

Workshop Materials

September 2012



Image Source – Richardson Public Library

To Workshop Participants:

Thank you for participating in this very important event, intended to define a vision for the future Main Street / Central Corridor. Effective use of your time is very important to us, and we will appreciate your taking the time to review the following background materials in preparation for the workshop to better focus the time we have together on your ideas and comments.

Contents

- Workshop Overview
- Study Overview
- Existing Corridor Conditions
- Real Estate Market
- Supportable Development Types
- What We Heard
 - July Open House
 - Website
- Focus Areas
- Catalyst Sites



Workshop Overview

To Prepare for the Workshop

- Review background information
 - In this packet – existing conditions and market analysis
 - On the website – additional material
- Review comments received so far
 - Summary of Open House comments
 - Summary of online input
 - Details available in the appendix
- Consider the questions in this packet
 - Framework Plan, topics, Focus Areas and Catalyst Sites

Corridor-wide Framework Plan – Discussion Questions

- Gateways
 - Where should the Gateways to this corridor be located?
 - Which are the most important Gateways?
- Activity Generators
 - Do you agree with the Activity Generators identified so far?
 - Are there other Activity Generators within the corridor that are important for its future vitality?
- Land Uses & Intensities
 - What land uses make sense for the parts of the corridor outside the Focus Area?
 - How intensive should development be in these places? (in terms of number of building stories, residential density, amount of space for landscaping, etc.)
- Design Themes
 - Are there urban design features that should be consistent throughout the corridor? (such as signage, the look of the streetscape, or other features)



Topics and Questions to Consider

- Urban Design
 - Streetscape, landscape, urban design concepts, connections to adjacent areas.
 - What specific urban design features do you think are most important for this corridor? How will they enhance the corridor's appeal?
- Mobility
 - Vehicular routes, pedestrian/bike routes, transportation services. Address mobility within the corridor as well as to the corridor from other parts of Richardson and the region.
 - What particular improvements do you believe are most critical to area mobility?
- Activities and Uses
 - Existing uses/activities to keep/enhance; new uses that are supported by market research; new public uses/facilities; uses to support Richardson's economic development.
 - Consider the comments from the Open House and the online input, as well as your own perspective. What mix of activities and uses should this corridor have in 2020? What five actions in the short term are most important to achieve this mix?

Topics and Questions to Consider (continued)

■ Residential Choices

- Housing mix (type, size, density, etc.) to attract market. Consider existing corridor neighborhoods as well as new residential.
- What housing choices should Richardson residents have within this corridor? Try to be as specific as possible in terms of housing characteristics.

■ People Places

- Locations, design, relative role of parks, playgrounds, plazas, natural open spaces, trails, outdoor dining areas, rooftop gardens.
- Based on this project's public input and your own perspective, which sorts of people places do you think are needed first? Where should they be located?

■ Identity

- Defining the future identity of the corridor, proposing ways to market and communicate this.
- Develop your own short statement of the future identity you would like for this corridor. How should that identity be shared with residents, property owners, visitors and future investors?

Session 2 Assignments

- Focus Area A
 - Includes Catalyst Site 1

- Focus Area B
 - Includes Catalyst Site 2
 - Includes part of Catalyst Site 3

- Focus Area C
 - Includes part of Catalyst Site 3

Focus Area – Discussion Questions

- Future Concept
 - What should this Focus Area be like in 2020? Agree on a short phrase or sentence that captures your desired future for the area.
- Elements for Success
 - What are the key elements that will enable this Focus Area to realize your concept for its future?
 - Which elements exist now?
 - What changes are needed to put these new key elements in place?
- Connection to Topics
 - How does your concept connect with the six topics discussed this morning?
- Making it Happen
 - How can the existing ‘Activity Generators’ contribute to this concept?
 - What public investments are needed in the next few years?
 - What steps will attract the private investment your concept envisions?

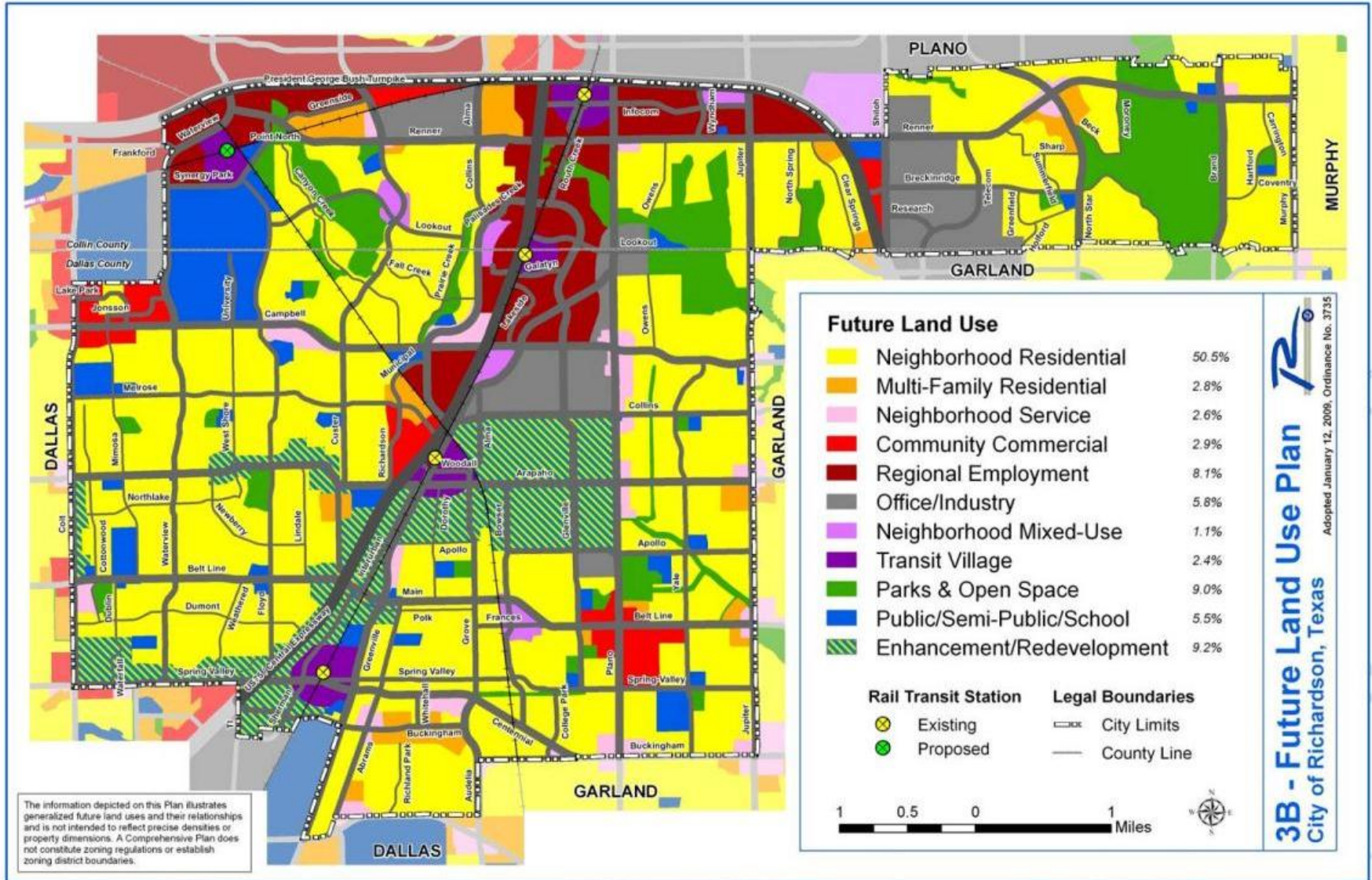


Catalyst Site – Discussion Questions

- Existing Conditions
 - What existing uses and activities should remain within this Catalyst Site?
 - What design characteristics should be continued as new uses and developments occur here?
- New Additions
 - What new uses and activities here will catalyze investment to achieve your concept for the Focus Area?
- Design
 - What physical form should development of this Catalyst Site have?
 - What design features are most important to this Catalyst Site?
- Making it Happen
 - What public investments will jump start the development of this Catalyst Site?
 - What private sector investments are needed first?

Study Overview

2009 Comprehensive Plan



The information depicted on this Plan illustrates generalized future land uses and their relationships and is not intended to reflect precise densities or property dimensions. A Comprehensive Plan does not constitute zoning regulations or establish zoning district boundaries.

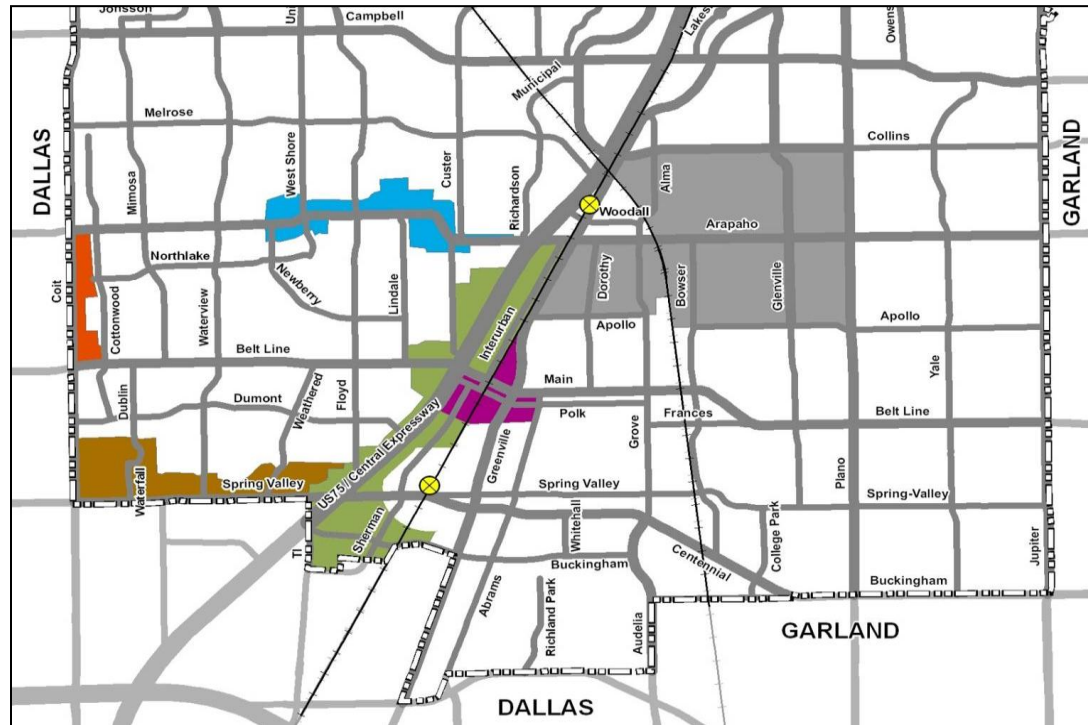


MAIN STREET / CENTRAL EXPRESSWAY STUDY

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



2009 Comprehensive Plan

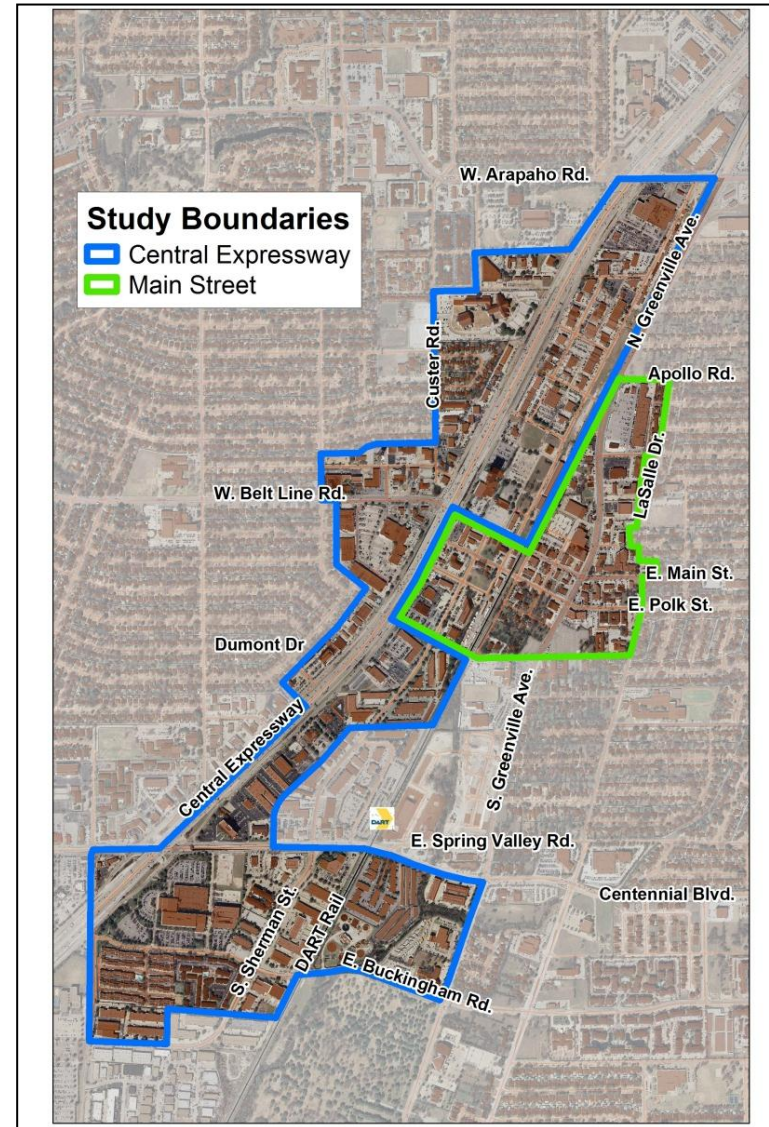
- Enhancement / Redevelopment Areas
 - Indicative of the challenges of a first-tier suburb
 - Aging development and infrastructure
 - Properties that are underperforming due to changes in market, technology, building format
 - Evolving demographics
 - Reinvestment / Redevelopment encouraged
 - Further, detailed study necessary to determine the full potential for redevelopment

2009 Comprehensive Plan

- 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

- 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

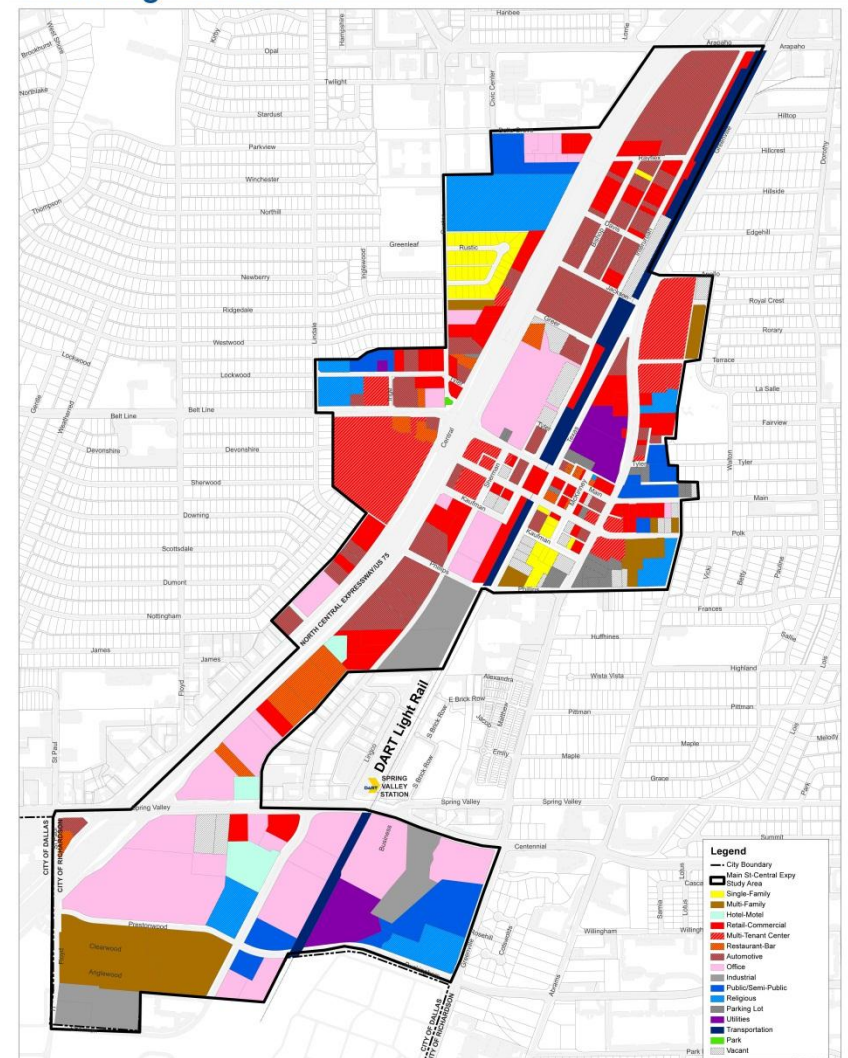
- Redevelopment / Reinvestment is likely to take place over a long period of time (20+ years)
 - Redevelopment is complicated, requiring not only a vision, but cooperation/coordination between property owners, decisions by existing businesses, land acquisition, building and infrastructure planning, financing, 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 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

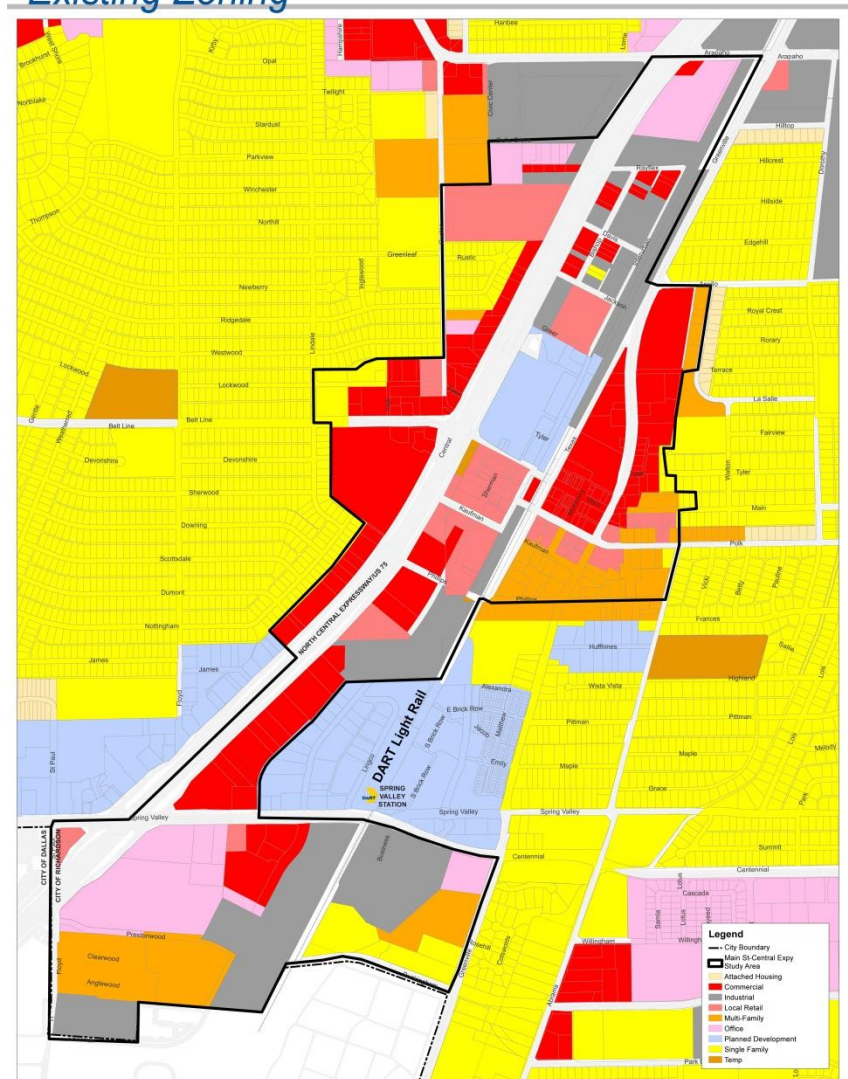
Existing Land Use



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

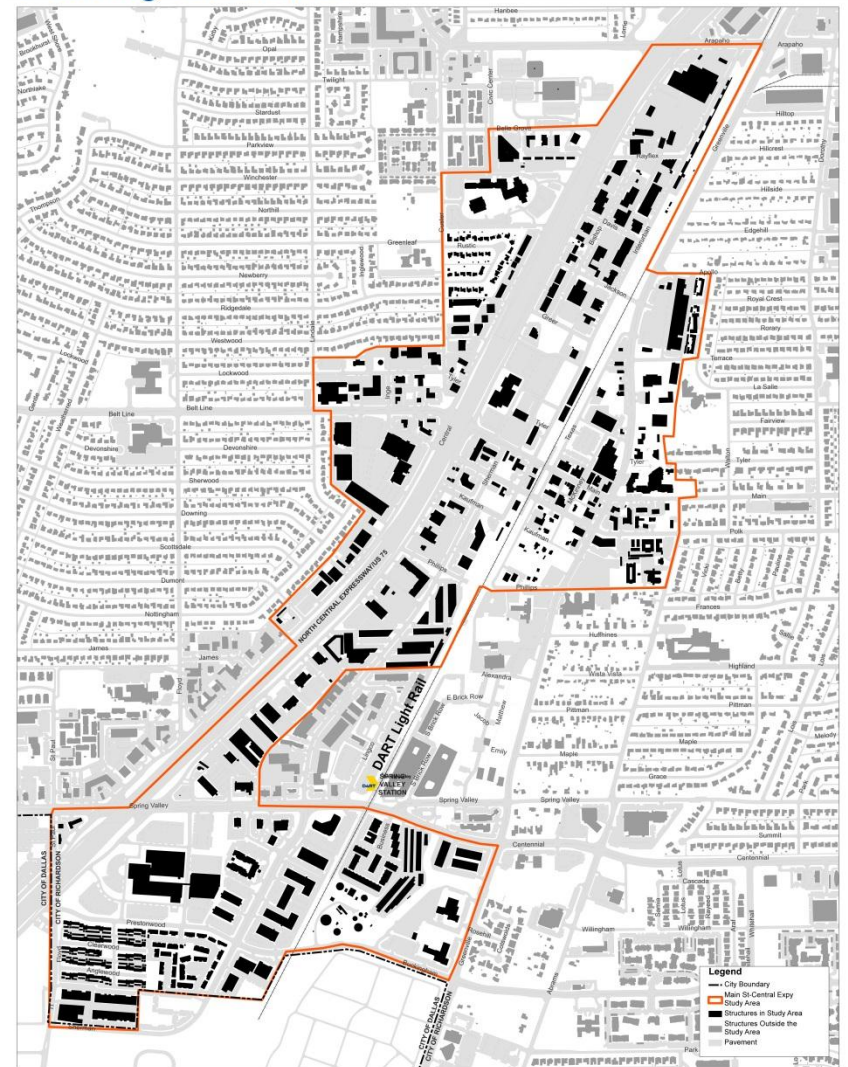
Existing Zoning



Existing Structures

- The existing corridor character is indicative of a suburban development pattern
- Building footprint sizes range widely across the corridor

