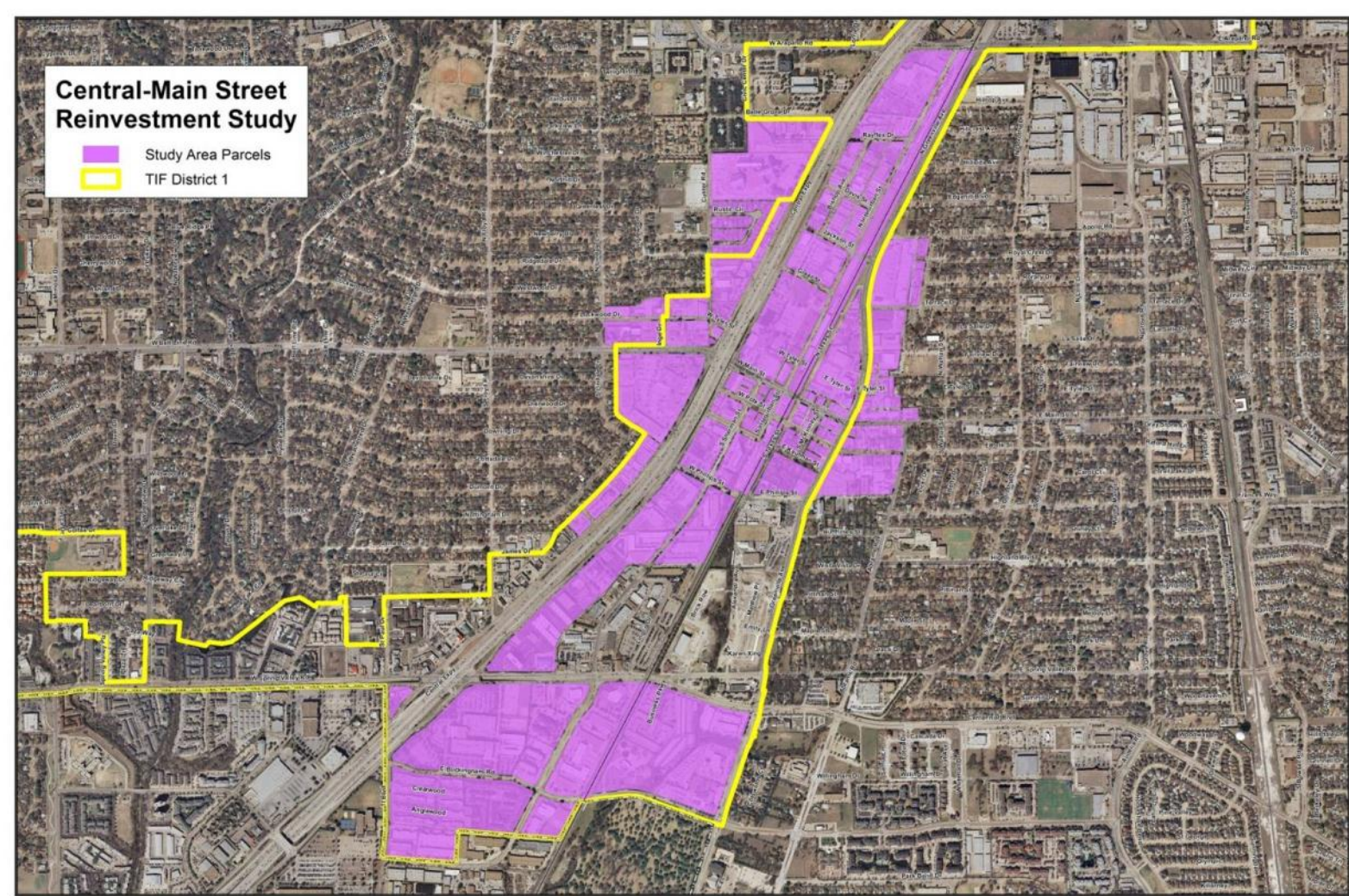
\*Includes 69 auto-related activities

# 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)

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# 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

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



## Main Street/Central Expressway Corridor Land Use—Dallas

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- 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

