



***City Council Briefing
October 1, 2012***

**Online Survey and Questionnaire
Focus Group Workshop
Individual and Small Group Interviews
Community Workshop**

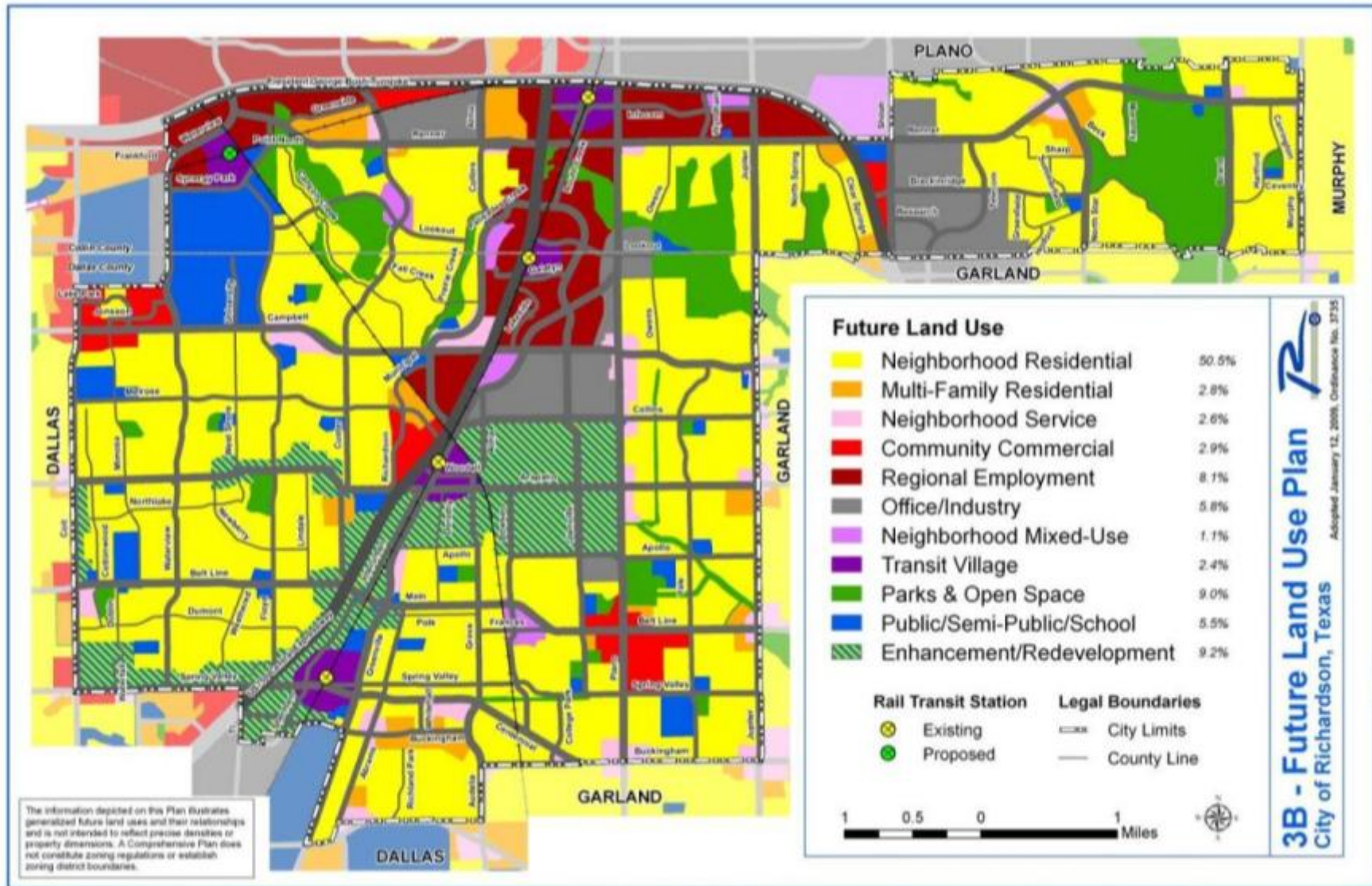
Image Source – Richardson Public Library

Presentation Outline

- Background Information
- Online Survey and Questionnaire
- Focus Group Workshop
- Individual/Small Group Interviews
- Community Meeting
- Next Steps

Background Information

2009 Comprehensive Plan



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



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

- Develop a **plan for the future** of the Main Street/Central Expressway Corridor
 - Determine **market viability** for redevelopment
 - Engage **stakeholders**
 - Develop a **vision** based on **community goals and market realities**
 - Create an **implementation strategy**
 - Amend zoning and other standards to support redevelopment, if appropriate, as a later phase
 - Determine if opportunities exist for public/private partnerships
- **Plan now**—not after property begins to redevelop—for best results

Online Survey and Questionnaire
July 23 - August 30, 2012

Online Survey and Questionnaire

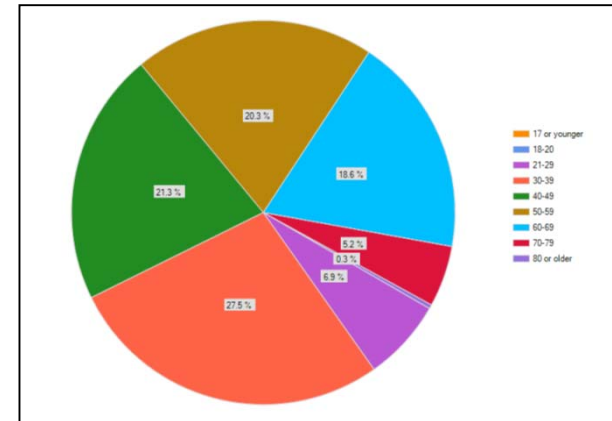
- **Survey** mostly multiple choice questions on the degree of importance of specific concepts; a few open-ended questions
 - 312 respondents
- **Questionnaire** mostly open-ended questions (except demographics)
 - 98 respondents



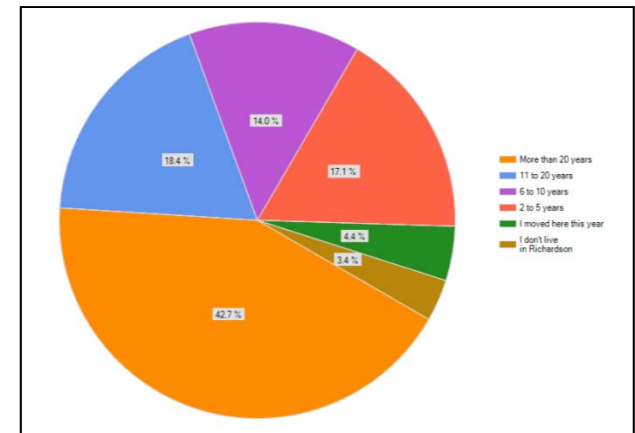
Online Survey #1 - Demographics

- **61.6% female**, 38.4% male
- Approximately 27.5% in the 30-39 year age category, with about 20% in each of three other age categories (**half 49 years or younger**)
 - 40-49
 - 50-59
 - 60-69
- **40%+ have lived in Richardson more than 20 years**, with +/-15% in each of the 2-5 years, 6-10 years, and 11-20 years categories
- Nearly **70% live in Richardson outside the study area**
- **45% were interested in neighborhood quality of life** issues and +/-15% in business and the economy or development and construction

Age



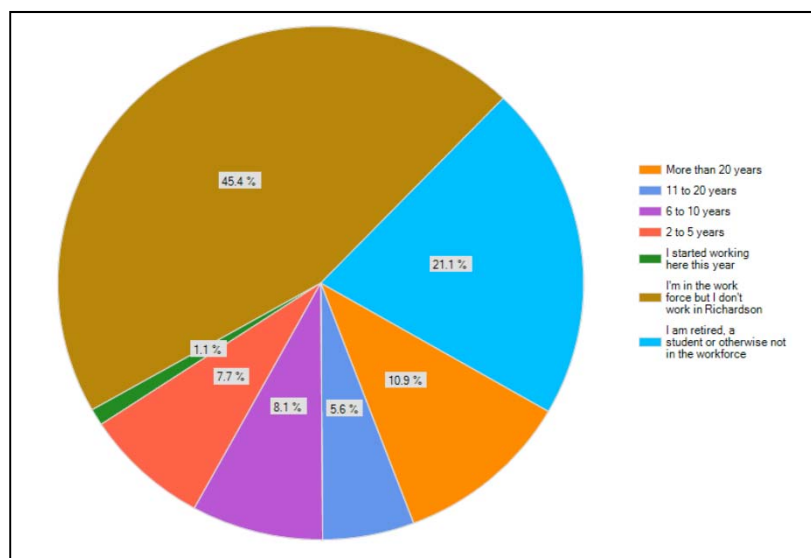
Years Lived in Richardson



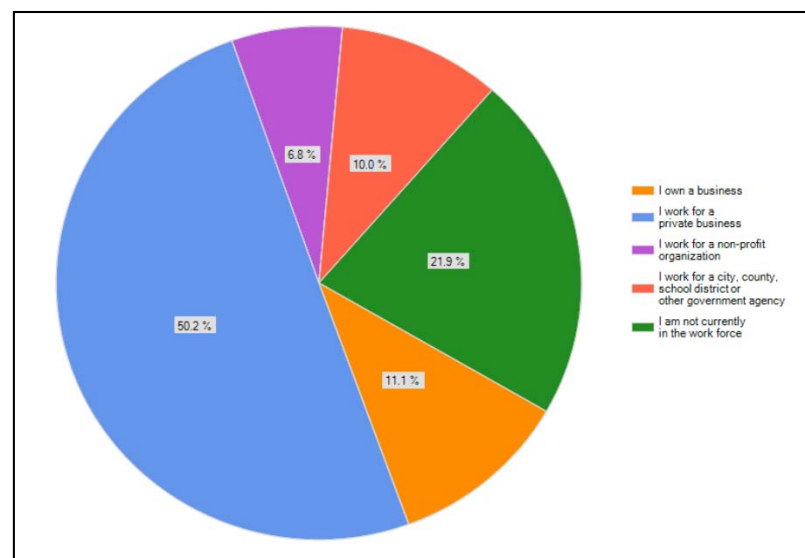
Online Survey #1 - Demographics

- **45% work outside of Richardson** while about 20% are retired, students or not in the work force
- **50% work in a private business** and 20% are not in the work force

Years Worked in Richardson



Current Work Situation



Online Survey #1

Comments and suggestions for the Corridor

- Attract **small/local businesses and restaurants** rather than chains/big box retail
- Create an **Austin vibe**
- Limit/Eliminate hookah bars
- Improve **off-street parking**
- Better **signage**
- Better **traffic flow**
- **Mix of uses**
- **Multicultural** is good v. Too multicultural
- Pattern after **downtown Plano, McKinney** v. Don't imitate other suburbs

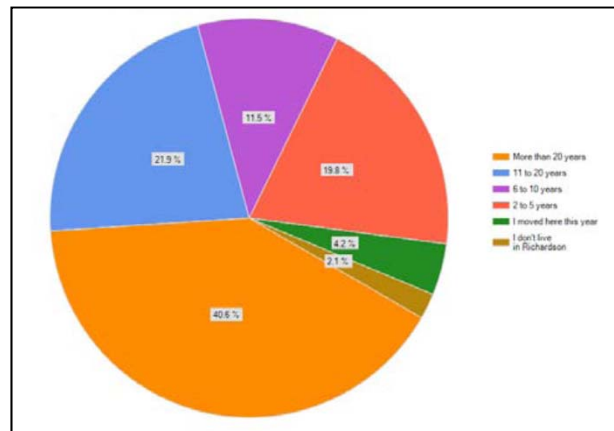


Online Questionnaire #1 - Demographics

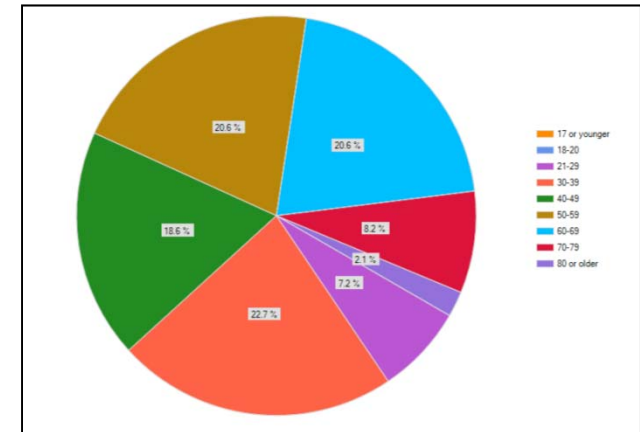
- **61.5% female**, 38.5% male
- Approximately **20% in each of four age categories***
 - 30-49 years
 - 40-49 years
 - 50-59 years
 - 60-69 years
- **40% had lived in Richardson more than 20 years**; 20% each in the 11-20 years and 2-5 years categories
- **Nearly 75% own and live in a single-family detached home**