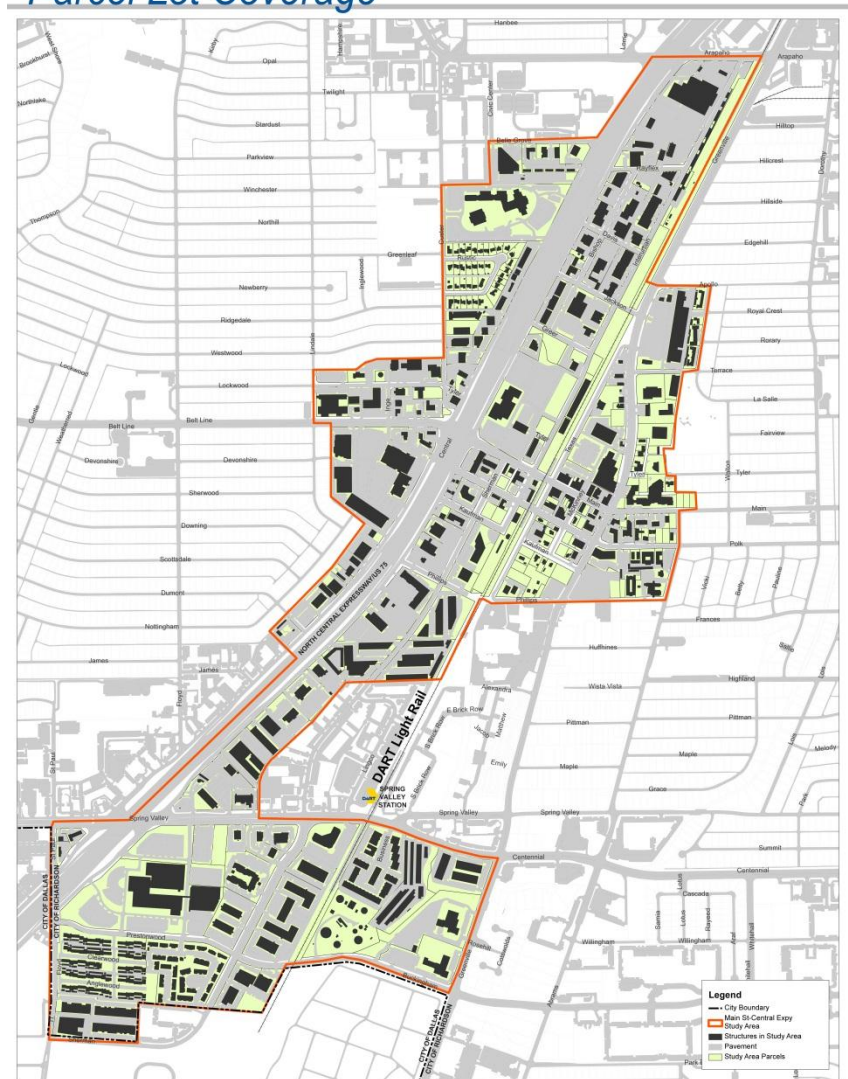
Existing Structures



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

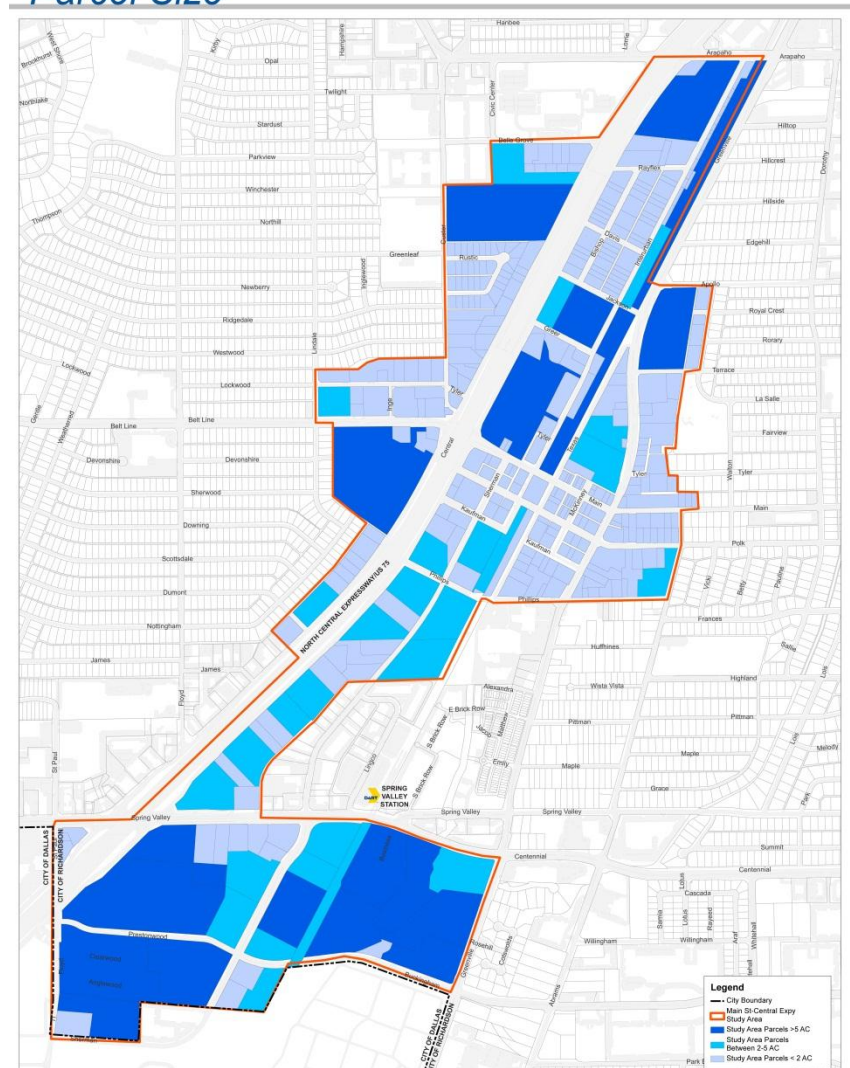
Parcel Lot Coverage



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

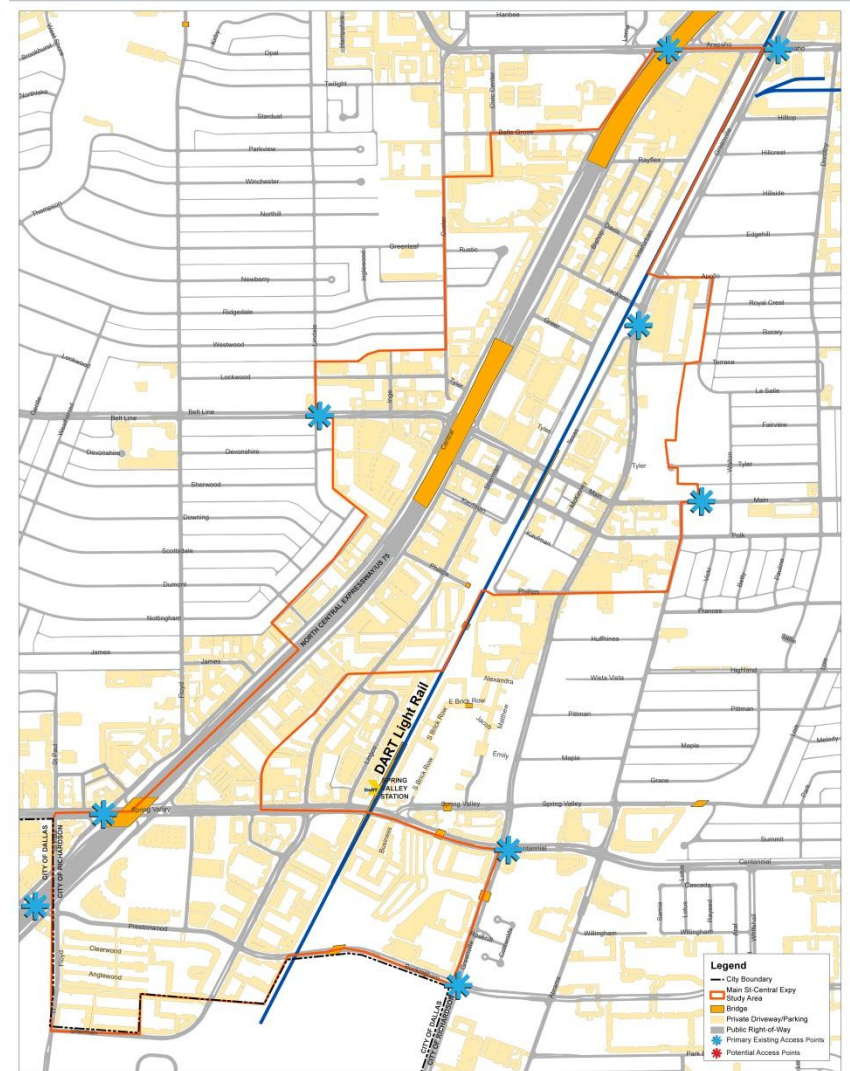
Parcel Size



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

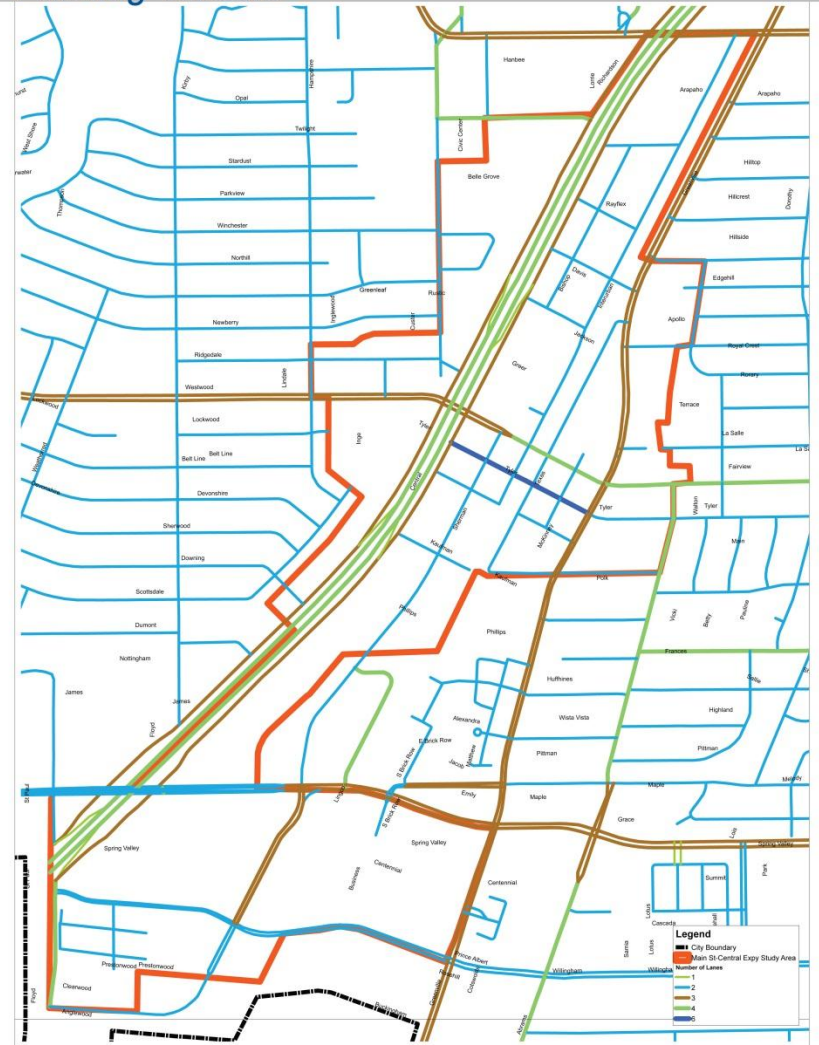
Access



Congestion and Circulation

- Understand current and future traffic issues
- Identify traffic bottlenecks
- Potential updates to Master Thoroughfare Plan
- Other needs will be identified

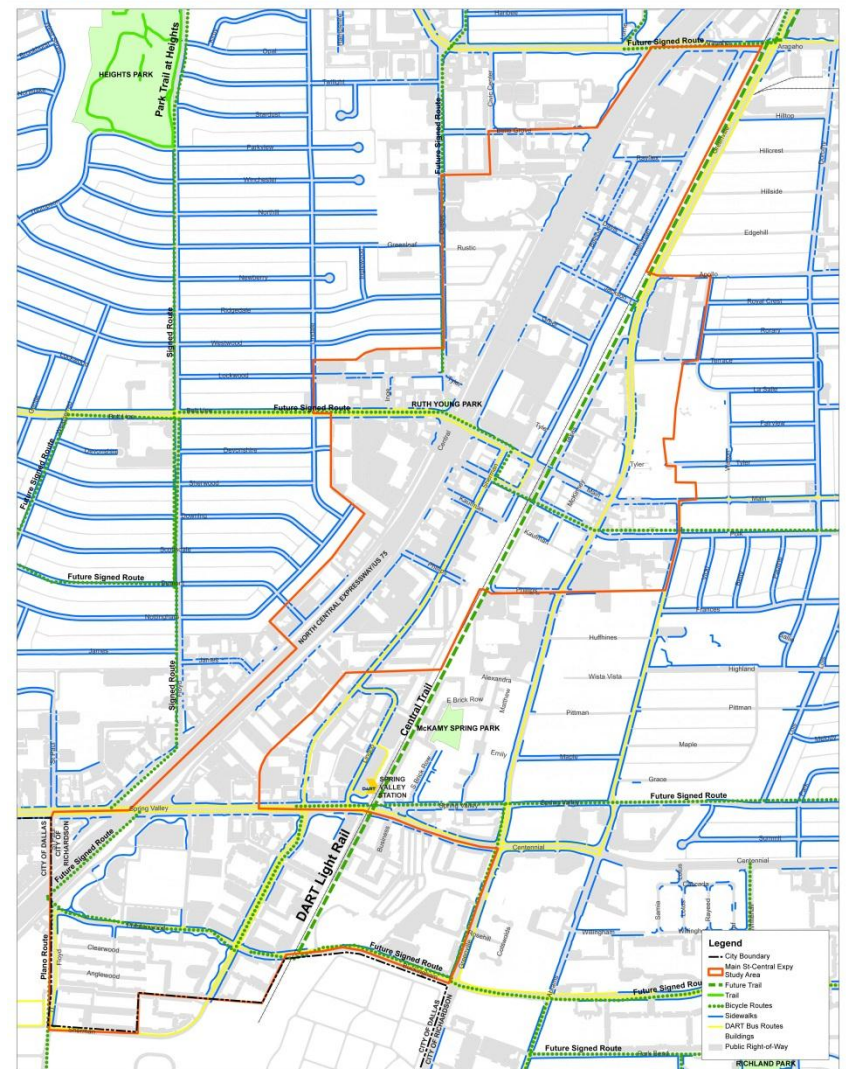
Existing Streets



Bicycle and Pedestrian

- Examine current bicycle and pedestrian connection gaps
- Plan for new connections to be identified

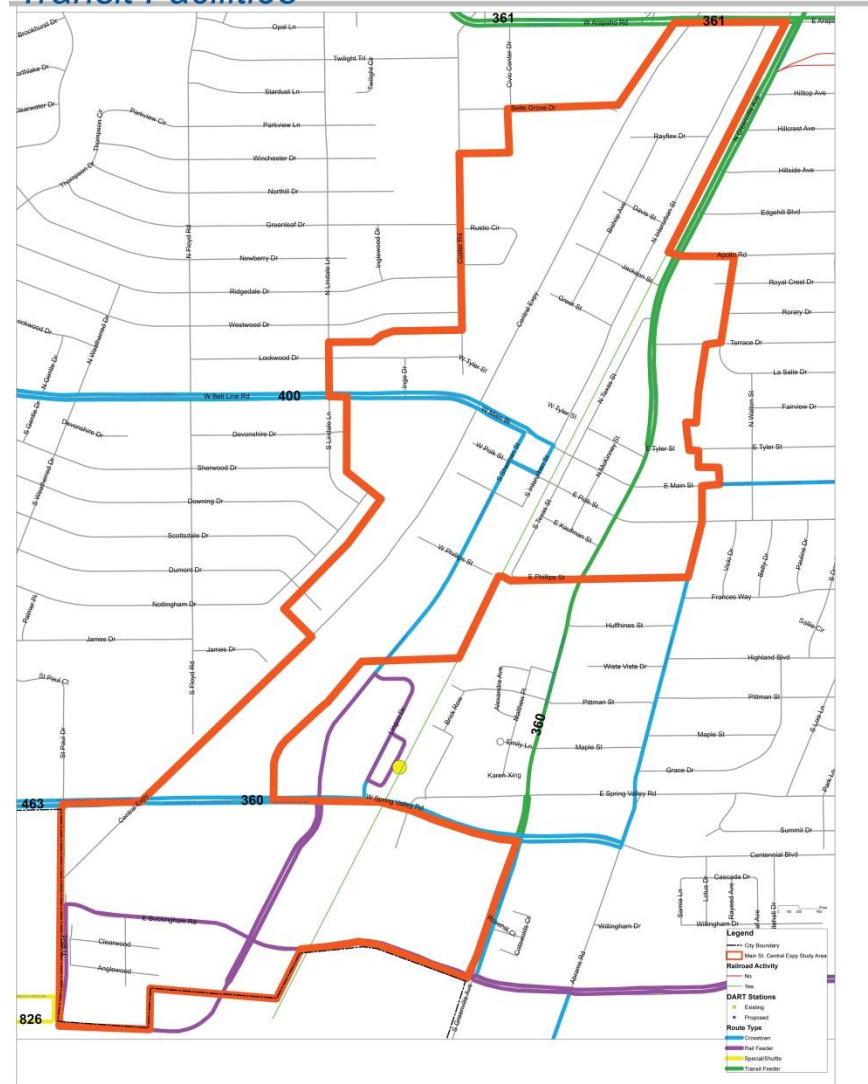
Pedestrian Access



Transit Planning

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

Transit Facilities



Coordination with Other Agencies

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

Real Estate Market

Preliminary Trade Area

A Trade Area is intended to represent that area from which uses will capture a share of market demand. Factors that influence the shape of a trade area include: physical and psychological barriers; presence of activity generators; travel patterns and right-of-ways; competition; and others.

Main/Central Trade Area Boundary



Demographic Overview

- Both the Main/Central Trade Area and the City are largely built-out and therefore are projected to grow at less than 1/2 the rate of the DFW Metroplex overall.
- Both the Trade Area and the City skew considerably older than the Metroplex age profile.
- Most of the Trade Area indicators are similar to those of the City's, with the exception of a higher degree of renter-occupied households.

Data for 2010 unless noted	Main/Central Trade Area	City of Richardson	DFW Metroplex
2000 Population	485,642	91,802	5,197,317
2012 Households	189,300	39,200	2,475,000
Annual Household Growth (2012-2022)	0.9%	0.8%	1.8%
Average Household Size	2.51	2.54	2.73
Percent Non-Family Households	38%	34%	31%
Percent Renters	49%	38%	38%
Percent Age 65+	12%	13%	9%
Percent Age 0 - 19	26%	26%	30%
Median Age	36.2	36.8	33.8

Source: U.S. Census Bureau; North Central Texas Council of Governments; Claritas, Inc.; & Ricker | Cunningham.

