

# Corridor-wide Open House

July 10, 2012



Image Source – Richardson Public Library

## MAIN STREET / CENTRAL EXPRESSWAY STUDY

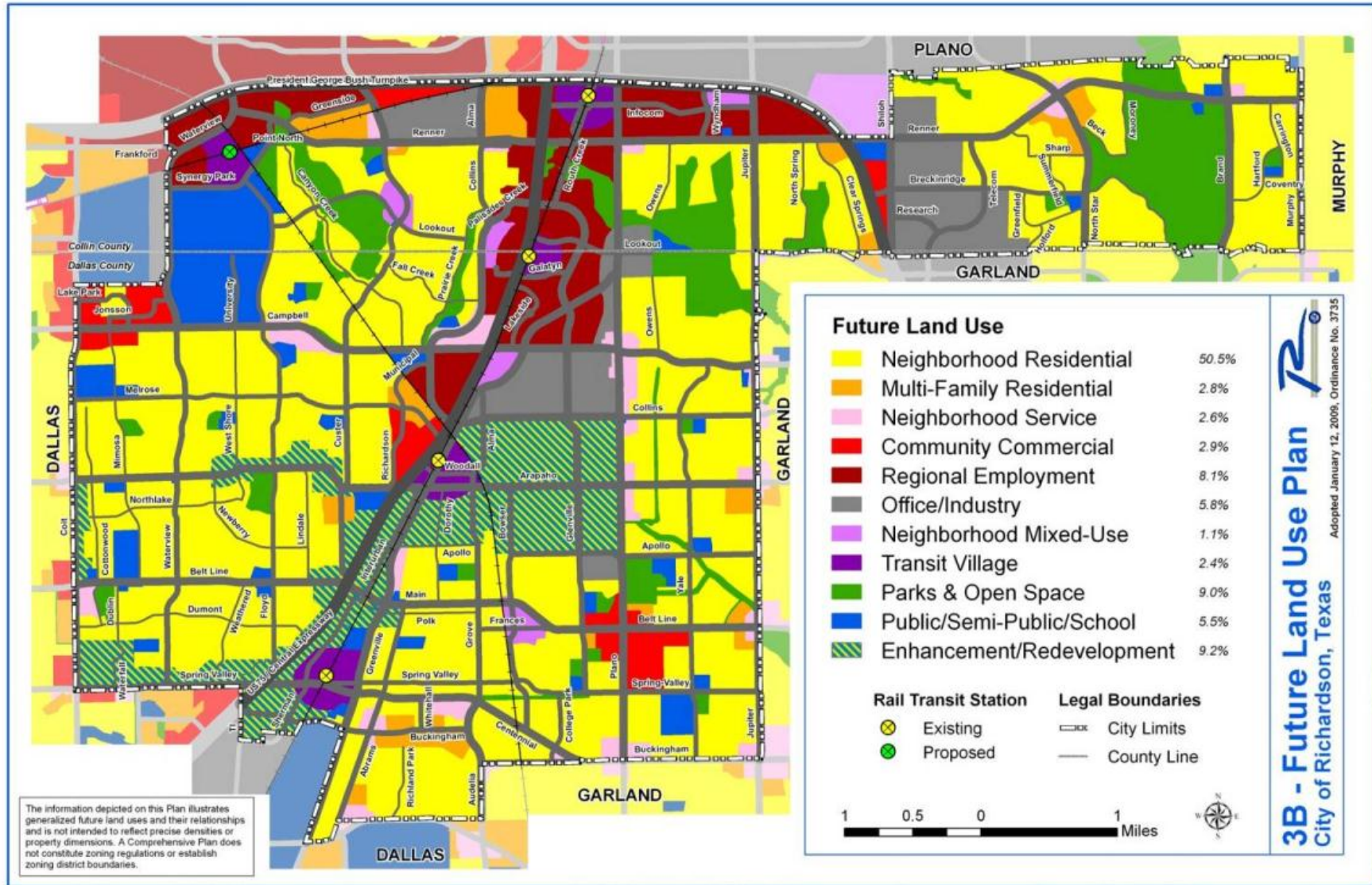
# Agenda

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- Welcome
- Study Overview
- Station Activities
- Existing Corridor Conditions
- Influences on Revitalization
- Questions
- Keypad Polling
- Return to Station Activities

# Study Overview

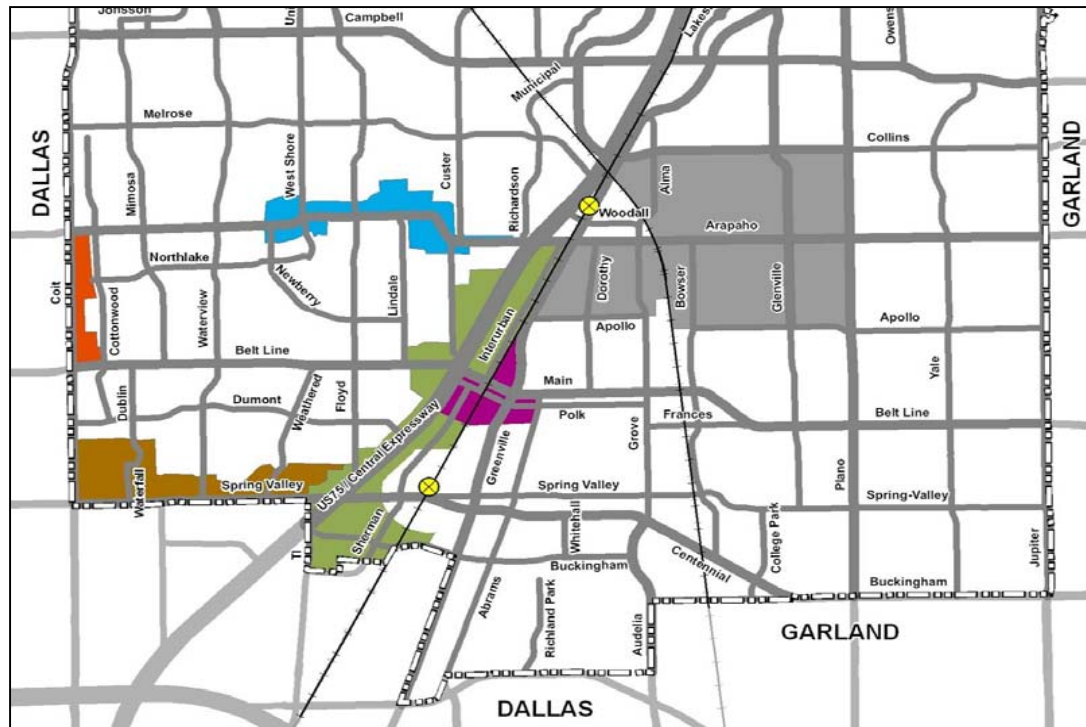
# 2009 Comprehensive Plan



## 2009 Comprehensive Plan

### Six Enhancement / Redevelopment Areas for further study

- West Spring Valley (*complete*)
- East Arapaho/Collins (*underway*)
- Old Town/Main Street (*underway*)
- West Arapaho
- Central (*underway*)
- Coit



## 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

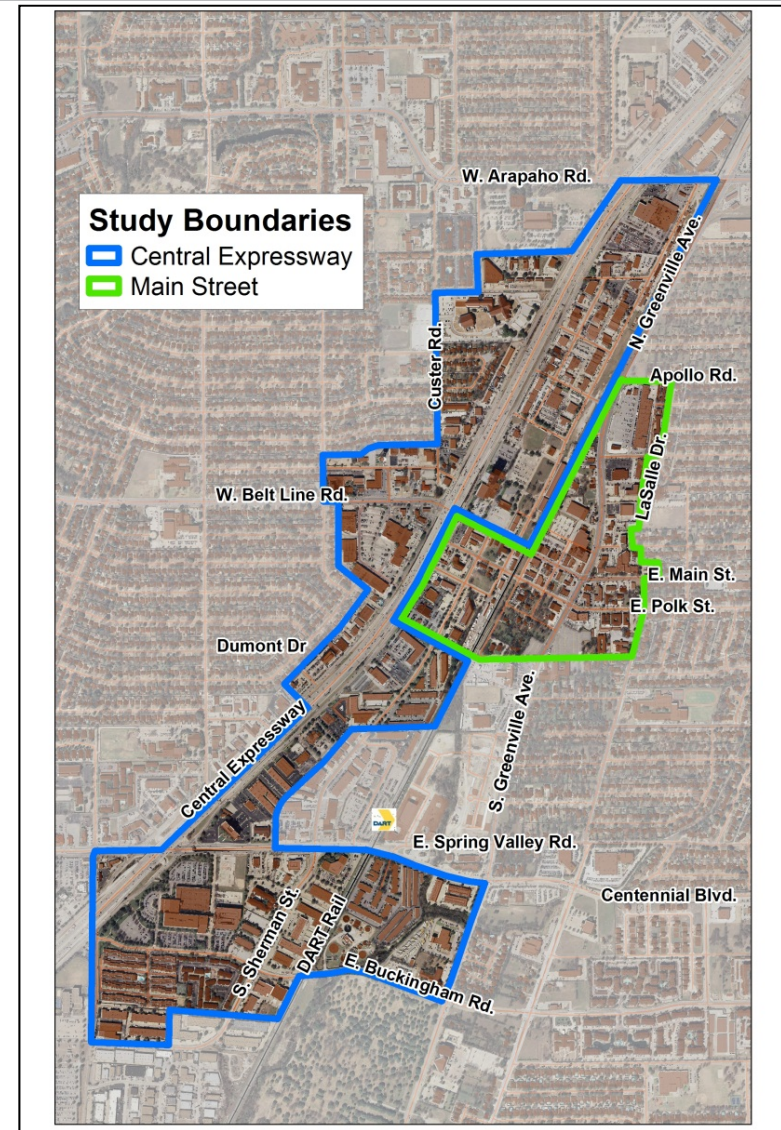
## 2009 Comprehensive Plan

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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
  - 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

## 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





## Study Approach

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

## City Perspective

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- The purpose of the study effort is to develop a plan for the future of the Main Street/Central Expressway Corridor
  - The study team has no preconceived notions as to the final plan
- The time to plan is now
  - If we wait until property begins to redevelop, we'll already be behind
- A thoughtful, overall plan which sets the tone for reinvestment is preferable to an incremental approach to redevelopment
  - A coordinated plan should produce a better result
- Having a vision can bring greater assurance to the development community and the finance industry
  - When developers ask what the City envisions for the Main Street / Central Expressway Corridor, we'll have an answer

## City Perspective

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- The study is just beginning...the Open House is the first major event
  - There have been introductory briefings of the City Council and City Plan Commission; materials are online
  - More opportunities for public input are scheduled in the coming months
- The purpose of the Open House is to gather input and ideas
  - The study team has not prepared alternative plans; that's part of the next step

## City Perspective

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- Redevelopment / Reinvestment is likely to take place over a long period of time (20+ years)
  - Redevelopment is complicated, requiring not only a vision, but cooperation/coordination between property owners, decisions by existing businesses, land acquisition, building and infrastructure planning, financing, construction, leasing...
- The City is not a major property owner in the study area, so private landowners will be the drivers of change
  - The City's role will be to support redevelopment/reinvestment by providing infrastructure, incentives (if appropriate) and using other tools and techniques to facilitate the process

## Public Input and Information

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- Community Meetings
  - Corridor-Wide Open House
  - Community Charrette
  - Final Community Input
- July 10
- September 19
- November 8
  
- Stakeholder Interviews / Meetings / Focus Groups
- September
  
- Final Presentations to City Council, City Plan Commission
- December

## Public Input and Information

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- Additional Information/Input
  - Notices by Mail (public meetings)
  - Email ([maincentralstudy@cor.gov](mailto:maincentralstudy@cor.gov))
  - Webpage
  - Online Input
  - Facebook Page
  - Richardson Today (monthly City publication)
  - Week in Review (City's electronic newsletter)
  - Dallas Morning News, NeighborsGo Section