*other categories were Under 17, 18-20, 21-29

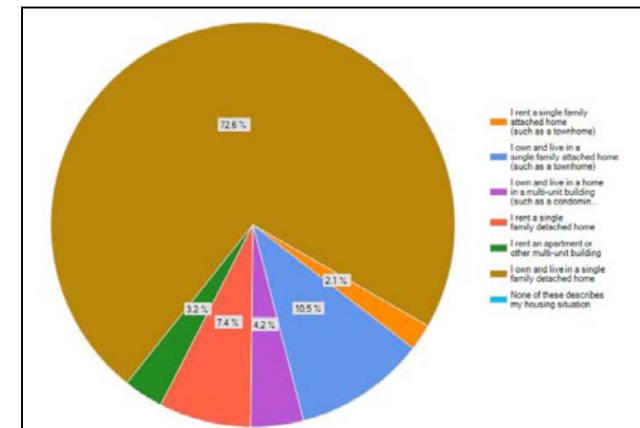
Years Lived in Richardson



Age



Housing Situation

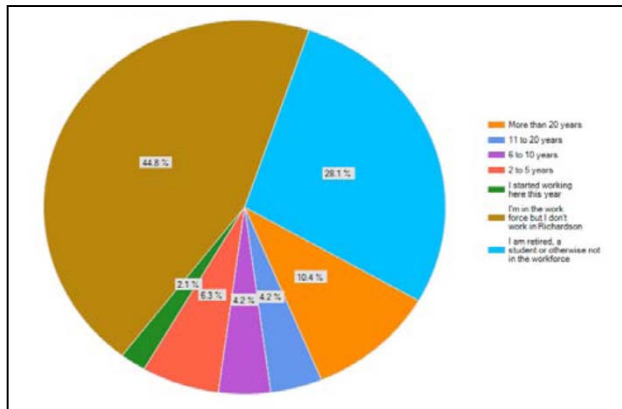


Online Questionnaire #1 - Demographics

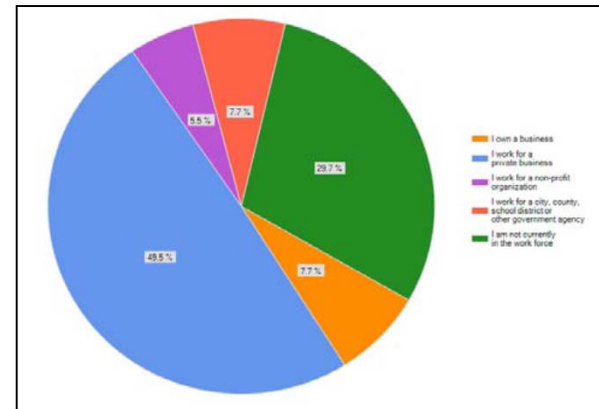
- **45% have worked in Richardson for more than 20 years;** nearly 30% are students, retired or not in the work force
- **About 50% work for a private business** and about 30% are not in the work force
- About **20% work in Richardson**, about **25% work within 30 minutes of Richardson***, about **30% are not in the work force**

*other choices were within 5 minutes, 10 minutes and 15 minutes of Richardson

Years Worked in Richardson



Current Work Situation



Online Questionnaire #1

- Short statement describing **image of the Corridor today**
- Short statement describing **desirable image of the Corridor in 2020**
- One or two **positive, impactful changes in the next few years**
- **Features that make Main Street unique**, distinctively Richardson
- Image of **gateway to Richardson** from Central Expressway
- Demographic questions (not open-ended)

Online Questionnaire #1

Image of today

- Run-down, tired, forgotten, uninviting, irrelevant
- Unfriendly to pedestrians or cyclists
- Too many hookah bars
- Full of promise and potential

Image in 2020

- Updated, vibrant, active, eclectic, funky, cool
- Pedestrian-friendly (wider sidewalks, more landscaping, better lighting, appropriate signage)
- Landscaping, green space, trails, parks, gathering places
- Safe, clean, well-maintained, sustainable
- Parking to support business
- More, better, varied retail and restaurants (coffee/tea shops, cafes, galleries, gift shops)

Online Questionnaire #1

Image in 2020

- Family-friendly v. Cater to singles
- Sleek, sophisticated like Campbell/Central v. More like downtown Plano v. Mid-century modern ('50's era)
- More urban v. Preserve historic character
- Multiculturalism is an asset v. Too much multiculturalism

Online Questionnaire #1

Positive changes in the next few years

- New businesses
- More attention to aesthetics/environment
- Clean the area up, increase curb appeal
- Leverage impact of the Alamo Draffhouse



Main Street uniqueness

- Nothing unique or distinctive
- Old downtown, small town feel
- Old or historic buildings/architecture
- Cultural diversity



Online Questionnaire #1

Gateway image from Central Expressway

Today

- Dated, distressed, run-down, unkempt
- Unwelcoming
- Best days are behind
- Pass-through on the way to somewhere else

Future

- Funky, fun
- Unified but still diverse (look, feel, businesses, residential choices)



Online Survey #1 and Questionnaire #1

Comments throughout both survey instruments

- Need to create a **destination**, a place and a reason to stop
- Need better **pedestrian and bicycle linkages** between east and west Richardson
- Possible location for **arts/entertainment venues, museum**
- Bring back the **farmers market**
- Create more **open space, gathering areas** including a dog park
- More **parking**
- Need to better utilize **DART**
- Need to require **design consistency with opportunities for uniqueness**
- Multiple references to **Austin, Bishop Arts District**
- Multiple references to **downtown Plano and McKinney** (both favorable and unfavorable)

Focus Group Workshop
September 15, 2012

Focus Group Workshop Overview

- Meeting of **representatives of numerous stakeholder groups, strategically chosen to represent with differing interests**, in a focus group setting
- Discussed several **corridor-wide and site specific issues**, and developed **preliminary concepts** for the future vision for the Main Street/Central Expressway study area
- Held in **preparation for the Community Workshop**



Focus Group Workshop Overview

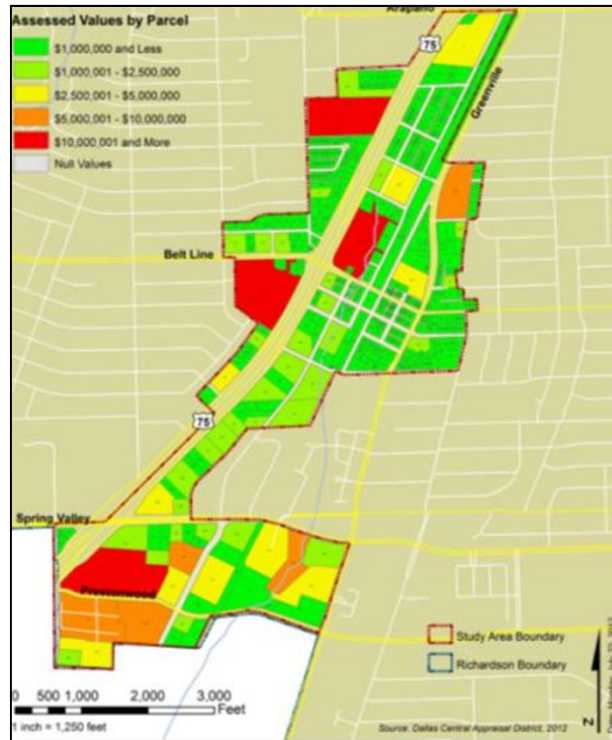
- Approximately 30 participants divided among six tables, each with two facilitators
- Staff, DART, Chamber of Commerce available as resources
- Began with a review of background information for context
 - **Property Highlights**
 - **Development Highlights**
 - **Market Highlights**



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

Assessed Value



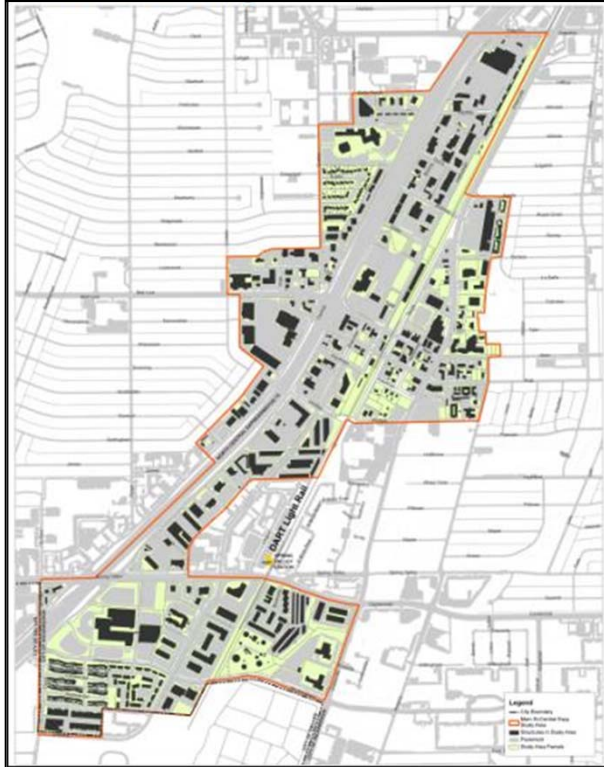
Property Utilization



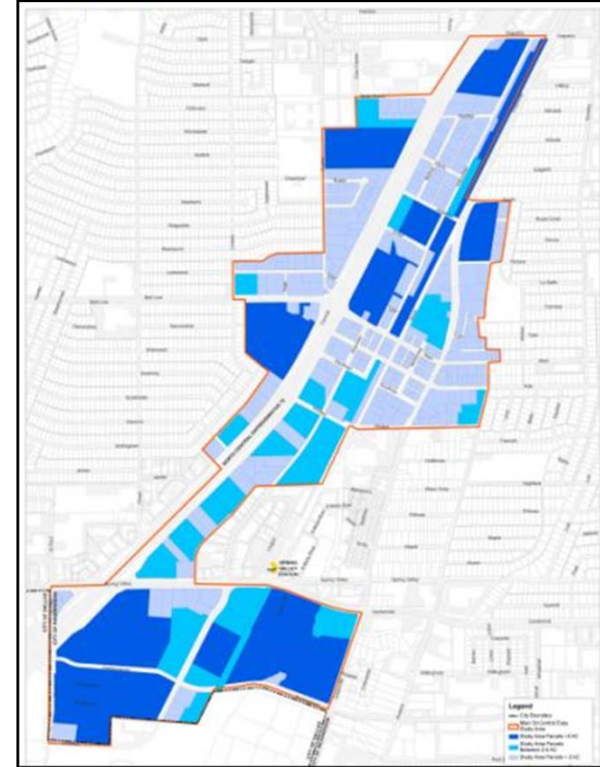
Development Highlights

- Provide an overview of **existing types and patterns of development and infrastructure** in the study area – Answers the question of **what is here today**

Lot Coverage



Parcel Size



Market Highlights – Trade Area

- 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**
- 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 rights-of-way**; **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.

Preliminary Market 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

Market Highlights - Supportable Development Types

Light Industrial



Commercial



Market Highlights - Supportable Development Types

Shopfront



Mixed-Use



Market Highlights - Supportable Development Types

Live - Work



Mixed Residential



Market Highlights - Supportable Development Types

Residential - Townhome

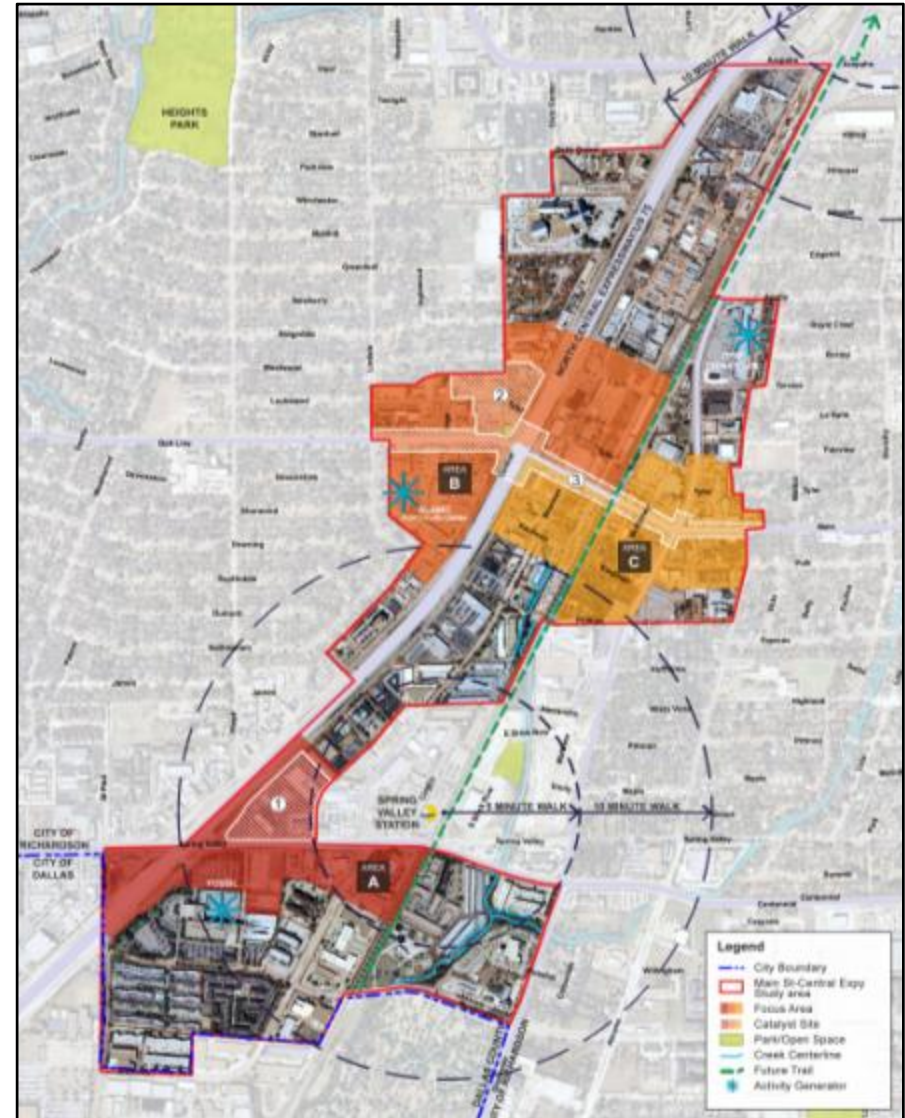


Residential - Cottage



Focus Group Workshop Overview

- After the review of background information, presented the concepts of Framework Plan, Focus Area, Catalyst Site
- **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



