

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



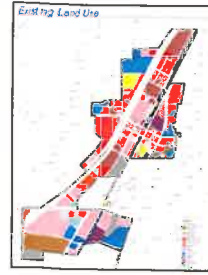
City Perspective

- 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

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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%	415.50	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

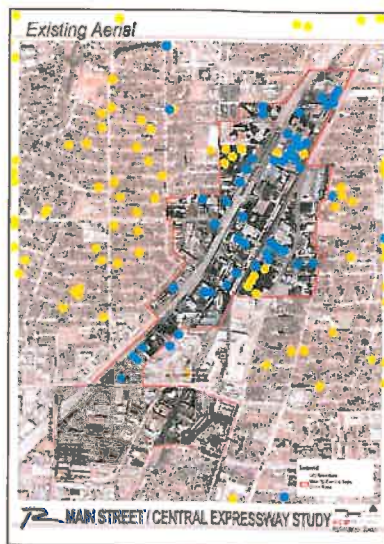
- Additional Information/Input
 - Notices by Mail (public meetings)
 - Email (maincentralstudy@cor.gov)
 - Webpage
 - Online Input
 - Facebook Page
 - Richardson Today (monthly City publication)
 - Week in Review (City's electronic newsletter)
 - Dallas Morning News, NeighborsGo Section

Open House and Station Activities

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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



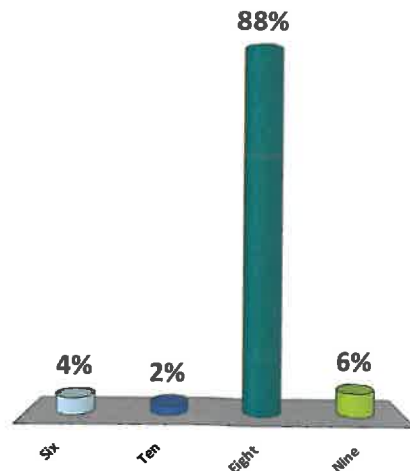
Keypad Polling

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

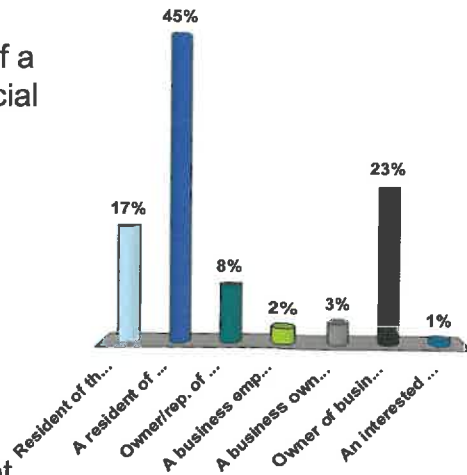
How many corners in an octagon?

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



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

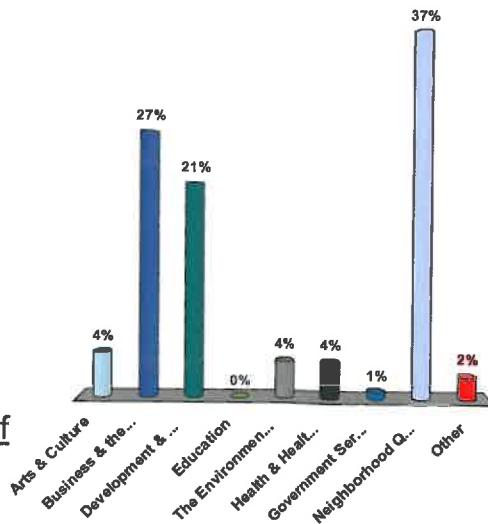
1. Resident of the corridor
2. A resident of Richardson outside the corridor
3. Owner/representative of a multi-family or commercial property (not business owner)
4. A business employee
5. A business owner or tenant (not property owner)
6. Owner of business and property
7. An interested person not described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



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I am most interested in issues related to:

