

# Final Community Involvement Session

Draft Materials

October 31, 2012



Image Source – Richardson Public Library

## MAIN STREET / CENTRAL EXPRESSWAY STUDY

      
Richardson, Texas

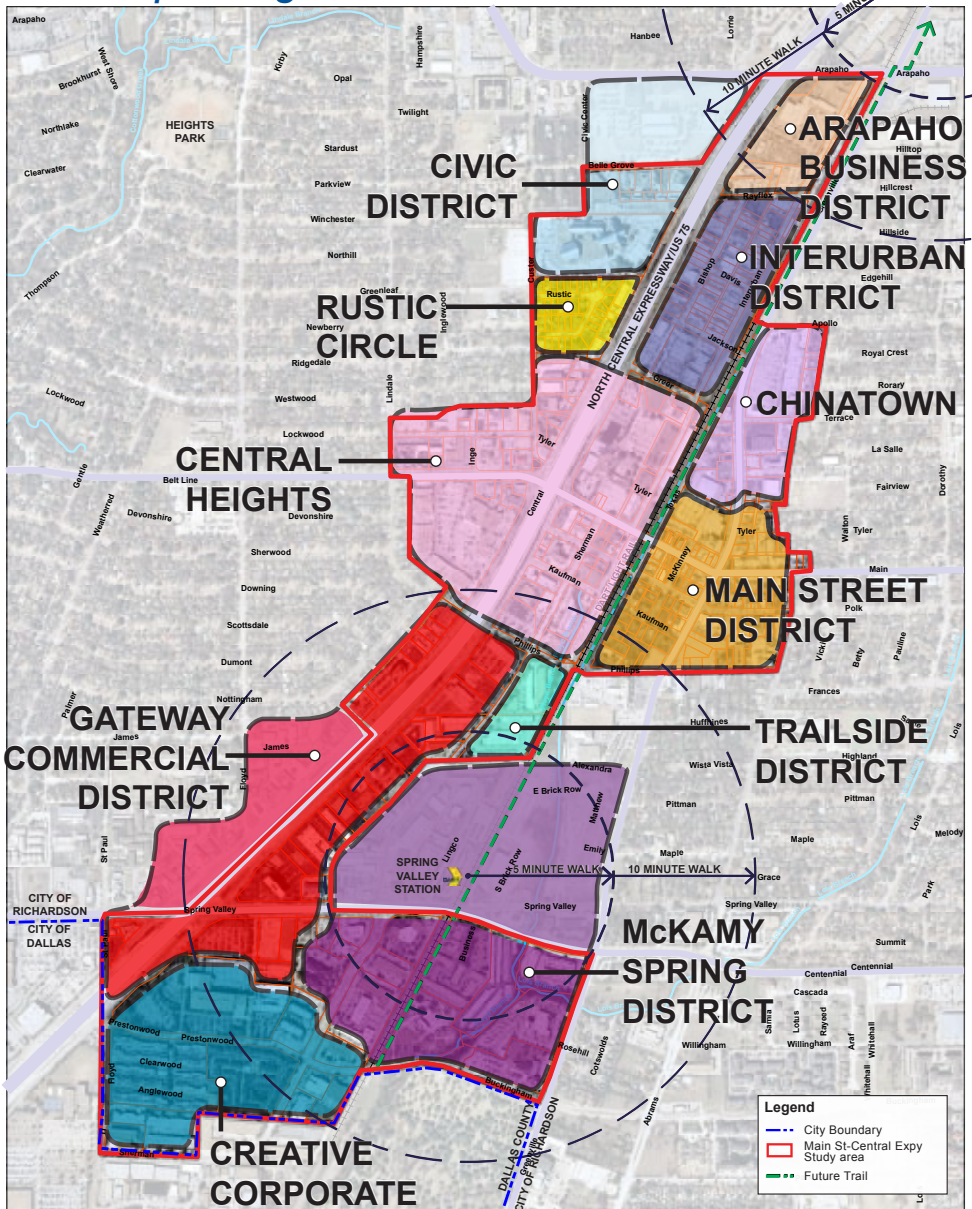
## INTRODUCTION

### *VISION OVERVIEW*

The Main Street / Central Expressway Study is intended to establish a vision for the future revitalization of the corridor that extends generally from the Richardson / Dallas City Limits on the south to Arapaho Road on the north. The first stage of the study focused on existing physical conditions, opportunities and constraints within the study area and anticipated future market / real estate development factors in the Trade Area. This information was presented to the public in the July Open House. Next, the study focused on exploring and documenting the public's desires related to a future development and urban design image and appropriate uses within the corridor.

