

Final Community Involvement Session

November 8, 2012



Image Source – Richardson Public Library

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MAIN STREET / CENTRAL EXPRESSWAY STUDY

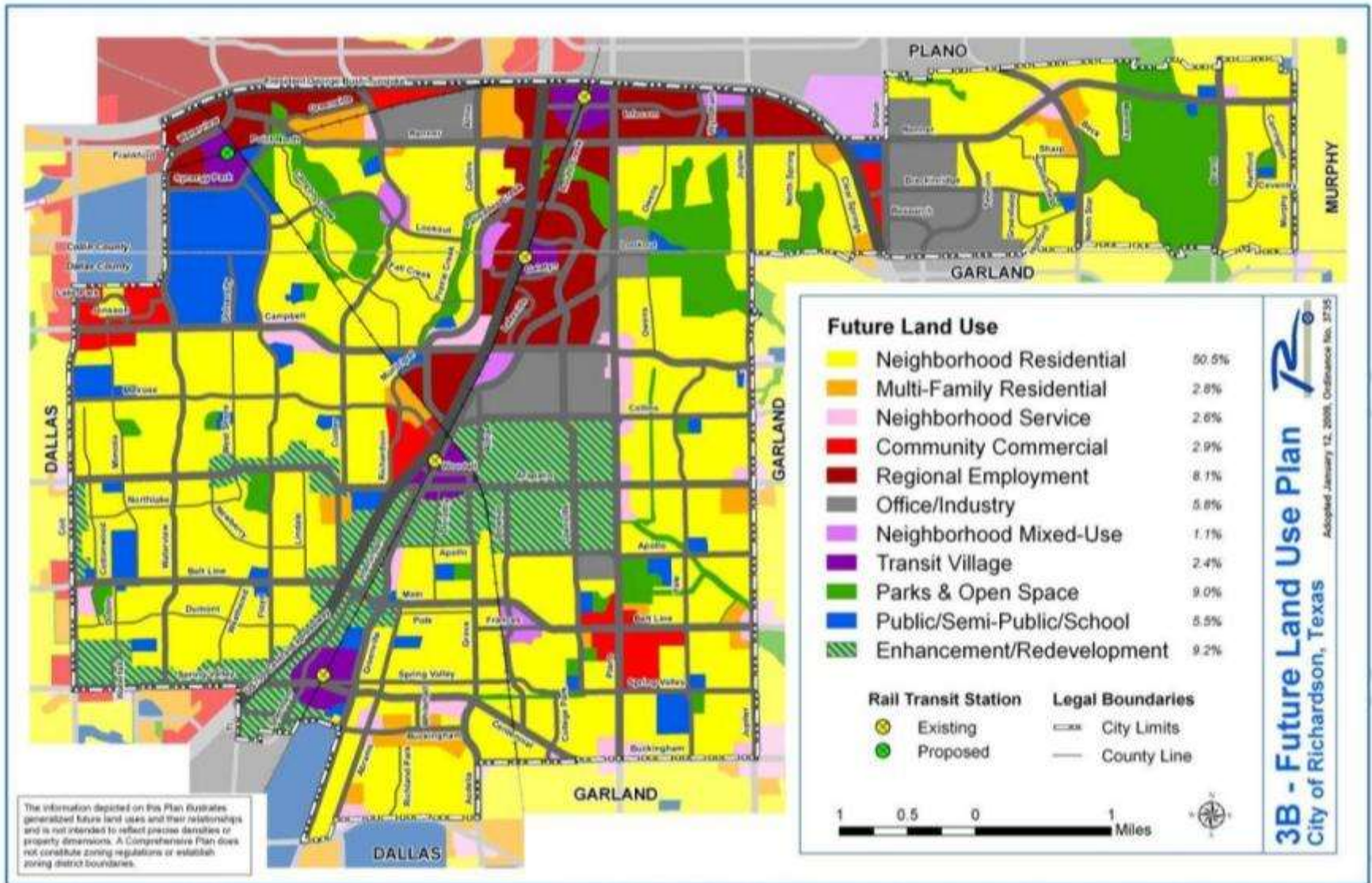
Agenda

- Welcome
- Background Information and Status
- Draft Concept Plan
- Draft Framework Plan Highlights
- Questions
- Instructions for Stations
- Discussion
- Next Steps



Background Information and Status

2009 Comprehensive Plan



MAIN STREET / CENTRAL EXPRESSWAY STUDY

2009 Comprehensive Plan

Six Enhancement / Redevelopment Areas for further study

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



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



Study Approach

- Study team (City Staff, consultants) has been working to
 - **Inventory existing conditions**
 - **Understand the market**
 - **Identify barriers to reinvestment**
- Stakeholders (business owners, property owners, community members, others) have been providing input through
 - **Community meetings**
 - **Online surveys and questionnaires**
 - **Facebook page**
 - **Individual/small group workshops and discussions**
- Suggestions, ideas, concepts gathered through these efforts has been translated into a series of **preliminary visions/vision elements for the future** of the study area
- These preliminary visions/vision elements have been **tested with the stakeholders** in additional meetings, surveys, questionnaires



Project Status

- ✓ There have been introductory and status update **briefings** at the City Council and City Plan Commission
- ✓ **Online resources** are have been used to increase awareness, participation and to collect additional comments (webpage, online survey and questionnaire, Facebook page)
- ✓ An **Open House** was held (July 10)
- ✓ The **Focus Group Workshop** (September 15) and **Individual and Small Group Interviews** (September 18 and 19) were conducted to prepare for the **Community Workshop** (September 19)
- ✓ This is the **Final Public Input Session** for this phase of the project (November 8)
- The **recommendation and implementation** plan will be presented to the City Council and City Plan Commission in a final briefing on this phase of the project next month (December 17)
- If the recommendation includes rezoning, that will take place as a separate phase in the overall study process

Draft Concept Plan

Online Public Involvement

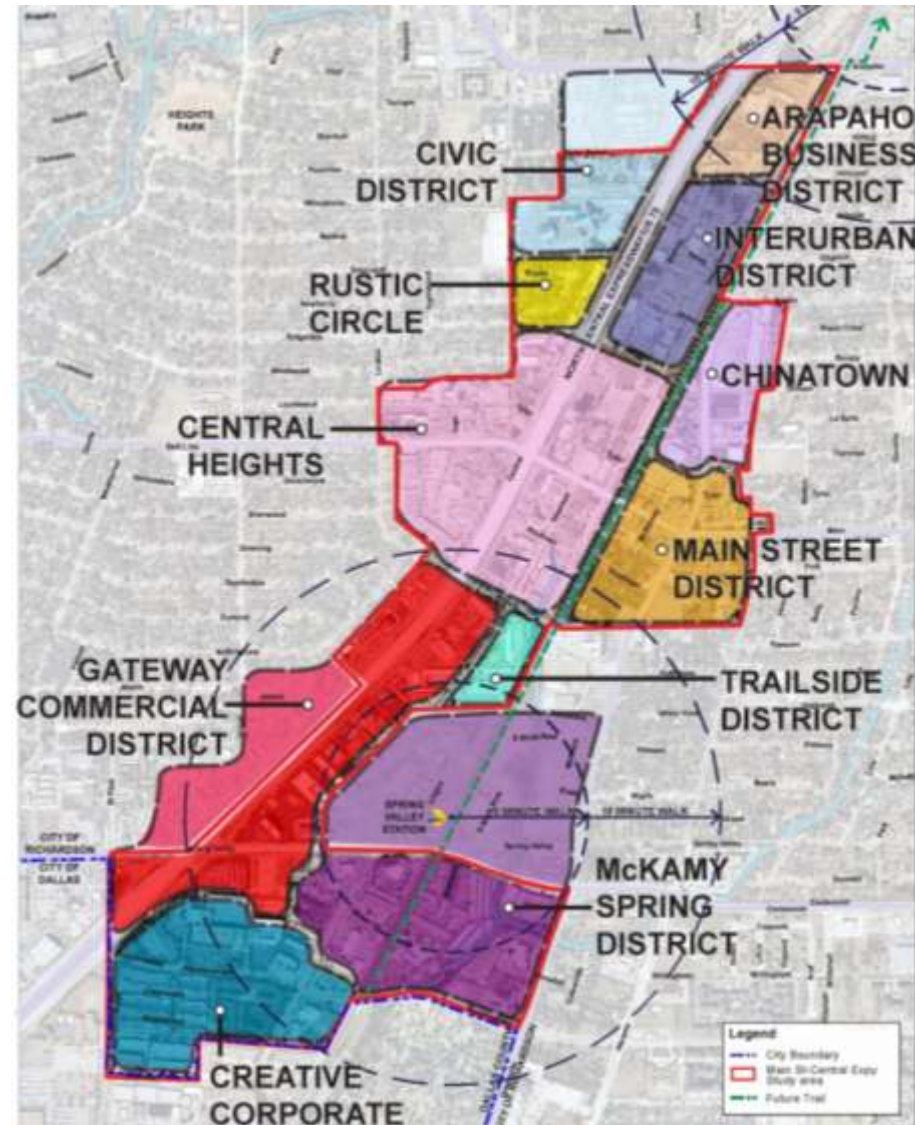
- Logistics for Questionnaire (open-ended) and Survey (more detailed questions)
 - Conducted October 17 – 31, 2012
 - 21 responses on Questionnaire; 82 on Survey
 - Sought comments on the ‘Preliminary Concepts’ discussed at the September Community Workshop (packet posted online)
- Respondents
 - Online respondents are younger and more likely to live in the Corridor, as opposed to those that have attended community meetings
 - Same high priority on ‘Neighborhood Quality of Life’ issues as community meeting participants

Online Public Involvement

- Notable Comments
 - Strong support for concepts at preliminary stage (81% - questionnaire, and 74% - survey, agree/strongly agree that these concepts describe ‘my ideas about the most successful future’)
 - 84% of Survey respondents would want to spend time in places like those described in the preliminary concepts
 - Strong opinions on both sides about direction for Main Street area
 - Many specific suggestions about all areas (will be used by staff/consultants)

Draft Concept Plan

- The Draft Concept Plan aligns
 - Existing physical conditions
 - Existing opportunities and constraints
 - Anticipated future real estate / market factors
 - Community desires
- The plan also balances
 - Short-term opportunities that can be achieved with minimal investment
 - Longer-term vision elements that will require public and private sector initiatives



Draft Concept Plan – Creative Corporate

- 63 developable acres
- Focuses on attracting creative, innovative corporations to the corridor
- Supports public desire to attract businesses oriented to creativity, design, and “knowledge” workers



Draft Concept Plan – Gateway Commercial District

- 50 developable acres
- Focuses on creating a commercial development “gateway” to Richardson
- Builds upon, supports and extends the vision established for the area West of Central in the West Spring Valley Vision study



Gateway Commercial District – Catalyst Site



Gateway Commercial District – Catalyst Site



Draft Concept Plan – McKamy Spring District

- 62 developable acres
- Establishes future phases for ultimate build out of Transit Oriented Development at the Spring Valley Station
- Provides support housing for Creative Corporate and Gateway Commercial Districts



Draft Concept Plan – Trailside District

- 10 developable acres
- Positions Richardson as a community concerned with sustainability and the arts
- Focuses on adaptive reuse of existing industrial buildings



Draft Concept Plan – Central Heights

- 78 developable acres
- Creates a vibrant, mixed-use district at the heart of the study area
- Focuses on supporting infill development to create an “address” in the corridor



Central Heights – Catalyst Site



Draft Concept Plan – Main Street District

- 37 developable acres
- Creates a multi-generational, eclectic “heart” for the community based on a mix of uses and cultures, and a mix of old and new
- Provides an additional opportunity for an entertainment destination in the community



Main Street District – Catalyst Site



Draft Concept Plan – Chinatown

- 22 developable acres
- Builds a vibrant, mixed-use district within existing infrastructure
- Has potential to evolve as a center for tourism and education related to Chinese culture



Draft Concept Plan – Interurban District

- 25 developable acres
- Creates an edgy, mixed-use district built upon the existing bones of the district
- Focuses on adaptive reuse of existing buildings and targeted infill development



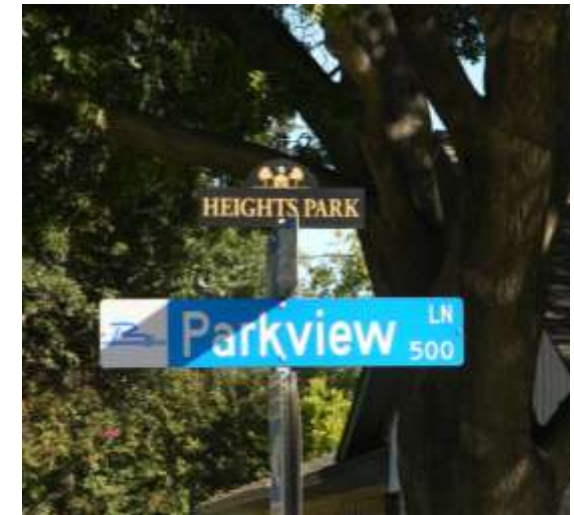
Draft Concept Plan – Arapaho Business District

- 16 developable acres
- Creates a new location for business development along the U.S. 75 corridor
- Will likely occur after the development of sites that are closer to the Arapaho Transit Center



Draft Concept Plan – Rustic Circle

- 10 developable acres
- Promotes the continued revitalization of the neighborhood through investment in existing homes and the continued transformation into a multi-generational neighborhood



Draft Concept Plan – Civic District

- 23 developable acres
- Builds upon the civic and institutional uses currently in the area to create a cohesive district through streetscape improvements and consistent urban design elements