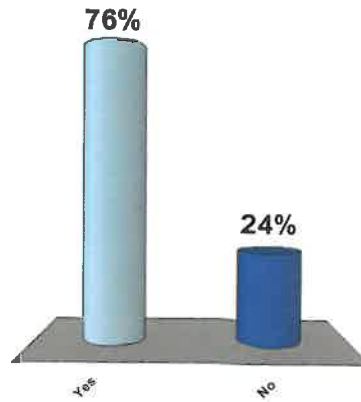
1. Arts & Culture
2. Business & the Economy
3. Development & Construction
4. Education
5. The Environment
6. Health & Healthy Communities
7. Government Services
8. Neighborhood Quality of Life
9. Other



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

1. Yes
2. No



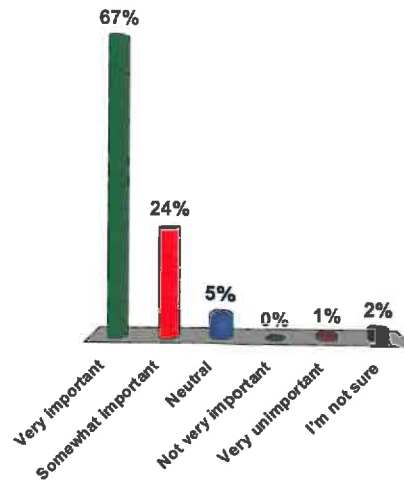
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How important is this concept to the future of the Main Street / Central Expressway Corridor?

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Having a mix of uses here

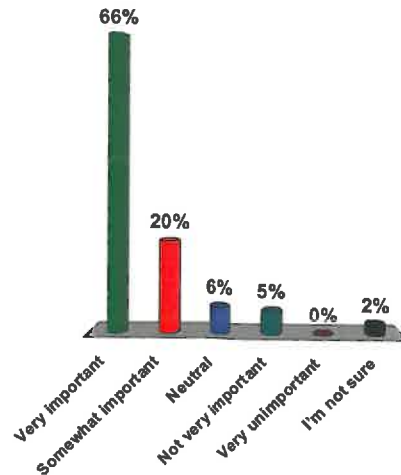
1. Very important
2. Somewhat important
3. Neutral
4. Not very important
5. Very unimportant
6. I'm not sure



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Creating a better gateway into Richardson

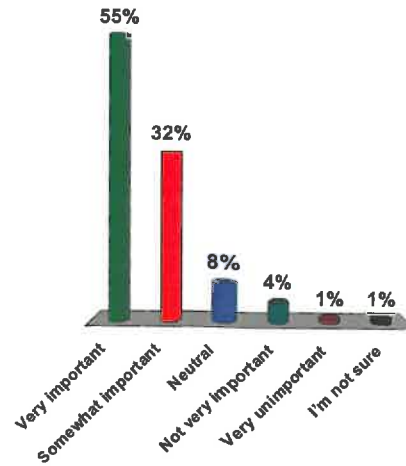
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Making the area more appealing to pedestrians

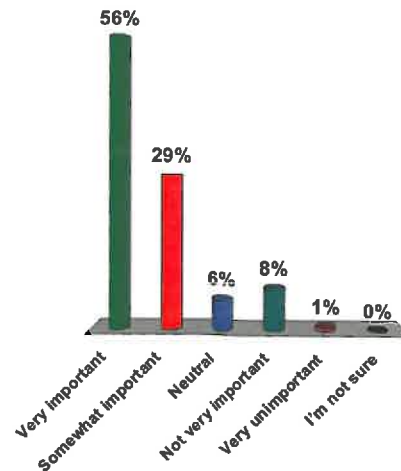
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Moving traffic more smoothly