In this third stage of the study, the consultant team has consolidated the key opportunities identified through the physical analysis of the corridor, the market assessment and the public's desires related to redevelopment to create a comprehensive vision for future revitalization. This vision is expressed through a series of sub-districts, each with a distinct approach to existing site conditions and market opportunities. Each of these sub-districts provides a different response to the multiple demographics that are represented within the overall trade area. The following pages provide additional detail and describe a specific vision for each sub-district.

Concept Diagram - Draft



## 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.



## CREATIVE CORPORATE

### VISION

The Creative Corporate district will build upon the current direction set in the southern portion of the Central Corridor towards attracting creative, innovative corporations with local roots. Building upon some of the area’s existing corporate tenants (Texas Instruments nearby and Fossil in the study area), additional smaller corporations that have outgrown start-up facilities, or that currently reside in multiple, scattered facilities, will find a home in this district. New corporations will be attracted to this area due to the multiple transportation options available to their employees (U.S. 75, DART Spring Valley Station, Central Trail), as well as new housing, retail and entertainment venues locating in the McKamy Spring District, Main Street District, Central Heights and Chinatown districts.

Prestonwood Drive will establish the overall corporate character of the area through streetscape and urban design improvements designed to accommodate much-needed pedestrian and bicycle connectivity to the Central Trail. Future corporate development sites could be located to the south of Prestonwood Drive on two properties that are currently utilized as multiple-family housing. Existing garden office buildings along Sherman Street could be redeveloped as Live-Work units, or could remain in place to provide incubator space for businesses that will support the future corporations that will grow within or relocate to the district.



Employee Amenity Space



Corporate Office Building

**DEVELOPABLE ACRES: 63**

### KEY WORDS:

- Creative
- Innovative
- Inspiring

### PRODUCT TYPES:

- Corporate Office
- Supporting Incubator Office (Adaptive Reuse of Existing Commercial Buildings or Live-Work)

### PUBLIC INPUT:

- The future character of this district could help realize the top-ranked concept for Open House and online survey participants – attracting new business development.
- Focus group workshop discussions included the recommendation that this Corridor should attract more businesses oriented to creativity, design and ‘knowledge’ workers.
- A number of comments echoed the sentiment that technology is an important part of Richardson’s identity, so this Corridor should reflect these forward-looking aspects of the community.



*Corporate Office Building*



*Corporate Entry Feature*

### **MARKET (IN THE TRADE AREA)**

- Given the high-profile location and proximity to U.S. 75 in this area, price points of real estate products and corresponding densities will likely be higher than market averages.
- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. A subset of this demand will include corporate relocations and expansions. Difficult to quantify, this segment requires an “address” in the minds of the investors, the support infrastructure to make it a day and night environment, and a long-term commitment by local politicians to the preservation of quality in and around the area. The Creative Corporate district should be able to compete for a reasonable share of this overall demand.
- Support uses for a corporate environment such as this will include lodging (Trade Area demand for 800 rooms over the next 10 years) and high-quality, high-density residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of townhome/condominium demand at \$200K+ over the next 10 years). These activities will be located nearby in the Gateway Commercial District and in the McKamy Spring District.

### **IMPLEMENTATION**

- Make public investments in streetscape to establish Prestonwood Drive as the focal point of the district’s identity and multi-modal mobility.
- Support adaptive reuse of existing garden office complexes.
- Rezone to simplify redevelopment of apartment complexes for corporate sites whenever such a transition makes sense for property owners and the market.
- Promote Chamber initiatives related to job training, venture capital funding and other support for technology and creative enterprises to assist small or emerging businesses located in this district.

## GATEWAY COMMERCIAL DISTRICT

### VISION

As the name implies, the Gateway Commercial District could establish a new southern entry to the City of Richardson. Building upon the vision for the northwest corner of the Spring Valley/U.S. 75 intersection under the West Spring Valley Corridor plan, this area could establish a new business address within the DFW Metroplex. Integral to the gateway would be the reinvention of the Comerica Bank structure as a Mixed Residential building and the addition of urban retail at this key corner along with new mid-rise office space and a new hotel on surrounding sites. To the north, additional restaurant sites could be established to build upon the successful regional restaurants already located in the area.

The gateway and streetscape concepts included in the vision for the West Spring Valley Corridor - a high-profile office center with a landscaped, pedestrian-oriented street edge - could be extended along Spring Valley on the east side of Central Expressway to establish a consistent urban design character on both sides of the freeway. Pedestrian connectivity along Spring Valley should be improved as redevelopment occurs to provide better access to the Spring Valley DART station, and the construction of two new roadways between Sherman Street and North Central Expressway identified in the Spring Valley Station District ordinance would create much better connectivity throughout the district.