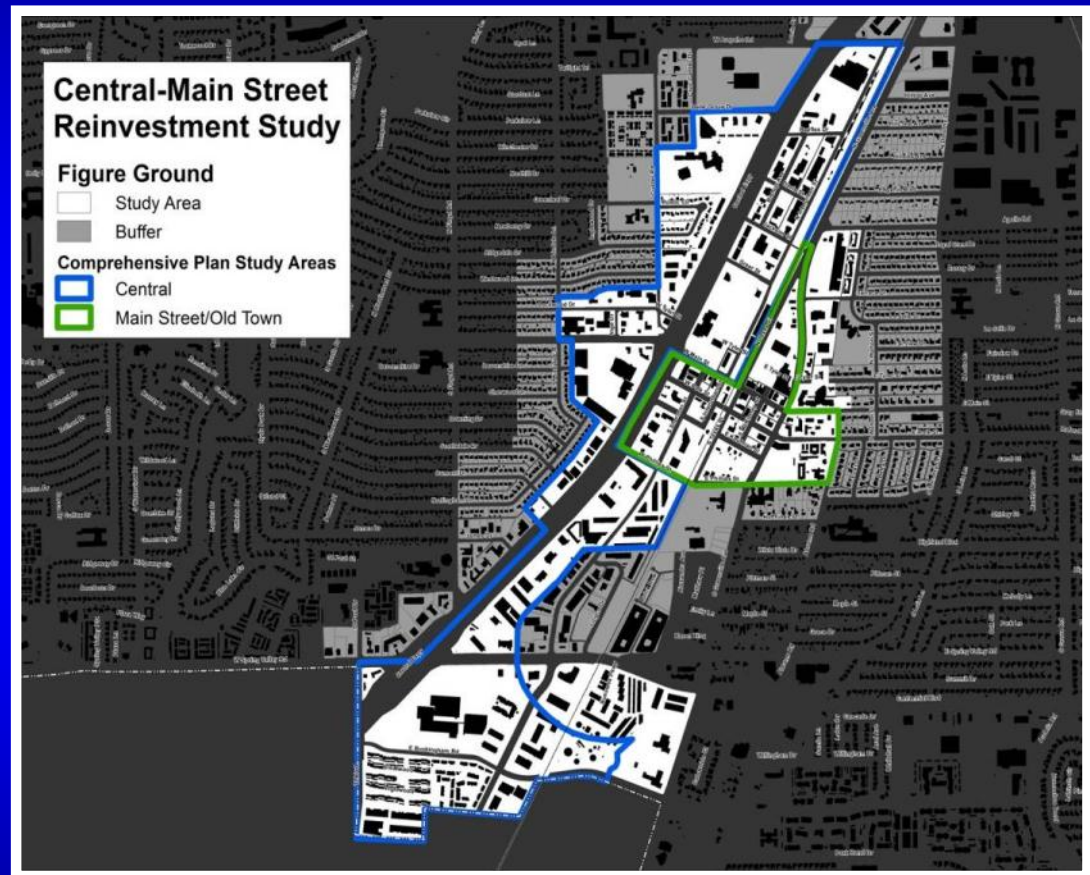




# Main Street/Central Expressway Corridor

## Existing Development – General Character

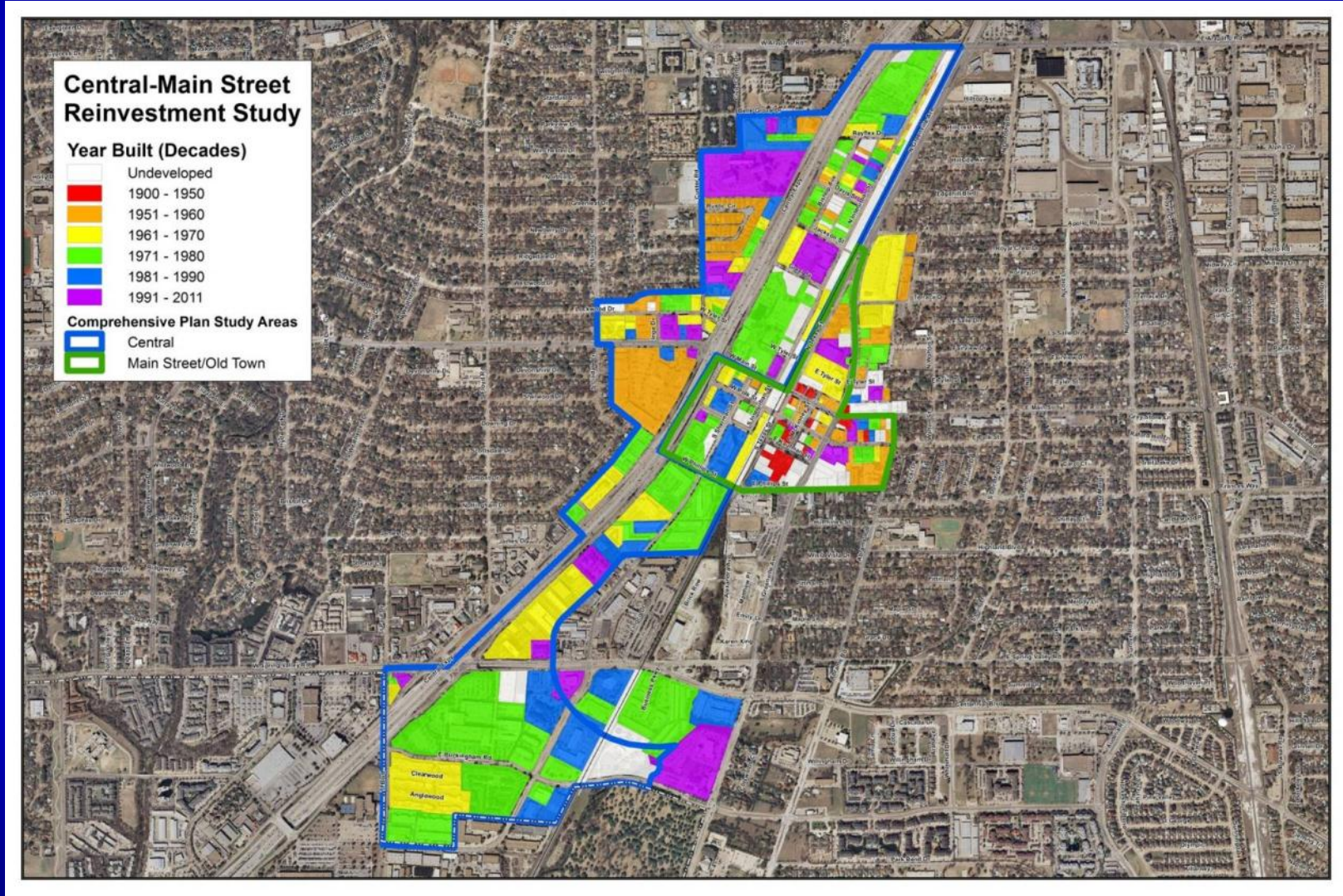
- Main Street
  - 1- or 2-story buildings
  - Minimal setbacks
  - Wide sidewalks
  - On-street parking and one public parking lot
  - Exception: Southwestern Bell/AT&T switching facility
- Central Corridor
  - 1- or 2-story buildings
  - Freeway orientation
  - Large amounts of surface parking
  - Exceptions: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