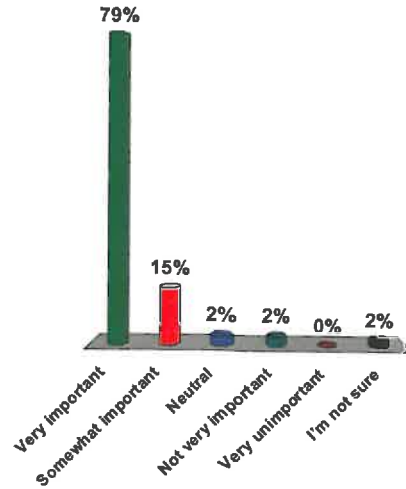
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Attracting new business development

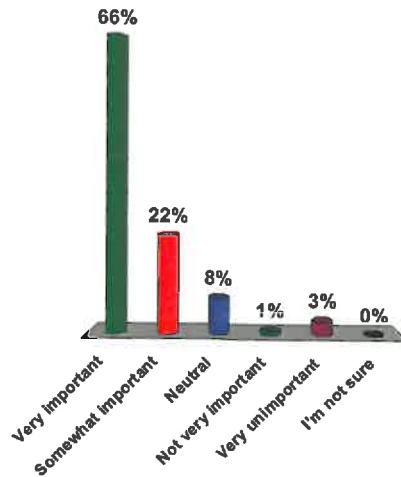
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Creating a distinctive identity for the area

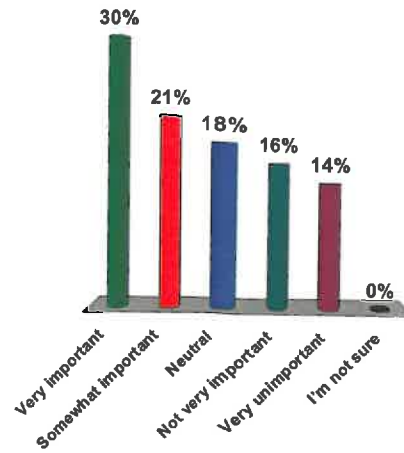
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Enhancing Richardson's multiculturalism

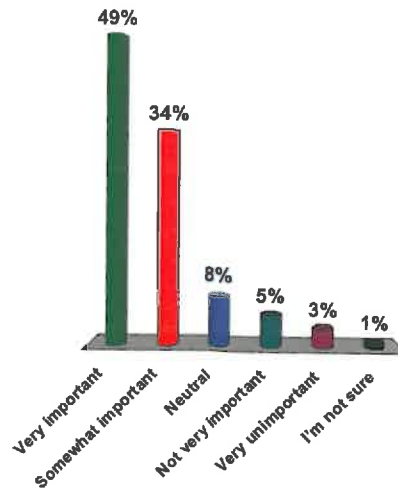
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Having better physical amenities, like parks or plazas

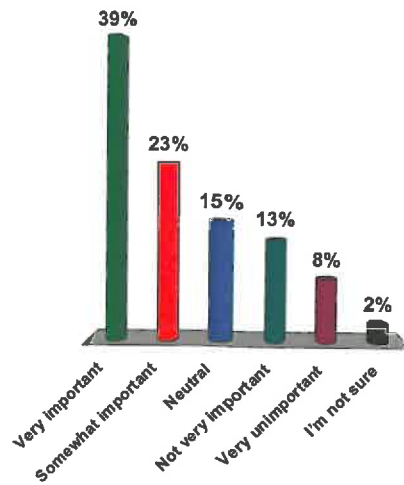
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Retaining Main Street Richardson's historic character

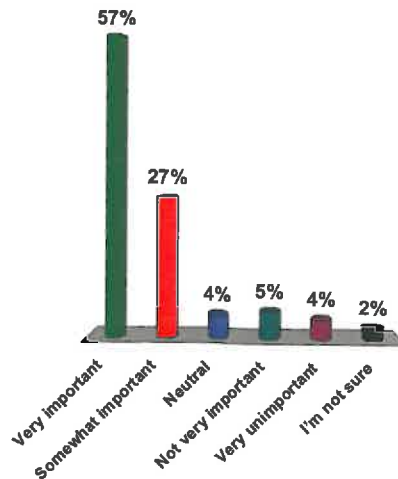
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Making this area more sustainable