Focus Group Workshop Overview

Morning activity

Discussion:

- Urban Design
- Residential Choices
- Mobility
- People Places
- Activity and Uses
- Identity

Afternoon activity

Hands-on tabletop exercise (two tables per

Focus Area):

- Area A
- Area B
- Area C



Focus Group Workshop Overview

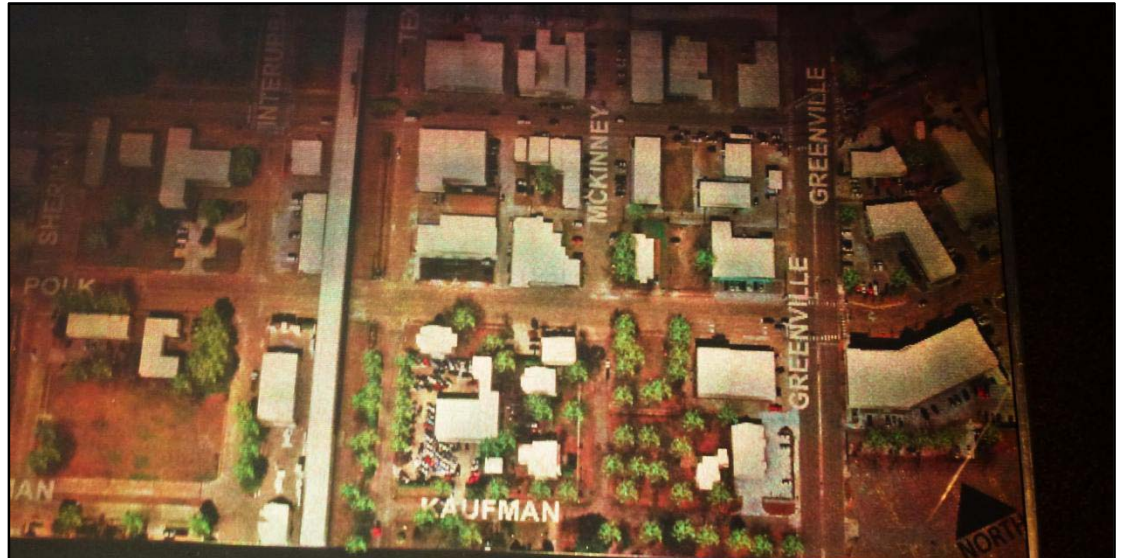


- During lunch and at the end of the day, representatives from the table groups presented their work to the rest of the participants



Hologram

- Displayed hologram of a section of Main Street (existing conditions)



Individual / Small Group Interviews
September 18 and 19, 2012

Individual/Small Group Interviews – September 18 and 19

- Homeowners Associations
 - Richardson Heights
 - Heights Park
 - Highland Terrace
 - Rustic Circle
 - Old Town
- Financial Institutions
- Developers
- Representatives of Key Properties
- Business Owners
- Chamber of Commerce
- City Plan Commission



Individual / Small Group Interview Questions

- Within the **next 5 to 10 years, what vision elements** would you like to see in the Main Street/Central Expressway Study Area?
- What are the **limiting conditions or barriers** that will keep these vision elements from being realized?
- What do you think are some **opportunities or assets** that the Study Area could take advantage of?
- **What has to happen** for future efforts to succeed?
- **Discussion**

Vision Elements for the Next 5 to 10 Years

- Pedestrian-friendly, walkable, mixed use
- Retail, restaurants, entertainment primary uses with residential to support new uses
- Mix of old and new buildings – not a “fabricated” downtown
- Central gathering place for community
- Green space, both active and passive
- Multicultural, international appeal; ethnic focus, but not too concentrated in one place
- Higher density uses along US 75
- Good physical connections east to west (pedestrian and vehicular)
- Better gateway(s) and an aesthetic facelift – streetscape, landscaping, building facades, public spaces
- Better utilization of DART access
- Family-oriented vs. Young adult-oriented?

Limiting Conditions / Barriers to Investment

- Image created by run down buildings, property
- Underutilized buildings, properties in key locations
- Too many marginal businesses
- Lower rent environment dampening property values
- Number, size of parcels
- Aging infrastructure
- Lack of a cohesive vision for the area
- Lack of funding for improvements/revitalization
- Community mindset towards density
- Neighborhood resistance to change

Opportunities and Assets

- Prime location (access to US 75, I-635, PGBT)
- Access to major employers (Fossil, TI)
- DART stations nearby
- Central Trail
- Good visibility
- Business-friendly city
- Good, stable neighborhoods
- UTD
- Vacant buildings, underutilized properties ready for redevelopment
- Old historic houses, buildings to preserve
- DFW Chinatown (cultural/tourist destination)
- Creek as an asset

Central Trail



Keys to Success

- Perception that the economy is more stable
- Creative financing/funding ideas
- Consortium of local finance or lending entities
- Balance and integration of land uses
- More destination-oriented activities
- Increased residential to support retail/entertainment
- HOA and private sector buy-in and support

Community Workshop
September 19, 2012

Community Workshop

- The purpose of the Community Workshop was to **continue the discussion** started at the Focus Group Workshop, to **debate the preliminary ideas**, and to **develop additional ideas** related to the future vision for the study area

Group Discussion
 09-19-12
DISCUSSION / QUESTIONS:

- Don't limit development w/ zoning that restricts too much (2 story zoning...)
- Challenge concept of "keeping old town"
- Need to attract people from outside & provide options to bring people in... want to see something different
- How can we utilize creek/water in ~~the~~ downtown?
- What will get people out of their cars in Downtown?
- Imaginative solution for crossing under 75 is needed
- Trolley/shuttle along Belt Line / Main St
- Can we have a centralized parking garage?

not entirely "historic"... (location, yes)
 a challenge... vital component to
 be a "civic anchor"

FOCUS AREA A

- CORNER OF SPRING VALLEY & CENTRAL IS PRIME REAL ESTATE. GOOD FOR HIGH RISE OFFICE. CULTURAL CENTER CANNOT BE SUPPORTED HERE
- BRING BRICK ROW TYPE HOUSING TOWARD THE AREA
- TUNNEL IS A DIFFICULT BARRIERS - ~~BUSY~~ PEOPLE DO NOT WANT TO BUY THE BUSINESSES
- BRING RESTAURANTS ALONG N. SIDE OF SITE E. OF CENTRAL
- LIKE SUPERMARKET IDEA
- NEED SHOPS & PLACES TO RUN ERRANDS
- MAYBE BRING IN MIXED USE
- DO NOT SEE A MUSEUM IN THIS AREA UNLESS IT IS VERY UNIQUE - SOMETHING PEOPLE ALL OVER DFW WILL VISIT

Community Workshop

- Approximately 70 interested persons attended
- Agenda
 - Welcome
 - Study Overview
 - Background Information
 - Focus Group Workshop Overview (Focus Group Workshop participants took part in the presentation)
 - General Discussion
 - Instructions for Stations
 - Next Steps



Focus Group Workshop Concepts – 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 corridor-wide** (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)**



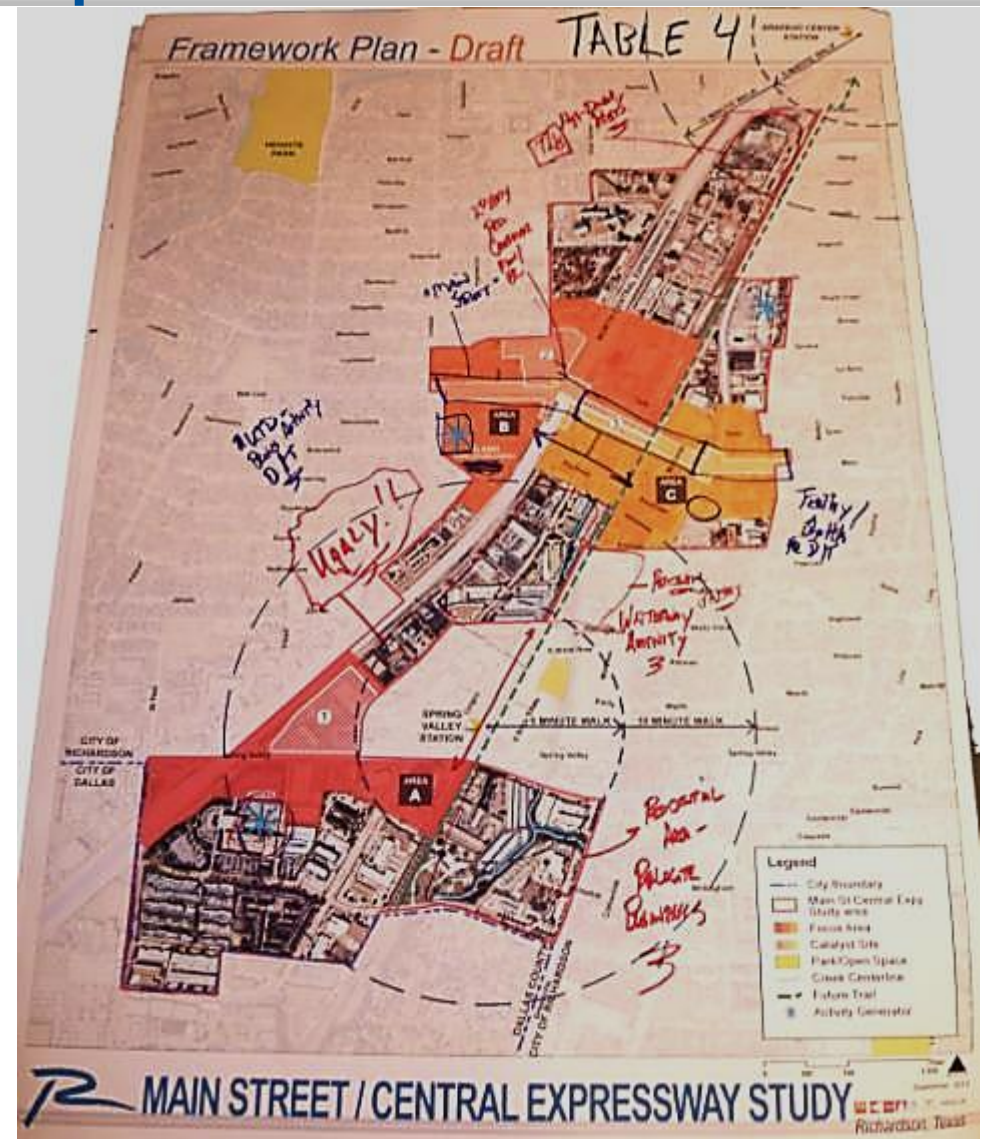
Focus Group Workshop Concepts – Activities and Uses

- Create **more destinations** in the corridor so more people have **reasons to come here**
- Use **outdoor areas and other gathering places for events and attractions** (central park, gazebo, etc.)
- Consider an **“arts” district geared towards the “creative class”** to support Main Street and DART stations



Focus Group Workshop Concepts – 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**



Focus Group Workshop Concepts – 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)



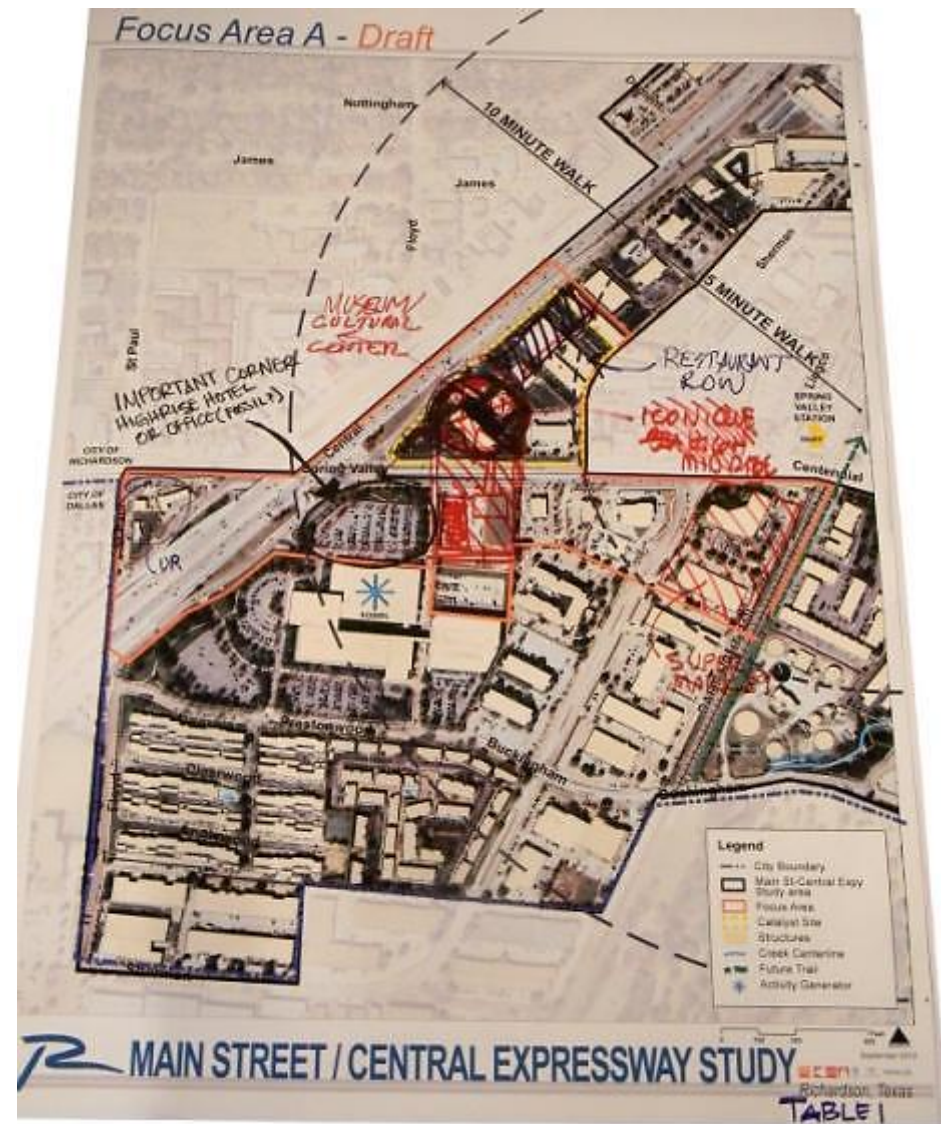
Focus Group Workshop Concepts – Identity