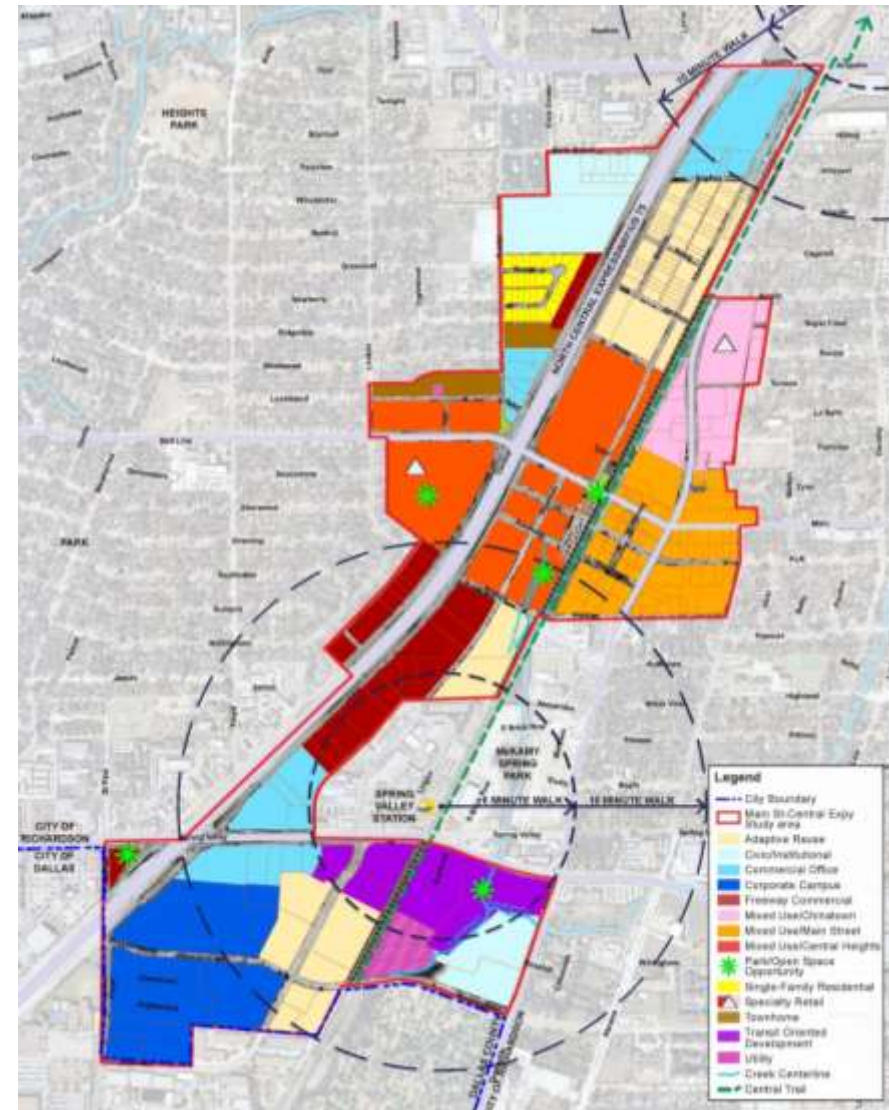
Draft Framework Plan Highlights

Draft Framework Plan Overview

- Provides a higher level of detail related to future development in the corridor aimed at achieving the vision established in the Draft Concept Plan
- Consists of Land Use, Mobility, and Urban Design components

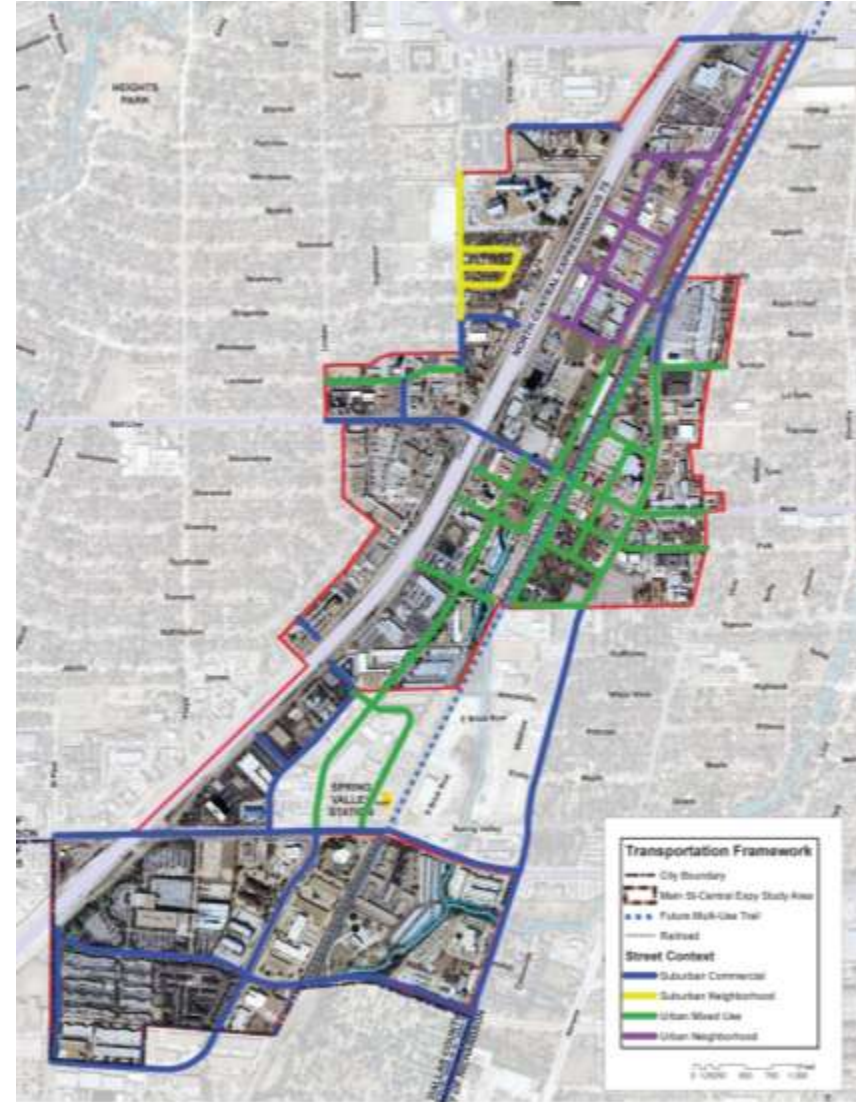
Land Use Framework - Draft

- Identifies the multiple land uses that will support the overall vision established for the Main Street / Central Corridor
- Can be used as a tool to identify inconsistencies between the future vision and existing zoning within the study area



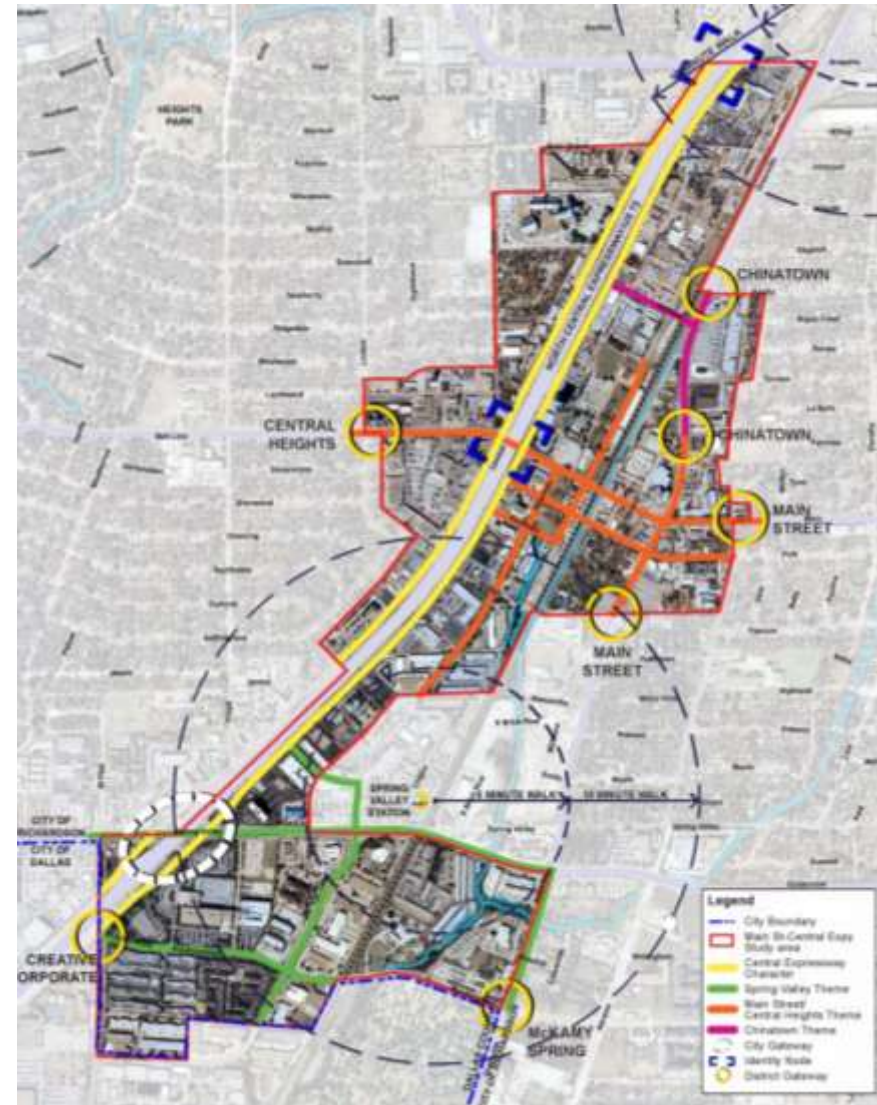
Transportation Framework - Draft

- Identifies and locates the multiple street types that will support the overall vision
- Can be used as a tool to identify future infrastructure investments that will support mobility - vehicular, transit, bicycle, pedestrian - within the study area to prepare for private sector investment in the form of new development



Urban Design Framework - Draft

- Identifies and locates city-wide gateways, district gateways and nodes with special character and identity
- Identifies the urban design / streetscape character for key roadways that will provide an identity and sense of place for key districts



Questions

Instructions for Stations

Discussion

Keypad Polling

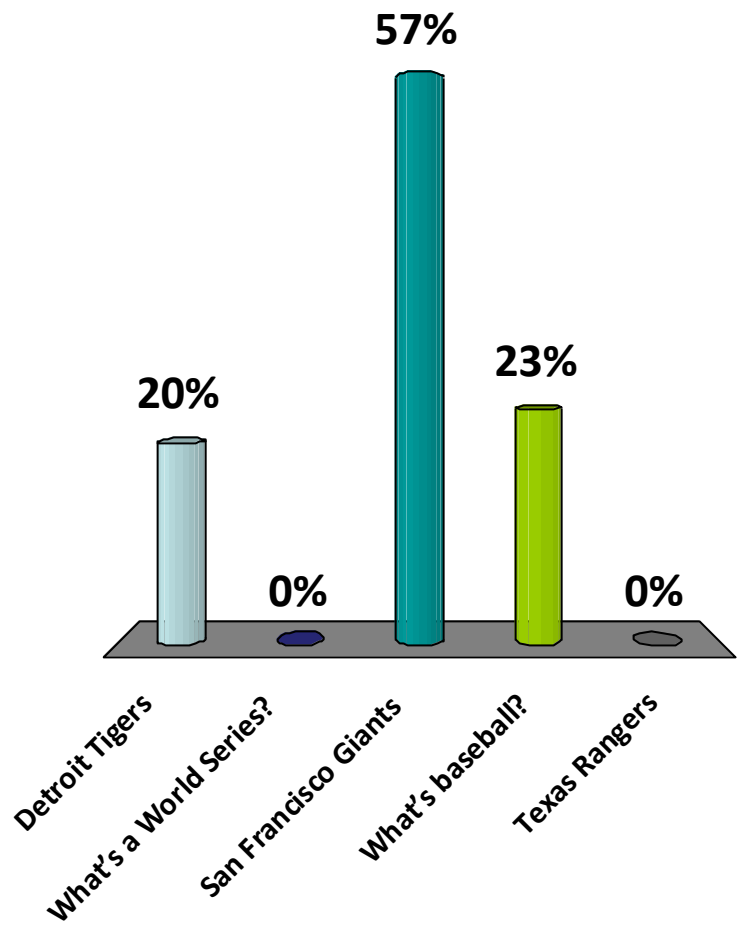
Why keypad polling?

- 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



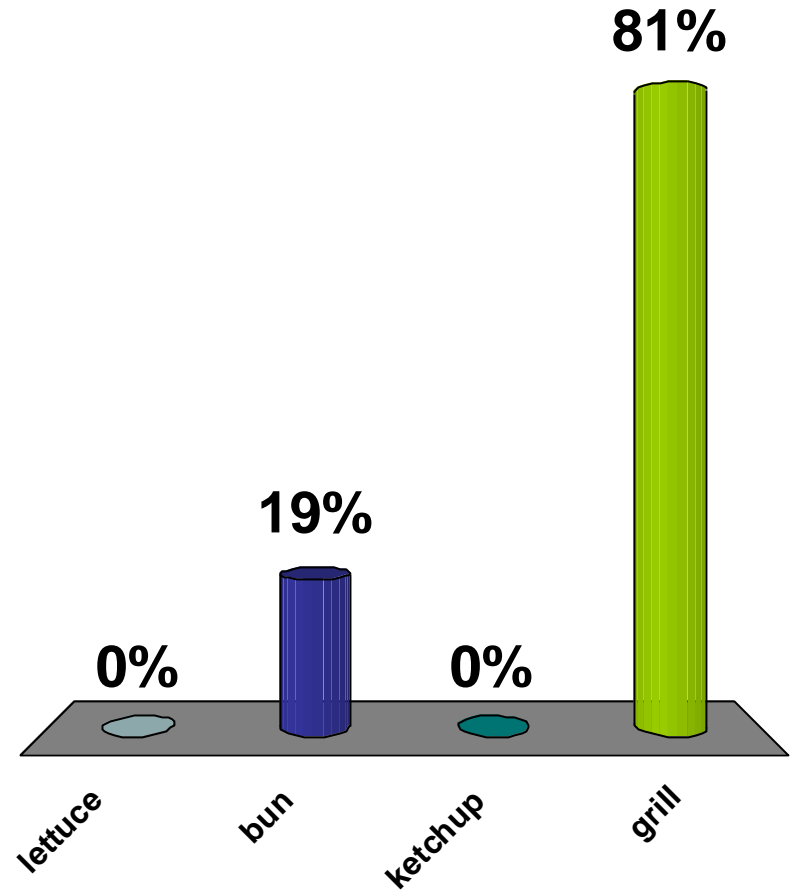
Who won the 2012 baseball World Series?