# Station Activities

## Station Activities

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- Corridor Character
- Business and Activities
- Connections
- Investments and Improvements
- Multiculturalism
- Physical Amenities
- Main Street

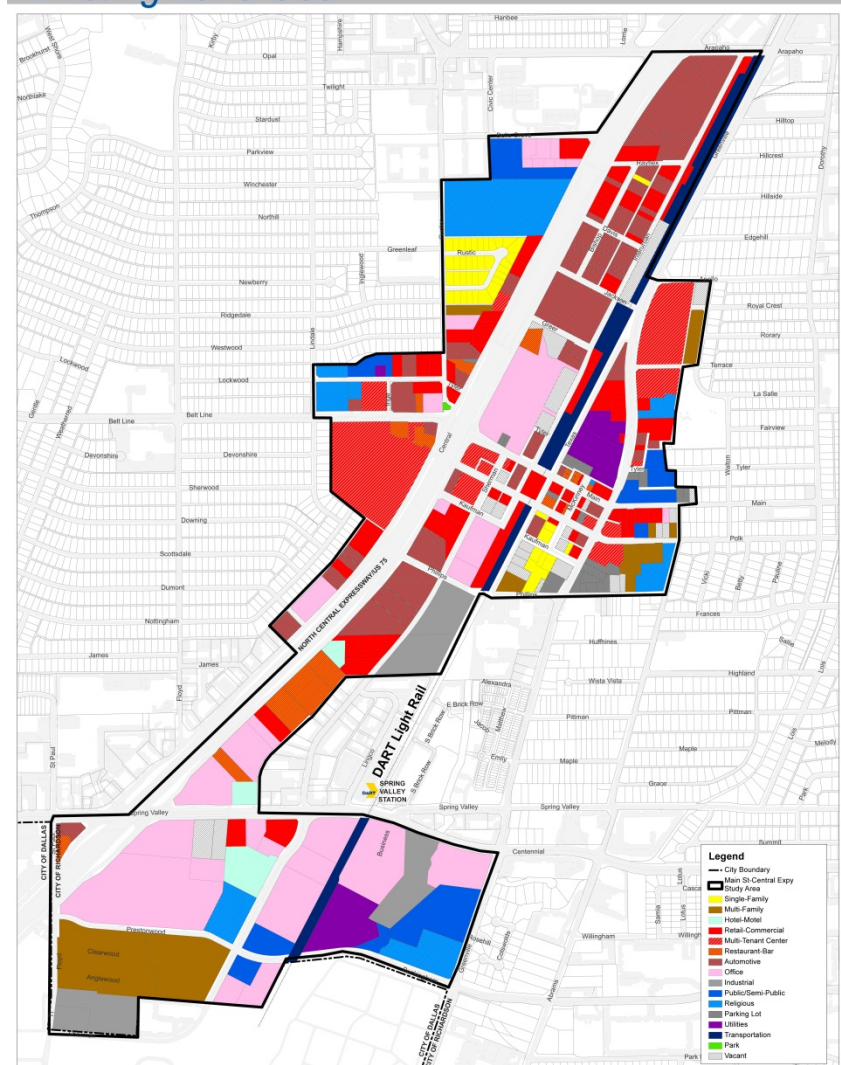


# Existing Corridor Conditions

# Existing Land Use

- Predominant existing land uses are retail / commercial, automotive and office
- Automotive related uses are focused along the US 75 corridor
- The Main Street area is still predominantly retail
- Small pockets of single-family residential uses still remain within the corridor

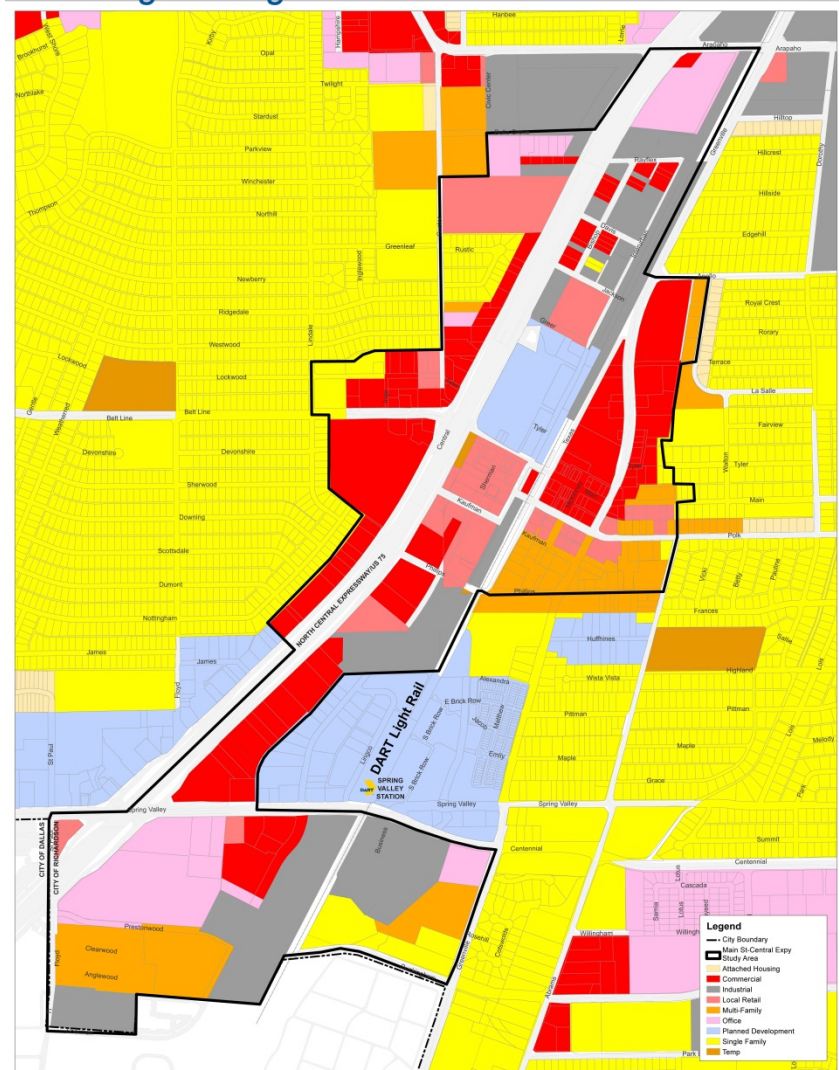
Existing Land Use



## Existing Zoning

- The majority of the properties in the corridor are zoned commercial and local retail
- Office zoning also exists on key corners at Spring Valley and Arapaho (Arapaho is currently a car dealership – has multiple zoning categories in place)
- A large PD (Planned Development) is located at the corner of US 75 and Main Street

Existing Zoning

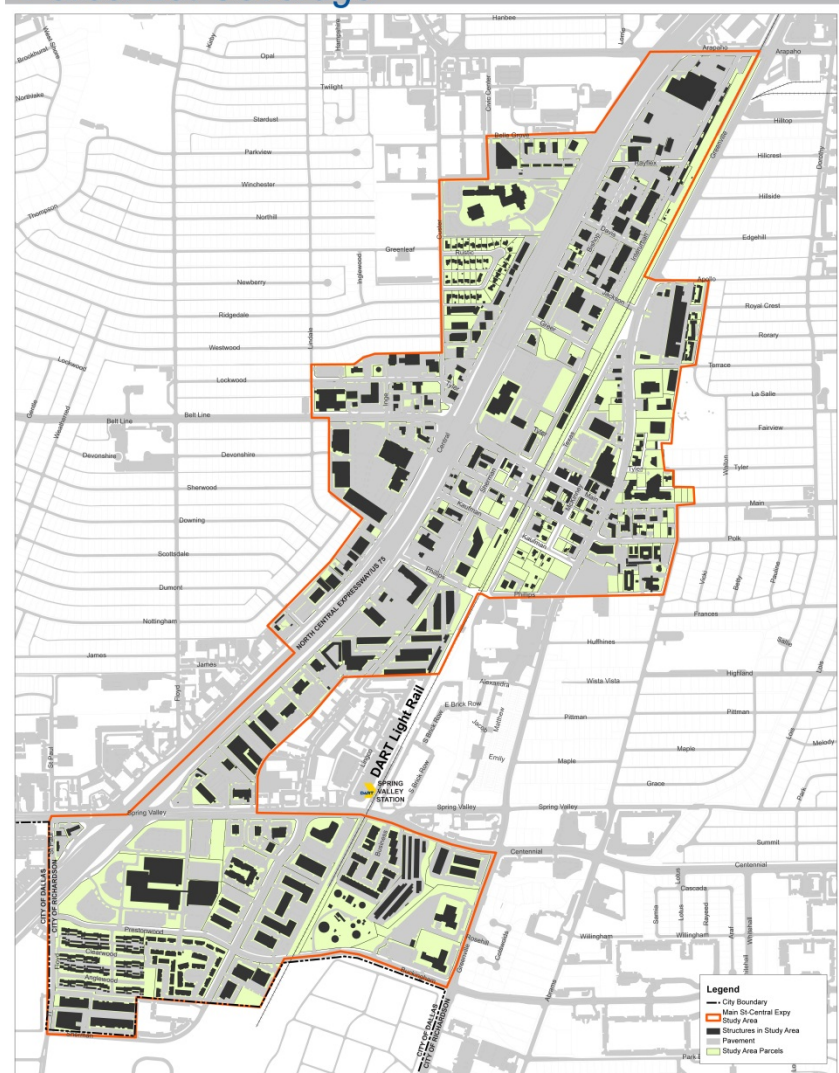




# Existing Parcel Lot Coverage

- Surface parking is the predominant feature in the corridor
- Again, this is indicative of a corridor with a suburban development pattern
- Green spaces become more prevalent at the edges of the corridor, and along the DART Rail ROW

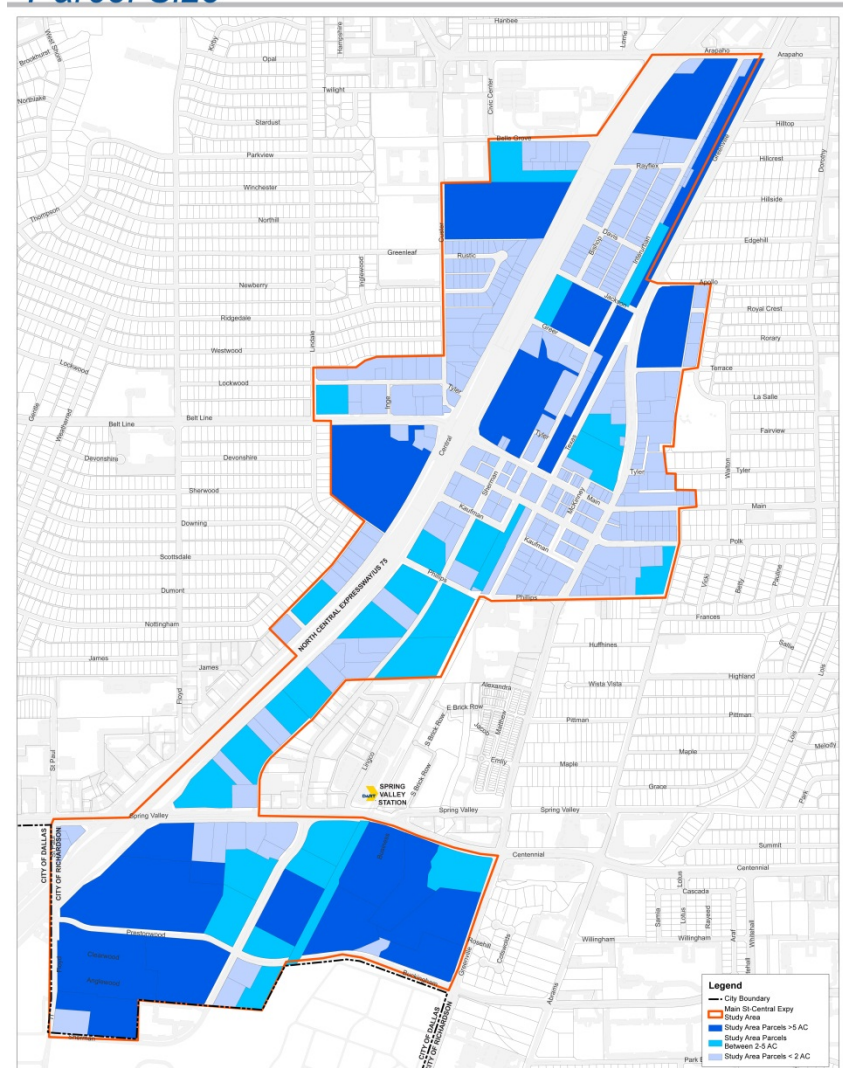
Parcel Lot Coverage



# Existing Parcel Size

- 19 parcels (42.6% of the study area) are greater than 5 acres
- 287 parcels (23% of the study area) are less than 1 acre