- 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**



Focus Group Workshop Concepts – 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**



Focus Group Workshop Concepts – Area B

(Includes Catalyst Sites 2 & 3)

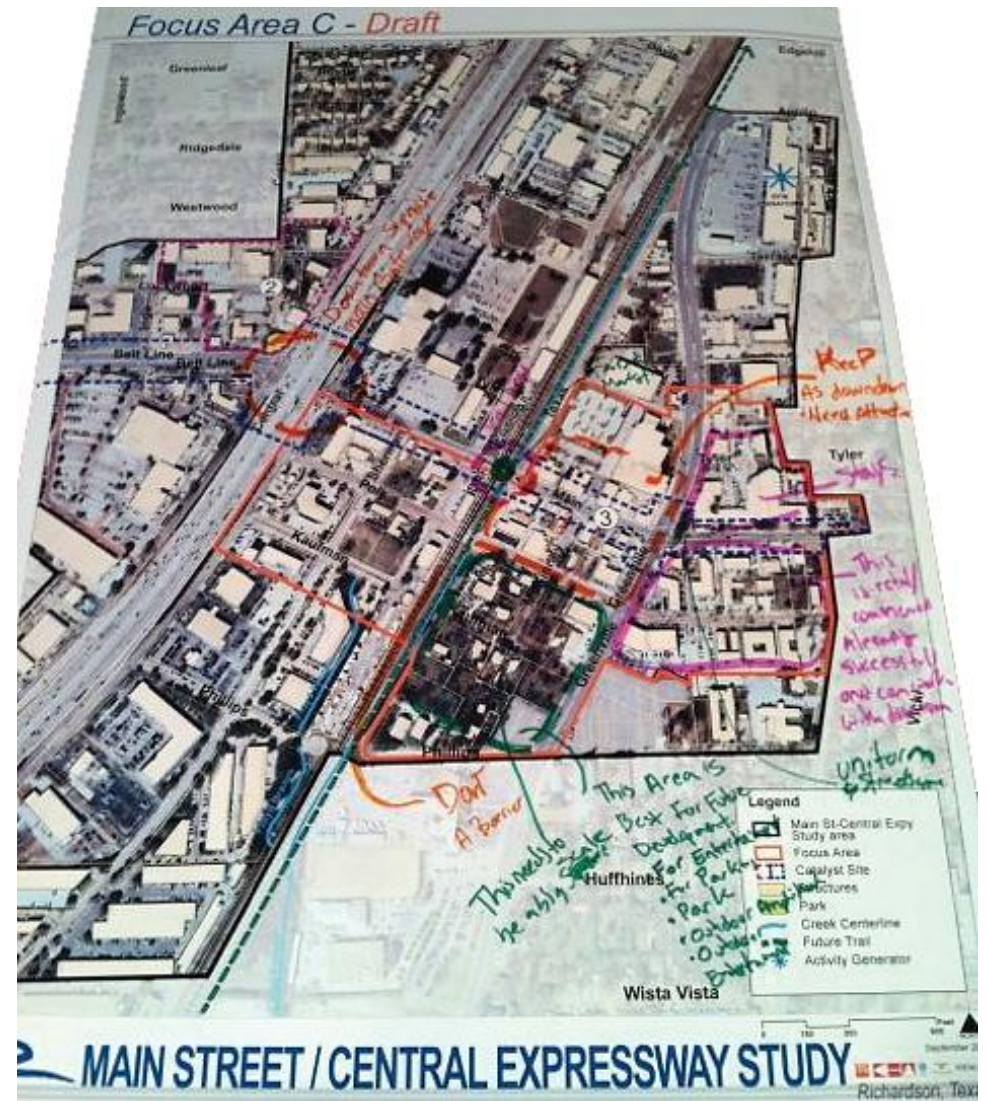
- East of Central: development and open spaces should **take advantage of the Central Trail, DART and Downtown**
- West of Central: **infill underutilized areas** at and near the **Richardson Heights Shopping Center**
- **Tie areas on both sides of Central together with cohesive streetscape design**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



Focus Group Workshop Concepts – 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

- **Connections/Linkages** needed between east and west Richardson at Central Expressway
- Need **more, better, higher-quality retail** offerings
- **Preserve historic character of Main Street or “Reimagine” Downtown?**
- **Parking Downtown** is a problem
- Don't overlook **Greenville Avenue as an opportunity**
- **Richardson Heights Shopping Center needs outdoor dining, cool shopping**
- Preference for **townhomes, live-work units in walkable neighborhoods**

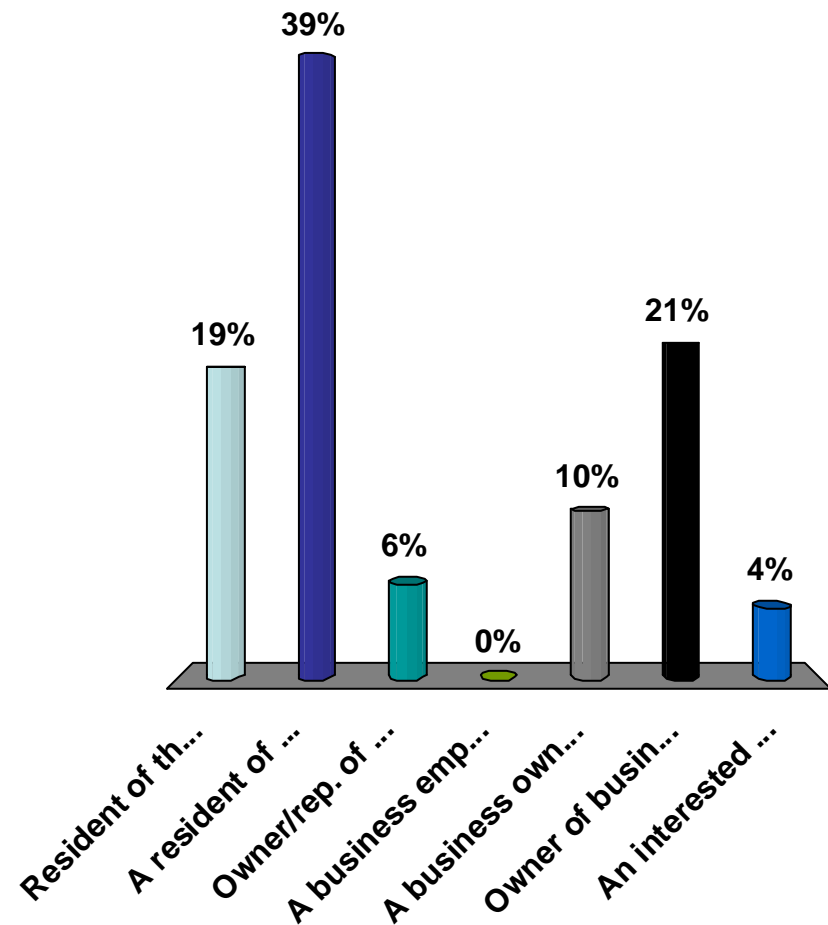
Keypad polling

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



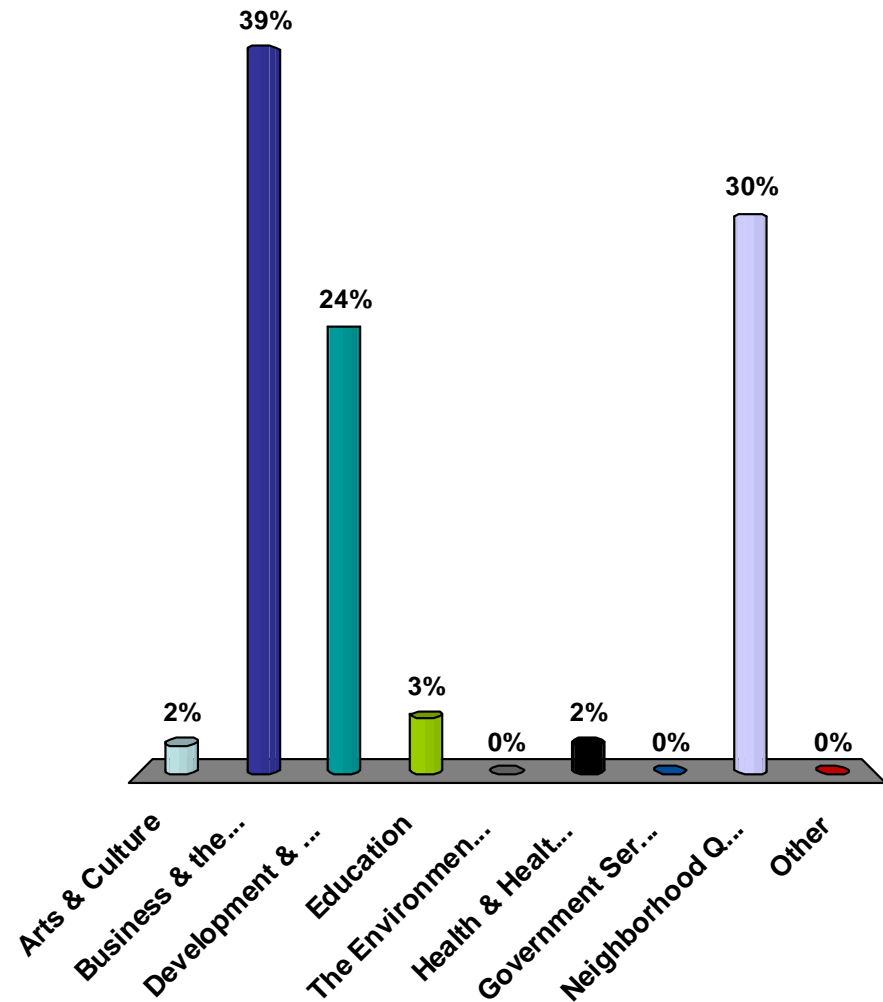
I am most involved in the Main Street/Central Corridor as:

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



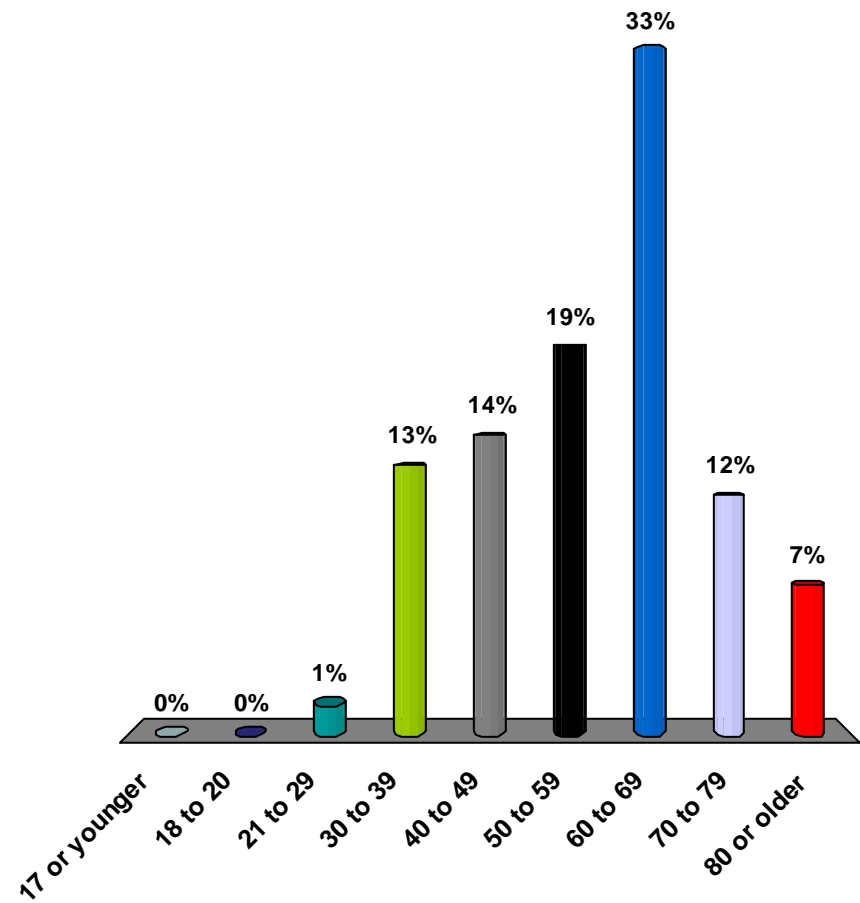
I am most interested in issues related to:

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



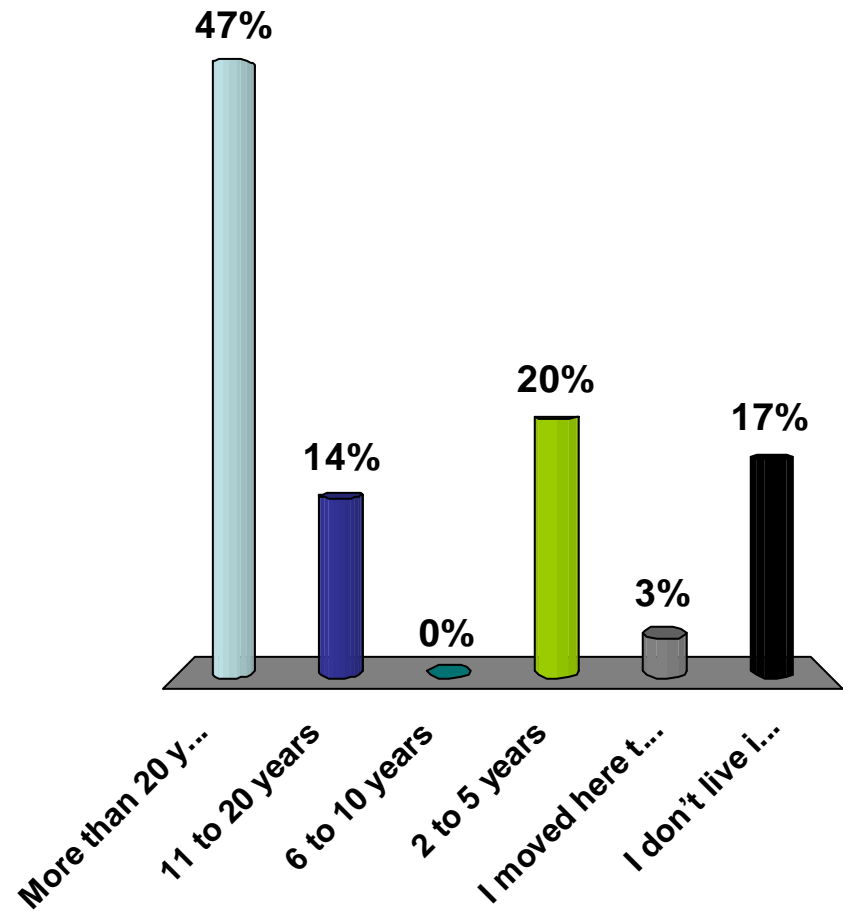
My age group is:

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



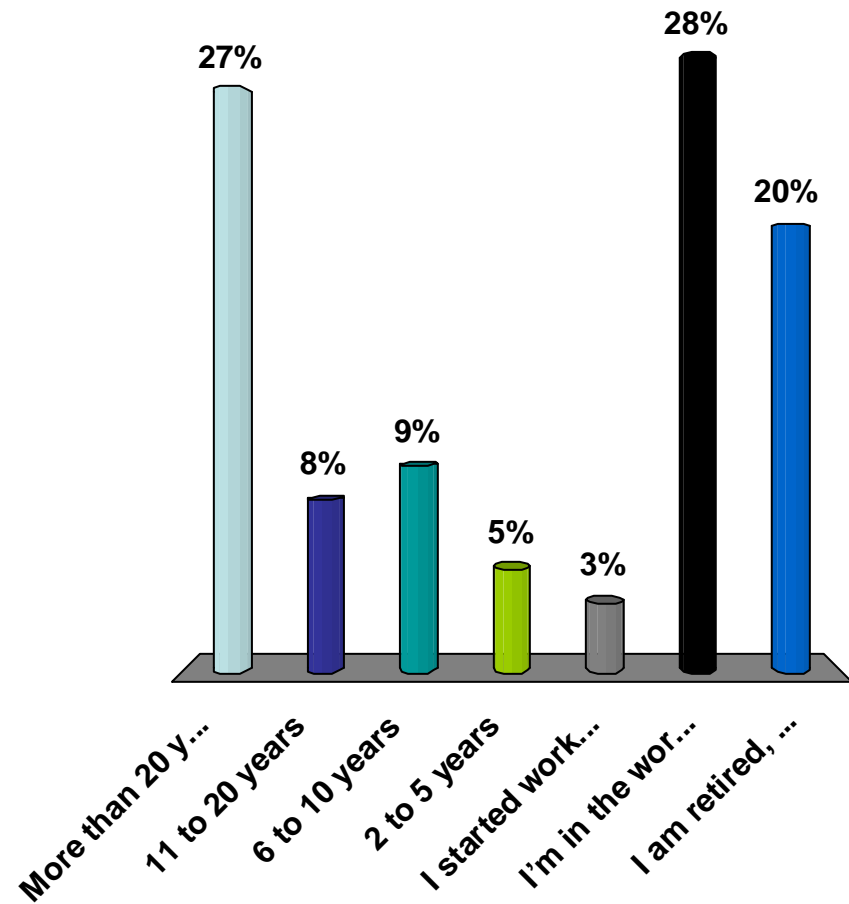
I have lived in Richardson for:

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



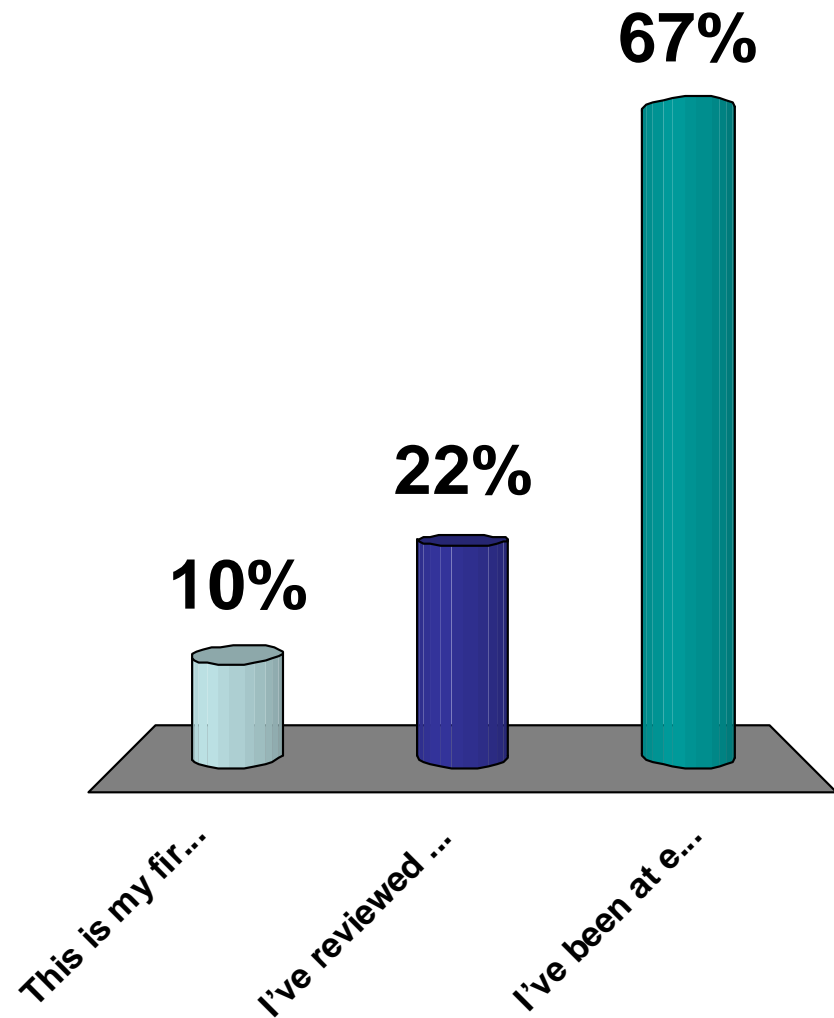
I have worked in Richardson for:

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



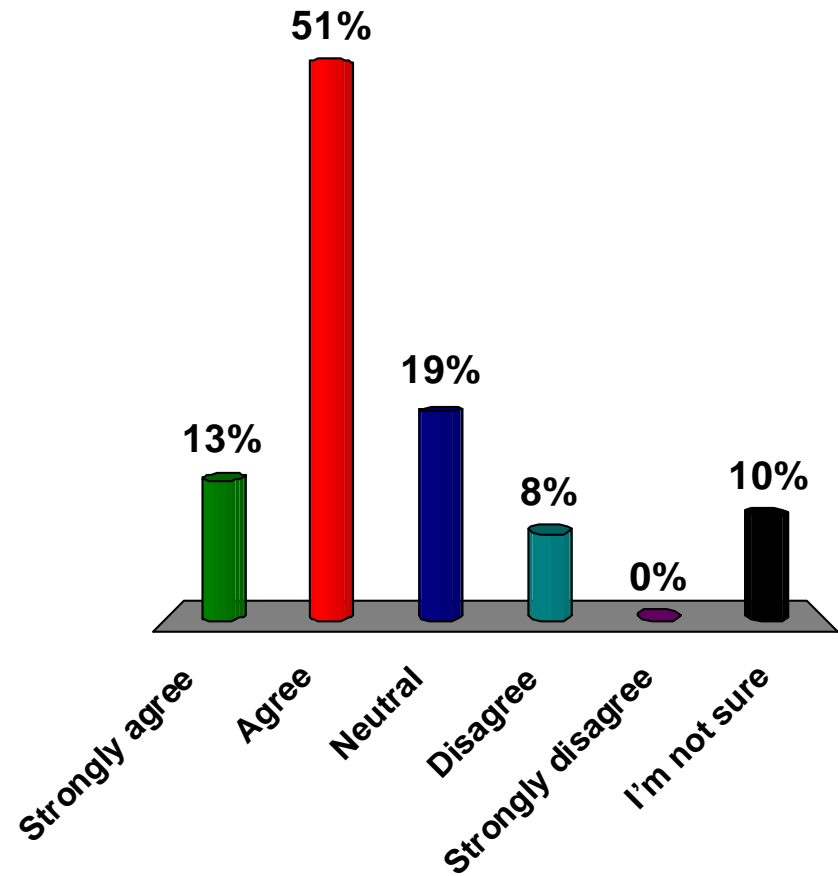
How involved have you been in the Main Street/Central Expressway Study?

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.



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

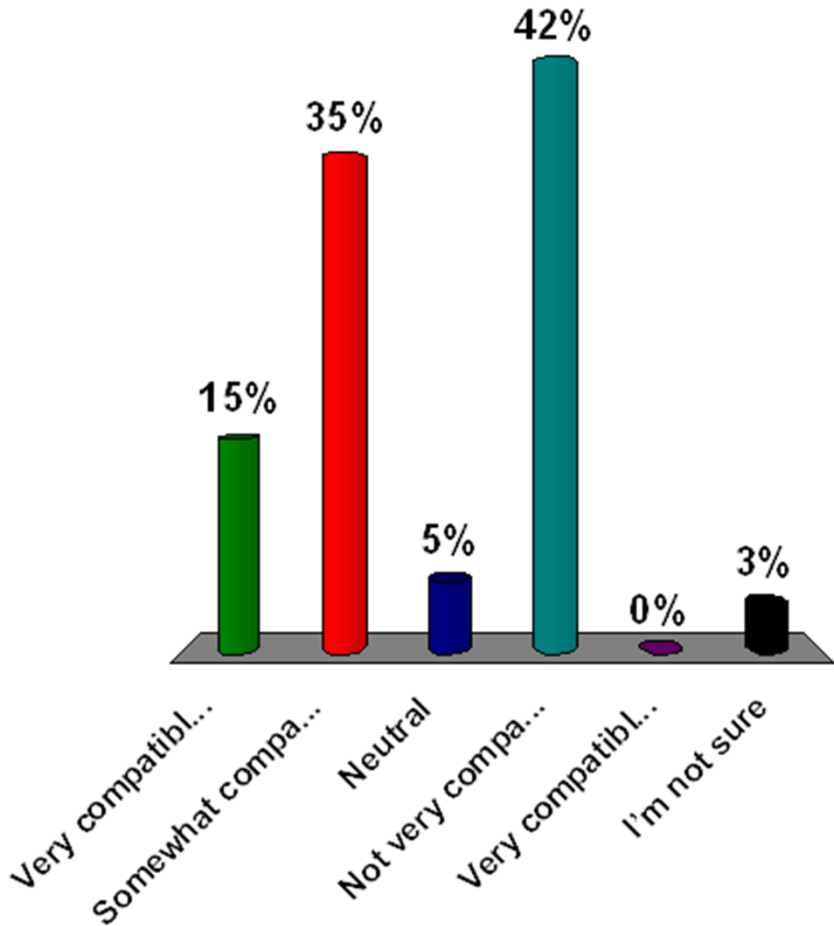
1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