## 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%
<b>Total</b>	<b>3,153,358 SF</b>	<b>100.00%</b>

# Main Street/Central Expressway Corridor Age of Improvements - Nonresidential

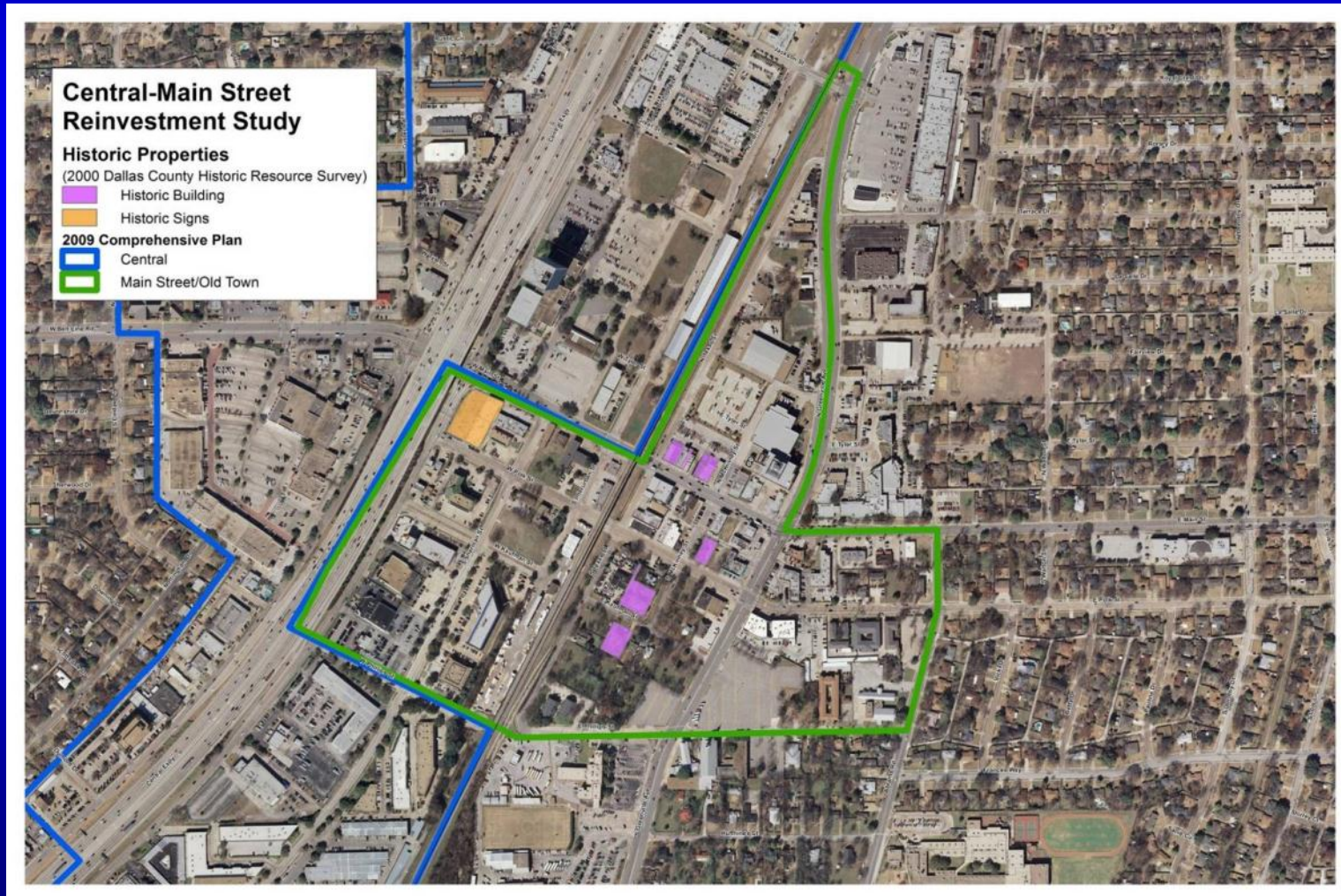


## Main Street/Central Expressway Corridor Age of Improvements - Residential

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
<b>Total</b>	<b>45</b>	<b>615</b> <b>(13 properties)</b>