- 1. Detroit Tigers
- 2. What's a World Series?
- 3. San Francisco Giants
- 4. What's baseball?
- 5. Texas Rangers



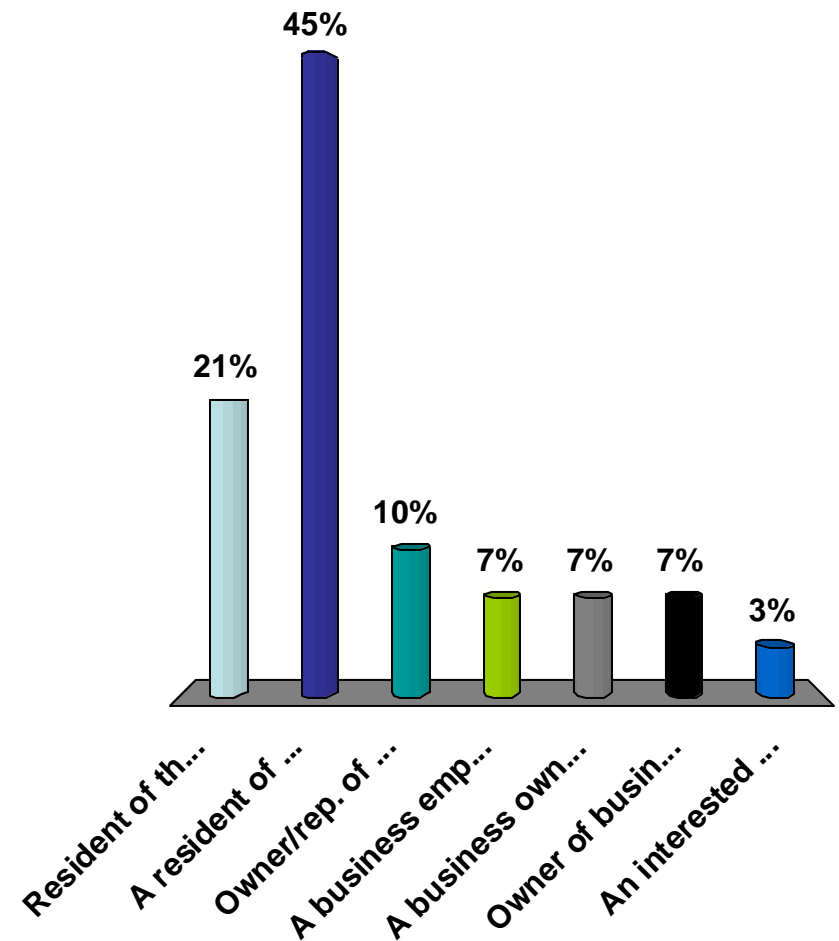
pancake : griddle :: hamburger :

1. lettuce
2. bun
3. ketchup
4. grill



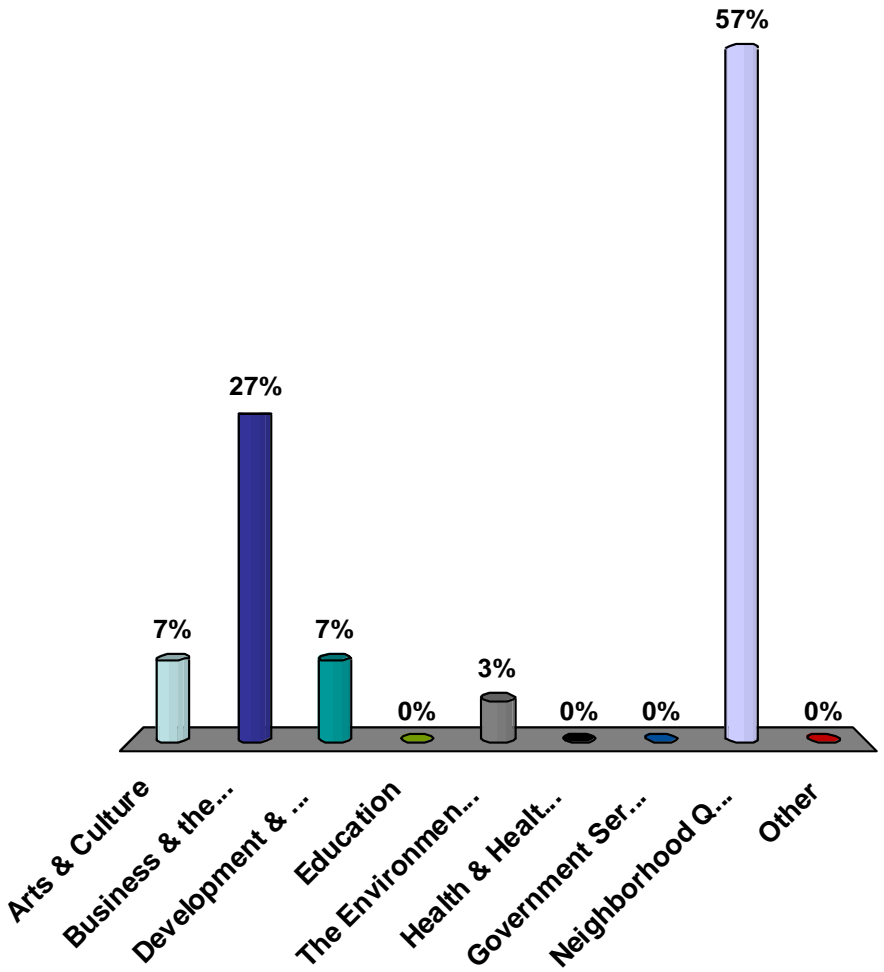
I am most involved in the Main Street/Central Corridor as:

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



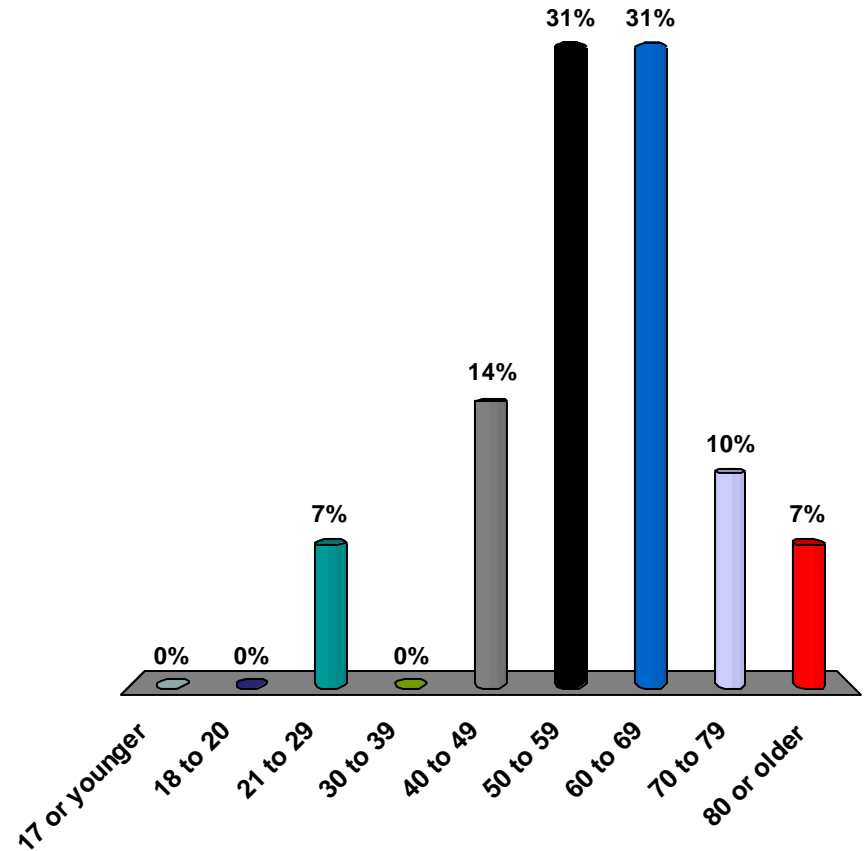
I am most interested in issues related to:

- 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



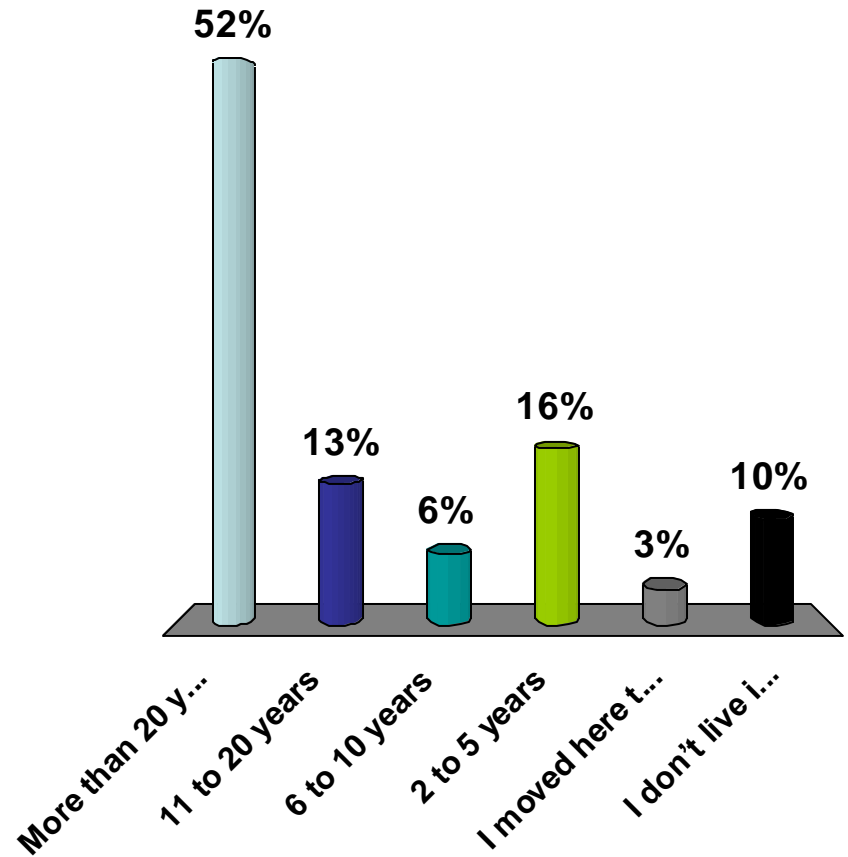
My age group is:

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



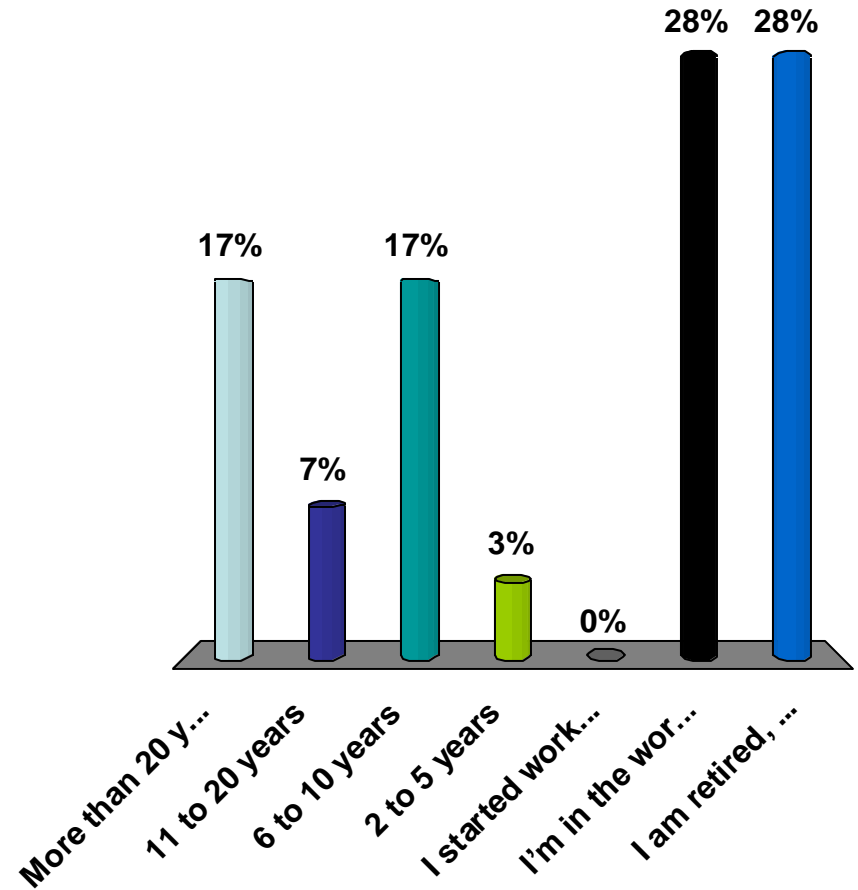
I have lived in Richardson for:

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



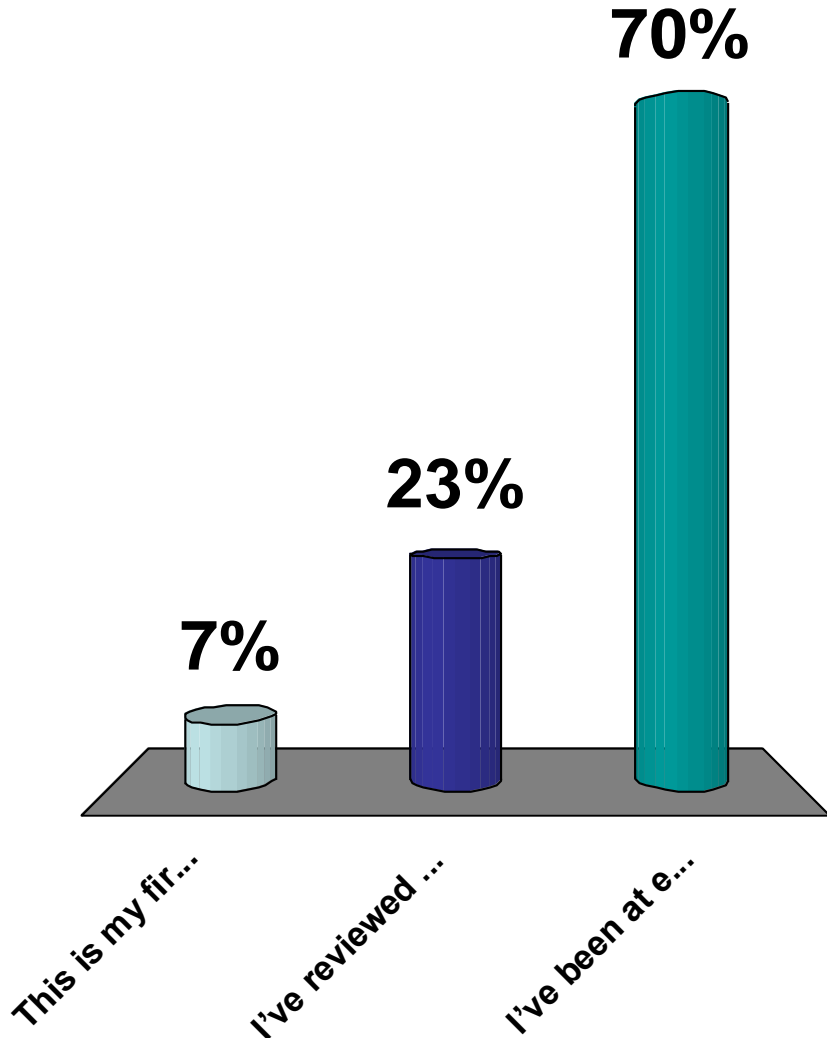
I have worked in Richardson for:

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



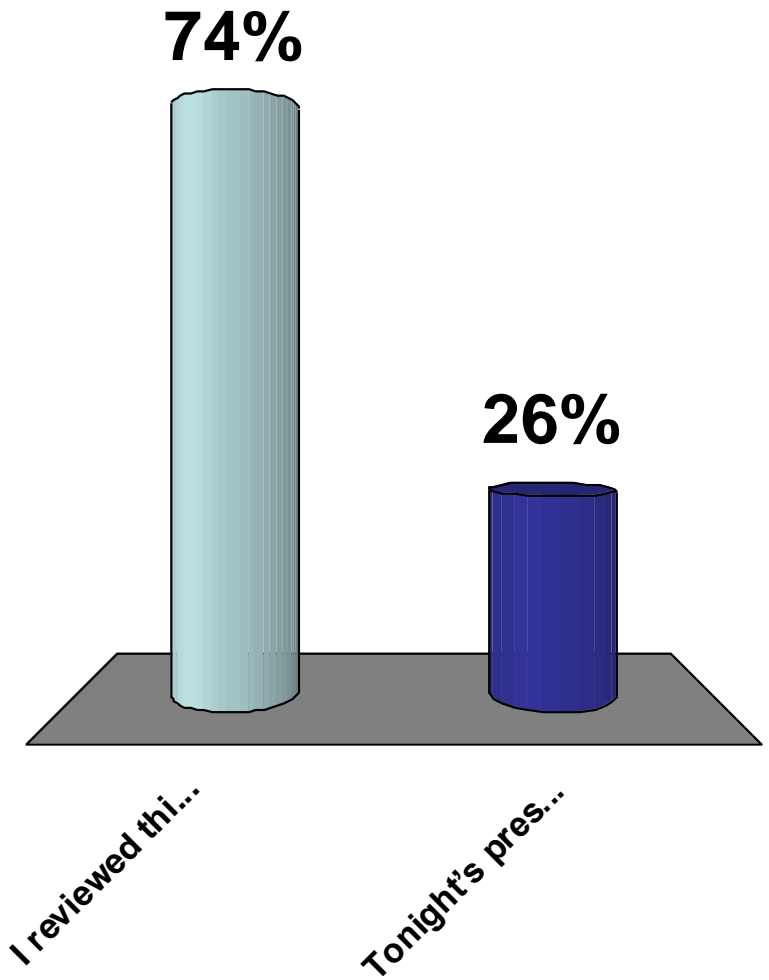
How involved have you been in the Main Street/Central Expressway Study?

