

## City Council Work Session Handouts

July 16, 2012

- I. Review and Discuss the Street Maintenance Program Review
- II. Review and Discuss the Drainage Utility Fund Summary and Work Plan
- III. Review and Discuss the First Community Meeting of the Main Street/Central Expressway Enhancement/Redevelopment Study

The background image shows a street maintenance site. A backhoe loader is positioned in the center, with its arm raised. To the left, there are several orange and white striped construction barriers. The scene is set on a paved street with trees and a building in the background. The entire image has a light blue overlay.

# **Street Maintenance Program**

**City Council Briefing**

**July 16, 2012**

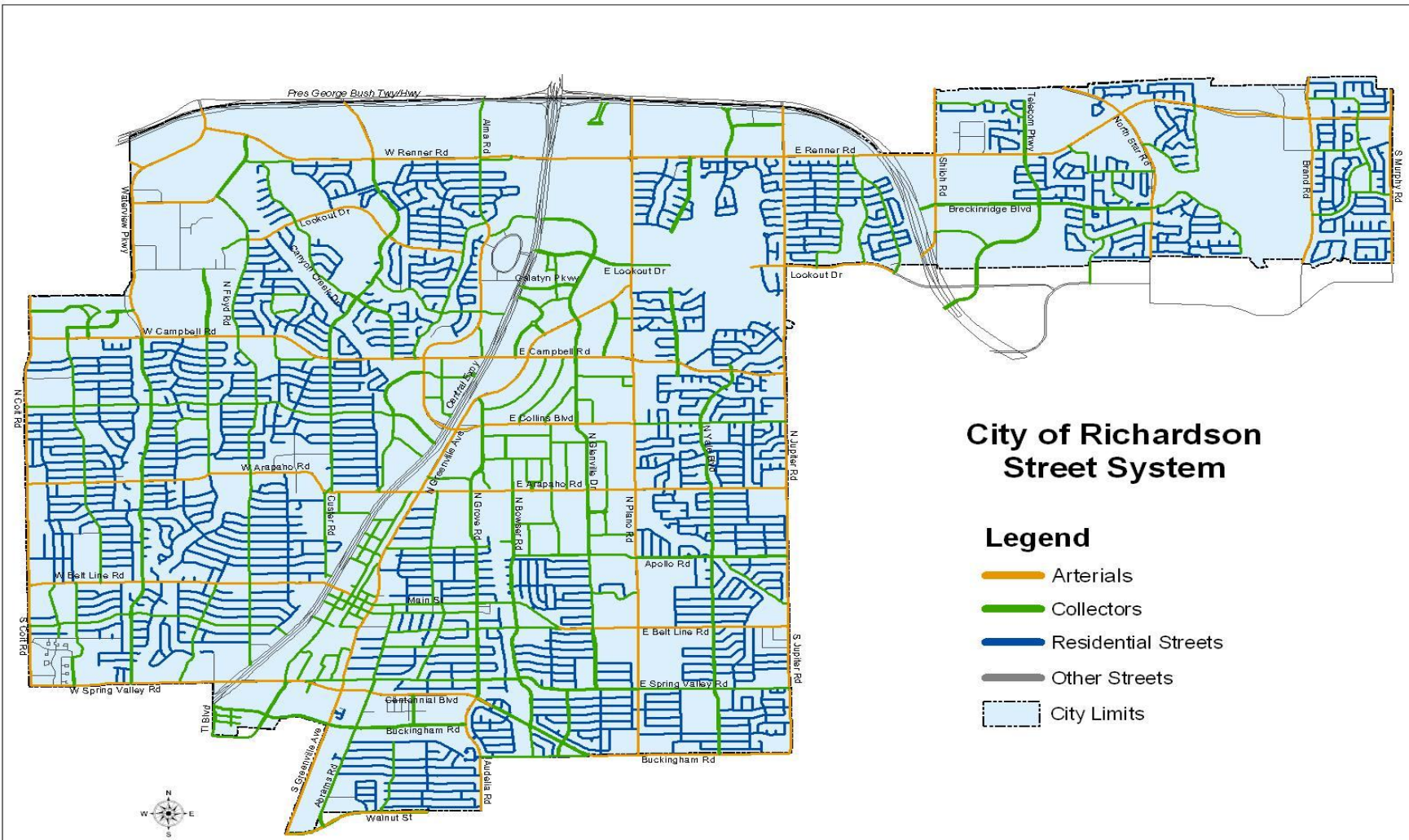
# Presentation Overview

- Street Program Inventory
- Departmental Responsibilities
  - Public Services Department
  - Capital Projects Department
  - Public Services and Capital Projects Interaction
- Street Maintenance
  - Supervisor's Duties
  - Prioritization
  - Repair Type Determination
- Funding Sources and "Penny Tax"
- Q & A

A blue-tinted photograph of a backhoe loader at a construction site. The backhoe is positioned in the center-right of the frame, with its digging arm raised. To the left and in front of the machine are several orange and white striped safety barriers. The ground is a mix of dirt and concrete. In the background, there are trees and a building. The overall scene is a construction or maintenance site.

# Program Inventory

# Program Inventory: Street System

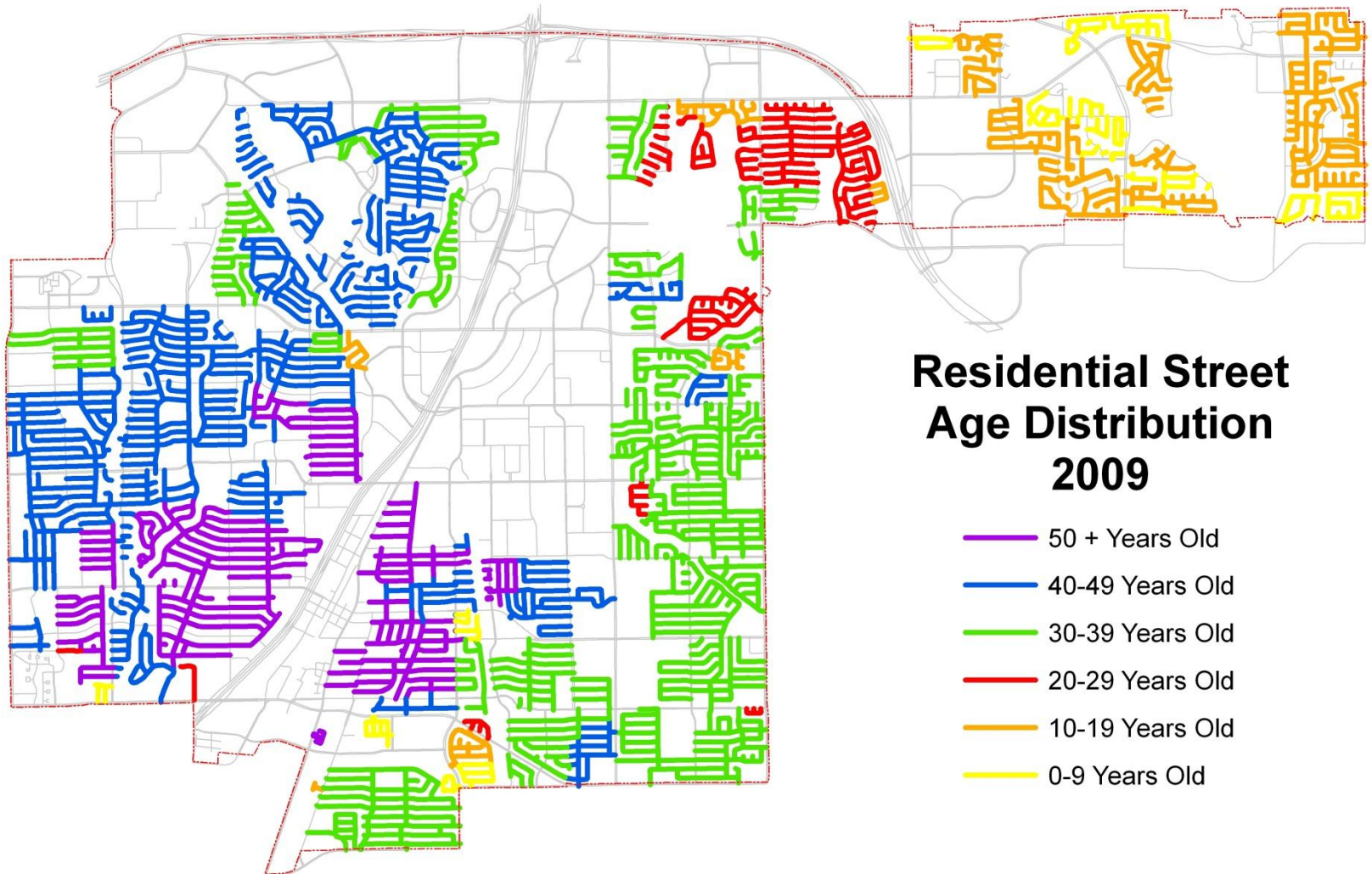


## City of Richardson Street System

### Legend

- Arterials
- Collectors
- Residential Streets
- Other Streets
- City Limits

# Program Inventory: Street Age



# Program Inventory: Infrastructure

- 1,063 lane miles of streets
  - Distance from Richardson to:
    - Detroit, Michigan
    - Charlotte, North Carolina
    - Jacksonville, Florida
- 330 miles of Storm Sewer
- 9,498 Storm Inlets
- 221 miles of Alleys



# Program Inventory: Asphalt/Concrete Application Comparison

Attributes Considered	Asphalt*	Concrete
Installation	1 to 2 days	8 to 12 days
Longevity	1 to 5 years	15 to 20 years
Cost	\$55/ton	\$170/ton to \$260/ton
Logistics	Repair groups unnecessary	Repair groups necessary
Application	Incremental repairs	Long term

\*Accepted Street Repair Method Nationwide





# Departmental Responsibilities

# Public Services Responsibilities

- Street Maintenance
  - Concrete Repairs
  - Asphalt Repairs and Patches
  - Crack Sealing (contract)
  - “Street Leveling” or Grade Restoration (contract)
  - Smaller Reconstruction/Neighborhood Rehabilitations
- Storm Sewer Cleaning/Repair
- Inclement Weather Response
  - Street Sanding
  - Bridge/Culvert Clearing
  - Tree/Obstruction Clearing
- Other Repairs
  - Some Sidewalks
  - Wheelchair Ramps
  - Screening Wall Repair (contract)



# Capital Projects Responsibilities

- Periodic Infrastructure Condition Assessment:
  - Street and Alley Pavement Condition Index
  - Erosion and Urban Lake Studies
  - Watershed Master Plan Studies
  - Maintain City-wide Capital Projects Database
- Street and Alley Rehabilitation
  - Complete removal and replacement
  - Extensive pavement replacement/patching
- Underground utility replacement
  - Water & Sewer Lines
  - Related pavement repairs and neighborhood street rehabilitation
- Sidewalk Repair Program Implementation
- Storm Water Infrastructure Improvements
  - Erosion control structures
  - Bridges and Culverts
  - Flood Prevention Projects

# Public Services/Capital Projects Interaction

- Construction/Rehabilitation Division (C&R)
  - Water lines (500 to 1,000 LF)
  - Wastewater lines (500 to 1,000 LF)
- Capital Projects Department
  - Via contractor completes concrete surface restoration above the water or wastewater line C&R has replaced
    - Also includes: nearby failed street sections, sidewalks, wheelchair ramps, alley approaches, failed curbs and gutters
    - Recent examples: Goodwin, Snowden, Fair Meadow
- In Addition Public Services (Streets Division) will Coordinate with Capital Projects regarding extensive maintenance requests that arise



# Street Maintenance

# Street Maintenance: Supervisor's Duties

- Supervisor's & Crew Leader's inspections and interactions
  - Designated patrol routes (city-wide)
  - Cross reference AS/400 database work requests
  - Identify additional repair areas while on job sites
  - General interactions with residents
- Additionally Street supervisors receive work requests via:
  - Response Center/SCADA (972) 744-4111
    - Internal from other City departments (P.D., Parks, Neighborhood Services etc...)
    - External from residents and commercial businesses

# Street Maintenance: Prioritization

- Upon notification the supervisor investigates the call and makes an initial determination
  - Immediate action required
    - Barricaded if needed
    - Asphalt is ordered and a patch made that day
    - Begin database research for upcoming permanent repair
  - Non-immediate action required
    - Barricaded if needed
    - Begin database research for upcoming permanent repair

# Street Maintenance: Repair Type Determination

- Street rating researched: Pavement Condition Index (PCI)
  - Higher ratings typically are planned for upcoming concrete repairs
  - Lower ratings typically are planned for sustained asphalt repairs until future reconstruction (ie. Bond, clean sweeps, etc...)
- Influence of other projects in repair area
  - Construction/Rehabilitation (C&R), Water & Sewer, or Capital Projects planned projects
    - If these projects are planned to begin in less than 1 year, the Supervisor will typically plan asphalt for the repair
    - If these projects are planned to begin in more than 1 year, the Supervisor will typically plan concrete for the repair
  - Other factors considered
    - Repair location: hospitals, public safety, high traffic areas etc...
    - Extensiveness of Repair: a contractor (Capital Projects Department) may be better suited to make repairs



# Street Maintenance: Repair Type Determination

Upcoming Other Project(s)	High PCI Rating	Low PCI Rating
Other Project(s) Less than 1 Year Away	“Temporary” Asphalt	“Temporary” Asphalt
Other Project(s) More than 1 Year Away	Concrete	“Sustained” Asphalt (pending reconstruction)