**DEVELOPABLE ACRES: 50**

### KEY WORDS:

- Commerce
- Image
- Portal

### PRODUCT TYPES:

- Commercial Office (Mid-Rise)
- Hotel
- Highway Retail (Junior Anchor)
- Urban Retail
- Regional Restaurants



Commercial Office Building



Public Plaza



Vertical Pedestrian Connection



**PUBLIC INPUT**

- Participants in workshops and online agreed there should be a stronger gateway into Richardson along Central Expressway in this vicinity. For online participants, 82% felt that “creating a better gateway into Richardson” was ‘very important’ or ‘somewhat important’. 87% of Open House participants said this concept was ‘very important’ or ‘somewhat important’.
- The iconic building suggested for Catalyst Site 1 (on the northeastern corner of Central and Spring Valley) would contribute to such a gateway for people traveling north on Central. Keypad polling at the Community Workshop showed that 63% of participants ‘agreed’ or ‘strongly agreed’ that such an iconic building would create a desirable new gateway.
- While respondents to the online questionnaire and survey had mixed opinions about major chains in the Corridor as a whole, there also was support for these retailers at appropriate locations and for market-determined investments: “Let the market take its course.” “Please bring better retail to the area.” The Gateway Commercial area is more conducive to such uses than parcels on Main Street, where the community is more interested in seeing small local businesses.
- Comments at the Community Workshop included the desire for “more restaurant options on Central (just North of Fossil)”. This approach could accommodate such an opportunity.

**MARKET (IN THE TRADE AREA)**

- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include regional and sub-regional retail space (big box and junior box). With many “big box” retailers downsizing and junior anchors expanding, the Gateway Commercial District should be able to compete for a reasonable share of this overall demand.
- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. Similar to retail space, the Gateway Commercial District should be able to compete for a reasonable share of this overall demand.

**IMPLEMENTATION**

- Rezone and develop design guidelines for an iconic building at Spring Valley and Central.
- Improve the transportation network in this area for better east/west access throughout the district.
- Meet with property owners to determine what (if any) additional assistance would support expansion of the existing restaurant row along Central Expressway.

## MCKAMY SPRING DISTRICT

### VISION

The McKamy Spring District will be the result of continued evolution of the Spring Valley Station transit oriented development. As Brick Row is completed, development will likely continue to the west of the DART right-of-way and ultimately spread to the south side of Spring Valley Road and Centennial Boulevard. New residential options south of Centennial and west of the DART line could include multiple product types (Mixed Residential, Townhomes, Live-Work units) oriented to employees in the Gateway Commercial District and Creative Corporate employment centers and supportive of the existing transit station.

Spring Valley Road and Centennial Boulevard could be enhanced utilizing the design palette developed for West Spring Valley Road, to include gateway features at the Central intersection and on the bridge crossing at Floyd Branch. Enhanced sidewalks and bicycle facilities should also be included to provide strong connectivity to the Central Trail, McKamy Spring Park and the Spring Valley Station.



Live-Work Building



Mixed Residential Building

**DEVELOPABLE ACRES: 62**

### KEY WORDS:

- Walkable
- Neighborhood
- Transit

### PRODUCT TYPES:

- Mixed Residential
- Townhome
- Mixed-Use
- Live-Work

### PUBLIC INPUT:

- The Focus Group team addressing 'residential choices' found that there is a need for new types of residential in an area separated from the existing traditional, lower density neighborhoods.
- Townhome is one of the development types perceived as 'very compatible' or 'somewhat compatible' with the desired future of this Corridor by 75% of the September Community Workshop participants.
- The vision addressed the comment: "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."
- This area is well positioned to take advantage of transit, since it is within a 5 to 10 minute walk to the Spring Valley DART Station.



Townhome Building



Open Space Improvements (Floyd Branch)



Gateway Portal (Centennial Blvd. crossing Floyd Branch)

### **MARKET (IN THE TRADE AREA)**

- This district will likely provide support uses for the U.S. 75 districts (Creative Corporate and Gateway Commercial District) and as such, will include a wide range of higher-density residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of townhome/condominium demand at \$200K+ over the next 10 years). These residential uses could be part of vertical Mixed-Use buildings (with retail/service uses on the ground floor) or stand-alone housing developments (apartments, rowhomes, townhouses). Transit accessibility will allow for higher-than-average densities in this district.

### **IMPLEMENTATION**

- Develop guidelines that extend the streetscape designs created for the West Spring Valley along Spring Valley and Centennial in this area.
- Rezone to support Transit-Oriented Development in this district.
- Showcase Richardson's heritage with an identity that relates to the McKamy Spring District.
- Promote McKamy Spring Park and the Central Trail throughout the district and the community.