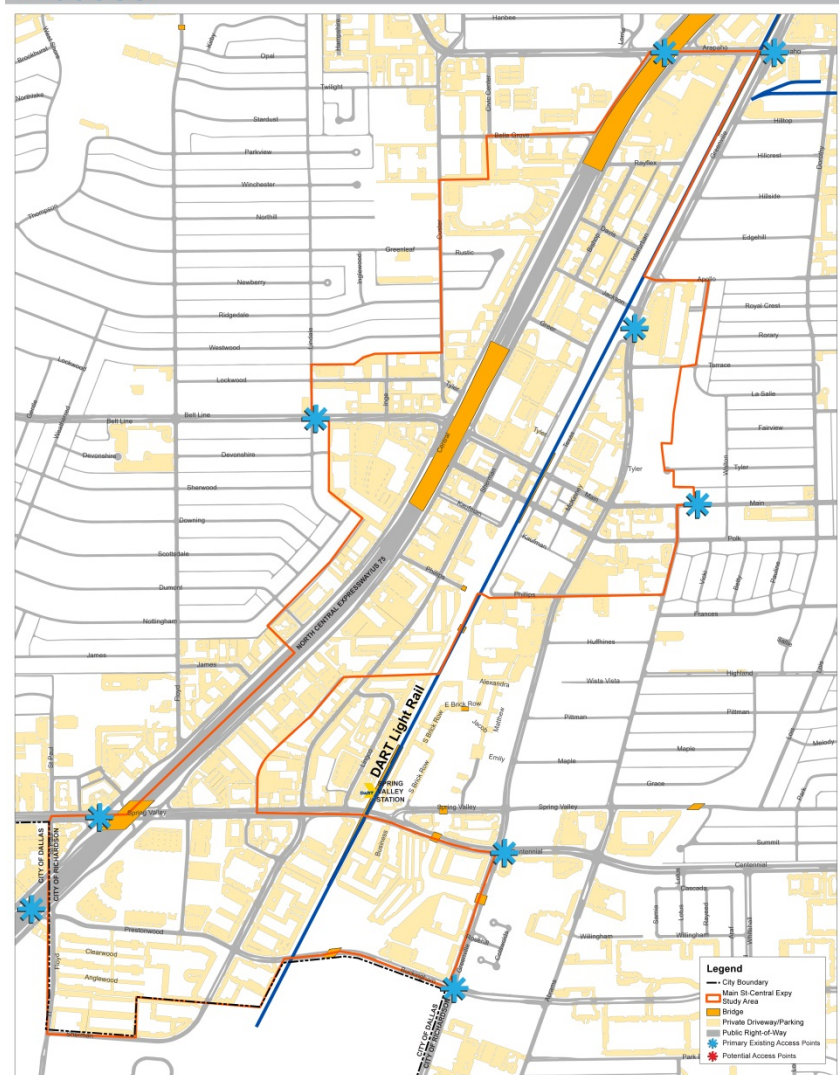
Parcel Size



# Existing Access (Gateways)

- Asterisks highlight key nodes along the corridor with an opportunity to develop gateways
- Those located along US 75 have the potential to provide regional identity

Access







## Parking Supply and Demand

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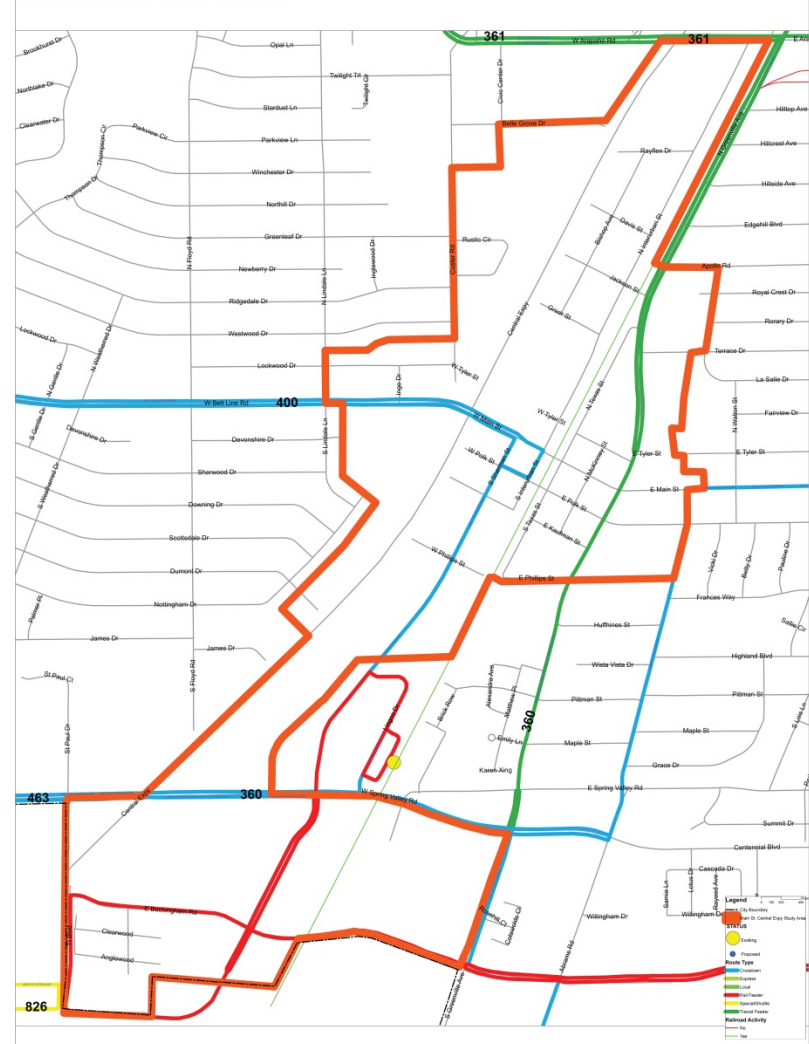
- Inventory all current parking supply
  - Private
  - Public
  - On Street
- Parking Demand Analysis
  - Based on Development Potential



# Transit Planning

- Coordinate with DART for any transit needs
- Link future plans with transit facilities

## Transit Facilities



## Coordination with Other Agencies

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- Texas Department of Transportation (TxDOT)
  - Central Expressway Study Beginning
- Dallas Area Regional Transit (DART)

# Influences on Revitalization

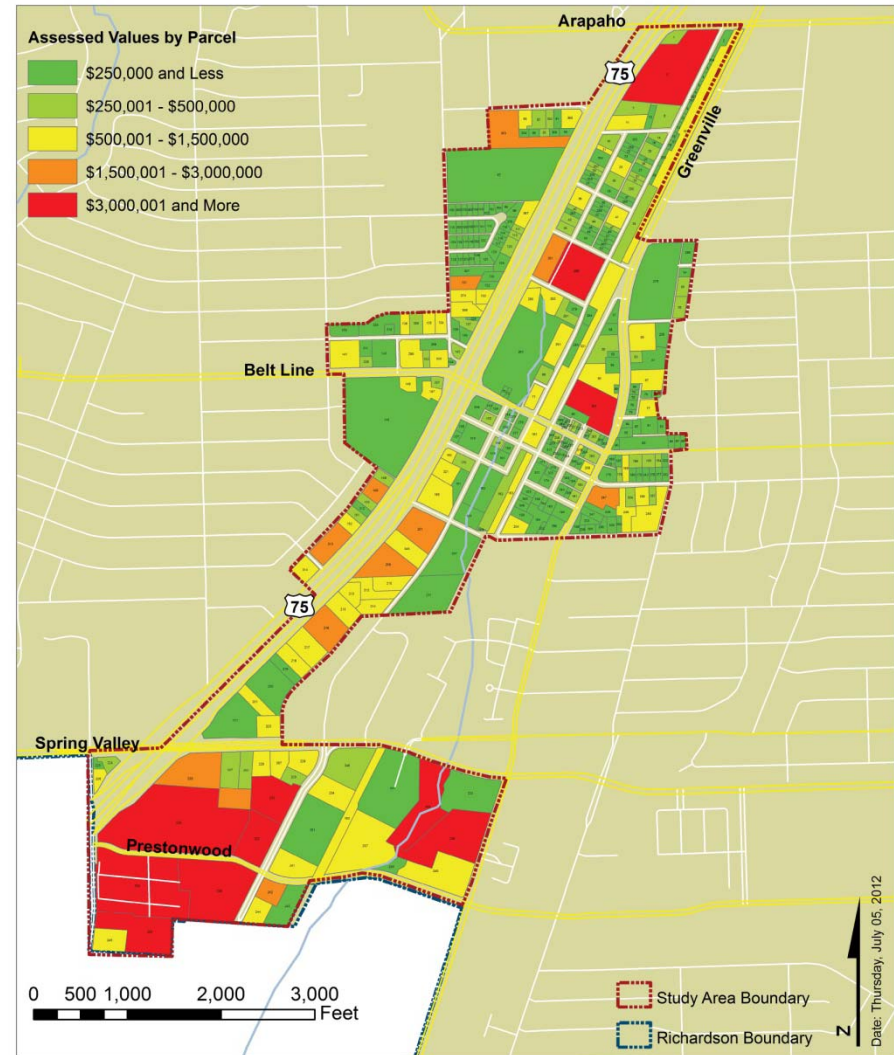
## Influences on Revitalization

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- Property conditions that may not be obvious from visual inspections
- Begins to identify and locate potential challenges to and opportunities for reinvestment or new investment
- Helps set the stage for stakeholder involvement (what is possible given existing “realities”)