Demographic Overview

- Both the Trade Area and City have a higher degree of college-educated residents, as compared to the Metroplex overall.
- Incomes in the Trade Area are lower than for the City, but comparable to those for the Metroplex.
- The ethnic profile of the Trade Area parallels that of the Metroplex, which indicates a higher degree of ethnicity than for the City.

Data for 2010 unless noted	Main/Central Trade Area	City of Richardson	DFW Metroplex
Percent w 4-yr College Degree	50%	50%	29%
Percent Self-Employed (16+)	6%	7%	6%
Median Household Income	\$53,900	\$64,800	\$53,600
Per Capita Income	\$31,400	\$31,800	\$26,800
Percent with Income <\$25K	19%	17%	21%
Percent with Income \$100K+	23%	29%	23%
Percent Hispanic (of any race)	28%	16%	27%
Percent African-American	14%	9%	14%
Percent Asian	9%	15%	5%

Source: U.S. Census Bureau; North Central Texas Council of Governments; Claritas, Inc.; & Ricker | Cunningham.

Lifestyle Segments (Psychographics)

- Psychographics is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. PRIZM (Claritas, Inc.) is a leading system for characterizing neighborhoods and the local workforce into one of 65 distinct market segments.
- Commercial retail developers are interested in understanding a community's psychographic profile, as this is an indication of its resident's propensity to spend across select retail categories. Residential developers are also interested in understanding this profile as it tends to suggest preferences for certain housing product types.
- The Main/Central Trade Area is dominated by more affluent psychographic segments, several of which suggest lifestyle preferences that favor an infill urban living environment.

Top Trade Area PRIZM Segments

Social Group	Area Households	% of Total Households	U.S. Index=100
Urban Achievers	17,035	13.6%	623.7
American Dreams	9,910	7.9%	249.2
Big City Blues	9,346	7.5%	464.0
Money and Brains	8,537	6.8%	231.5
Multi/Cuti Mosaic	6,039	4.8%	195.2
Urban	50,867	40.7%	--

Social Group	Area Households	% of Total Households	U.S. Index=100
Brite Lites, Li'l City	6,756	5.4%	232.8
Up-and-Comers	4,890	3.9%	209.6
Second City Elite	3,788	3.0%	164.8
Middleburg Managers	3,328	2.7%	92.5
Upward Bound	3,205	2.6%	104.6
Second Cities	21,967	17.6%	--

Social Group	Area Households	% of Total Households	U.S. Index=100
Executive Suites	9,653	7.7%	556.8
Movers and Shakers	7,839	6.3%	250.0
New Beginnings	7,274	5.8%	255.2
Pools and Patios	6,104	4.9%	240.5
Upper Crust	6,068	4.9%	207.6
Suburbs	36,938	29.6%	--
Total Top Segments	109,772	87.9%	--
Total Trade Area	189,300	100.0%	--

Source: Ricker|Cunningham.

Supportable Development Types

Supportable Development Types

Residential - Cottage



Residential - Townhome



Supportable Development Types

Mixed Residential



Live - Work



Supportable Development Types

Mixed-Use



Shopfront



Supportable Development Types

Commercial



Light Industrial



What We Heard (Community Desires) July 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



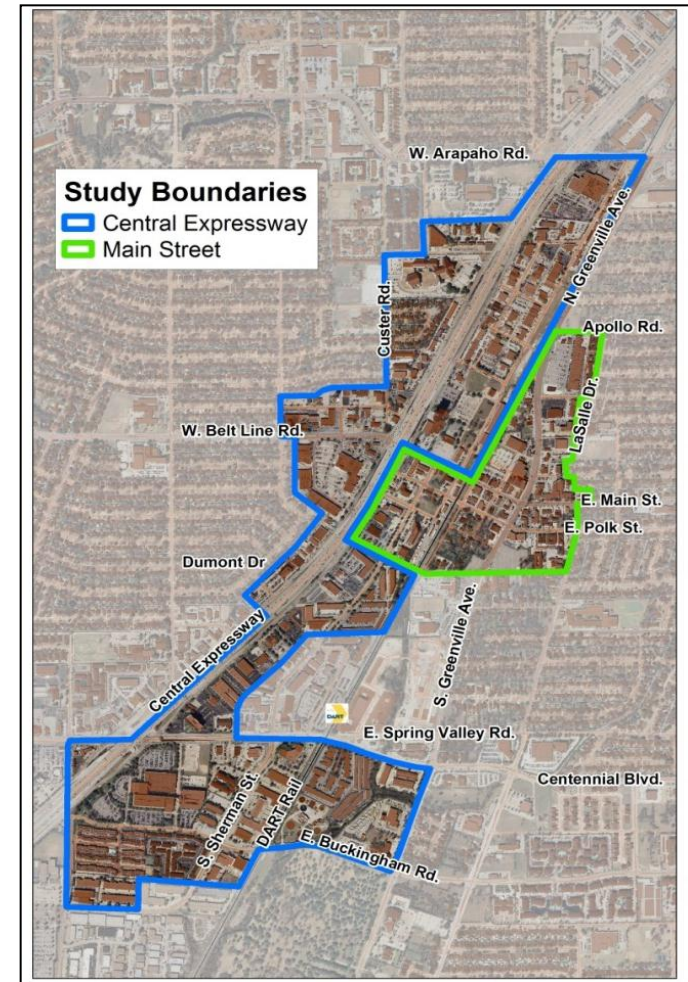
Investments and Improvements

- 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)



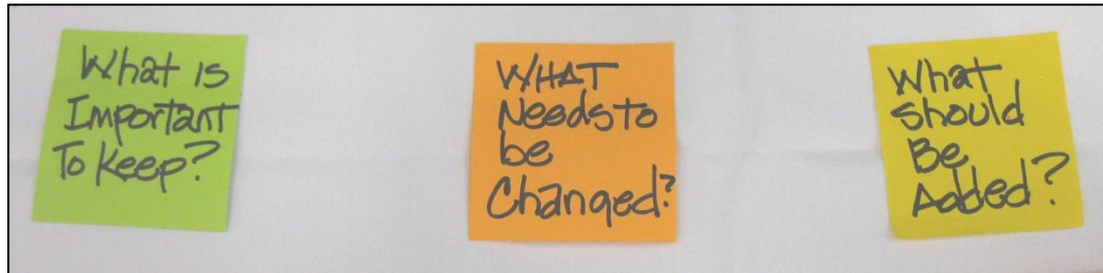
Physical Amenities

- 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



What We Heard (Community Desires) Website

Main Street / Central Expressway Corridor Study - Survey #1

Background

The online survey was developed to provide an opportunity for input from anyone interested in the future of this corridor. It was designed to elicit responses to questions about the current and future conditions of the corridor, information on priorities among possible actions and initiatives in the area, and open-ended comments about the corridor. It included questions about interests related to the Main Street / Central Expressway Corridor, a set of priorities for action and one open-ended question, followed by optional questions about the respondent's background and involvement with Richardson. A final question gave respondents the ability to provide contact information to the City.

The questionnaire was live on the City of Richardson website from July 23, 2012 through September 3, 2012¹. During that time, 312 respondents began the survey. 294 of these respondents finished the questionnaire, giving it a 94.2% completion rate.

Questions

Pages 21 through 25 of this report contain the list of questions and the answer options for this survey.

Respondents

Although the questions about 'involvement with Richardson' were optional, most respondents (about 95%) did reply to them.

As Figure 1 indicates, respondents ranged from 21-29 years through 79. More than half (55.7%) were 49 or younger; only one respondent was 80 or older.

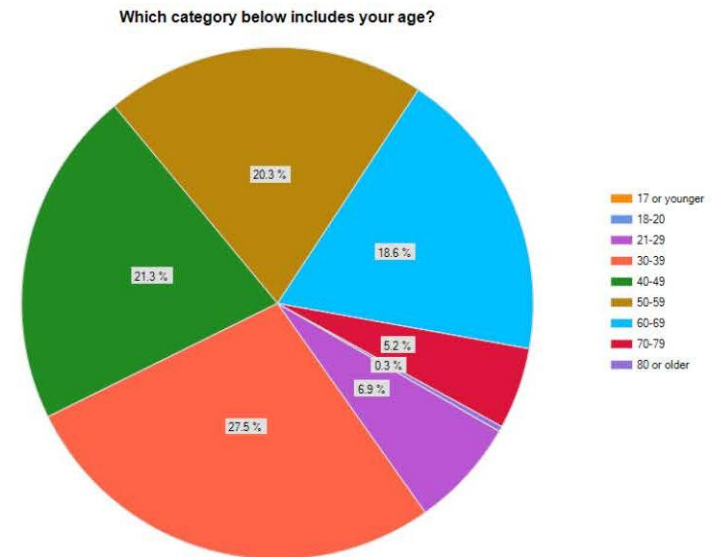


Figure 1: Question 5

¹ Three responses were received after the stated conclusion date of August 30, 2012. They are included in this analysis.

Main Street / Central Expressway Corridor Study – Survey #1

Women outnumbered men among respondents. Of those who answered the question on gender, 61.6% were female and 38.4% were male.

Figures 2 and 3 provide the results of the questions about respondents' living situation. The largest share of questionnaire respondents have lived in Richardson for a long time – 42.7% have lived here more than 20 years. 4.4% moved to Richardson this year, and other respondents are evenly divided in terms of their length of residence. Almost all (90.8%) respondents live in a single family home they own.

Respondents had varying work situations. As Figure 3 shows, the largest group of respondents (45.4%) is those in the work force but do not work in Richardson. The next largest group is those who are retired, students, or otherwise not in the work force. Just over 10% of the respondents have worked in Richardson for more than 20 years.

Half of all respondents (50.2%) work for private businesses. Those who work in the public or non-profit sectors, or who own their own businesses, are a much smaller share of the respondents. 21.9% of respondents are not in the work force. Figure 4 presents these responses.

Respondents work fairly close to home. Of all respondents, 26.7% work in Richardson and another 30.5% work within 15 minutes of Richardson. Only 4.9% of respondents work more than 30 minutes from Richardson.

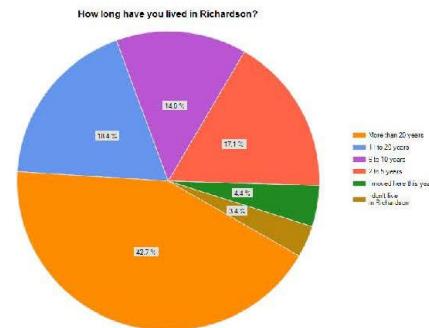


Figure 2: Question 7

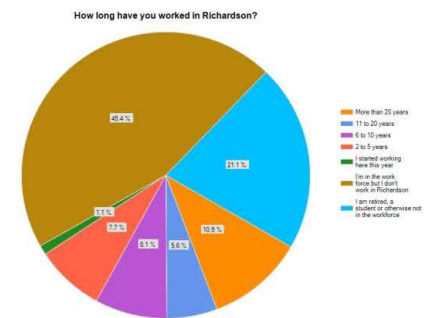


Figure 3: Question 9

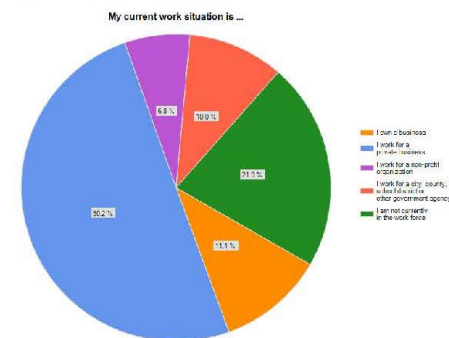


Figure 4: Question 10



Main Street / Central Expressway Corridor Study - Questionnaire #1

Comment Highlights

Questions 1 through 5 gave respondents the opportunity to write open-ended comments. All of the individual comments are provided beginning on page 8 of this report.

Many respondents believe this corridor needs attention. Descriptions of the existing situation include comments such as: run down, tired, forgotten, and uncared for. However, they also include comments like “[it] is a diamond in the rough” and “Downtown Richardson – WELCOME!!!”. So there is support for attention to the area for the future. A number of comments note that the area is not very friendly to pedestrians or people on bikes. Comments expressed concern about the proliferation of hookah bars. A number of comments reflected the sentiment that ethnic diversity was a good thing here, but that the area should not become too dominated by any single group.

Most respondents’ ideas for the future include the idea of an attractive gathering place for all sorts of people. Many comments describe a place “I could walk to to get groceries, a cup of coffee, have a meal...”. Another theme is reflected in the comment that it should be “updated, but somehow tastefully maintaining some of the historic presence”. Comments mentioned safe, clean, well-maintained and pedestrian friendly. People want a variety of businesses, not dominated by any one type.

When asked about the “one or two changes in the next few years” with the greatest impact, comments include:

- Bring in new businesses.
- Clean it up.
- More attention paid to aesthetics/environment in developments.
- Increase curb appeal.
- Take advantage of the Alamo Drafthouse’s positive impact.

Respondents have very divergent opinions about Main Street and the features that make it distinctive. These range from “I have lived here my entire life and it is hard for me to think of ‘distinctively Richardson’ sorts of things” to “one-of-a-kind buildings” to “old downtown, small neighborhood feel” to “nothing that I can see”.

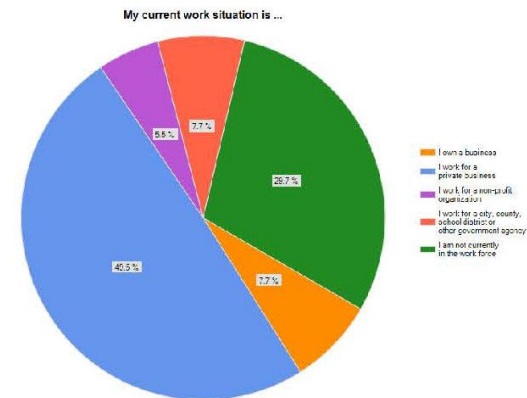


Figure 5: Question 11

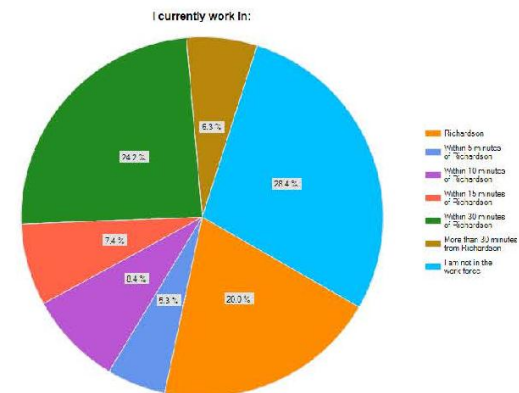


Figure 6: Question 12

Main Street / Central Expressway Corridor Study - Questionnaire #1

Similarly, the gateway that the area currently creates is not one that most respondents find appealing. Gateway comments did include several that imagine a different future:

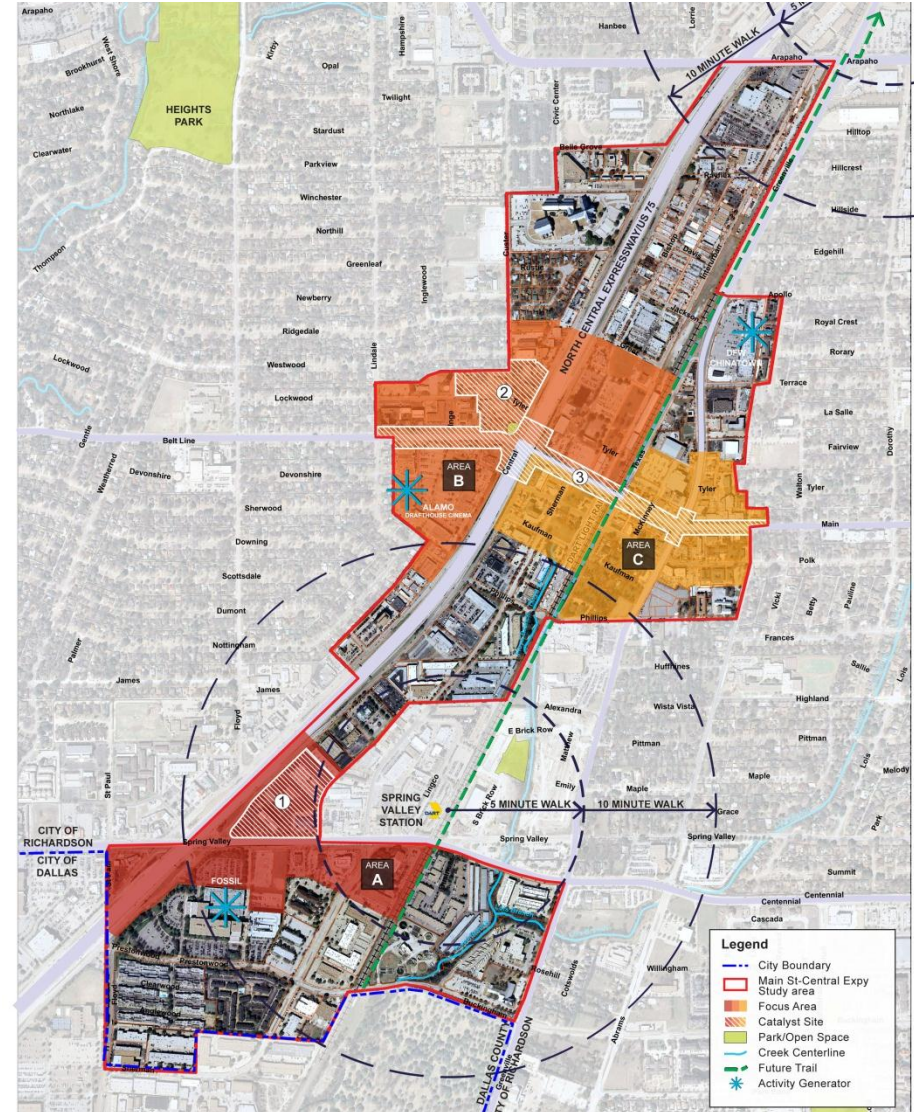
- [Today] “not an image of a sustainable, pedestrian friendly, vibrant downtown image that a City would want to refer to as a “Gateway”.
- “The image of Richardson in the 1950’s with people walking, working, buying in downtown. Where the past meets the future.”
- “Funky, fun”.
- “Unified but still diverse in look, feel, businesses and residential”.

Note: The detailed report of the survey and questionnaire are included as an appendix to these materials.