## TRAILSIDE DISTRICT

### VISION

The Trailside District could be repositioned to demonstrate two key characteristics that would make Richardson distinctive in the future - sustainability and the arts. This mini-district consists of two parcels that currently contain office showroom buildings with industrial uses. These buildings could be transformed into zero energy buildings through the use of solar, wind and geothermal energy. Additionally, the interior of the buildings could be retrofitted with energy efficient lighting, high efficiency plumbing fixtures and fittings, energy efficient HVAC systems and low VOC (volatile organic compound) interior finish and materials. Outside, the landscaping could consist of native, drought tolerant plants. A rain garden could filter stormwater to improve the quality of the runoff that leaves the site and enters the creek, and Floyd Branch, which runs through the northern portion of the site, could be restored to a more natural condition to further beautify the amenity that already exists.

The Central Trail and its sidewalk and bikeway connections will create a walkable community and increase the mobility choices for residents, workers and visitors to the district. Electric vehicle charging stations and a bike share program could add to the diversity of energy-efficient transportation options.

By implementing this vision, the entire district could become a demonstration project related to sustainable design and lifestyle. Since sustainability is an important concern for many in the millennial generation who are now beginning careers and starting families, an area like this could make Richardson stand out as an unusual close-in community attractive to people interested in a unique work environment and an environmentally responsible lifestyle.

Once the building and site improvements are complete, the district could become home to an incubator for local artists with studio spaces, gallery and rehearsal space, retail/restaurant space, learning spaces and outdoor display areas. Other uses might support small businesses and provide services for people working and living nearby.

### DEVELOPABLE ACRES: 10

#### KEY WORDS:

- Sustainable
- Artistic
- Demonstration

#### PRODUCT TYPES:

- Adaptive reuse of existing industrial buildings.

#### PUBLIC INPUT:

- There is strong community support for “making this area more sustainable.” This idea is ‘very important’ or ‘somewhat important’ to 84% of Open House participants and almost 87% of online participants rated it as ‘very important’ or ‘somewhat important’. Though this district is a small part of the Corridor, it could become a focal point for initiatives that demonstrate cost-effective and sustainable options for businesses and households.
- Many individual comments support ideas that could be emphasized here. Among those are suggestions that support: “a sustainable, walkable, shoppable gathering space that supports buying locally...”; “environmentally aware while providing state-of-the-art facilities”; “a flexible design theme that is sustainable”; “...a lively arts scene and businesses brought in that encourage community and city resident pride”; “...a destination – fun for all – arts and entertainment – lots free”; “affordable arts districts”; and “arts incubator.”



*Public Art Display*

### ***MARKET (IN THE TRADE AREA)***

- Given the unique “brand” that could be potentially attached to this district, market demand will be largely generated by visitors to this area. Proximity to U.S. 75 enhances the regional potential of this area, but multiple forms of local access will be needed to attract visitors. The level of visitor activity will ultimately determine the amount of supportable gallery, restaurant, retail and service space.

### ***IMPLEMENTATION***

- Rezone to allow a wider range of uses.
- Invest in streetscape and pedestrian/bike connections to the Central Trail and DART.
- Discuss a strategy for attracting energy efficiency investments and ‘green’ businesses to Richardson.
- Meet with representatives of the local arts to community to evaluate the feasibility of an arts incubator in this district.



*Raingarden*



*Public Art Display*



*Biowash*

## CENTRAL HEIGHTS

### VISION

The Central Heights district is located at the heart of the Central Expressway Corridor. The geographic center of this mixed-use district will be the intersection of Central Expressway and Belt Line Road.

The future of the western side of the district will build upon the Richardson Heights shopping center and the new investment being made by the Alamo Draffhouse, with supporting infill retail, restaurants and mid-rise office to create a vibrant mixed-use entertainment district. North of Belt Line Road, new residential buildings extending from a green space could connect the single-family residential uses to the north with the mixed-use center south of Belt Line. The density and height of the new residential structures should step down as the development transitions to the Heights Park and Rustic Circle neighborhoods further north.

The eastern side of the district will develop as a gateway to the Main Street District, with commercial uses (office and retail) on the northeast corner and mid-rise residential and mixed-use buildings to the south. This new development will contribute to the additional residential base necessary to support the entertainment uses within the Central Heights district, the Main Street District and Chinatown.

Important to the success of the Central Heights district will be the improvement of pedestrian and bicycle connectivity beneath the existing U.S. 75 bridge. Concepts that should be discussed with TxDOT include the reconfiguration of the Texas U-turn lanes to provide a safer, more attractive and comfortable pedestrian zone. Urban design improvements including special paving materials for sidewalks and crosswalks, specialty lighting and enhanced column cladding could be incorporated to make the space more inviting.