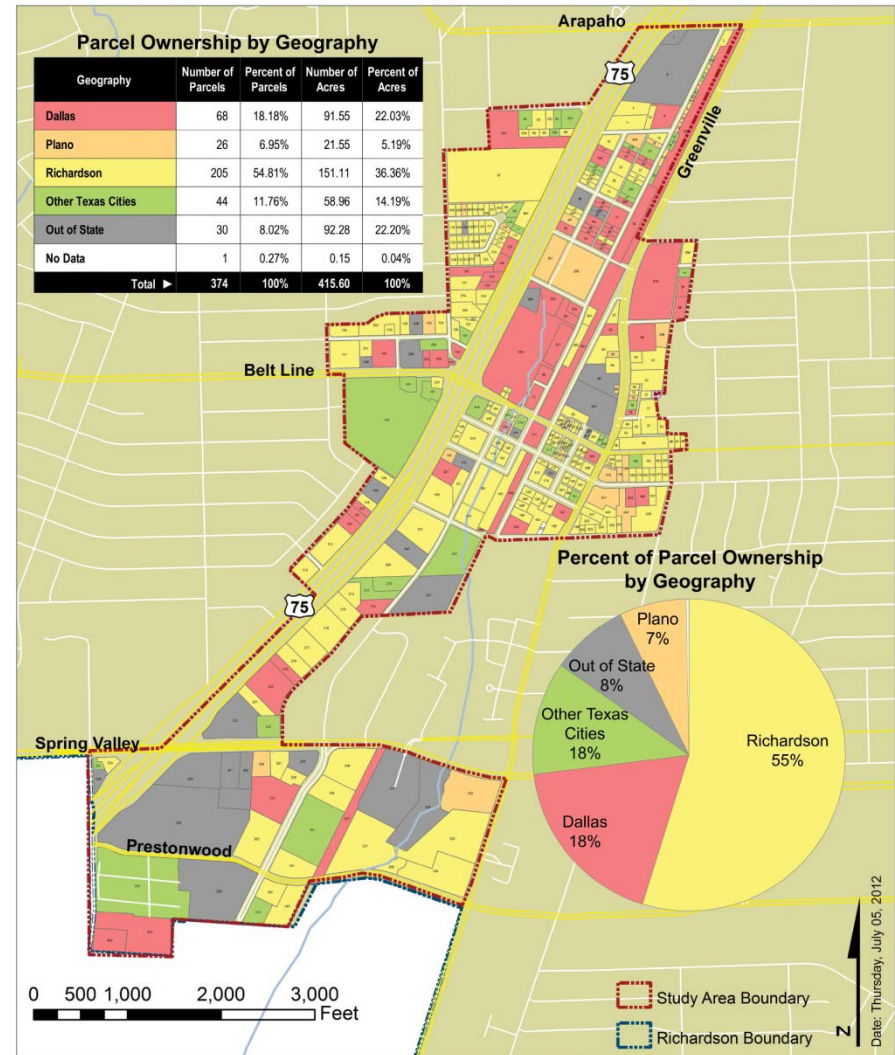
## Assessed Valuations

- Shows where investment values are concentrated
- High percentage of Study Area parcels are lower value (< \$500k), indicating preponderance of small businesses, as well as vacant and under-utilized parcels
- Higher-value (newer) investment concentrated at either end of the Study Area
- Given proximity to US 75, Study Area could be characterized as underdeveloped



# Property Ownership

- In any revitalization area, strong presence of local property ownership is desirable (attention to investment rather than piece of larger portfolio)
- Richardson, Dallas, and Plano property owners control 80% of Study Area parcels, representing over 60% of Study Area acreage
- Only 8% of properties are owned by out-of-state interests, but those properties represent 22% of total Study Area acreage





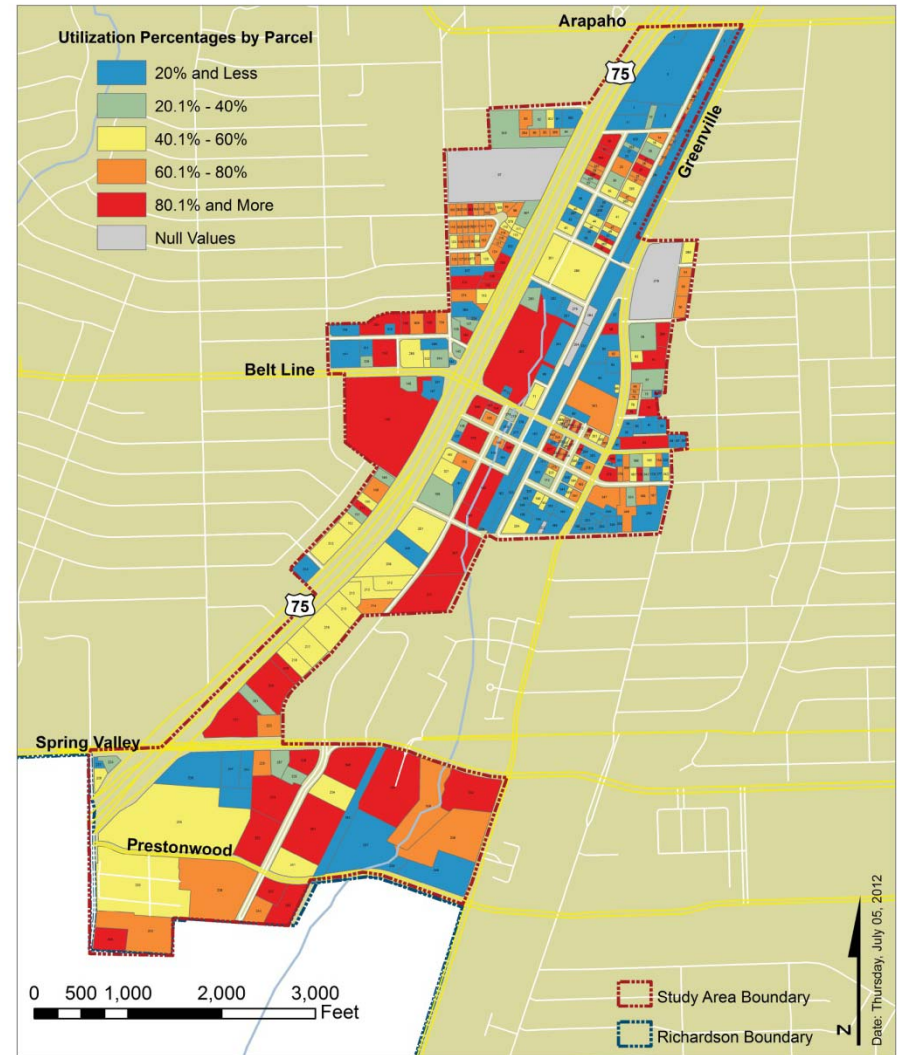
# Floodplain

- Impacts size and location of potential developable parcels (development envelope)
- Waterway (drainage) can be used as an amenity for revitalization or redevelopment, e.g., waterfront development, parks/open space
- Or, capped and used for parking



# Property Utilization

- Perhaps the most effective measure of an area's "ripeness" for revitalization/redevelopment
- Measures economic utilization of property – amount of investment concentrated on site (relationship of improvement to land value)
- Study Area shows a relatively high percentage of property could be considered "under-utilized" (i.e., improvements represent less than 50% of total value)



## Preliminary Observations

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- Like many revitalization/redevelopment areas, the Study Area indicates a mix of investment profiles, from small, established businesses to larger, mixed- and multi-use developments
- The strong presence of “local” property ownership provides a solid foundation from which to build support for revitalization
- The relatively low level of property utilization indicates significant opportunities for reinvestment and/or new investment
- Overall, the Study Area is at a desirable point for revitalization, with a mix of steady values but with “creeping” property underutilization
- Recent examples of creative financing provide a springboard (test case) which can be leveraged

# Questions

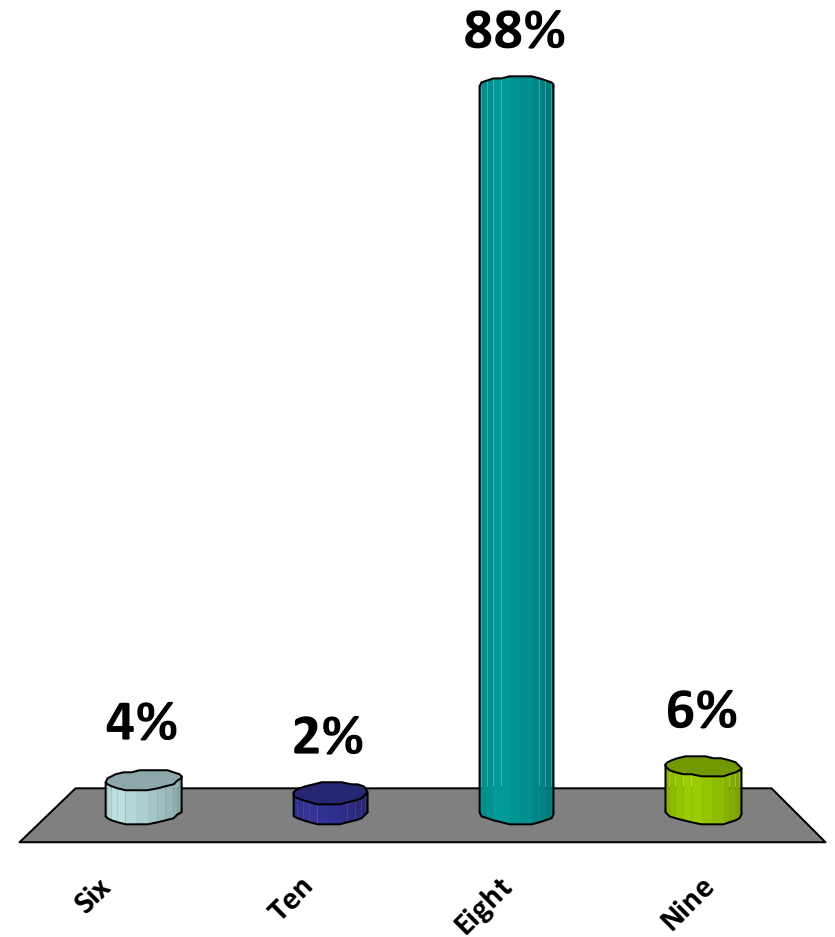
# Keypad Polling

## Why keypad polling?

- Provides feedback from all individuals participating in the session
- Can reflect the discussion at the session
- Is anonymous
- Shows results immediately
- Allows more detailed analysis after the session

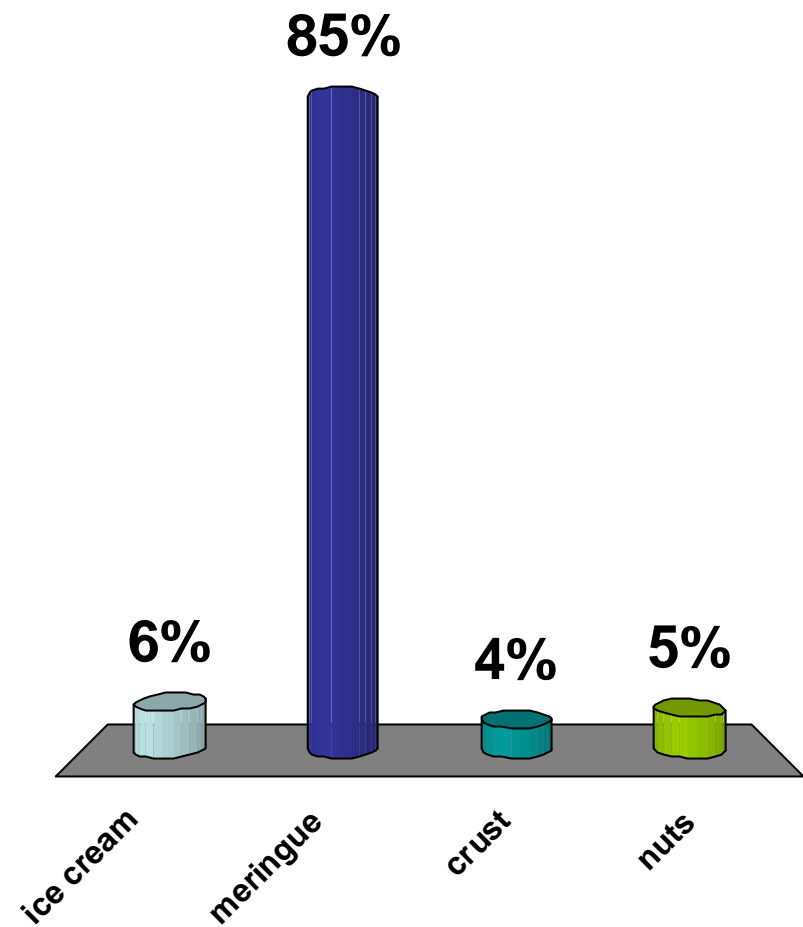
# How many corners in an octagon?

