

Community Workshop

September 19, 2012



Image Source – Richardson Public Library

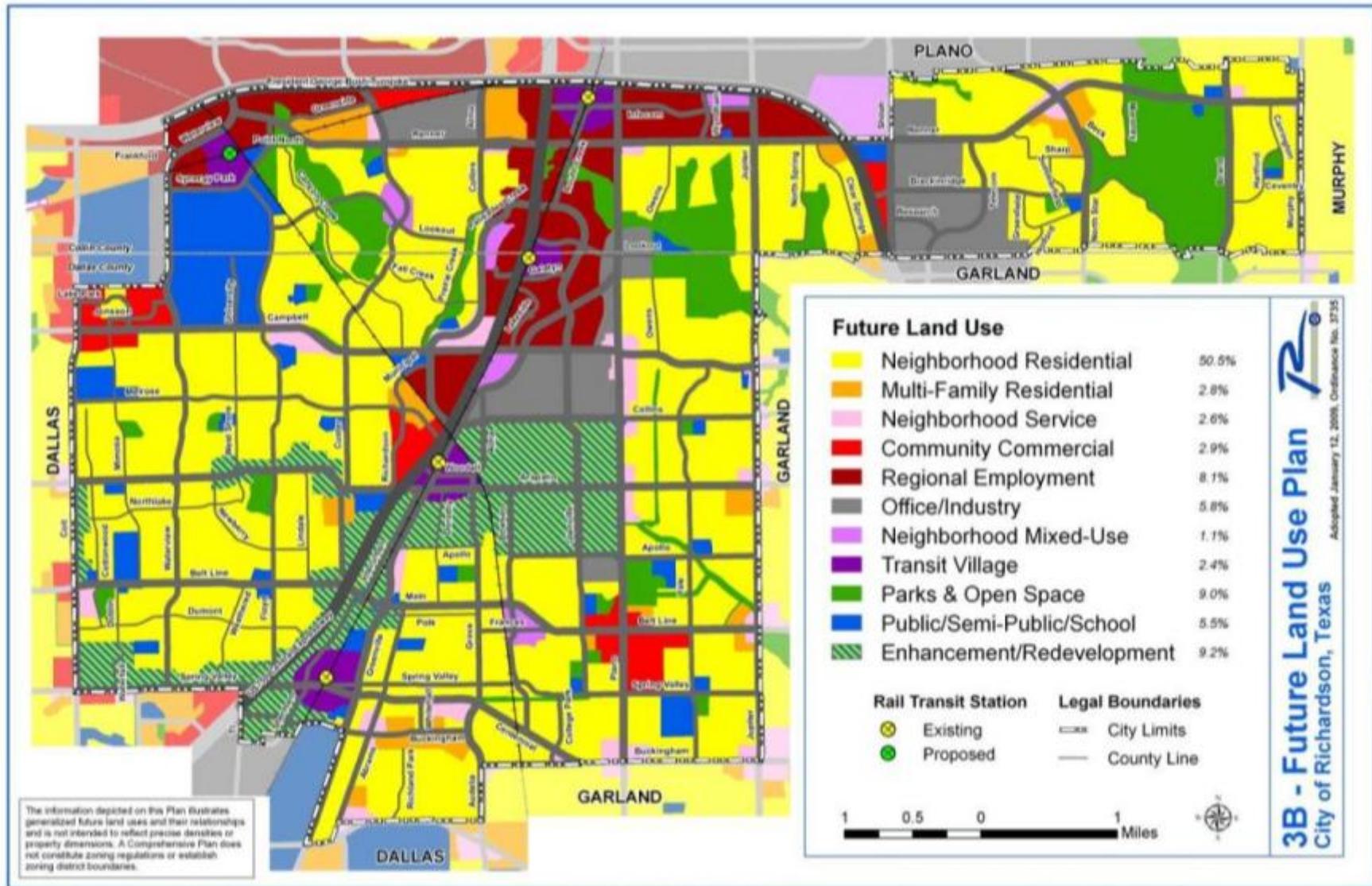
Agenda

- Welcome
- Study Overview
- Background Information
- Focus Group Workshop Overview
- General Discussion
- Instructions for Stations
- Next Steps



Study Overview

2009 Comprehensive Plan



2009 Comprehensive Plan

Six Enhancement / Redevelopment Areas for further study

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

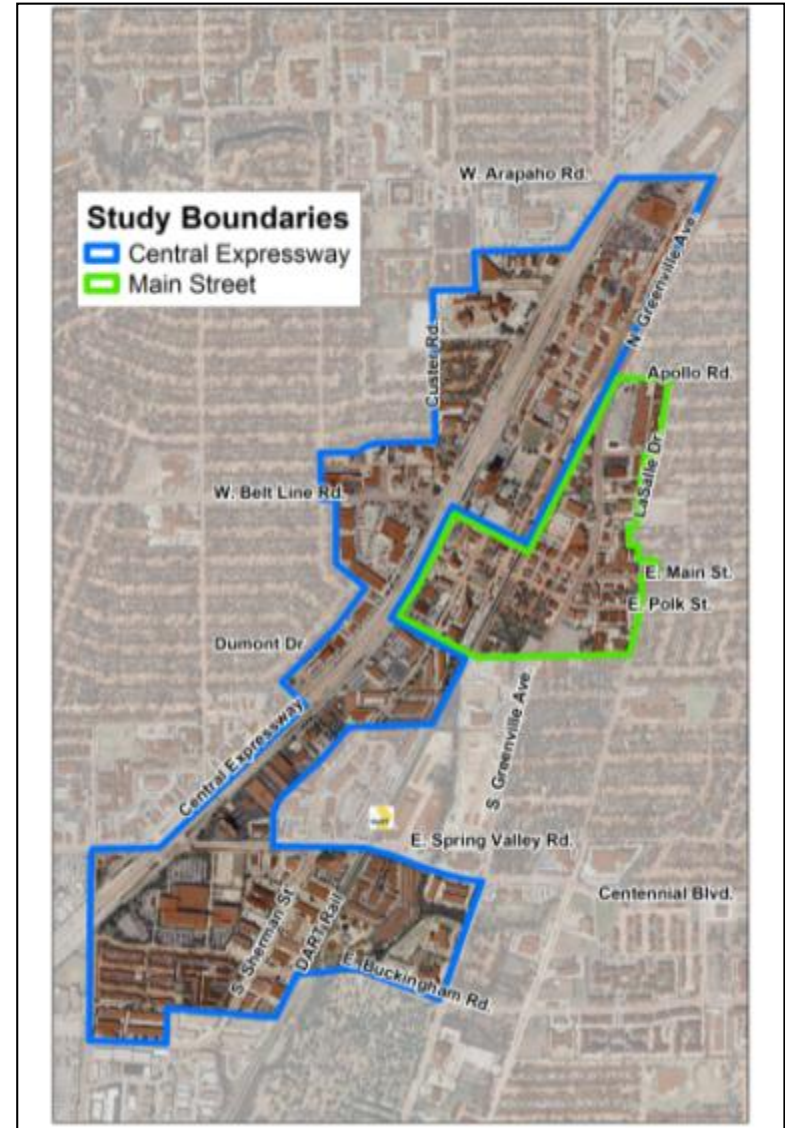


Reflect the challenges of a first-tier suburb—aging development and infrastructure; under-performing properties; evolving demographics

Reinvestment, redevelopment encouraged after further, detailed study to determine redevelopment potential

Study Area Boundaries

- Main Street and Central Expressway (415 acres) have been combined into a single study
 - Overlapping issues and stakeholders
 - Better efficiencies
- Separate standards can be created for the two distinct sub-areas, if appropriate



Study Approach

- 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; that plan does not exist today
- The time to plan is now, not when property begins to redevelop on its own
- A thoughtful, overall plan which sets the tone for reinvestment will produce a better result than incremental redevelopment
- Having a vision will give greater confidence to the development community and the finance industry

City Perspective

- Redevelopment / Reinvestment is likely to take place over a long period of time (20+ years)
 - Redevelopment is complicated
 - The market is dynamic
 - There are many moving pieces that need to fall into place
- 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 facilitating the process—
 - Creating the plan
 - Modifying regulations
 - Building infrastructure
 - Providing incentives (where appropriate)

Background Information

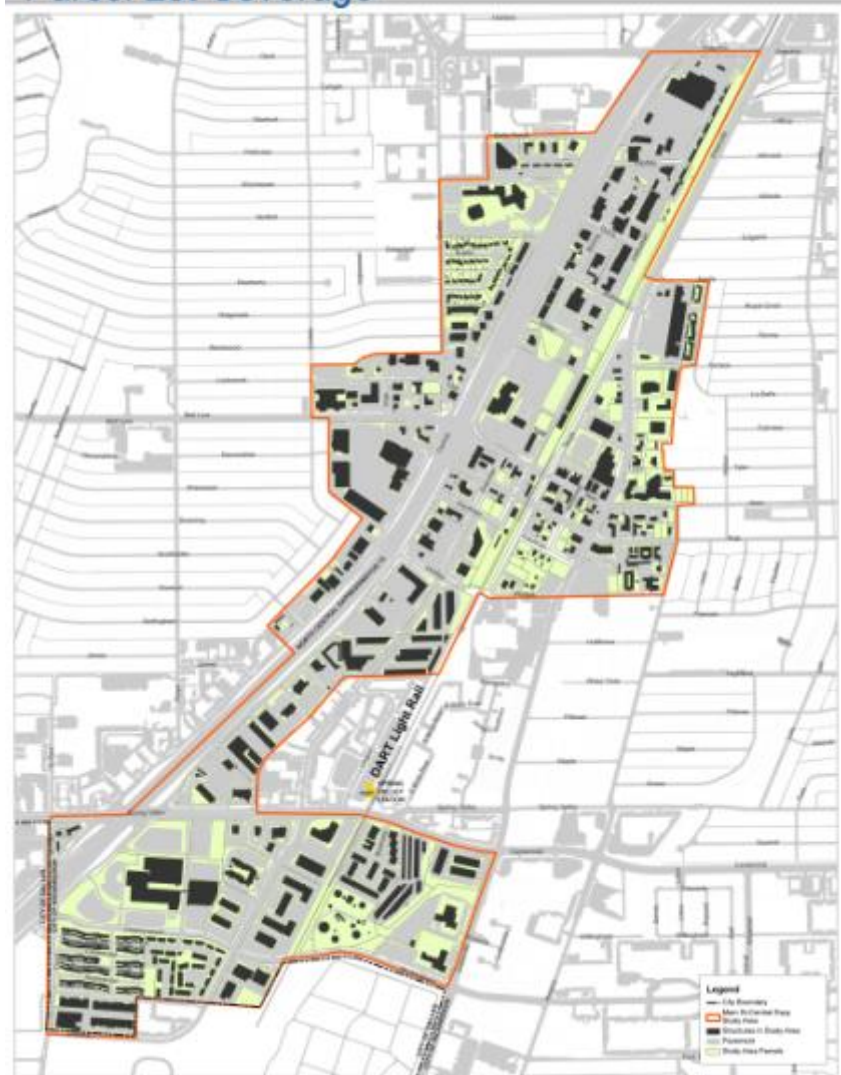
Highlights from Online Materials

- Development Highlights
 - Provide an overview of existing types and patterns of development and infrastructure in the study area – Answers the question of what is here today
- Market Highlights
 - Provide an overview of real estate market indicators that will influence what potential future development may occur in the study area – Answers the question of who likely will want to locate here in the future
- Property Highlights
 - Provide an overview of key property indicators related to financial influences on specific properties in the study area - Answers the question of what properties have the best potential to accommodate new development in the future

Development Highlights - Existing Built Condition

- Surface parking is the predominant feature in the corridor
- 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, although this space is located on private property

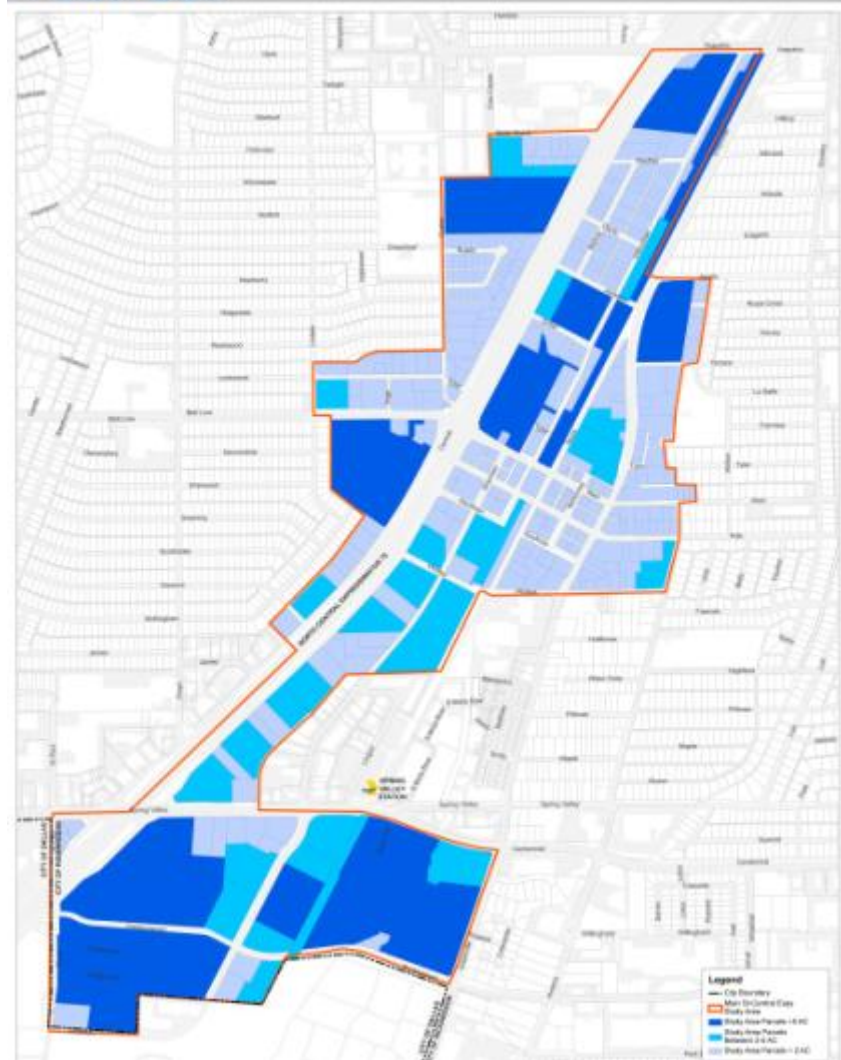
Parcel Lot Coverage



Development Highlights - 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



Market Highlights - 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



Market Highlights - 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.

Market Highlights - 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.

Market Highlights - 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.