# Funding Sources and “Penny Tax”

# Funding Sources

- Funding Sources for Street Repairs
  - General Fund: Streets Operations Budget
  - Utility Pavement Repair Contract
  - Bond Program
  - “Penny Tax” began in 1997

# “Penny Tax”

- Types of Improvements/Repairs (since 1997)
  - Street, Alley, and Sidewalk Repair
  - Cracksealing
  - Street Leveling/Grade Restoration
  - Asphalt Overlays
  - Intersection Improvements (turn lanes)
  - Bridge Repair
  - Railroad Crossing Repair/replacement
  - Screening Wall Repair

# "Penny Tax" Summary

Improvements	2009-10	2010-11	2011-12	2012-13	2013-14
Street Leveling	x	x	x	x	x
Cracksealing	x	-	-	x	x
Asphalt Overlays	x	-	-	-	-
Neighborhood Rehabilitation	x	x	-	-	x
Wall Repair	x	x	x	x	x
Concrete Repair Contract	x	x	x	x	x

# “Penny Tax”

- 2011 – 2012 “Penny Tax” Projects
  - Arterial Street Repairs
    - Plano Road from PGBT to Buckingham (complete)
    - Jupiter Road from PGBT to Buckingham (anticipated completion in September/October 2012)
    - Street Leveling: various locations city-wide
    - Wall Repairs: various locations city-wide

# “Penny Tax”

- Proposed 2012/13 “Penny Tax” Projects
  - Amount is Approximately \$975,000
    - Cracksealing
    - Street Leveling/Grade Restoration
    - Continued Arterial Repairs
      - Campbell Rd from Coit to Jupiter
      - Belt Line from Coit to US 75
      - Belt Line from US 75 to Jupiter
      - Arapaho from Coit to Jupiter
- The 2012/13 Streets Budget (General Fund) continues supporting these “Penny Tax” improvements



# 12





# Storm Water/Drainage Utility: Fund Summary and Work Plan



City of Richardson, Texas  
City Council Work Session  
July 16, 2011



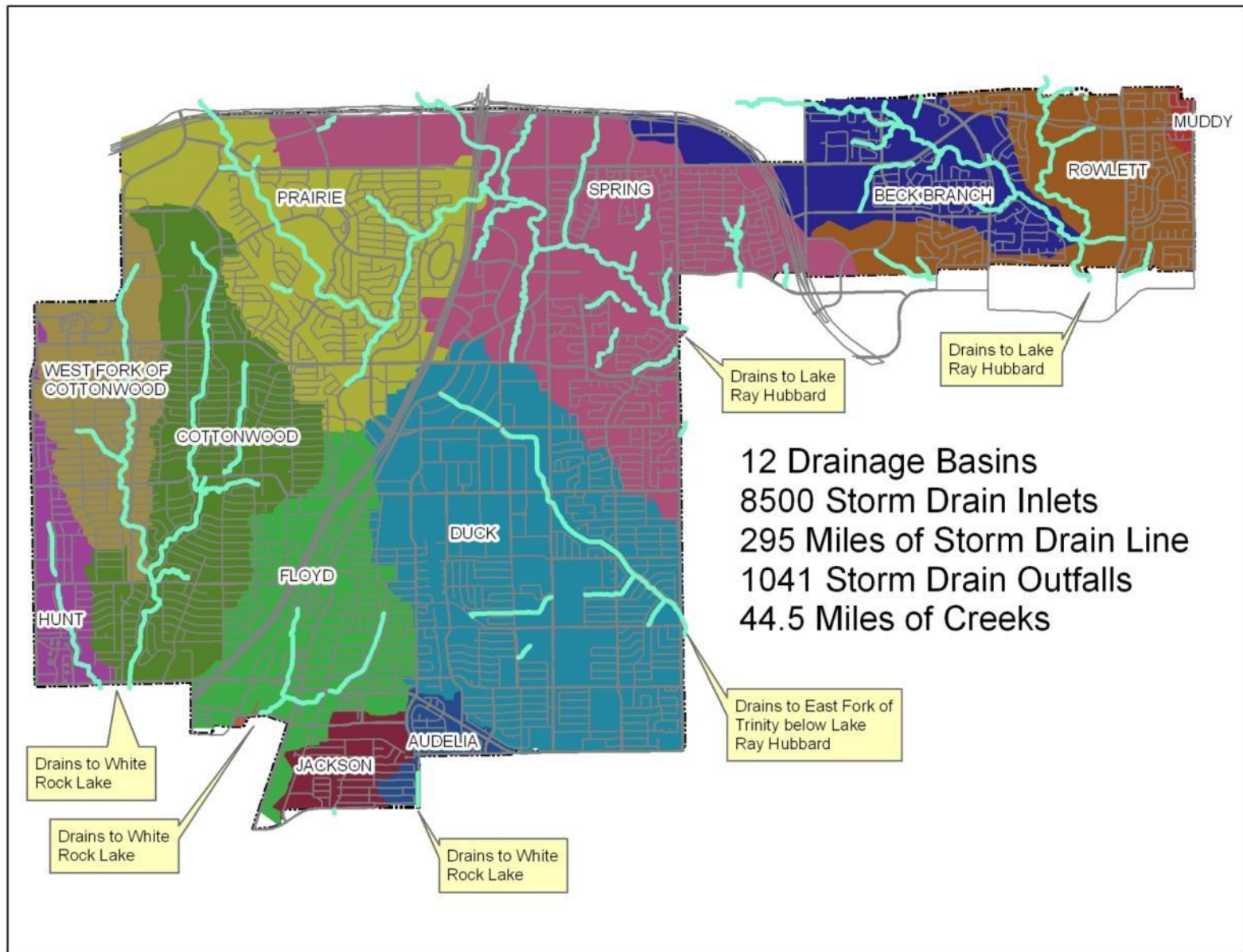
# Presentation Overview

- Background
- Fund Summary
  - Revenue Summary
  - Revenue and Expenditures
- Work Plans
  - FY 2011-2012 Partial Year
  - FY 2012-2013
  - Future Years

# Drainage Utility Development

- The development of a drainage utility for Richardson involved considerable review since 2008 including periodic work sessions, news articles, web information, and notices.
- During the 2011-2012 budget process, Council received briefings and had numerous discussions concerning inclusion of a mid-year implementation of a drainage utility system.
- The 2011-2012 budget adopted by City Council anticipated drainage utility funding (by interfund G&A transfer) for a portion of the drainage services traditionally hosted in the general fund. Budgeting for capital improvements and additional contract services was deferred pending adoption of the utility.

# Richardson's Drainage Infrastructure



# Texas Pollution Discharge Elimination System (TPDES)



- State of Texas (TCEQ) component of National EPA Mandate
- Phased Permitting by Population Size (>100,000)
- **Initial Richardson Compliance Period: 2007-2008**
  - 5 Year Phased Program (Aug. 13, 2007)
  - Storm Water Management Plan with 7 minimum control measures.
- **Future Re-permitting/Renewal**
  - *TCEQ developing new permit regulations.*
  - *Stronger/added requirements and cost likely.*
  - *Cities will operate under current permit until new permit is available.*



## Seven Minimum Control Measures

1. Public Education and Outreach
2. Public Involvement and Participation
3. Illicit Discharge Detection and Elimination
4. Pollution Prevention/Good Housekeeping
5. Construction Site Storm Water Run Off
6. Post Construction Storm Water –New Development/Re-development
7. Authorization for Municipal Construction Activities (1 acre or more)

# Storm Water Management

- The **Storm Water Management Plan** has impacted the City's operating budgets over the last several years as monitoring, maintenance and enforcement practices were put in place:
  - Expansion of existing services and best management practices.
  - Additional storm water design and review requirements for development and redevelopment.
  - Increased construction storm water runoff permitting, inspection and record keeping procedures.
  - Sustain maintenance levels for street sweeping & culvert and drainage way maintenance.
  - Inspection, maintenance and or enforcement of storm water pollution prevention measures for construction sites and city facilities.

# Key Service & Project Elements

## Operations

- Daily service administration
- Plan reviews
- Inspections & Compliance
- Inlet & conveyance debris removal/clean out
- Vegetation management
- Hazardous spill management
- Road surface debris removal
- Public Awareness and Outreach
- Engineering assessments and modeling
- Storm Preparation & Post-Event Response
- Pipe & Channel Repair

## Capital Projects

- Flood control
- Erosion protection
- Storage and conveyance structures
- Velocity mitigation
- Storm water treatment structures
- Aeration & aquatic vegetation management
- Silt management & safe removal and disposal
- Bridge and Culvert Construction
- Spillways/Dam Structures

# Expense Elements

- City of Richardson Expense Elements:
  - Key Departments:
    - Public Services Department
    - Engineering Department
    - Health Department
    - Parks Department
    - Fire Department Hazmat
    - Communications Department
  - Services/Contracts:
    - Street Sweeping Contract
    - Creek Mowing
    - Periodic Drainage Studies
  - Capital Projects Program:
    - Flood Prevention, Erosion Control, etc.
    - CIP Database: ~\$60 million - A & B Lists





# Drainage Utility Adoption

- Staff briefed the council on the proposed ordinance to establish a drainage utility system and a resolution to establish a schedule of charges on October 17, 2011.
- The proposed ordinance and resolution were publicized with news articles, web information and notice of public hearing.
- The public hearing was held November 28, 2011 with comment from residents and businesses. Council adopted the ordinance and resolution the same evening.
- Council ratified a single residential monthly rate of \$3.75 per household and a commercial monthly rate of \$0.105 per 100 square feet of impervious area which is equivalent to the charge for the average residential property.
- Public outreach has continued including notices sent to utility customers prior to the first billing which began in February 2012

# 12-City Review

City	Drainage Utility?	Avg. Res.
Allen	Yes	\$3.00
Arlington	Yes	\$4.25
Carrollton	-	-
Dallas	Yes	\$7.77
Ft. Worth	Yes	\$4.75
Frisco	Yes	\$2.00
Garland	Yes	\$2.88
Grand Prairie	Yes	\$4.30
Irving	Yes	\$4.00
McKinney	Yes	\$2.75
Mesquite	Yes	\$3.00
Plano	Yes	\$3.30
		<b>Survey Avg: \$3.82</b>
<i>Richardson</i>	Yes	\$3.75

# Storm Water/Drainage Utility:

## Fund Summary

- Revenue Summary
- Revenue and Expenditures

# Drainage Revenue Calculation

- *Residential Fees*
  - *Residential properties are billed a flat rate of \$3.75 per month.*
  - *There are roughly 27,040 active residential accounts. This equates to about \$101,000 per month or \$1.2 million dollars per year in residential drainage fee revenue.*
  - *New residential growth and residential accounts going inactive are examples of conditions that would cause fluctuations in residential fee revenue.*
- *Commercial Fees*
  - *Commercial properties are billed at a monthly rate of \$0.105 per 100 square feet of impervious area.*
  - *There are currently 1,149 commercial properties paying the fee on approximately 117 million square feet of impervious area. This equates into \$123,000 per month or \$1.5 million per year in commercial drainage fees.*
  - *Church, school districts and State properties (including UTD) are exempt from this fee.*
  - *New commercial growth and changes to existing commercial site plans are examples of conditions that will affect commercial fee revenue.*

# Summary of Revenues and Expenditures

Drainage Fund	Actual FY 2010-11	Estimate FY 2011-12	Budget/Projected FY 2012-13
<b>Beginning Fund Balance</b>	<b>\$0</b>	<b>\$0</b>	<b>\$15,895</b>
<b>Revenues</b>			
Residential Fees	\$0	\$759,158	\$1,216,789
Commercial Fees	0	916,564	1,471,860
Interest Earnings	0	173	250
<b>Total Revenues</b>	<b>\$0</b>	<b>\$1,675,895</b>	<b>\$2,688,899</b>
<b>Total Available Funds</b>	<b>\$0</b>	<b>\$1,675,895</b>	<b>\$2,704,794</b>
<b>Expenditures</b>			
Operating Expenditures	\$0	\$160,000	\$390,000
Projects	0	350,000	1,385,000
G&A Transfer	0	1,150,000	910,000
<b>Total Expenses and Transfers</b>	<b>\$0</b>	<b>\$1,660,000</b>	<b>\$2,685,000</b>
<b>Ending Fund Balance</b>	<b>\$0</b>	<b>\$15,895</b>	<b>\$19,794</b>

# Storm Water/Drainage Utility:

## Work Plans

- FY 2011-2012 Partial Year
- FY 2012-2013
- Future Years



# 2011-2012 Start-up Year Work Plan

Element	Amount/Yr.	
Rate Revenue (partial year)	\$1,676,000	a
Department Expenses	\$845,000	b
City Sweeping Operations	\$65,000	b
Street Sweeping Contract	\$240,000	c
<i>Sub-total</i>	\$1,150,000	
PayGo capital	\$350,000	d
Contract services	\$160,000	e
<b>Total Start-up year Program</b>	<b>\$1,660,000</b>	

## Notes

- a. Collection for partial year, billing beginning February 2012
- b. G&A elements in General Fund related to drainage services:
  - Public Works, Parks, Engineering, Health, Communications, Fire
- c. Current contract to be moved to new Drainage Fund
- d. Annual PayGo allocation for capital improvements, culvert construction at Hunt Branch.
- e. Operational contract services hosted within the fund