1. Six
2. Ten
3. Eight
4. Nine



pumpkin pie : cool whip :: lemon pie :

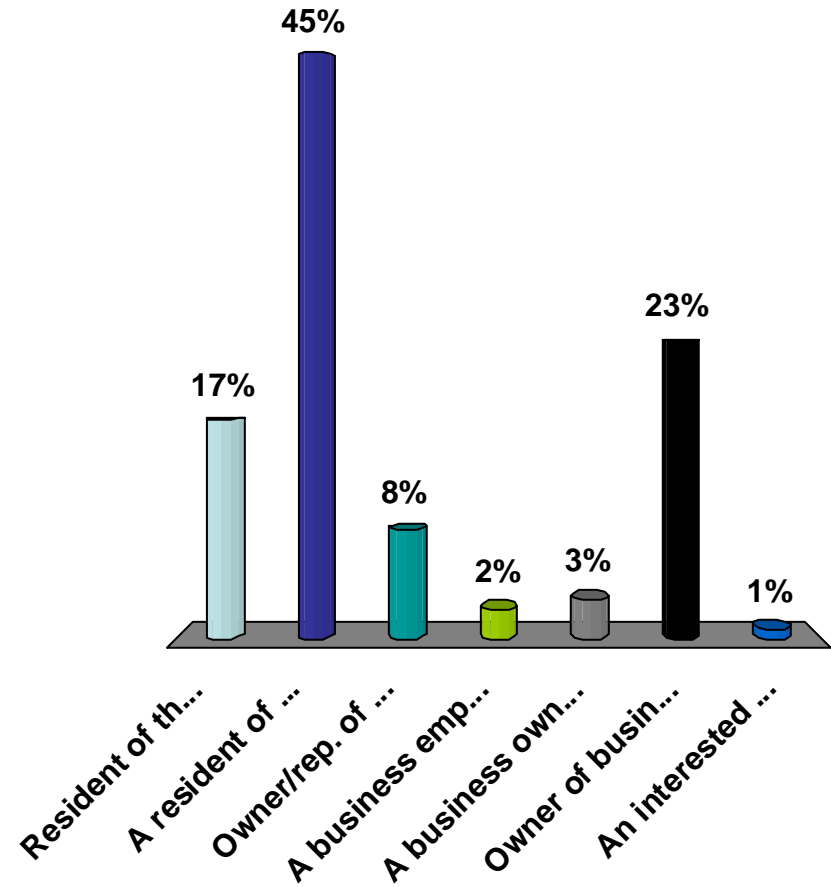
1. ice cream
2. meringue
3. crust
4. nuts





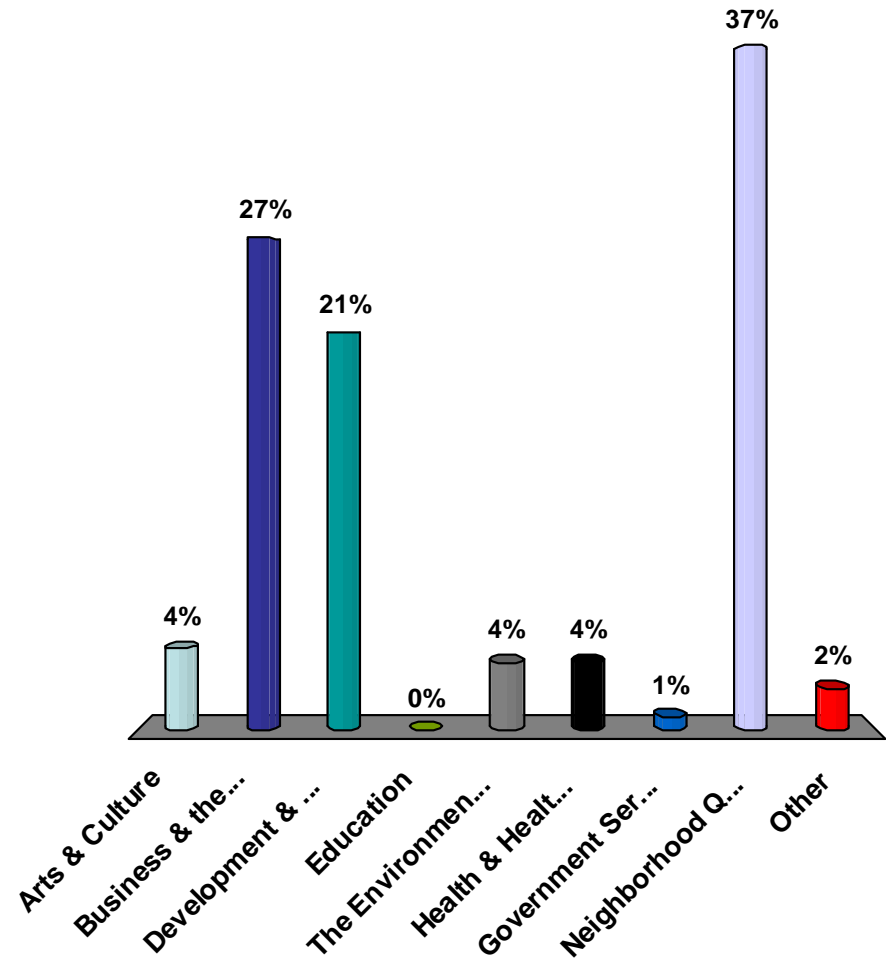
## I am most involved in the Main Street/Central Corridor as:

1. Resident of the corridor
2. A resident of Richardson outside the corridor
3. Owner/rep. of a multi-family or commercial property (not business owner)
4. A business employee
5. A business owner or tenant (not property owner)
6. Owner of business & property
7. An interested person not described above



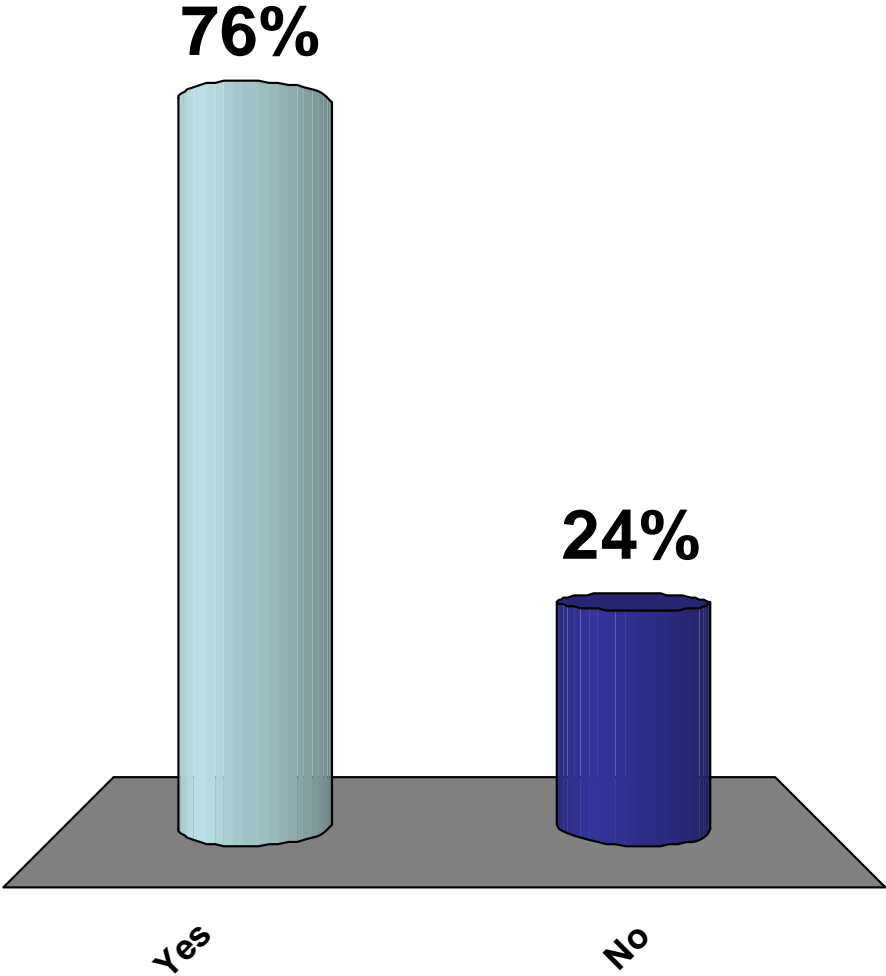
## I am most interested in issues related to:

1. Arts & Culture
2. Business & the Economy
3. Development & Construction
4. Education
5. The Environment
6. Health & Healthy Communities
7. Government Services
8. Neighborhood Quality of Life
9. Other



# I've visited this evening's topic stations already.

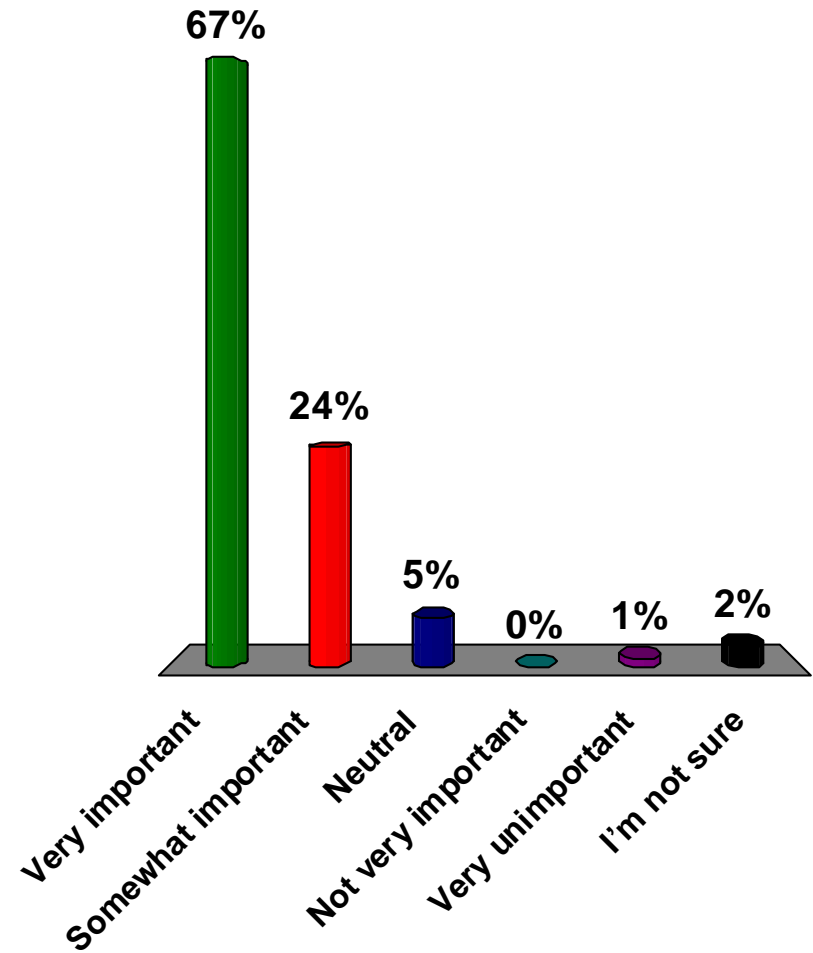
- 1. Yes
- 2. No



How important is this concept to the future of the Main Street / Central Expressway Corridor?

