

City Council Briefing on Corridor-wide Open House July 16, 2012



Image Source – Richardson Public Library

Briefing Outline

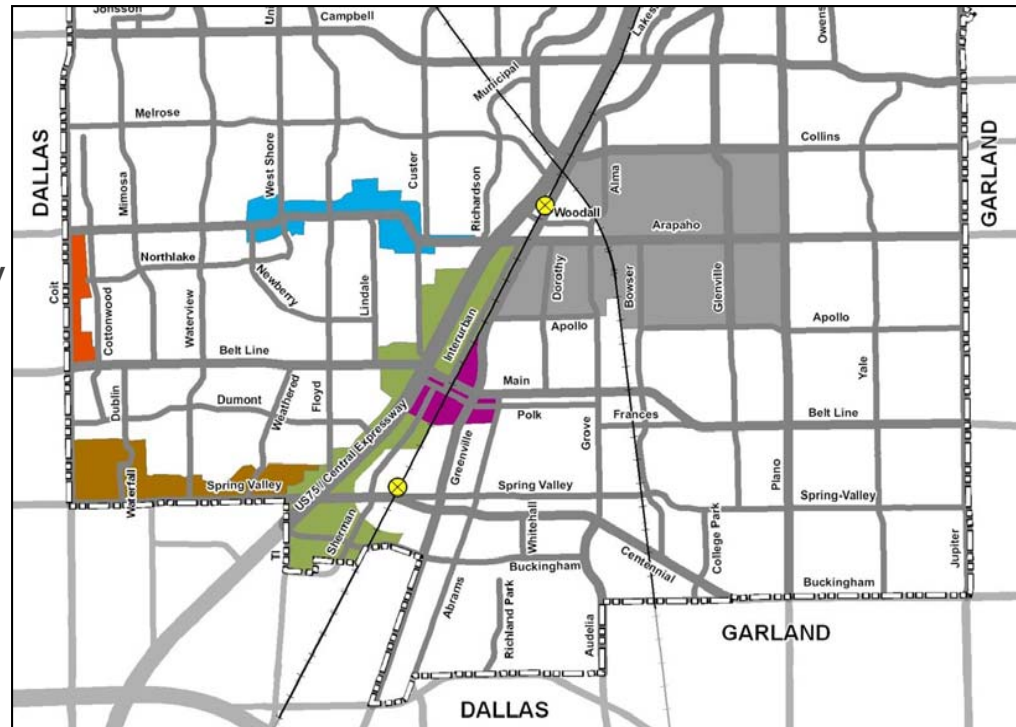
- Study Overview
- Existing Corridor Conditions
- Influences on Revitalization
- Public Input/Information
- Open House and Station Activities
- Keypad Polling Results
- Next Steps
- Questions/Discussion

Study Overview

2009 Comprehensive Plan

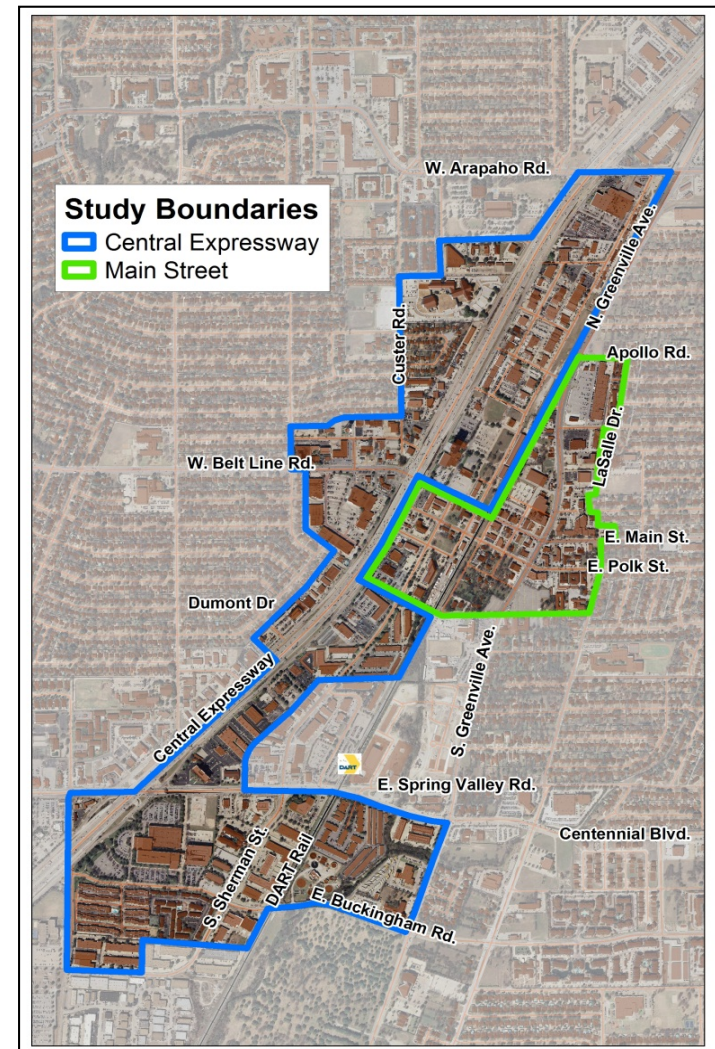
- Six Enhancement / Redevelopment Areas for further study
 - West Spring Valley (*complete*)
 - Old Town/Main Street (*underway*)
 - Central (*underway*)
 - East Arapaho/Collins (*underway*)
 - West Arapaho
 - Coit

- 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



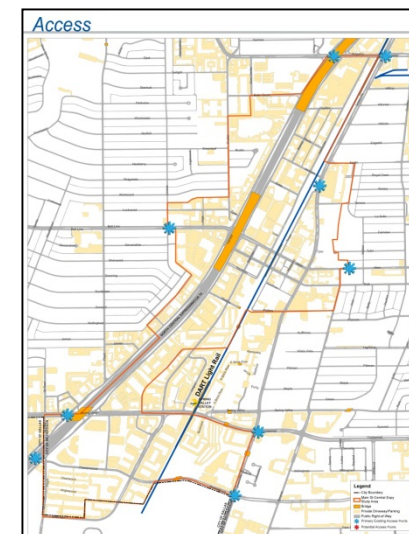
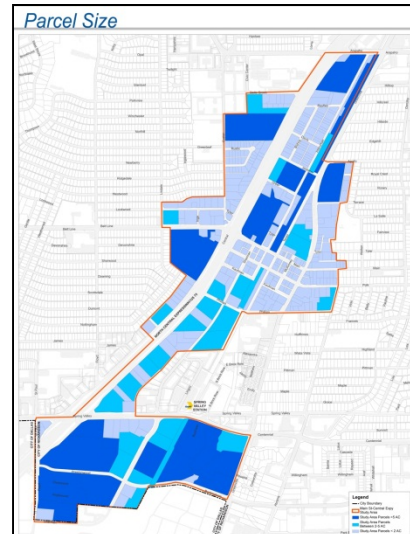
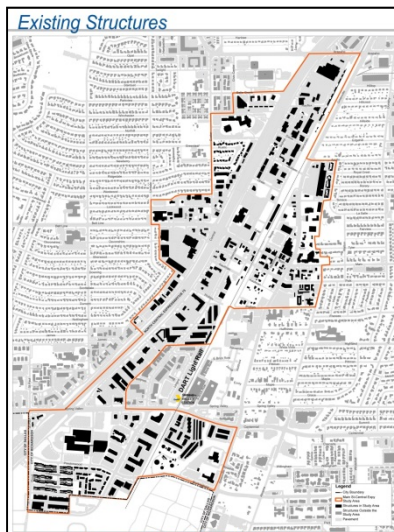
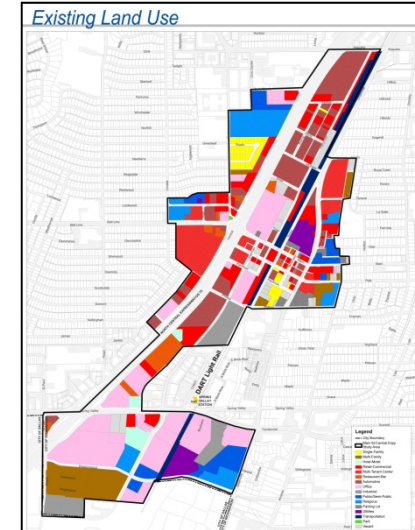
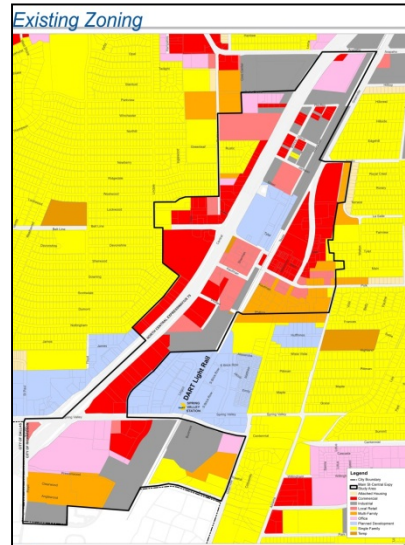
City Perspective