- 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.



How familiar are you with the draft Concept Plan Districts?

- 1. I reviewed this draft online before this session.
- 2. Tonight's presentation is my first introduction to these Concept Plan Districts.



Feedback on **CONCEPT PLAN DISTRICTS** for
the Main Street / Central Expressway Corridor



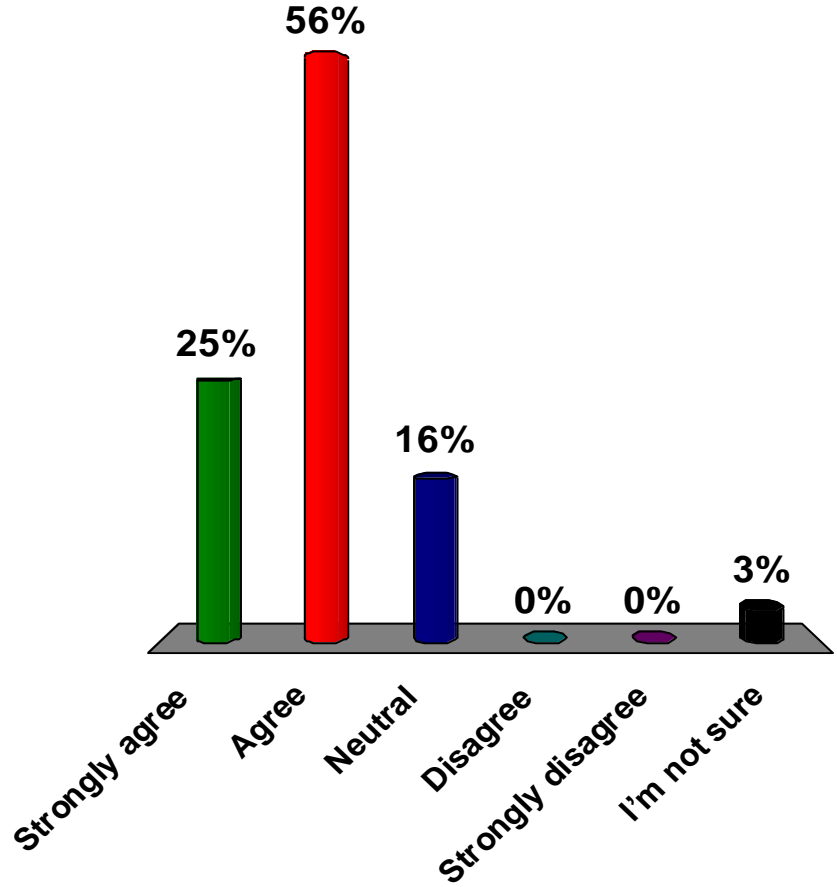
Draft Concept Plan – Creative Corporate

- 63 developable acres
- Focuses on attracting creative, innovative corporations to the corridor
- Supports public desire to attract businesses oriented to creativity, design, and “knowledge” workers



This vision for the future of the **Creative Corporate District** reflects my ideas about the most successful future for this part of the Corridor.

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



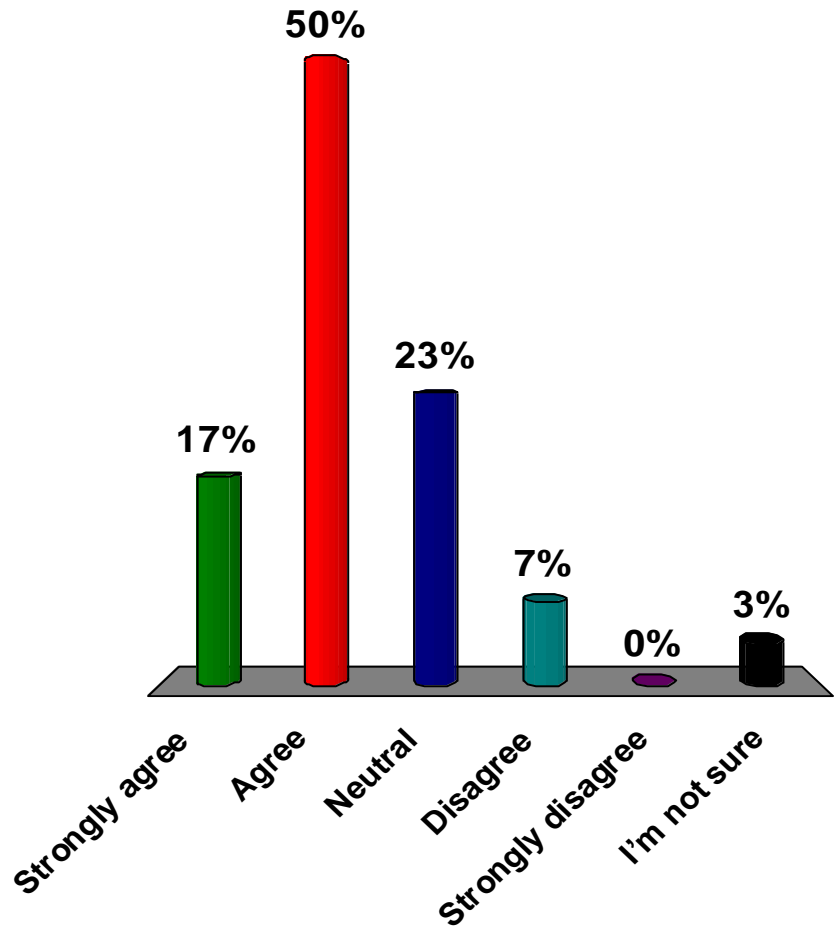
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- 50 developable acres
- Focuses on creating a commercial development “gateway” to Richardson
- Builds upon, supports and extends the vision established for the area West of Central in the West Spring Valley Vision study



This vision for the future of the Gateway Commercial District reflects my ideas about the most successful future for this part of the Corridor.

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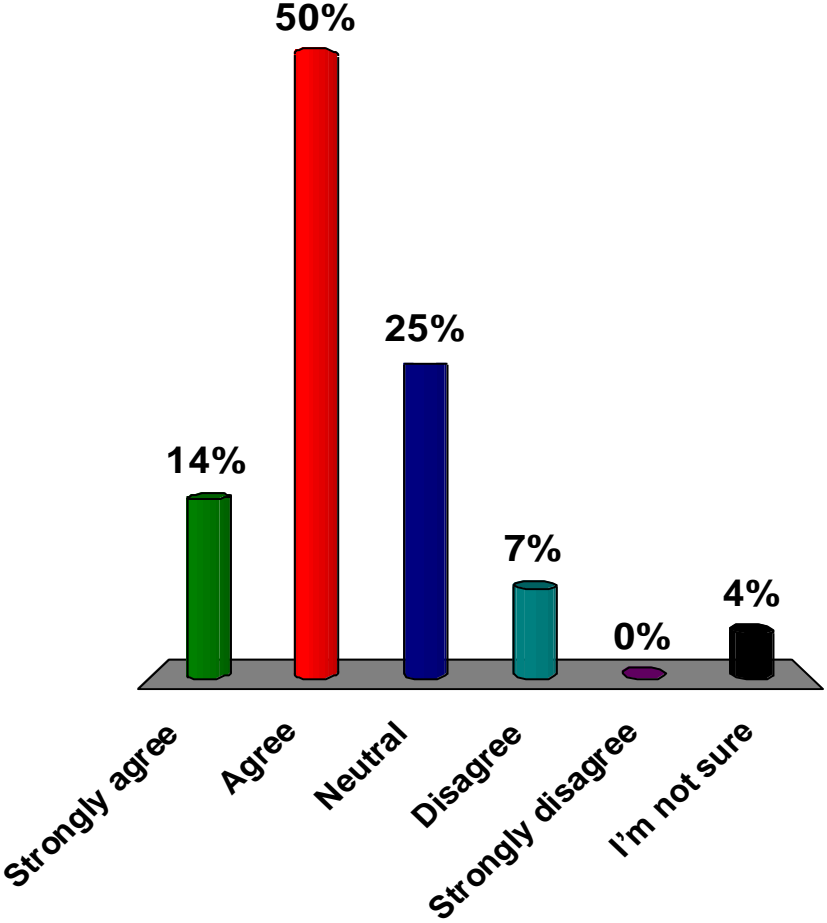
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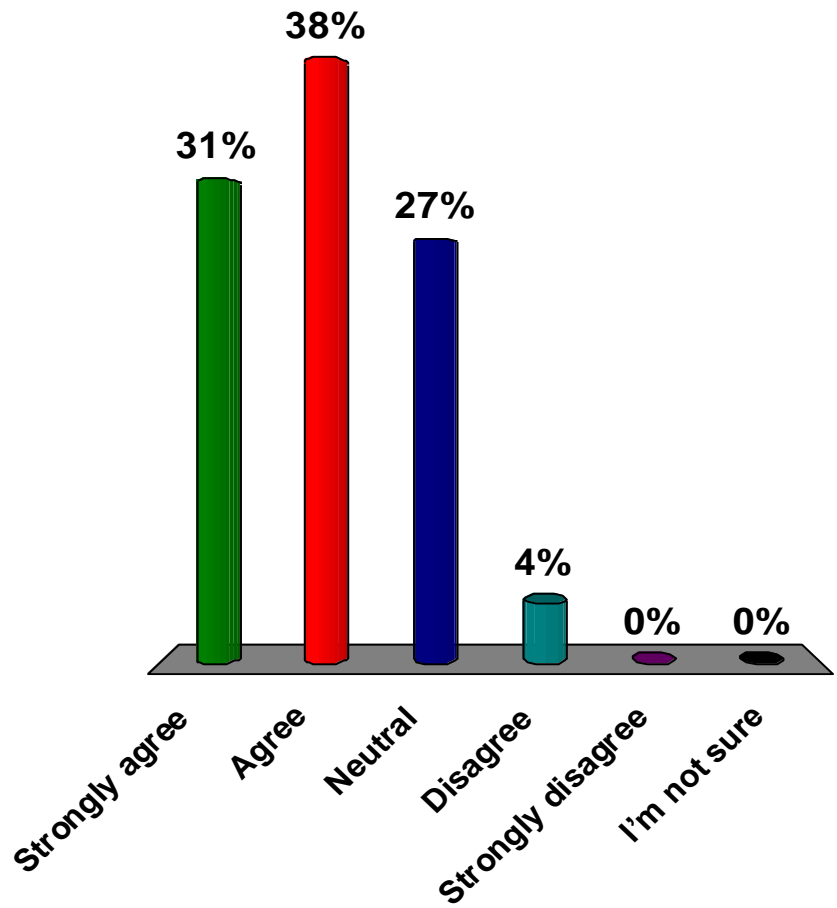
Draft Concept Plan – Trailside District

- 10 developable acres
- Positions Richardson as a community concerned with sustainability and the arts
- Focuses on adaptive reuse of existing industrial buildings



This vision for the future of the **Trailside District** reflects my ideas about the most successful future for this part of the Corridor.

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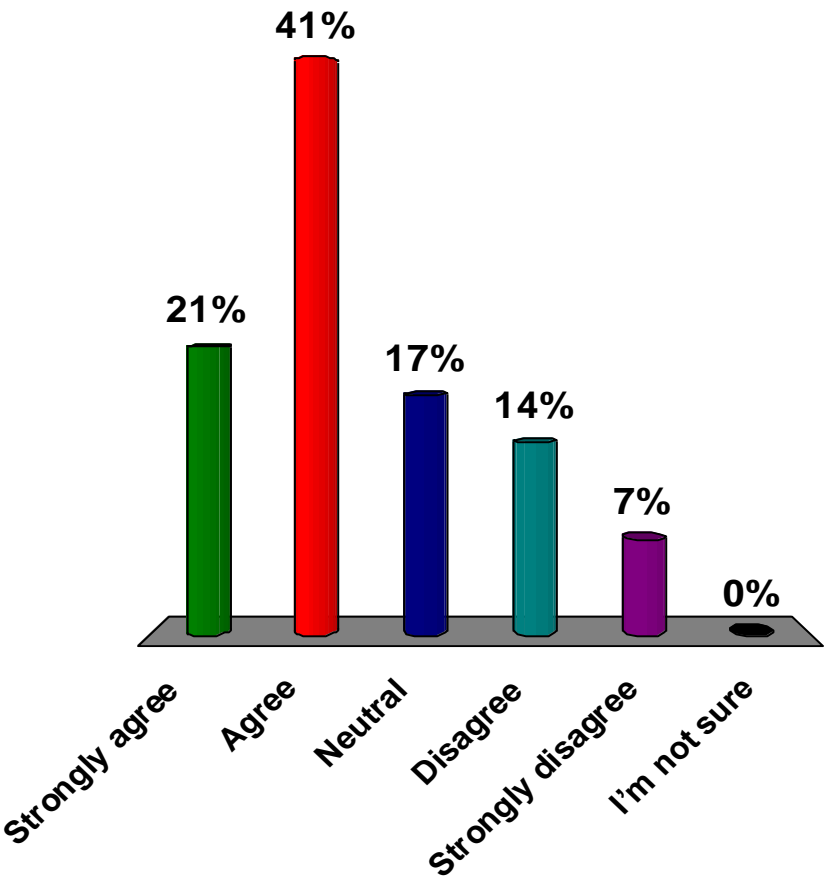
Draft Concept Plan – Central Heights

- 78 developable acres
- Creates a vibrant, mixed-use district at the heart of the study area
- Focuses on supporting infill development to create an “address” in the corridor



This vision for the future of **Central Heights** reflects my ideas about the most successful future for this part of the Corridor.