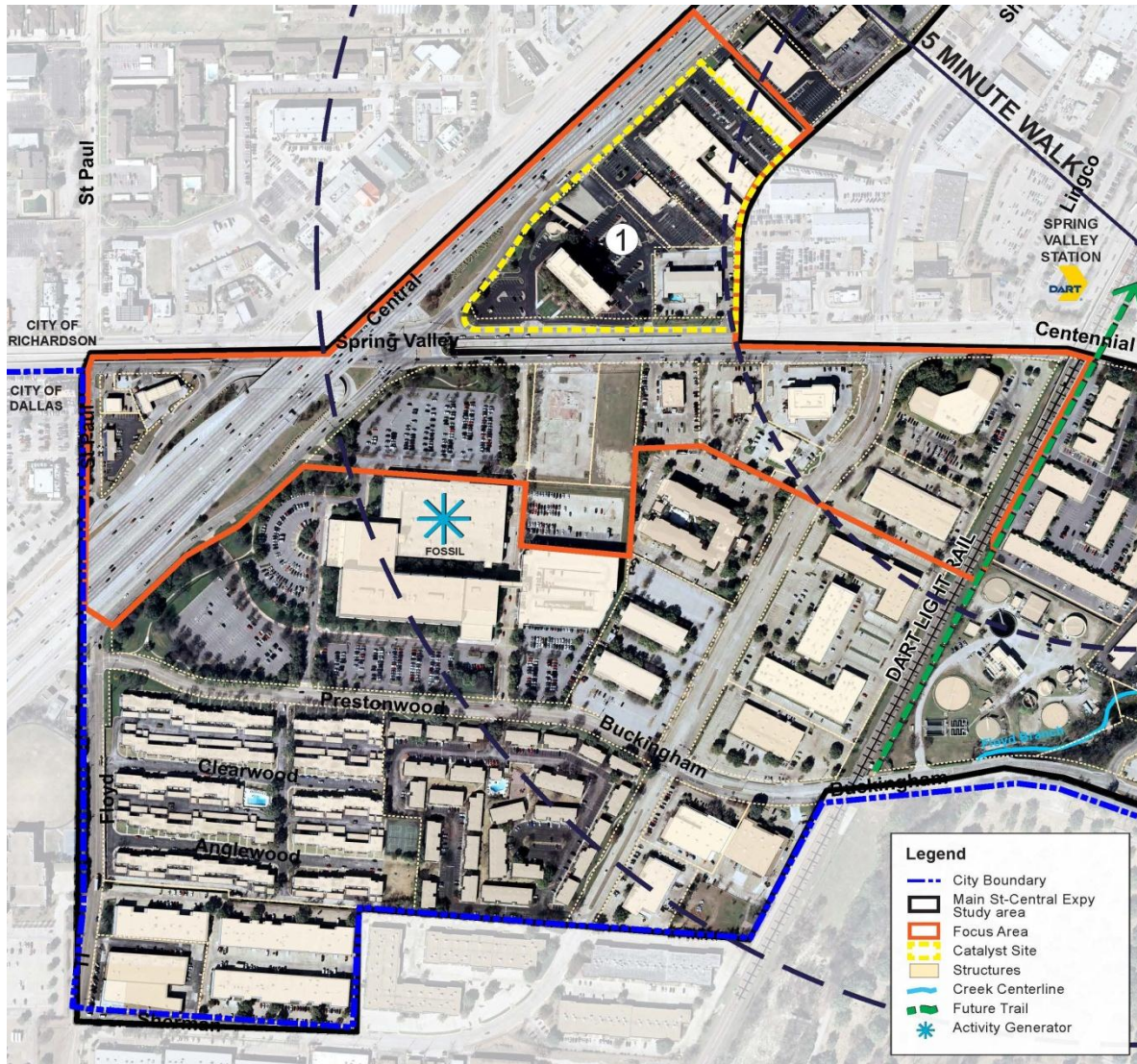
Focus Areas

Framework Plan

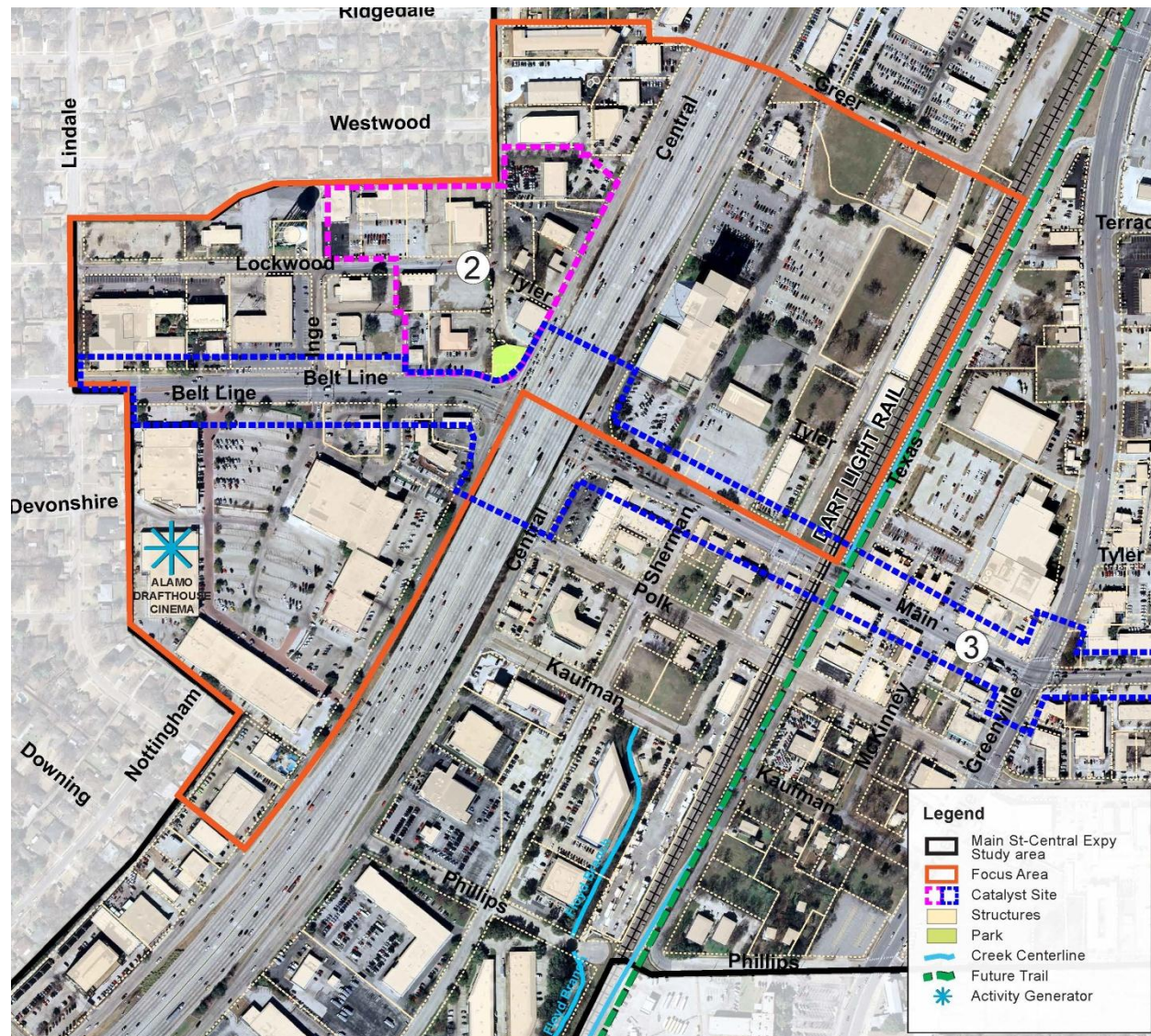
- The Framework Plan establishes key Focus Areas and Catalyst Sites within the overall study area
- Focus Areas are areas that have existing synergies and an ability to develop as a sub-district with a mix of supporting uses and an overall development character
- Catalyst Sites are individual parcels or groups of parcels that have underlying real estate indicators reflecting potential to be early catalysts in the development process



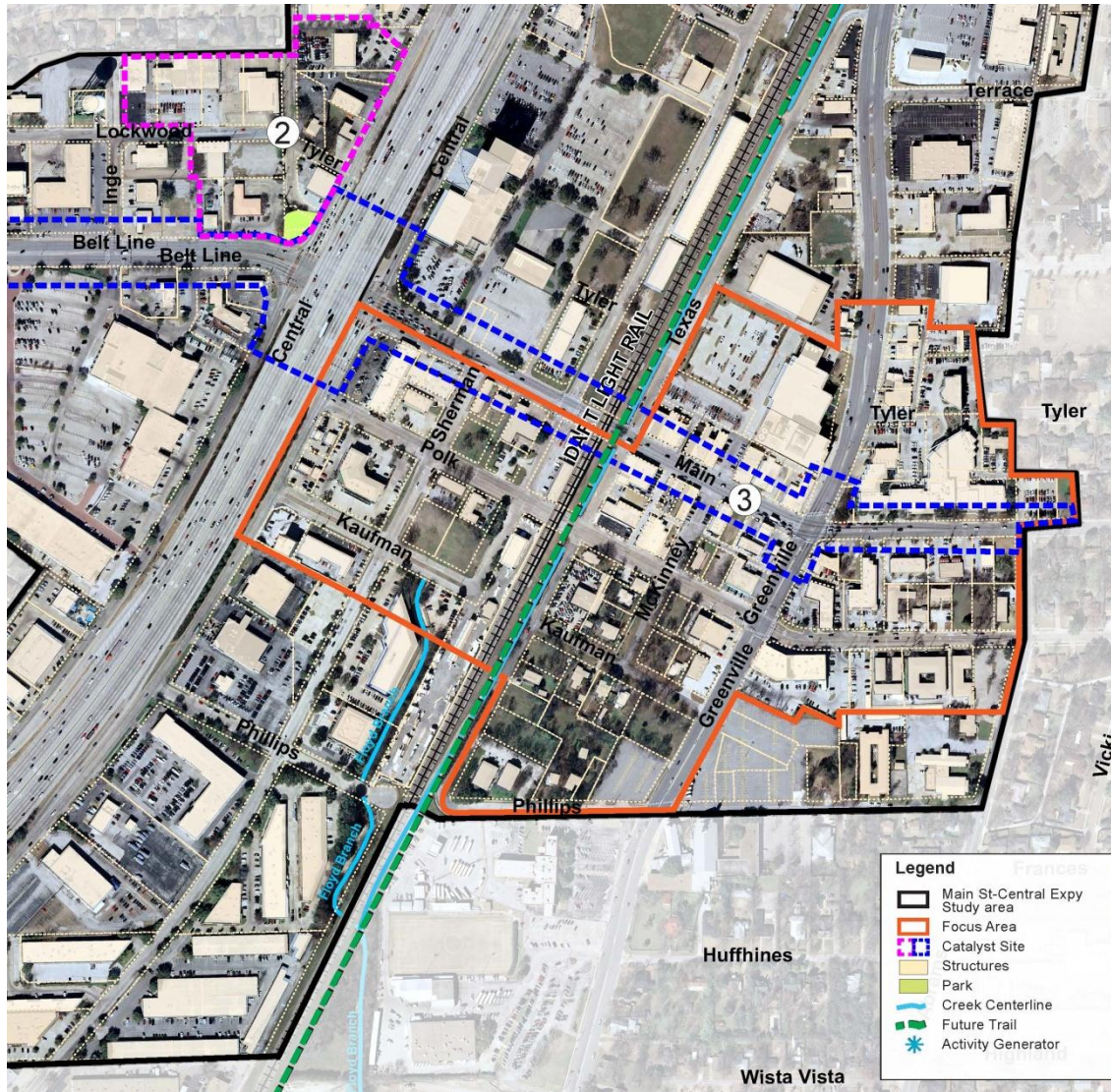
Framework Plan – Focus Area A



Framework Plan – Focus Area B



Framework Plan – Focus Area C



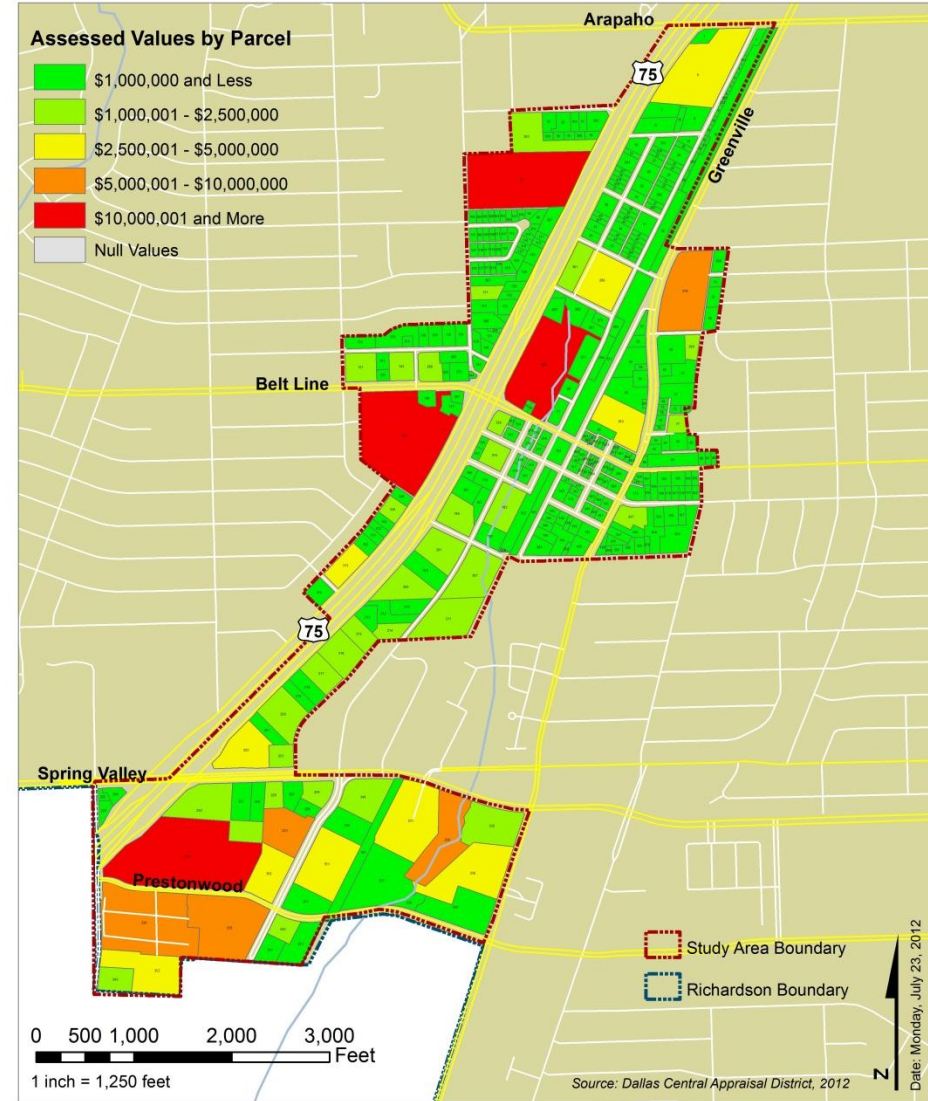
Catalyst Sites

Influences on Revitalization

- 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”)

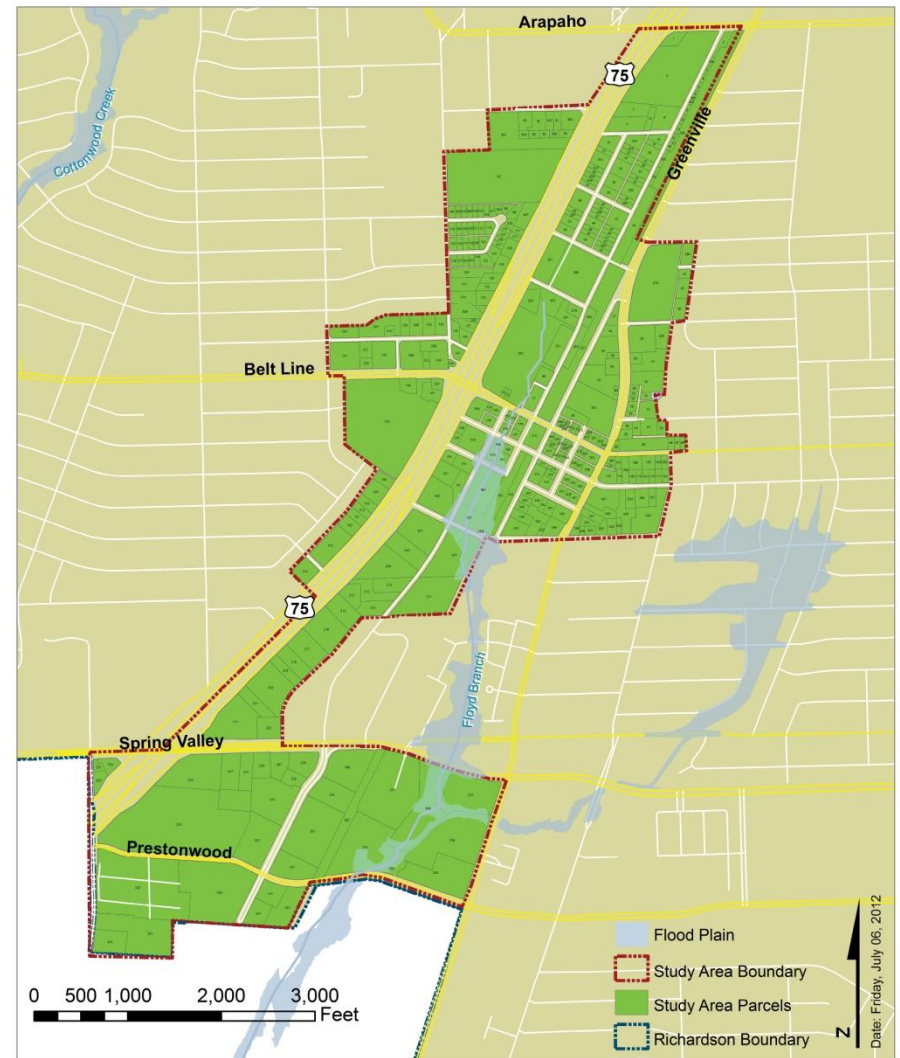
Assessed Valuations

- Shows where investment values are concentrated
- High percentage of Study Area parcels are lower value (< \$1mil.), 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



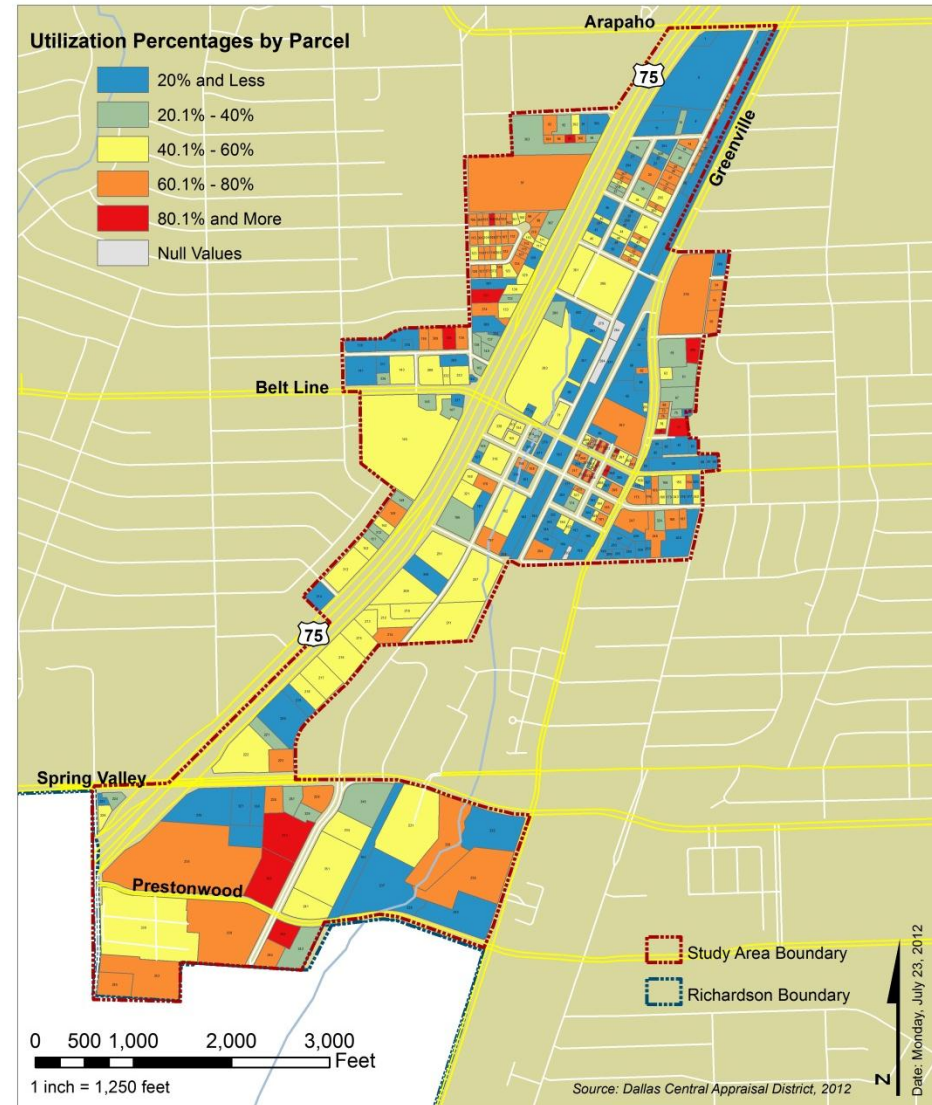
Floodplain

- 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



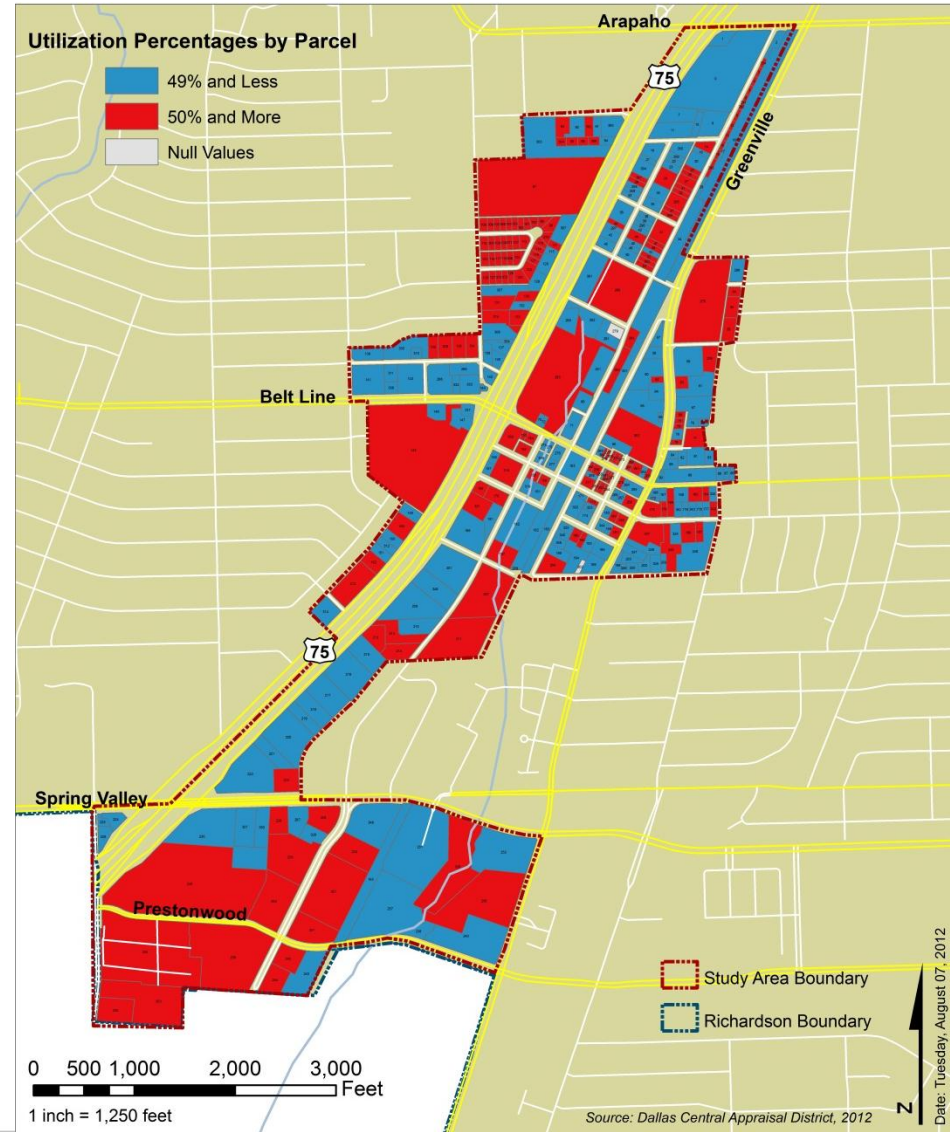
Property Utilization

- 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)