Market Highlights - Supportable Development Types

Residential - Cottage



Residential - Townhome



Market Highlights - Supportable Development Types

Mixed Residential



Live - Work



Market Highlights - Supportable Development Types

Mixed-Use



Shopfront



Market Highlights - Supportable Development Types

Commercial

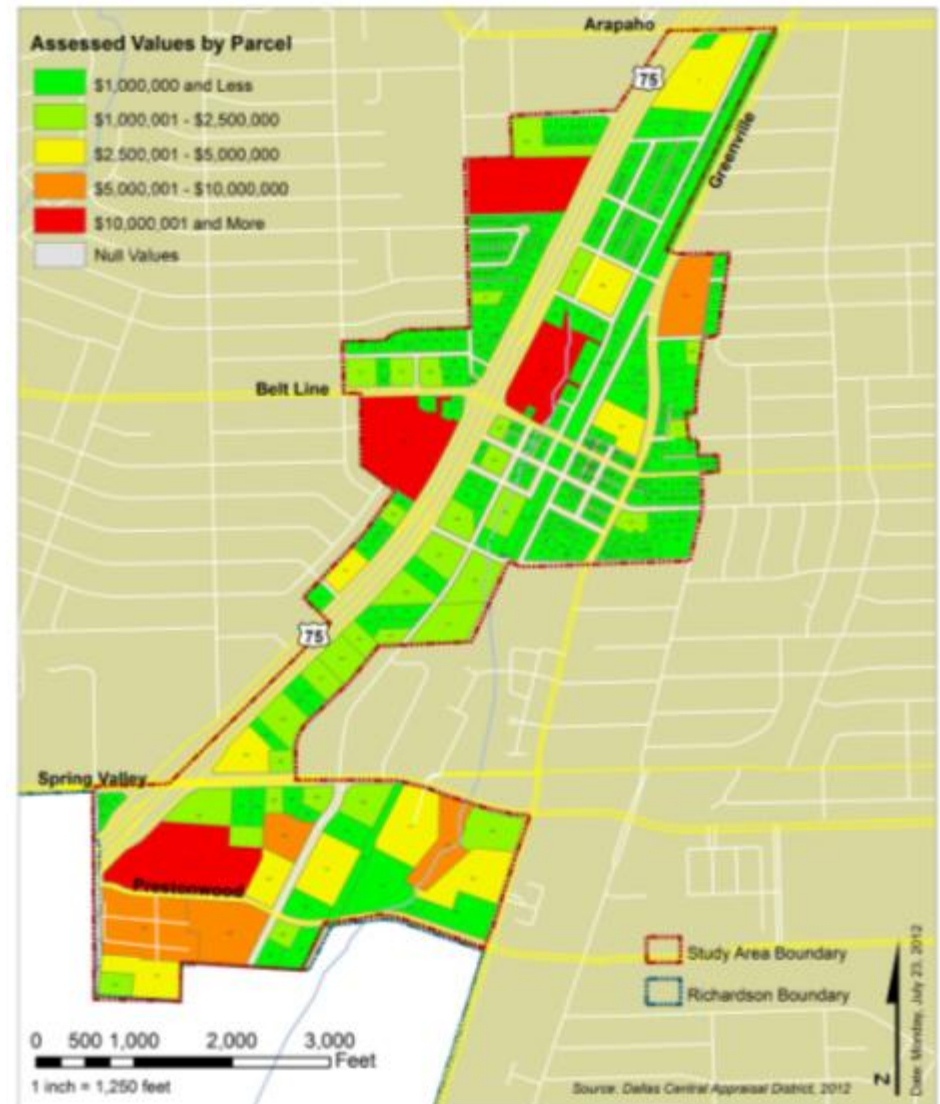


Light Industrial



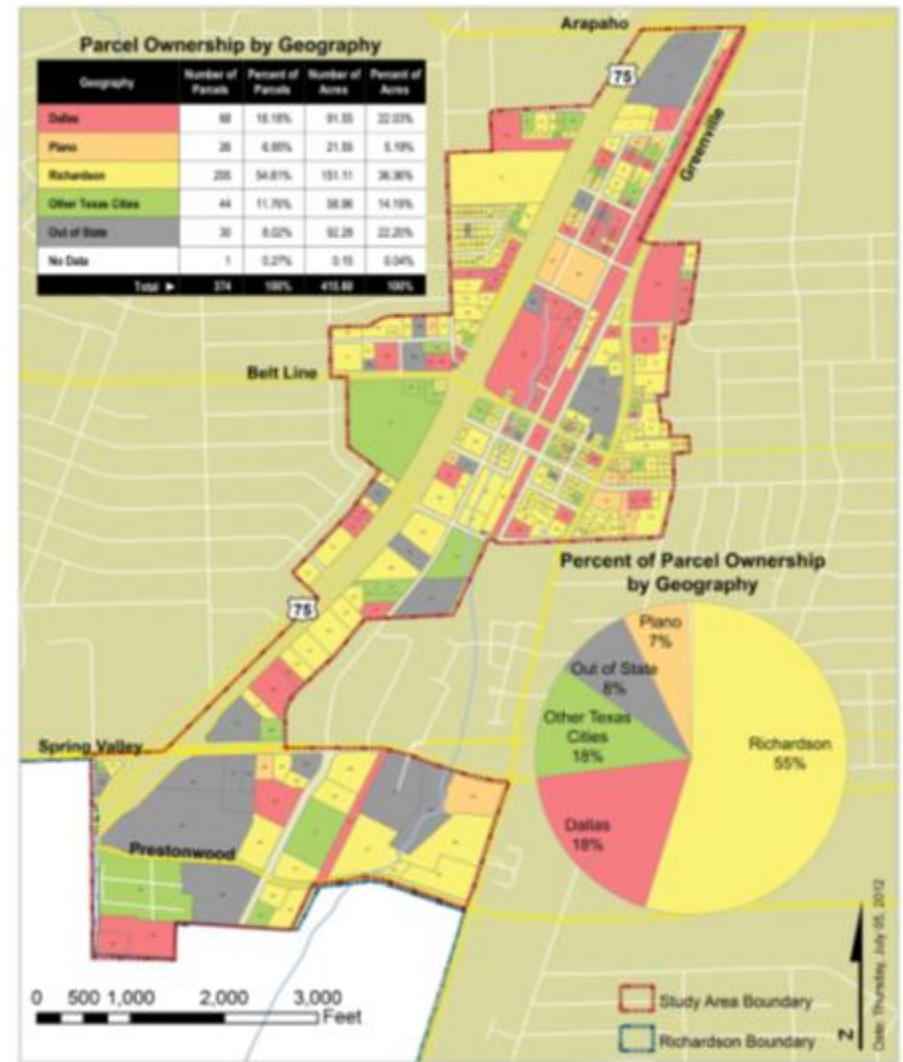
Property Highlights - Assessed Valuations

- 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 and at the intersection of Belt Line / Main Street and Central Expressway
- Given proximity to US 75, Study Area could be characterized as underdeveloped



Property Highlights - Property Ownership

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



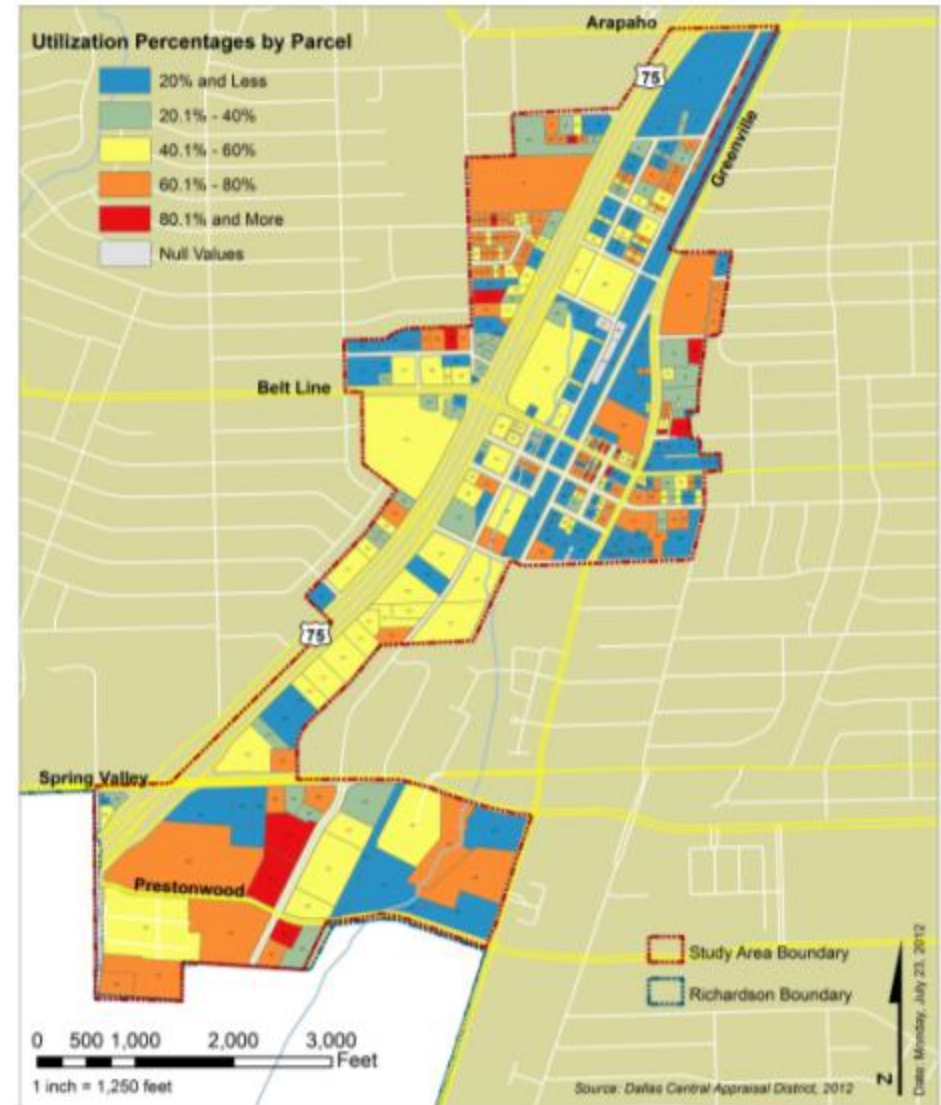
Property Highlights - Floodplain

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



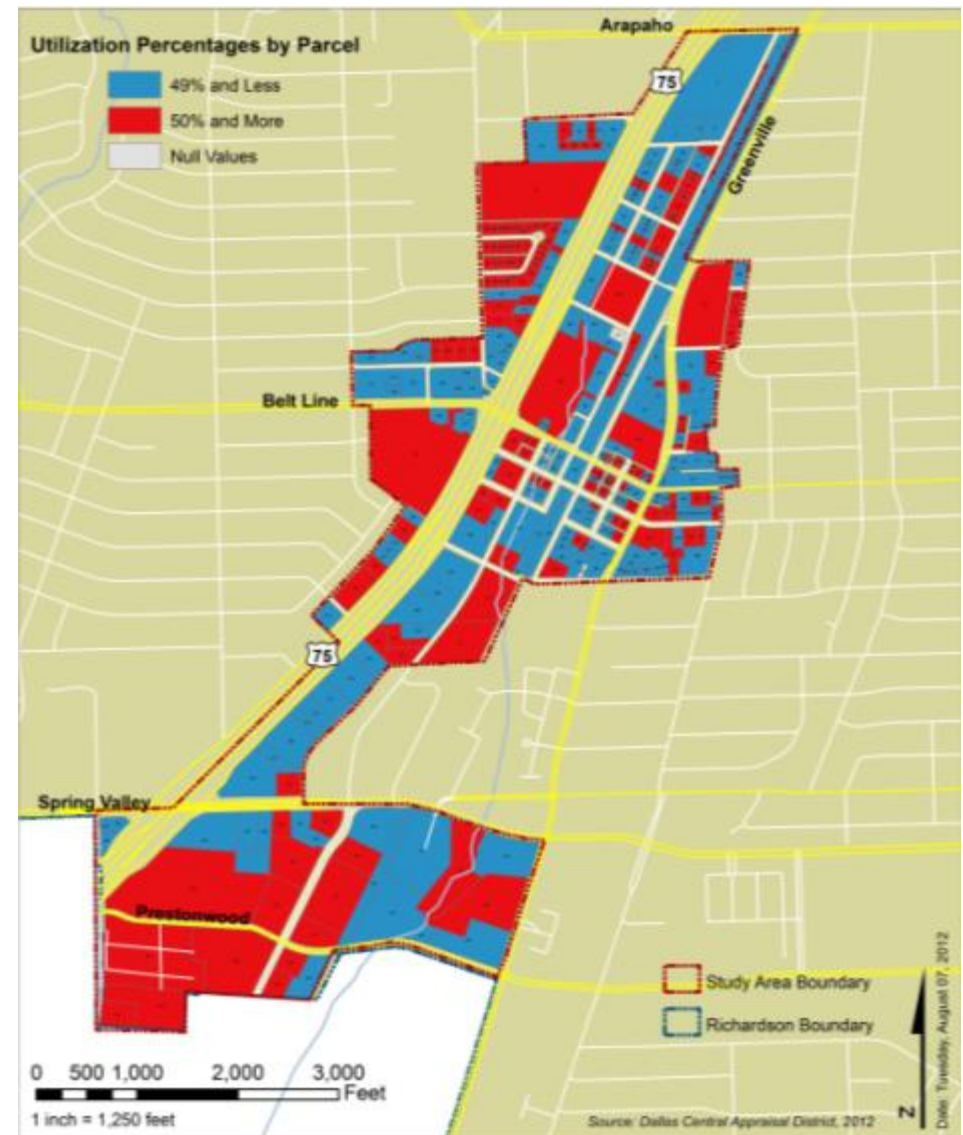
Property Highlights - Property Utilization

- 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)



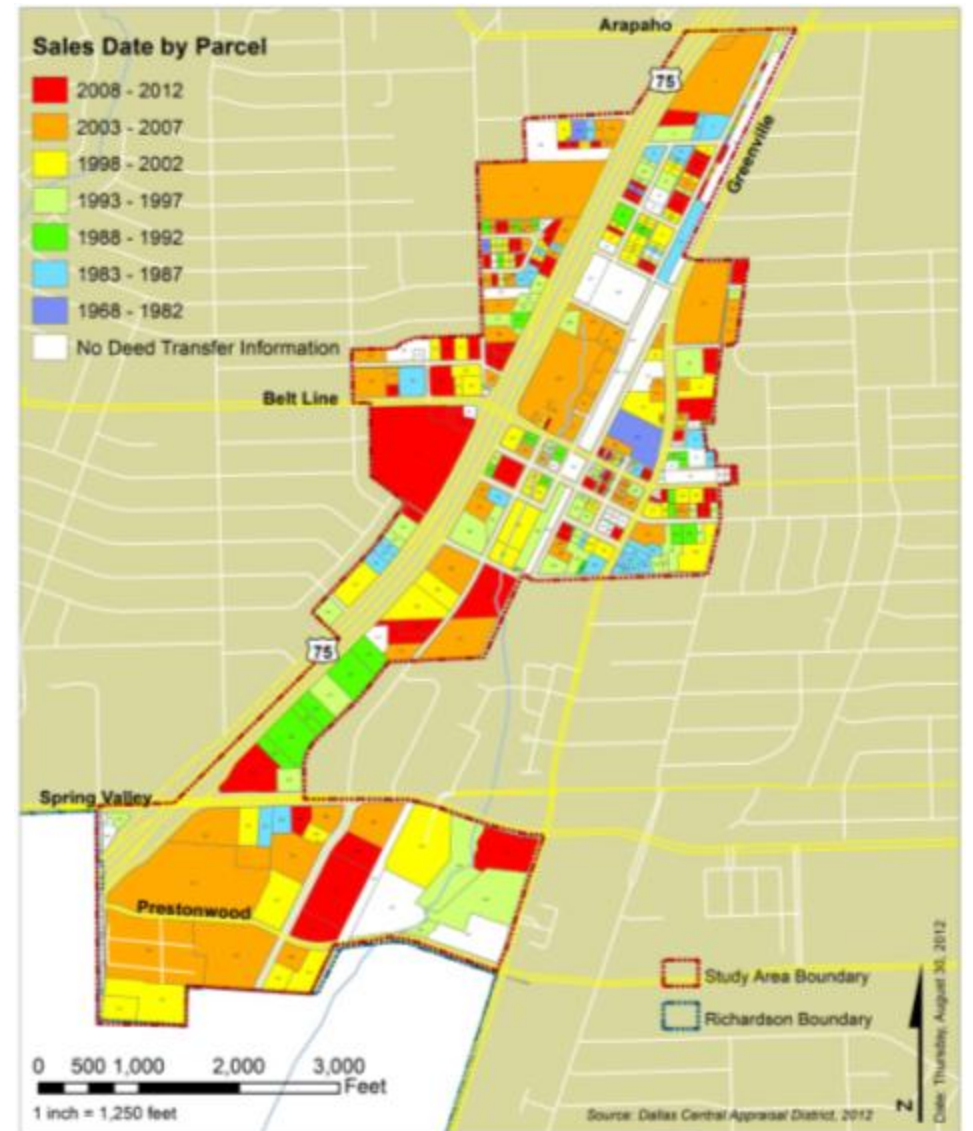
Property Highlights - Property Utilization Summary

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



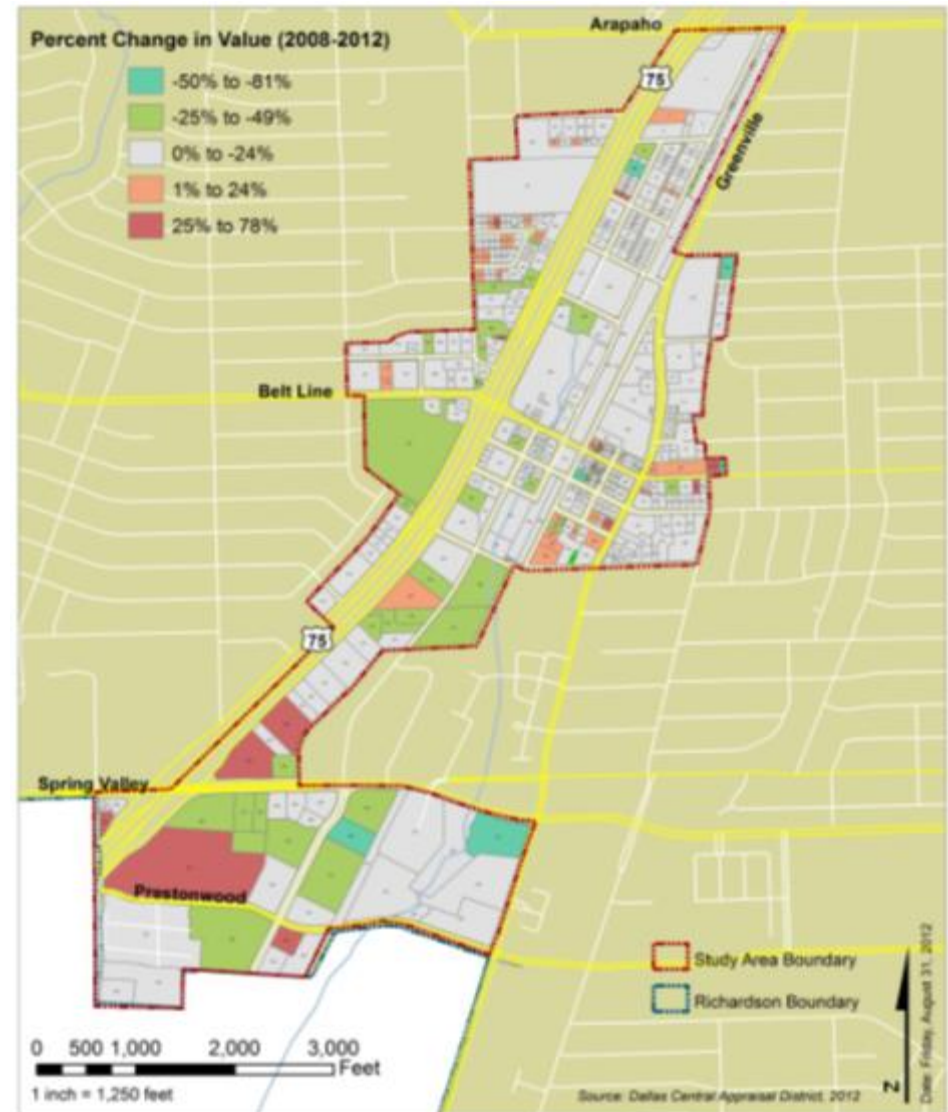
Property Highlights - Sales Date by Parcel