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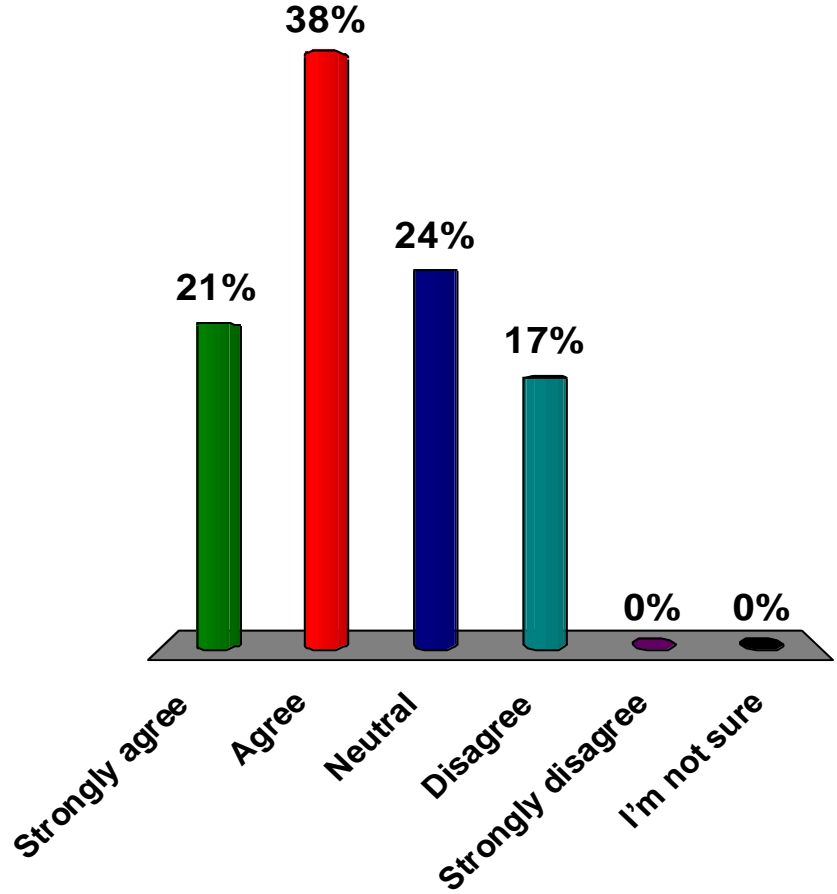
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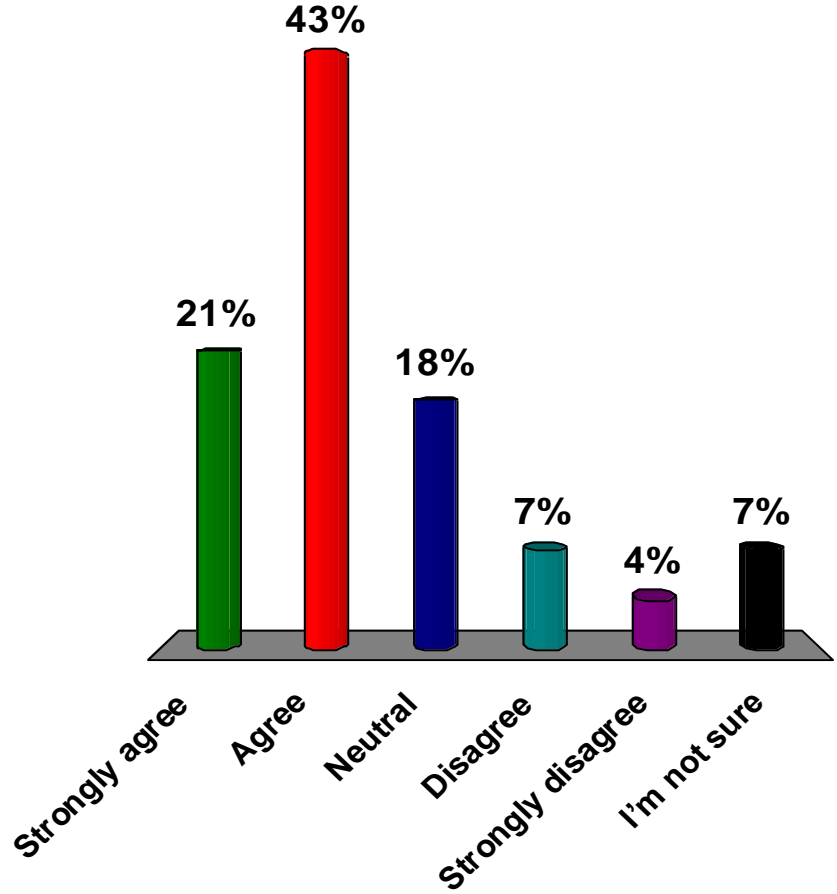
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This vision for the future of **Chinatown** reflects my ideas about the most successful future for this part of the Corridor.

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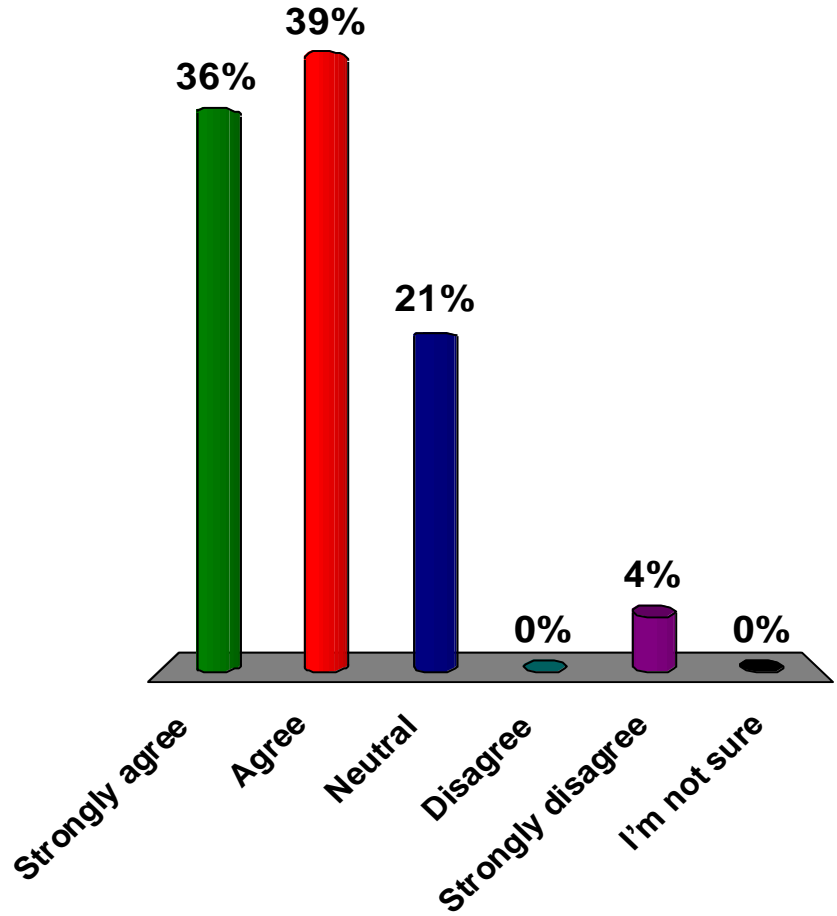
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This vision for the future of the **Interurban District** reflects my ideas about the most successful future for this part of the Corridor.

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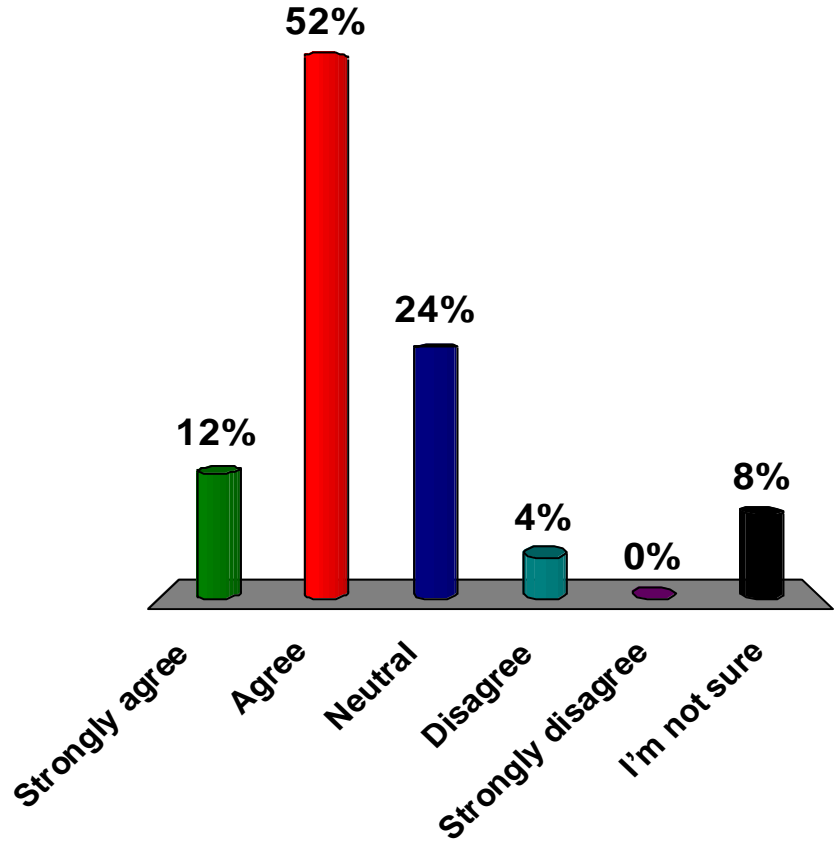
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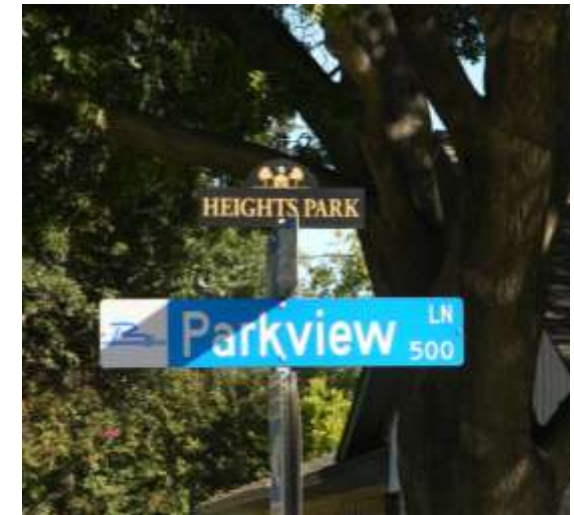
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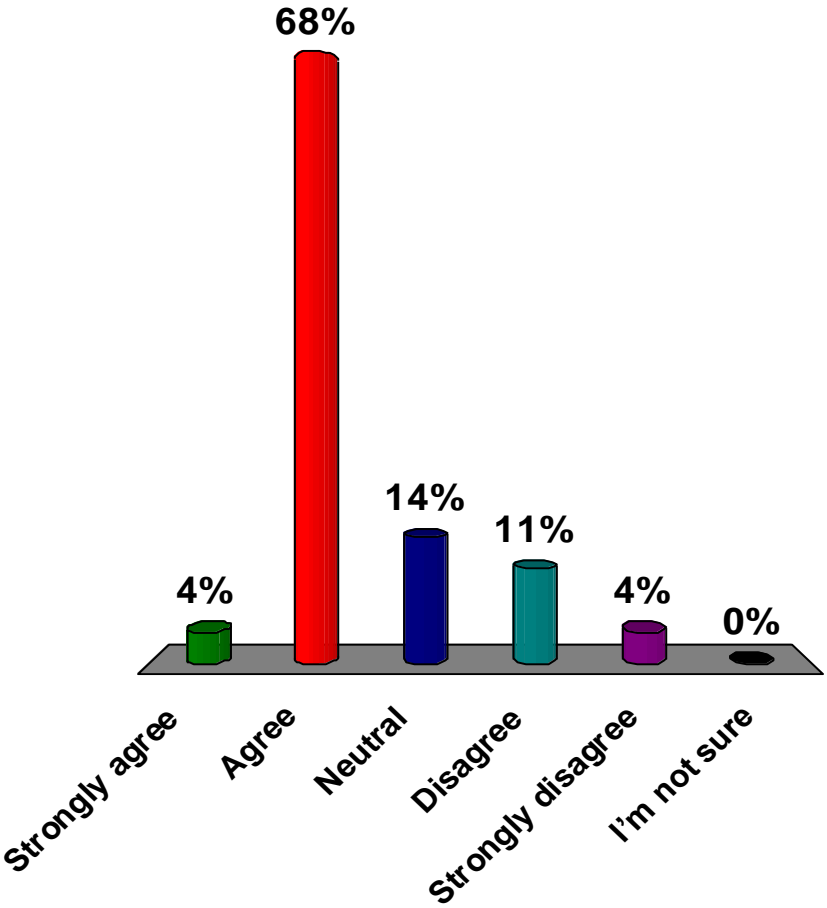
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This vision for the future of **Rustic Circle** reflects my ideas about the most successful future for this part of the Corridor.