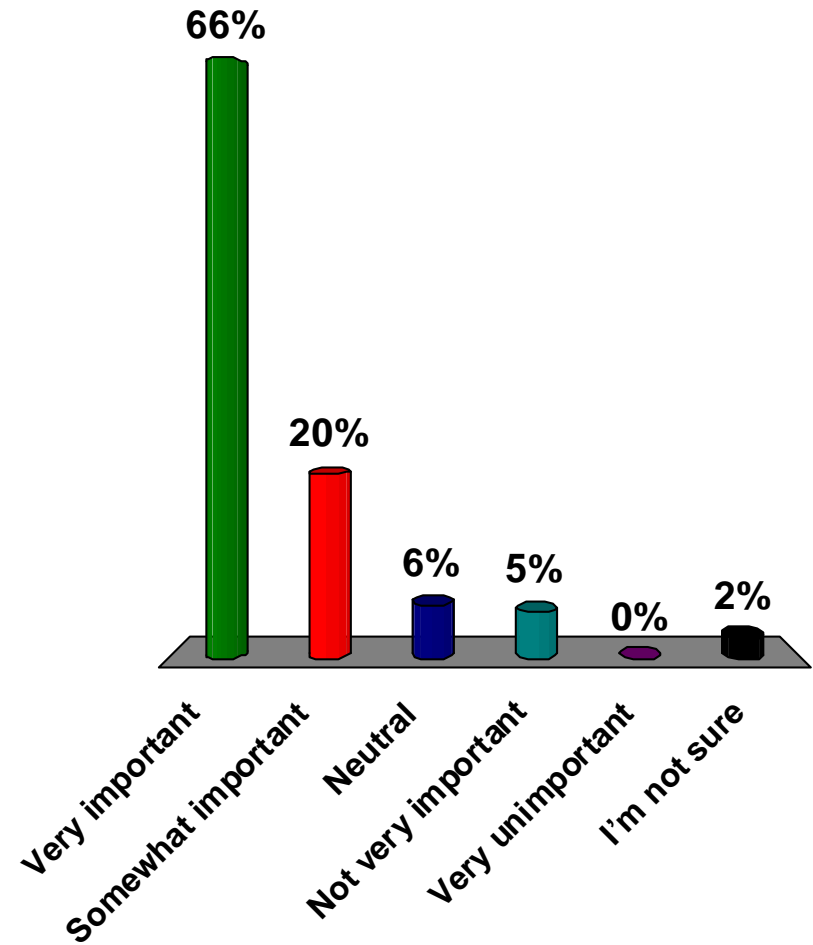
## Having a mix of uses here

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



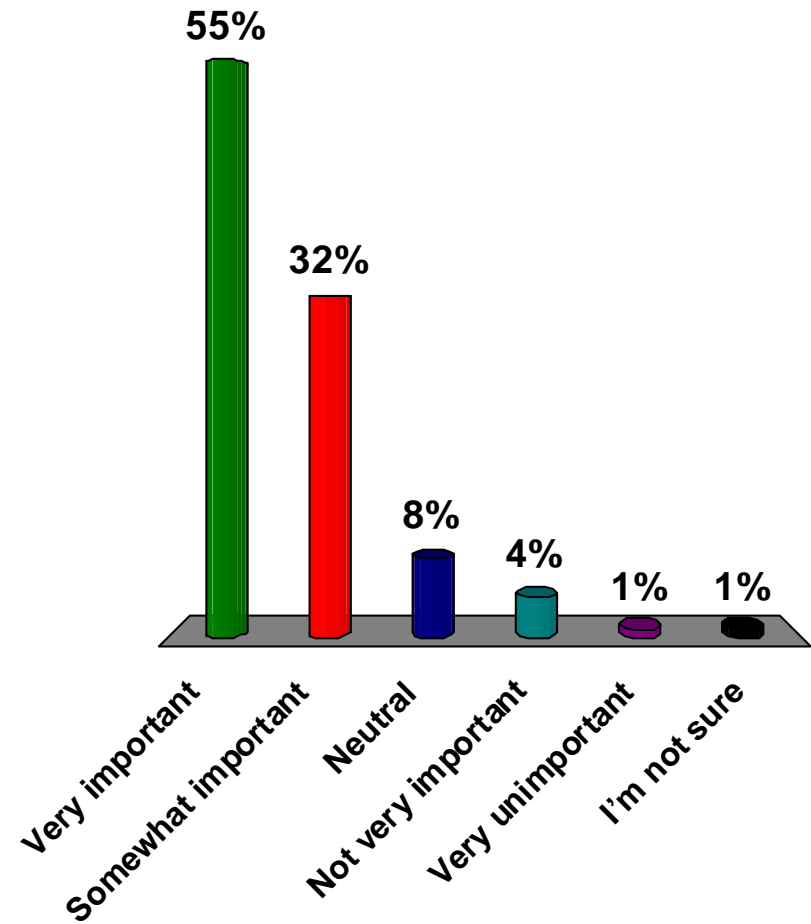
## Creating a better gateway into Richardson

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



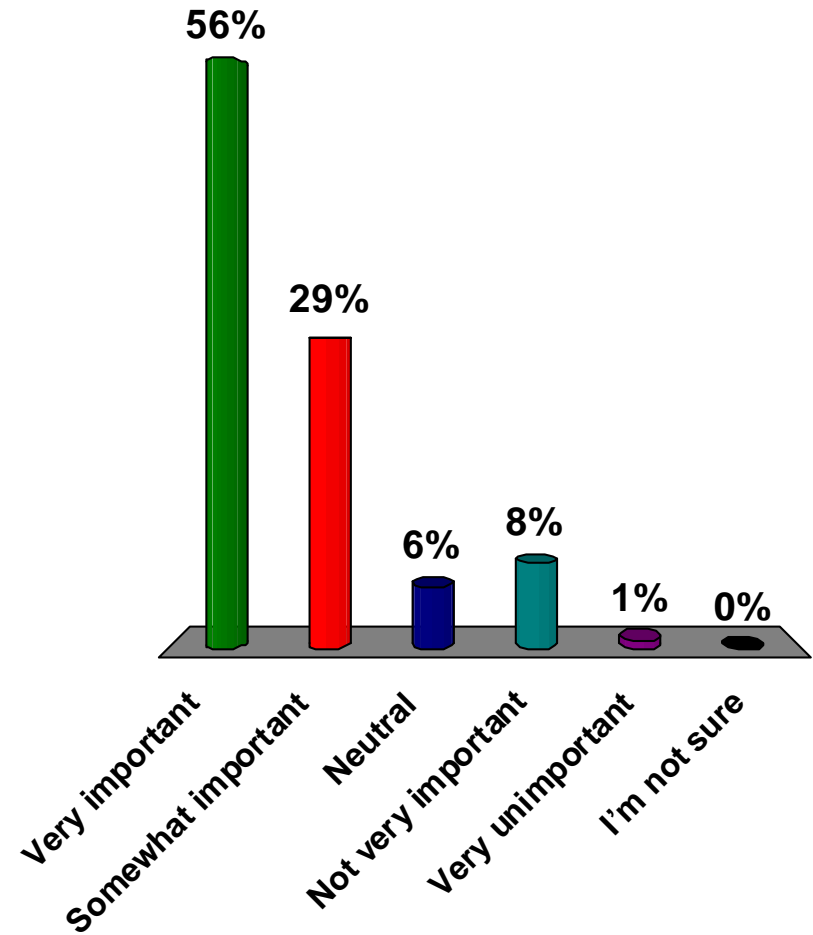
# Making the area more appealing to pedestrians

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



## Moving traffic more smoothly

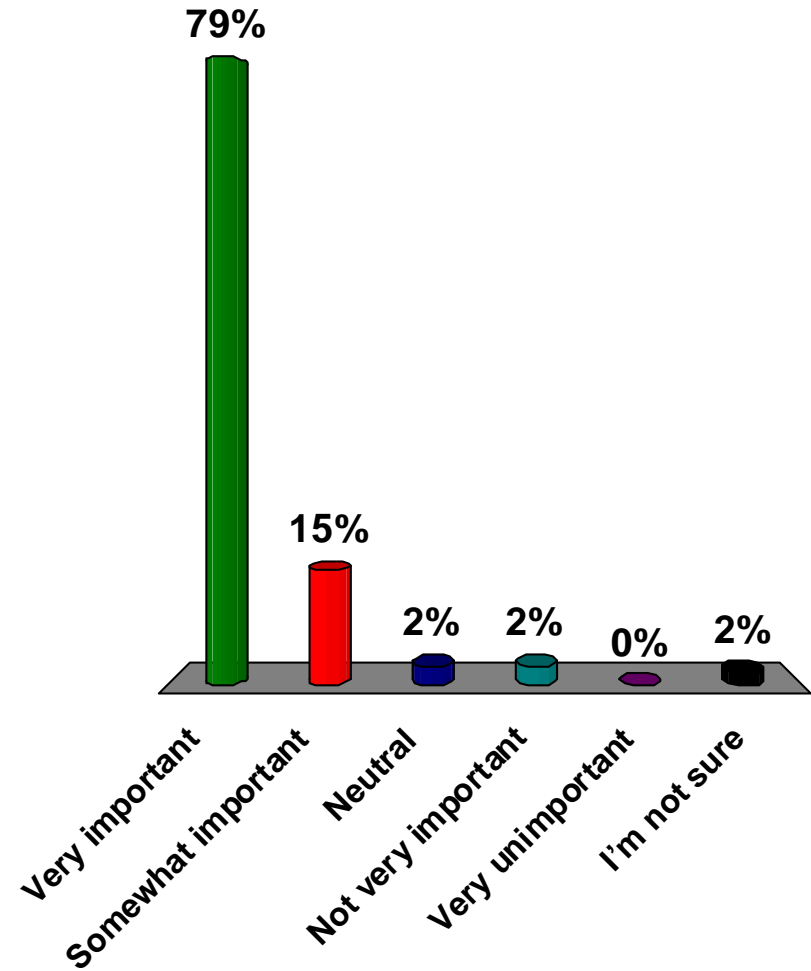
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
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6. I'm not sure