- 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



Property Highlights - 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

Focus Group Workshop Overview

Focus Group Workshop Overview

- On Saturday, September 15th, representatives of numerous stakeholder groups that have differing interests in the corridor met in a focus group setting to discuss several corridor-wide and site specific issues, and to arrive at preliminary concepts for the future vision for the Main Street / Central Expressway study area



Focus Group Workshop Overview

- The following slides summarize many of the preliminary ideas and issues that were discussed
- Tonight, we intend to continue the discussions started last Saturday, to debate the preliminary ideas, and to develop additional ideas related to the future vision for the study area



Urban Design

- Green infrastructure is a critical component for the corridor's future (green buildings, streetscape, greening of the corridor, etc.)
- Some consistent design elements (like signage) will help identify this area and Richardson
- Consistent design elements (lighting, street furniture, plantings, signage, architectural standards, etc.) should be used to strengthen the distinctive character of particular areas within this corridor (like downtown)



Mobility

- US 75 is a physical and visual barrier within this area
- Connectivity for non-auto travel is needed (DART riders, pedestrians, bicyclists)
- Consider potential for a one-way couplet Downtown (Main & Sherman/Polk)



Residential Choices

- Promote a variety of high quality and high value residential products at appropriate locations within the corridor
- Locate residential uses near DART stations
- Some older commercial areas could be redeveloped with higher density residential uses



People Places

- Capitalize on the trail enhancements and support activity Downtown by creating a public space near Main Street and adjacent to Central Trail
- Enhance pedestrian/bicycle connections to Central Trail with upgraded streetscape along Main Street
- Improve pedestrian/bicycle connection under 75 to link both sides with upgraded, cohesive streetscape design
- A variety of open spaces are important throughout the corridor (type and scale of open space will depend on the specific location)



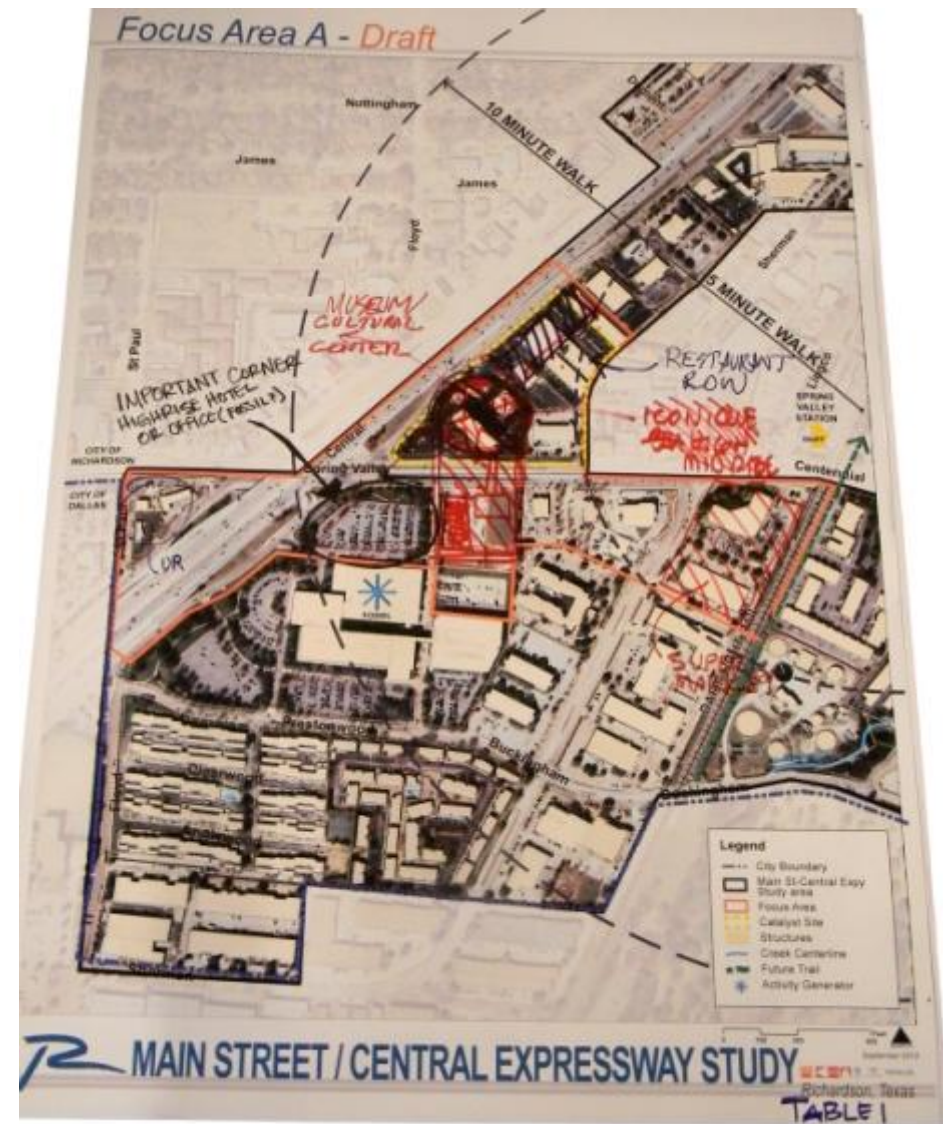
Identity

- Some new design elements (such as signage or lighting) could be consistent corridor-wide
- For some areas within the corridor (such as Downtown), future investments could build on or enhance the area's existing character
- Office parks are still appropriate along Central Expressway



Area A (Includes Catalyst Site 1)

- Potential for iconic building at Spring Valley and Central as a city gateway element
- Opportunity for music/art/museum venue
- More residential close to the DART station



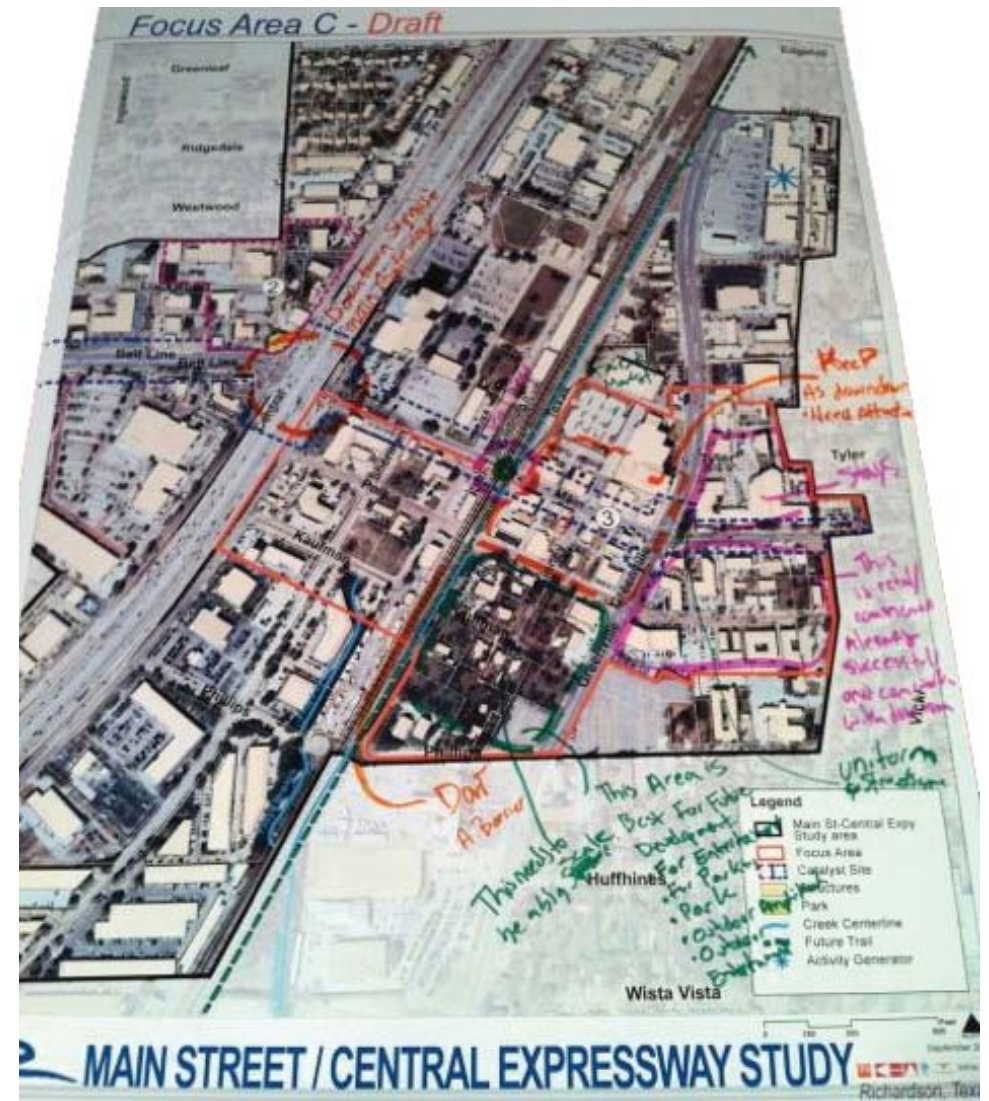
Area B (Includes Catalyst Sites 2&3)

- East of Central: development and open spaces should take advantage of the Central Trail, DART and Downtown
- West of Central: infill underutilized areas at and near the Richardson Heights Shopping Center
- Tie areas on both sides of Central together with cohesive streetscape design (along Belt Line/Main Street)



Area C (Includes Catalyst Site 3)

- Build upon the “historic” character of the area
- Area needs to be more inviting for pedestrians – wider sidewalks, lighting, landscape etc.
- Gateway and signage at Central



General Discussion

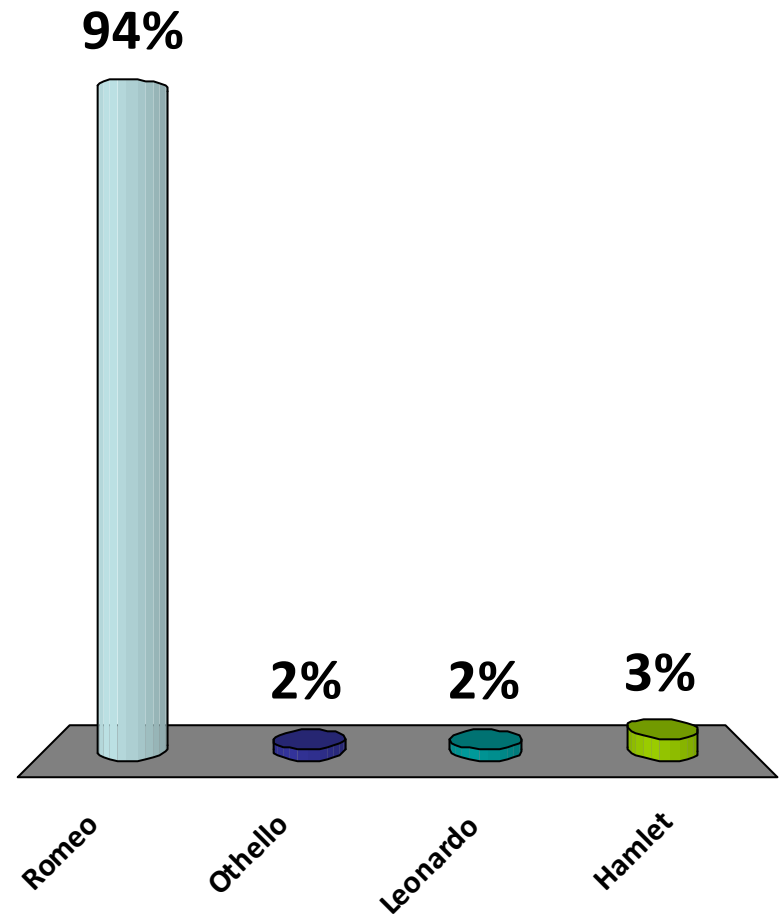
Keypad Polling

Why keypad polling?

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

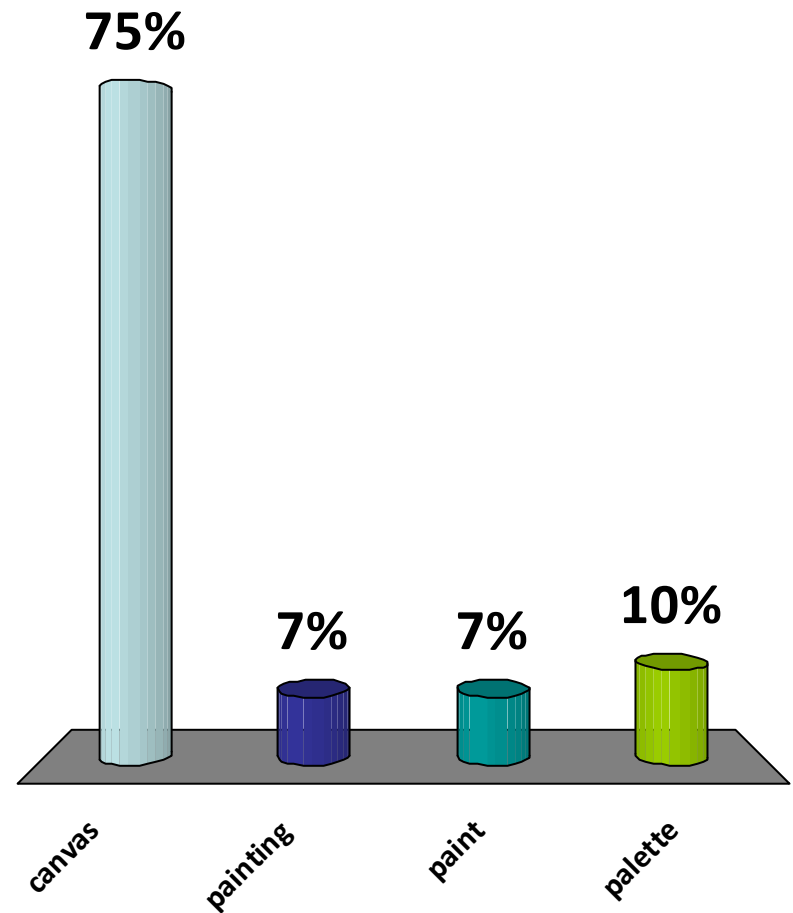
Which Shakespearean character was the famous lover of Juliet?