# 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

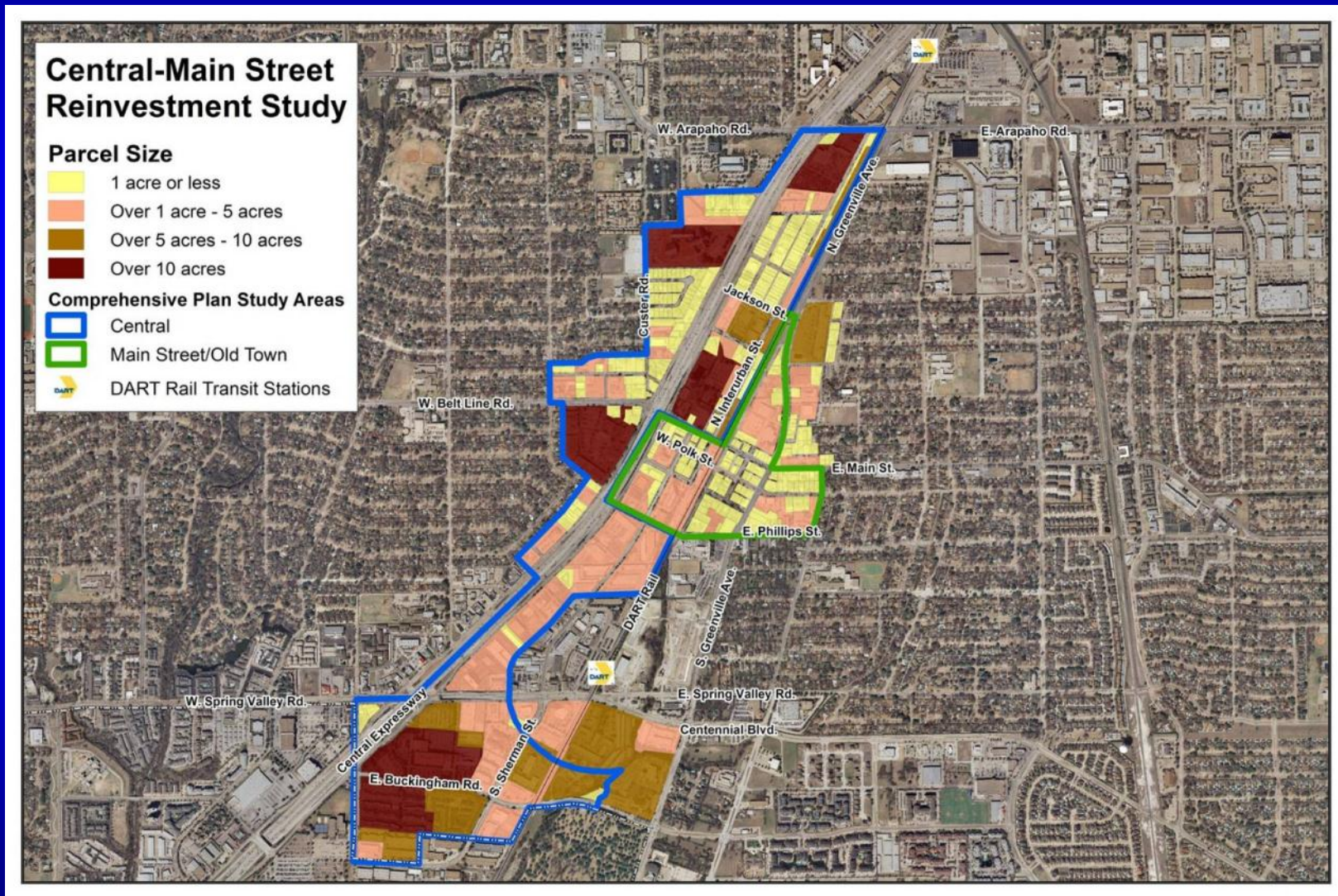


## Main Street/Central Expressway Corridor Parcel Size

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

# Main Street/Central Expressway Corridor Parcel Size



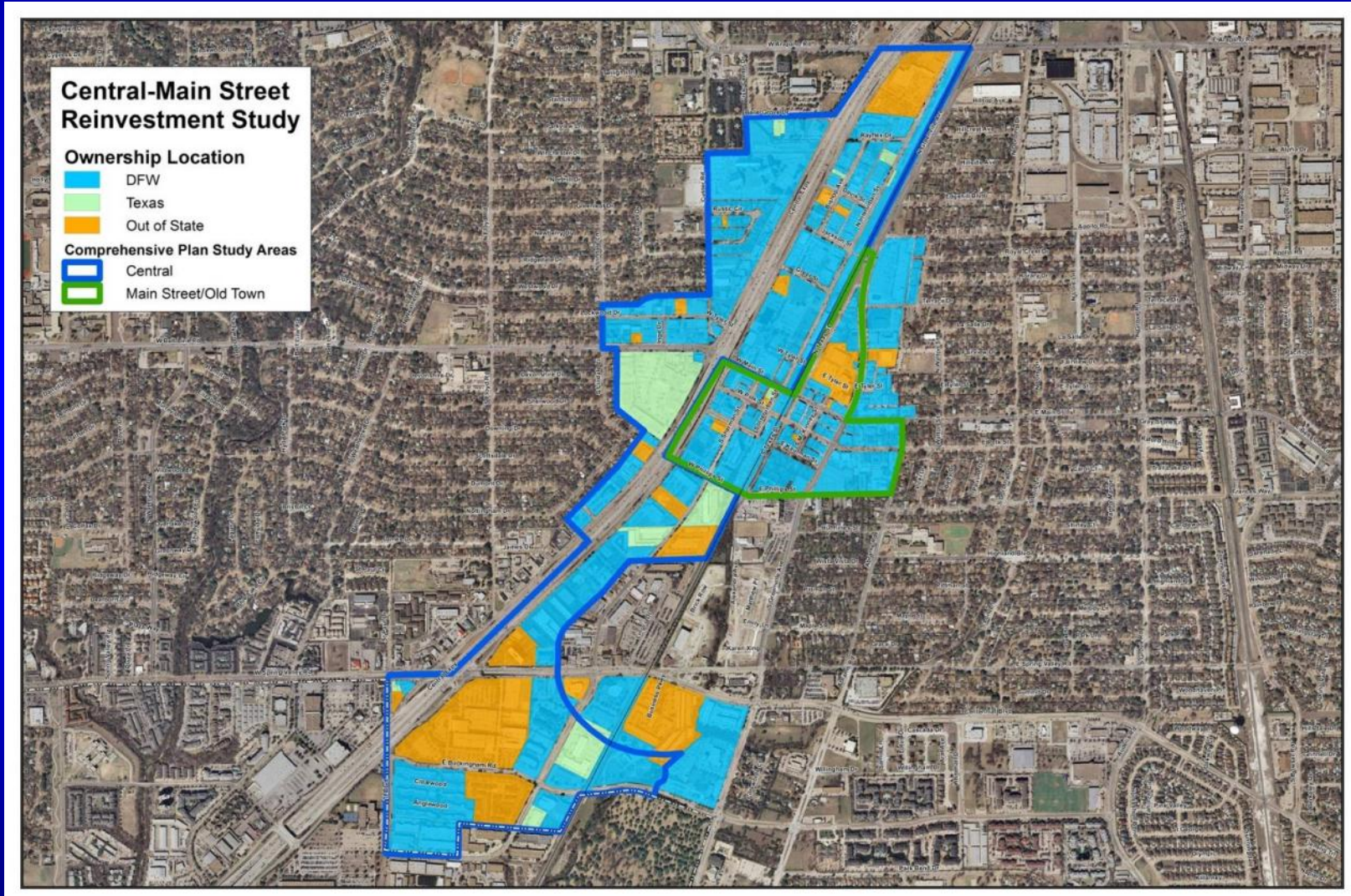


## Main Street/Central Expressway Corridor Property Ownership

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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

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- 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**

# Main Street/Central Expressway Corridor Infrastructure—Transportation

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

## Main Street/Central Expressway Corridor Infrastructure—Transportation

<b>Roadway</b>	<b>Lanes</b>	<b>Classification</b>	<b>Volume (daily)</b>
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

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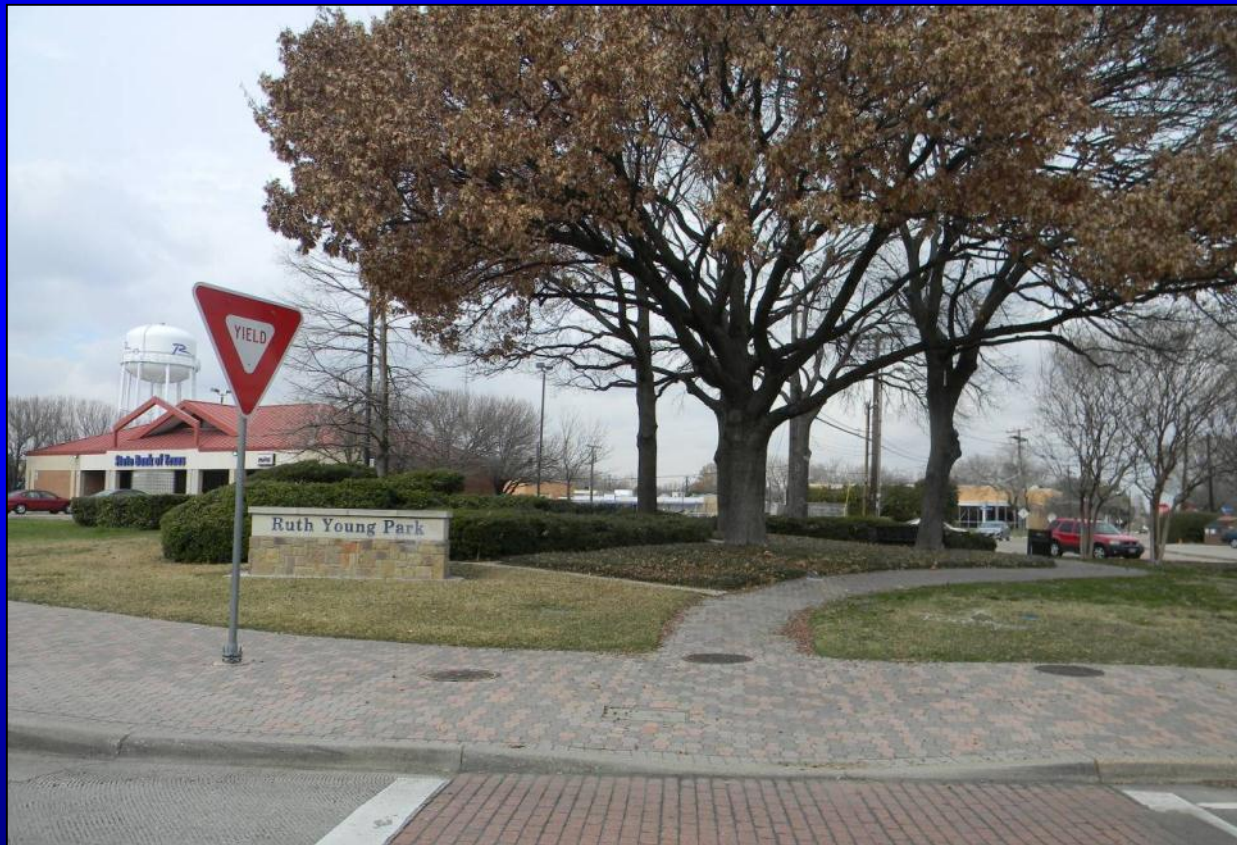
- Spring Valley Light Rail Station
  - Near the southeast corner of the study area
- Arapaho Center Light Rail Station
  - Just north of the study area
- Multiple bus routes serving rail stations, employment areas, neighborhoods