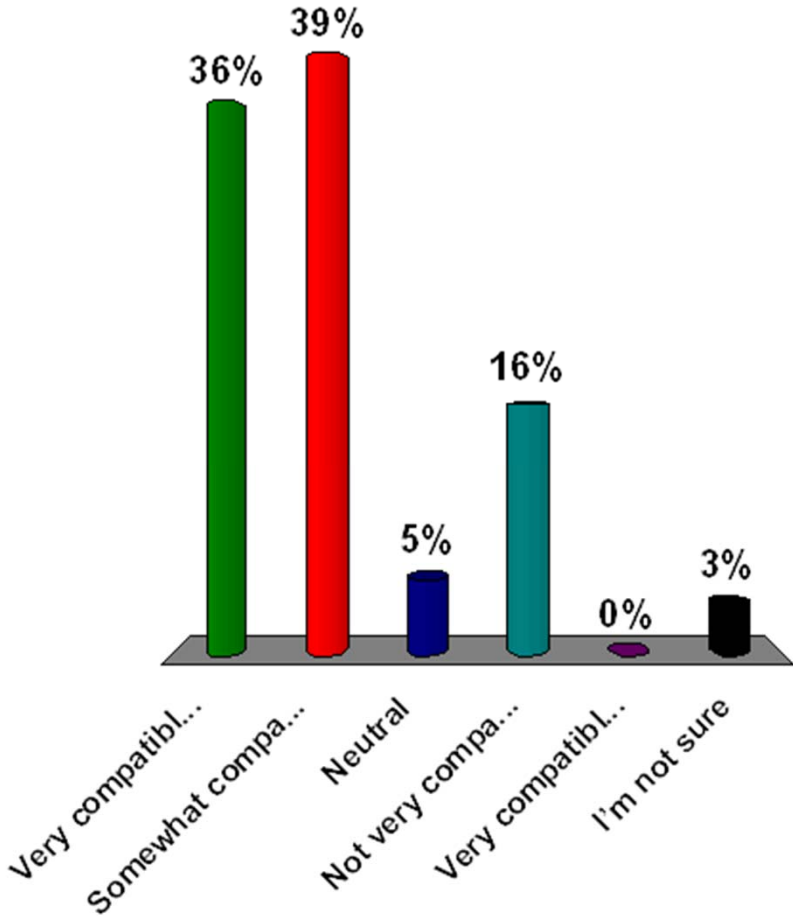
Corridor Concepts Polling

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
Framework Plan <i>(64% Agree/Strongly Agree)</i>	13%	51%	19%	8%	0	10%
Improve Prop. Values <i>(86%)</i>	38%	48%	10%	0	0	5%
Desirable, Lively Identity <i>(66%)</i>	15%	51%	21%	7%	0	7%
Better for Walking, Biking <i>(70%)</i>	23%	47%	17%	3%	0	10%
Would Spend Time Here <i>(71%)</i>	26%	45%	18%	2%	0	10%
Would Live Here <i>(51%)</i>	15%	36%	16%	18%	5%	10%
Would Own Property Here <i>(65%)</i>	27%	38%	27%	5%	0	3%

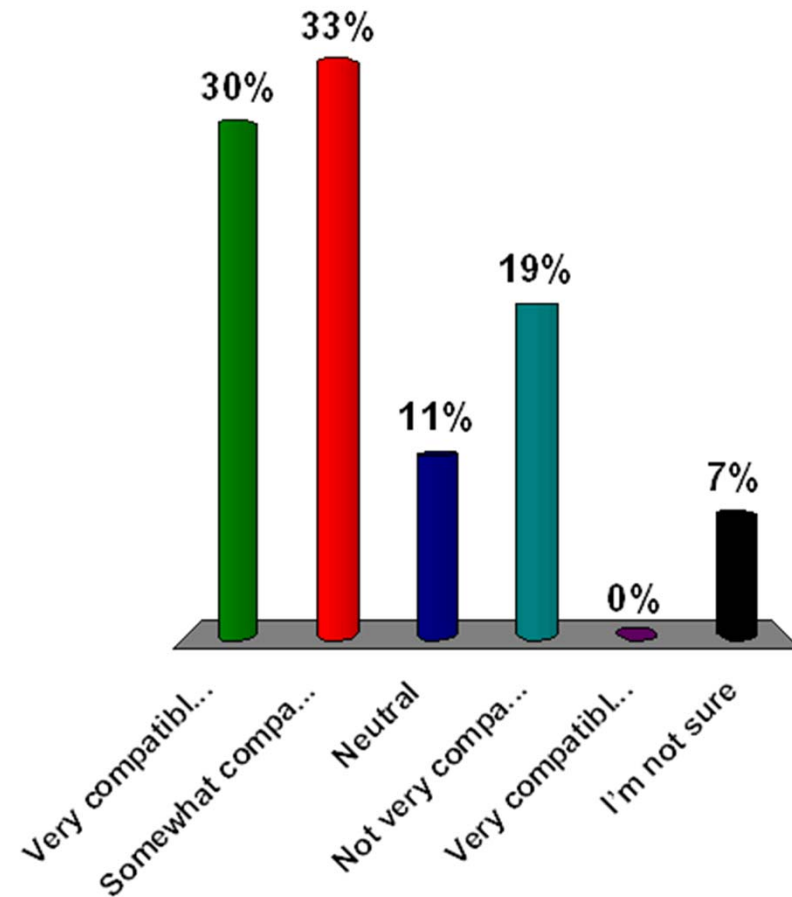
Residential - Cottage Development Type – Compatible with the future of the Corridor?



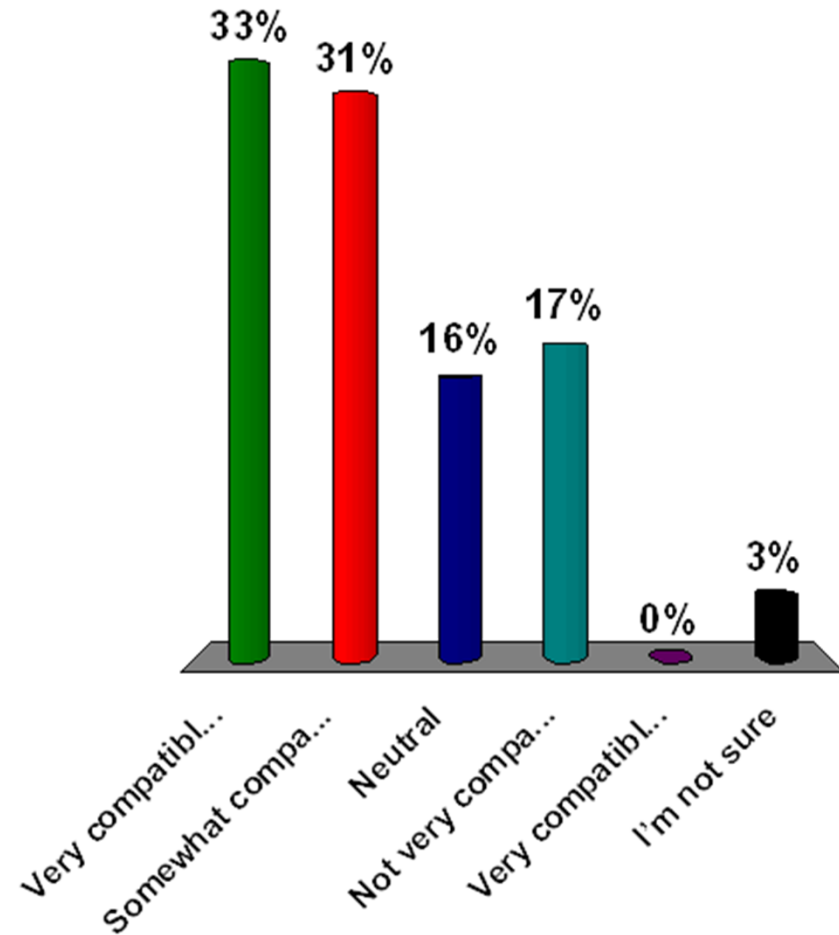
Residential – Townhome Development Type Compatible with the future of the Corridor?



Mixed Residential Development Type Compatible with the future of the Corridor?

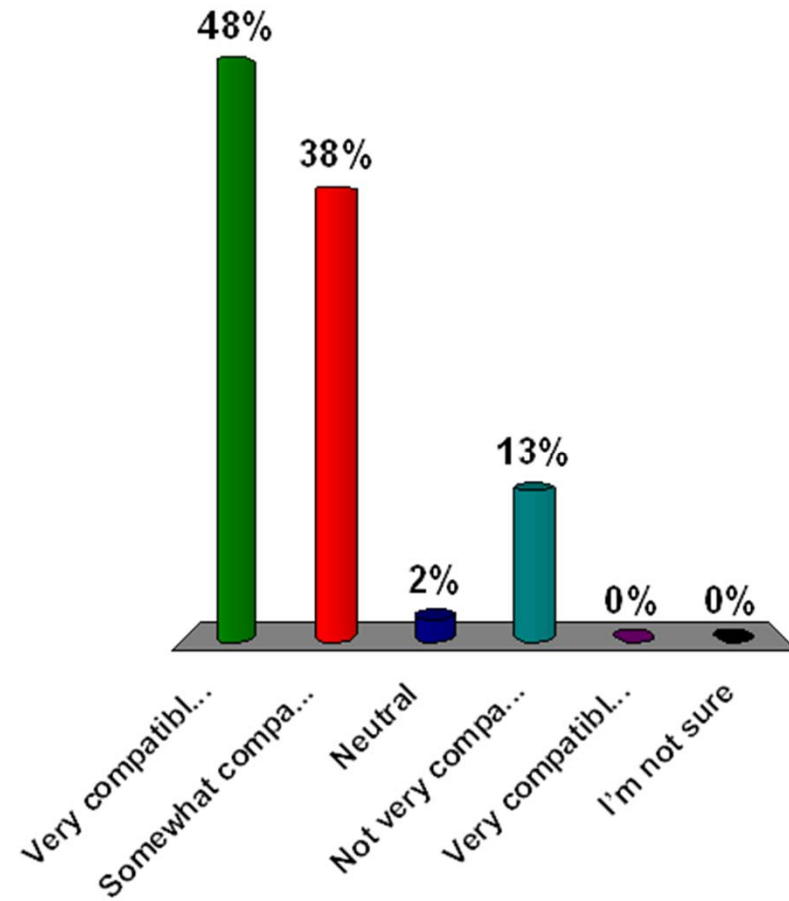


Live - Work Development Type Compatible with the future of the Corridor?

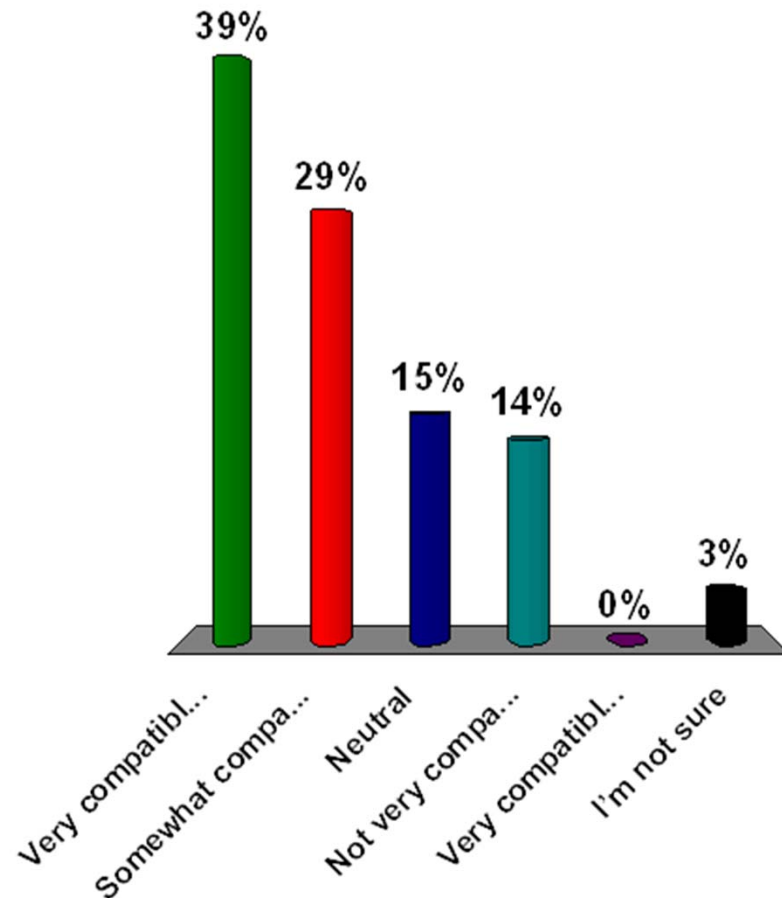


Mixed - Use Development Type

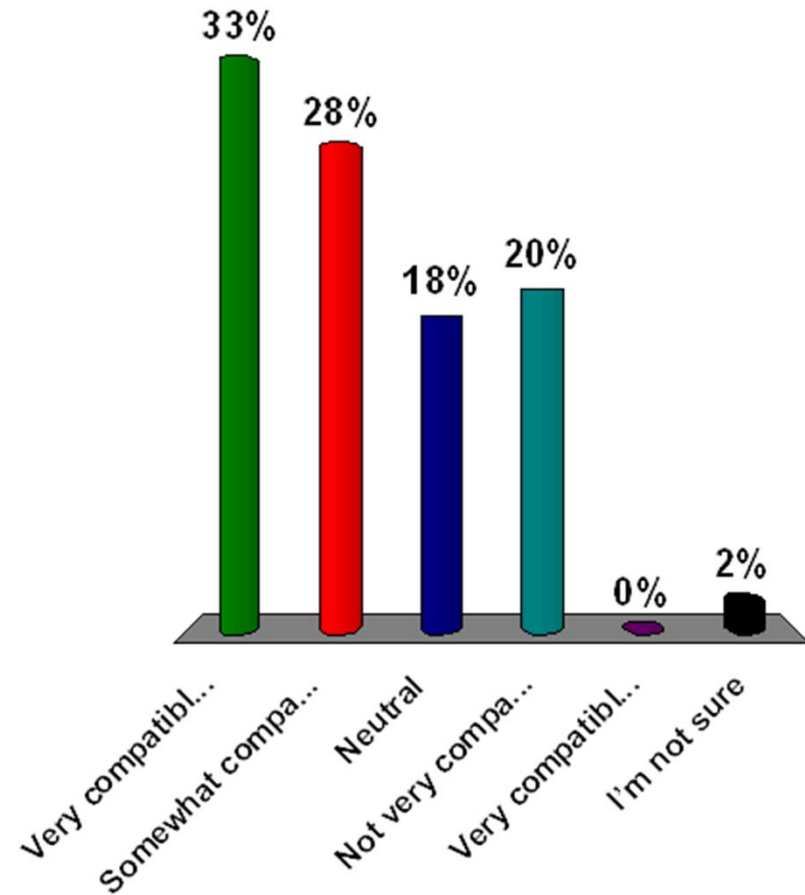
Compatible with the future of the Corridor?