# 2011-2012 Start-up Year Work Plan

## *Contract Services*

- *Drainage System Implementation Professional Services*

*\$60,000*

- *Engineering Services to determine the impervious area and fee for each commercial customer.*
- *Assist with development of ordinance and fee schedule.*
- *Assist with linking parcel data and water account data for billing system.*



# 2011-2012 Start-up Year Work Plan

## *Contract Services*

- *West Fork Debris Removal and Vegetation Management*

*\$100,000*

- *The 2011 Cottonwood Creek Headwater Study evaluated several alternatives to reduce flood risk along the Creek from Campbell to Arapaho.*
- *This channel maintenance option was identified as an effective means of reducing flood risk for properties along the creek.*
- *Council directed staff at the August 29, 2011 work session to advance this project as part of the near term plan to reduce flood risk.*
- *Project plans have been prepared and adjacent property owners have been invited to attend a meeting July 19 at which staff will present the plans and answer questions.*
- *With the cooperation of the property owners, construction of the project is scheduled to begin in September.*

## West Fork Debris Removal and Vegetation Management



**Debris Clearing**

## West Fork Debris Removal and Vegetation Management



**Remove Debris Catchers**

## West Fork Debris Removal and Vegetation Management



**Maintained Channel**

# 2011-2012 Start-up Year Work Plan

## *PayGo Capital*

- *Dumont Culvert Construction at Hunt Branch*

*\$350,000 FY 2011-2012, \$50,000 FY2012-2013*

- *Flood protection – roadway overtopped more than 2 feet by the one percent annual chance storm event.*
- *Identified as capital need prior to 1997 Bond Program*
- *The culvert will be enlarged with funding allocated from drainage utility this year and next.*
- *This is also a 2010 bond program Neighborhood Vitality bridge aesthetic location. The aesthetic enhancements will be funded from 2010 GO Bonds program.*
- *Construction of the project is scheduled to begin this year.*



# 2012-2013 1<sup>st</sup> Full Year Work Plan

Element	Amount/Yr.	
<b>Annual Rate Revenue</b>	<b>\$2,688,900</b>	<i>a</i>
Department Expenses	\$845,000	<i>b</i>
City Sweeping Operations	\$65,000	<i>b</i>
<i>Sub-total</i>	\$910,000	
Street Sweeping Contract	\$240,000	<i>c</i>
System Maintenance and Service Contracts	\$150,000	<i>d</i>
PayGo capital	\$1,385,000	<i>e</i>
<b>Total Annual Program</b>	<b>\$2,685,000</b>	

## Notes

- *a. Collection estimated for full year*
- *b. G&A elements in General Fund related to drainage services:
 
  - *Public Works, Parks, Engineering, Health, Communications, Fire**
- *c. sweeping contracts previously hosted in general fund, to be moved to new Drainage Fund*
- *d. inspection and maintenance of public infrastructure including pipes, culverts and open channels*
- *e. Annual PayGo allocation programming includes culvert reconstruction.*

# FY 2012 – 2013 Work Plan

- *G&A Elements in General Fund related to drainage services*
  - *Continue departmental services*
  - *Including storm water management plan and street sweeping*
- *Contract services hosted in the Drainage Fund*
  - *Continue street sweeping contract services*
  - *City maintained drainage way, cleaning and erosion repair*
  - *Watershed Studies*
  - *Video Inspection and cleaning of underground pipes*
- *PayGo Capital (project selection considerations)*
  - *Capital Projects Database of drainage projects*
  - *Watershed studies*
  - *Creek erosion and lake assessments*
  - *Project size compatible with Paygo*
  - *Coordination with other capital improvement locations*

# 2012-2013 Work Plan

## *PayGo Capital*

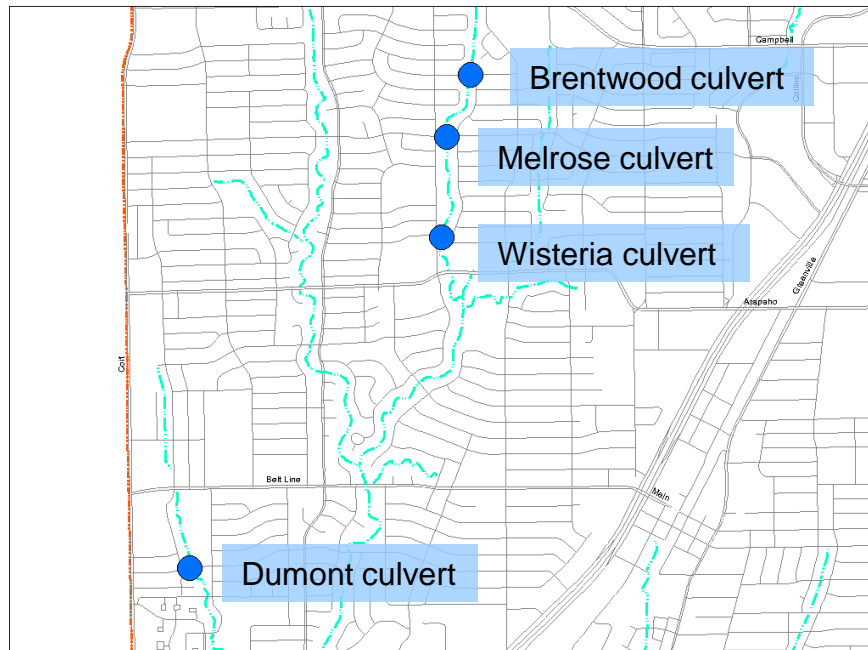
- *Dumont Culvert Construction at Hunt Branch - \$50,000*
- *Three culverts at Cottonwood Creek - \$1,335,000*
  - *Identified as capital need prior to 1997 Bond Program*
  - *2011 Cottonwood Creek Headwater study reviewed alternatives to reduce flood risk along Cottonwood and West Fork Creeks.*
  - *Flood protection – roadways overtopped by 1.7 to 2.1 feet in the one percent annual chance storm event*
  - *The 3 culverts will be enlarged with funding from the Drainage Utility allocated over two years.*
  - *These 3 culvert are also sites of 2010 bond program bridge enhancements. The aesthetic enhancements will be funded from the 2010 Neighborhood Vitality program.*



# 2012-2013 Work Plan

## *PayGo Capital*

- *Three culverts at Cottonwood Creek*
- *Dumont Culvert at Hunt Branch*



# Future Yearly Work Plans

- *G&A Elements in General Fund related to drainage services*
- *Contract services hosted in the Drainage Fund*
  - *Watershed studies, creek erosion and lake assessments*
  - *Future additional TCEQ compliance measured (to be determined)*
  - *Water Quality assessment and management initiatives*
  - *System inspection and maintenance*
- *PayGo Capital*
  - *Program will target project less than \$0.5M.*
  - *Some larger project may be constructed in phases.*
  - *Bond Program will be needed for larger projects*
  - *Flood prevention projects*
  - *Erosion repair projects*
  - *Small bridge and culvert projects*

<b>Additional Contract Services – 5 Yr. Est.</b>	
Watershed, Flood Prevention and Lake Studies	
Water Quality (Debris Removal in Creeks/Public Info.)	
System Maintenance (Vegetative Clearing/Inspection/Cleaning/Repair)	
<b>Capital Projects</b>	
Lamp Post Flood Prevention	
West Shore Drive Flood Prevention at Woodland	
Pollutant Capture Device Installations- near source sediment, oil, litter removal	
Hunt Branch Culvert - Belt Line to Cottonwood	
Aeration for Lakes	
Hunt Branch Culvert - Belt Line to Cottonwood	
West Fork Culvert at Melrose	
1112 N. Floyd Erosion Repair	
Sharps Farm Lake Rehabilitation	
3109 & 3113 Springbranch Erosion Repair	
Lawnmeadow Flood Prevention	
Beck Branch Erosion Repair	
Chippewa Flood Prevention	
N. Waterview at West Fork Bridge Improvement	
2305 Custer Parkway Erosion Repair	
333 - 335 Ridgebriar Erosion Repair	
Summit Dr. Flood Prevention	
Waterview Dr. North of Cullum Erosion Repair	
3329 Haylee Ct. Erosion Repair	
Kirby Lake Rehabilitation	
Silt removal from Park Lakes	
<b>Capital Project Estimated Cost</b>	<b>\$19,000,000</b>

# Drainage PAYGO Capital Project Considerations



# Summary

*The Richardson Drainage Utility was established November 28, 2011.*

*The drainage utility allows the City to continue to sustain its environmental and regulatory obligations for storm water management, enhance its annual maintenance and capital work plan in response to community needs and expectations.*

*In the start up year of 2011-2012, the fund is estimated to receive total revenue of approximate \$1,676,000. The first full year total revenue is estimated at approximately \$2,689,000.*

*The Utility is programmed to include a range of services provided by several city departments and contracts as well as capital improvements. The work plan will be reviewed and updated annually.*



# City Council Briefing on Corridor-wide Open House

July 16, 2012



Image Source – Richardson Public Library



## MAIN STREET / CENTRAL EXPRESSWAY STUDY

# Briefing Outline

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- Study Overview
- Existing Corridor Conditions
- Influences on Revitalization
- Public Input/Information
- Open House and Station Activities
- Keypad Polling Results
- Next Steps
- Questions/Discussion

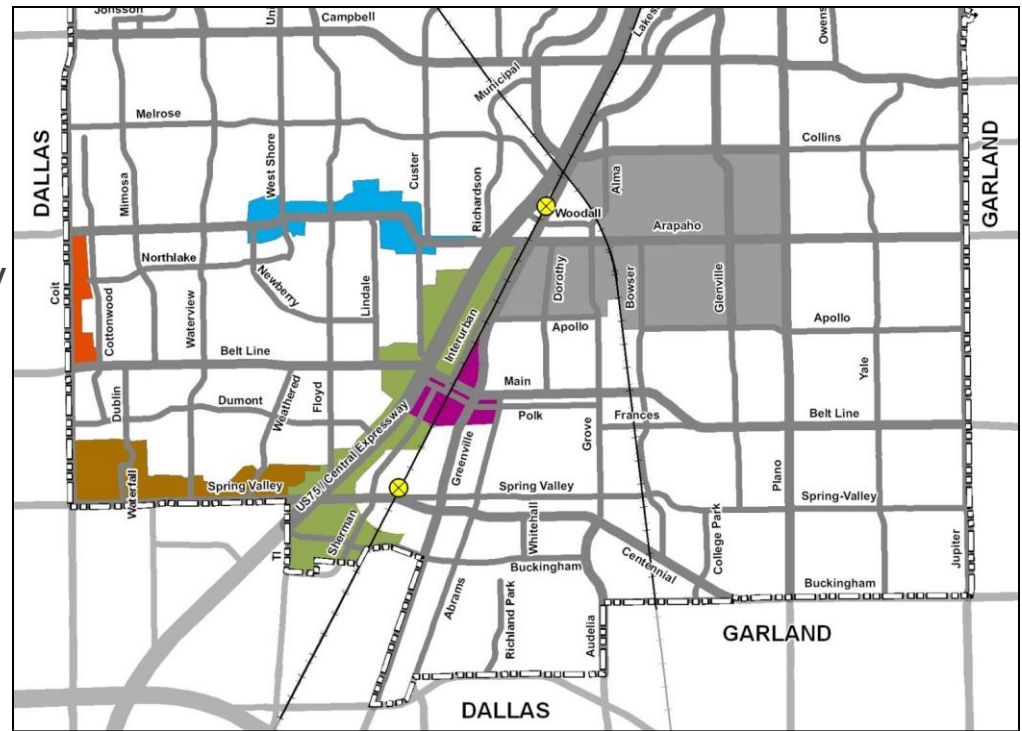
# Study Overview



# 2009 Comprehensive Plan

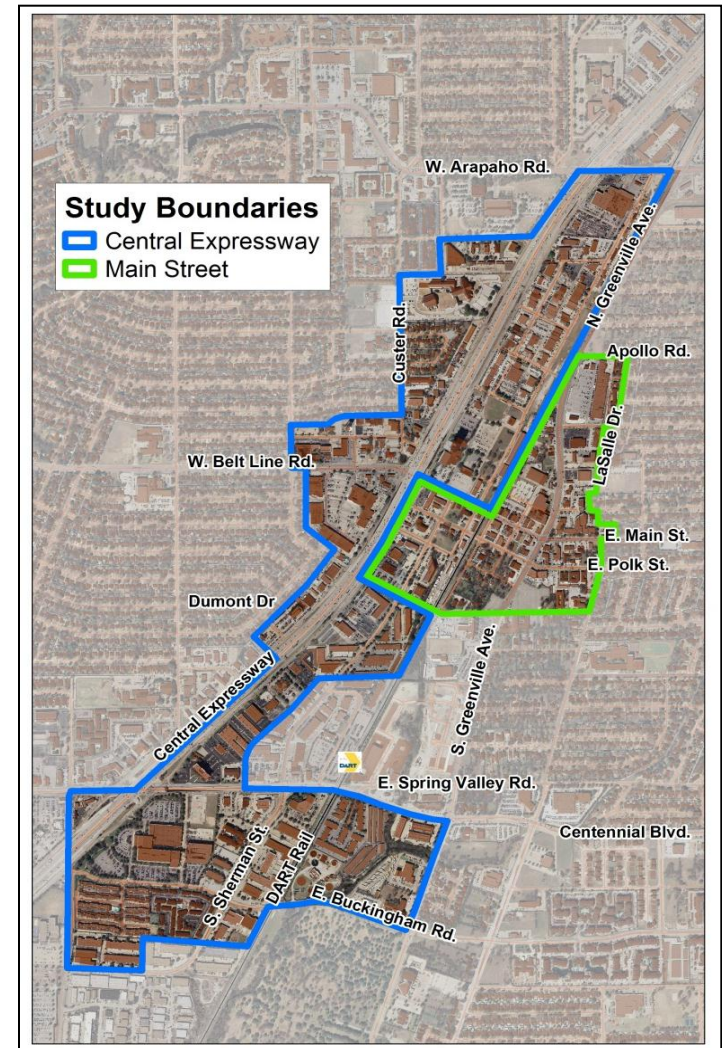
- Six Enhancement / Redevelopment Areas for further study
  - West Spring Valley (*complete*)
  - Old Town/Main Street (*underway*)
  - Central (*underway*)
  - East Arapaho/Collins (*underway*)
  - West Arapaho
  - Coit