- 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

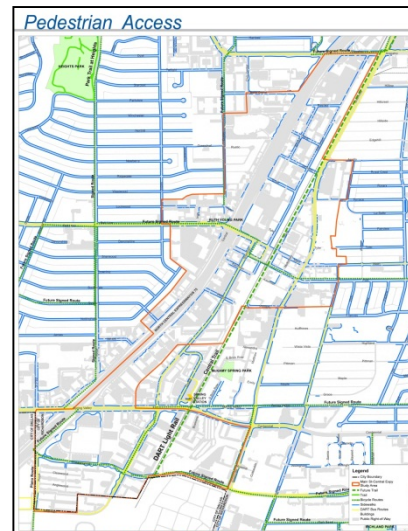
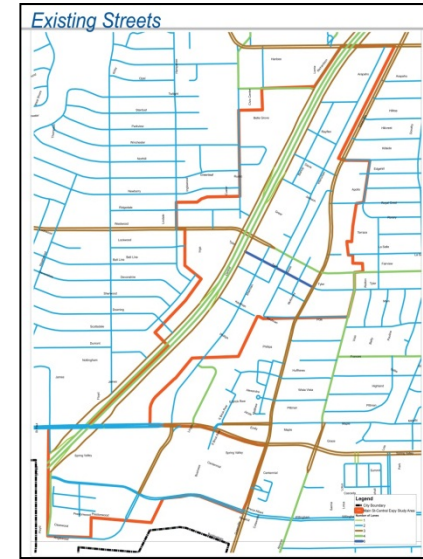
Existing Conditions

- 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%
Total ▶	374	100%	415.60	100%

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



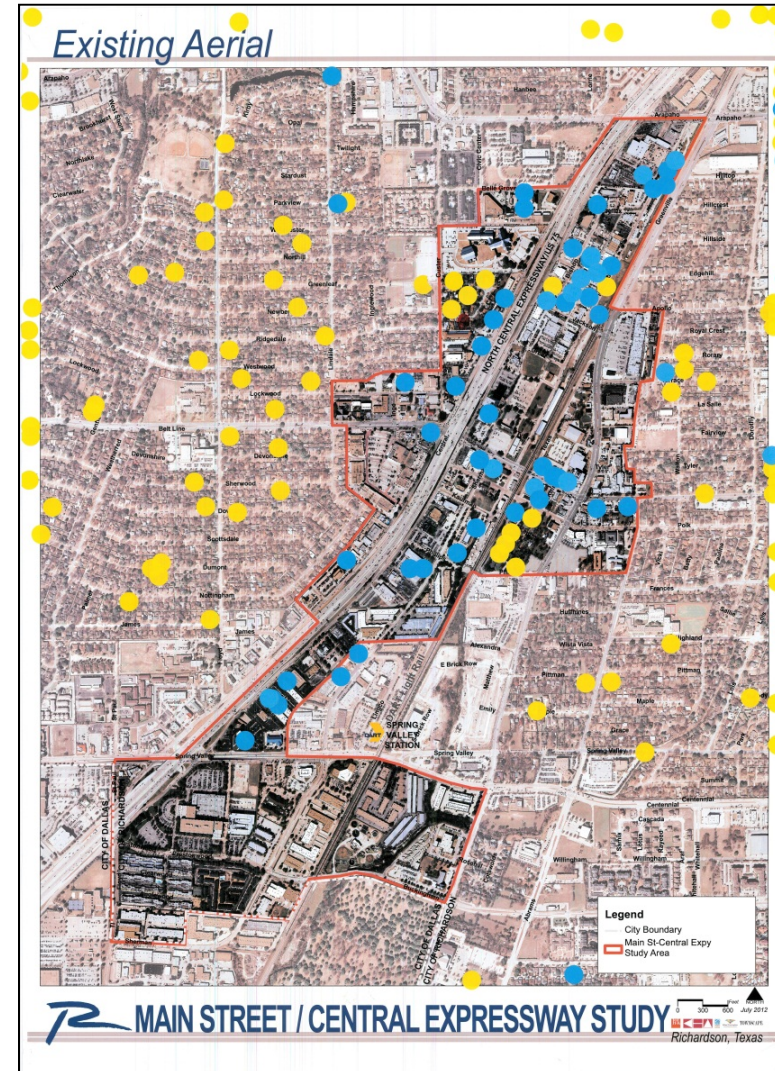
Public Input and Information

- Additional Information/Input
 - Notices by Mail (public meetings)
 - Email (maincentralstudy@cor.gov)
 - 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

- 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



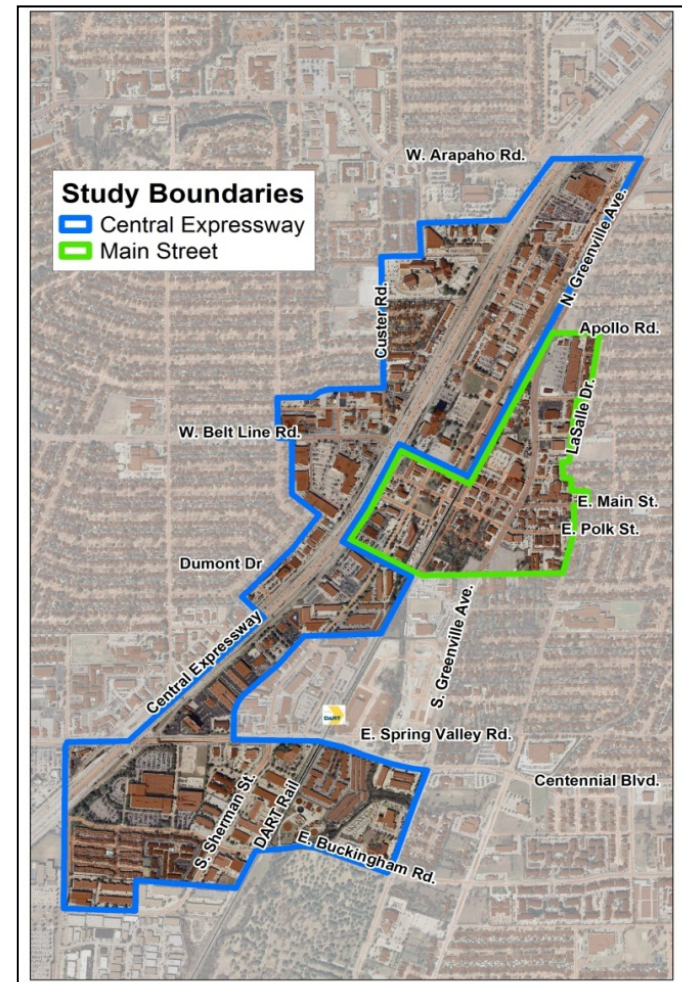
Investments and Improvements

- 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)