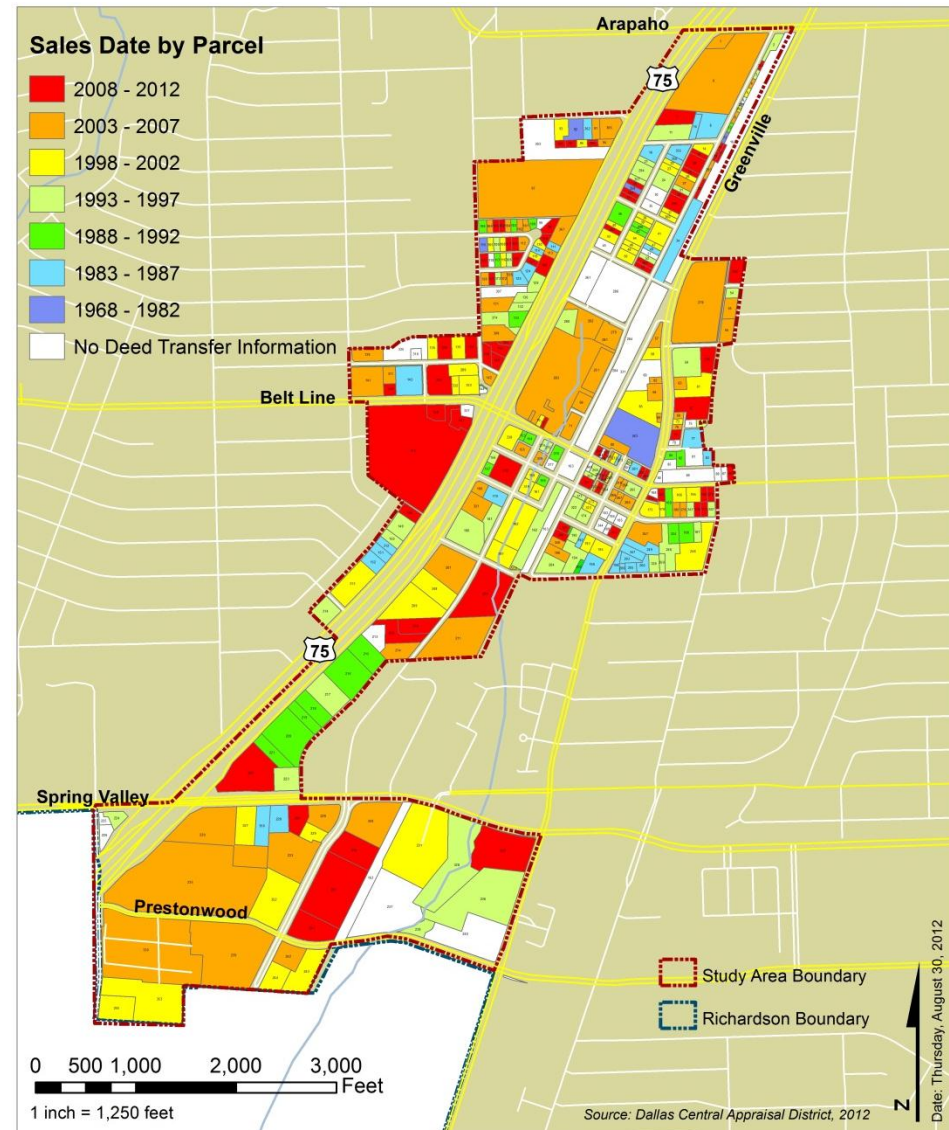
Property Utilization Summary

- Study Area shows a relatively high percentage of property could be considered “under-utilized” (i.e., improvements represent less than 50% of total value)



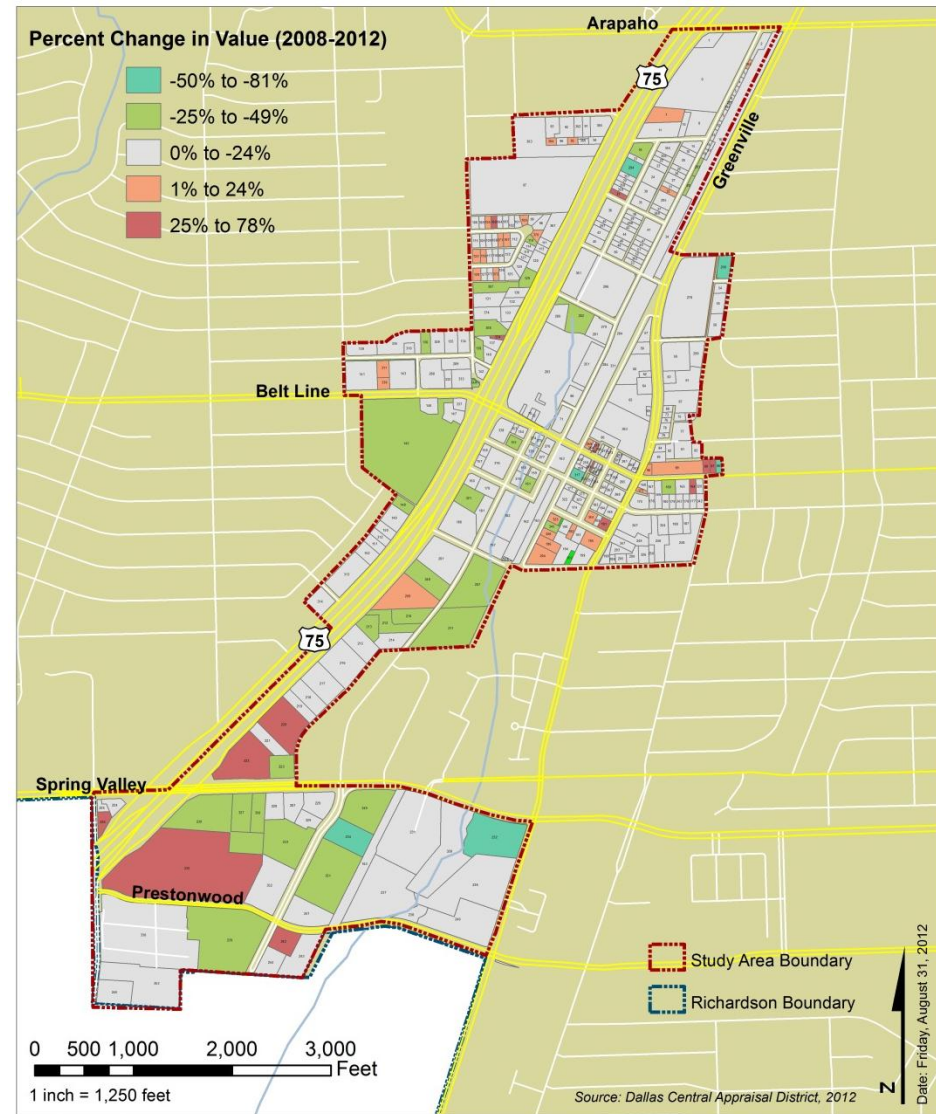
Sales Date by Parcel

- Property sales dates influence individual site's ability to redevelop
- Parcels that have been held for longer periods of time are more likely to have had outstanding loans paid in full, allowing owners to look at options for re-investment



Percent Change in Value

- Properties with a positive change in value are less “ripe” for revitalization/redevelopment than those that are depreciating in value
- The majority of parcels within the study area are either stable or depreciating in value



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
- 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

Appendix

Main Street / Central Expressway Corridor Study –
Survey # 1

Main Street / Central Expressway Corridor Study – Survey #1

Background

The online survey was developed to provide an opportunity for input from anyone interested in the future of this corridor. It was designed to elicit responses to questions about the current and future conditions of the corridor, information on priorities among possible actions and initiatives in the area, and open-ended comments about the corridor. It included questions about interests related to the Main Street / Central Expressway Corridor, a set of priorities for action and one open-ended question, followed by optional questions about the respondent’s background and involvement with Richardson. A final question gave respondents the ability to provide contact information to the City.

The questionnaire was live on the City of Richardson website from July 23, 2012 through September 3, 2012¹. During that time, 312 respondents began the survey. 294 of these respondents finished the questionnaire, giving it a 94.2% completion rate.

Questions

Pages 21 through 25 of this report contain the list of questions and the answer options for this survey.

Respondents

Although the questions about ‘involvement with Richardson’ were optional, most respondents (about 95%) did reply to them.

As Figure 1 indicates, respondents ranged from 21-29 years through 79. More than half (55.7%) were 49 or younger; only one respondent was 80 or older.

Women outnumbered men among respondents. Of those who answered the question on gender, 61.6% were

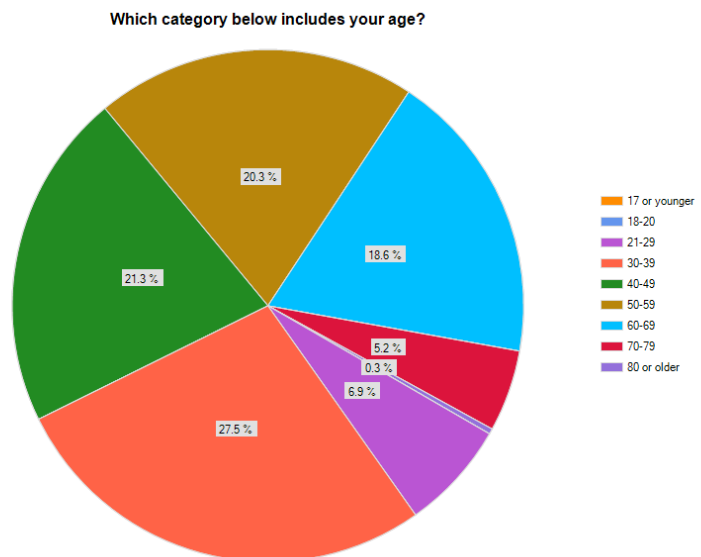


Figure 1: Question 5

¹ Three responses were received after the stated conclusion date of August 30, 2012. They are included in this analysis.

female and 38.4% were male.

Figures 2 and 3 provide the results of the questions about respondents' living situation. The largest share of questionnaire respondents have lived in Richardson for a long time – 42.7% have lived here more than 20 years. 4.4% moved to Richardson this year, and other respondents are evenly divided in terms of their length of residence. Almost all (90.8%) respondents live in a single family home they own.

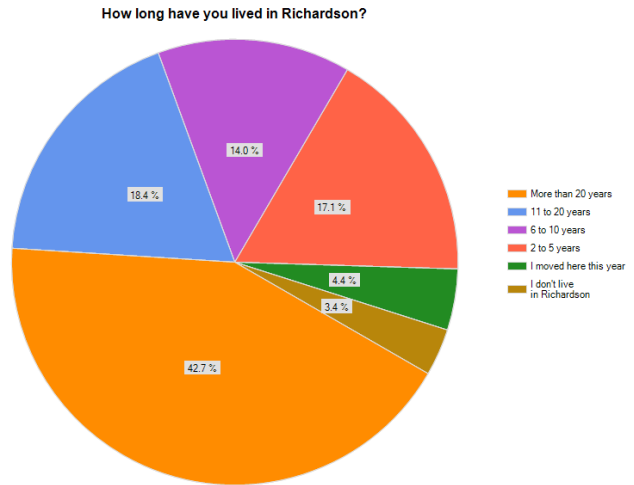


Figure 2: Question 7

Respondents had varying work situations. As Figure 3 shows, the largest group of respondents (45.4%) is those in the work force but do not work in Richardson. The next largest group is those who are retired, students, or otherwise not in the work force. Just over 10% of the respondents have worked in Richardson for more than 20 years.

Half of all respondents (50.2%) work for private businesses. Those who work in the public or non-profit sectors, or who own their own businesses, are a much smaller share of the respondents. 21.9% of respondents are not in the work force. Figure 4 presents these responses.

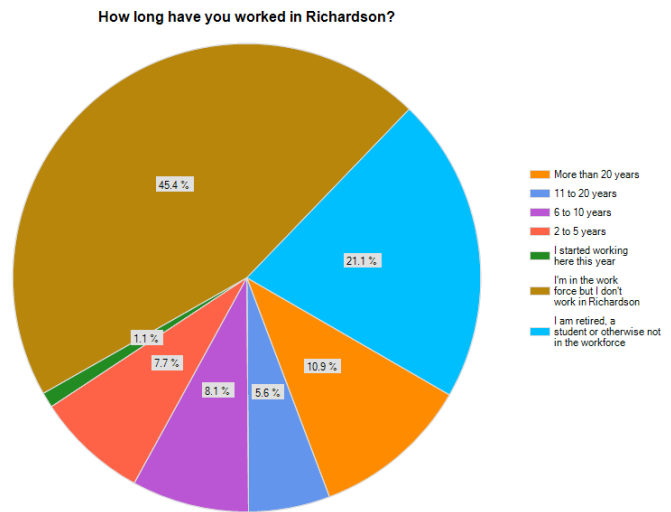


Figure 3: Question 9

Respondents work fairly close to home. Of all respondents, 26.7% work in Richardson and another 30.5% work within 15 minutes of Richardson. Only 4.9% of respondents work more than 30 minutes from Richardson.

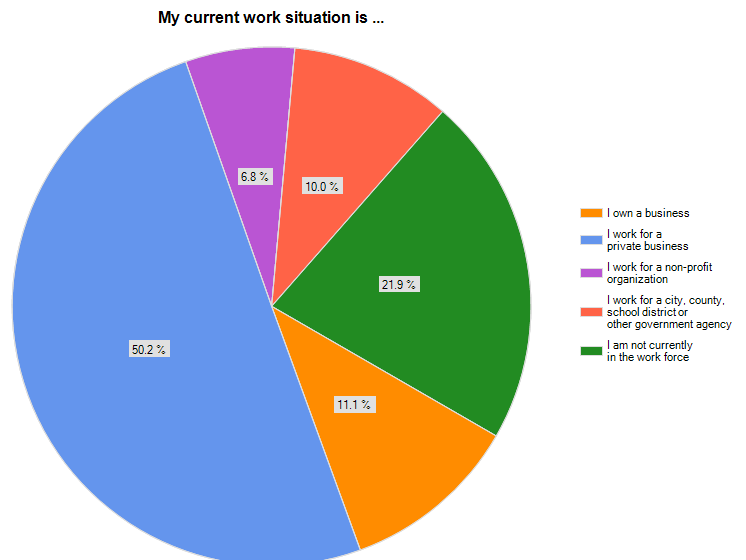


Figure 4: Question 10

Involvement in the Corridor

Two questions on the survey were the same as those asked at the project’s Open House session on July 10, 2012. Figure 5 below presents the response for both the survey and open house participants.

Figure 5: I am most involved in the Main Street / Central Expressway Corridor as:	Survey	Open House
A resident of this Corridor	23.7%	16.9%
A resident of Richardson outside this Corridor	69.2%	45.4%
An owner or representative of a multi-family or commercial property (but not the business owner)	0.3%	8.5%
A business employee	1.0%	2.3%
A business owner or tenant (but not the property owner)	0.0%	3.1%
An owner of business and property	0.6%	23.1%
An interested person not described above	5.2%	0.8%
I am most interested in issues related to:	Survey	Open House
Arts and Culture	9.0%	4.4%
Business and the Economy	15.4%	26.7%
Development and Construction	17.3%	21.5%
Education	1.9%	0.0%
The Environment	1.5%	3.7%
Health and Healthy Communities	2.5%	3.7%
Government Services	0.0%	0.7%
Neighborhood Quality of Life	45.1%	37.0%
Other	7.4%	2.2%

By far the largest share of online respondents (69.2%) was Richardson residents who live outside this corridor. Almost one-quarter of online respondents (23.7%) lived in the corridor. Few respondents (under 2%) represented business or multi-family interests. In contrast, the open house included a much larger share of participants representing business and property interests.

For both groups, ‘neighborhood quality of life’ is the issue of greatest interest. Not surprisingly, a larger share of open house participants indicated that ‘business and the economy’ or ‘development and construction’ were their most important issue. More online respondents were interested in ‘arts and culture’.

Online participants had the ability to indicate what issue was of concern when they replied ‘other’. Those other issues are listed in Figure 6 below, without editing.

Figure 6: Please specify other issues:
The unique diversity of your town!!! All the different ethnic foods and older 50s/60s houses etc.
All of the above as it relates to Richardson

Figure 6: Please specify other issues:
Business and Economy as 2nd Choice
property value
The good and bad impacts of this redevelopment on the city as a whole.
fewer hooka bars
Placemaking & Downtown Revitalization
Restaurants, shopping, entertainment
Pedestrian Friendly place with plenty of shops / dining / pubs
Richardson needs to do something with this area....it is really a disappointment as it is.
Giving the Downtown Main Street Life Again!
Nicer businesses going up in the area
no more apartments
All of the above options. The area is old, out dated.
All of the above - they are all related & equally important.
Bicycle & Running access
Ability to get around town on a bicycle
upgrade the old & showcase it; business for total residents - not just a particular segment of the population; SAFETY!
increasing tax revenue from the area
increasing tax revenues while reducing the number of family friendly options to concentrate on development of areas friendly to singles between 20-70
My choice tied with: Arts & Culture, Environment & Neighborhood Quality of Life.

Important Concepts

The online survey asked respondents to indicate how important each of 15 concepts is for the future of this corridor. The set of concepts was the same as the set used in keypad polling at the Open House. The same concept was rated most important by both groups – attracting new business development. Two other concepts were in the top five for both groups². These were ‘creating a better gateway into Richardson’ and ‘creating a distinctive identity for the area’. The other important concepts for the online respondents were ‘making the area more appealing to pedestrians’ and ‘making the area more sustainable’. Figure 7 (on the next two pages) shows the responses from the online survey, followed by the responses during the Open House.

Other Comments and Recommendations

Respondents could add comments about other concepts when they responded to the question about the 15 selected concepts. The unedited additional comments are found in Figure 8. Lastly, one survey question provided the ability to make open-ended comments. These comments, also unedited, are found in Figure 9.

² Ranked by the % of respondents who indicated this concept was ‘very important’.