1. Romeo
2. Othello
3. Leonardo
4. Hamlet



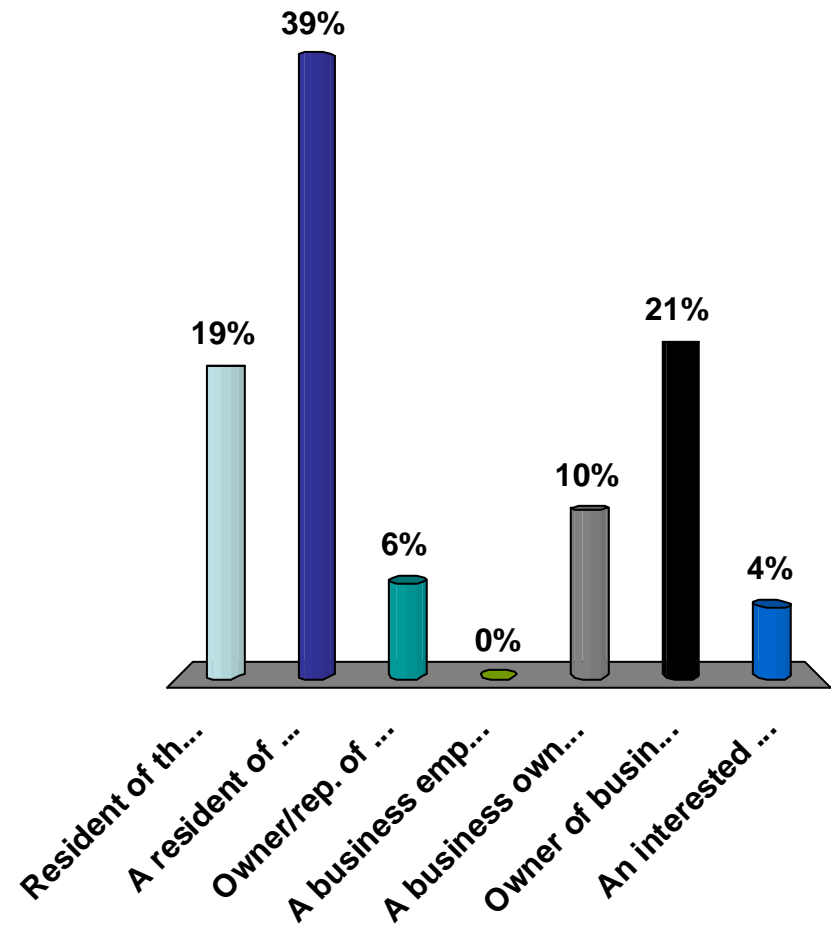
pencil : paper :: paint brush :

1. canvas
2. painting
3. paint
4. palette



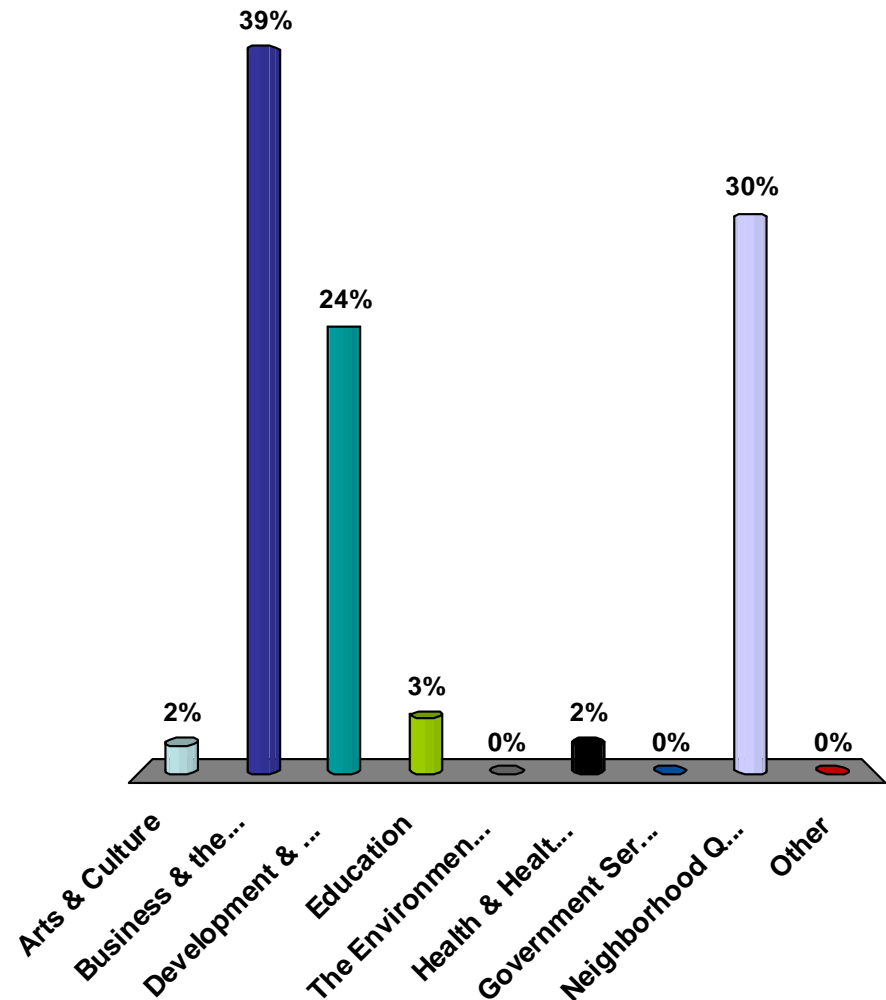
I am most involved in the Main Street/Central Corridor as:

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



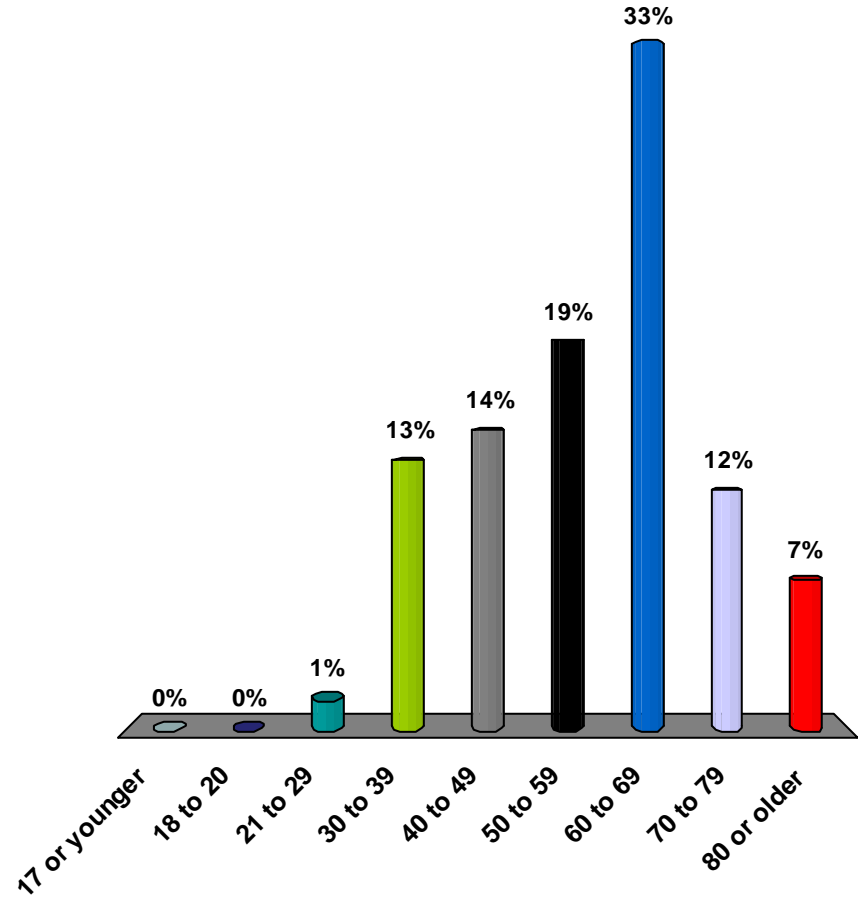
I am most interested in issues related to:

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



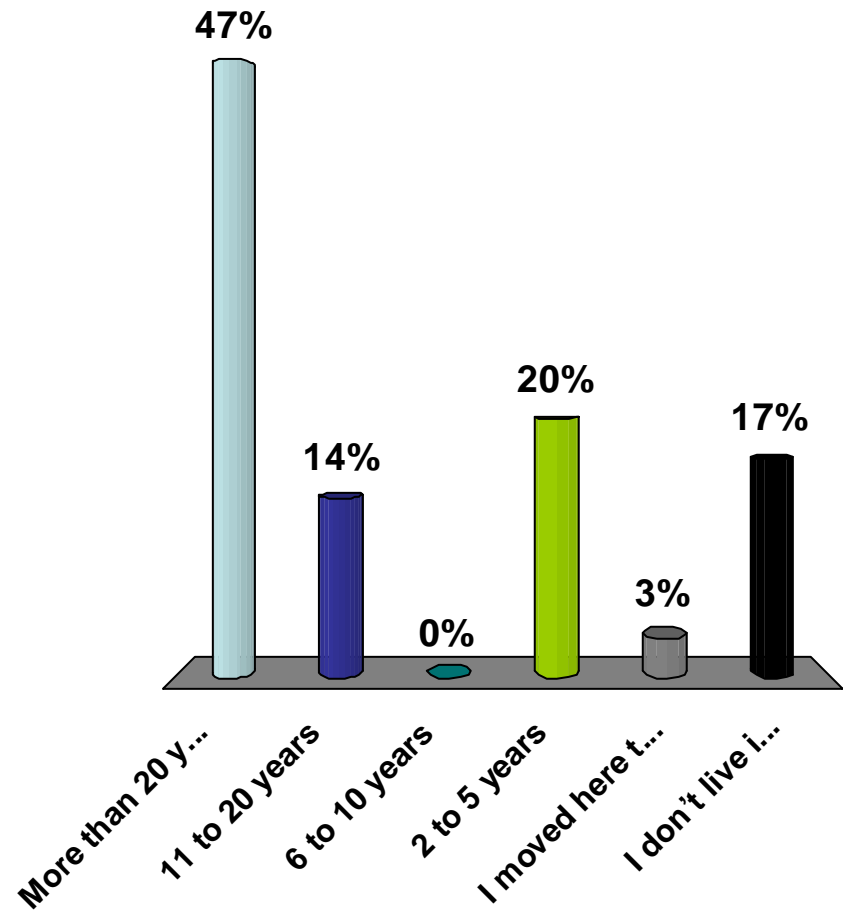
My age group is:

1. 17 or younger
2. 18 to 20
3. 21 to 29
4. 30 to 39
5. 40 to 49
6. 50 to 59
7. 60 to 69
8. 70 to 79
9. 80 or older



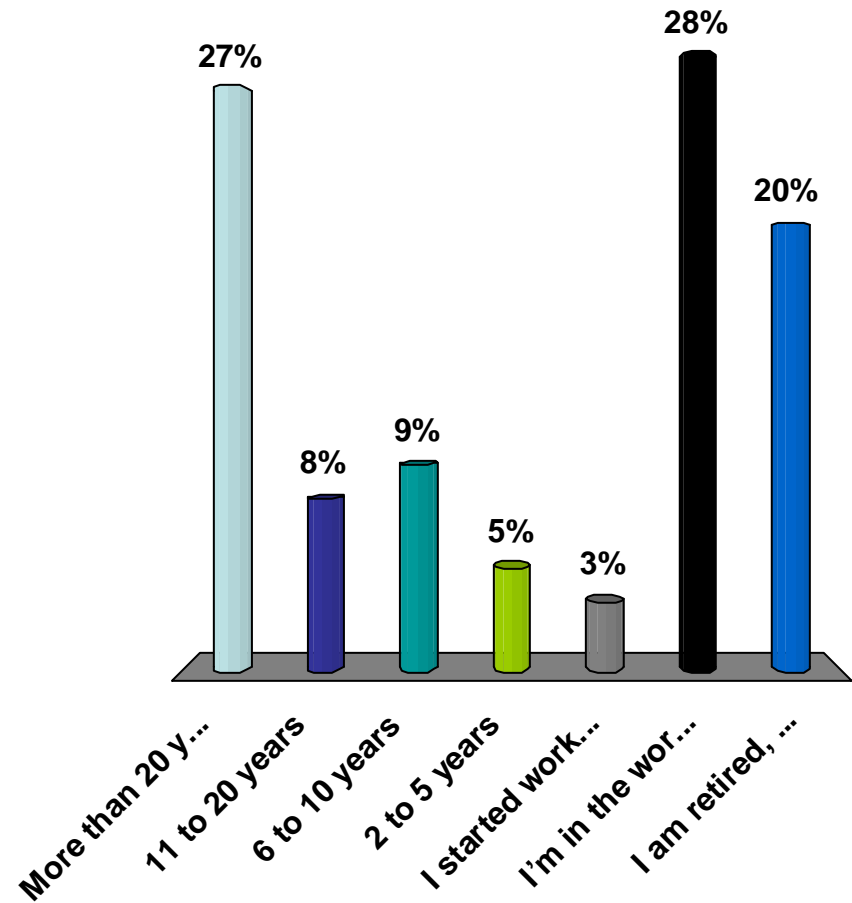
I have lived in Richardson for:

1. More than 20 years
2. 11 to 20 years
3. 6 to 10 years
4. 2 to 5 years
5. I moved here this year
6. I don't live in Richardson



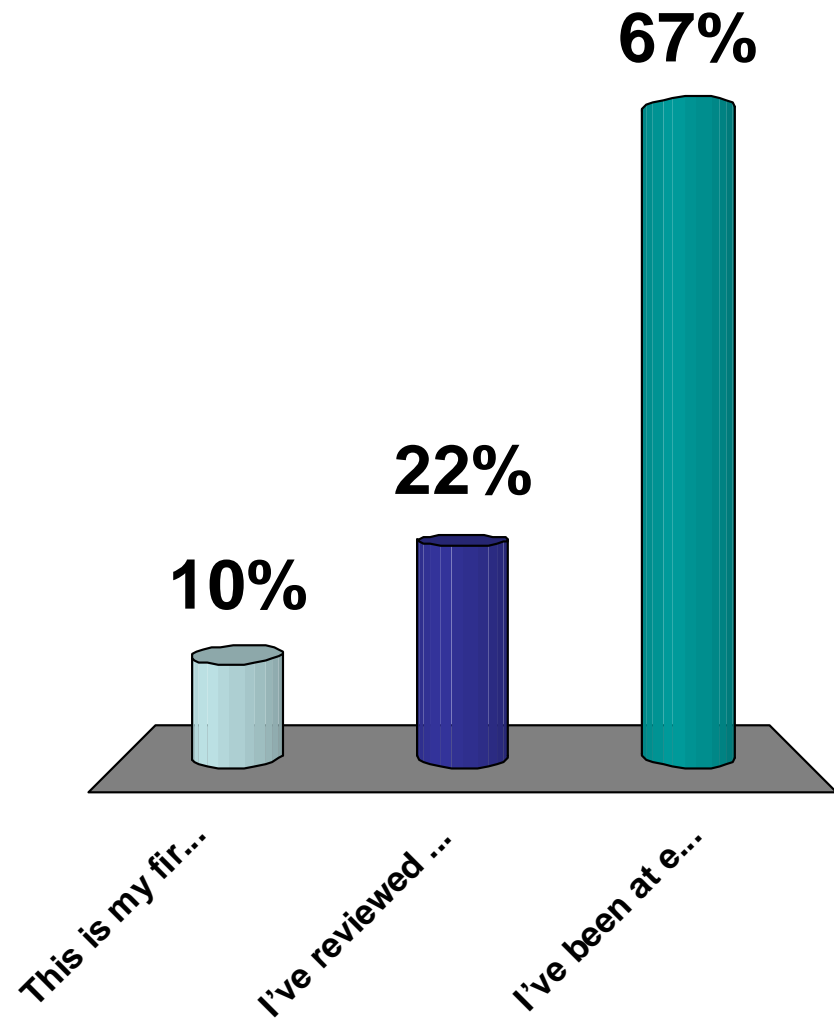
I have worked in Richardson for:

1. More than 20 years
2. 11 to 20 years
3. 6 to 10 years
4. 2 to 5 years
5. I started working here this year
6. I'm in the work force but I don't work in Richardson
7. I am retired, a student, or otherwise not in the work force



How involved have you been in the Main Street/Central Expressway Study?

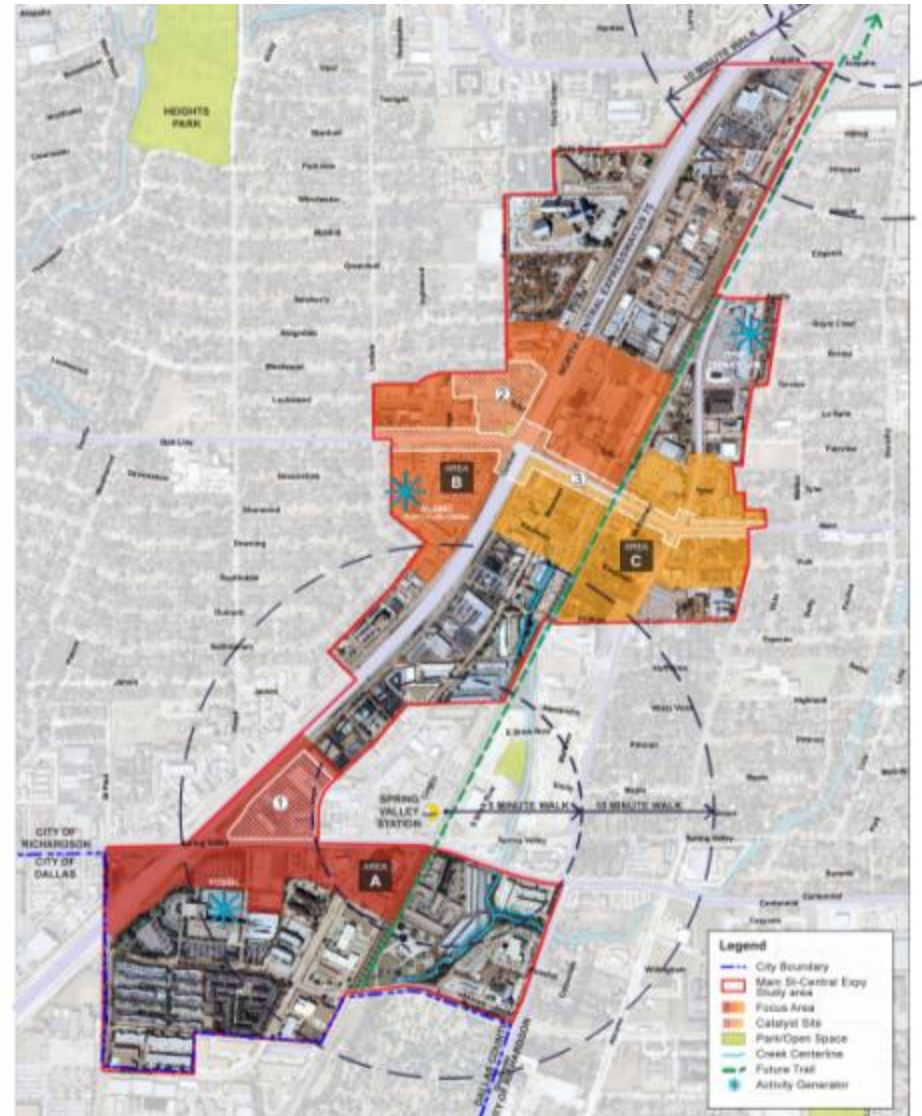
1. This is my first meeting and I have not reviewed the online materials.
2. I've reviewed materials online but this is my first meeting.
3. I've been at earlier meetings.