- Main Street and Central Expressway (415 acres) combined into a single study
  - Overlapping issues and stakeholders
  - Better efficiencies



# 2009 Comprehensive Plan

- Enhancement / Redevelopment Areas
  - Indicative of the challenges of a first-tier suburb
    - Aging development and infrastructure
    - Underperforming properties
    - Evolving demographics
  - Reinvestment / Redevelopment encouraged
    - Further, detailed study necessary to determine the full potential for redevelopment



# Study Approach

- 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

- 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

- 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



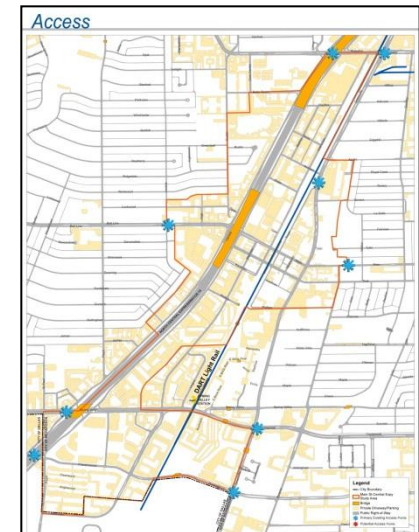
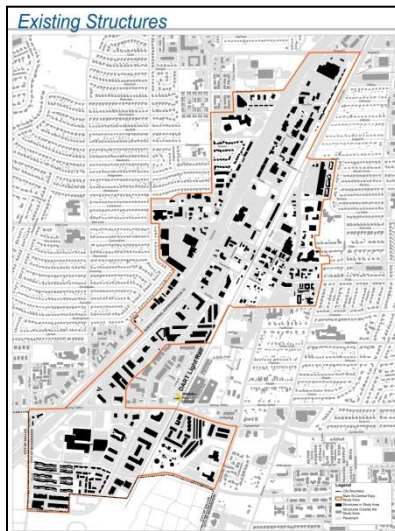
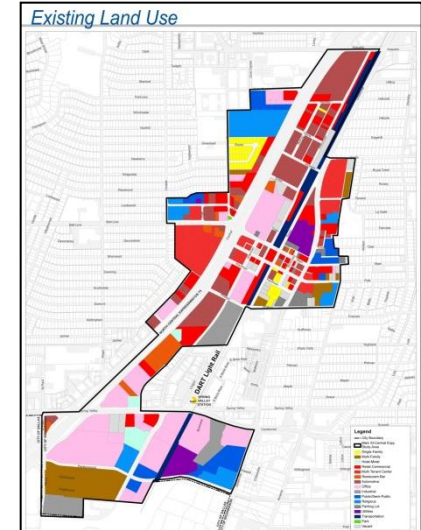
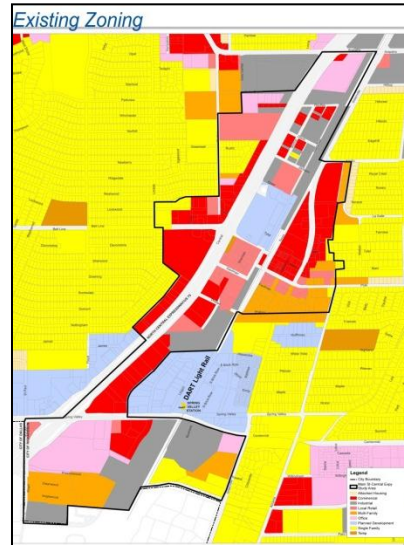
## City Perspective

- 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

# Existing Corridor Conditions

# Existing Conditions

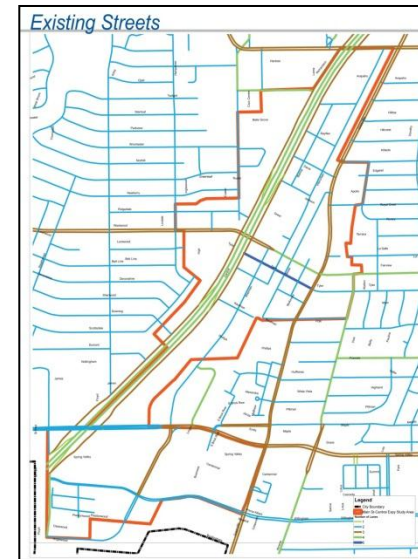
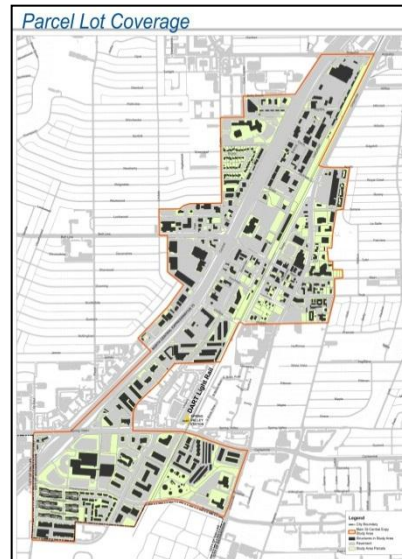
- Zoning
- Land Use
- Existing Structures
- Parcel Size
- Gateways (Access)





# Existing Conditions

- Parcel Lot Coverage (Parking)
- Existing Streets
- Pedestrian (and Biking) Access
- Transit Facilities



# Influences on Revitalization

# Influences on Revitalization

- Property conditions that may not be obvious from visual inspections
  - Assessed valuations
  - Property ownership
  - Property utilization
  - Floodplain
- Begins to identify and locate potential challenges to and opportunities for reinvestment or new investment



## Influences on Revitalization

- Property utilization is perhaps the most effective measure of an area's "ripeness" for revitalization/redevelopment
- Measures economic utilization of property—relationship of improvement value to land value
- Study area shows a number of properties that could be considered underutilized (i.e., improvements represent less than 50% of total value)

Total Value = \$200,000

Land = \$150,000

Improvements = \$50,000

# Preliminary Observations

- 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
- Strong presence of local property ownership (Richardson, Dallas, Plano) should support revitalization

Local ownership:  
80% of parcels  
64% of acreage

Geography	Number of Parcels	Percent of Parcels	Number of Acres	Percent of Acres
Dallas	68	18.18%	91.55	22.03%
Plano	26	6.95%	21.55	5.19%
Richardson	205	54.81%	151.11	36.36%
Other Texas Cities	44	11.76%	58.96	14.19%
Out of State	30	8.02%	92.28	22.20%
No Data	1	0.27%	0.15	0.04%
<b>Total ▶</b>	<b>374</b>	<b>100%</b>	<b>415.60</b>	<b>100%</b>

# Preliminary Observations

- 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

# Public Input/Information

# Public Input and Information

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





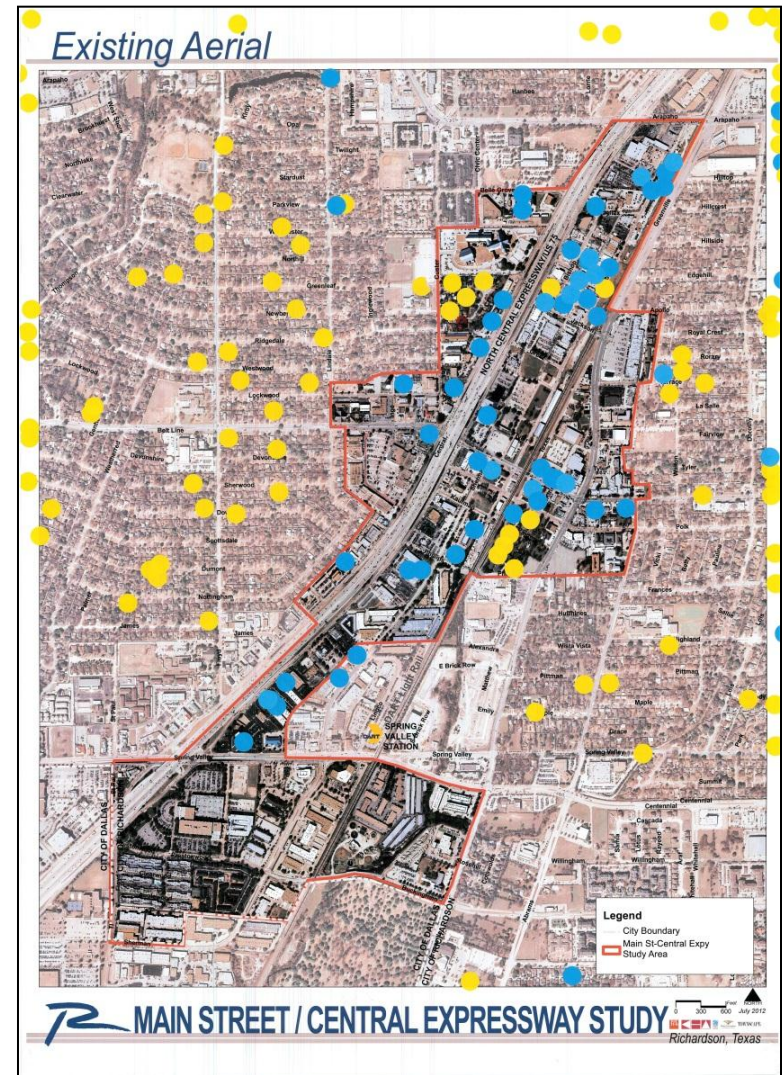
## Public Input and Information

- 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

# Open House and Station Activities

# Open House

- Invitations by mail
  - Property owners
  - Business owners
  - Presidents of four contiguous neighborhood associations (Richardson Heights, Heights Park, Highland Terrace, Rosehill Estates)
  - Additional stakeholders (institutions, bank/finance industry, developers, etc.)
- Approximately 175 attended (excluding staff, public officials, consultants)



# Open House

- Open House
- Presentation
- Open House



# Stations

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

# Corridor Character

- Short phrase or sentence describing the image of the corridor today
  - Junky, pieced together, without cohesion; stale, neglected, rundown
  - Not pedestrian friendly, unsafe crossings, crumbling streets/no sidewalks
  - Lower quality than our neighborhoods
- Short phrase or sentence describing the corridor as it could be in 2020
  - The look of bricks, trees, personal service businesses, coffee/yoga and character that is quaint and pedestrian/bike friendly; more landscaping, plazas
  - Wide variety of shops, dining, open space and pedestrian friendly
  - Good variety of family-centered places, but also restaurants and bars
  - Farmers market
  - More DART, bikes, pedestrians



# Businesses and Activities

- How to spend time in the Main Street area on a Tuesday in 2020

## *Morning*

- Coffee shop, bakery, farmers market, breakfast on the patio

## *Lunch Time*

- Restaurants, tea room, antique stores, gift shops, book store, food trucks

## *Afternoon*

- Green space/trails, trees/landscaping, bike lanes, pedestrian access to business/retail, restaurants, frozen yogurt, museums/galleries/exhibit space

## *Early Evening*

- Live music, live theater, small/local restaurants, pub, family-friendly dining, rooftop dining, book store, recreation/aquatic center, dog park, green space/plaza/water feature

## *Late Night*

- Theaters, live music, restaurants with patio dining, coffee shops, better lighting walking areas

# Connections

- Use of connections (telecom, walking, biking, transit, driving) to make the corridor more desirable
  - Like to see a downtown more like McKinney or Plano
  - An easily accessible bike/walking trail between east and west Richardson around Main Street





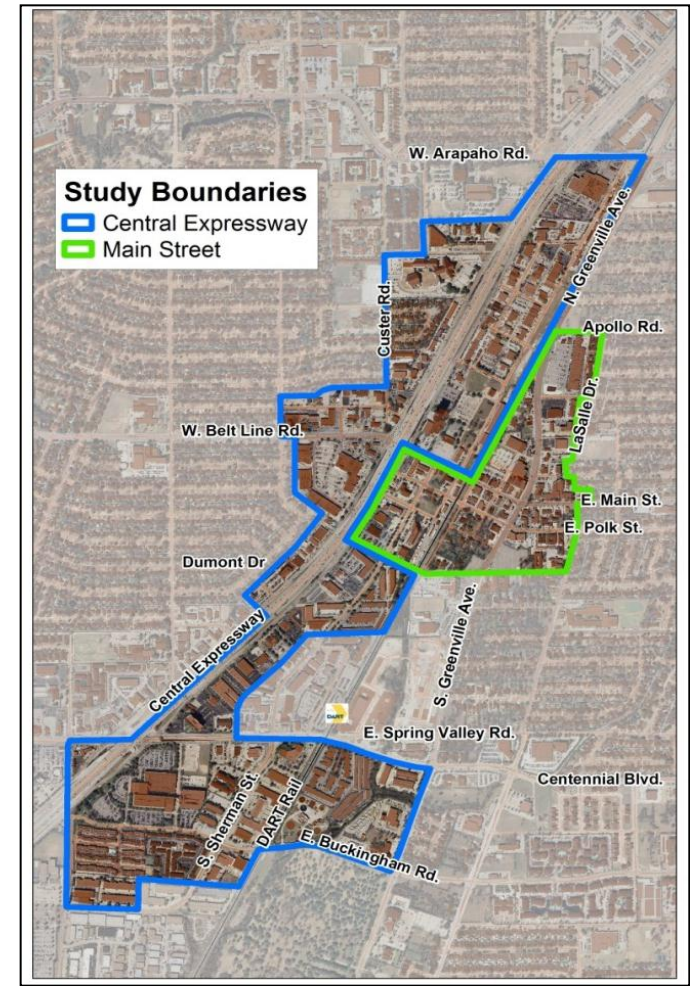
# Investments and Improvements

- Public and private investments and physical changes that would make the corridor more vibrant/successful
- Most impactful short-term investments/improvements
  - Trail improvements
  - Underground utilities
  - Wider sidewalks
  - Awnings/Shade
  - Bike lanes
  - Streetscape
  - Landscape Improvements
  - Funding so property owners invest
  - Land assembly for redevelopment
  - Façade improvements (downtown)
  - Public improvement district