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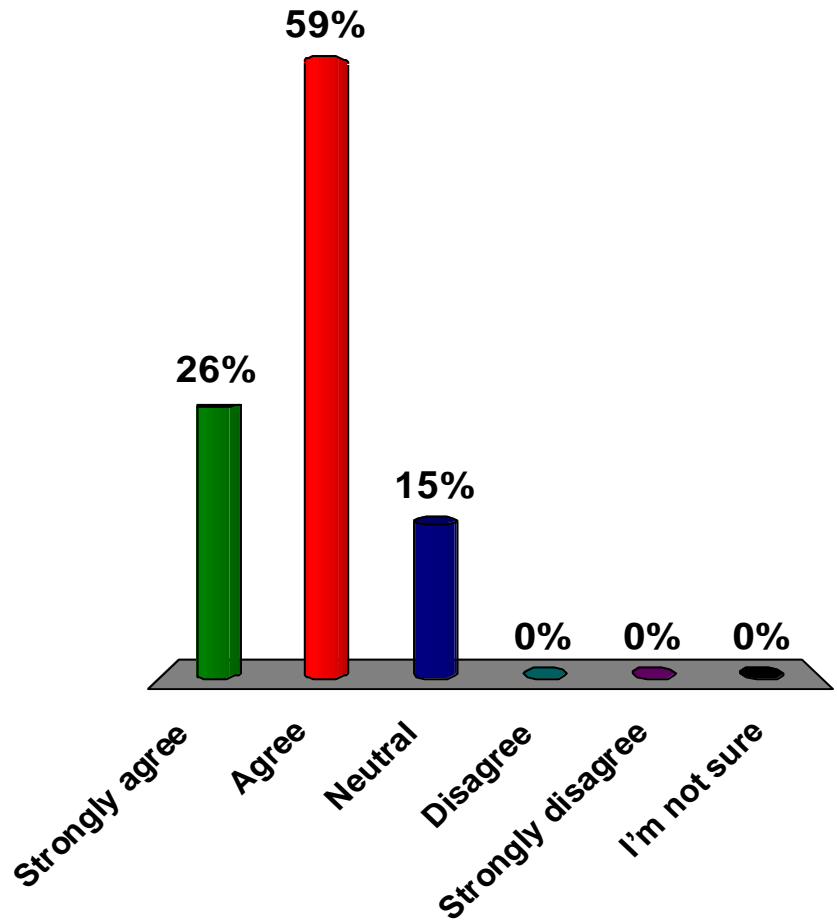
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- 23 developable acres
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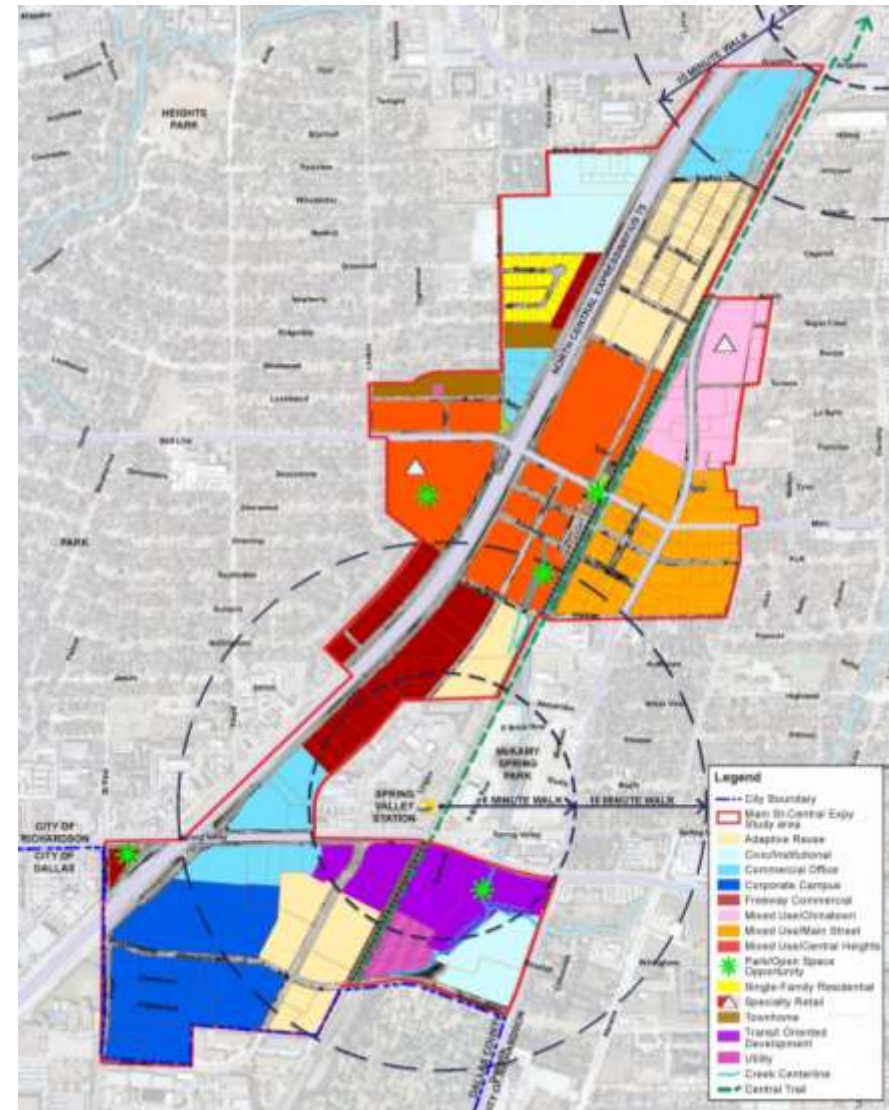


Feedback on **DRAFT FRAMEWORK PLAN** for
the Main Street / Central Expressway Corridor



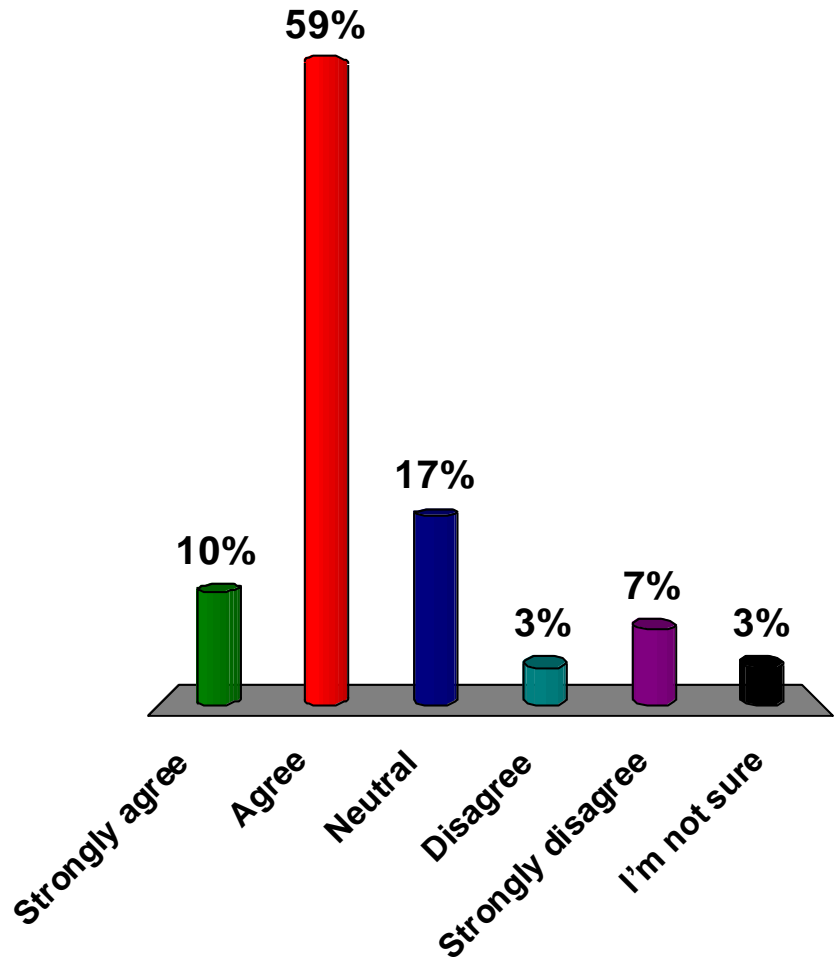
Land Use Framework - Draft

- Identifies the multiple land uses that will support the overall vision established for the Main Street / Central Corridor
- Can be used as a tool to identify inconsistencies between the future vision and existing zoning within the study area



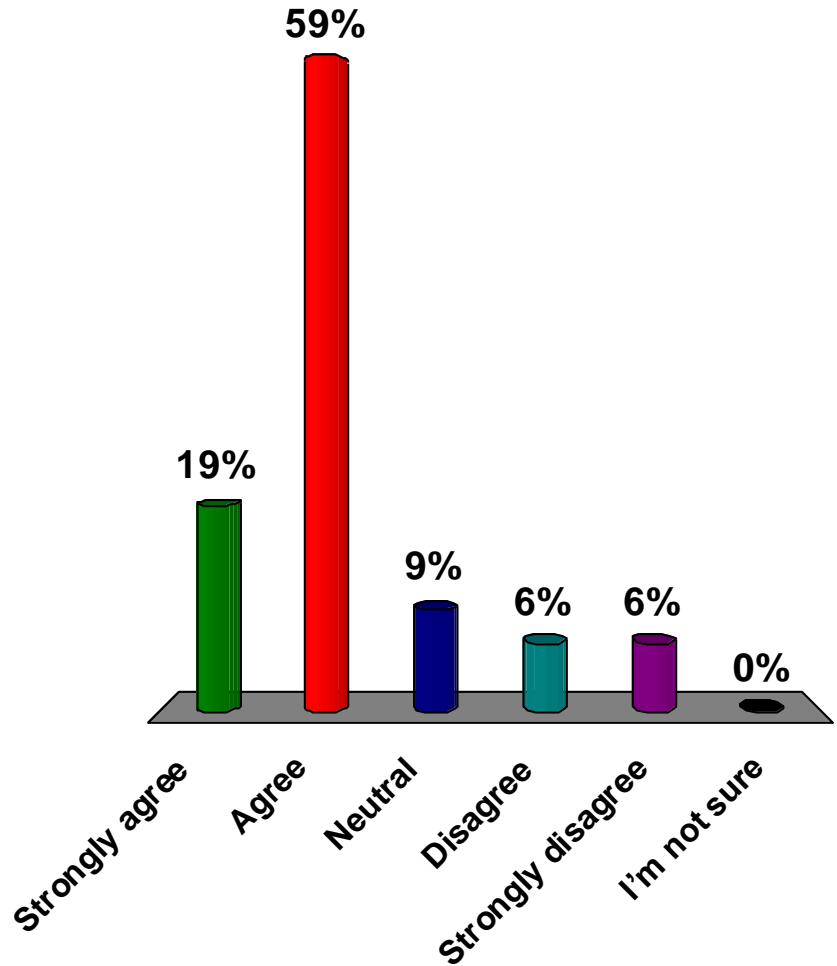
This draft Framework Plan for **Land Use** reflects my ideas about the most successful future for the Corridor.

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



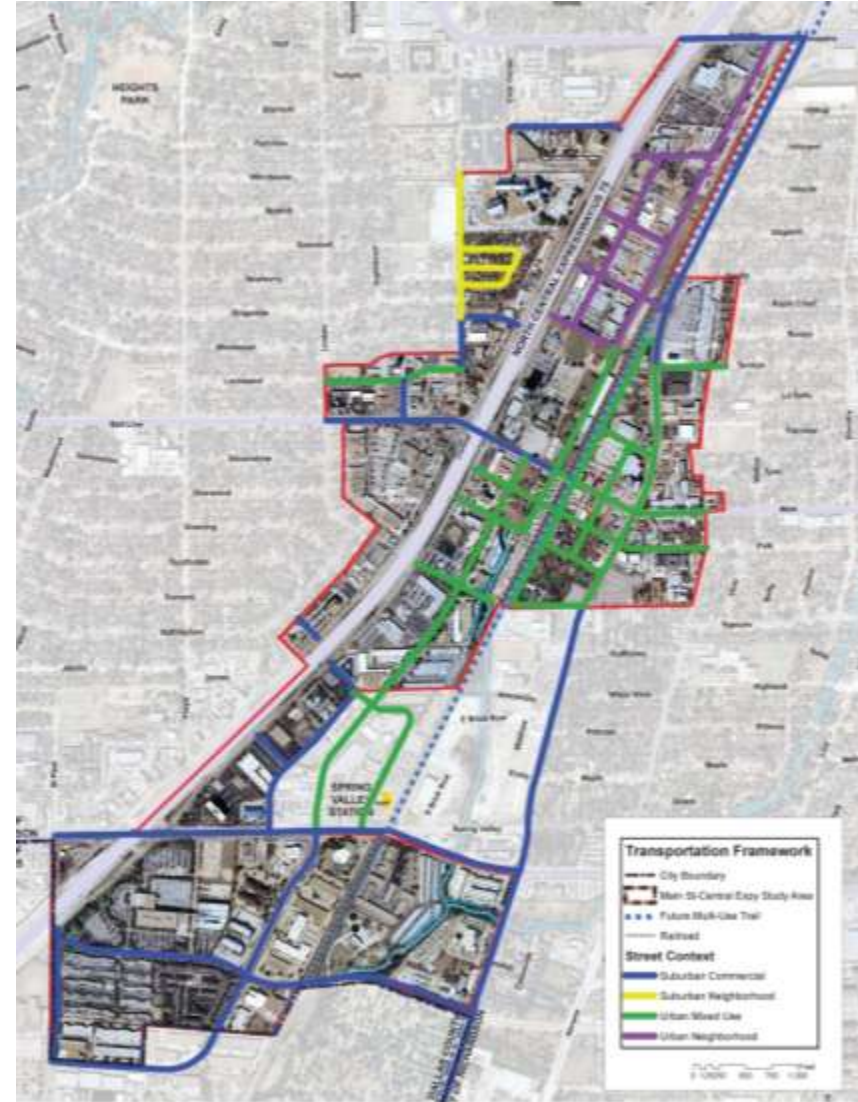
The recommended mix of land uses will make this Corridor a place where people want to live, work and play.

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



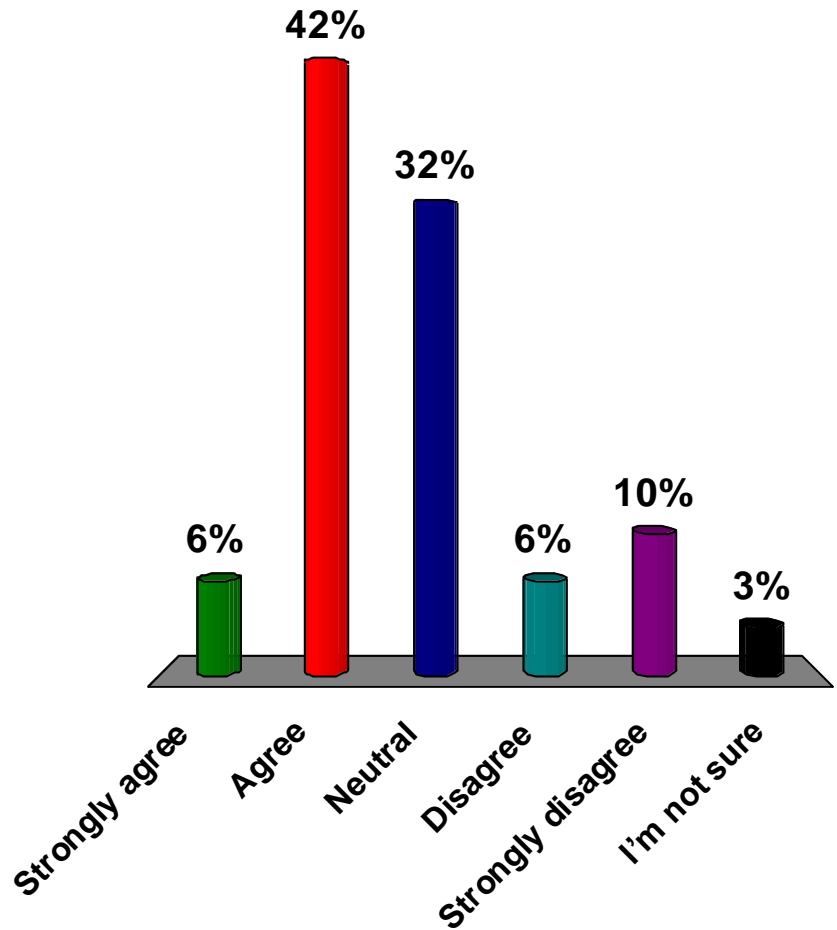
Transportation Framework - Draft

- Identifies and locates the multiple street types that will support the overall vision
- Can be used as a tool to identify future infrastructure investments that will support mobility - vehicular, transit, bicycle, pedestrian - within the study area to prepare for private sector investment in the form of new development