Feedback on **OVERALL CONCEPTS** for the
Main Street / Central Expressway Corridor

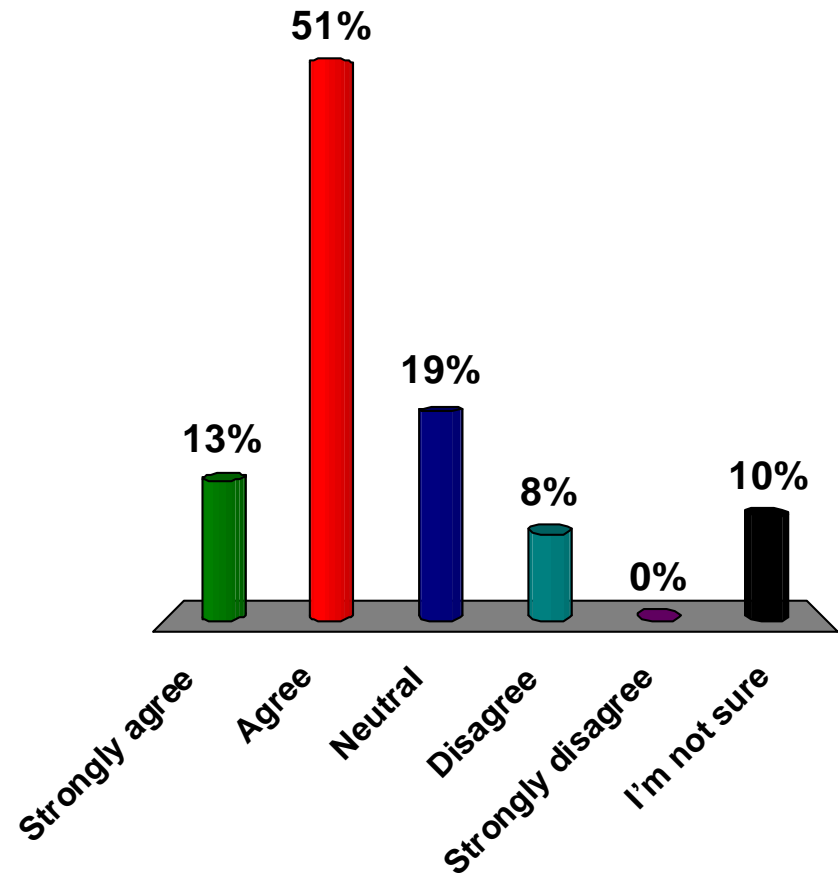
Framework Plan

- 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



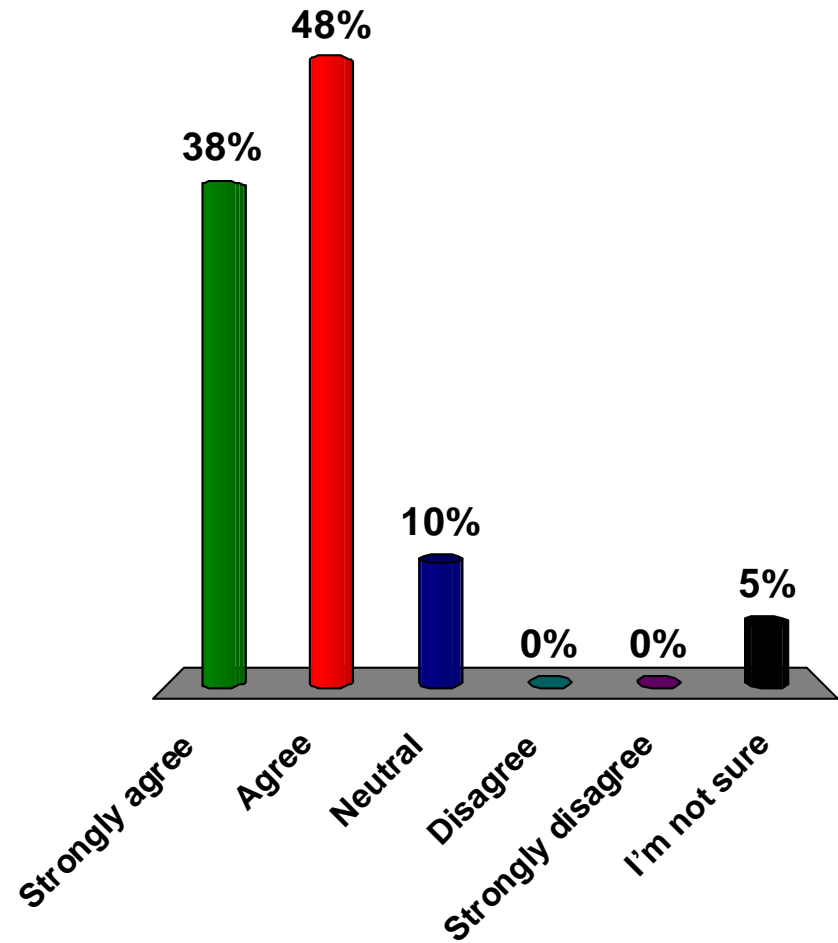
The overall direction of this Framework Plan reflects my ideas about the most successful future for the Corridor.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



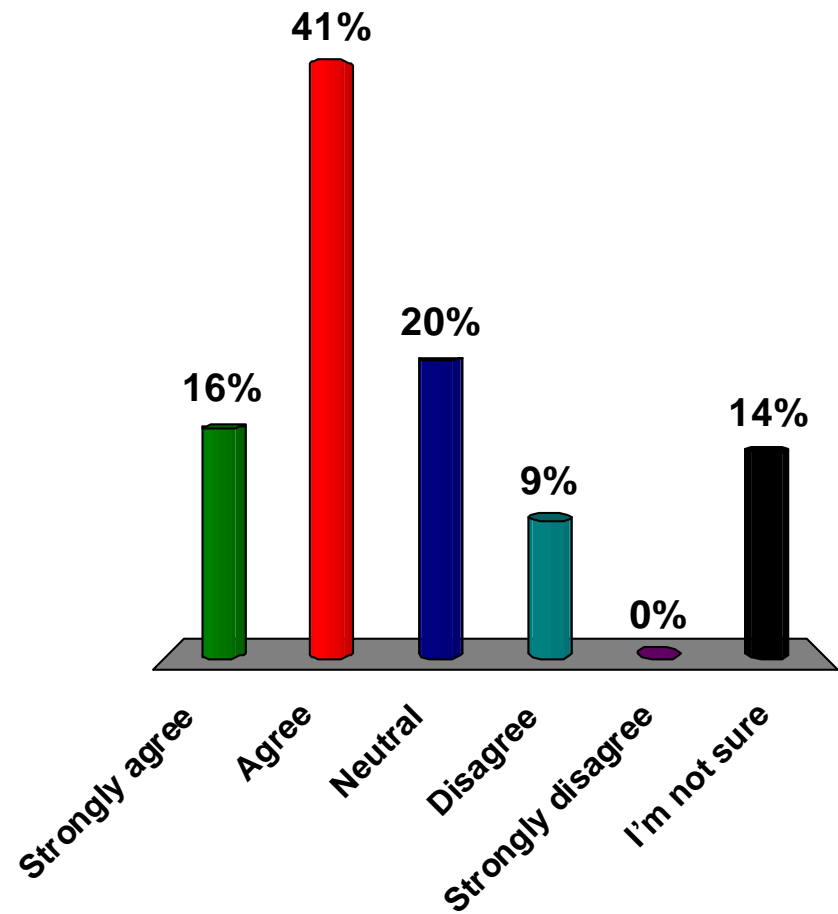
These concepts will enhance the value of properties in this Corridor.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



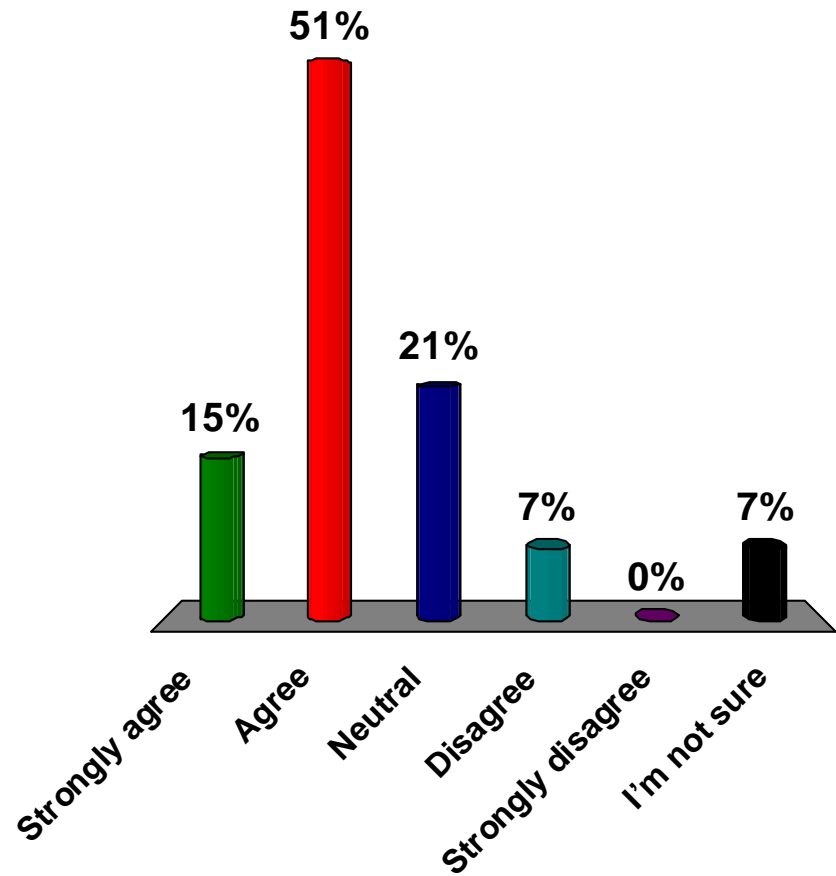
These proposed Gateways will give people a welcome that reflects Richardson's character.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



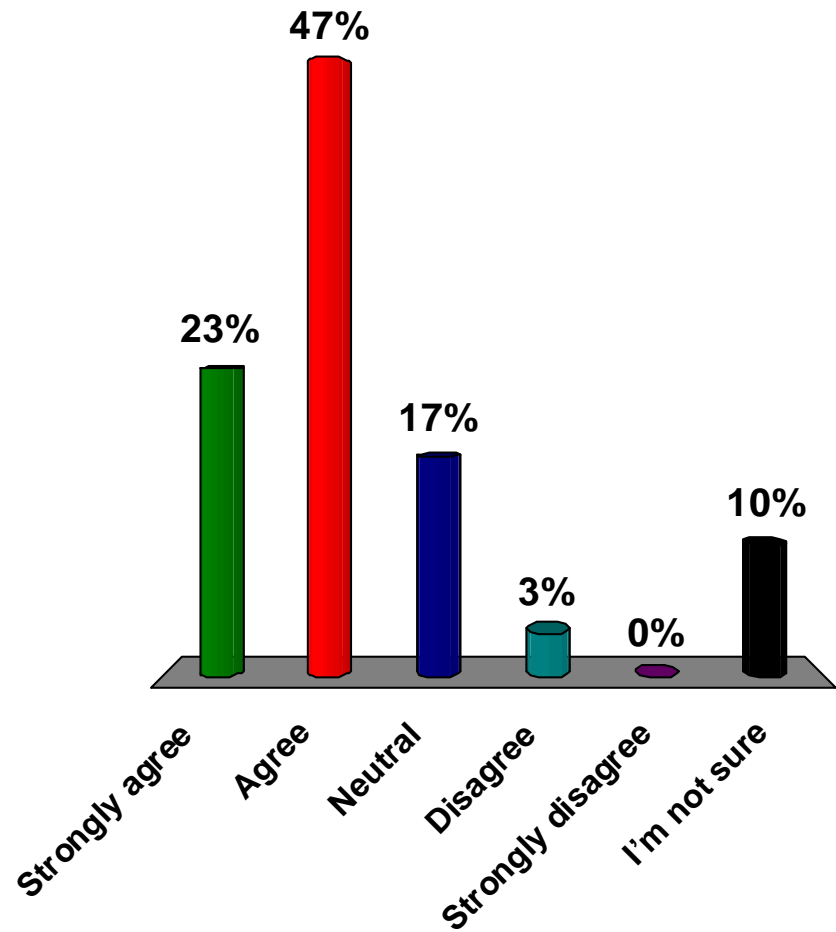
These urban design features will create a desirable and lively identity for this Corridor.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



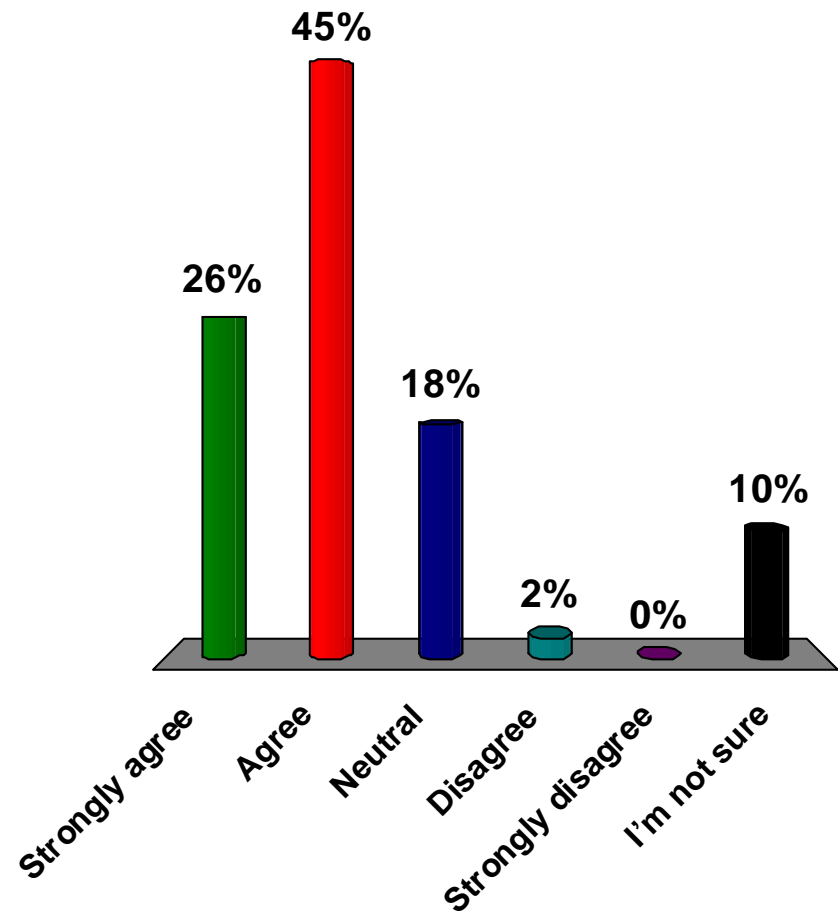
These concepts will make this Corridor more appealing for people walking or on bikes.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



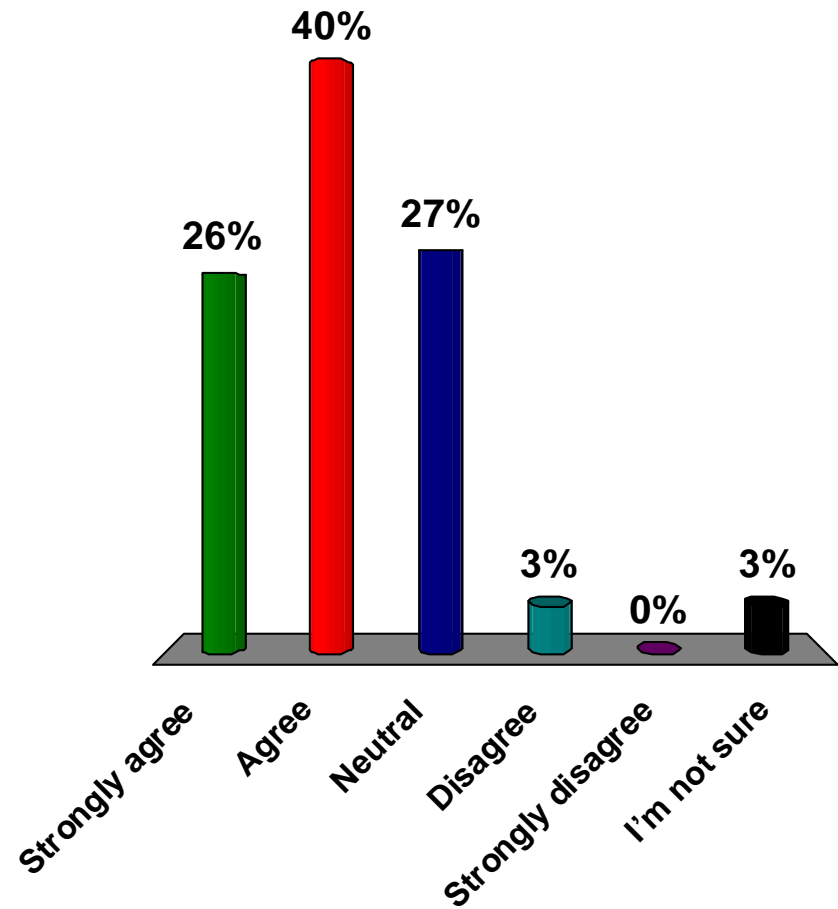
I would want to spend time in a place like the one these concepts describe.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