## Main Street/Central Expressway Corridor Infrastructure—Open Space

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

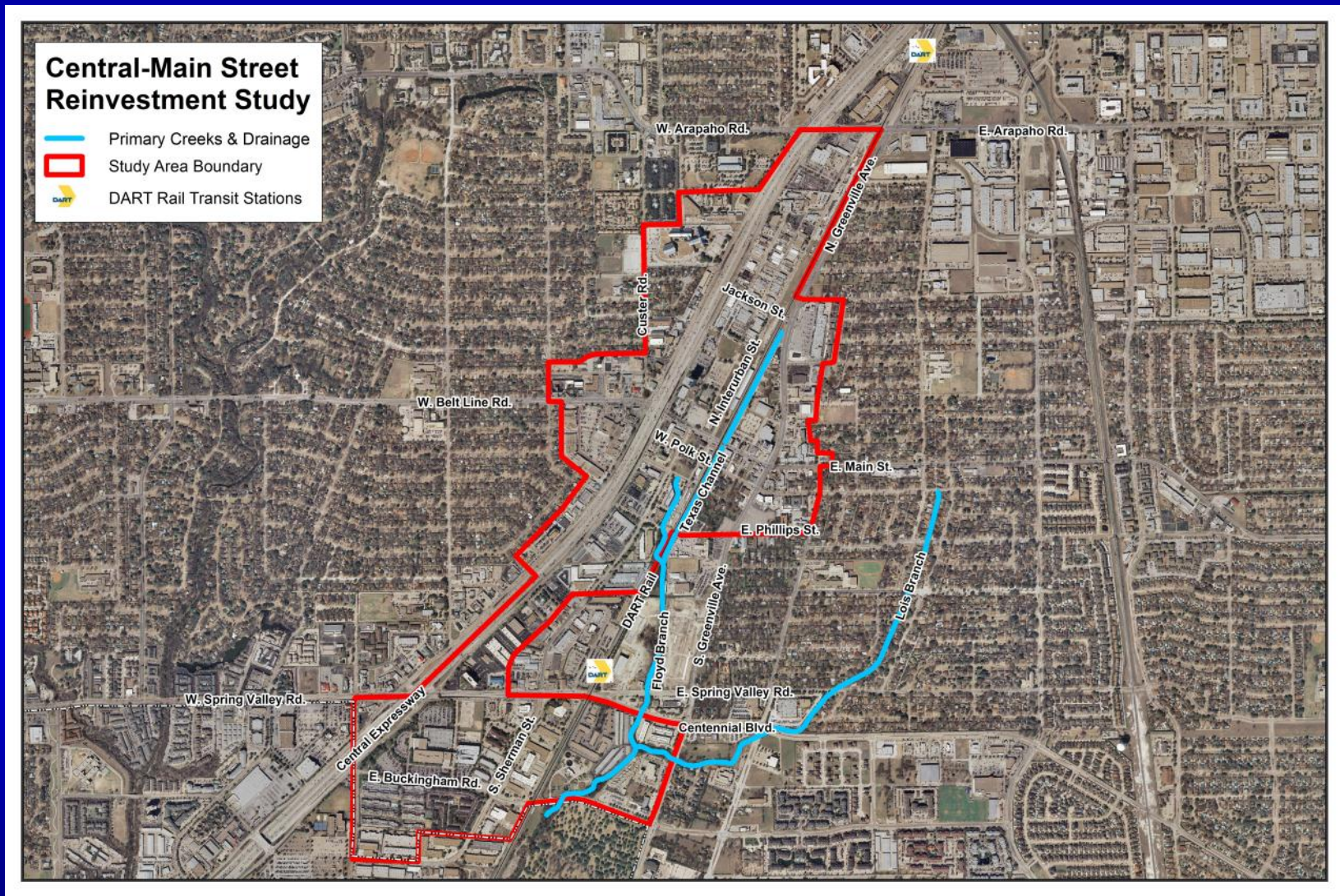


## Main Street/Central Expressway Corridor Infrastructure—Creeks

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- 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

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- 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
    - \$200,000 Dallas County
    - \$300,000 Developer
    - \$6.3 million City of Richardson (multiple sources)
  - Bid awarded Spring 2012
  - Under construction Summer 2012

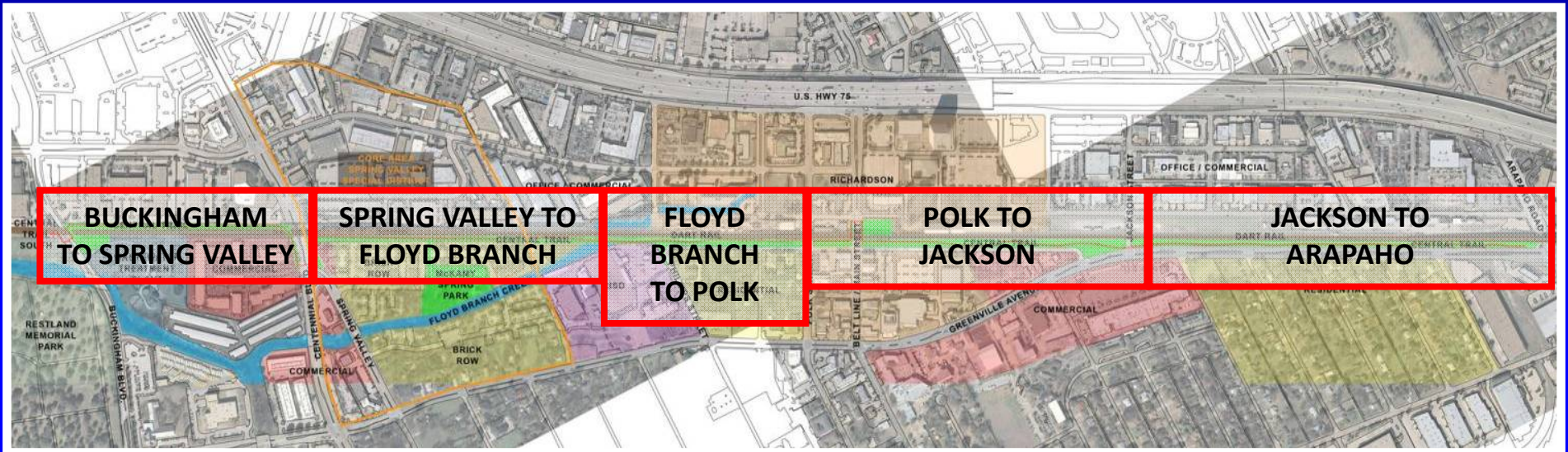


## Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

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- 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, connecting 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