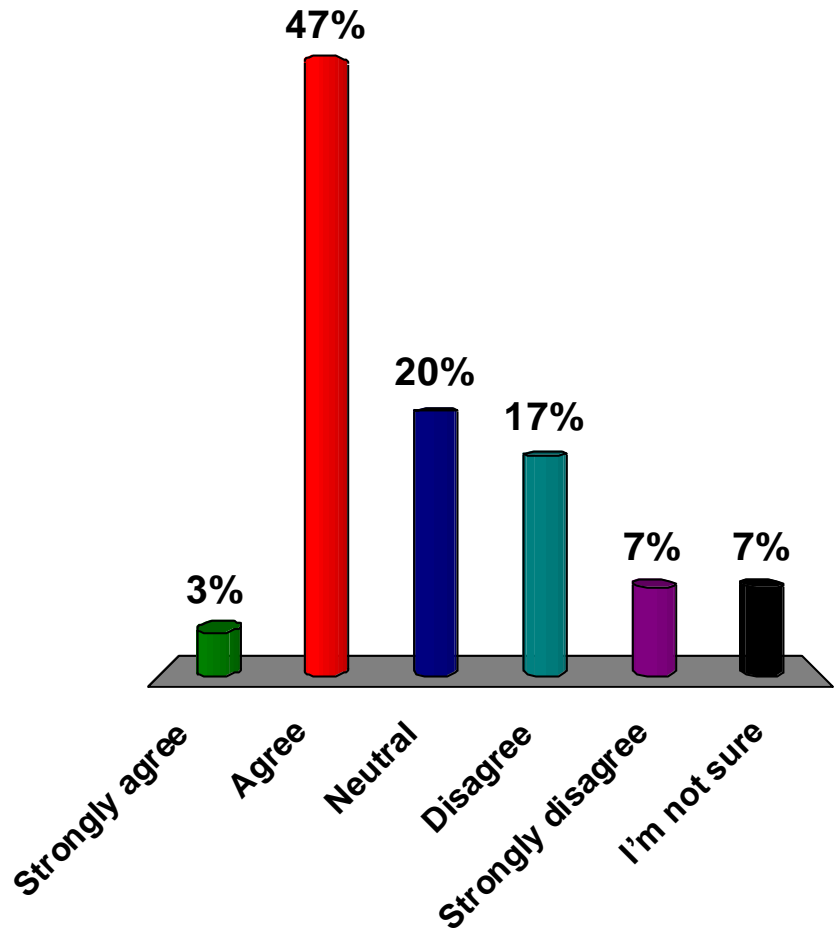
This draft Framework Plan for **Transportation** reflects my ideas about the most successful future for the Corridor.

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



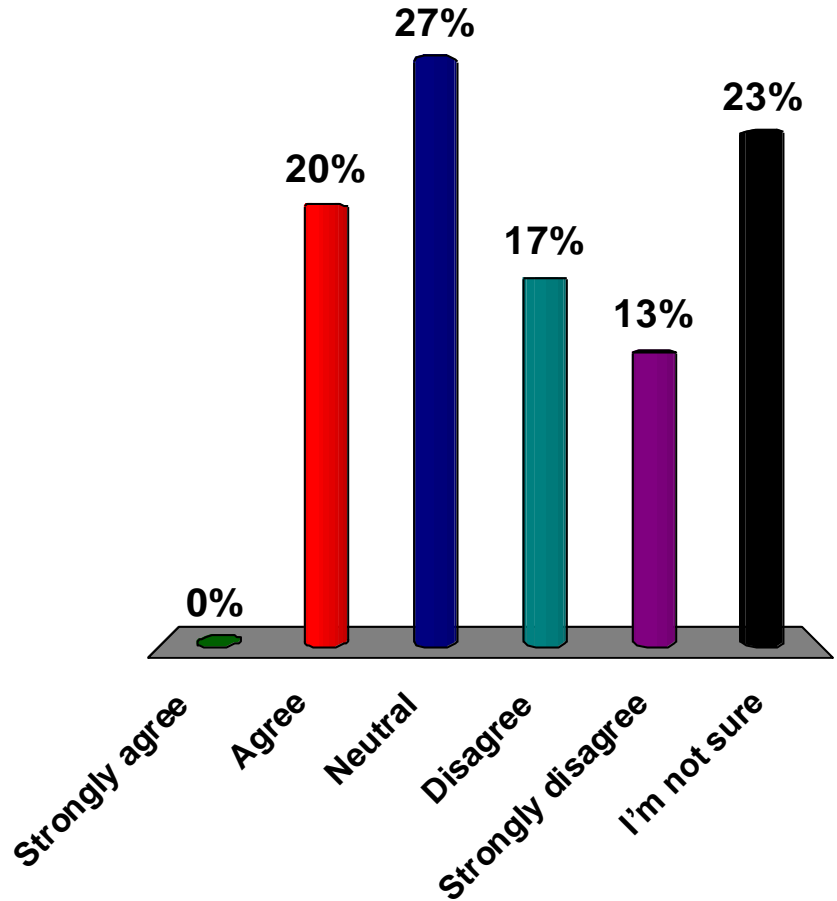
These recommendations will make this Corridor more appealing for people walking or on bikes.

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



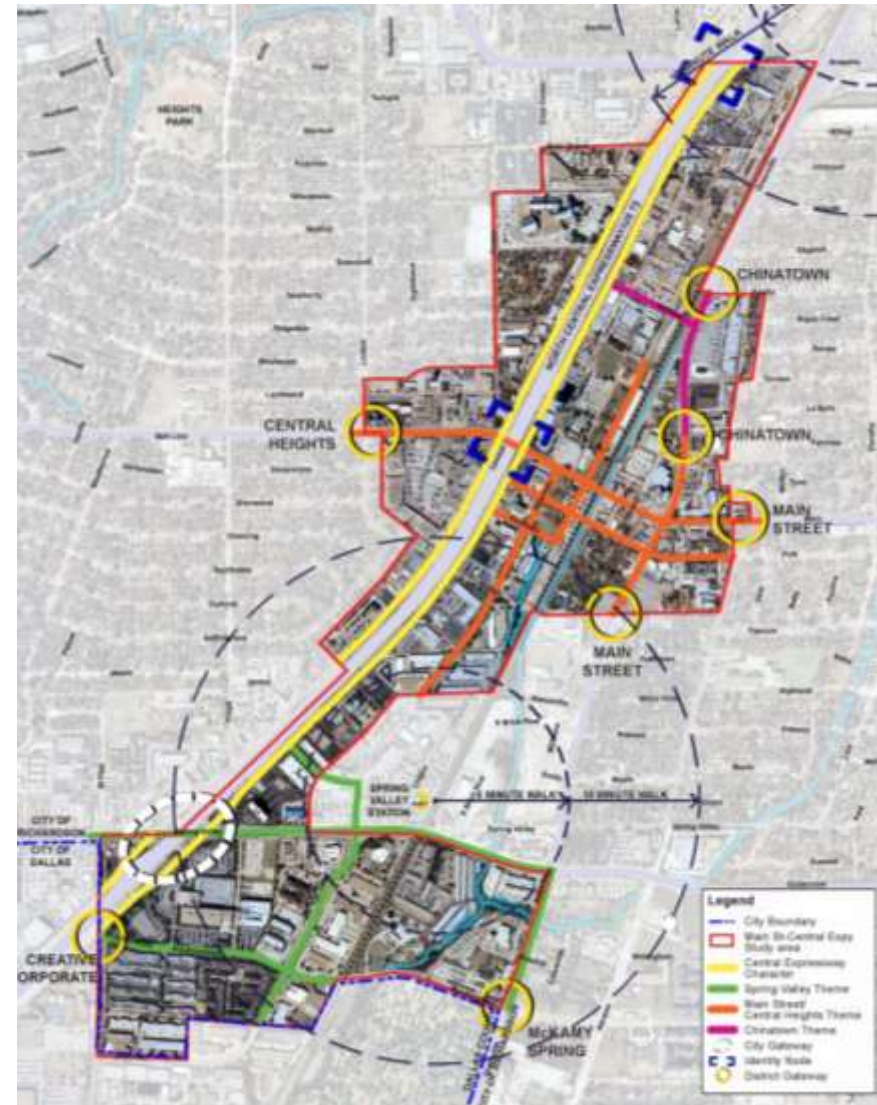
These recommendations will improve the flow of vehicles traveling to and through this area.

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



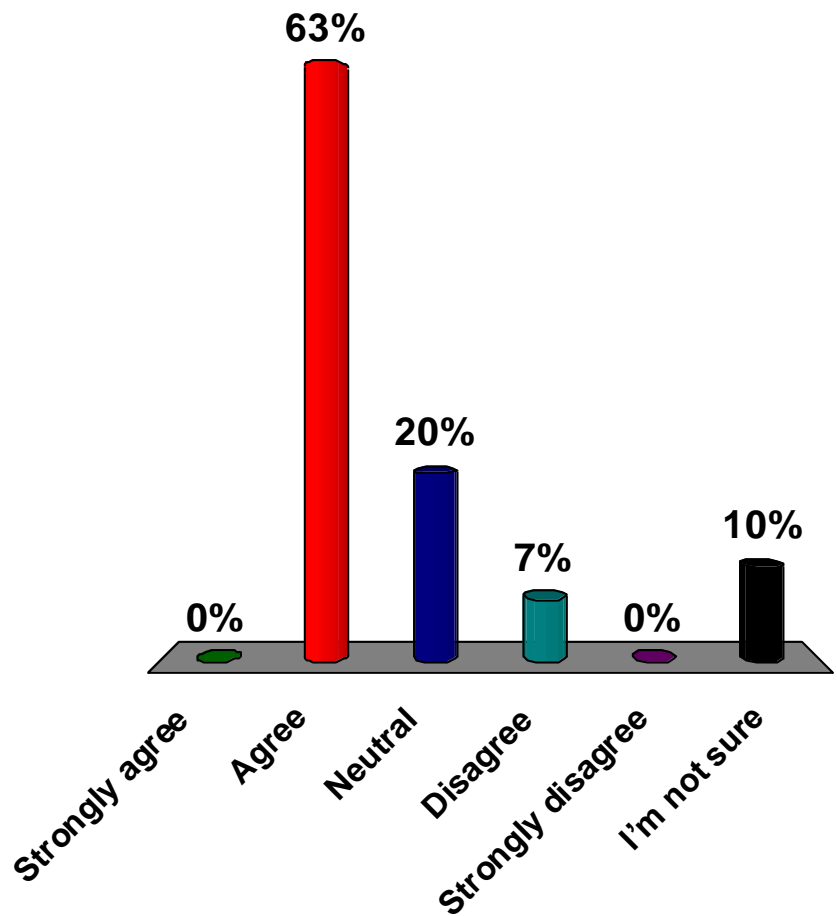
Urban Design Framework - Draft

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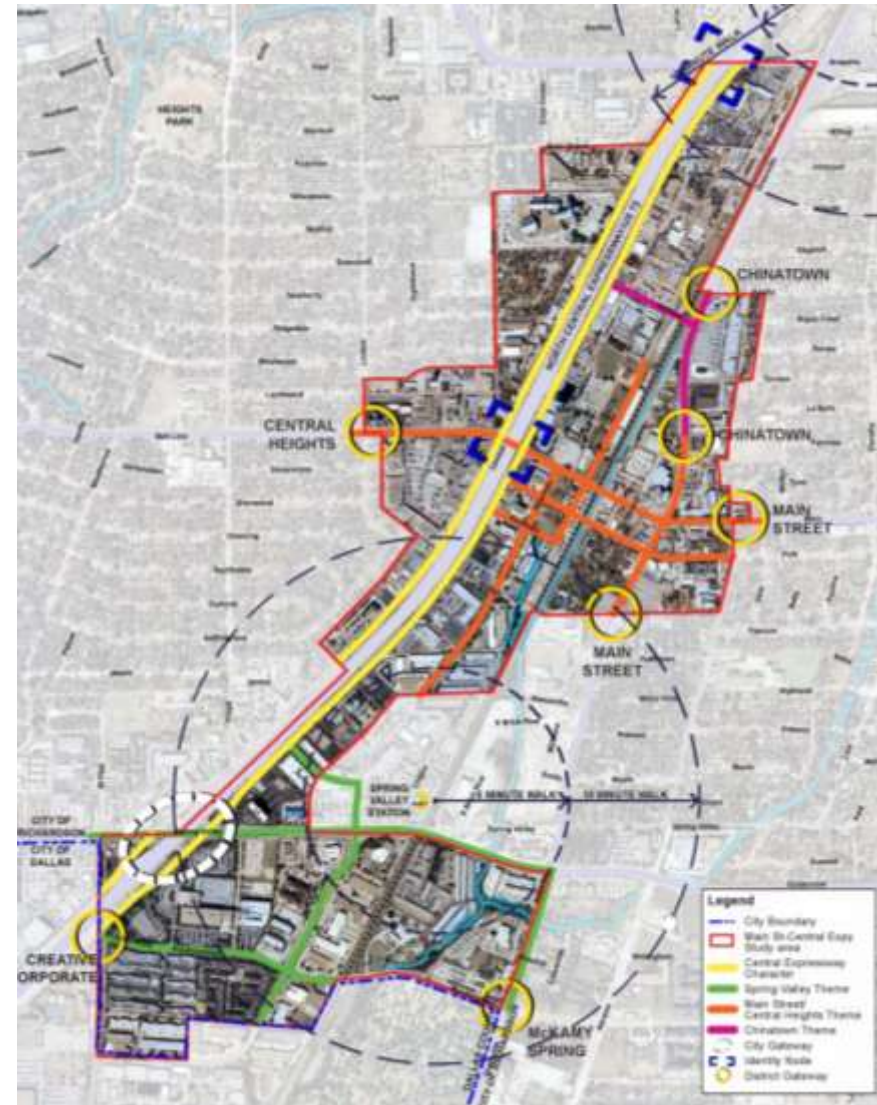
This draft Framework Plan for **Urban Design** reflects my ideas about the most successful future for the Corridor.