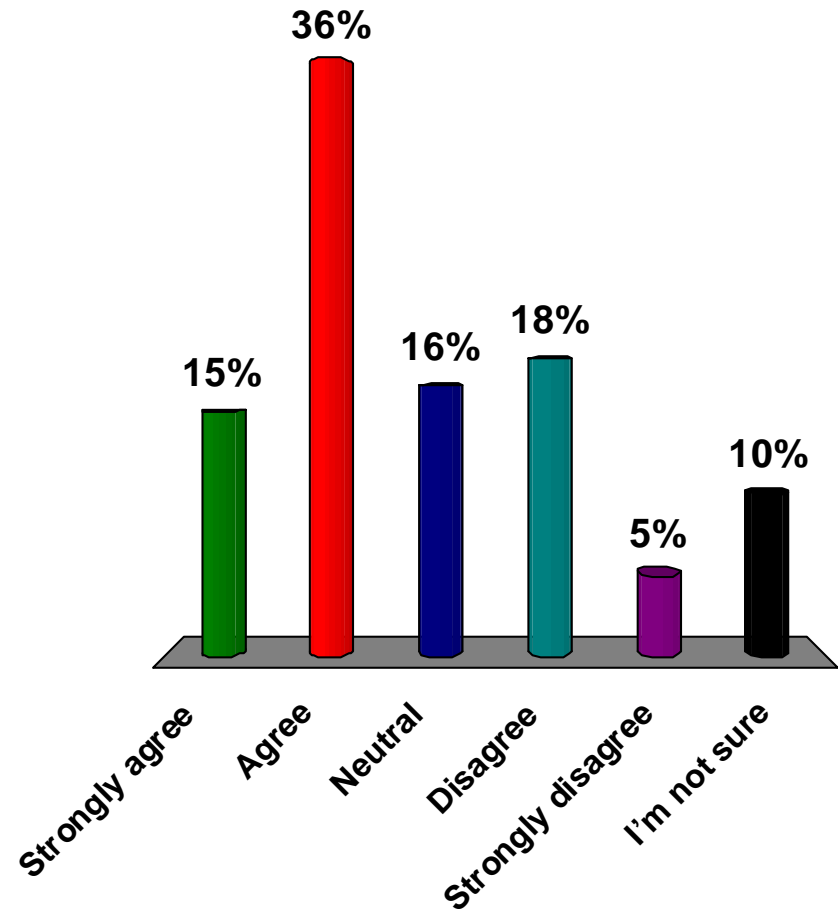
I would want to work or own a business in a place like the one these concepts describe.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



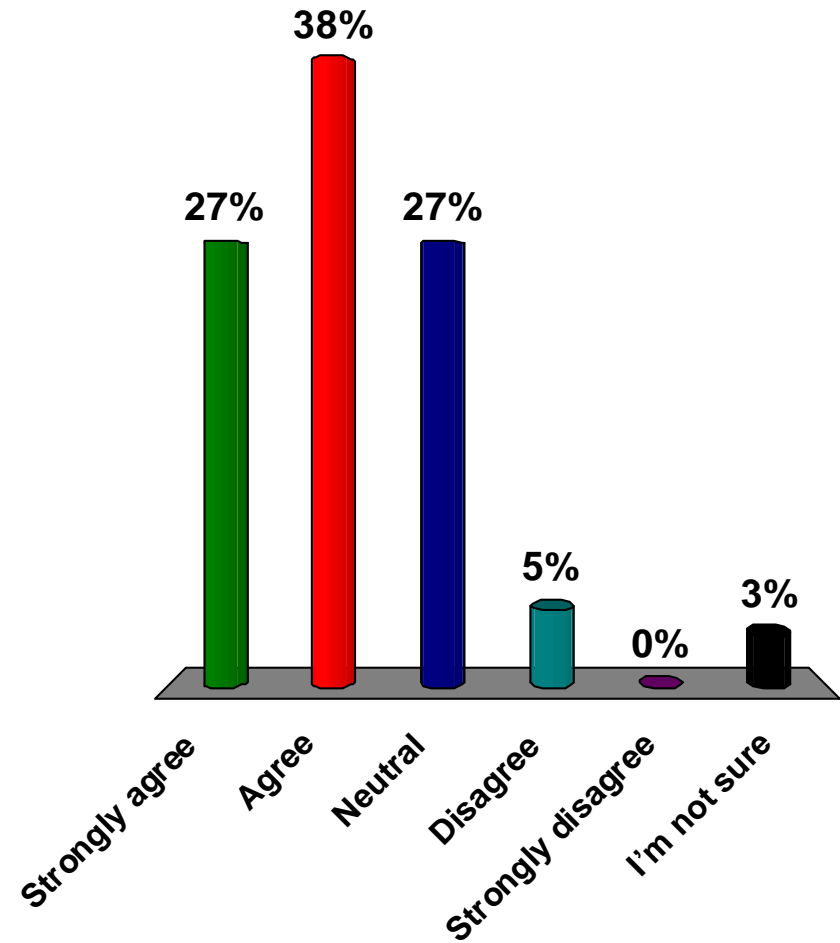
I would want to live in a place like the one these concepts describe.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



I would want to own property (residential or commercial) in a place like the one these concepts describe.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



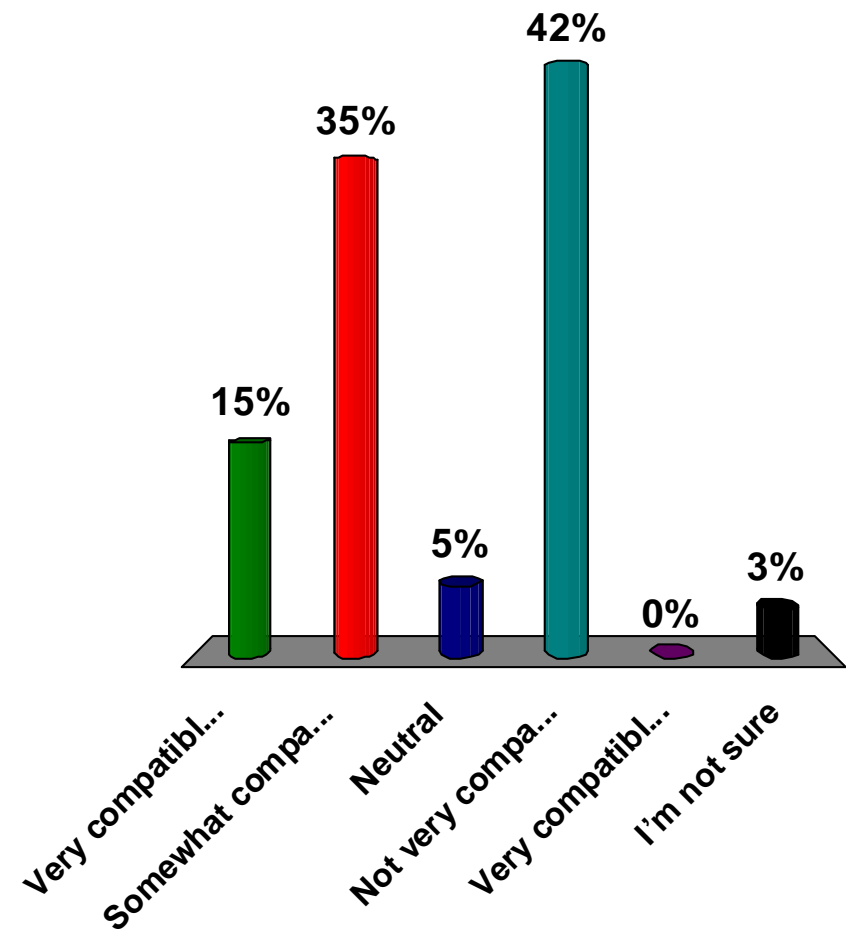
Feedback on
SUPPORTABLE DEVELOPMENT TYPES
for the Main Street / Central Expressway Corridor

Residential - Cottage Development Type



How compatible is Residential – Cottage development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure

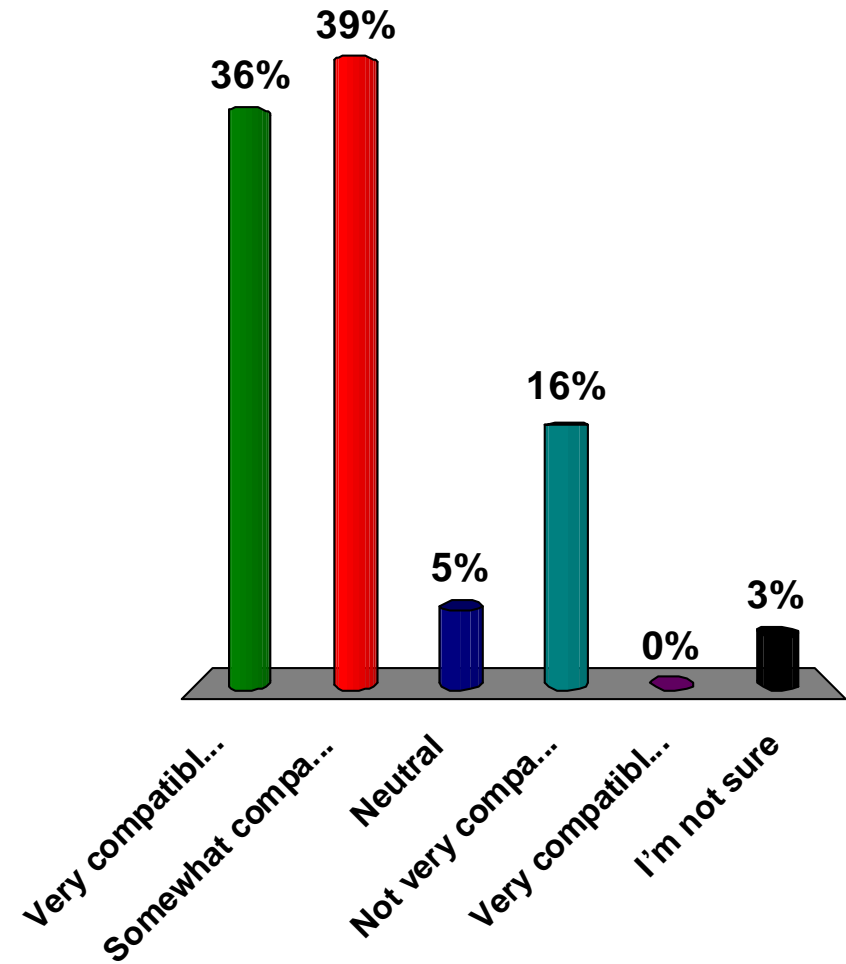


Residential – Townhome Development Type



How compatible is Residential – Townhome development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure

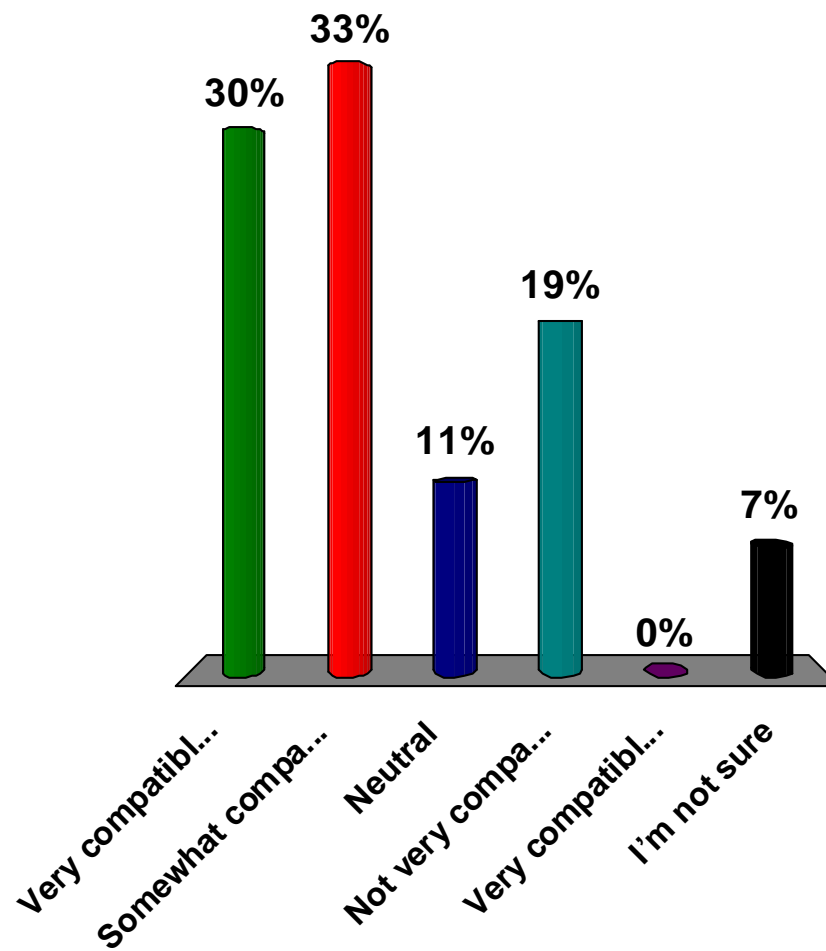


Mixed Residential Development Type



How compatible is **Mixed Residential** development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure

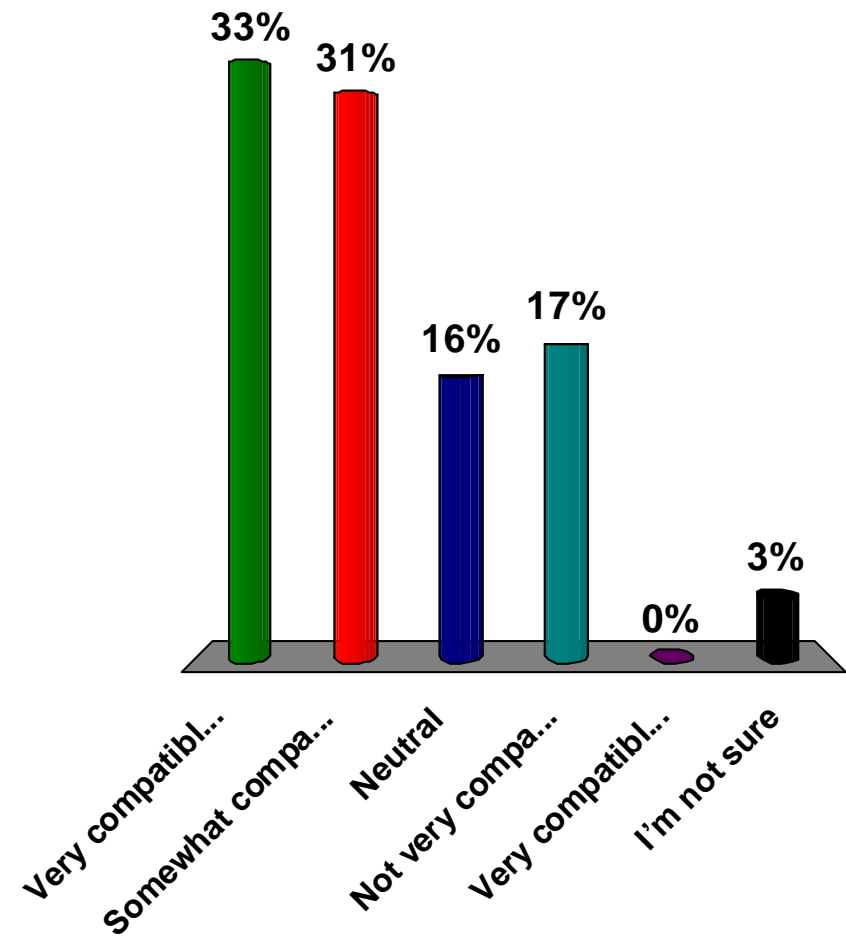


Live - Work Development Type



How compatible is **Live – Work** development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure

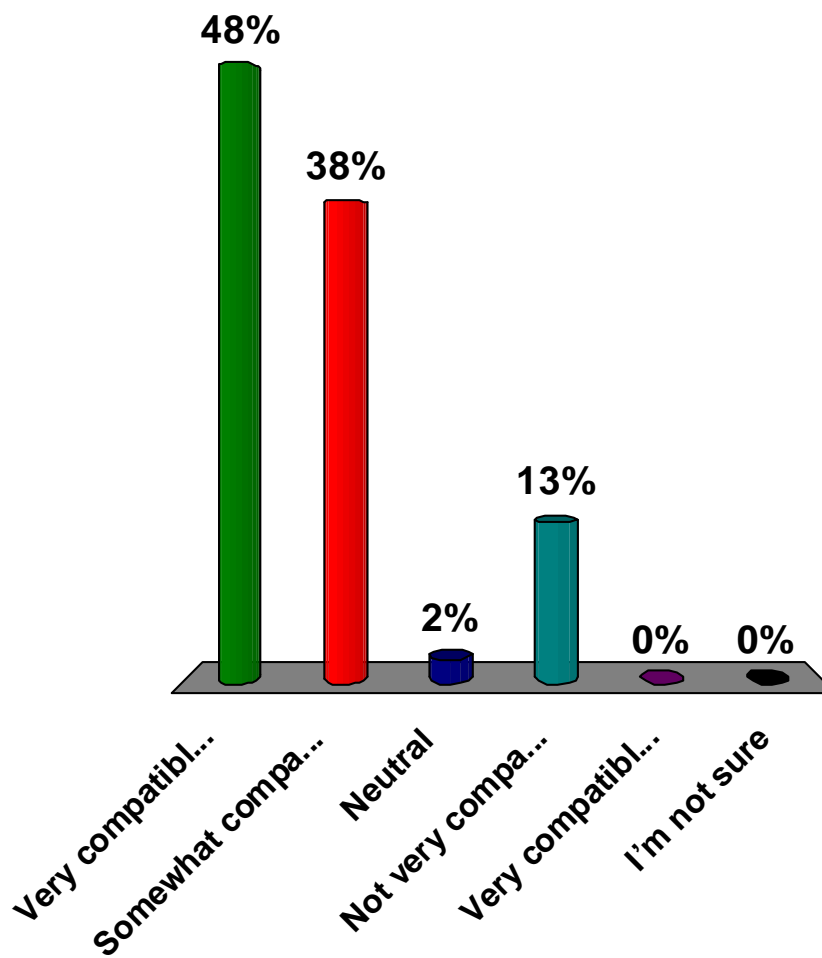


Mixed - Use Development Type



How compatible is **Mixed – Use** development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure

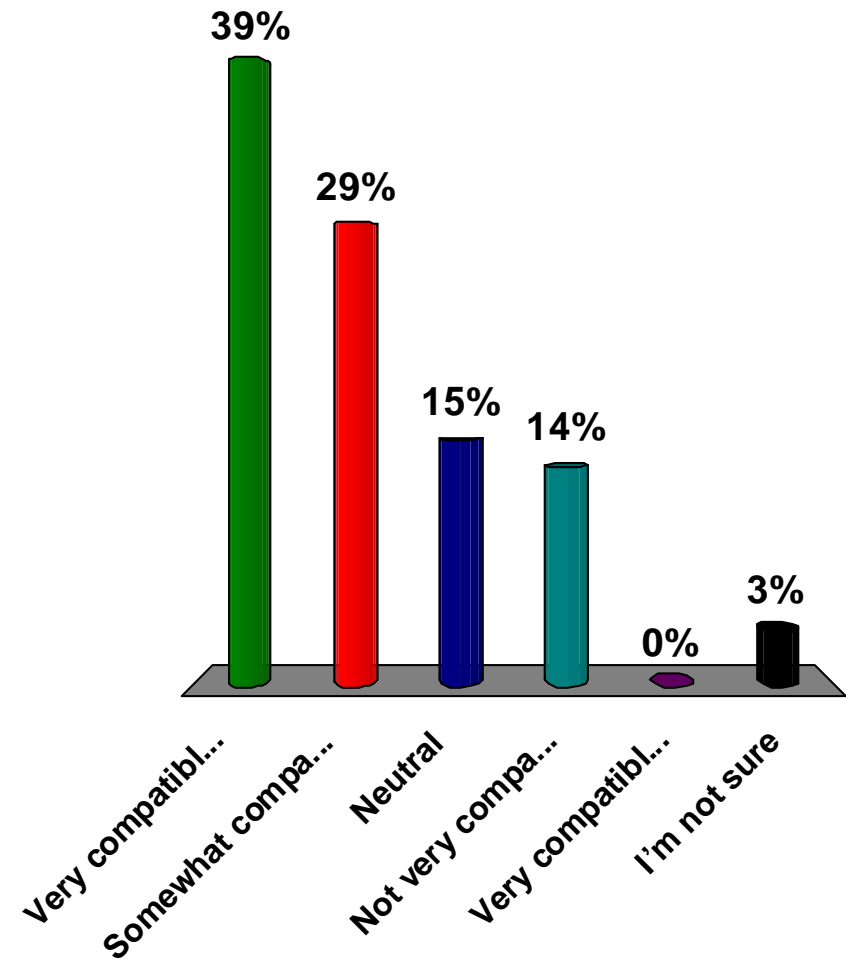


Shopfront Development Type



How compatible is **Shopfront** development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure

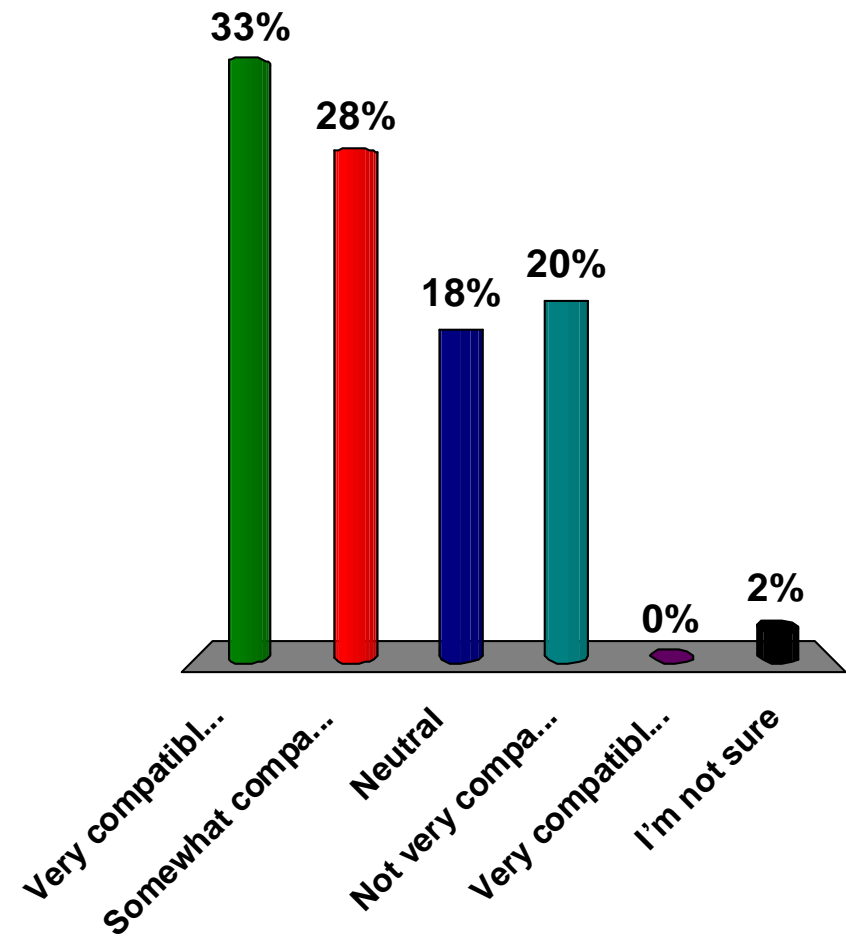


Commercial Development Type



How compatible is **Commercial** development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure

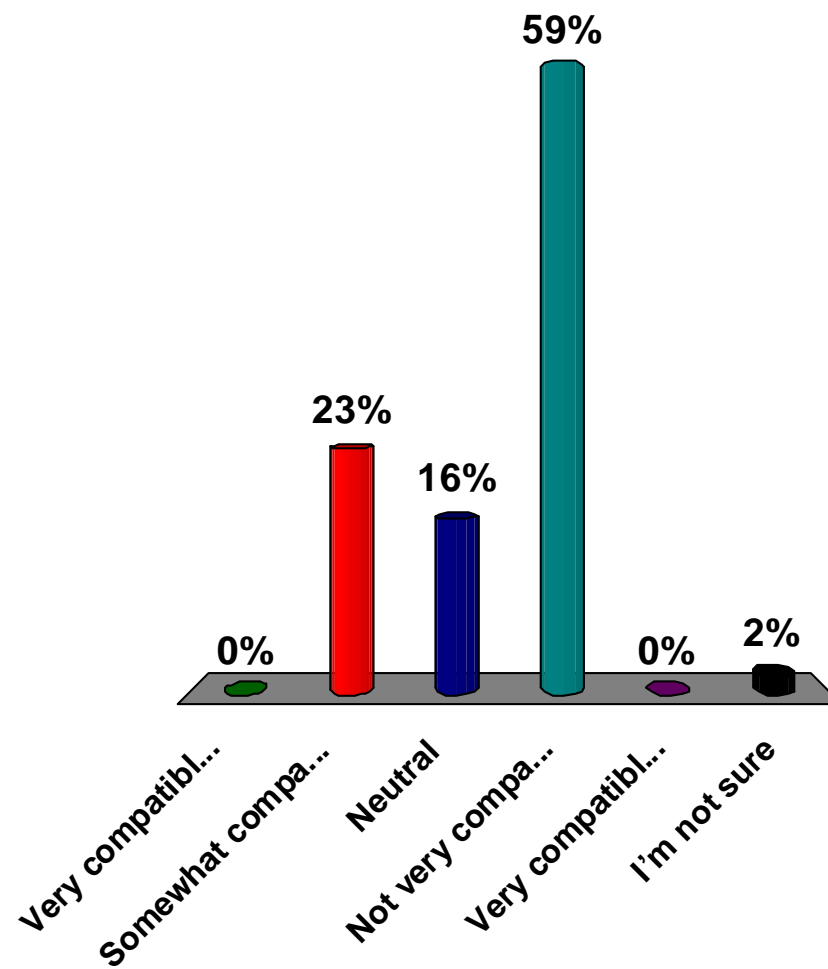


Light Industrial Development Type



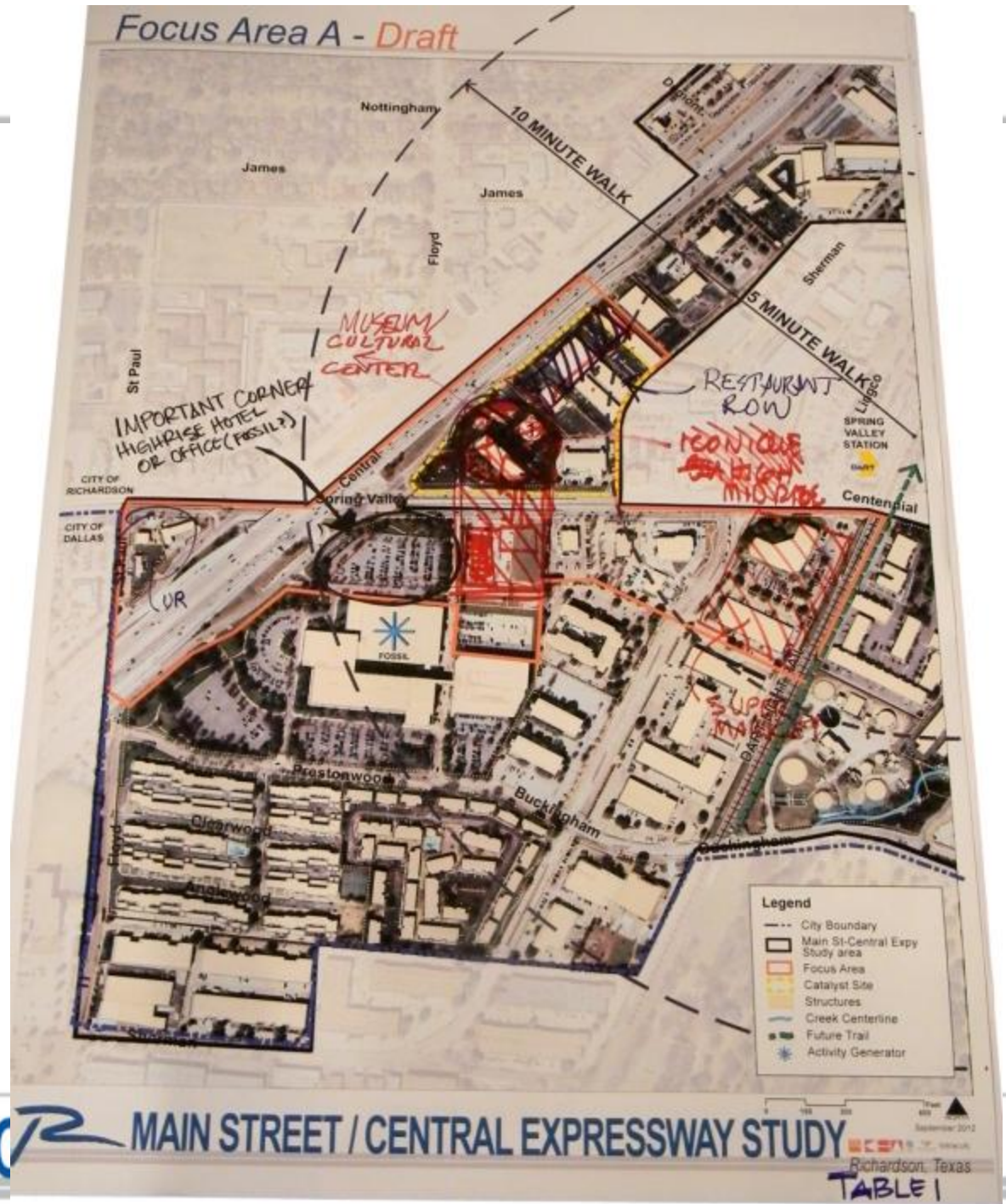
How compatible is **Light Industrial** development with the future of this Corridor?

1. Very compatible
2. Somewhat compatible
3. Neutral
4. Not very compatible
5. ~~Very compatible (same as 1.)~~
6. I'm not sure



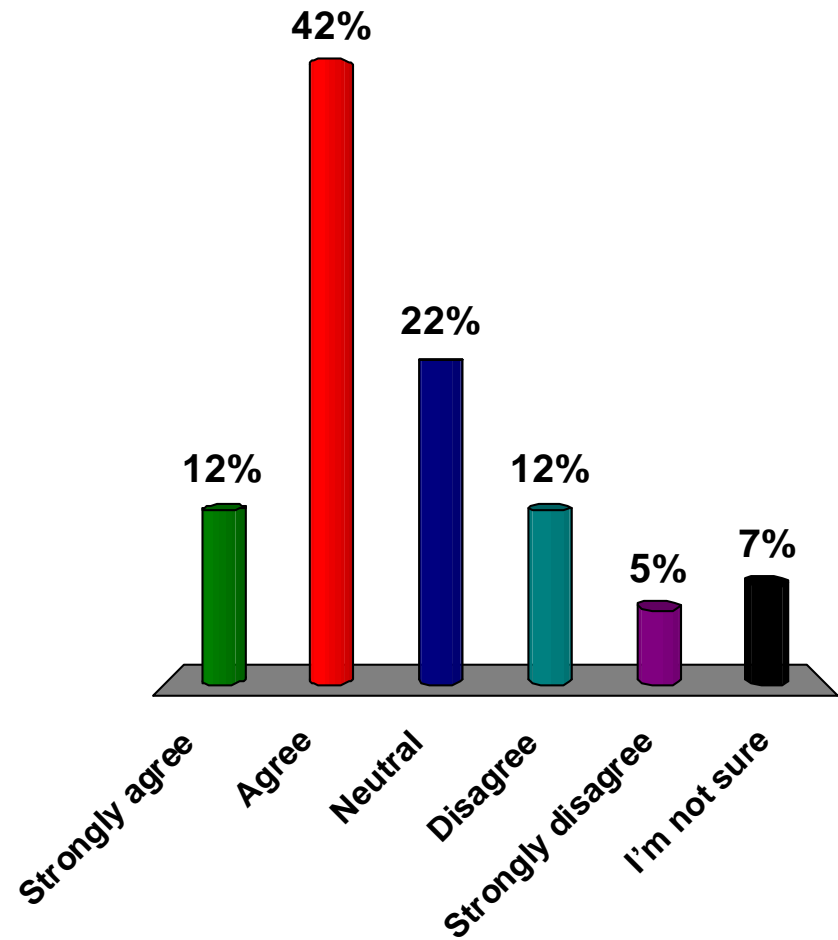
Feedback on **FOCUS AREAS** in the Main
Street / Central Expressway Corridor