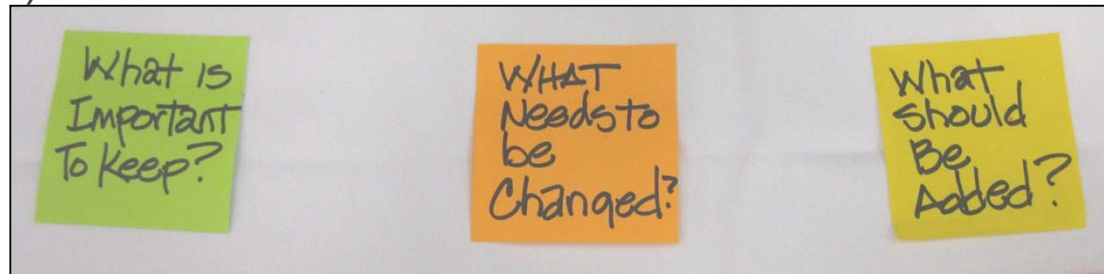
Physical Amenities

- 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



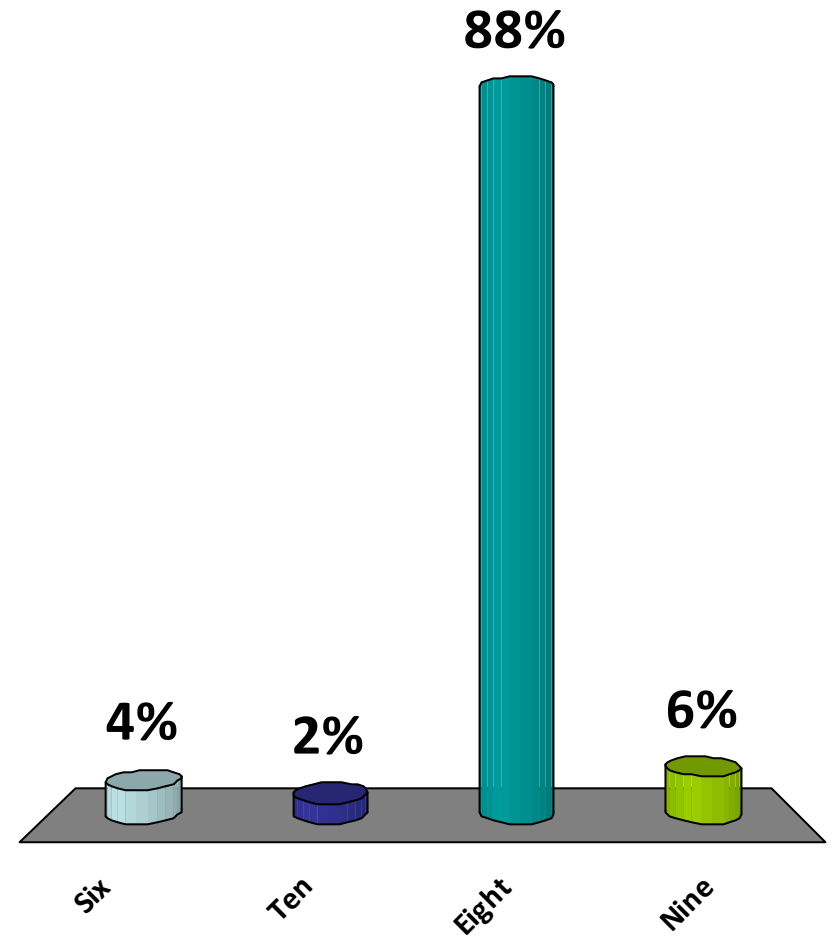
Keypad Polling

Keypad polling

- 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

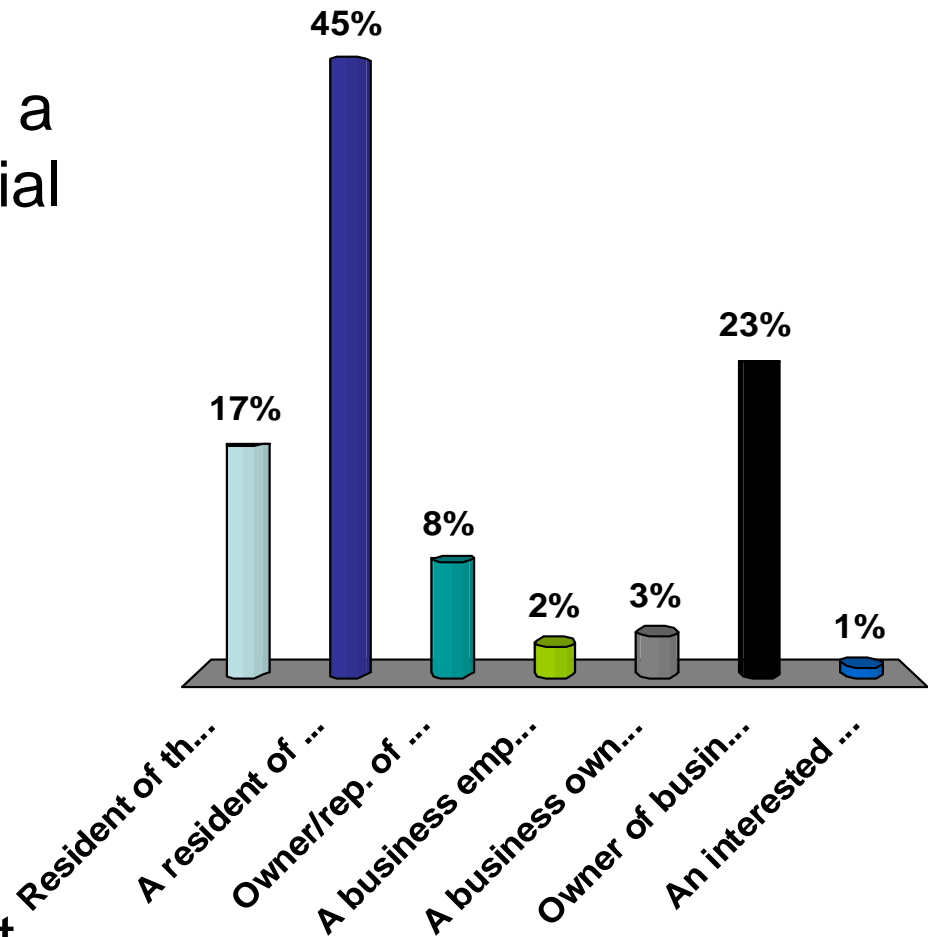
How many corners in an octagon?

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



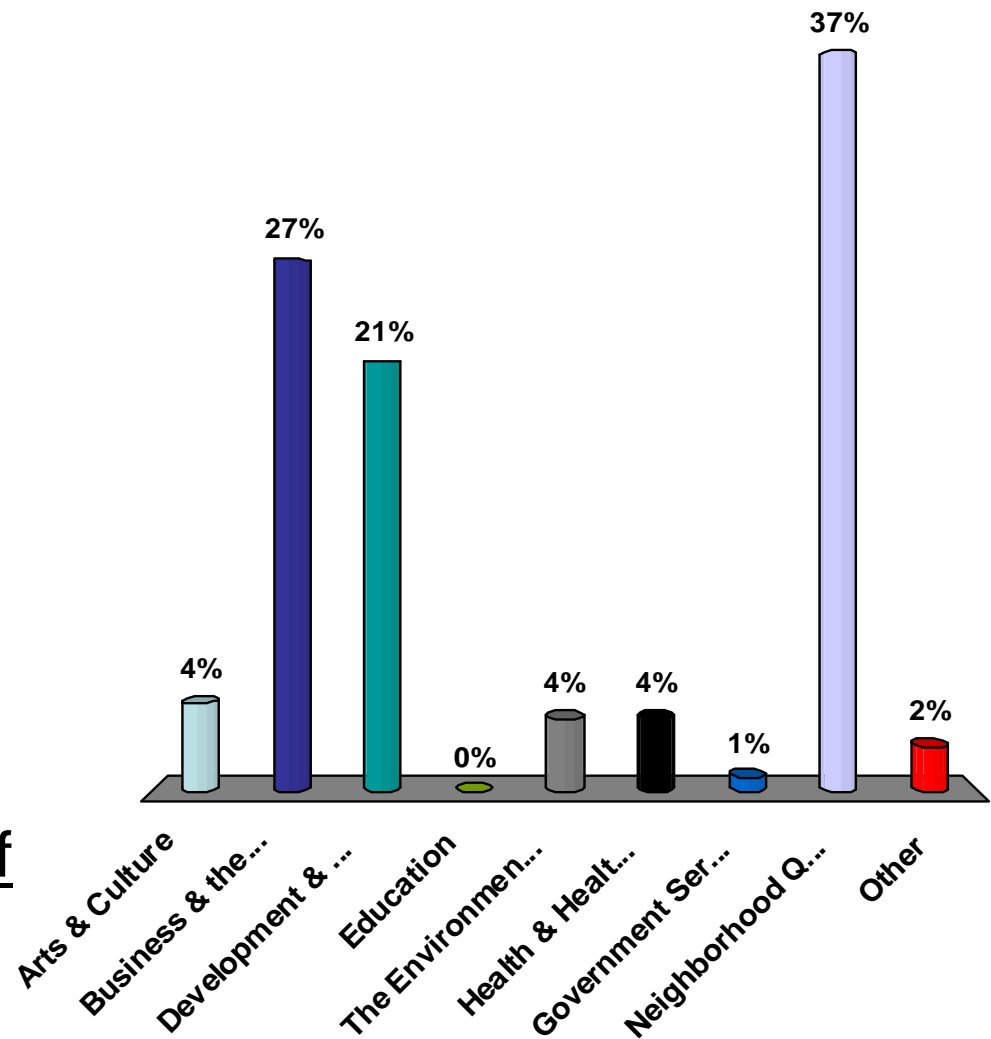
I am most involved in the Main Street/Central Corridor as:

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



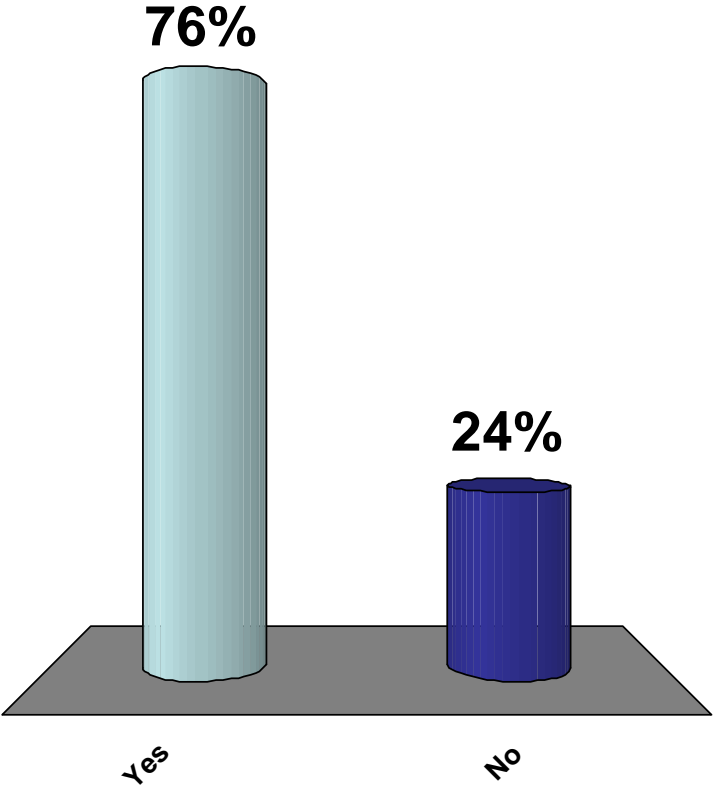
I am most interested in issues related to:

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.