# Multiculturalism

- Reasons a global company would invest in the corridor in 2020
- Multicultural experiences/features that would draw people to the corridor
  - Multicultural is a good thing
  - Truly value the existing businesses; don't want to lose what is present; add to and continue to support more diversity
  - Want uniformity of architecture; character of Main Street



# Physical Amenities

- Physical amenities to increase appeal of the corridor
  - Trails
  - Natural tree shade over playgrounds and splash parks; if no natural shade, use awnings
  - Dog park
- Use of parks, playgrounds, plazas, natural open spaces, trails, outdoor dining areas, rooftop gardens
  - Playgrounds
    - Use regularly (21)
    - Use sometimes (10)
    - Wouldn't use (20)



# Physical Amenities

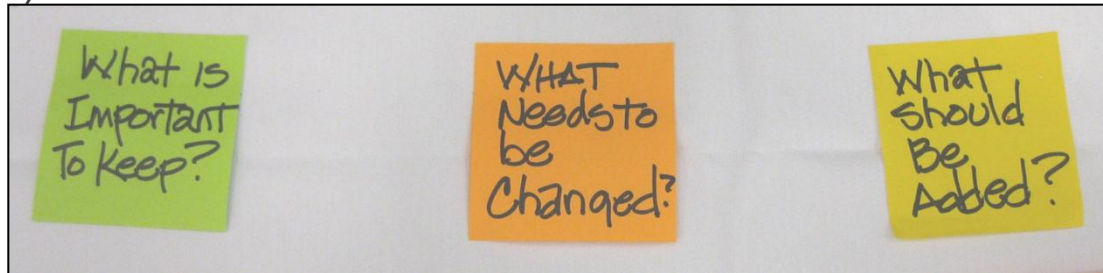
- Plazas
  - Use regularly (46)
  - Use sometimes (23)
  - Wouldn't use (3)
- Natural Open Space
  - Use regularly (64)
  - Use sometimes (19)
  - Wouldn't use (3)
- Trails
  - Use regularly (58)
  - Use sometimes (17)
  - Wouldn't use (9)
- Outdoor Dining
  - Use regularly (83)
  - Use sometimes (22)
  - Wouldn't use (3)
- Rooftop Gardens
  - Use regularly (36)
  - Use sometimes (25)
  - Wouldn't use (15)



# Main StreetStation Activities

- Main Street

- Most important and distinctive features
- Features that should be kept (green), changed (orange), added (yellow)



# Main Street

- Keep:
  - Downtown should be the focal point for future Richardson
  - Protect and preserve rights of existing homeowners and residential
  - Historic protection
- Change:
  - No more hookah bars
  - No bail bond offices
- Add:
  - Trees
  - Quality of design; do not dictate style
  - Family dining with outdoor space
  - Tea room
  - Restaurant that allows dogs on leash on patio



# Keypad Polling

## Keypad polling

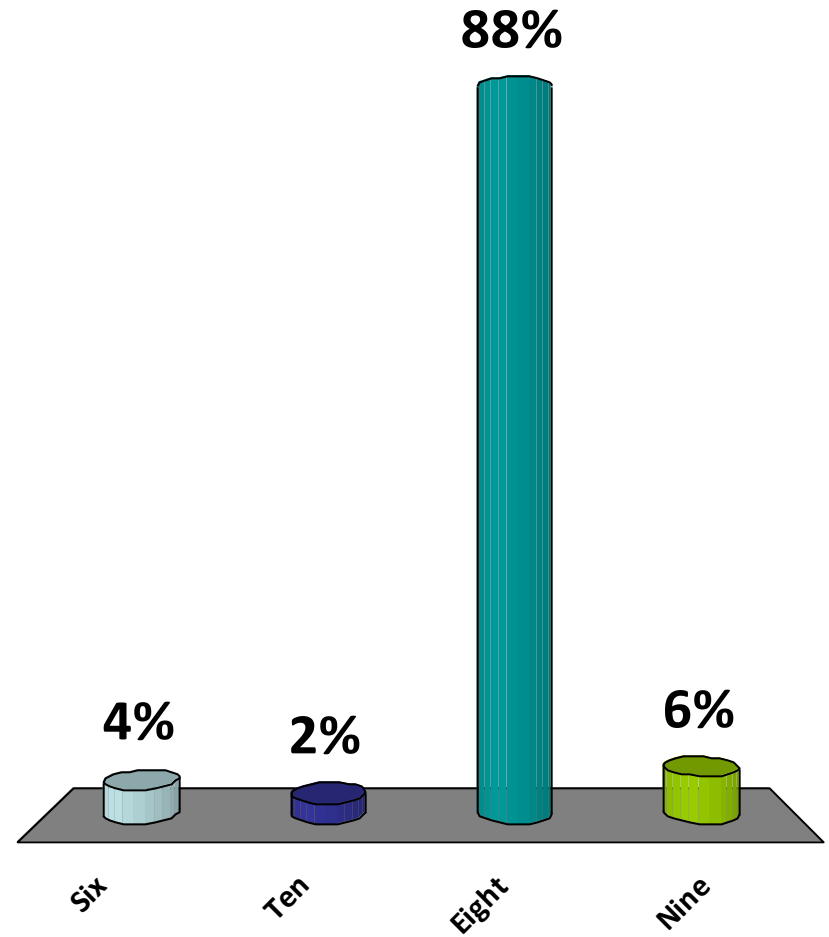
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- Provides feedback from all individuals participating in the session
- Can reflect the discussion at the session
- Is anonymous
- Shows results immediately
- Allows more detailed analysis after the session



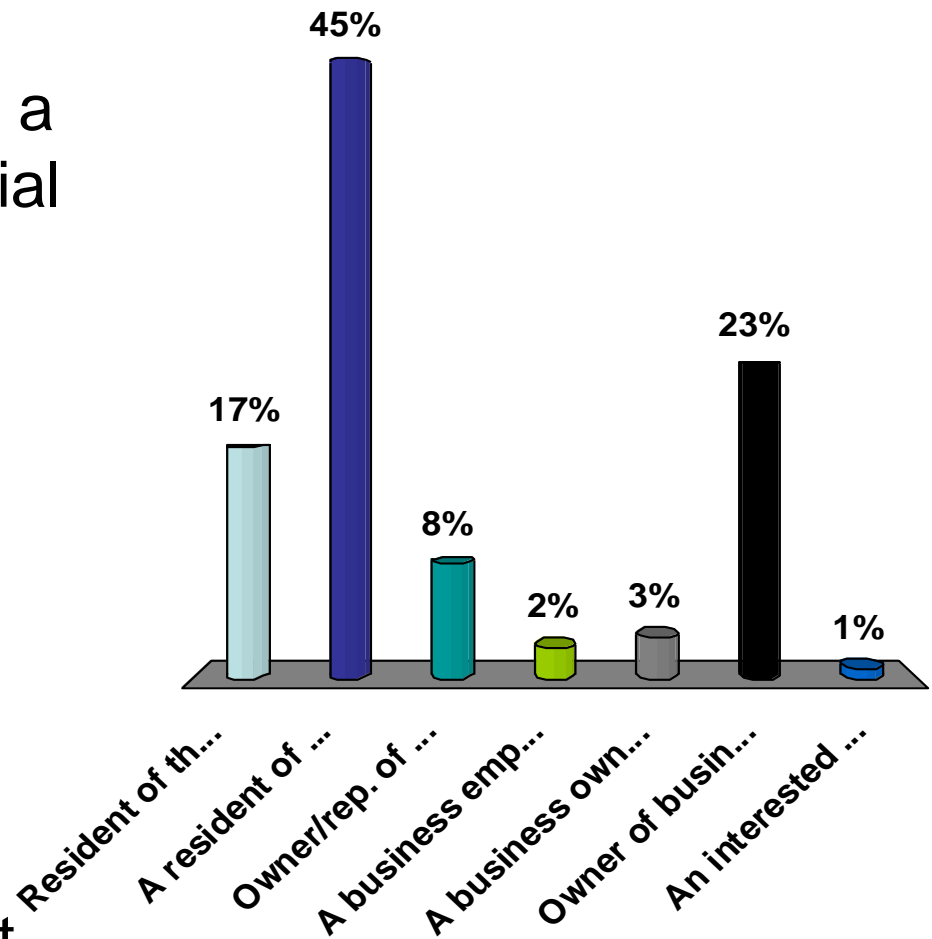
# How many corners in an octagon?

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



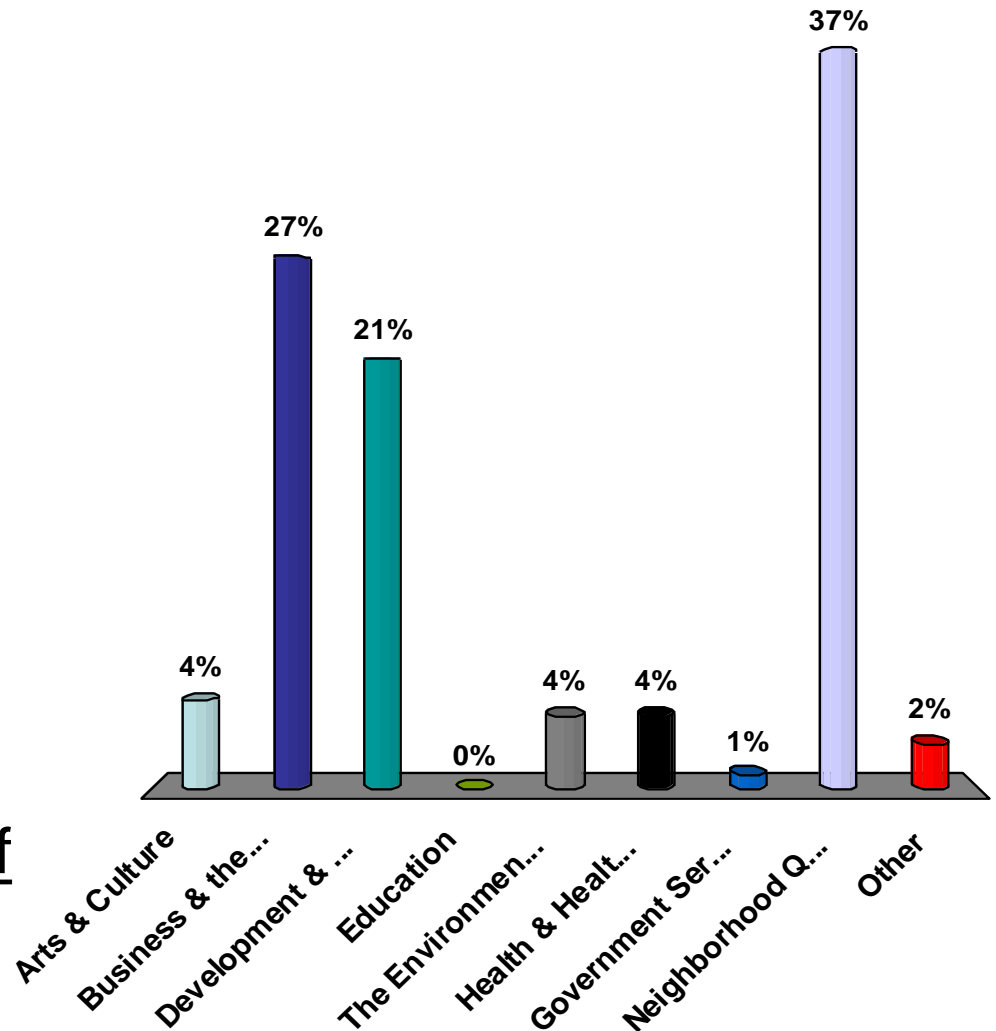
## I am most involved in the Main Street/Central Corridor as:

1. Resident of the corridor
2. A resident of Richardson outside the corridor
3. Owner/representative 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 and property
7. An interested person not described above



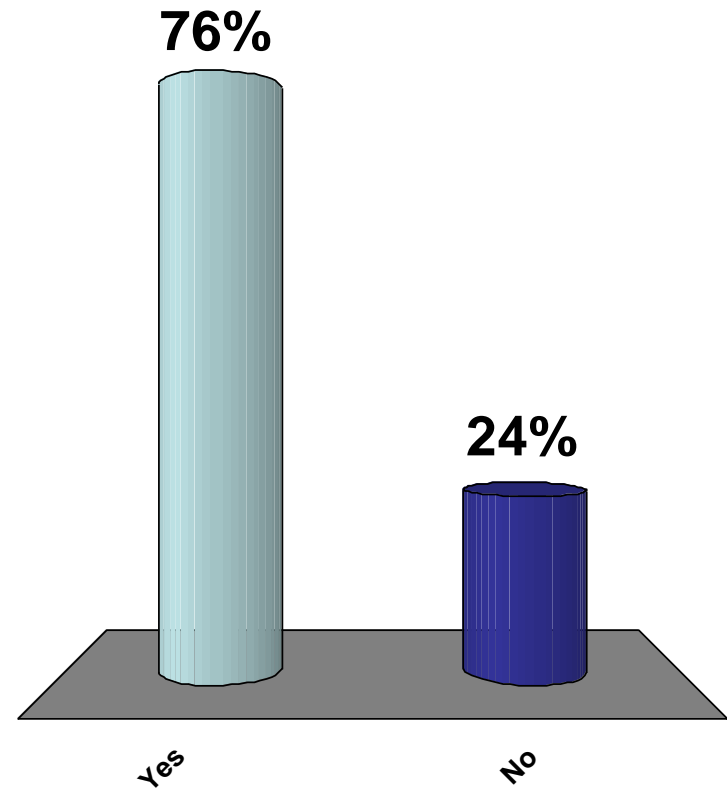
## I am most interested in issues related to:

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.