As plans for TxDOT's long-term reconstruction of U.S. 75 move forward, additional options that could be explored include depressing the main lanes of Central Expressway beneath Belt Line Road. Under such a scenario, the bridge between the two sides of Central Expressway could become a continuous public plaza with urban design features that stretch from one side of the freeway to the other.

**DEVELOPABLE ACRES: 78**

### KEY WORDS:

- Center
- Connected
- Entertainment

### PRODUCT TYPES:

- Retail
- Mixed Residential (Low and Mid-Rise)
- Townhome
- Commercial (Office and Junior Anchor)
- Mixed-Use



*Open Space Connection to Neighborhoods*



Mixed Residential Building East of U.S. 75

### MARKET (IN THE TRADE AREA)

- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. A subset of this demand will include local service office space. These tenant types tend to be small businesses looking for a locally-recognized “address” and an attractive day/night environment. In association with the Main Street District, this area should be able to compete for a significant share of this overall demand.
- Support uses could include a wide range of residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of attached ownership demand at \$200K+ over the next 10 years). These residential uses could be part of a vertical mixed-use project or stand-alone housing units (townhouses).
- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include restaurant and entertainment space. Given its potential character as a vibrant, walkable mixed-use environment, the Central Heights district should be able to compete for a significant share of this overall demand.



Mixed-Use Building East of U.S. 75

## CENTRAL HEIGHTS CONTINUED

### IMPLEMENTATION

- Develop incentives to support infill development.
- Rezone and create design requirements that apply to the four quadrants of the interchange at Central Expressway and Belt Line/Main.
- Create an open space plan for this district.
- Implement street improvements on Belt Line/Main to improve connectivity for cyclists and pedestrians.
- Explore the U-turn and depressed land concepts with TxDOT.



*Retail Infill Development at Richardson Heights Shopping Center*



*Public Space at Richardson Heights Shopping Center*

### PUBLIC INPUT:

- Many participants said they wanted to see something new and distinctive in this Corridor. Online comments described characteristics that would be found in this district: “I would like the Corridor to be attractive and more urban in nature”; “Sleek, sophisticated, like at Campbell and Central”; and “Vibrant sub districts with some mixed use and some restaurant or retail or entertainment areas. Needs a strong urban park space and trail connections to surrounding neighborhoods.”
- There is strong support for revitalization and infill in and around the Richardson Heights Shopping Center. This concept – part of the idea for Focus Area B – received the strongest level of support of all those presented at the Community Workshop. Keypad polling showed that 95% of participants ‘strongly agreed’ or ‘agreed’ with the statement that ‘new shops, restaurants and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center.’



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## MAIN STREET DISTRICT

### VISION

Main Street is unique within the City of Richardson because of the compact grid of interconnected streets that creates small blocks conducive to pedestrian circulation. This characteristic and the proximity of Main Street to an evolving Central Heights District, Chinatown and Interurban District could combine to make Main Street a great location for an authentic, pedestrian-oriented environment with restaurants, shops, entertainment and a variety of urban residences. Building upon some of the architectural features of the existing older buildings--one- or two-story building heights, large amounts of glass at the ground floor level, shallow building setbacks--new construction could improve upon these pedestrian-oriented characteristics with additional building detail and design. In addition, a redeveloped Main Street District could capitalize upon the confluence of cultural diversity that already exists in the area.

Streets in the district could be tree-lined with pedestrian-level lighting to encourage walking and bicycling in a safe, lively environment. Access to a variety of transportation modes will be available, including DART transit services, a regional hike/bike trail and Central Expressway.

New open space could accommodate community-focused activities such as art fairs, a farmers market, concerts or special events. In short, the district could be recreated as a complete neighborhood with amenities and attributes that set it apart from other downtown/Main Street areas elsewhere in the region.

**DEVELOPABLE ACRES: 37**

### KEY WORDS:

- Walkable
- Social
- Eclectic

### PRODUCT TYPES:

- Shopfronts with retail, residential and services
- Townhomes
- Live-Work
- Mixed Residential



*Mixed-Use Building on Main Street*



*Mixed Residential Building*



*Mixed-Use Building*



*Mixed-Use Building*



*Retail Building on Main Street*



*Retail Buildings on Main Street*

### **MARKET (IN THE TRADE AREA)**

- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. A subset of this demand will include local service office space. These tenant types tend to be small businesses looking for a locally-recognized “address” and an attractive day/night environment. The Main Street District should be able to compete for a significant share of this overall demand.
- Support uses in the Main Street District will include a wide range of residential products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of attached ownership demand at \$200K+ over the next 10 years). These residential uses could be part of a vertical Mixed-Use development or stand-alone housing units (townhouses).
- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include restaurant and entertainment space. Given its unique character as a vibrant, walkable mixed-use environment, the Main Street District should be able to compete for a significant share of this overall demand.