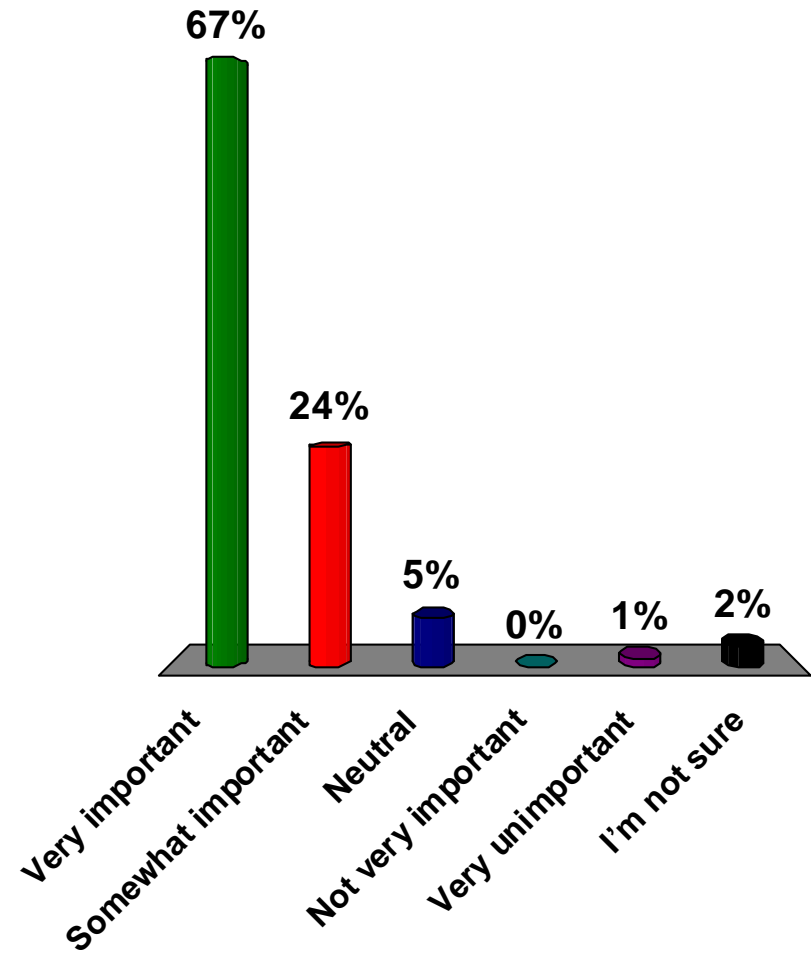
- 1. Yes
- 2. No



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

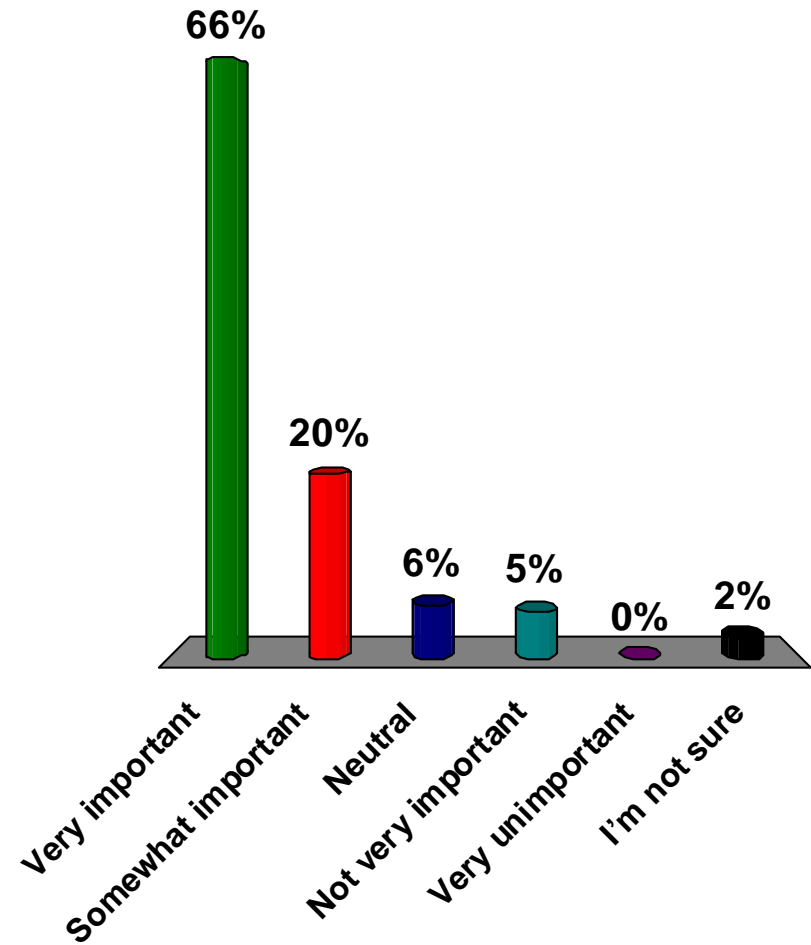
Having a mix of uses here

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



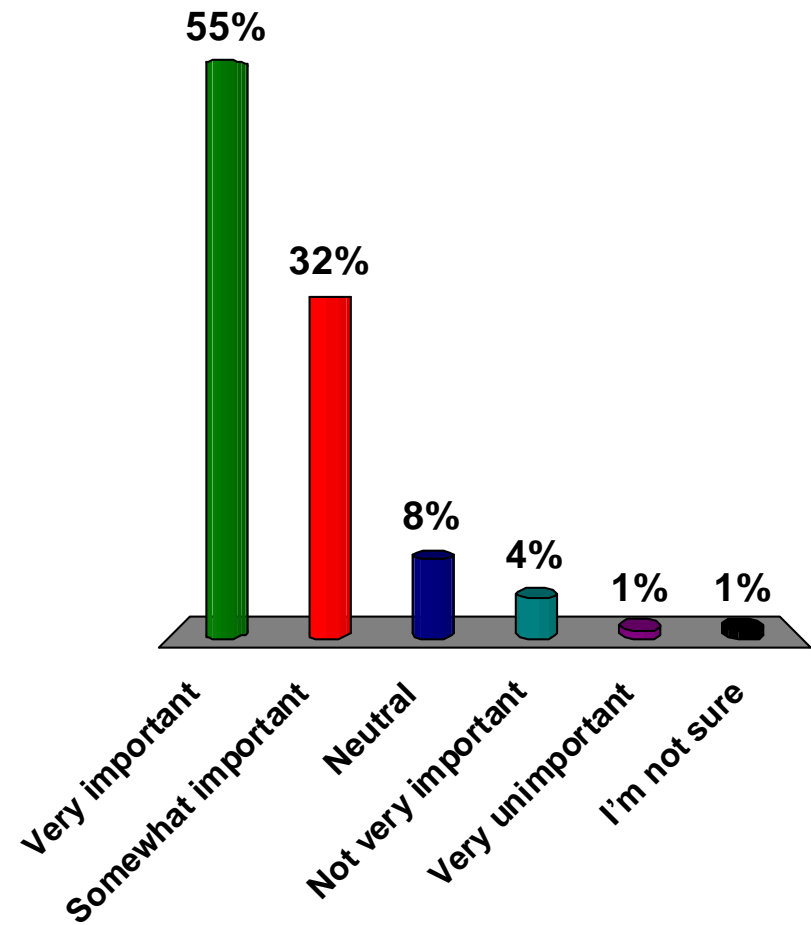
Creating a better gateway into Richardson

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



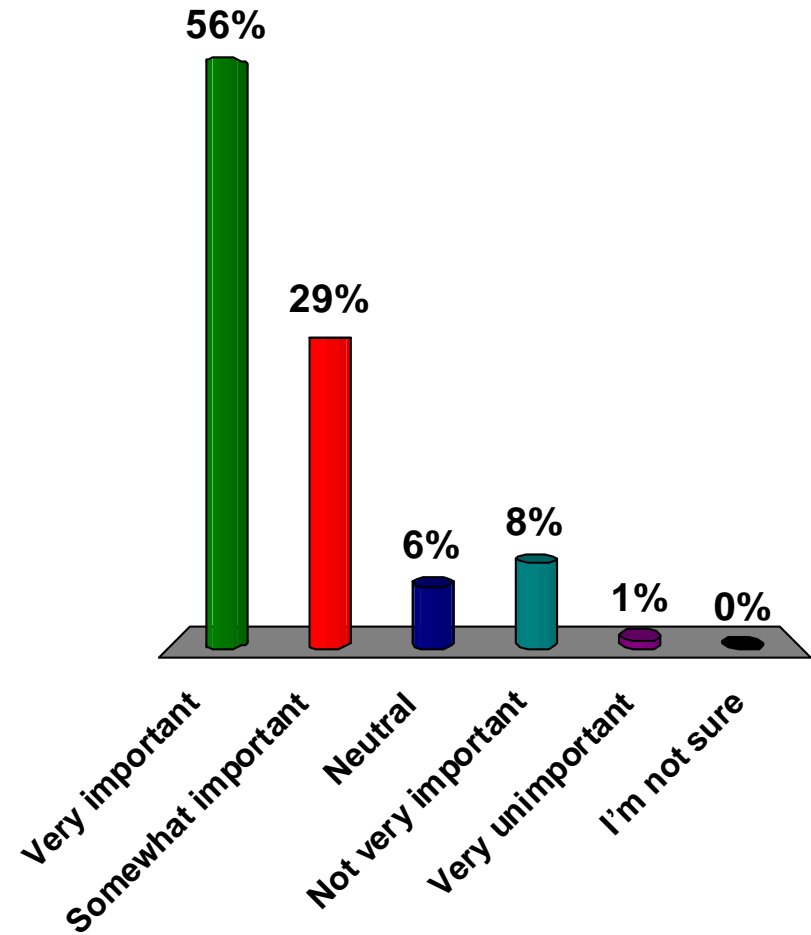
Making the area more appealing to pedestrians