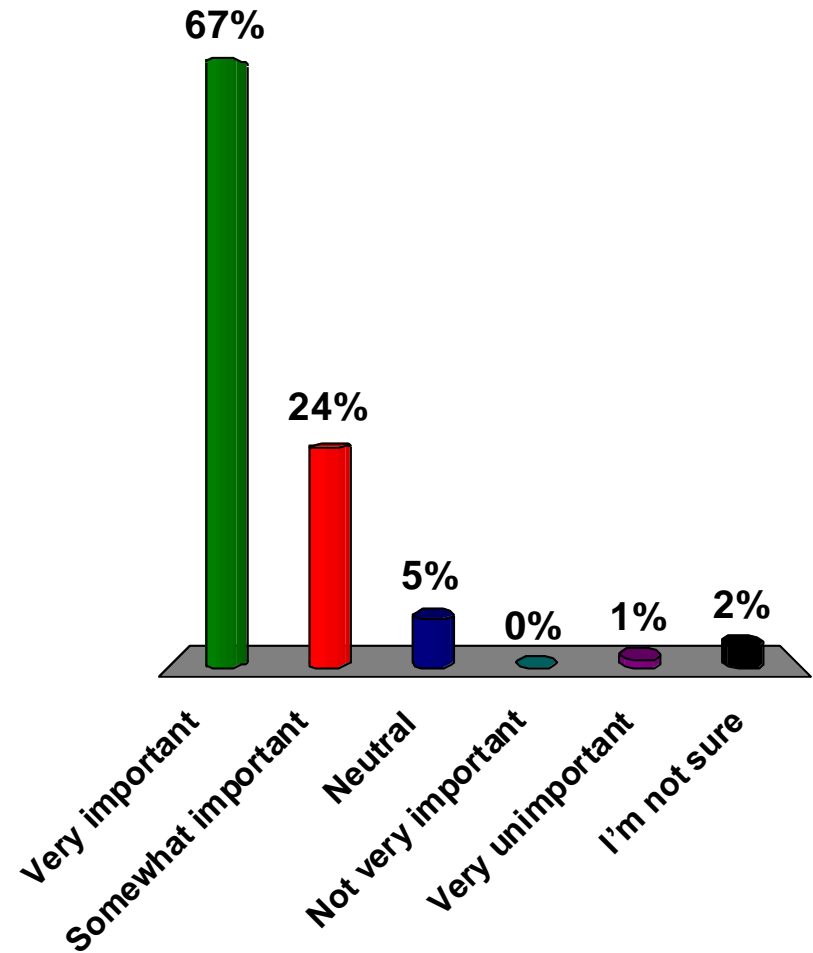
1. Yes
2. No



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

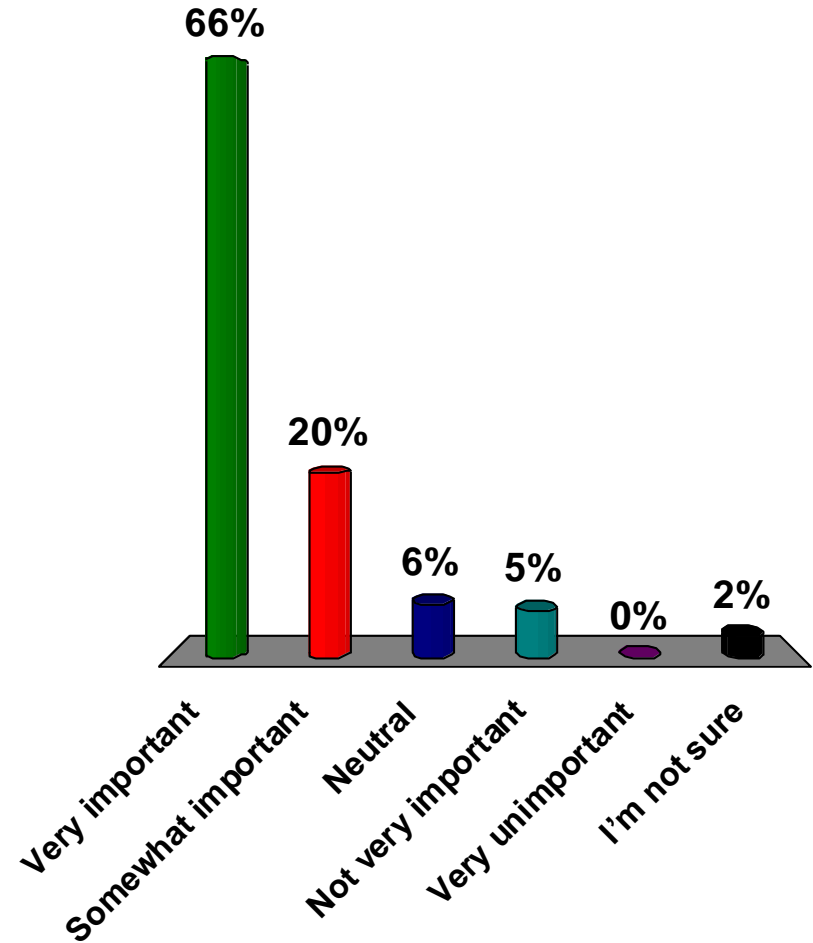
## Having a mix of uses here

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



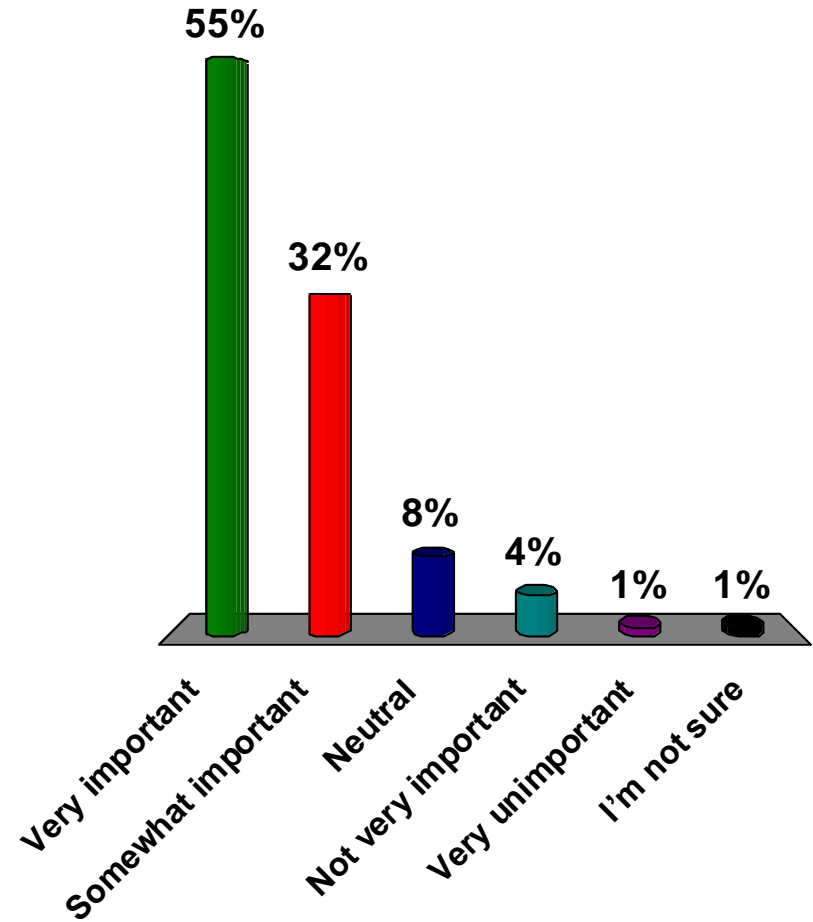
# Creating a better gateway into Richardson

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

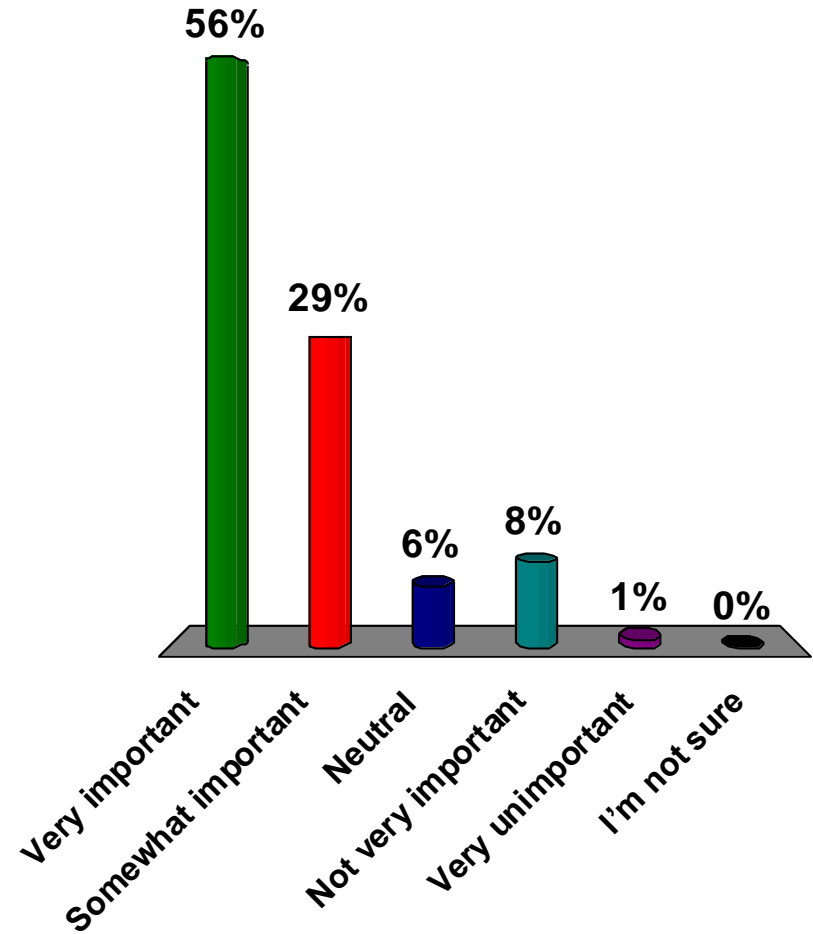
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure