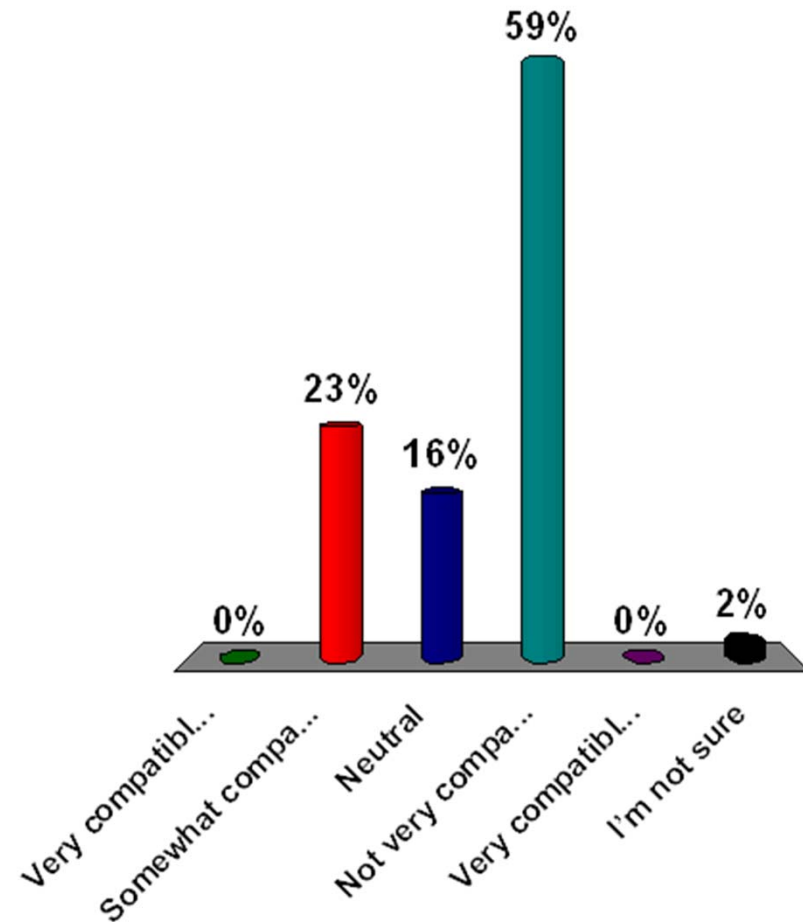
Shopfront Development Type Compatible with the future of the Corridor?



Commercial Development Type Compatible with the future of the Corridor?

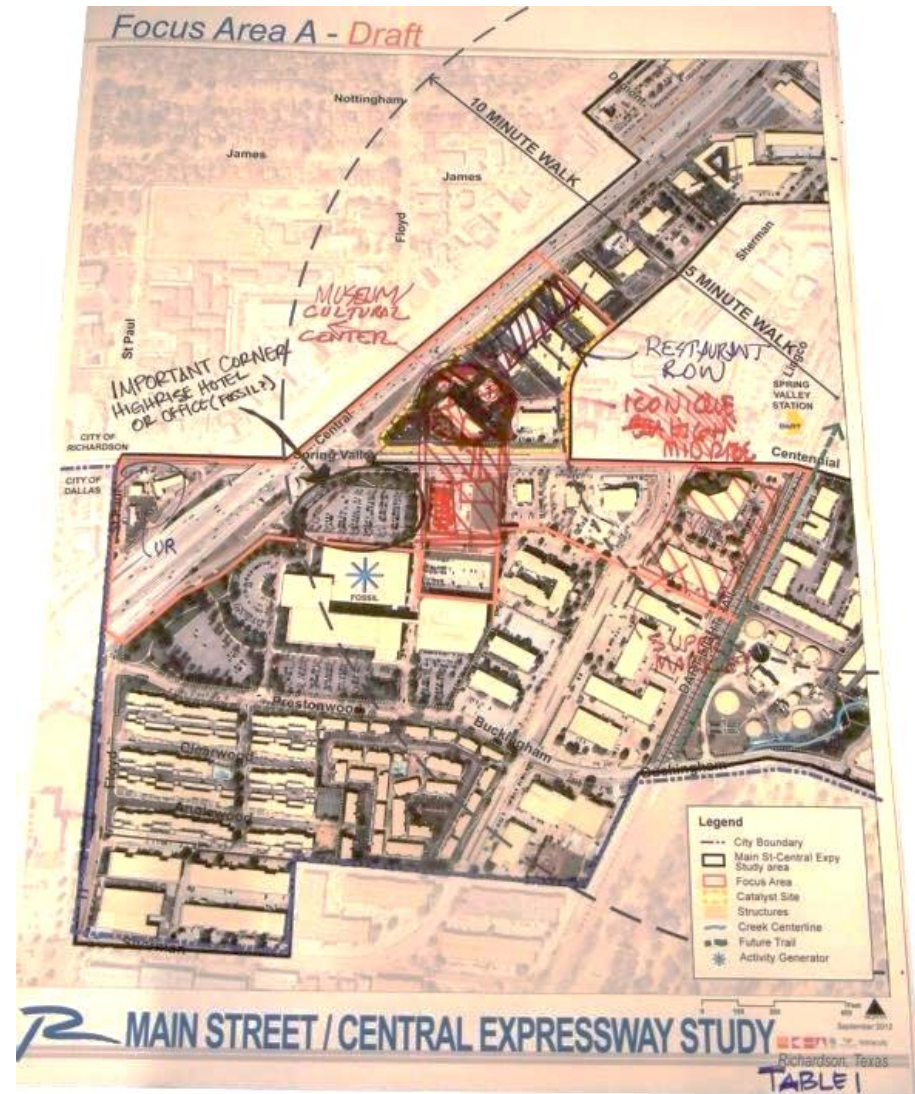


Light Industrial Development Type Compatible with the future of the Corridor?



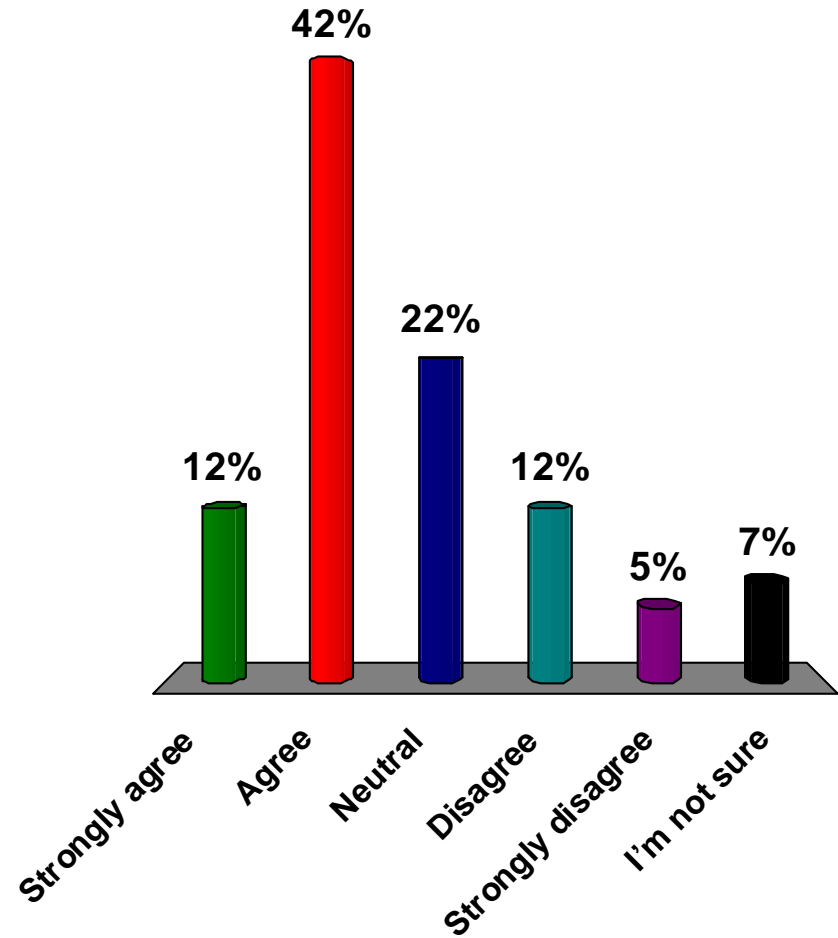
Framework Plan for Focus Area A

- Iconic building at Spring Valley and Central as a city gateway element
- Music/art/museum venue
- Residential close to the DART station



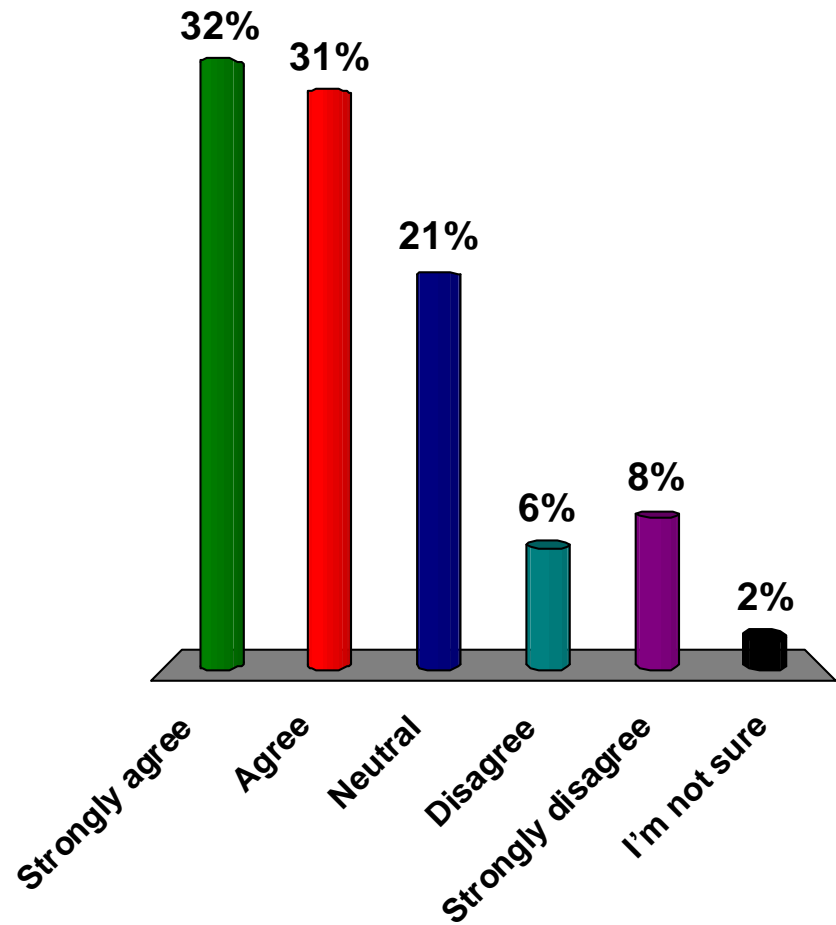
The future concept for Focus Area A reflects my ideas about the most successful future for this area.