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



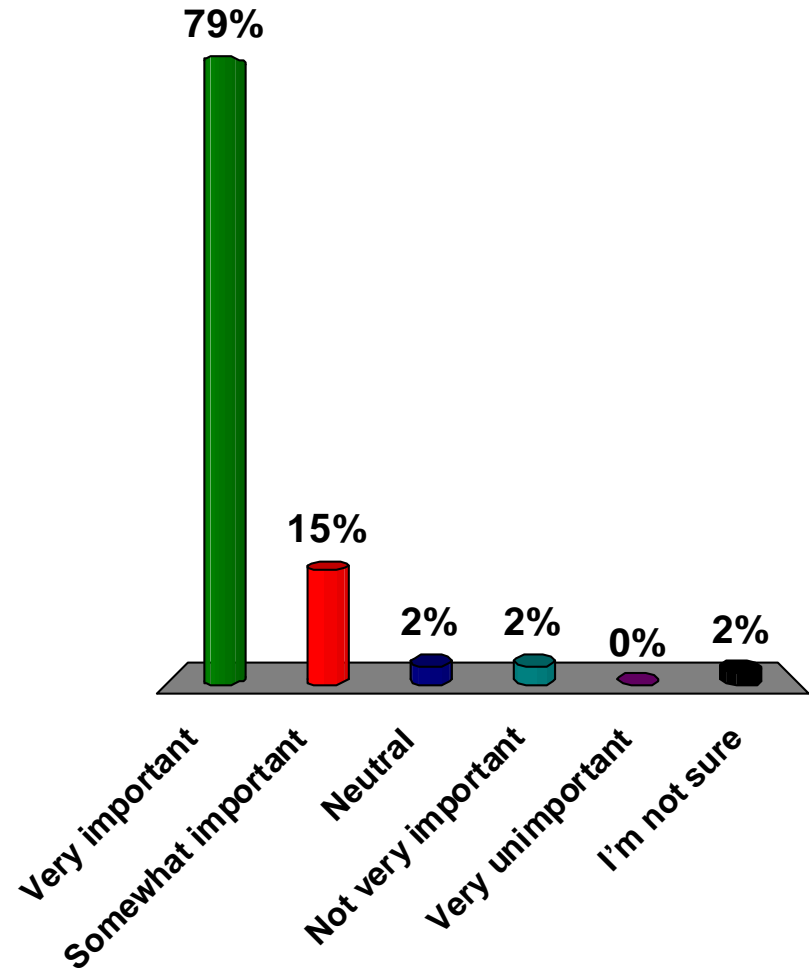
Moving traffic more smoothly

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



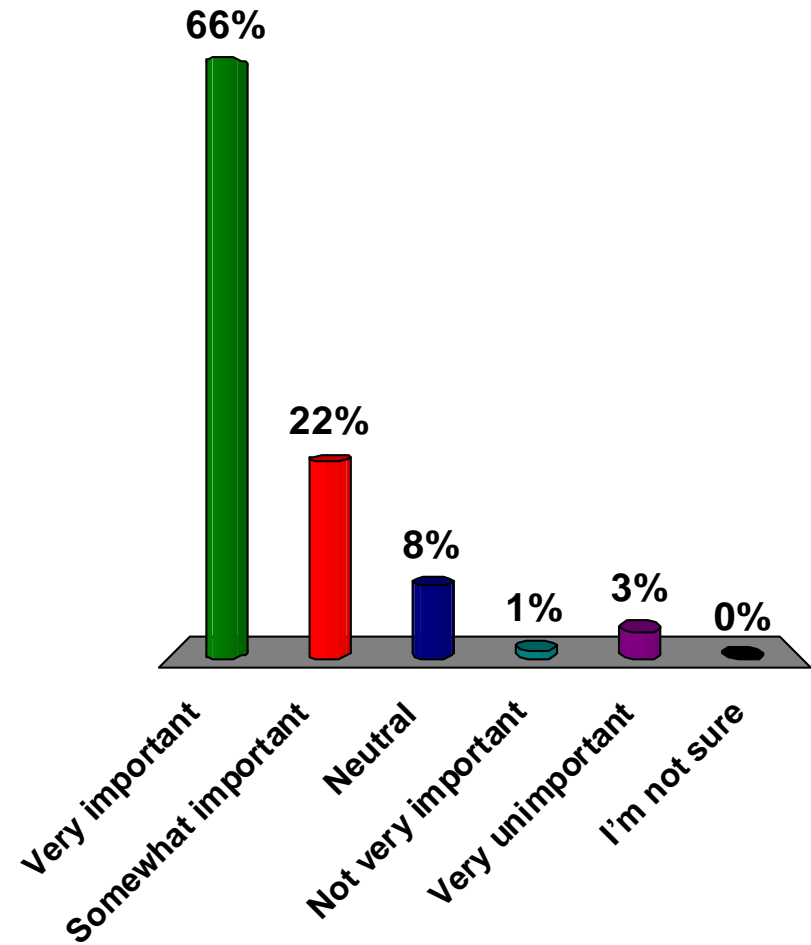
Attracting new business development

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



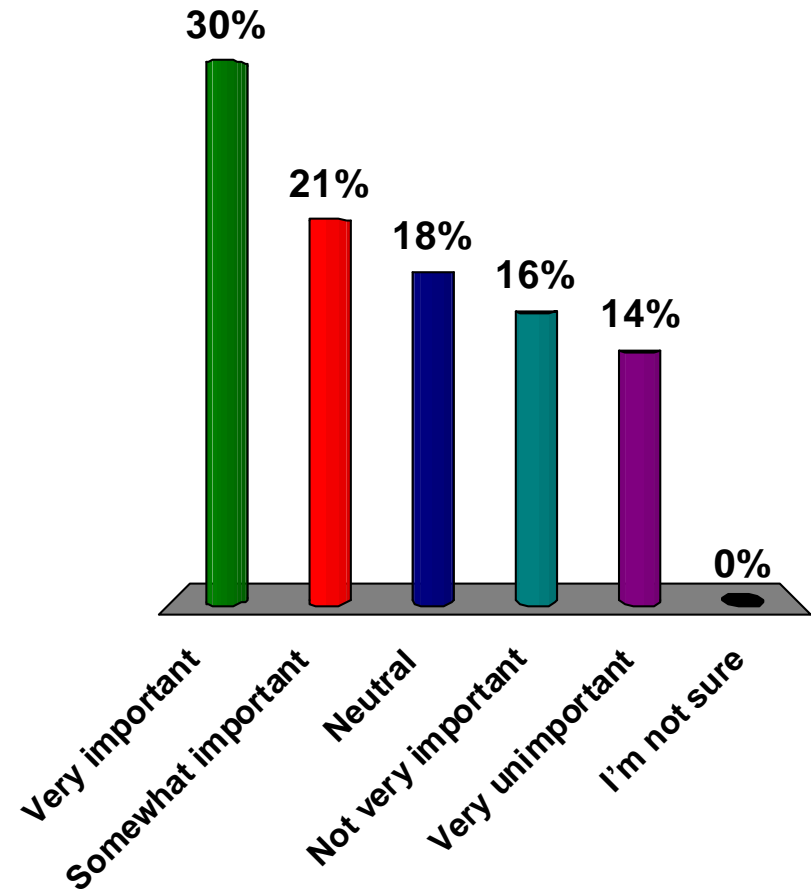
Creating a distinctive identity for the area