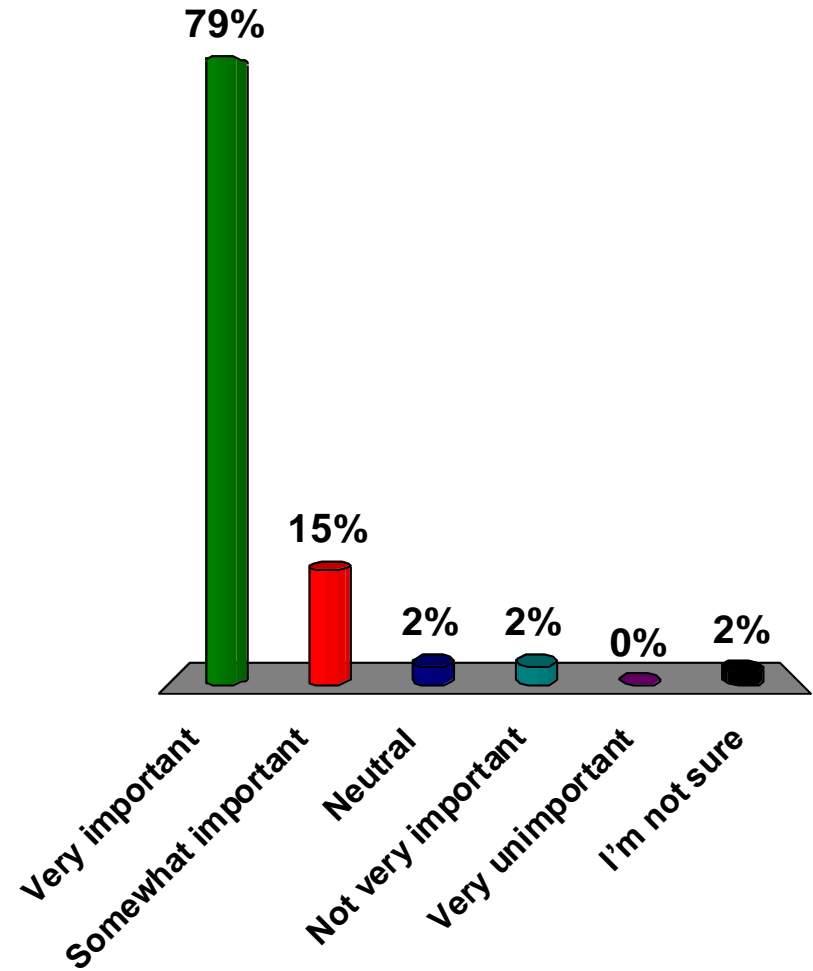
# Moving traffic more smoothly

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



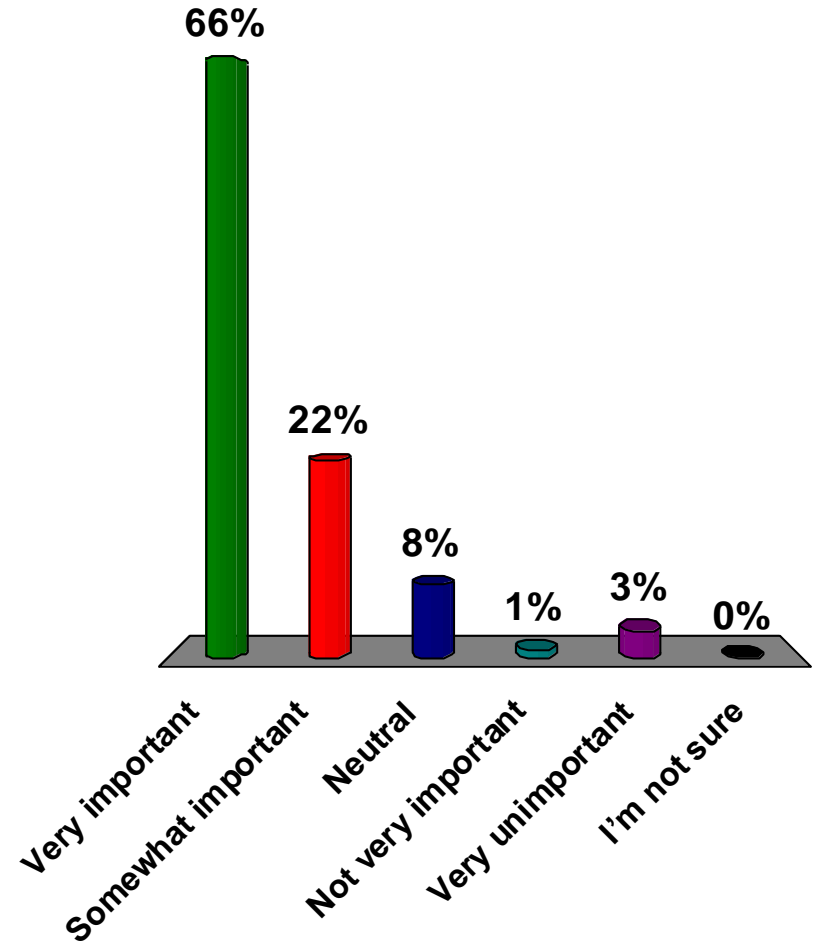
# Attracting new business development

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



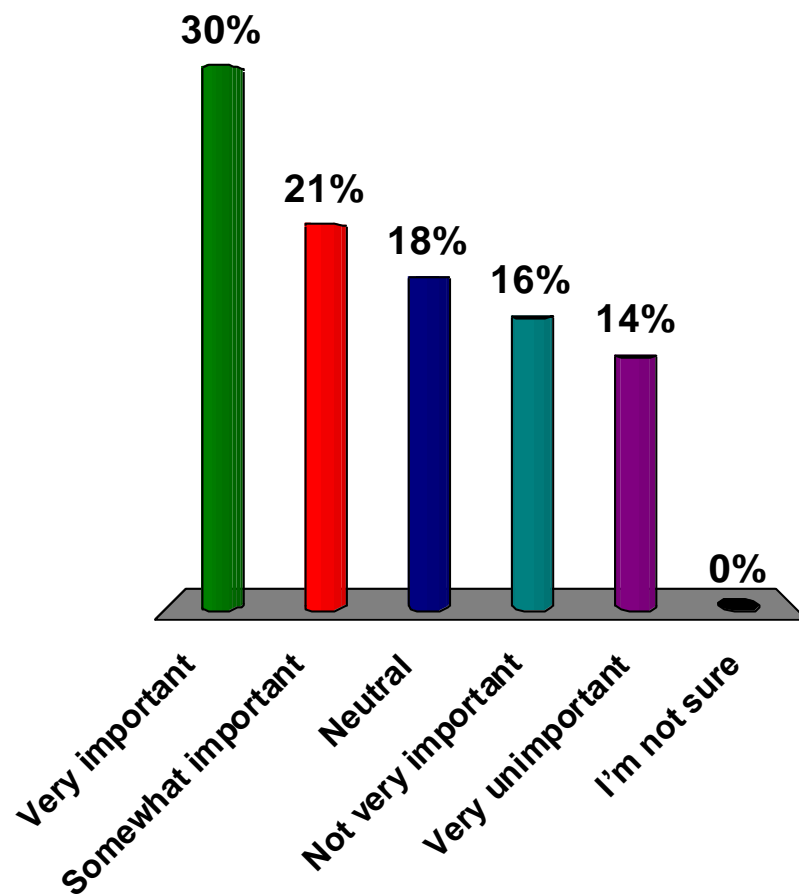
# Creating a distinctive identity for the area

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



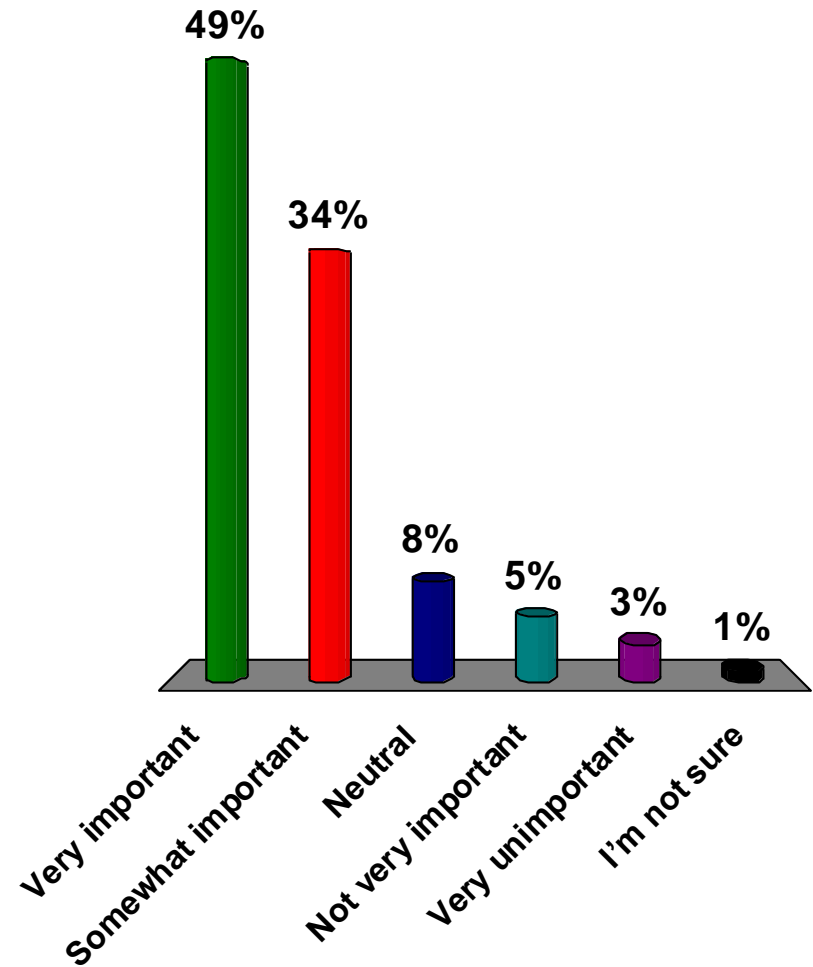
# Enhancing Richardson's multiculturalism

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



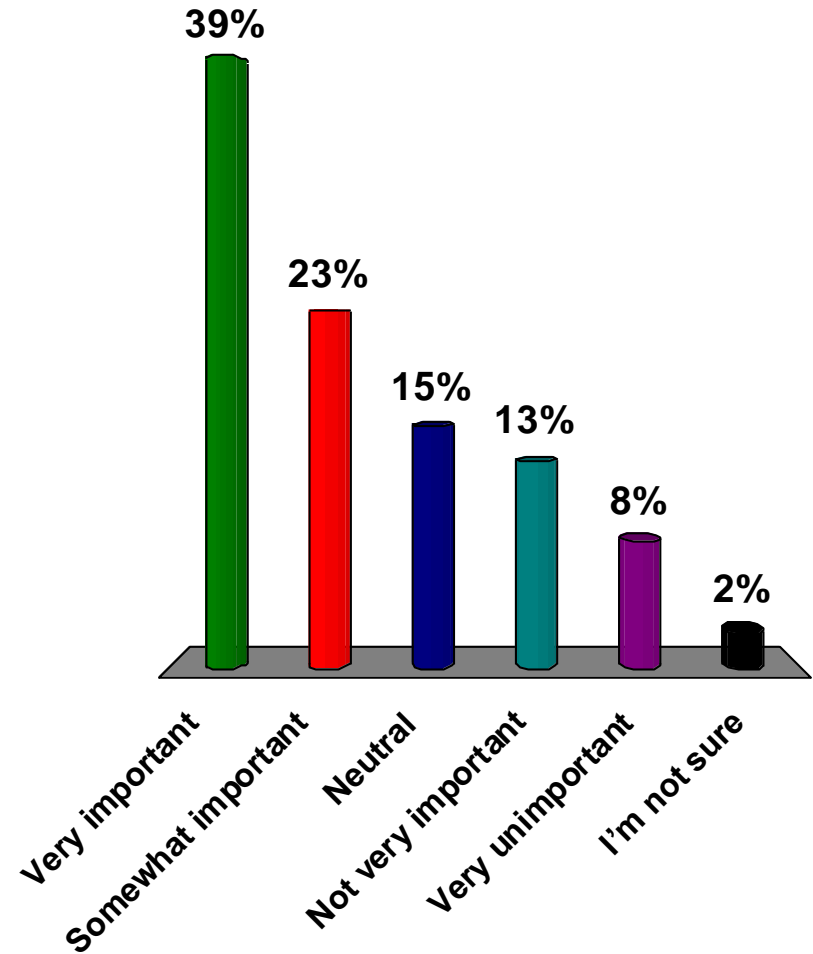
# Having better physical amenities, like parks or plazas

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



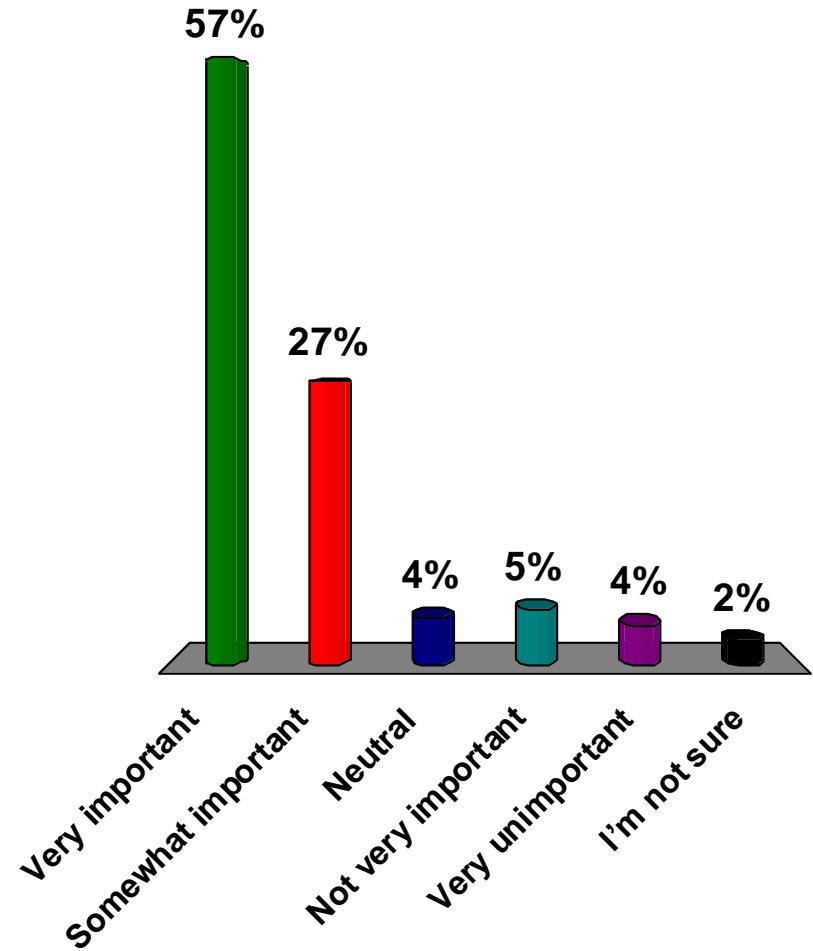
# Retaining Main Street Richardson's historic character