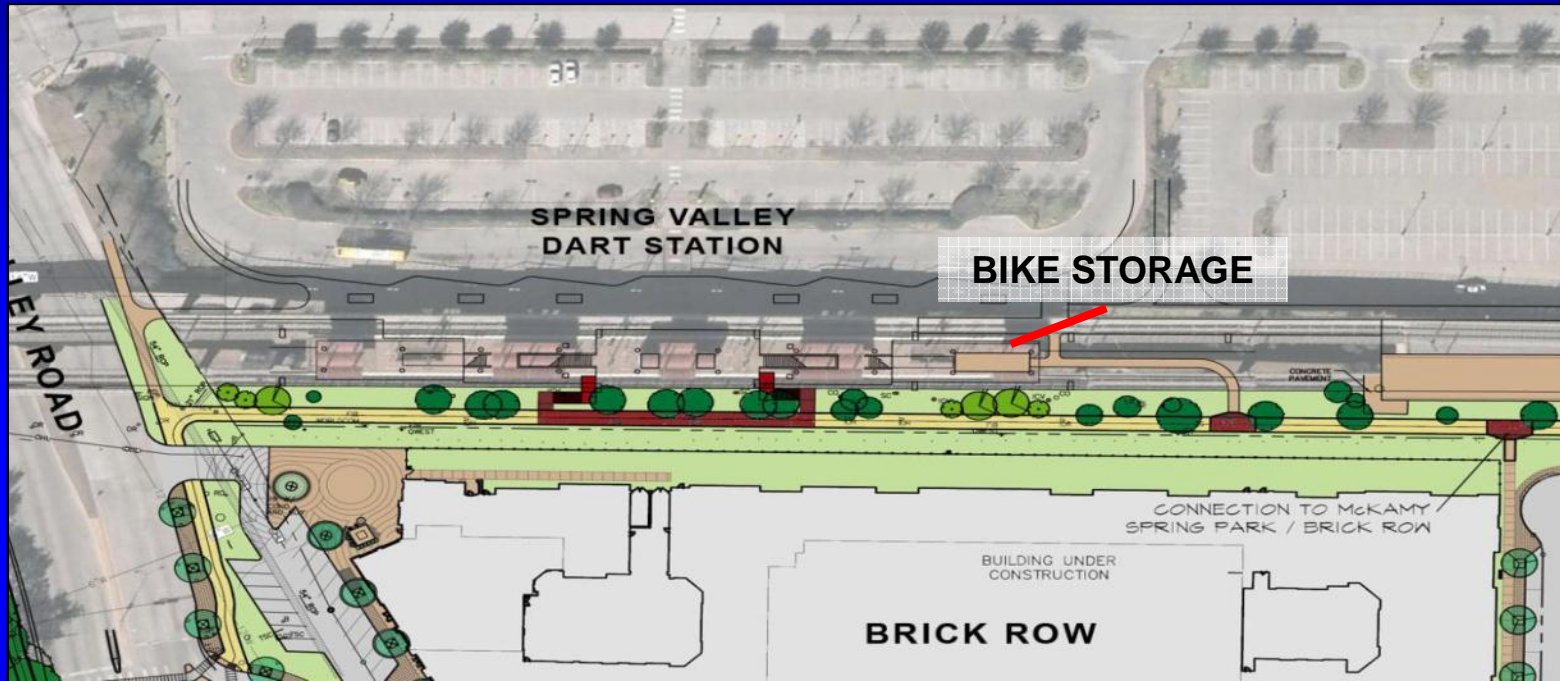
# Main Street/Central Expressway Corridor Central Trail



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

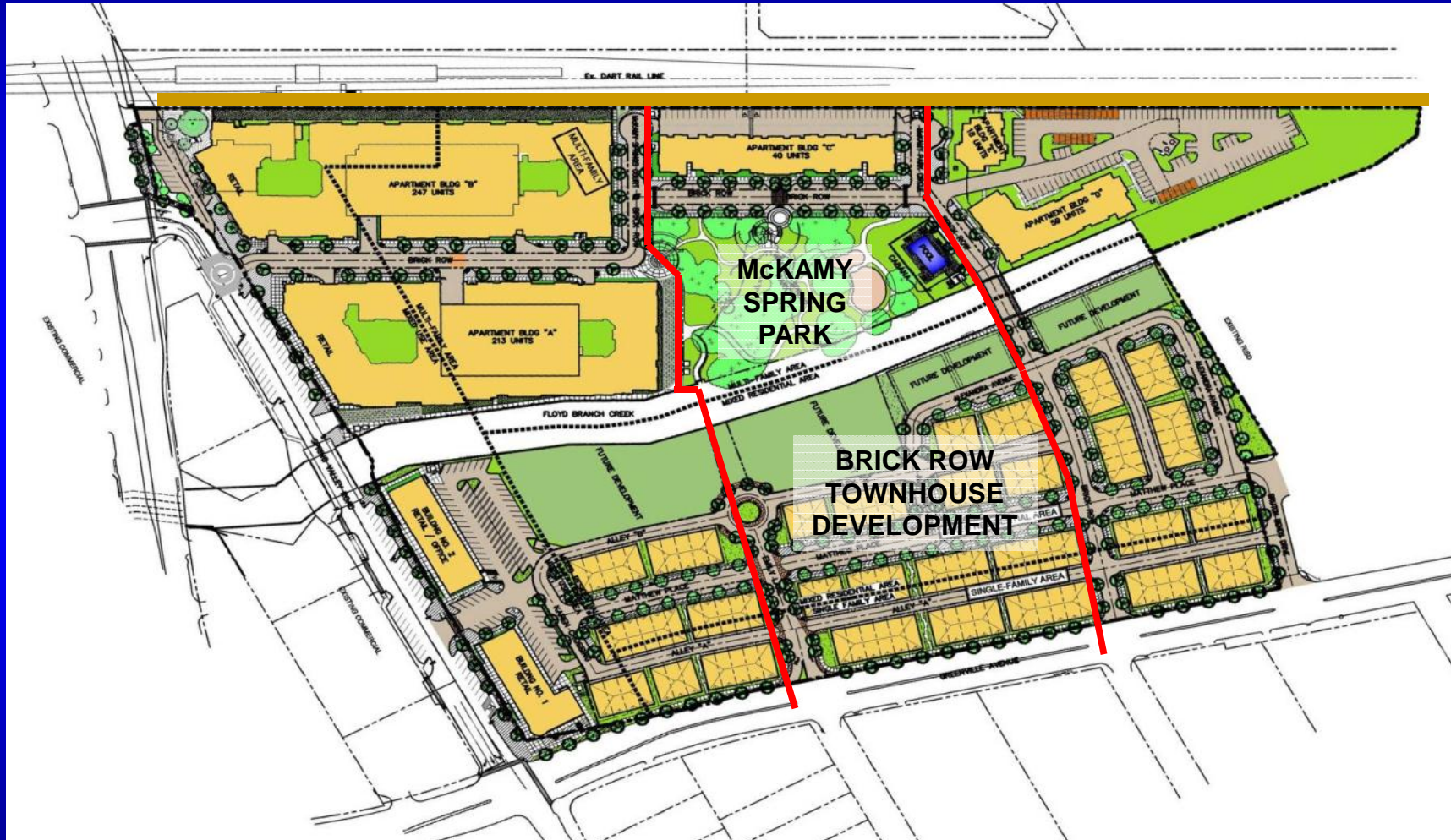
# Main Street/Central Expressway Corridor