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



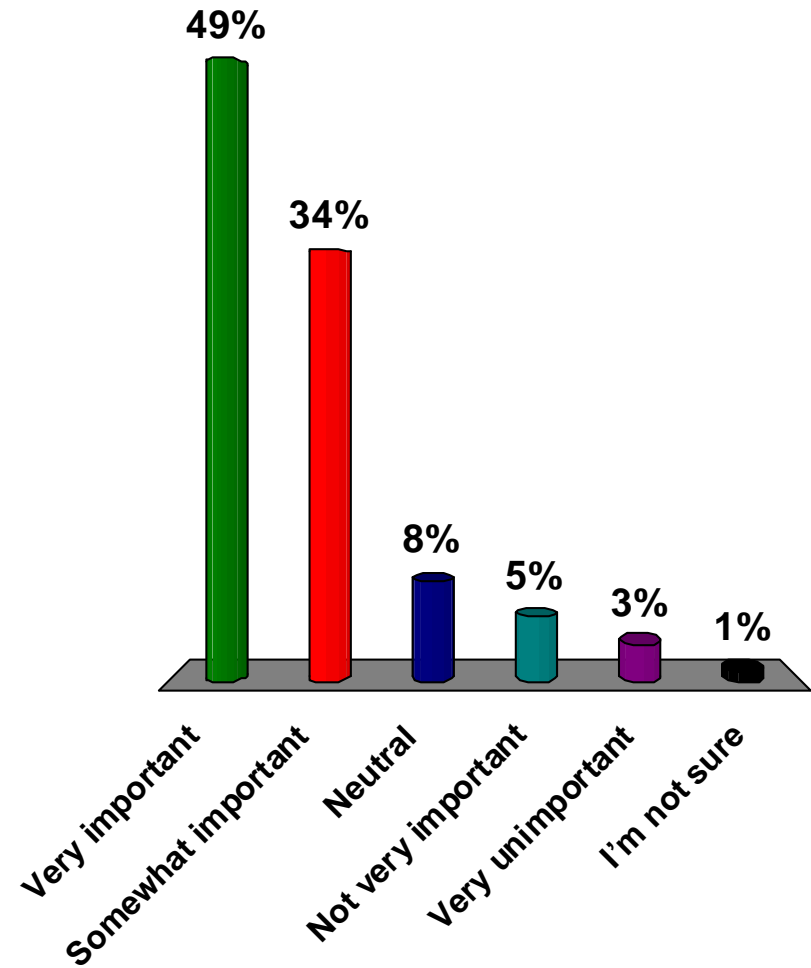
Enhancing Richardson's multiculturalism

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



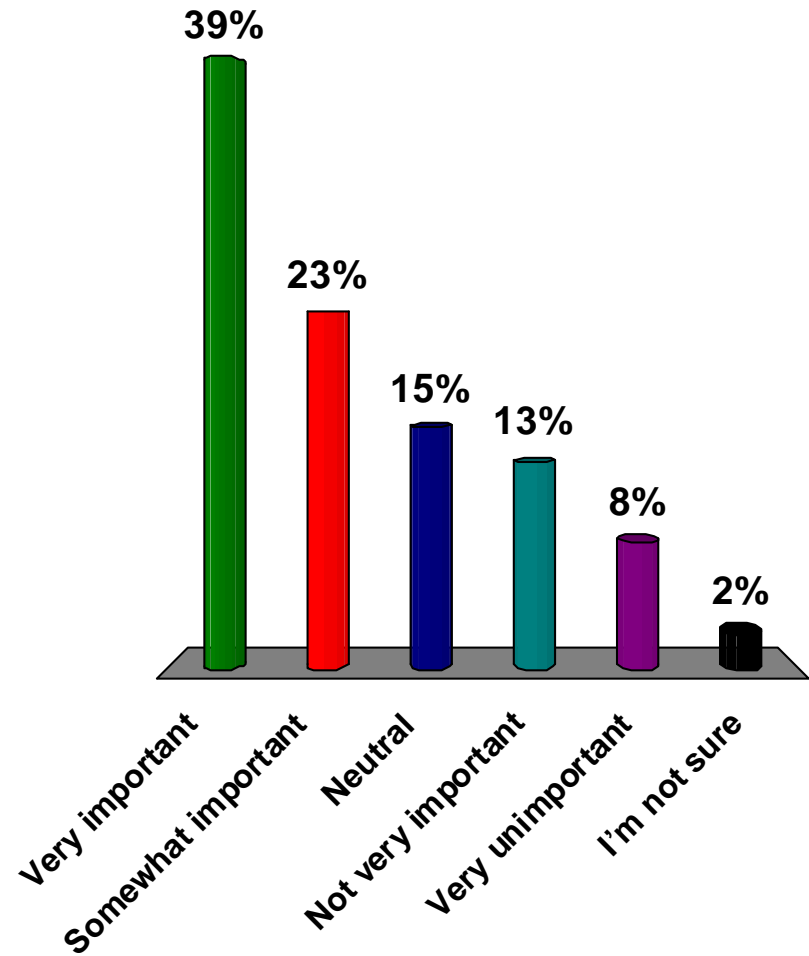
Having better physical amenities, like parks or plazas

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



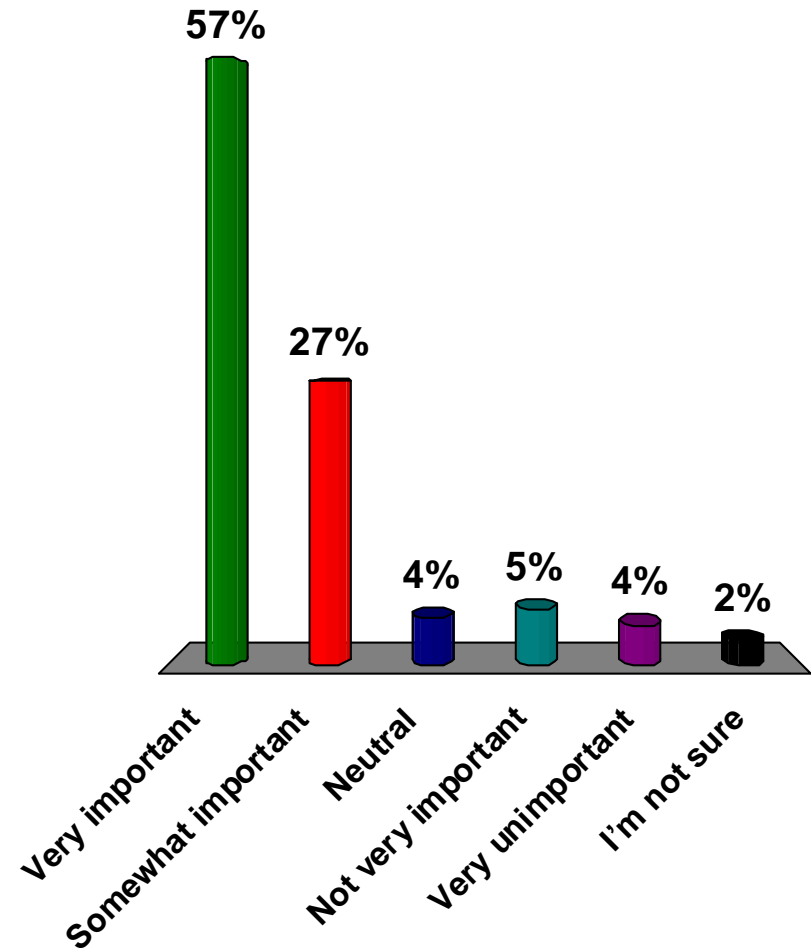
Retaining Main Street Richardson's historic character

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



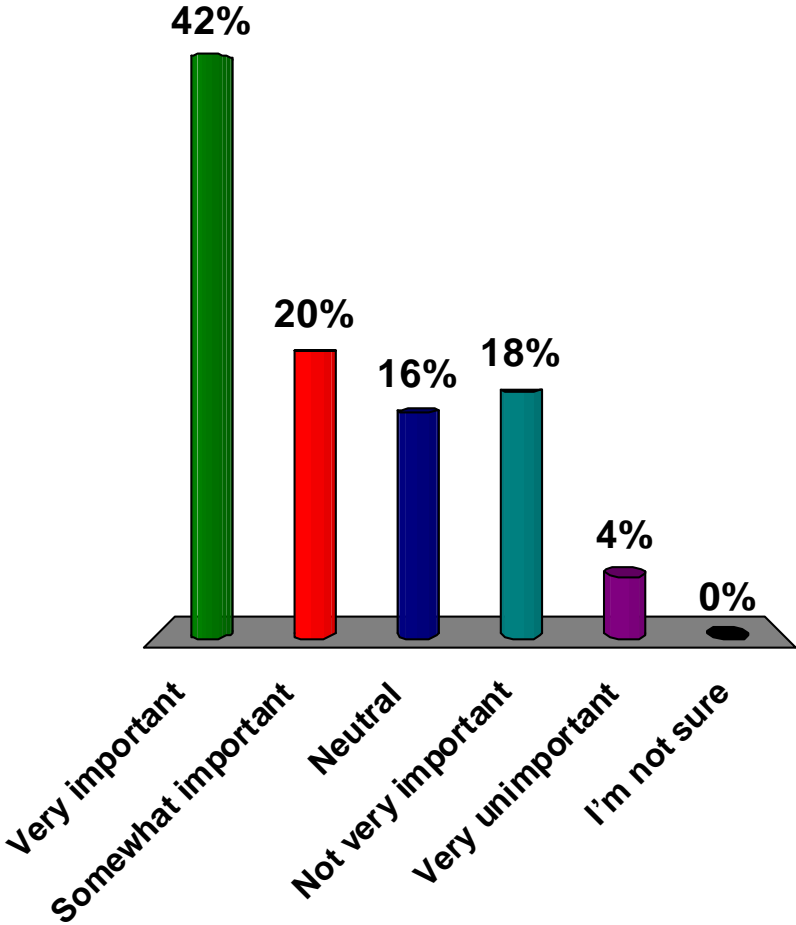
Making this area more sustainable

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



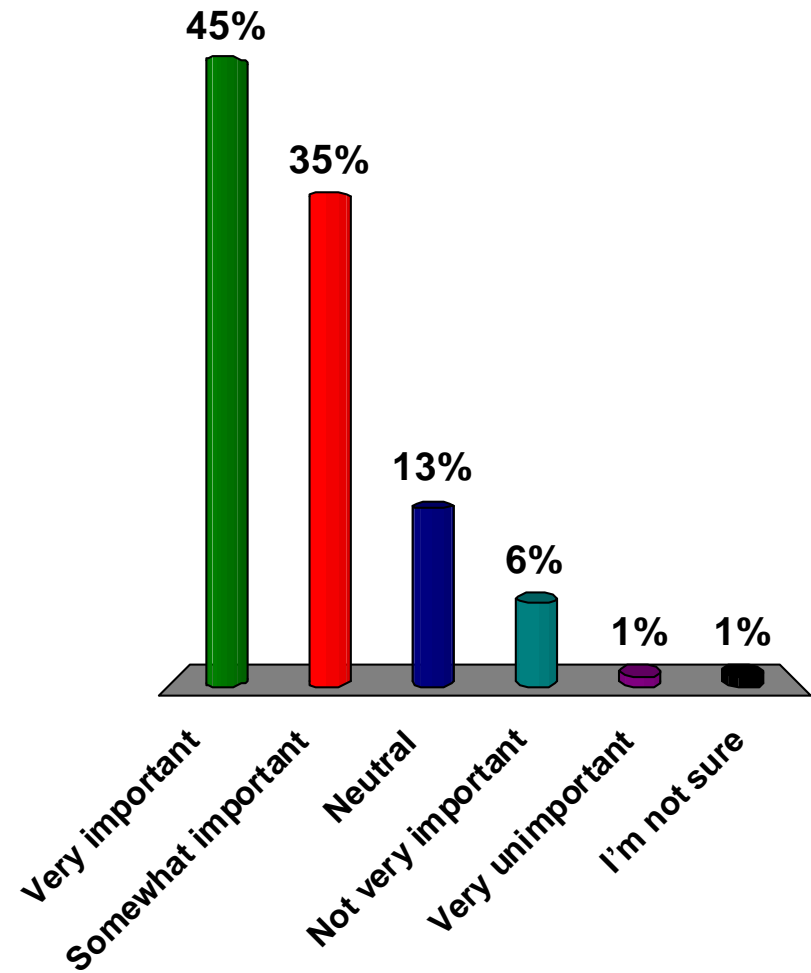
Attracting major employers and company headquarters