## MAIN STREET DISTRICT CONTINUED

### IMPLEMENTATION

- Develop unique zoning and design regulations to accommodate an eclectic mix of architecture, a pedestrian-oriented streetscape and an array of uses more appropriate to the future vision.
- Rethink the traffic flow on Main Street to make it more pedestrian and bike friendly while still providing the capacity for vehicular traffic.
- Invest in streetscape improvements.
- Consider the formation of a Main Street District business association or other similar entity to partner with the City on improvements, activities, maintenance and marketing.
- Consider expanding the boundaries of the TIF (Tax Increment Financing) District, creating a BID (Business Improvement District), or developing special districts or other creative means of funding needed improvements in the district.
- Work with local businesses, property owners and neighborhood groups to ensure appropriate code enforcement and ‘eyes on the street’ to improve the perception of safety.



*Townhome Building*



*Existing Main Street Buildings*

### PUBLIC INPUT:

- There was strong support from the public in both workshop discussions and online comments for making this an area that is lively, pedestrian-friendly, and filled with restaurants, shops and events that will attract Richardson residents and people from throughout the region.
- Some participants felt strongly that the traditional or historic character of the area should be retained. Others felt equally strongly that it would be better to start fresh. A carefully crafted approach could satisfy both desires, which are summarized in this comment expressed online: “I want the area to be busy and alive. It would be great to see the history we have polished up and showcased alongside some really progressive businesses.”
- There was great interest in the creation of a green space or plaza that would attract people and events. Many comments support the idea of making the Main Street District one that people can access by walking or biking. There were also comments in favor of support for small, local businesses that create a unique ‘vibe’ for this area – and for which these small buildings and parcels are well-suited.

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## CHINATOWN

### VISION

Chinatown will continue to evolve as a center of Chinese culture, education and commerce for the entire DFW region. The businesses within the existing DFW Chinatown center (restaurants, banks, salons, grocery store, book store) could be leveraged to form a larger mixed-use cultural district that will become a unique place for tourism and education related to Chinese culture.

The district boundaries could extend across Greenville Avenue to the west and beyond Apollo Road to the south to accommodate supporting residential and commercial uses. Additionally, the existing apartment complexes along LaSalle Drive could be redeveloped to provide newer residential options such as Townhomes, Live-Work units and Mixed Residential buildings. Because the district is likely to be of interest to people of all ages, these building types within close proximity to the commercial uses could attract both young adults and seniors.

The image of the district could be reinforced by utilizing Asian-inspired street furnishings and artwork within the public realm along Greenville Avenue. Urban design elements such as these would further strengthen the identity of the district and increase the awareness of motorists and pedestrians as they travel through this special cultural neighborhood.



Gateway



Mixed Residential Building

**DEVELOPABLE ACRES: 22**

### KEY WORDS:

- Cultural
- Regional
- Multi-Generational

### PRODUCT TYPES:

- Retail/Restaurants
- Mixed Residential
- Townhome
- Live-Work

### PUBLIC INPUT:

- The vision for this district responds to the direction stated at the July Open House (and elsewhere): “Leverage Chinatown and the multi-national flavor of the area to help create an identity and a destination”.
- Interviews with stakeholders in this area indicate that they are interested in making investments that would be consistent with this vision.
- A variety of comments emphasize the need for more art throughout the Corridor. This district could build on the Chinese art that is already on display to create a unique place for residents and visitors to enjoy.



*Asian Inspired Street Furnishings*



*Live-Work Building*

### **MARKET (IN THE TRADE AREA)**

- This district is already a regional draw for visitors in the DFW Metroplex. There is additional demand in the surrounding Trade Area for specialty food stores and restaurants, as well as a wide range of housing products (the surrounding Trade Area indicates 5,000+ units of apartment demand at \$1,000+ per month and 7,500 units of attached ownership demand at \$200K+ over the next 10 years).

### **IMPLEMENTATION**

- Create design standards for signage, lighting, etc. that would extend the Asian design themes in DFW Chinatown to the rest of this district.
- Communicate with owners of private properties in the district to better understand their future plans and potential assistance that might be needed from the City or other agencies to accomplish their goals.
- Promote dialogue and collaboration with RISD, the Chinese Cultural Center and other non-profits to explore opportunities for educational programs and offerings.
- Investigate opportunities to grow businesses and increase tax revenues in Richardson through expanded international tourism and trade.
- Rezone to provide opportunities for new residential options at appropriate locations within this district.