## Central Trail – Spring Valley Light Rail Station

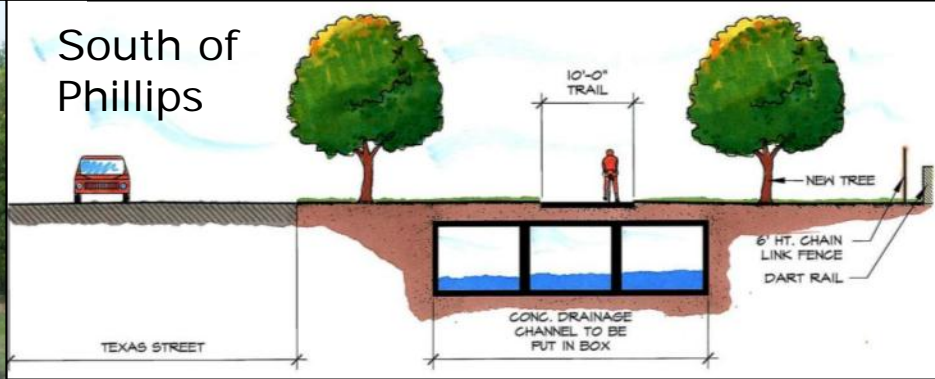
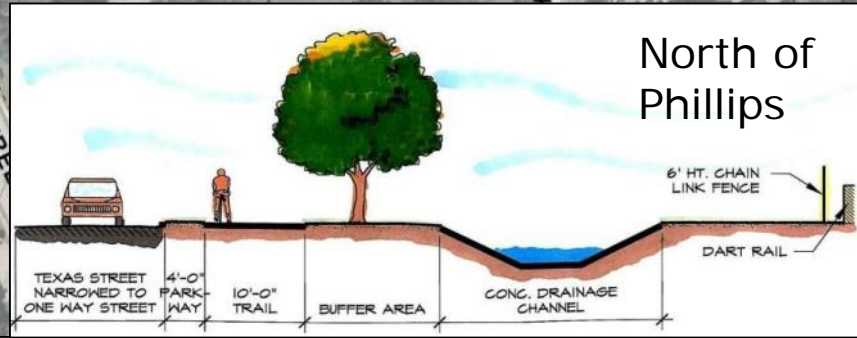
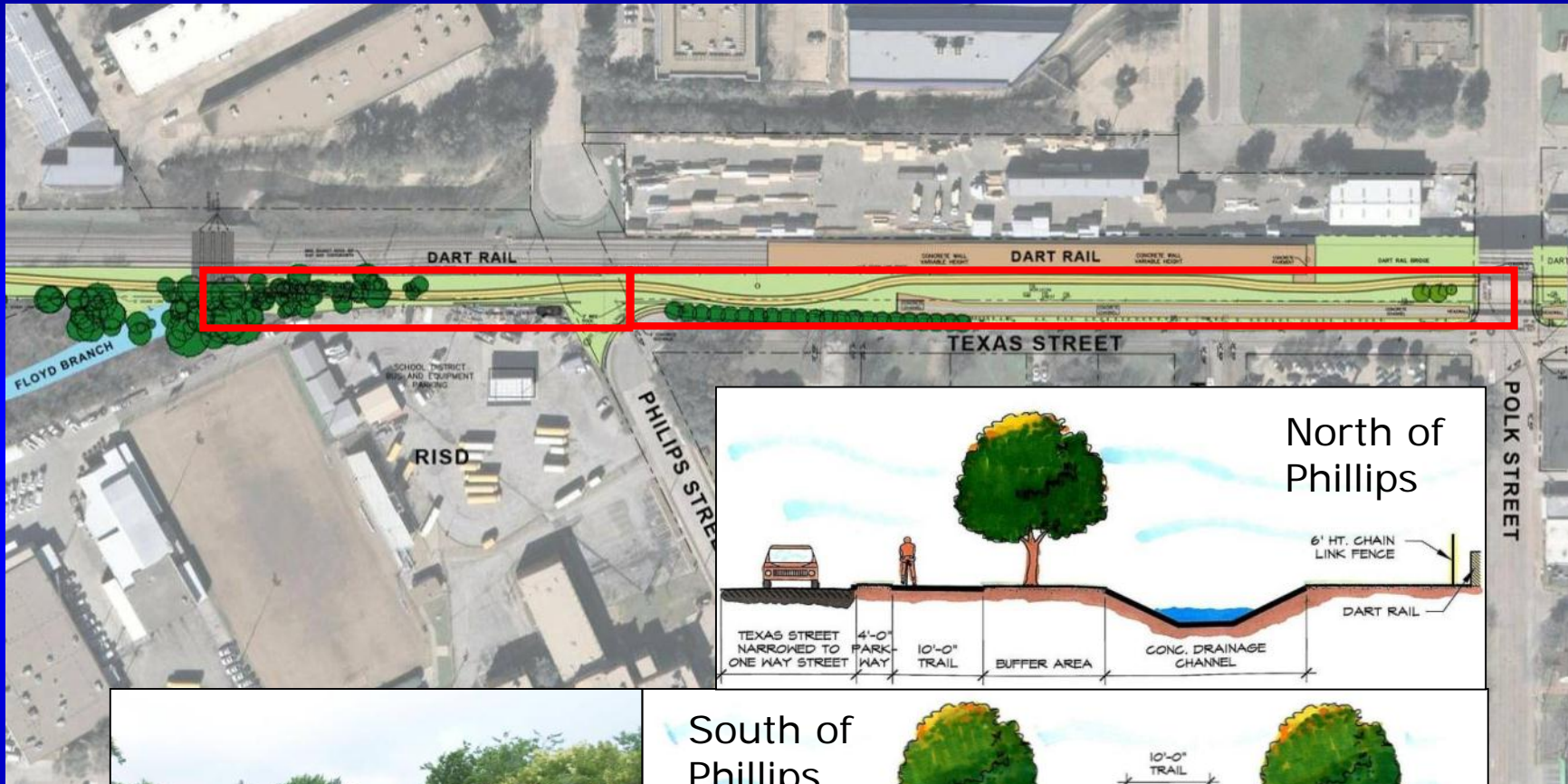




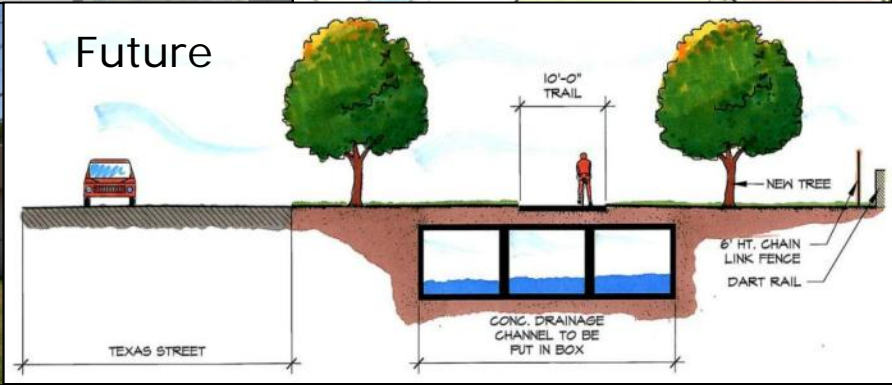
# Main Street/Central Expressway Corridor Central Trail – Spring Valley to Floyd Branch