Figure 7: How important is this concept?	Very or Somewhat important	Very Important	Somewhat Important	Neutral	Not Very Important	Very Unimportant	Not very important or Very unimportant	I'm Not Sure
For Online Survey Respondents								
Attracting new business development	91.8%	65.2%	26.6%	5.5%	1.0%	1.4%	2.4%	0.3%
Making the area more appealing to pedestrians	89.5%	63.3%	26.2%	6.8%	2.4%	0.7%	3.1%	0.7%
Making this area more sustainable	86.6%	59.5%	27.1%	9.3%	1.4%	2.1%	3.4%	0.7%
Creating a better gateway into Richardson	82.1%	57.7%	24.4%	13.1%	3.4%	1.4%	4.8%	0.0%
Creating a distinctive identity for the area	84.9%	57.2%	27.7%	9.9%	3.4%	1.0%	4.5%	0.7%
Having better physical amenities, like parks or plazas	82.1%	51.9%	30.2%	14.1%	1.7%	1.4%	3.1%	0.7%
Attracting new private investment	79.9%	50.9%	29.1%	16.3%	2.4%	1.0%	3.5%	0.3%
Retaining Main Street Richardson's historic character	80.2%	49.1%	31.1%	9.6%	7.5%	2.4%	9.9%	0.3%
Moving traffic more smoothly	81.4%	49.0%	32.4%	11.7%	4.5%	2.4%	6.9%	0.0%
Offering places that attract younger residents and workers	72.6%	47.6%	25.0%	20.5%	4.8%	1.7%	6.5%	0.3%
Having a mix of uses	82.9%	45.3%	37.6%	12.5%	2.1%	2.1%	4.2%	0.3%
Taking better advantage of nearby DART stations	73.9%	44.0%	29.9%	16.8%	5.2%	3.4%	8.6%	0.7%
Renovating and reusing existing businesses	70.3%	43.3%	27.0%	15.0%	8.2%	5.8%	14.0%	0.7%
Attracting major employers and company headquarters	63.4%	37.2%	26.2%	22.1%	11.0%	3.1%	14.1%	0.3%
Enhancing Richardson's multiculturalism	48.3%	23.5%	24.8%	29.6%	9.9%	10.9%	20.7%	1.4%

Figure 7: How important is this concept?	Very or Somewhat important	Very Important	Somewhat Important	Neutral	Not Very Important	Very Unimportant	Not very important or Very unimportant	I'm Not Sure
For Open House Participants								
Attracting new business development	93.9%	79.4%	14.5%	2.3%	2.3%	0.0%	2.3%	1.5%
Attracting new private investment	88.2%	76.5%	11.8%	5.9%	2.9%	1.5%	4.4%	1.5%
Having a mix of uses here	91.7%	67.4%	24.2%	5.3%	0.0%	0.8%	0.8%	2.3%
Creating a distinctive identity for the area	88.3%	66.4%	21.9%	8.0%	0.7%	2.9%	3.7%	0.0%
Creating a better gateway into Richardson	86.9%	66.4%	20.4%	5.8%	5.1%	0.0%	5.1%	2.2%
Making this area more sustainable	84.3%	57.5%	26.9%	4.5%	5.2%	3.7%	9.0%	2.2%
Moving traffic more smoothly	85.3%	55.9%	29.4%	5.9%	8.1%	0.7%	8.8%	0.0%
Making the area more appealing to pedestrians	87.2%	54.9%	32.3%	7.5%	3.8%	0.8%	4.5%	0.8%
Taking better advantage of nearby DART stations	79.4%	52.2%	27.2%	9.6%	5.2%	5.2%	10.3%	0.7%
Having better physical amenities, like parks or plazas	83.3%	49.3%	34.1%	8.0%	5.1%	2.9%	8.0%	0.7%
Offering places that attract younger residents and workers	79.9%	44.8%	35.1%	12.7%	6.0%	0.8%	6.7%	0.8%
Attracting major employers and company headquarters	62.1%	41.6%	20.4%	16.1%	17.5%	4.4%	21.9%	0.0%
Retaining Main Street Richardson's historic character	61.3%	38.7%	22.6%	15.3%	13.1%	8.0%	21.2%	2.2%
Renovating and reusing existing buildings	59.1%	33.6%	25.6%	21.2%	15.3%	3.7%	19.0%	0.7%
Enhancing Richardson's multiculturalism	51.5%	30.2%	21.3%	18.4%	16.2%	14.0%	30.2%	0.0%

Figure 8: Other comments about important concepts for the Corridor.

There are already a number of thriving businesses in this area. These businesses should be supported as they are part of the culture of Richardson, and are representative of the unique community that exists here. New businesses, like the upcoming Alamo Drafthouse (at Beltline & 75) and Pearl Cup (in Canyon Creek) should also be encouraged and supported as they add to the quality of life and encourage residents to stay in Richardson to eat/drink/play rather than driving up or down 75 to other areas, while also attracting people from other nearby cities.

Richardson is in the position to become something very special! I joke that we could become the next Bishop Arts District, but in all seriousness, I think it is possible. Young people are looking for a unique community where they can settle down and start families. They want to be somewhere that is safe with good schools, but they do not want the cookie-cutter big-box-store feel of Frisco and Allen. Richardson is the first suburb north of Dallas, which also makes it appealing to young people who are not willing to give up city life altogether. By maintaining the already unique community of businesses we have here in Richardson, while also bringing in new unique/small/independent businesses, Richardson can set itself apart from the suburban sprawl by being something special. It is why I bought a home here three years ago with my spouse and plan on staying much longer to start and raise a family.

I say look to Austin, TX and how the government there sets its sights on the long term rather than how amazingly short sighted Dallas is. Austin has kept out a lot of large commercial stores, etc. People are flooded with chain stores and restaurants on every corner in the Dallas area. Everyone wants to live in Austin because they encourage original places - small businesses - arts - music - HISTORY.

Thanks!

Unfortunately, I saw the destruction of the old yellow motel. I think something could have been done within that shell. Ala the motel in Memphis where MLK was killed. It's a museum.

I sincerely hope that typical places such as Chipotle, TGIF, That stuff is EVERYWHERE. Denton is totally ruining some of it's vibe with such places.

I love the area around Floyd and Dumont. Those houses are so classic and remind me of my aunts neighborhood in San Antonio.

Again, I'm not a local but, I brag about what is there already to other people. Chinese, Mexicans, Tejano/Chicano, Middle Eastern, Japanese, Korean, Ethiopian, Italian,.. it's like a mini NYC!! There's enough regular corporate stuff there. Richardson doesn't need any more. Work your diversity with my blessing.

Best wishes,

bH

Get rid of all the Hookah bars! Better sidewalks and bike & pedestrian crossing solutions near I-75

Adaptive reuse of older buildings

Pedestrian/bike friendly access to cross 75 and join the east and west sides of Richardson

A flexible design theme that is sustainable, and flows around Central to tie together the east and west sides of the corridor.

Aggressive campaign to include new small businesses in the growth plan

Downtown Richardson has become TOO multicultural. Feel like I am driving through the middle east. I would prefer it look more like Downtown Plano area - Ave K - Urbanish,,,,,or like Campbell and Central. Too many Hookah bars! It has kind of gotten out of control in Richardson.

Figure 8: Other comments about important concepts for the Corridor.

Streets confusing: better signage, flow. Junky signs: distracting when trying to find a place, no window painting, blinking, sidewalk boards, etc. Traffic flow: turning, slowing down to find a place, is dangerous and annoying to regular traffic, better management of speed, lights, lanes. Parking: Not enough in safe areas, add signs designating parking areas. Walking: Not safe to wander shops/restaurants. Have to cut through stinky dirty building backs and lots to get there because of parking issues. Lighting/greenery: Add lit sidewalks with seating, greenery, trash cans. Monitor/clean street trash, stop loitering/pandering. Businesses: Regulate types allowed, regulate appearance, stop use of public streets (car rentals, repair shops, sellers use streets for overflow of inventory regularly), regulate commercial trash bins cleanliness. Building/Center owners: ridiculous rents are running out some longtime, local favorites.

Beware of it turning into mess like Dal Rich. When I moved here all kinds of stores I patronized were there. Hallmark, flower shop, pharmacy, ice cream, restaurants, etc. Now, Whole Foods leaving, too. Owners are awful. Same changes happening elsewhere. Spring Valley area had Tom Thumb, Bill's music, Albertsons, Callaways plants, german restaurant, String Bean, movie theater, etc. Now, I avoid even driving over there which is difficult since I live in Cottonwood Heights. The area is this discussion has changed drastically, too, for the worse. I like a town core to be vibrant, blgs quaint, cheerful, inviting with great shopping. Art, gifts, clothes, specialty food, coffee/tea shops, etc. Richardson's core has been wrecked and we need to reverse that.

Please use full cut-off luminaires for outdoor lighting. If LED is to be considered, light wavelengths at 590 nm (warm color) is highly recommended for proper illumination and the preservation of night vision. Blue-white and white LEDs are not favored by the majority of residents because these lights are too harsh for the preservation of night vision.

Preservation of night vision for both drivers and pedestrians is very important and should be taken with serious consideration.

I would like this area to be family and pedestrian friendly. I also think it is very important to maintain a unique identity for the area. The metroplex has plenty of generic shopping centers created to help people part with their money (like the one on 75 and Campbell and Mockingbird Station). I would like to see some public greenspace or local museums put into the area, so that I could bring my family to the area and do something interesting besides just buy food and look in retail shops.

Multi-use facilities that include restaurants, shops and living areas that also provide good walking and biking trails would be a great draw to the area.

Tearing down the hotels/motels on the W side that look like they are from the 50's, those which have not taken it upon themselves to update and stay current with architectural updates was a great step on the COR's part.

Tearing down the apartments that attract less than ideal people who have behaviors that drag the area in a downward spiral is a huge step on so many levels. And, rebuilding more sustainable living and working scenarios with income that goes back into the area is a wonderful start.

Parking areas for businesses that are there. More appealing businesses/restaurants. Less smokeless/water vapor bars.

This needs to be the showcase area of Richardson so we are not just a pass thru area between Dallas and Plano and points north.

I'd like to see us have something like downtown Old Plano, but maybe the area isn't large enough? If it isn't, then I guess a beautiful park might be the best next thing. Utilizing all nature of the different cultures in our city would be great!!

I would love to have some great, affordable and SMOKE FREE restaurants/cafes to enjoy or things to do for a date night. I can walk to this area from my house, but there isn't much of a reason for me to right now. I'm a jogger and would love to have more running trails in Richardson.

Sustainable businesses; encourage multicultural enterprise, and include mainstream businesses; showcase historical buildings and artifacts so they aren't all replaced with "the new"

Richardson needs a landmark-as-identifier. Maybe it is a sculpture. But with the Central Expressway overpass over Main St, the sculpture would have to be very tall to be seen from the highway. Maybe it is a clock tower built as part of the new construction. Maybe a clock tower that uses the same stone used on Richardson bridges. Maybe it is something else. After my years of living in and loving Richardson, this

Figure 8: Other comments about important concepts for the Corridor.

landmark-as-identifier seemed to be the one missing piece to tie together the image of this amazing city.
I would like to see a mini-Sante Fe or a mini-Austin, where local, family-owned businesses are encouraged and fostered. I want to see a lively arts scene and businesses brought in that encourage community and city resident pride. I want things to go do, so I don't have to go to Dallas.
You might want to go to the FB page called Remember Richardson... talks about what was
Copy historic Plano and Mckinney.
Improved traffic flow on Beltline between Plano Rd. and Central Expressway.
Good pedestrian, bike, and DART access.
Enough parking for those that don't live close but want to patronize businesses/restaurants.
Try to keep established businesses.
The area could use a facelift so that it doesn't look so dumpy, but other than that it isn't bad right now.
Parks, a farmers market, community garden in the vacant lots across from the library, shops, restaurants. Alamo heights is a beginning! Love if it were more like bishop arts...industrial, locally owned, artistic, and unique.
something to mirror what City of Plano has done on the east side. Also the Shops at Legacy and Tollway is very appealing
There needs to be a healthy mix of retaining Main Street's historic character and bringing in new development. I'm not opposed to tearing down portions of dated and unusable space and would also like to see new mixed use development with a neighborhood feel while maintaining the historic charm (Campbell/Greenville is a great example, as his Downtown Plano. The development on Spring Valley in between 75 and Greenville is a bad example - No charm, no businesses worth going to, weird location, parking lot is always empty). Main St and Beltline on the W side of 75 needs to be a destination, not just a pass-through. Currently there is no reason for anybody who doesn't already commute through Main St/Beltline to go there unless they want hookah, a sari, or some knock-off perfume. These places can't be phased out until there is new development to justify higher rents, quality tenants and draw people with disposable income. Also, signage needs to be tasteful and appealing; it's hard to imagine that as part of this potential redevelopment that a Family Dollar with a tacky and obtrusive monument sign fits into the overall plan. QT did it right (new development, nice landscaping, unobtrusive signage), as I'm sure Alamo Drafthouse will too, but Family Dollar? How does that fit with this new plan?
Richardson has a great reputation with the school system, affordable housing, mature trees, great location, etc., and the City needs to cater to a younger population to maintain the vitality of Richardson. Until the younger population has reasons to eat out and shop in the Main St corridor, this area will continue to suffer.
Limit low budget shops... like the dollar store. encourage middle income businesses to help entice people with disopsable income to the area. Seeing the dollar store go up recently was discouraging.
The City should work diligently to take whatever steps it can to assemble properties and redevelop the areas along Central Expressway. The City should proceed with a redevelopment plan that sets forth a focal architectural center visible from Central Expressway that embodies the spirit, history and character of Richardson. To me Richardson is a futuristic City and preserving historical architecture is not an absolute must throughout all areas. Perhaps preserve Main Street builds with historical significance but not across the board and to a degree secondary to the overall vision. The Central Expressway road frontage shopping centers should be aggregated and turned into neighborhood centers. We should not promote new shopping centers that have a large number of big box retailers but those that help smaller storefront and locally owned businesses. We should also not allow large parking lots but require parking garages that have complimentary facades and good landscaping design. The redevelopment should address neighborhood concerns but there should be connectivity with commercial and residential areas. The design considerations should of course study traffic patterns, walking trails and parks surrounding and should be such that neighborhoods welcome the new transformation as an improvement to their quality of life.
Attract more Austin based businesses to Richardson Heights shopping center to be along side Alamo Drafthouse. People who have bought houses in this area have different interests than Frisco/Mckinney residents that should be catered to. They tend to be more into renovating than having a brand new spec home so create an Austin vibe in a city already blessed with big beautiful trees. This would benefit the new

Figure 8: Other comments about important concepts for the Corridor.

families in Richardson/Arapaho Heights and then also attract outside spend. If you had Torchy's Tacos, Amy's Ice Cream, Waterloo Draft House, live local music, etc it would be a mecca for "Little Austin" that would attract all throughout DFW.
I would like to see some consistency in the colors and style of the building. Not sure how this is possible being that there would be an expense to the business owners.
I would like to see that area be more like the downtown area of Plano or McKinney. They were able to keep the character without the weird. I would like to see more family places, including restaurants, parks, shops, etc.
Complete the vision plan before allowing developers to come in with their plans. If you let them come first with a plan, it's their vision we're stuck with and it may not be the best for the city.
More privately owned restaurants and unique small businesses.
Businesses and restaurants.
Raze the buildings containing hookah bars and have the rubble hauled out of Texas! Soon! Please!
The area is unhealthy, unsavory and an embarrassment.
This area has an identity of being a heavy Arab ownership. Driving into the main street area as a tourist would give me the impression that I was in an Arab or Muslim community This has discouraged several friends of mine coming to visit me .Also the heavy Oriental businesses concentrated in this area is discouraging. A good cultural mix would be most welcomed in this area.
Make it a place that residents of Richardson can be proud of . . . similar to downtown Plano. Nice restaurants, shops, CLEAN & SAFE!, parks, professional store fronts instead of "FLEA MARKET" appearance reflective of third world countries.
Something like downtown Plano or McKinney - shops, restaurants etc.
For the city to look at the Watters Creek development in Allen as it's pedestrian/resident friendly, is a pleasant area to visit.The colors of brick used in Richardson's newest development are gray, tan and brown - looks stark and drab.
Wish there was safe access to the Arapaho DART station other than by car.
A face lift for revitalization of the area, but not a reconstruction of downtown.
Narrowing roads.
A Better Block like project.
Using economic development funds for local business in the core area.
Make it mixed use, with parks and nature having a place in it.
Please find some way to rid the area of hookah bars. They should be illegal, as they are in some other states, but that's another issue!! There are too many of those things right in that area - how many does a community like Richardson need? I feel very uncomfortable in that area and will not go down there at night. Need more places like Del's and would like to see some way to bring the "history" back to Main. Plano has done a nice job, but their buildings were already in pretty good shape for the most part.
Too many older, low rent apartment complexes; need a better mix of new housing to compete against Allen, McKinney and Frisco.
A master plan for the entire corridor. Broken down into segments (restaurants, entertainment, shopping, residential, small business.)
By taking advantage of Dart and the 75 corridor between George Bush and 635, make Richardson a destination for all of DFW and north Texas.
I think we should really maximize dart rail use and build plazas that are near rail stops
Jobs to make our community strong.
Ensure that the ethnic diversity there and in immediate surrounding areas is encouraged and emphasized. We don't need another 'cookie cutter' urban center with no people and empty storefronts.
I wish it looked better.Main street looks rundown. I don't like that there are so many Hookah(sp?) bars on main street. More variety in the area
Highrise apartment/condo unit with business area attached and surrounded by parklike area with water

Figure 8: Other comments about important concepts for the Corridor.

feature and walking paths
Main Street of Richardson is very unattractive, and not well kept. It does not invite shoppers. The street is congested, and not conducive to crossing the street to stores on the other side. Make it more pedestrian friendly and inviting.
Traffic flow and the speed limit issue. Sad that this area is more known and a RPD speed trap!
The value of the current city appearance is not something that is welcoming. The only way that the corridor will be of value is if the area is razed. The old buildings have no charm and are not conducive to walking and browsing. The ethnic "flavor" is unappreciated by the Americans that don't value the signs pasted all over the windows and smoking-derived businesses. There is nothing now that attracts younger families or newcomers to our area. Is there a "square" like McKinney or Plano has? No, we have nothing, not a park, nor a parking lot (not that we need one since, unless you smoke, drink or need a vacuum cleaner, there's nothing else for you to do). A theme needs to be chosen, buildings need to be made to match, sidewalks need to be repaired, awnings would unite and shade pedestrians, american cafes, ice cream shops, gift shops need to proliferate. Signs should be appropriate and not glaring and in-your-face ugly. Frankly, I don't see how this area can be revived because too many occupants of the establishments would need to GO.
Limit hookah bars.
Be very careful of who is allowed to develop the area. We need development that will last and is very well planned and will last for years.
Maintain the character of the area. Places like Afrah, Del's Burgers, the Asian shopping venues draw us from northwest Richardson to that area probably once a week. Please don't force it to become another cookie-cutter, chain store experience. We don't need another Starbucks or whatever.
Provide a DART station to replicate the success of Downtown Plano. Focus on sense of place, human-scale, walkability, etc.
Allow more zoning variances. For example, charming old houses with historical value can both be preserved and have enhanced economic value if they can be converted to other uses. Some of the best coffee shops and restaurants (like in uptown or Denton) take advantage of old structures. Without more permissive zoning variances, they are more likely to become economically unproductive and torn down, which runs the risk of development gaps (the empty spaces in the Spring Valley redevelopment, for example) that also cost the city in lost tax revenue.
Since doesn't have much of an historic downtown area, create a new "downtown" like Southlake's Town Center that would house all the municipal buildings, library, retail and entertainment.
Make it look a lot less blue collar and less like Sun City North. (I love our seniors, but the exploding senior homes development is staggering). Bring in exciting dining and entertainment concepts (which does not include Chuck E Cheese or movies theaters. Bring in a good shopping area (something like University Plaza in Fort Worth). Need to attract young adults and middle-aged adults with disposable income, people who are looking for nice places to go without having to drive for miles and miles. Make Belt Line driveable AND pedestrian friendly (think Katy Trail) and well lit so that it's safe. Please please do not do anymore construction like was done at Spring Valley and Central. What an awful idea and so confusing to get around.
Tear down the crappy buildings and start over with a new downtown that has nice shops, restaurants, bars, and a pedestrian friendly street life.
This is an important corridor for accessing US 75 Central expressway. Consideration needs to be given to how this area can be developed while maintaining a smooth traffic flow through the area.
Richardson needs to study what other cities in the metro-mess have done with their old downtown areas. Ours is rather pathetic.
My husband and I just moved from Plano, where we lived close to the downtown area. It was such a great area for walking around, going to restaurants, bars, etc. Also a lot of apartments being developed around the DART station, but that aesthetically mixed with the historic downtown feel. It was a great attraction for friends and family who came to visit and offered much more than a mall or chain store. Would LOVE to see that here in Richardson. We love it here, but that would just make it even better.
Please renovate the bridge on weathered. This would be a small improvement with a huge impact.
Avoid bringing in big chains that can be found anywhere and concentrate on developing the area into something that is unique. It would be a good idea to build on the events/places in Richardson that already bring people in from other parts of the Metroplex - Cottonwood Art Festival, Wildflower Festival. What would catch the eye of those coming to events like that, that would make them stay and spend - or come back and visit even when there is no festival. The opening of Alamo Draft House at Beltline/Central will attract a hipper

Figure 8: Other comments about important concepts for the Corridor.

Austin-y crowd too. Art + music + independent films = an area ripe for development in that direction. A coffee house, a wine bistro, independent restaurants, unique shops, etc.

Provide better off-street parking areas

Treat it as a 'front door' (good architecture, respectable businesses, improved streetscape and landscape, tight controlled/well designed signages etc) instead of typical suburban highway corridor of parking lots and hodgepodge of misc. less desirable structures.

People from all over DFW know of Richardson for our great Chinese Community Restaurants and other ethnic restaurants. Take advantage of this and entice them to visit again for that, and so much more. I am very proud to live in a community that is culturally diverse, we really have it all here.

Something unique and non cookie cutter, that takes advantage of the central location (and even the proximity to downtown Dallas). Pedestrian friendly with cultural offerings and some great retail spaces. Something that mixes together concepts like The High Line in NYC, The Grove in LA, and Pike's Market in Seattle. A nice big park designed for social events (e.g., Monday night movies - like Bryant Park in NY does) that offers on-site cafes, watering holes, etc. to foster gathering and hanging out.

I'm interested in not just the "Walkability" of the corridor, but the "Walk Appeal". Having safe spaces in which to live and commute is important, and building a strong live-in community around this neighborhood will help. Grocery and gathering places are essential to keep people living and spending in this area. I think we can learn a lot from the recent organic transformation of Plano's Historic Downtown neighborhood, and avoid the creation of another pretentious "urban development" like those that have been popping up quickly across the Dallas area.

Improve the area with better commercial businesses. The main street today is junky and unattractive. No reason to visit this area unless you want a hookah. Redevelopment is needed to attract people to the area.