## INTERURBAN DISTRICT

### VISION

The Interurban District could become a vibrant, mixed-use district that builds upon the existing block structure and buildings in the area. Today's industrial/commercial district, made up of tilt wall and block masonry buildings dating from the 1960's to the 1980's, could transform into an eclectic live/work neighborhood through reuse of the existing building stock for specialty industrial, commercial, retail/restaurant and residential uses. Vacant and underutilized parcels could be redeveloped into urban housing in the form of loft apartments and live-work units.

Parking to support the vision could be provided in shared lots with landscaped pedestrian portals between buildings and connections to new sidewalks along existing streets. Rayflex, Davis, Jackson, Bishop and Interurban Streets could be recreated using a unique, eclectic urban design palette incorporating strong pedestrian connectivity within the district to the Central Trail.



*Adaptive Reuse of Existing Buildings*



*Adaptive Reuse of Existing Buildings*

**DEVELOPABLE ACRES: 25**

### KEY WORDS:

- Edgy
- Eclectic
- Repurposed

### PRODUCT TYPES:

- Adaptive reuse of existing buildings (Industrial, Commercial, Retail/Restaurant, Residential/Studio Space)
- Mixed Residential
- Live-Work

### PUBLIC INPUT:

- This is one of several districts that takes advantage of the Central Trail and offers the desired pedestrian and bike connections to neighborhoods, jobs, shopping and DART.
- The live-work development type included here was considered 'very compatible' or 'somewhat compatible' with the Corridor's future by 64% of the participants in keypad polling at the September Community Workshop.





*Infill Mixed Residential*

### **MARKET (IN THE TRADE AREA)**

- From a market demand perspective, adaptive reuse of commercial/industrial buildings and live-work uses are largely organic in nature. That is, demand tends to be generated from within the immediate area, as uses and businesses evolve over time. Support uses such as retail/service and restaurant space attract both businesses and residents in the district, as well as visitors from outside.

### **IMPLEMENTATION**

- Rezone to broaden the range of uses and intensities allowed here, to include residential.
- Invest in trail and sidewalk connections to the Central Trail.
- Work with property owners to develop a simple and effective system for locating, building and operating shared parking areas.
- Communicate with property owners in the district to understand their interests and identify any barriers to revitalization that may need to be addressed.



*Adaptive Reuse of Existing Buildings*



*Adaptive Reuse of Existing Buildings*

## ARAPAHO BUSINESS DISTRICT

### VISION

The Arapaho Business District presents an opportunity for freeway commercial development. Good access from U.S. 75 and Arapaho Road and close proximity to the Arapaho Transit Center should improve the prospects for revitalization; however, property within this area will likely take longer to redevelop due to the continued viability of several existing uses (Reliable Chevrolet and Herb's Paint and Body, for example) and the availability of additional underutilized sites nearby.

Central Expressway and Arapaho Road will continue to be the main means of access to the district, and urban design treatments such as gateways and streetscape improvements will establish the overall character for future development. The success of the district will be enhanced by better pedestrian and bicycle connections from future redevelopment sites to the Central Trail, which will provide primary access to the Arapaho Transit Center.



Commercial Office Building



Employee Amenity Space

### DEVELOPABLE ACRES: 16

#### KEY WORDS:

- Long-Term
- Employment
- Transformation

#### PRODUCT TYPES:

- Commercial Office (Mid-Rise)
- Highway Retail (Junior Anchor)

#### PUBLIC INPUT:

- Public comments (at workshops and on-line) supported employment in the Corridor and sought to reduce the amount of auto-oriented activity. Sentiments from the public (like the one from the September Community Workshop – “Support DART stations – they are jewels”) promote the connection of business uses to the DART Arapaho Station. By encouraging future businesses that are more oriented toward the benefits of the DART access, this approach supports a transition away from auto-oriented activities in the long term.
- This concept would create a better gateway into Richardson, which was ‘very important’ or ‘important’ to 87% of Open House participants and 82% of online survey participants.



*Commercial Office Building*

### ***MARKET (IN THE TRADE AREA)***

- Demand for retail space within the surrounding Trade Area over the next 10 years is estimated at nearly 2 million square feet. A subset of this demand will include regional and sub-regional retail space (big box and junior box). With many big box retailers downsizing and junior anchors expanding, the Arapaho Business District should be able to compete for a reasonable share of this overall demand.
- Demand for office space within the surrounding Trade Area over the next 10 years is estimated at more than 7.8 million square feet. Similar to retail space, the Arapaho Business District should be able to compete for a reasonable share of this overall demand.