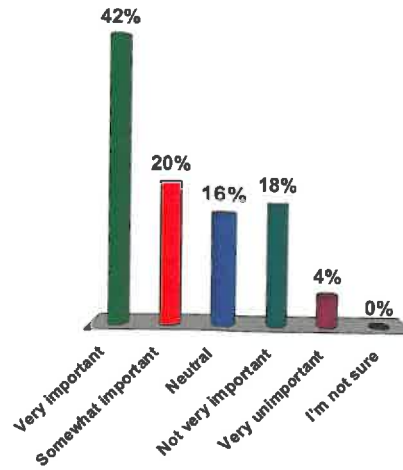
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Attracting major employers and company headquarters

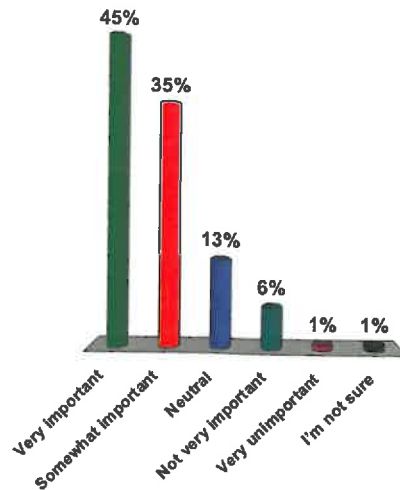
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Offering places that attract younger residents and workers

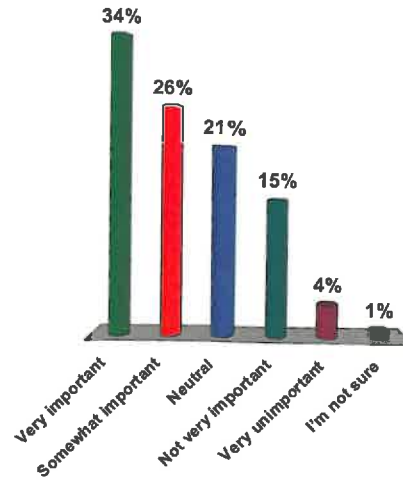
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Renovating and reusing existing buildings

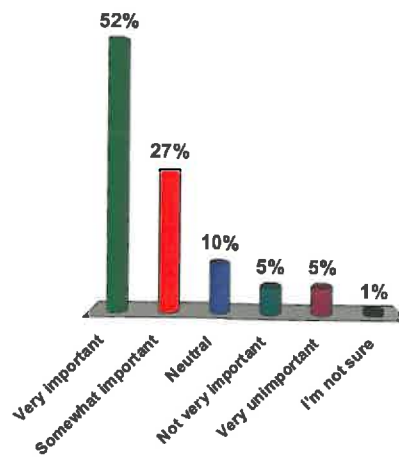
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Taking better advantage of nearby DART stations

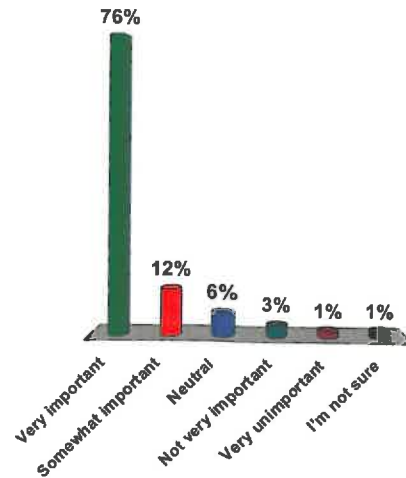
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Attracting new private investment

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



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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


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Next Steps


- 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



MAIN STREET / CENTRAL EXPRESSWAY STUDY


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 Richardson, Texas

Questions/Discussion

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



Image Source - Richardson Public Library