Framework Plan for Focus Area A



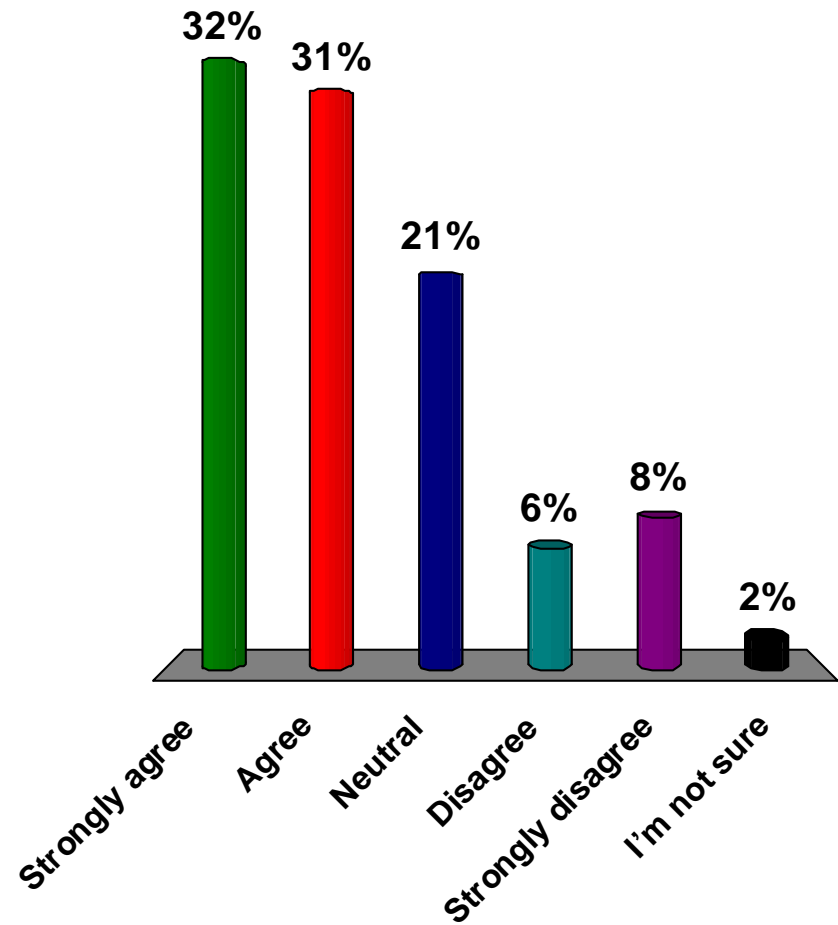
The future concept for Focus Area A reflects my ideas about the most successful future for this area.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure

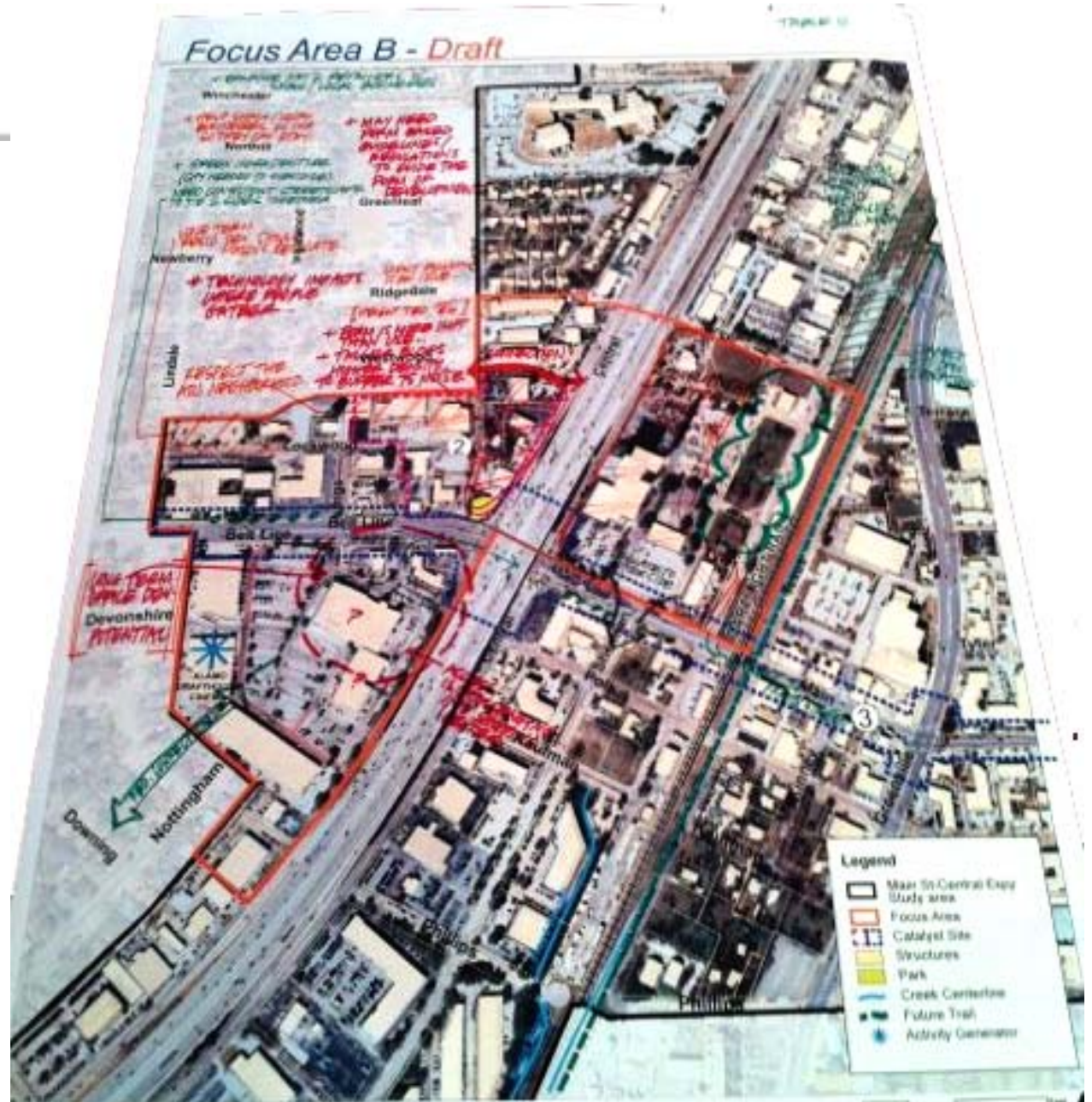


An iconic building at Spring Valley and Central would create a desirable new gateway into Richardson.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure

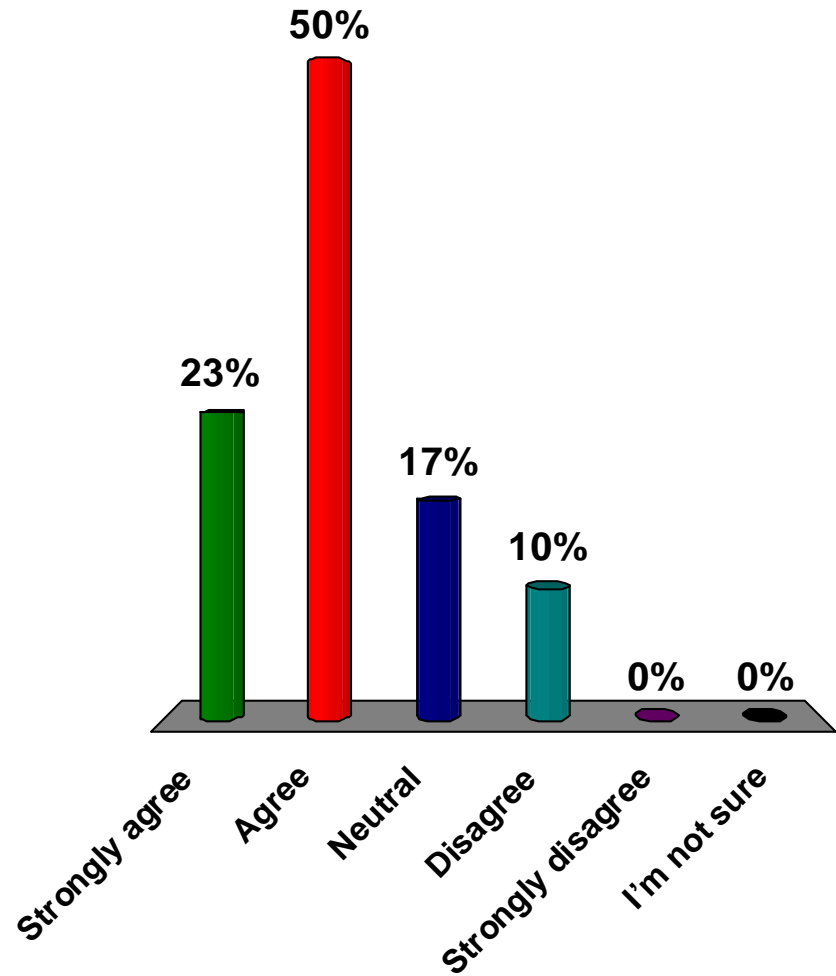


Framework Plan for Focus Area B



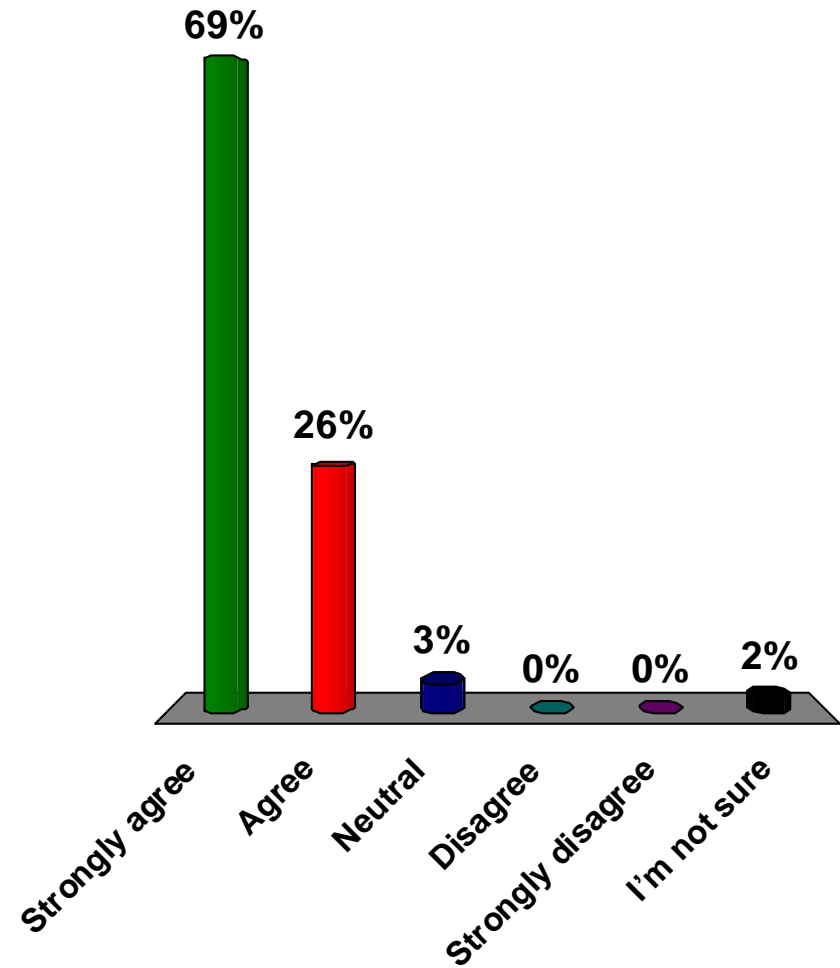
The future concept for Focus Area B reflects my ideas about the most successful future for this area.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



New shops, restaurants and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure

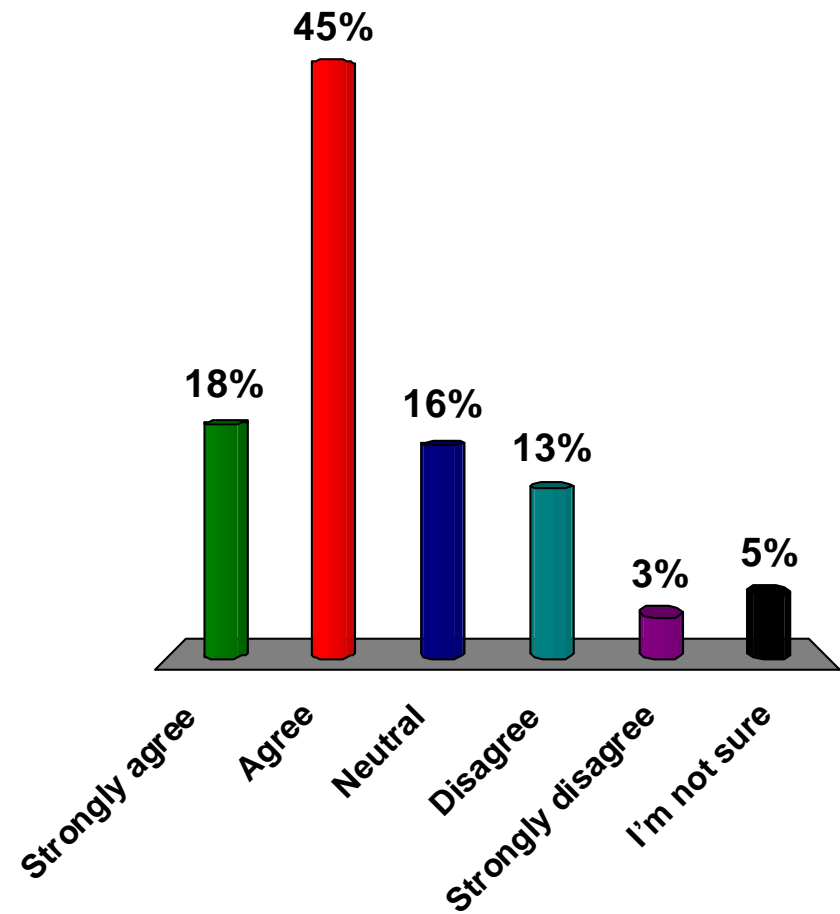


Framework Plan for Focus Area C



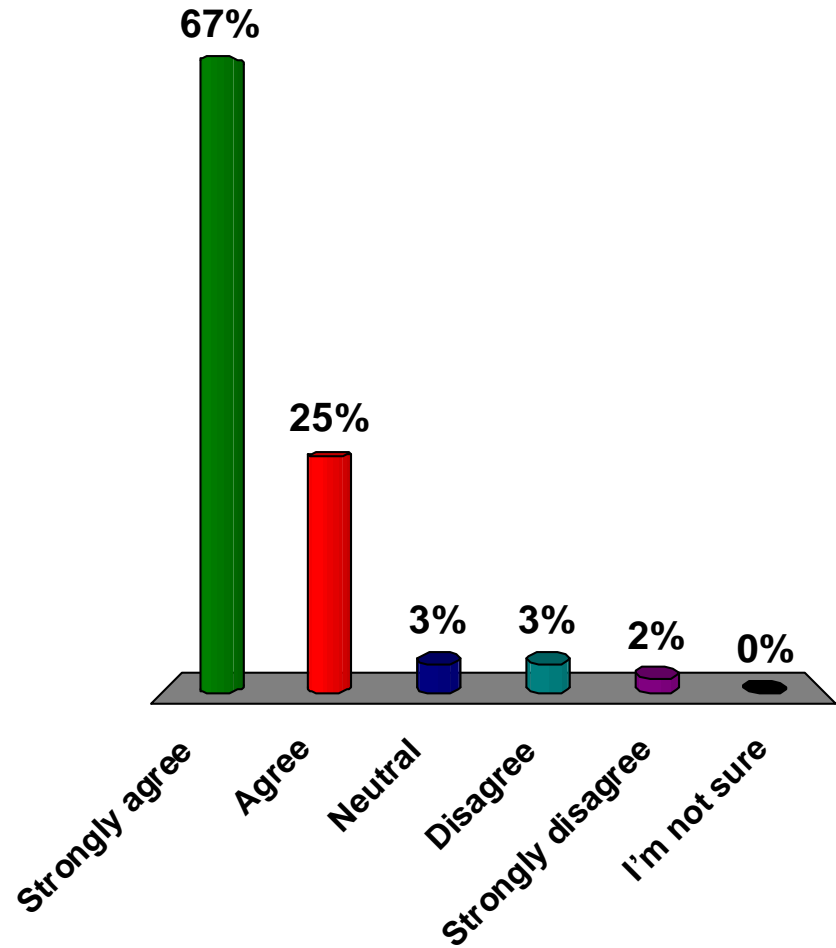
The future concept for Focus Area C reflects my ideas about the most successful future for this area.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



New activities and developments in this area should make it more inviting to pedestrians.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



Thanks for your input!



Next Steps

Project Status

- We are in the midst of the visioning process
 - There have been introductory and status update briefings at the City Council and City Plan Commission
 - Online resources are being used to increase awareness and participation (webpage, online survey and questionnaire, Facebook page)
 - An Open House was held on July 10
 - The Focus Group Workshop was held to prepare for tonight's Community Workshop
 - The Final Public Input Session is scheduled for November 8
 - The recommendation and implementation plan will be presented to the City Council and City Plan Commission in December
 - If the recommendation includes rezoning, that will take place as a separate phase in the overall study process

Instructions for Stations

Community Workshop

September 19, 2012



Image Source – Richardson Public Library