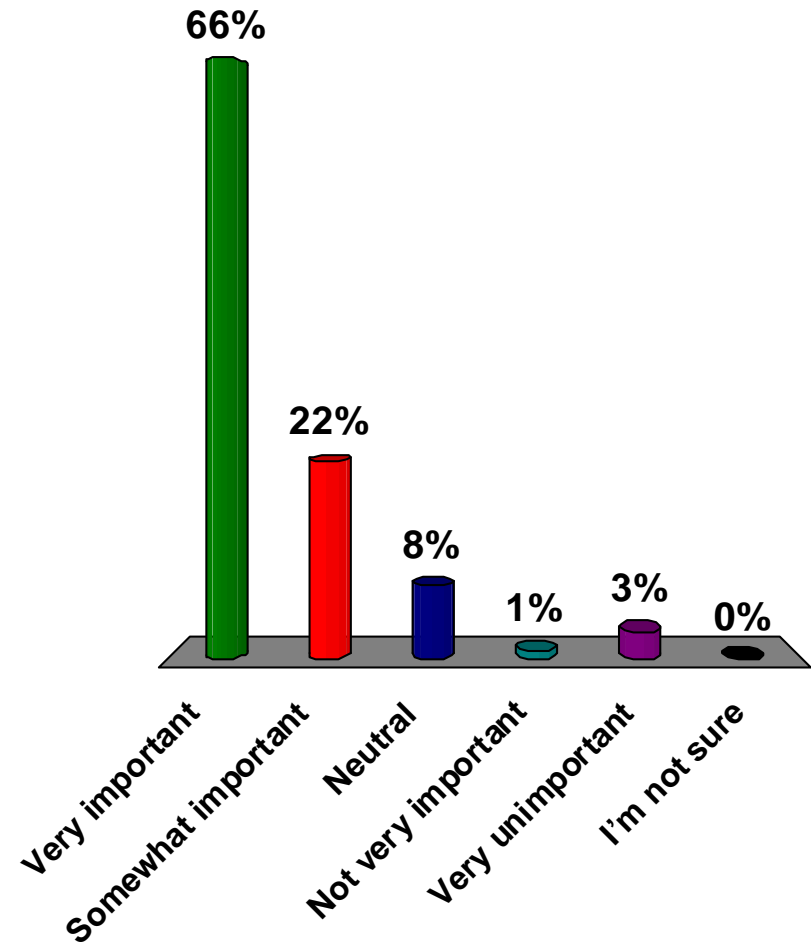
# Attracting new business development

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



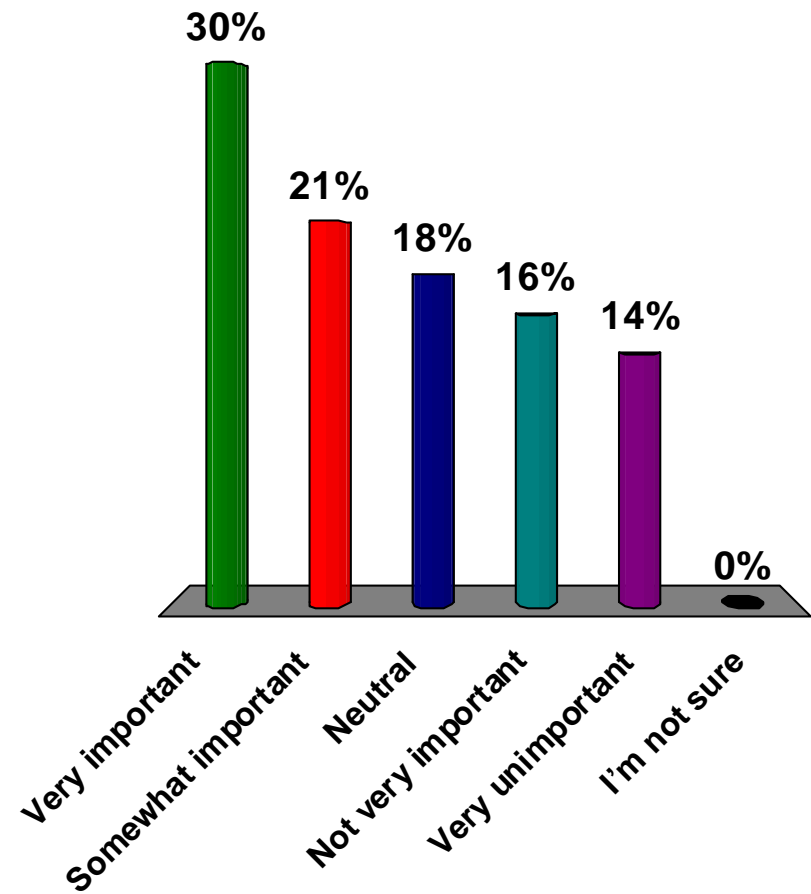
## Creating a distinctive identity for the area

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



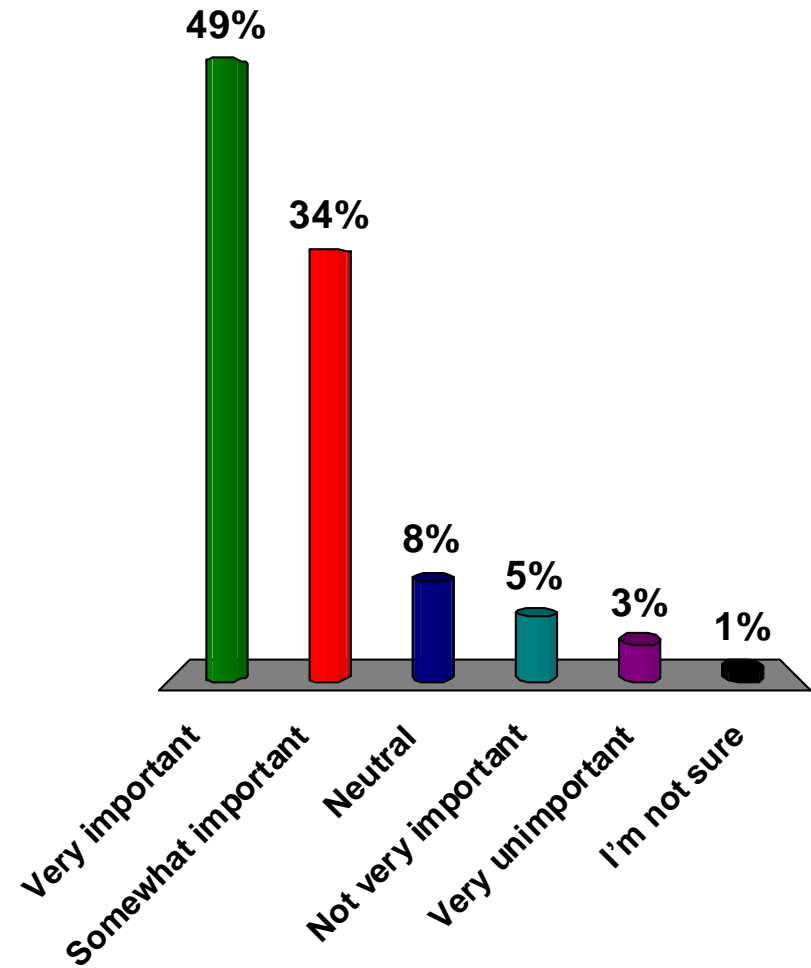
# Enhancing Richardson's multiculturalism

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



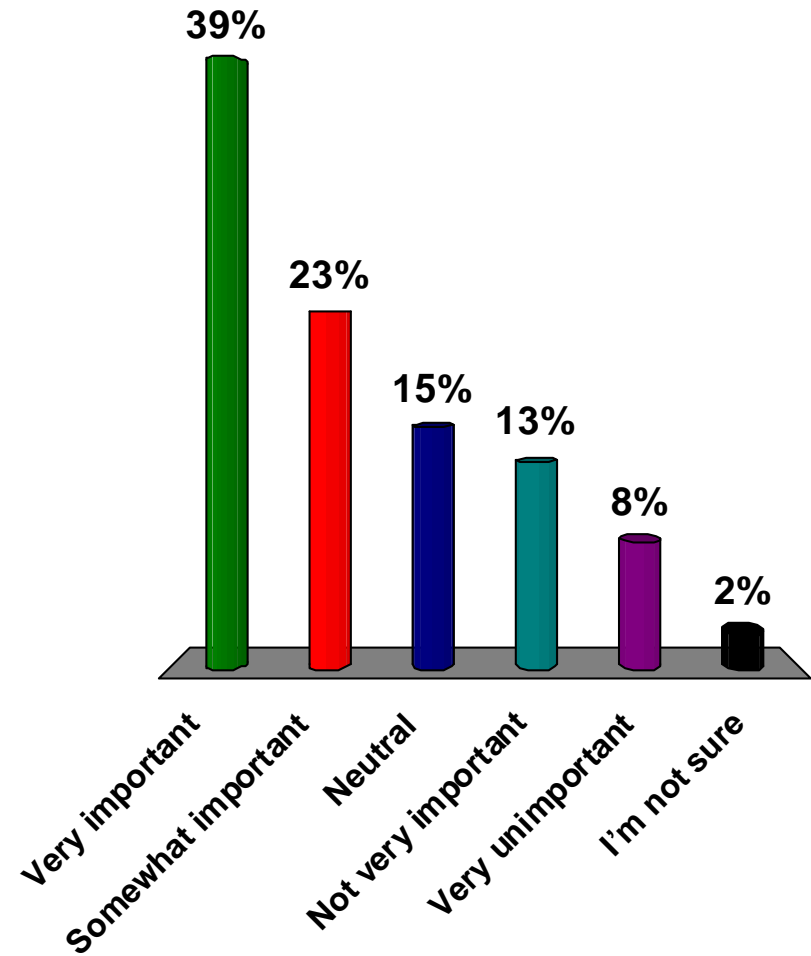
# Having better physical amenities, like parks or plazas

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



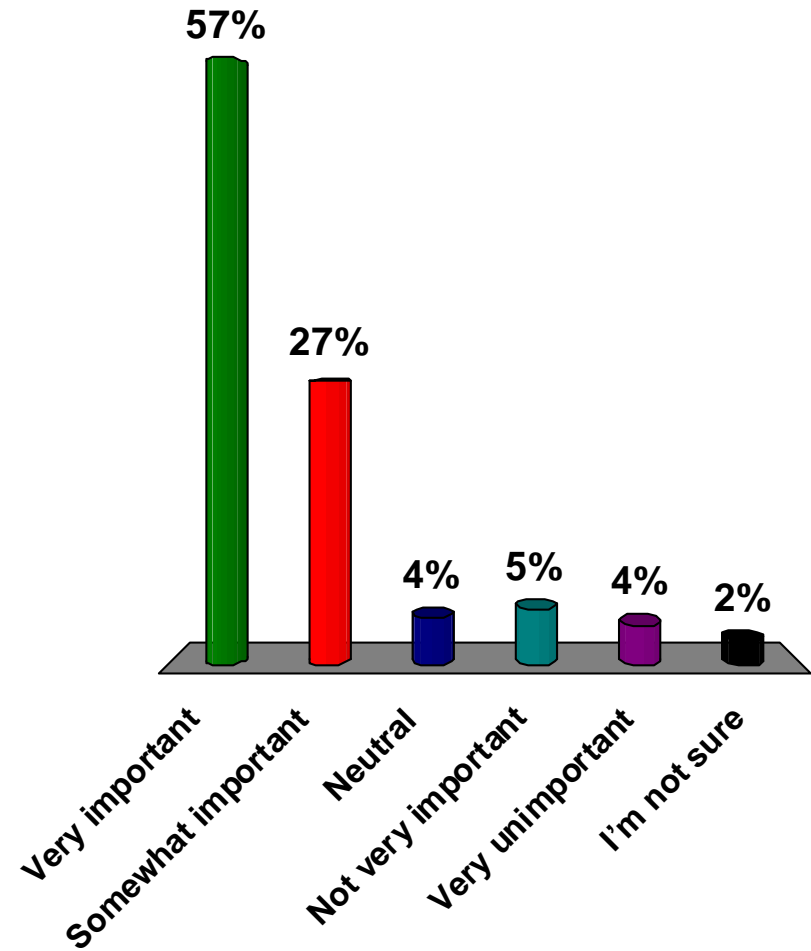
# Retaining Main Street Richardson's historic character