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

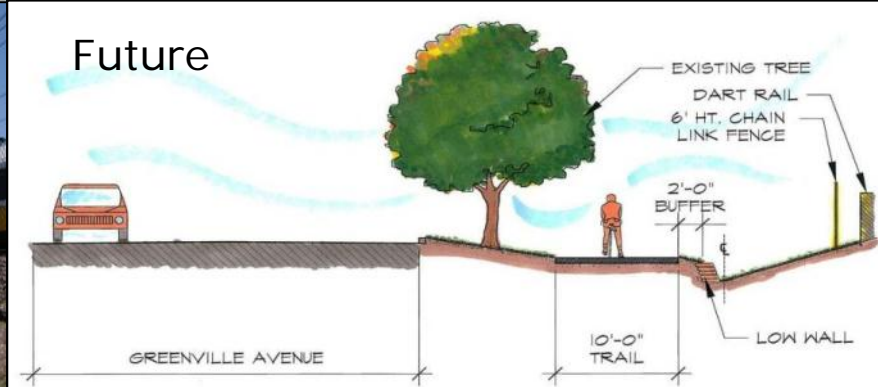
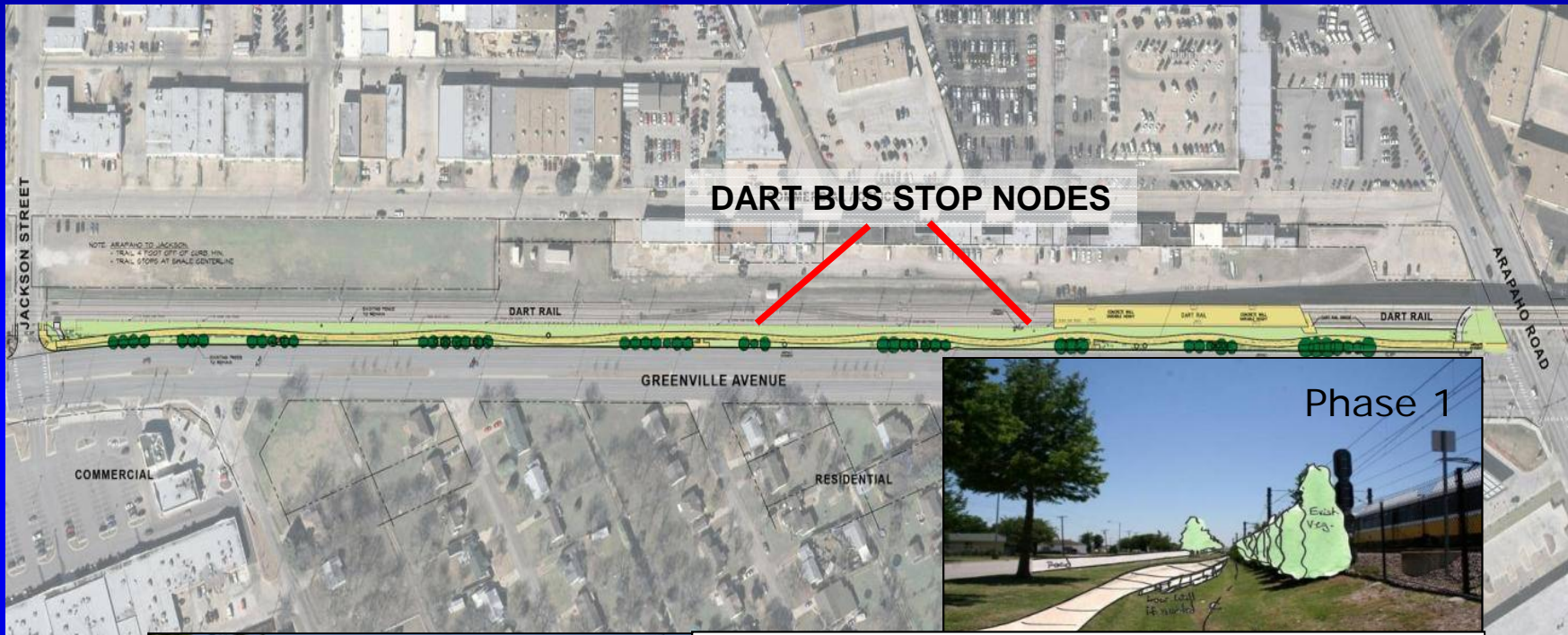


# Main Street/Central Expressway Corridor Central Trail – Polk to Jackson



# Main Street/Central Expressway Corridor

## Central Trail – Jackson to Arapaho



**Main Street/Central Expressway Corridor  
Demographics**

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

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

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

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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

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<b>Race</b>	<b>Percentage</b>
White	34.13%
Black	24.80%
Asian	26.77%
Other	14.31%
<b>Hispanic</b>	
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
<b>Total</b>		<b>7,020</b>

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

**Main Street/Central Expressway Corridor  
Study Approach**

## Main Street/Central Expressway Corridor Study Strategies

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- 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 Consulting Team



- HOK
  - Project Management
  - Visioning/Master Planning
  - Urban Design
- Ricker Cunningham
  - Market/Economic Analysis
  - Implementation Tools/Financing
- Kimley Horn
  - Transportation
  - Infrastructure Planning/Analysis
- Strategic Community Solutions
  - Community Involvement
- Townscape
  - Architecture



## Main Street/Central Expressway Corridor Project Scope

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- Major Project Tasks
  - Citizen and Stakeholder Involvement  
(Interviews, community meetings, web based support)
  - Inventory of Existing Conditions, Plans and Data  
(GIS data collection and mapping, review of previous studies and reports)
  - Real Estate Market Analysis  
(Trade area, demographics, market supply and demand, preliminary development pro forma, 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)



**Main Street/Central Expressway Corridor  
Schedule**

# Main Street/Central Expressway Corridor Schedule



## 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
<b>TASK 1 - PROJECT INITIATION AND PROJECT MANAGEMENT</b>																																	
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																																
<b>TASK 2 - CITIZEN / STAKEHOLDER INVOLVEMENT</b>																																	
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																																
<b>TASK 3 - INVENTORY - EXISTING CONDITIONS, PLANS AND DATA</b>																																	
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																																
<b>TASK 4 - REAL ESTATE MARKET ANALYSIS</b>																																	
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																																
<b>TASK 5 - CORRIDOR ANALYSIS</b>																																	
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																																
<b>TASK 6 - RECOMMENDATIONS</b>																																	
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	Prontes for Investment																																
Task 6.4.2	Benchmarks																																
Task 6.4.3	Detailed Action Plan / Implementation Matrix																																
<b>TASK 7 - FINAL REPORT AND FINAL PRESENTATIONS</b>																																	
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 Involvement

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- Community Meetings
  - Corridor Open House
  - Community Charrette
  - Final Community Input
  - July 10
  - September 19
  - November 8
- Stakeholder Interviews/  
Meetings/Focus Groups
  - September\*
- 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 Discussion