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



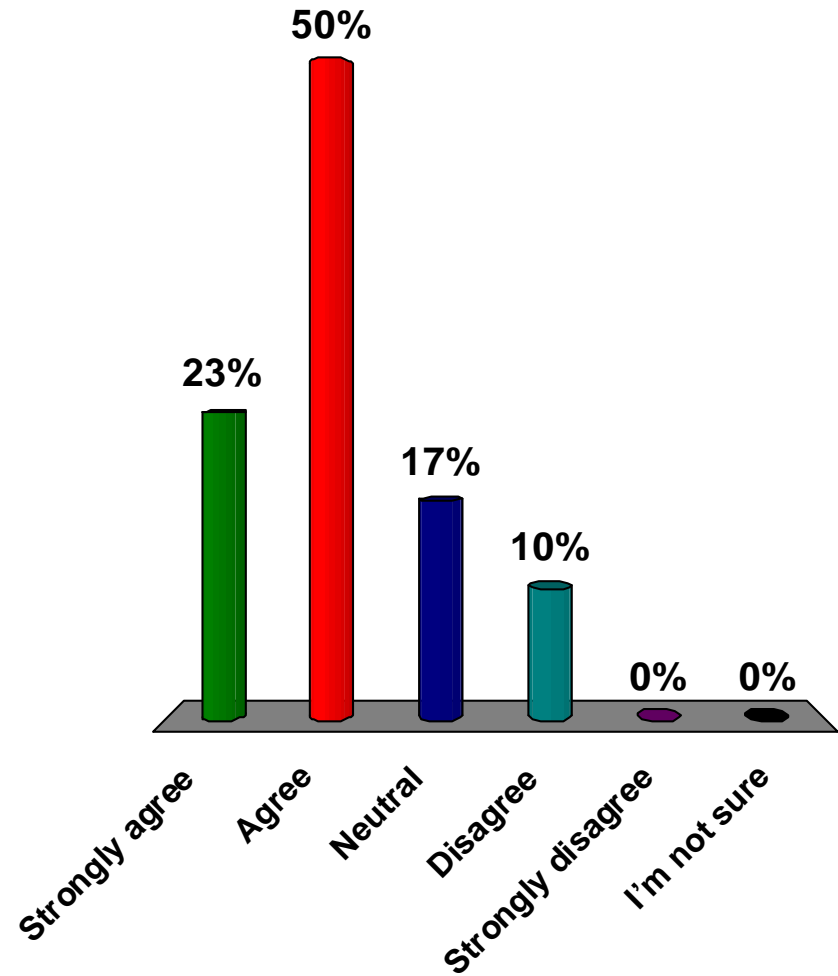
Framework Plan for Focus Area B

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



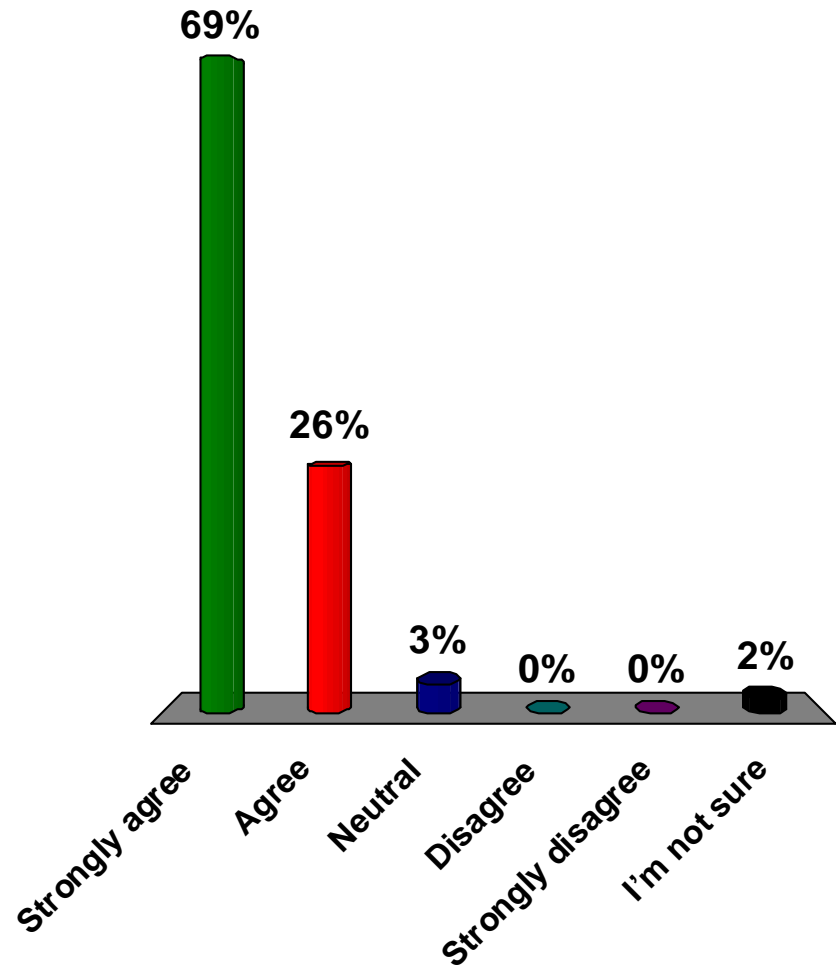
The future concept for Focus Area B reflects my ideas about the most successful future for this area.

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



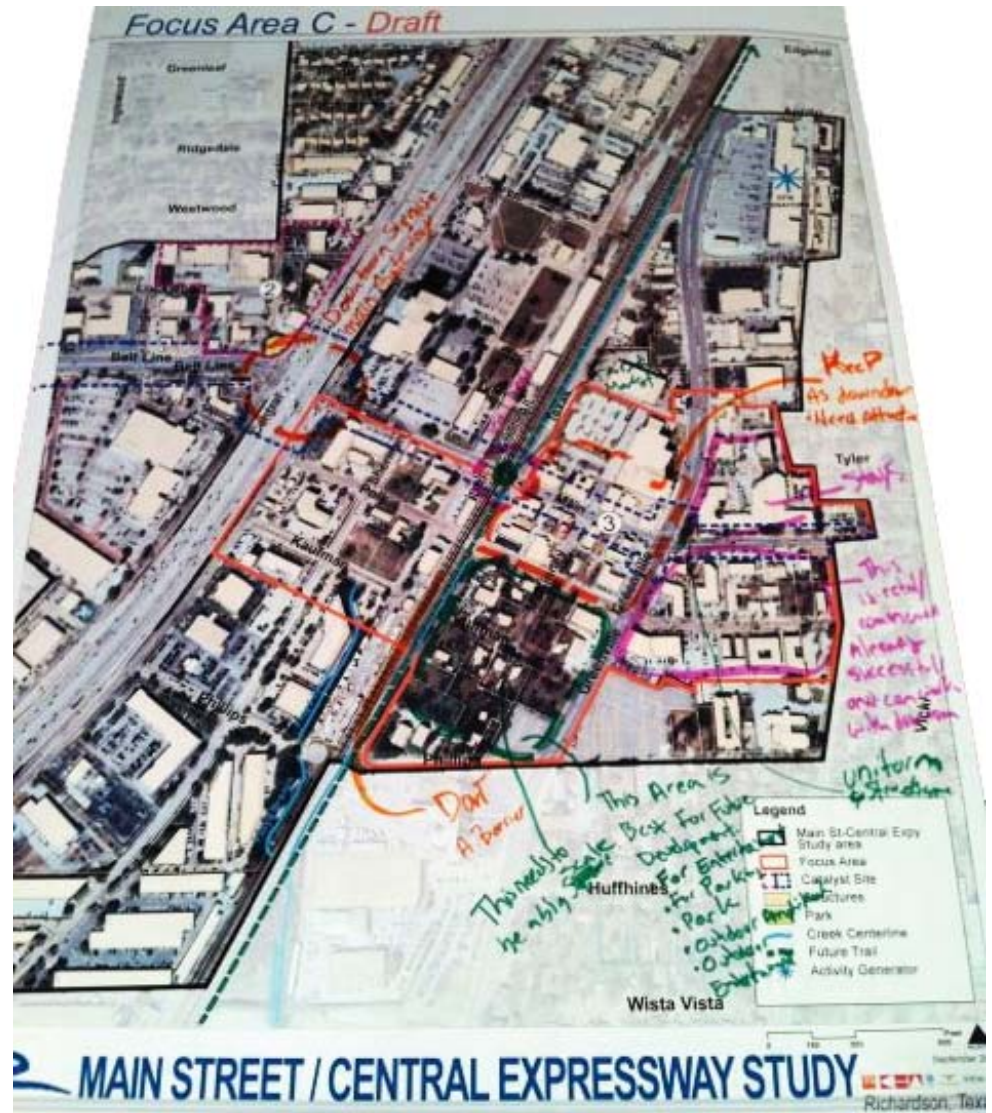
New shops, restaurants and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center.

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



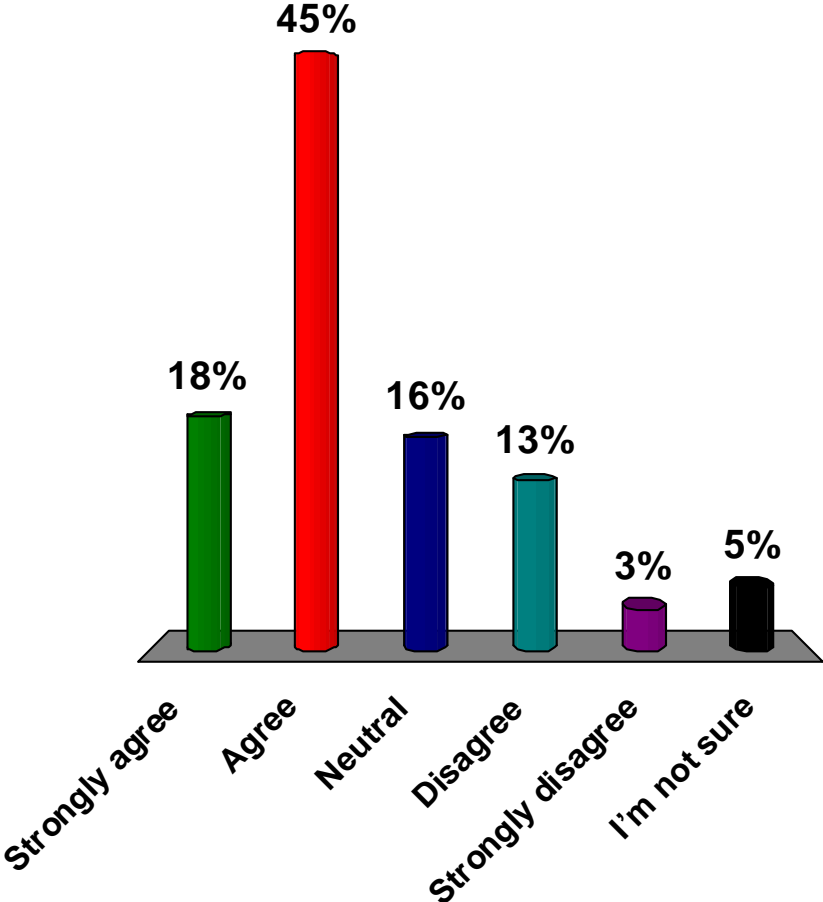
Framework Plan for Focus Area C

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



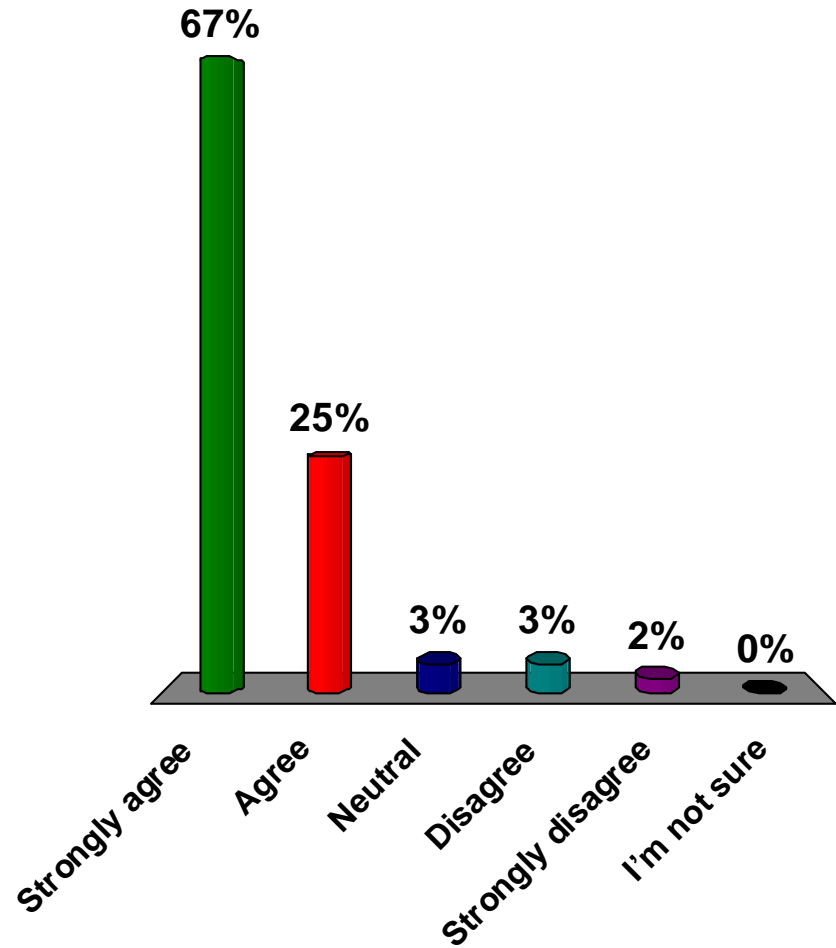
The future concept for Focus Area C reflects my ideas about the most successful future for this area.

- 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



Community Workshop Stations



Next Steps

Project Status

- ✓ 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 the **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



***City Council Briefing
October 1, 2012***

**Online Survey and Questionnaire
Focus Group Workshop
Community Workshop**

Image Source – Richardson Public Library