I think the area should be made into a town within a town area, similar to the apartment area called "The Block" at Arapaho and Jupiter. I would suggest high end upper floor condos with many businesses underneath. The main objective would be price effective also. You could have pubs, restaurants, businesses, even a neighborhood Walmart, as well as offering upscale living amenities. A park near a two story pub that can have a concert on the roof would be really appealing also.

It is critical that the city work hand-in-hand with the local businesses and residents to make the Corridor a place that will attract new businesses that will employ younger, affluent, workers that will want to live, work, and play in downtown Richardson - much like the Uptown area of Dallas.

Handicap access; food trucks; car shows; dog shows; farmers market; dining; antique shops

As a former resident of Allen, they did a great job of making the Stacy shopping area and Bethany area very family friendly with a dog park, kids play area, kids splash area, evening activities, ect. It still feels like a community while allowing for big business. While Plano (Shops at Legacy) has more of an adult feel. Richardson is the perfect place for a family and I would love to keep that feeling.

- No more hookah bars. Even cut them down.

- DART rail station would be great instead of driving or riding a bus to Spring Valley or Arapaho.

The area is an eye-sore at present and has great potential to be a charming go-to spot. I live on the west side of Richardson and have little reason to visit the east side. I am drawn to main streets in McKinney, Plano and Allen (Watter's Creek). It would be nice to enjoy my own backyard rather than traveling elsewhere for shopping, dining and enjoying the great outdoors. A movie theater would be nice and DART will help bring in new visitors.

Retain multicultural restaurants, slow main street down (use spring valley and Arapaho for pass throughs) similar to downtown Plano- safe to walk across- 30 mph single lanes. Need dog park and farmers market!

I think Richardson has enough multi-culturalism. I want businesses and restaurants that are attractive, attainable, will draw people to them, and will appeal to the average American Richardson resident. We have more than enough Hookah bars, Indian and Chinese restaurants. And please, no more Dollar Stores. We need good shopping in Richardson. I hate to take my business to Plano and Firewheel.

My suggestions pertain mostly to new businesses opening in existing structures or new structures. I would love to see a small coffee shop/tea shop open up on Main street. A nice place with live music every now and then, local artists displayed, and comfy couches would be just perfect. Another idea would be a halal or kosher butcher shop that specialized in Texas-raised meat. Perhaps some more local (not chain/franchise) restaurants would be nice. I think basically we need shops/eateries that encourage people to spend time in downtown Richardson, not just hastily driving through it on their way to 75. Making it easy for pedestrians is

Figure 8: Other comments about important concepts for the Corridor.

the first step in this process. Making public transport easily accessible would be the next. I am happy to hear that improvements are being considered for downtown Richardson; it has a lot of potential to be a lovely place full of local establishments that could be a real source of pride for this city.

need more trails and open space

restaurants

farmers market downtown under DART line

Del's Burgers patio

civic gathering space for events

use the land the city owns across from city hall

east-west connections to trail system

extend trail from Arapaho to Beltline along DART

Tough one! I would like the traffic to flow more smoothly and have better parking situations. (Not just street parking.) I would like to see better nightlife. Possibly cafe-style restaurants with outdoor seating and also some cool bars/restaurants too. It would be neat if there was something more "to do" on that street, entertainment-wise. Whether it be a park or bar/restaurant.

We can't have Main street be full of only Hookah lounges! It needs to be diverse. I LOVE the Downtown Plano Main Street (is it 14th or 16th?) It is adoreable: Shopping, Great Eating, Walking, Charming Downtown District. We need a place that isn't a dive bar! We need an upscale, but affordable, bar with great food that is NON SMOKING. Richardson is a FABULOUS city and it would be great to bring the charm back to Main Street.

Small business!!! Foot traffic!!! Make it easy to cross beltline/under central. Make more place to sit/eat/chat. More community areas- especially a dog park!!!

Get rid of all the Hooka Bars! The area looks like a hang out only for people that want to sit and smoke with Hookas! This needs to be a destination for families and other both in Richardson and outside. Something like Southlake center or even downtown Plano or McKinney. Right now it's embarrassing and I wouldn't want visitors from out of town to drive down Beltline/Main Street.

We love Richardson and have lived here for almost nine years. We want to stay in this area and therefore see it thrive as newer communities are developing north of here. Dallas is doing a lot to renovate neighborhoods and districts as well. I'd love to see the old buildings and shopping centers that already exists used, instead of constantly seeing new buildings going up in vacant fields while old buildings sit vacant. I'm not as concerned about the Lightrail b/c I don't live right by it, and with young children...it is not my mode of transportation. But, I'd love to see a Farmer's Market as a nod to the farming community that was once Richardson. Make it special and a real opportunity for the community to meet near a fabulous park. Bring in small and unique businesses that are geared to family. I hope to see things more unique than some of the more inappropriate businesses/retail that we going up on Central a few years back...we can do better than that. Give the YMCA some help...it is a great place that our community meets at for Saturday family activities...make it nice, and anchor it with what you're trying to accomplish here. The library and City services area is wonderful. We've enjoyed this for years. It feels like Richardson has a bunch of loose ends that are not anchored into a more universal theme of "This is Richardson...and Richardson has it all!"

I live less than a mile from the neighborhood in question, and would love a cafe or coffee shop in such close proximity. I think a neighborhood coffee shop with finely-crafted espresso and pastries (not a chain) and a casual environment is something that is obviously missing in our community. Something like that would be a prime candidate for utilizing the architectural character of the block to its full potential.

Development that include easy pedestrian access and integration with the DART Rail line! I would also love to see a dog park in this area.

The majority of buildings and homes in the Main St area were built in 1950-60 era at the beginnings of the tech world we now live in. I would like to see Richardson celebrate the era and how it caused the growth of the city and our continued commitment to technology. Where possible, we should save & renovate and build

Figure 8: Other comments about important concepts for the Corridor.

<p>new structures but require all to adhere to a 1950's facade. Have shops that enhance the theme with pedestrian friendly walks & a rest area park. I think we would attract visitors to a nostalgic visit our unique history rather than creating another 1800's type historic district typical in most historic districts, I purchased my home on the SE corner of Main Street & Walton which is 1 block east of the corridor but will be greatly impacted by all aspects of the corridor future. At the time of purchase and ever since, I have envisioned renovation of the Main St Corridor as I described. participated in the DART renovation input meetings a few years ago and appreciate the opportunity to have input once again. I have spent a great deal of time & money to renovate my property and look forward to Main St project progressing in a positive lifestyle direction.</p>
<p>Be VERY clear what impact the priorities have to existing neighborhoods</p>
<p>Improve bicycle and pedestrian access through Main Street to Police Station, Fire Station, between East and West Richardson in general, and among the three DART Stations.</p>
<p>I would like to see our downtown look something like Legacy & the tollway in Plano. I also like how the Campbell road rennovation went. That area looks nice and it has shops and restaurants that I'd want to shop at.</p>
<p>Improve the Main Street area by:</p> <ul style="list-style-type: none"> Adding new public parking, Improving traffic flow, Improving visual attractiveness (it's so seedy-looking); Making it easier to get to.
<p>Multi-use areas. Live/work/shop all within walking distance</p>
<p>improve pedestrian/bicycle passage across DART line between arapaho and spring valley.</p>
<p>Sound walls for residential properties that border the Central Expressway. Restore historic buildings along Main Street and the surrounding areas. I would like to see Main Street meet the potential that it has to offer by attracting a mixture of businesses.</p>
<p>I would like to see the area remain eclectic like it is now but tear down old/dilipated buildings, offer incentives to companies to re-develop their property, try to re-develop the older neighborhoods surrounding the study area. The houses in this area need to be re-developed as well. Something similar to the M-Streets in Dallas or Bishop Arts area in Dallas.</p>
<p>maintain the historical content of downtown Richardson. Have more diversity...we do NOT need more hookah bars.</p>
<p>Attract more name brand stores verses small low income attracting businesses (case in point- an unnecessary Family Dollar next to the new QT. Is this really the image we want to create for people entering Richardson and a large residential area on Beltline?</p>
<p>The 600 block of Lockwood Drive (between Floyd and Lindale) has become a cut-through street for retail traffic. Please install speed bumps to slow through traffic, protecting residents and school children from Heights Elementary. I believe the residents of Lockwood Drive would welcome this improvement.</p>
<p>Redevelop as shopping, restaurants and entertainment</p>
<p>No Apartments, A social destination, Old style Main Street such as small quaint restaurants, high end boutiques, Develop the older homes on Beltline into Commercial property such as Doctor's offices, Antique Shops. expand on the natural beauty of the Old Trees and Landscape.</p>
<p>The area is just crummy looking which is a shame because it has such potential to be an eclectic, multicultural, unique little downtown area. The hookah bars must go. This is an embarrassment compared to Plano, McKinney, Frisco, Bishop Arts, but it has SUCH potential.</p>
<p>Think far ahead. Do not be short sighted and go for the easy, cheap short term solutions.</p>
<p>A place where residents can walk to shopping, eating, farmers market and parks - look at Plano downtown - historic charm with everything for the family.</p>
<p>Add speed bumps and reconstruct Lockwood Drive between Floyd and Custer to prevent traffic using the street as a cut-through and keep children walking to/from Heights Elementary safe.</p>
<p>New construction of buildings a must. Some look like they need to be torn down.</p>
<p>Copy downtown Plano's plan, no more hookah bars, add restaurants, a few shops, brew pub, Do bring back the Farmers Market, add walkable, gathering and play spaces, public art, pop up performance art,</p>

Figure 8: Other comments about important concepts for the Corridor.

ENCOURAGE buying locally - food, wine, goods, gifts. You can do it COR, you're doing it in the neighborhoods (all of them) - the "comeback city." Thanks!!!

We have some good businesses in this area that we are afraid of loosing and getting in businesses that won't serve our needs. I'm afraid we are going to end up with empty unused retail space and the city wont collect taxes and will be force raise our property tax because of the income lost from our now existing businesses. Afraid will have to go to Dallas or Plano to due business. I feel we need to work with the people who have these existing businesses to help make them fit our neighborhood. Alot of the local business are needed just need some help to fit the new redevelopment plan.

The old town center and nearby areas need to be comfortable and walkable.

Retain the old buildings, while filling them with businesses that will be of value to the whole city. !0 years ago a group of neighborhood residents asked the city to preserve the area. the management declined. I spoke to one of your many consultants, and she agreed that this should have been done when the residents asked for it. You are a management with no forward planning and should all resign.

Need some variety within the hookah district.

Paramutual wagering facilities with off track possibilities. Another theater would be good. Since the Arapaho Station never came to fruition, an amusememt development might be in order. Could you imagine a ferris wheel in downtown Richardson along with a merry-go-round and festive music.

I am not sure what was planned for the area west of the Spring Valley Dart station which includes deed restricted propeerties (by Ordinance}which also never came to fruition. While non-.de velopment abounds all around the proposed area including the former Pitcock automotive and Chase bank area. **MAYBE WE SHOULD STOP TALKING AND PLANNING AND DO MORE BUILDING.**

Incorporate creeks, trails, green space, etc.

Let the private market takes its course

I am a resident in the Heights Park neighborhood just outside the corridor. I am so pleased the Alamo Drafthouse will be coming soon to the neighborhood. That particular shopping center is in need of businesses that will keep young families in my neighborhood. We also have strong ties to Ft. Worth and LOVE the food truck plaza that they have developed. It is always busy and such a fun, hip concept. I think having a food truck plaza in the same shopping center as Alamo Drafthouse would make that shopping center a HUGE attraction for young couples and families in the city of Richardson. Most likely, it would even attract families from neighboring cities. So much of the parking in that shopping center is unused and would make a great location for the food truck plaza.

That corridor is also in need of landscaping and rehabilitation. It is a very run down, bleak area of the city.

Perhaps a partnership with TI could be pursued that honors TI's presence and importance to the city could be explored.

Currently, the businesses in this corridor are not very diverse in that they tend to cater to a particular ethnic group. I definitely do think that needs to be continued. However, the city is losing so many young families and so much money because the Main Street/Central corridor has nothing to offer them. Please consider tax breaks for mainstream companies and small business owners willing to establish themselves in this area.

Main Street should be main stream America. Richardson is loaded with ethnic areas; make this one reflect what Richardson was originally.

Richardson has had a great start towards becoming bike friendly. This area has the potential to really create a community not based on owning a car.

Please bring better retail to the area. Hobby Lobby, Chik-fil-A, Old Navy, etc.

I envision the Richardson Corridor (areas both east and west of Central) to be as attractive as the architecture of Tlaquepaque Arts & Crafts Village in Sedona, AZ. Since TX has its roots in the Tejano culture, this style of architecture would embrace this culture. I would add sculptures along Belt Line to further add ambiance.

Sally Roberts

A Richardson resident since 1964.

Figure 8: Other comments about important concepts for the Corridor.

(972) 231-4197

two lane traffic (like in Plano), head in parking, better business in the area

bring back the farmers market

I would emphasize transit and pedestrian connections, the street-level pedestrian experience, and providing small-scale retail, restaurant and entertainment opportunities that don't require deep pockets to start up, as much along the lines of Bishop Arts District as possible.

I'd most like to see the variety of business grow. I like that bars, hookah lounges and restaurants are available close together. It would be great for that trend to continue with book stores and other shops which would bring people to the area. Having park-like areas to relax would also make it feel like somewhere you go for an afternoon rather than a quick stop.

I once rented a building in the area and I always hoped a revitalization would happen which might sustain lofts and other artistic endeavor which would bring a sense of creativity to downtown Richardson.

Landscaping and pedestrian scale for a few focal points (such as around the DART stations), then transition to larger scale. The area near and north of Campbell is a good balance.

Need to look at Plano's area. Close to Dart, buisnesses, apartments close

Select some other recent development projects in downtowns or new downtowns (Addison, East Side, etc.) and gather the best ideas for a concept suitable for Richardson.

I would like to see this area become as pedestrian friendly as possible. It would be great if a pedestrian bridge could be installed to allow for easier foot traffic to both sides of Central Expressway.

We need more businesses and restaurants, maybe not so many Hookah bars. There needs to be some consistency in the color of the buildings. The concrete planter boxes need to be removed and replaced with something more appealing to the eye. Maybe brick sidewalks, some trees and benches, along with hanging flower baskets. A nice coffee shop with sidewalk seating would attract residents. That really old building east of Smart Looks need to be torn down.

Ample parking

Share the corridor along Greenville with DART by adding a bike lane from Campbell south to the city limits along the DART corridor instead of on the east side of Greenville where it is interrupted by numerous curb cuts, driveways, and cross roads... I hardly ever see anyone use the existing bike path/sidewalk since it's so piecemeal and dangerous. Carve out a 12' along the DART corridor and make it a bike path, or, how about a complete street? Greenville doesn't have that much traffic anyway...

Retain and upgrade old buildings - like Plano has done, Establish a better traffic pattern where street "flow into each other better:. I patronize Kim A. Taylor (friendly owner & excellent work) and the old hamburger place (this place has old fashioned atmosphere). I do not like the bars. I frequently drive this main area,

Tear down those old ugly store fronts, create something modern and vibrant. Plan on something like the SE corner of Campbell and 75, not like old town Carrollton. Old town Carrollton is really not that great, rather an eyesore than an attraction.

Widen sidewalks by narrowing the street for more intimacy and pedestrian traffic all the way to Central leading to the Heights Shopping Center. Route traffic north and south of Main St to reduce congestion on Main St. Preserve older building where it makes sense and mimic the architecture in the new development to keep the downtown historically significant.

Richardson has plenty of areas dedicated to family friendly activities. We need to encourage developments around singles. It would be nice to build this "main street" area as an area where single people are encouraged to come for dates, cultural activities such as comedy clubs, music venues, art galleries, and restaurants which are not focused on children or parents of children. Those family friendly venues have already received a lot of funding from our tax dollars (breckinridge park ball fields, huffhines additions/renovations, etc.). Also by targeting single adults you will get more disposable income. This should result in a higher tax income for the city as these businesses thrive while serving the singles and couples without children.

Attractive while maintaining some of the historic value of the area. Bringing back the Richardson that does not completely devote that area to the ethnic area that it has been allowed to become. We don't need China/Asian/Indian area. It's beginning to move into Heights Shopping Center too. It needs to stop. Richardson is a suburb of Dallas, TEXAS, not an Asian community.

The Richardson corridor needs to have a cohesive look and feel that reflects the fine community it is

Figure 8: Other comments about important concepts for the Corridor.

especially along the Central Expressway service roads and the historic Main street. Richardson needs to become a destination for towns to the north and south to bring their business and tax dollars to the area with community and small businesses that are not found elsewhere. We need to have Richardson become the vibrant city it could be to increase home values in the older neighborhoods. Richardson could become the next "Highland Park" (with careful building codes to prevent Mc Mansions replacing architectural uniqueness) because of close proximity to downtown Dallas business by being the first northern suburb with outstanding schools and beautiful neighborhoods.

A food row type area would bring people in to the city.

The businesses need more parking - everything is rundown and embarrassing - especially the hookah bars. We need to build a quaint downtown center that has good restaurants and shopping.

Enhance old downtown facades, limit junk/sale items on the sidewalk, more trees, better parking, some quaint shops, fountain, historic signs like "original home of Miss Jessie's Dry Goods"

archway of brick or old stone

Would like to see more restaurants and unique gift shops in a pedestrian-friendly venue.

Increase 4 traffic lanes, provide nearby parking, possibly work with DART to provide a circuit between The Spring Valley and Arapaho stations and the Belt Line/ Main District, attract restaurants, shops and residences. Reduce/remove the old, poorly maintained buildings and low-end commercial properties.

Complete redo of Richardson Heights shopping center. Such a great location. Glad Alamo is coming! Needs to attract families as we are getting young people. We have lived here since 1976, raised our families and now entertain grandchildren in Richardson!!

Restore the historic charm--what Richardson was in the beginning. We are oozing with multicultural charm. We need an area that reflects the origins of this city!

Restore the Main Street area with an emphasis on history. More pedestrian pathways in the Main Street area and in the Corridor.

Create parking areas that will allow people to visit the area. Encourage businesses that offer uniqueness.

The area looks old and there is no reason to go there. Also need better restaurants.

Look at downtown Plano, Fort Collins CO, Meizner Park in Boca Raton, FL, Larimer sq in Denver CO

I think heritage is important for Richardson, but that doesn't mean we need to run off every foreign owned business. It's nice to have a variety of establishments from which to choose. Let's keep downtown Richardson unique with independent restaurants, coffee shops, etc. One can always drive up an exit or down an exit, if they want to go to Chili's or Starbucks. Make Richardson a destination, not just more of the same.

Downtown Richardson needs to be an inviting place for not just Richardson residents but to residents of other cities. Restaurants, privately owned small businesses, high end retail, a clean and uniformed look, brick paved sidewalks, nightlife. Make it an afternoon long destination. How about a small amphitheater with lawn seating for small events and live entertainment?

Improve overall attractiveness of Main Street; add charm and consistency through updating and unifying the storefronts.

Keep us, the public involved as it gets into planning and early in the thought process. Your public is really great free advise.

Need to go through a revitalization period in this area similar to what they did in downtown Plano. It would be great if we could attract urban living style businesses in this area - restaurants, shops, etc.

Making the Main Street area like the Knox-Henderson area or McKinney Avenue in Uptown would work very well. This would give it a young urban feel while still keeping the old downtown main street appeal.

ENVIRONMENT: Sustainable landscaping that is attractive and appropriate for our climate (ex: xeriscaping), as well as community garden initiatives. More nature to offset all the pollution from the freeway, concrete & asphalt makes it by default more pedestrian-friendly, a place for new families to walk with the stroller and the dog.

ARTS & CULTURE: The Alamo Drafthouse is an enormous win in this category, but it would be wise to supplement with additional retailers along these lines: a comic book store, artisanal boutiques (for handmade bath goods, crafts, etc.), or even culturally focused community center to educational & entertaining ways to connect with new cultures. We have lots of Asian and Middle Eastern populations - let's give them a platform to share their history & culture through ethnic cooking, dancing or meditation classes!

Figure 8: Other comments about important concepts for the Corridor.