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



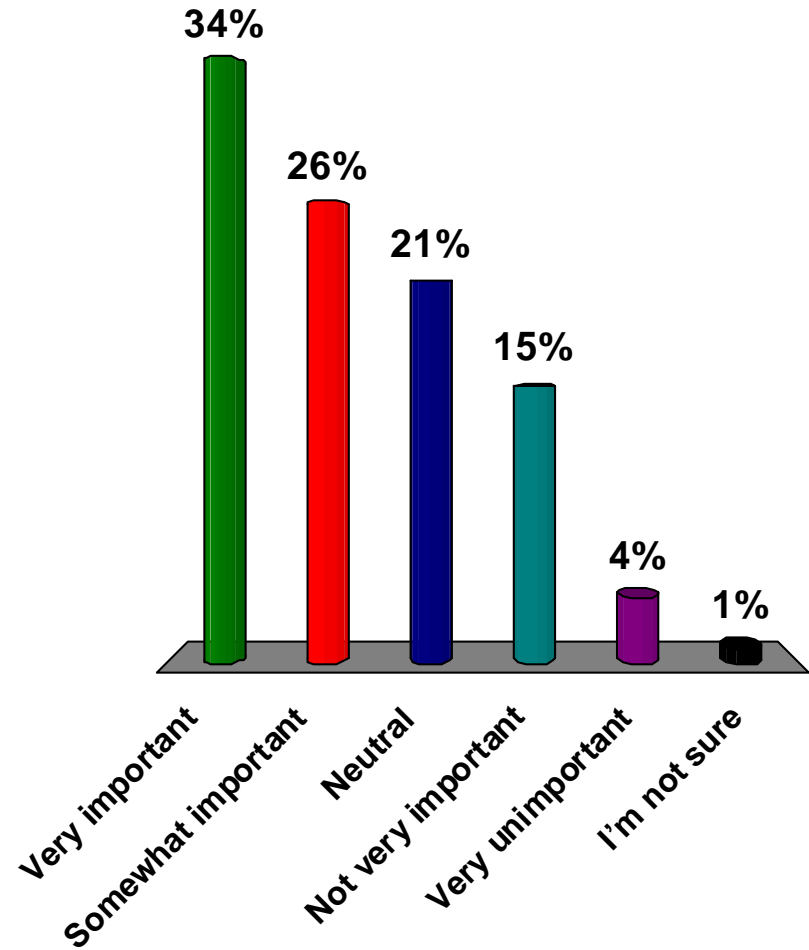
Offering places that attract younger residents and workers

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



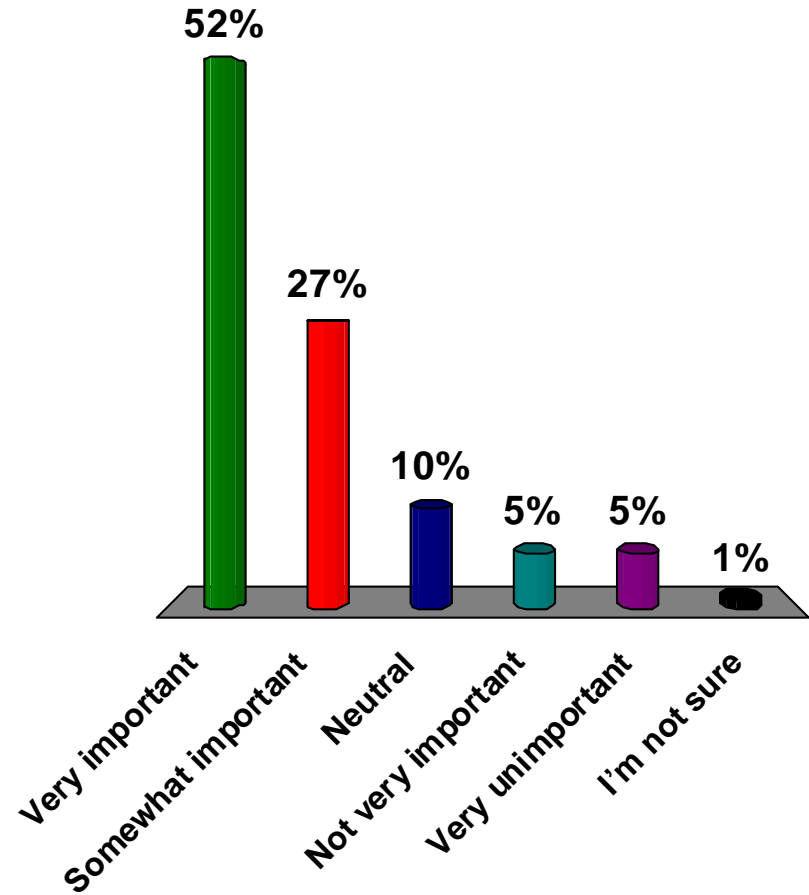
Renovating and reusing existing buildings

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



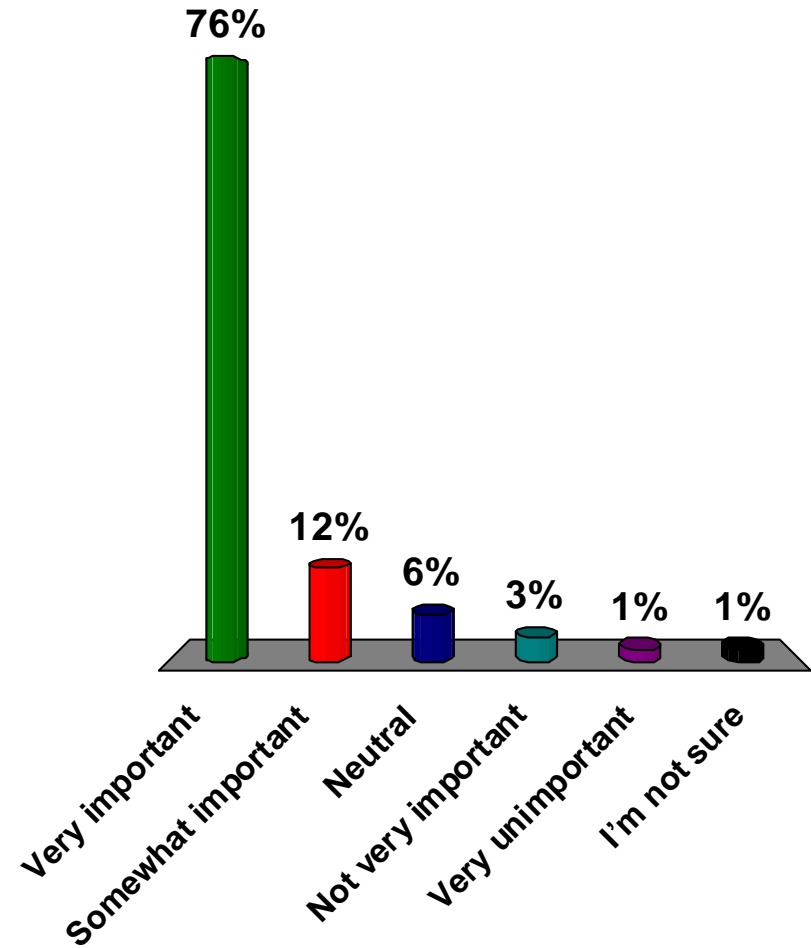
Taking better advantage of nearby DART stations

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



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R MAIN STREET / CENTRAL EXPRESSWAY STUDY

 **TOWNSCAPE**
Richardson, Texas