### ***IMPLEMENTATION***

- Design and implement gateway features in this area at the appropriate time.
- Identify locations for pedestrian/bike connections to the DART Arapaho Station, and protect these routes if/when uses change or properties redevelop.
- Consider rezoning that would expand the list of permitted uses to accommodate a wider range and higher intensity of activities for future redevelopment.

## RUSTIC CIRCLE

### VISION

All indications are that the Rustic Circle neighborhood will continue to be revitalized through investment in existing homes and that it will continue to transform into a multi-generational neighborhood, offering community to young couples, young families, single adults, and older residents. The freeway-oriented commercial uses along Central Expressway could also redevelop to accommodate more compatible uses, such as small, professional offices. As these changes occur, properties should be better landscaped and more appropriately screened from the adjoining residential areas. Nearby, sites in the Central Heights district will likely be converted over time to uses that are more compatible and supportive of the existing single-family neighborhood. The edge of the district along Custer Road could be improved with streetscape features that help identify Rustic Circle and the Heights Park neighborhood as parts of the city with unique character, identity, and pride.



*Neighborhood Identity*



*Existing Single-Family Residential*

### DEVELOPABLE ACRES: 10

#### KEY WORDS:

- Reinvestment
- Neighborhood
- Multi-generational

#### PRODUCT TYPES:

- Single-Family Residential (In the existing neighborhood)
- Small Professional Office (Along the Central Expressway Frontage Road)

#### PUBLIC INPUT:

- Participants at the Open House and Community Workshop supported the approach of retaining Rustic Circle as a close-in neighborhood of single-family homes.
- Community workshop participants indicated that they moved to this area because of its proximity to urban amenities. They want a community that reflects something distinctive from the cookie cutter look and feel of neighborhoods in other parts of the region.
- The desire from new home buyers for "places to walk to" suggests a need for strong pedestrian and bike connections to nearby services and attractions.



*Enhanced Streetscape*

### **MARKET (IN THE TRADE AREA)**

- Market demand for a revitalized neighborhood such as this will be generated by existing residents re-investing in their properties and new residents moving into the area. Housing products that could be supported in this district include: new single-family homes (perhaps small lot), patio homes/cottages, and townhomes.
- A subset of office demand in the surrounding Trade Area will include local service office space. These tenant types tend to be small businesses looking for local visibility and access. The Rustic Circle district should be able to compete for a reasonable share of this demand subset.

### **IMPLEMENTATION**

- Collaborate with the Rustic Circle and Heights Park neighborhoods to develop strategies to improve connections and identification between these two parts of the neighborhood.
- Invest in pedestrian, bike and streetscape improvements on Custer so neighborhood residents have a clear and safe route to the Central Trail, DART and destinations on the east side of Central Expressway and in the Central Heights District.
- Consider special zoning strategies to maintain the existing scale of neighborhood development in the residential part of the district.



*Neighborhood Identity*

## CIVIC DISTRICT

### VISION

The Civic District will build upon the civic and institutional uses currently in the area (City Hall, Library, First United Methodist Church, U.S. Post Office, the Richardson Chamber of Commerce) to create a cohesive district through streetscape improvements (along Belle Grove Drive and Civic Center Drive), and consistent urban design elements (lighting, signage, paving materials). A higher level of pedestrian connectivity should be created within the district, especially along the North Central Expressway frontage road and on Civic Center Drive. Because the North Central Expressway frontage road is the front door to the district, special attention should be given to the edge of the roadway to present a consistent civic image incorporating green space and the screening of undesirable views to parking and utilitarian uses.

The identification in the Comprehensive Plan of the nearby West Arapaho Enhancement / Redevelopment Study Area suggests a need for coordination of the plans for future redevelopment of these adjoining districts.



*Public Places*



*Public "Art"*

**DEVELOPABLE ACRES: 23**

### KEY WORDS:

- Institutional
- Public
- Identity

### PRODUCT TYPES:

- Civic / Institutional Buildings

### PUBLIC INPUT:

- This approach could contribute to the sense of community desired by participants and help to achieve suggestions from online participants who commented on the need to create a "Richardson brand" and to counter the "lack of identity" that is currently perceived.
- Public input for the Corridor as a whole also strongly supports creating new green space and making areas pedestrian-friendly.



*Public Plaza*



*Public Open Space*

***MARKET (IN THE TRADE AREA)***

- Demand for support uses in this district will be generated from visitors to the area (e.g., daytime employees), as well as residents in surrounding neighborhoods.

***IMPLEMENTATION***

- Revisit the area within the Civic District as an element of the upcoming West Arapaho Enhancement/Redevelopment Study.
- Invest cautiously in improvements to signage, lighting and other streetscape features until the West Arapaho study is complete in order to create a consistent theme in both district(s).