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



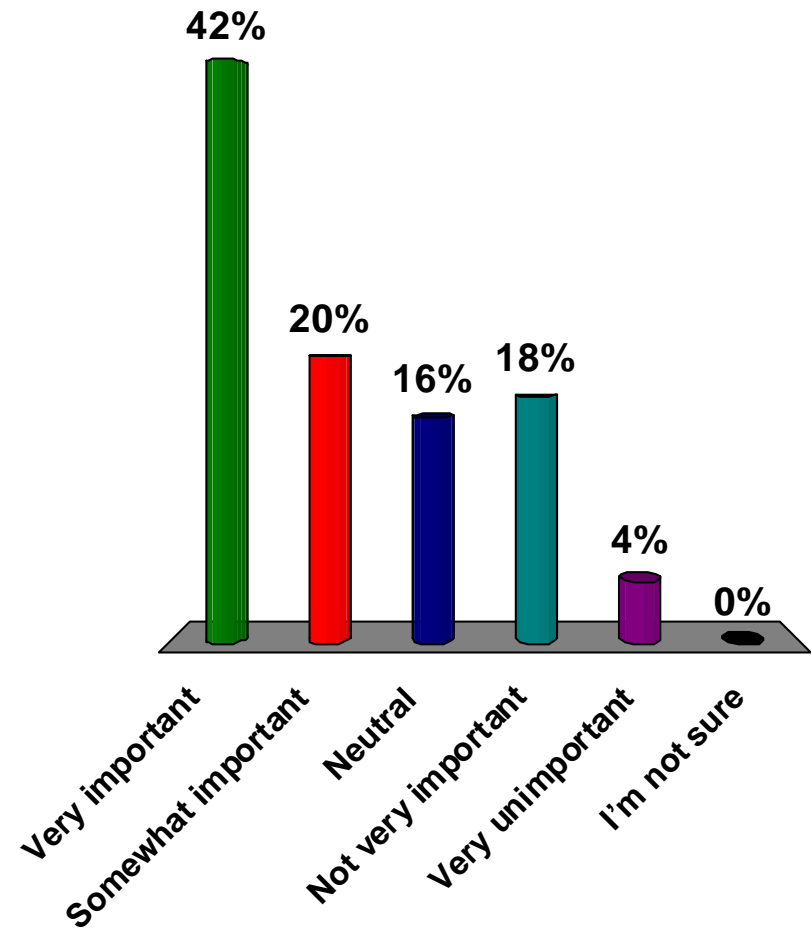
## Making this area more sustainable

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



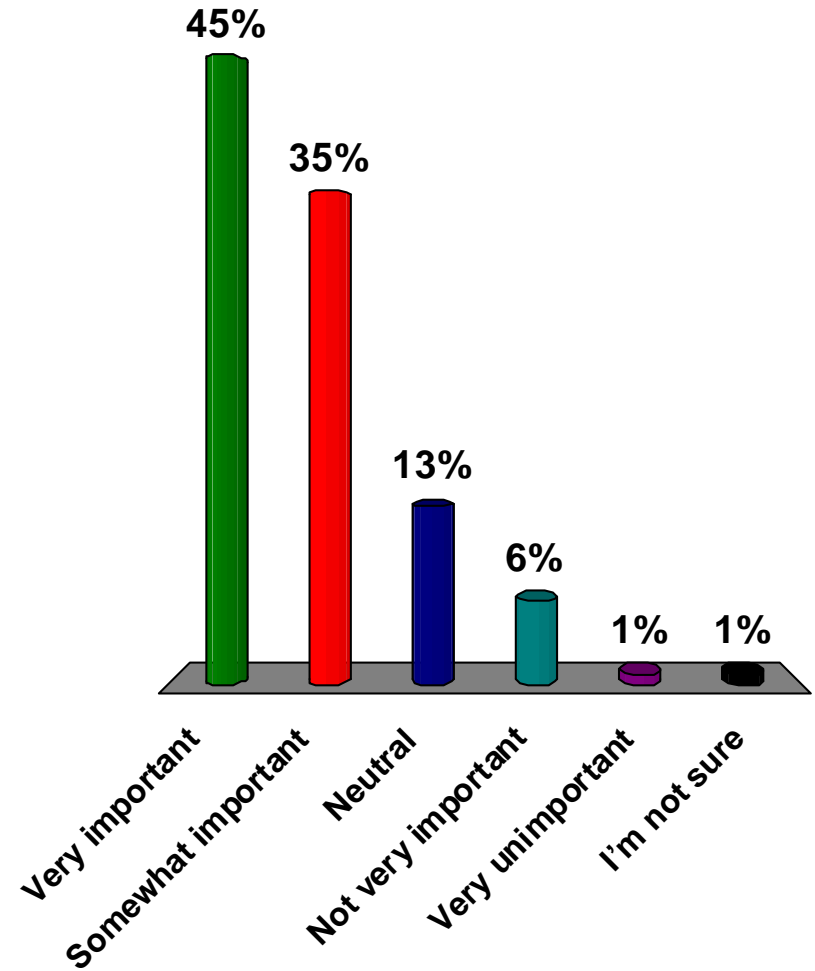
# Attracting major employers and company headquarters

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



# Offering places that attract younger residents and workers

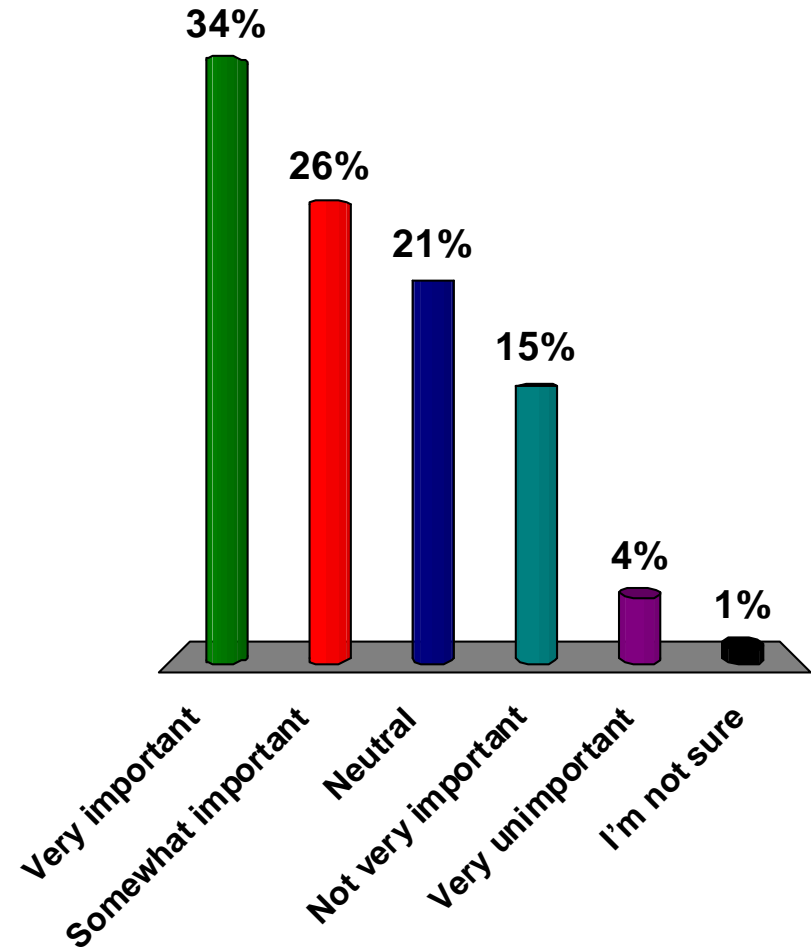
1. Very important
2. Somewhat important
3. Neutral
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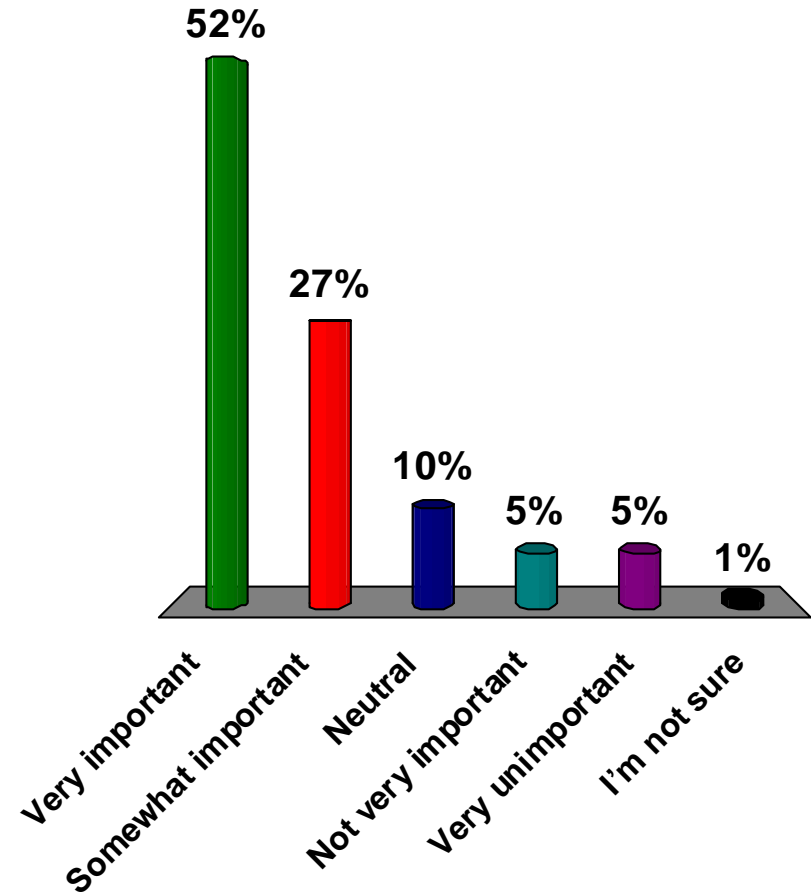
# Renovating and reusing existing buildings

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



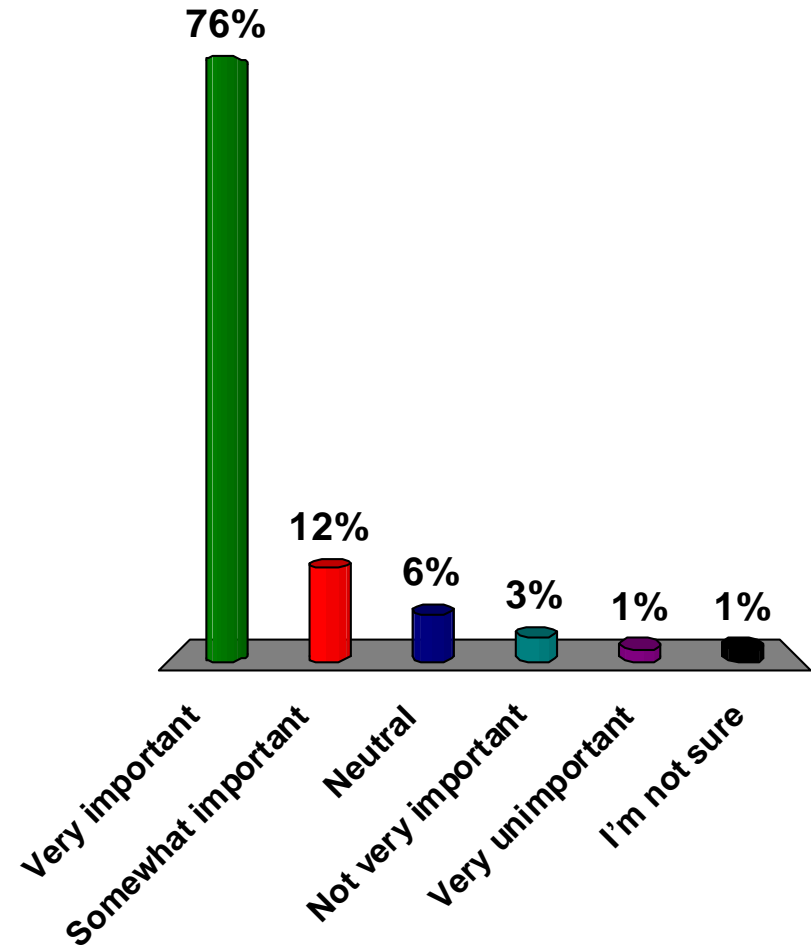
# Taking better advantage of nearby DART stations

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



# Attracting new private investment

1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



Thanks for your input!

# Corridor-wide Open House

July 10, 2012



Image Source – Richardson Public Library

## MAIN STREET / CENTRAL EXPRESSWAY STUDY

  
Richardson, Texas