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



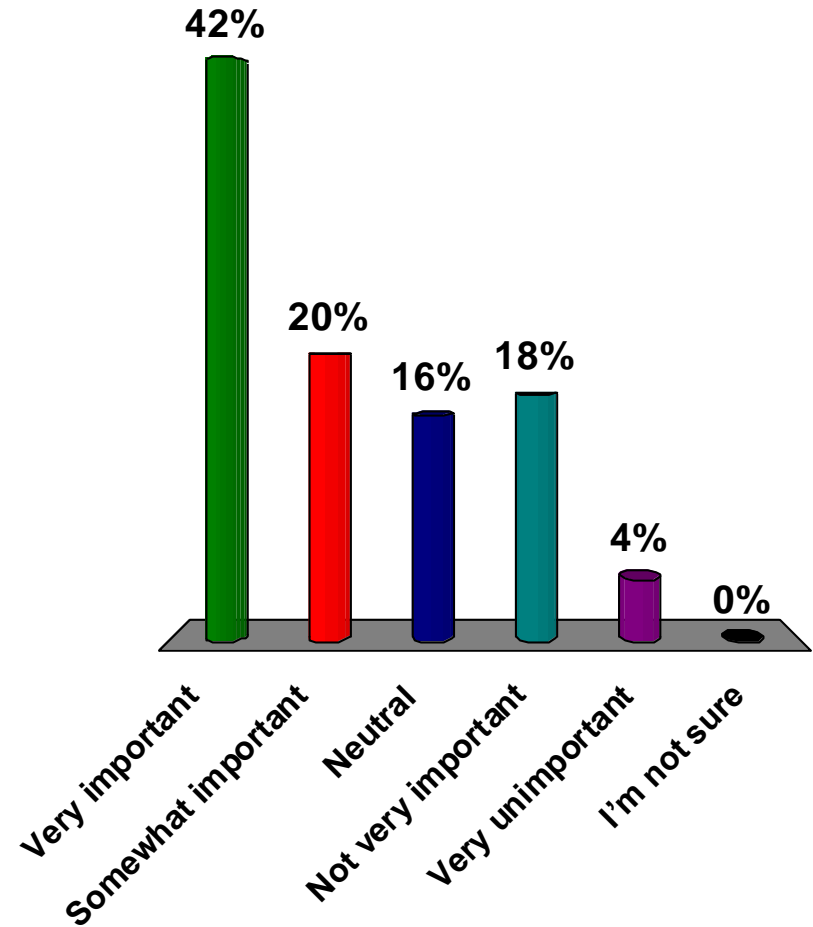
# Making this area more sustainable

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

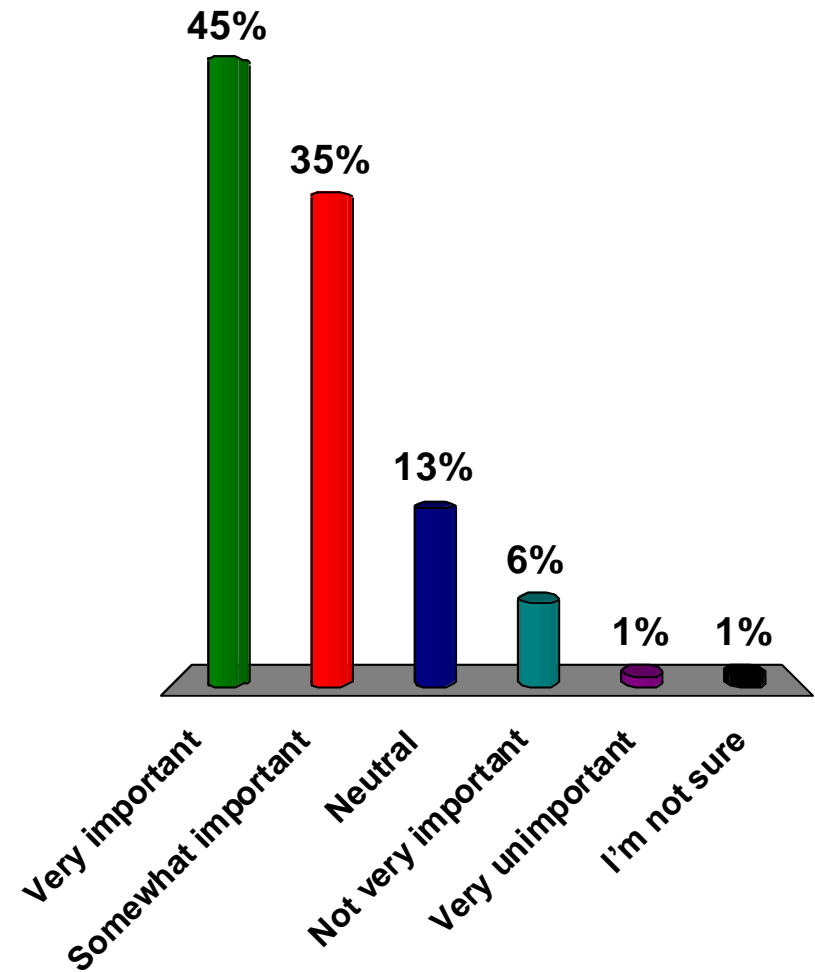
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure





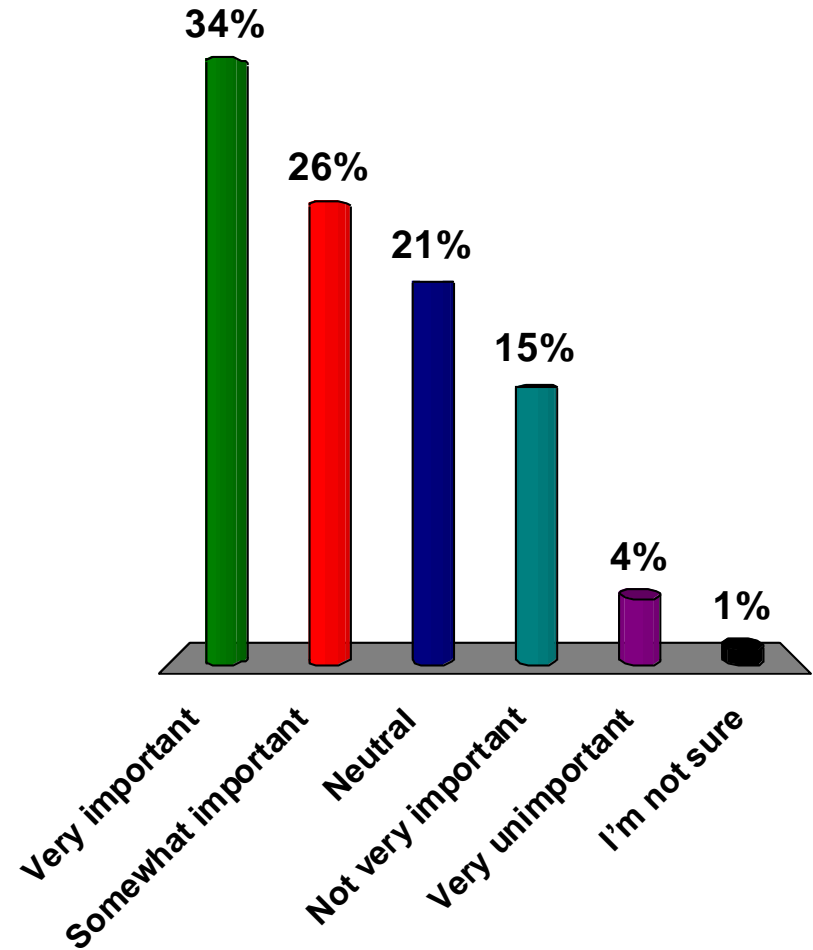
# Offering places that attract younger residents and workers

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



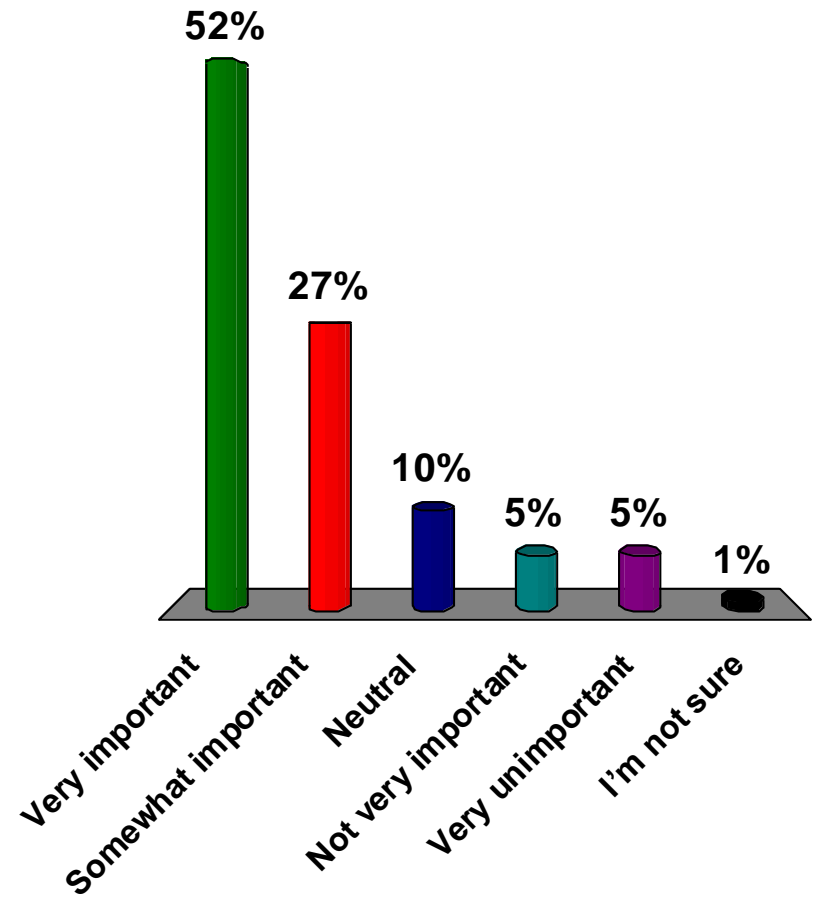
# Renovating and reusing existing buildings

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



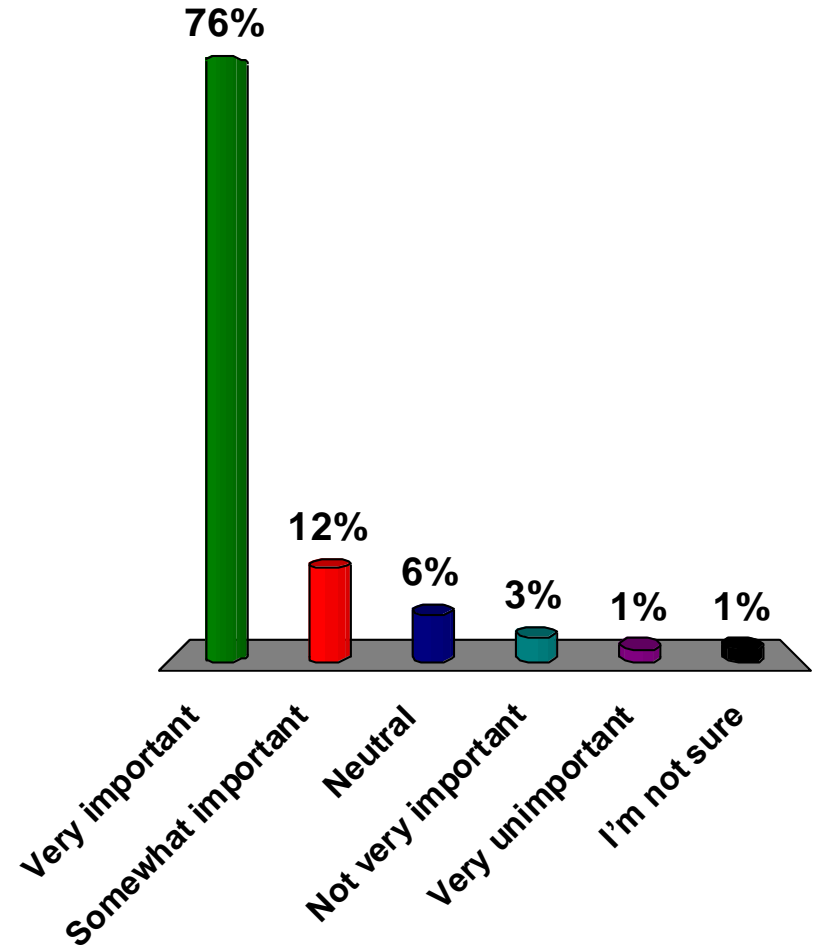
# Taking better advantage of nearby DART stations

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



# Keypad Polling Summary

- All of the concepts were considered important to the success of the corridor
  - Very important to at least 66% of the participants:
    - Attracting new business development (79%)
    - Attracting new private investment (76%)
    - Having a mix of uses
    - Creating a distinctive identity
    - Creating a better gateway to Richardson
  - Very important to at least 50% of the participants:
    - Making the area more sustainable
    - Moving traffic more smoothly
    - Making the area more appealing to pedestrians
    - Taking better advantage of nearby DART stations

# Next Steps

## Next Steps

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

# Questions/Discussion



# City Council Briefing on Corridor-wide Open House

July 16, 2012



Image Source – Richardson Public Library



## MAIN STREET / CENTRAL EXPRESSWAY STUDY