<p>All of the above positively impact NEIGHBORHOOD QUALITY OF LIFE by default. Creating situations and opportunities that incentivize people to get out of their houses and mix, meet and mingle amongst each other necessarily accomplishes this. A beautiful environs plus entertaining & intellectually stimulating things to do will accomplish this far greater than yet another middle-of-the-road commerce center (which every other suburb in the DFW metroplex is doing, to the point where nothing makes that unique or appealing anymore).</p>
<p>Narrow roads, housing near main street, unique (do not imitate Plano, Frisco, or Southlake), Better Block like project, protect the few remaining historic buildings</p>
<p>No more hookah bars! Need family and kid friendly-think McKinney's "square" area</p>
<p>I think mixed use is important as well as playing off the character of the area (downtown, Heights Park, Richardson Heights). Richardson is unique in a lot of ways and does a good job of making the most of that. I hope we don't create a duplicate of what other suburbs have created. I would love to see Richardson really play with its 1960s heritage (like the facade we'll see at Alamo Drafthouse).</p>
<p>I would love for our main street to be a mix of independent retail and restaurant businesses, coffee shops/small music venues, and places for nearby neighbors to gather. Traffic that creates a pedestrian- and biker-friendly access in and out of this corridor is paramount to the sustainability of the businesses. What I do NOT want to see is yet another American Homogenization project where all you see from the highway is yet another big box chain, fast food mecca, and cars everywhere. When I think of what I would like main street to look like I think of lower Greenville, the Knox-Henderson corridor, and the Bishop Arts District.</p>
<p>No smoking policy for all establishments. More parking that is well lit, safely/easily accessible to the area. Outside decor: fountain, brick walkways, plants, ornamental ironwork/lamp posts. A centrally located coffee/bakery shop with outside seating.</p>
<p>Regarding the Main Street//Downtown area, I believe there should be very pedestrian-friendly businesses that have a variety of attractions. How nice it would be to walk from shop to store to cafe to gallery. More patios! Less hookahs!</p>
<p>Richardson has lots of great non-chain restaurants. I think that they get less traffic sometimes due to health/sanitation concerns. (It is a total PIA to look up health scores on a smart phone.) Why not require the scores to be posted in the front windows of the establishments like they do in Los Angeles. (The grades posted are letter grades and business can pay for a reinspection if they are unhappy with the score received.)</p>
<p>This requires more thought than I have time for at this moment.</p>
<p>Please increase accessibility for pedestrians and bicyclists! This area is already relatively compact (for Texas) and has retail relatively close to residential areas (again, for Texas). Please capitalize on that existing asset and make it both safer and more pleasant for the many Richardson residents who live within a couple of miles of this corridor to travel on foot or by bike in this area. The freeway is an obstacle but not insurmountable. Thank you!</p>
<p>New family friendly businesses are needed in order to attract young homebuyers to the area.</p>
<p>Change and updates are hard. You could approach Main street like the shops at Legacy where it's an all new revenue centric space. Or the approach could be more like historic Plano or Mckinney where a balance of historic identity and new business is maintained. Considering the main street corridor has such a small amount of historic architecture I feel like the Legacy approach will be more successful however it would be nice to keep the historic feel of what we do have. For the central corridor, we need successful businesses to fill the holes and possibly mandate aesthetic updates to the current businesses. Central expressway is the gateway to Richardson and frankly Spring Valley to Beltline isn't exactly a welcoming sign. I look forward to some remarkable updates.</p>
<p>Definitely more pedestrian friendly. Manage vehicular traffic so that it is efficient, but does not adversely impact pedestrian safety.</p>

Figure 9:
Here are my recommendations and suggestions for this area.
Again, you have the diamond in the rough. I love visiting my friend there. I spend a lot of time there and brag about your town. I sincerely hope you don't put typical corporate restaurants etc to kill the smaller businesses.
cleanliness, greenery, sign rules (too many, tacky), standards of business upkeep (trash, car places using streets, trash bins overflowing),
Would be great to have cafe culture and safe jogging areas
Encourage a sense of community and things that make all Richardson residents proud.
Taking advantage of our location to the telecom corridor and downtown. Keeping the look of the original neighborhood while updating. We could be little Austin which would attract businesses/restaurants which would attract spenders outside richardson.
Keeping taxes low
get rid of all of the HOOKA places. They look terrible.
Do away with the trashy look of downtown Richardson, and make it a place that at least the people of Richardson want to go to (like Plano or Carrollton).
limit hookah bars
Making Richardson a go-to place for evening dining and entertainment (NOT movies). I currently have to leave Richardson to get to non-chain, nice dining areas.
Night Life and Entertainmnet destination that Richardson lacks
Making Richardson Heights a safer, more appealing, pedestrian friendly neighborhood so as to increase property value and desirability for families to stay here.
A place to stroll, shop, eat, entertain with cultural aspects of what Richardson has to offer.
Dog park and farmers market!!
Make it appealing and draw customers
Shopping, Eating, Walking
Specifically, encouraging small and independent business and restaurants with a wide-range of appeal.
Would be nice to see run down buildings upgraded or demolished and rebuilt
Completing all neighborhood entry elements for consistency throughout the city.
Expand activities & hours at the Senior Center; keep the Library open later on Fridays.
Decreasing low income attracting businesses within the corridor
A place where residents can walk to shopping, eating, farmers market, parks - look at Plano downtown - historic charm with everything for the family
Keeping this cities sense of history, as other cities do. Ecery surrounding city has an historic downtown. Allen is even moving old homes to a special area to preserve them.. This city has been so neglilent to the neighbors wishes, and 20 years hence, it will be no better. Basically, this city management sucks.
Need some variety within the hookah district
Giving Richardson an identity visitors recognize and consider a destination, but not an area where traffic is bogged down like Plano's 15th Street. Skip the brick streets.
Making the area more appealing to pedestrians AND bicyclists
Ample parking
Making the area more bike friendly
Get rid of businesses that the neighborhood doesn't like - small shops are ok
increasing tax revenues while reducing the number of family friendly options to concentrate on development of areas friendly to singles between 20-70

Figure 9:
Here are my recommendations and suggestions for this area.
get rid of the hookah bars - it looks like a slum!
Make it more of an entertainment type destination (I.E. 15th Street in Plano, West Village, Sundance Square - restaurants, shops, etc.) and less of a place to get your car or vacuum cleaner fixed.
Check out Mizner Park in Boca Raton, FL. Get rid of the PINK and it's perfect!
Making this a destination. Fun for all. Arts and Entertainment, lots free. Match the lovely landscaping Richardson should be famous for, we are proud of it, great job!
Better dining options
Look to Oak Cliff & Bishop Arts as a blueprint for development: independent, community-driven initiatives. Focus on walkable, bikeable, pet-friendly culture. NO MAJOR/RETAIL CHAINS. There are plenty just up the road in Plano - let that be their city's brand and identity. Richardson has the opportunity to appeal to conscious consumers.
Narrow roads, housing near main street, unique (do not imitate Plano, Frisco, or Southlake), Better Block like project, protect the few remaining historic buildings
creating a safe way for bikers and pedestrians to cross from one side of 75 to the other.
Please, please, make it safe and appealing for us to travel by bicycle in this area!!
Establish a sense of pride in being a resident of the area.

Richardson Main / Central Survey 1

City of Richardson Main Street / Central Expressway Survey 1

Please take this short survey to give us your perspectives and ideas about the Main Street / Central Expressway Corridor.

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

- A resident of this Corridor
- A resident of Richardson outside this Corridor
- An owner or representative of a multi-family or commercial property (but not the business owner)
- A business employee
- A business owner or tenant (but not the property owner)
- An owner of business and property
- An interested person not described above

2. I am most interested in issues related to:

- Arts and Culture
- Business and the Economy
- Development and Construction
- Education
- The Environment
- Health and Healthy Communities
- Government Services
- Neighborhood Quality of Life

Other (please specify)

Richardson Main / Central Survey 1

Concepts for the Corridor's Future

How important are these concepts to the future of the Main Street / Central Expressway Corridor? Please share your perspectives below.

3. How important is this concept?

	Very Important	Somewhat Important	Neutral	Not Very Important	Very Unimportant	I'm Not Sure
Attracting new business development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renovating and reusing existing businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating a distinctive identity for the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing Richardson's multiculturalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking better advantage of nearby DART stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating a better gateway into Richardson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moving traffic more smoothly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making this area more sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offering places that attract younger residents and workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a mix of uses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retaining Main Street Richardson's historic character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting new private investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having better physical amenities, like parks or plazas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting major employers and company headquarters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making the area more appealing to pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Another concept:

Other Suggestions

Please share your suggestions and recommendations about steps to take that will make this Corridor more livable and successful.

4. Here are my recommendations and suggestions for this area.

Your Involvement With Richardson

Please tell us something about yourself and your connection to Richardson. These questions are optional.

5. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80 or older

6. What is your gender?

- Female
- Male

7. How long have you lived in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I moved here this year
- I don't live in Richardson

8. My current housing situation is

- | | |
|--|---|
| <input type="radio"/> I own and live in a single family detached home | <input type="radio"/> I rent a single family detached home |
| <input type="radio"/> I own and live in a single family attached home (such as a townhome) | <input type="radio"/> I own and live in a home in a multi-unit building (such as a condominium) |
| <input type="radio"/> I rent a single family attached home (such as a townhome) | <input type="radio"/> None of these describes my housing situation |
| <input type="radio"/> I rent an apartment or other multi-unit building | |

Other (please specify):

9. How long have you worked in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I started working here this year
- I'm in the work force but I don't work in Richardson
- I am retired, a student or otherwise not in the workforce

10. My current work situation is ...

- I own a business
- I work for a private business
- I work for a non-profit organization
- I work for a city, county, school district or other government agency
- I am not currently in the work force

Other (please specify):

Richardson Main / Central Survey 1

11. I currently work in:

- Richardson
- Within 5 minutes of Richardson
- Within 10 minutes of Richardson
- Within 15 minutes of Richardson
- Within 30 minutes of Richardson
- More than 30 minutes from Richardson
- I am not in the work force

Other (please specify):

Your Contact Information (Optional)

12. If you would like to receive information about this project and future workshops, please provide your contact information (email, phone and/or mailing address) here.

Main Street / Central Expressway Corridor Study – Questionnaire # 1

Main Street / Central Expressway Corridor Study – Questionnaire #1

Background

The online questionnaire was developed to provide an opportunity for input from anyone interested in the future of this corridor. It was designed to elicit open-ended comments and questions about the corridor’s current characteristics and opportunities for the future. It included 5 substantive questions, followed by optional questions about the respondent’s background and involvement with Richardson. A final question gave respondents the ability to provide contact information to the City.

The questionnaire was live on the City of Richardson website from July 23, 2012 through August 30, 2012. During that time, 98 respondents began the questionnaire. 95 of these respondents finished the questionnaire, giving it a 96.9% completion rate.

Questions

Pages 5 through 7 of this report contain the list of questions and (for those that were not open-ended) the answer options.

Respondents

Although the questions about ‘involvement with Richardson’ were optional, most respondents did reply to them. In most cases, only one or two respondents skipped one of these questions; seven people skipped question 11, related to current work situation. So the summary below reflects most of the respondents.

As Figure 1 indicates, respondents ranged from 21-29 years through over 80. Almost half (48.5%) were 49 or younger.

Women outnumbered men among respondents. Of those who answered the question on gender, 61.5% were female and 38.5% were male.

Figures 2 and 3 provide the results of the questions about respondents’ living situation. The largest share of questionnaire respondents have lived

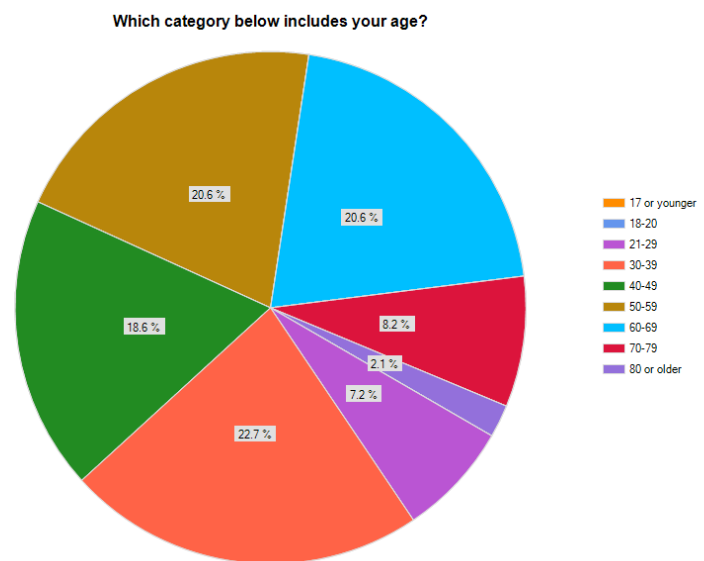


Figure 1: Question 6

in Richardson for a long time and live in a single-family attached home that they own. However, it is notable that 24% of respondents have lived in Richardson 5 years or less. These ‘newcomers’ are providing input from the vantage point of those who have chosen this community in the recent past, a perspective that is important for attracting new residents in the future. 72.6% of respondents live in a single family home they own.

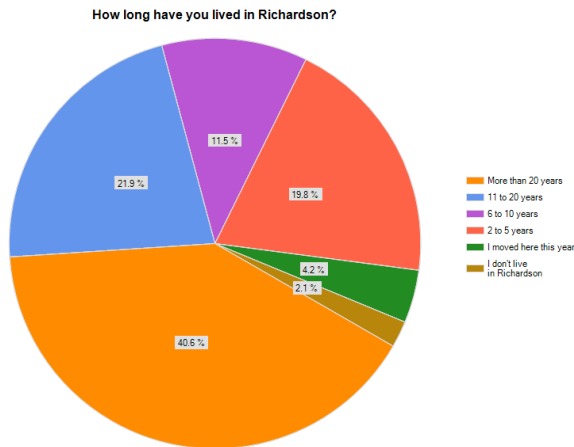


Figure 2: Question 8

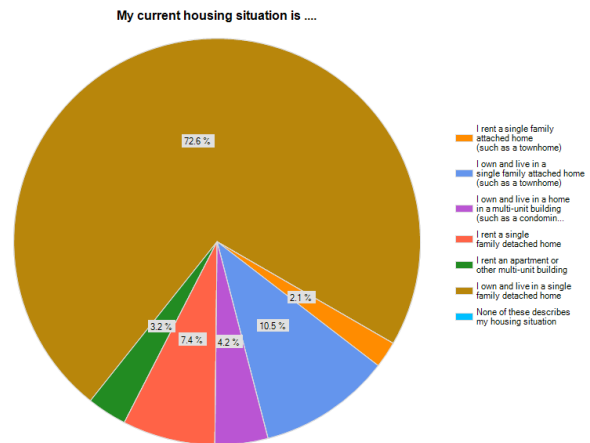


Figure 3: Question 9

Respondents had varying work situations. As Figure 4 shows, the largest group of respondents (44.8%) is those in the work force but do not work in Richardson. The next largest group is those who are retired, students, or otherwise not in the work force.

Most of the respondents in the work force (and almost half of all respondents) work for private businesses. Those who work in the public or non-profit sectors, or who own their own businesses, are a much smaller share of the respondents. Figure 5 presents these responses. Lastly, Figure 6 shows that most respondents work fairly close to home, with 20% of all respondents working in Richardson and another 21.1% working within 15 minutes of Richardson. Only 6.3% of respondents work more than 30 minutes from Richardson.

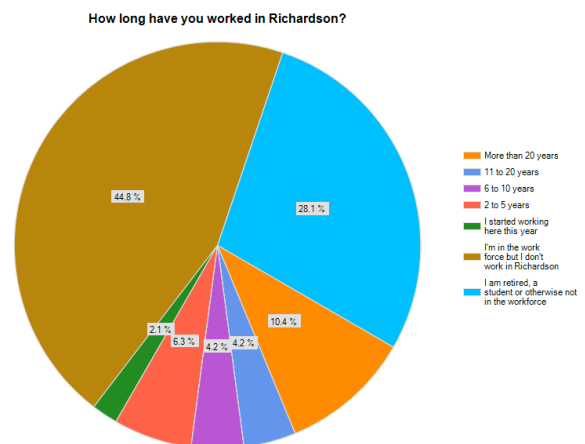


Figure 4: Question 10

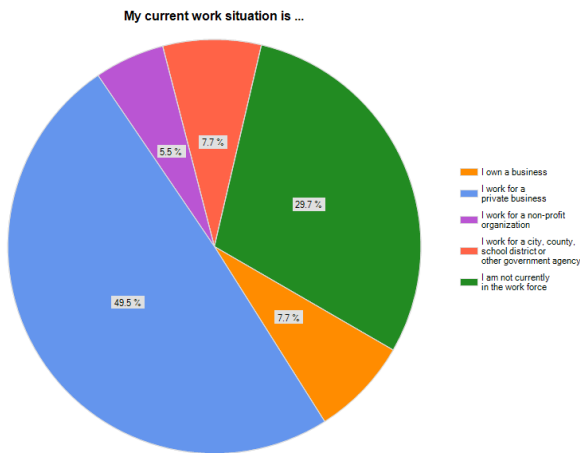


Figure 6: Question 11

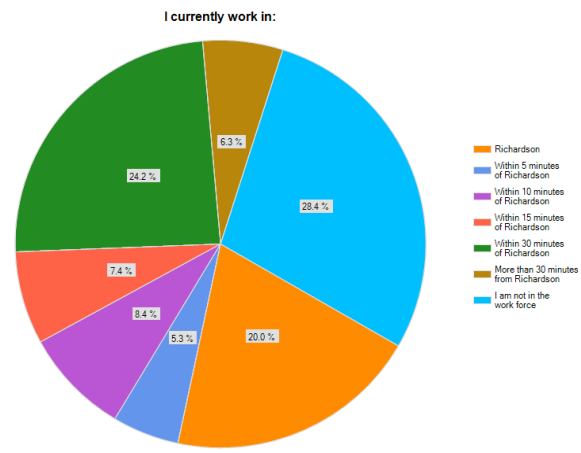


Figure 5: Question 12

Comment Highlights

Questions 1 through 5 gave respondents the opportunity to write open-ended comments. All of the individual comments are provided beginning on page 8 of this report.

Many respondents believe this corridor needs attention. Descriptions of the existing situation include comments such as: run down, tired, forgotten, and uncared for. However, they also include comments like “[it] is a diamond in the rough” and “Downtown Richardson – WELCOME!!!”. So there is support for attention to the area for the future. A number of comments note that the area is not very friendly to pedestrians or people on bikes. Comments expressed concern about the proliferation of hookah bars. A number of comments reflected the sentiment that ethnic diversity was a good thing here, but that the area should not become too dominated by any single group.

Most respondents’ ideas for the future include the idea of an attractive gathering place for all sorts of people. Many comments describe a place “I could walk to to get groceries, a cup of coffee, have a meal...”. Another theme is reflected in the comment that it should be “updated, but somehow tastefully maintaining some of the historic presence”. Comments mentioned safe, clean, well-maintained and pedestrian friendly. People want a variety of businesses, not dominated by any one type.

When asked about the “one or two changes in the next few years” with the greatest impact, comments include:

- Bring in new businesses.
- Clean it up.
- More attention paid to aesthetics/environment in developments.
- Increase curb appeal.
- Take advantage of the Alamo Drafthouse’s positive impact.

Respondents have very divergent opinions about Main Street and the features that make it distinctive. These range from “I have lived here my entire life and it is hard for me to think of ‘distinctively Richardson’ sorts of things” to “one-of-a-kind buildings” to “old downtown, small neighborhood feel” to

“nothing that I can see”. Similarly, the gateway that the area currently creates is not one that most respondents find appealing. Gateway comments did include several that imagine a different future:

- [Today] “not an image of a sustainable, pedestrian friendly, vibrant downtown image that a City would want to refer to as a “Gateway”.
- “The image of Richardson in the 1950’s with people walking, working, buying in downtown. Where the past meets the future.”
- “Funky, fun”.
- “Unified but still diverse in look, feel, businesses and residential”.

City of Richardson Main/Central Questionnaire 1

Please share your ideas about the Main Street / Central Expressway Corridor...

Please use this short questionnaire to share your perspectives about this corridor today and its potential for the future.

1. What short statement describes your image of the Main Street / Central Expressway Corridor today?

2. What short statement describes the corridor as you would like it to be in 2020?

3. What one or two changes in the next few years would have the biggest positive impact on this corridor?

4. What are the most important features that make Main Street a unique place and one that is distinctively Richardson?

City of Richardson Main/Central Questionnaire 1

5. What image does this 'gateway to Richardson' present as you approach it from Central Expressway today?



Your Involvement with Richardson

Please tell us something about yourself and your connections to Richardson. These questions are optional.

6. Which category below includes your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80 or older

7. What is your gender?

- Female
- Male

8. How long have you lived in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I moved here this year
- I don't live in Richardson

9. My current housing situation is

- I own and live in a single family attached home (such as a townhome)
- I rent a single family attached home (such as a townhome)
- I rent a single family detached home
- I own and live in a single family detached home
- I rent an apartment or other multi-unit building
- I own and live in a home in a multi-unit building (such as a condominium)
- None of these describes my housing situation

Other (please specify):

City of Richardson Main/Central Questionnaire 1

10. How long have you worked in Richardson?

- More than 20 years
- 11 to 20 years
- 6 to 10 years
- 2 to 5 years
- I started working here this year
- I'm in the work force but I don't work in Richardson
- I am retired, a student or otherwise not in the workforce

11. My current work situation is ...

- I own a business
- I work for a private business
- I work for a non-profit organization
- I work for a city, county, school district or other government agency
- I am not currently in the work force

Other (please specify):

City of Richardson Main/Central Questionnaire 1

12. I currently work in:

- Richardson
- Within 5 minutes of Richardson
- Within 10 minutes of Richardson
- Within 15 minutes of Richardson
- Within 30 minutes of Richardson
- More than 30 minutes from Richardson
- I am not in the work force

Other (please specify):

Your Contact Information (Optional)

13. If you would like to receive information about this project and future workshops, please provide your contact information (email, phone and/or mailing address) below.

Workshop Materials

September 2012



Image Source – Richardson Public Library



MAIN STREET / CENTRAL EXPRESSWAY STUDY