- 1. Strongly agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly disagree
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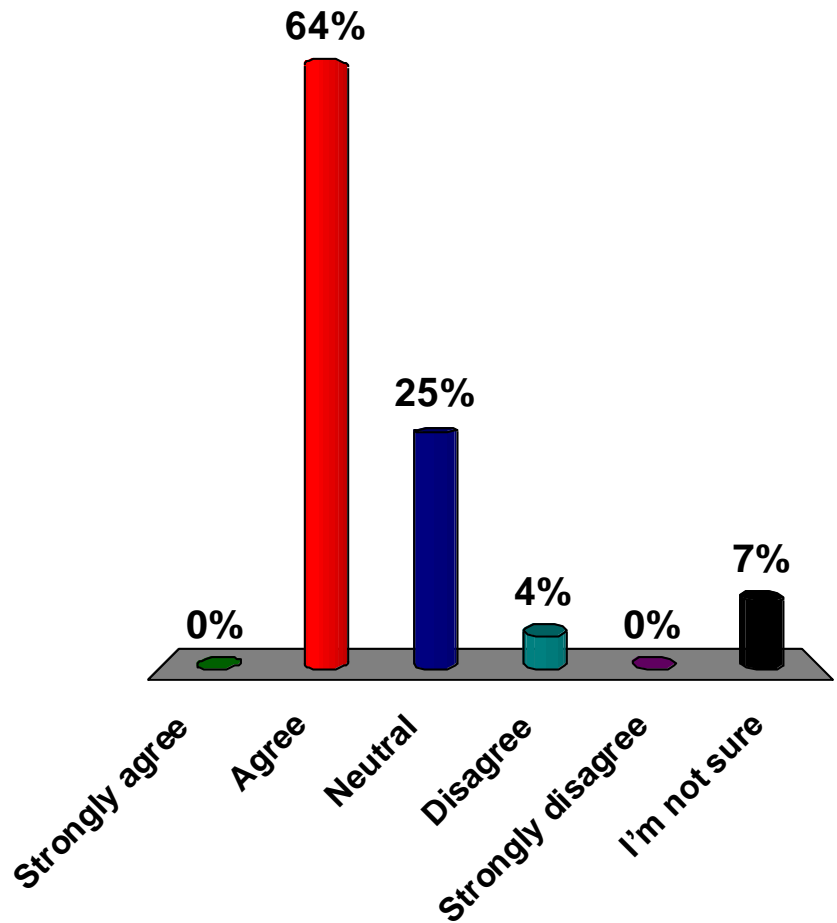
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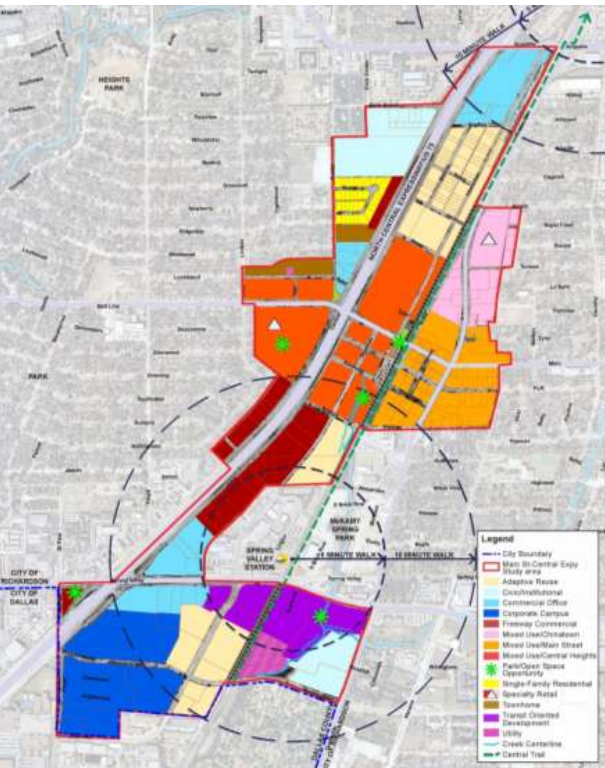
The proposed urban design themes are appropriate to create places with the character I desire for this Corridor's future.

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



Framework Plan – Overall

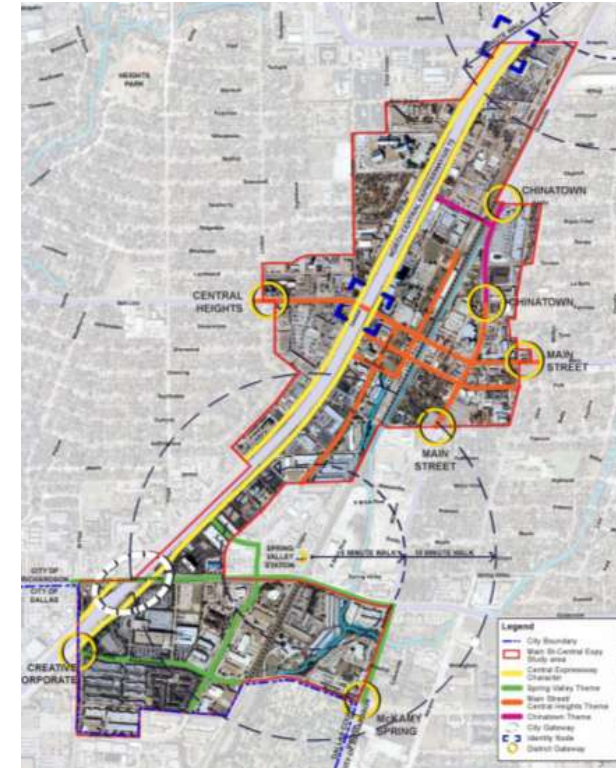
Land Use



Mobility

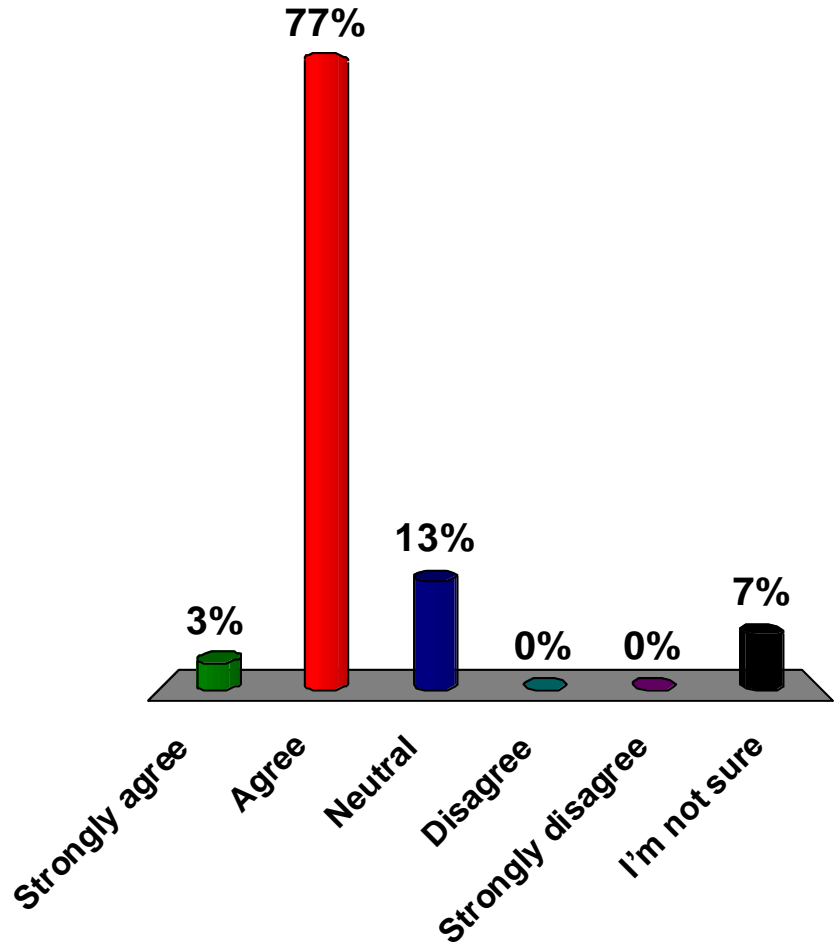


Urban Design



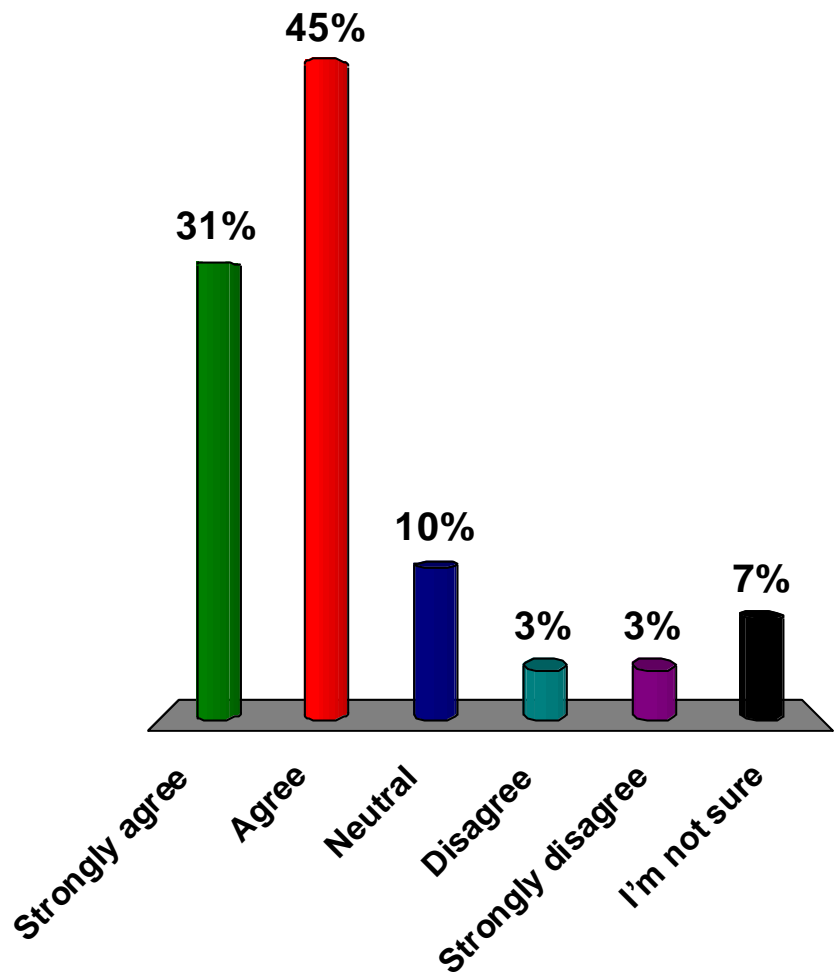
Overall, this draft Framework Plan reflects my ideas about the most successful future for the Corridor.

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



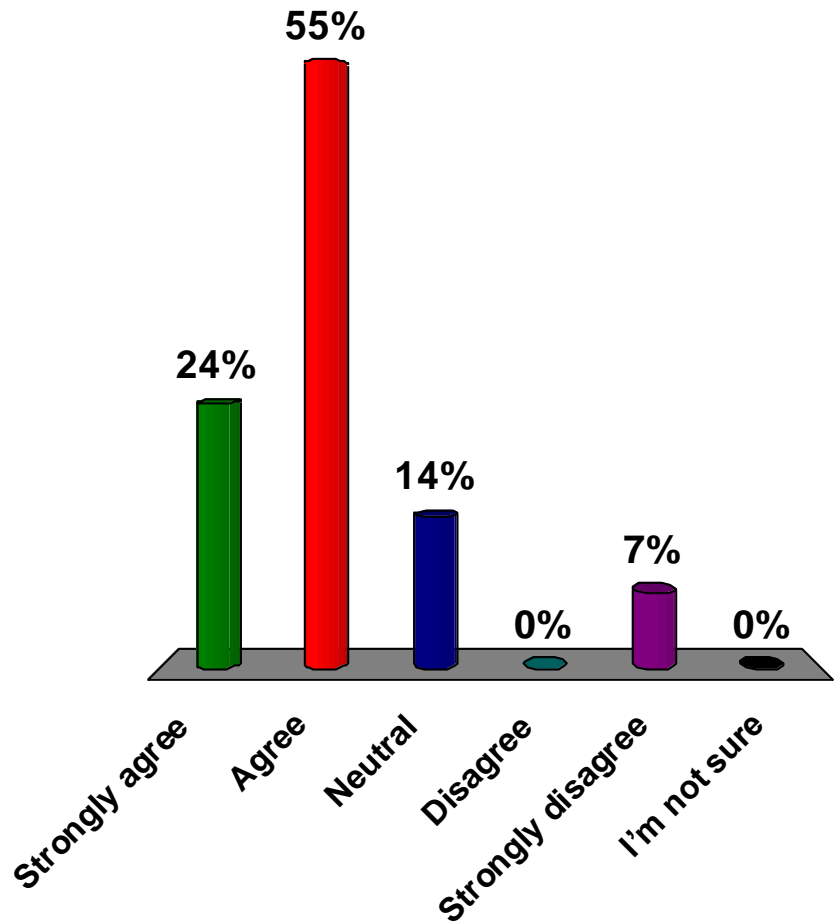
These recommendations will enhance the value of properties in this Corridor.

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



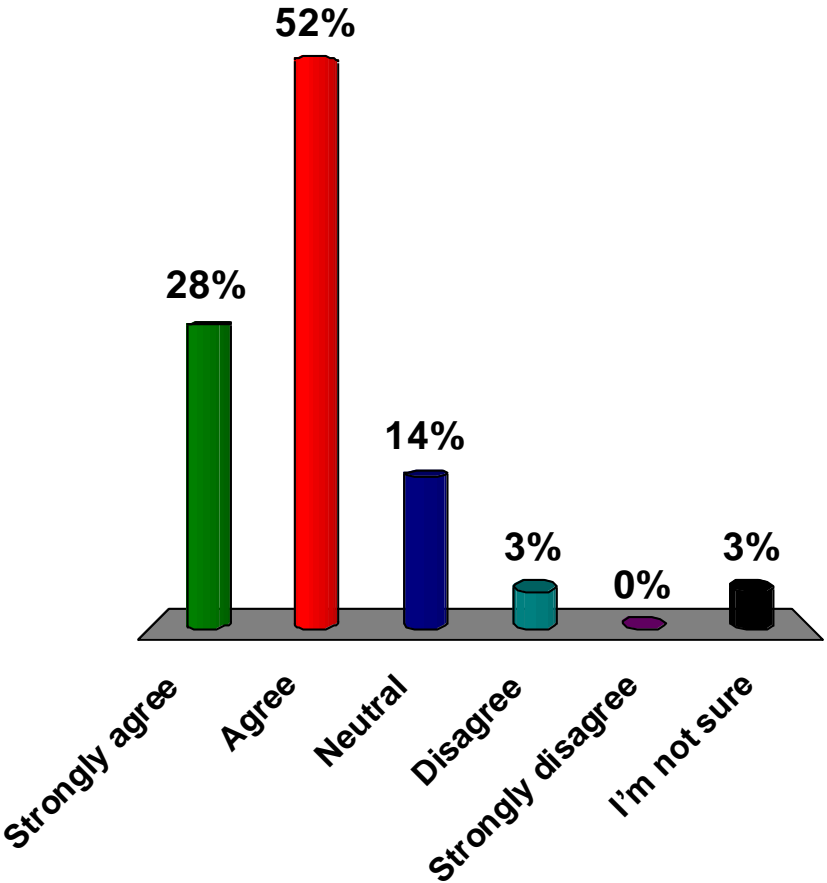
I would want to spend time in a place like the one these recommendations describe.

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



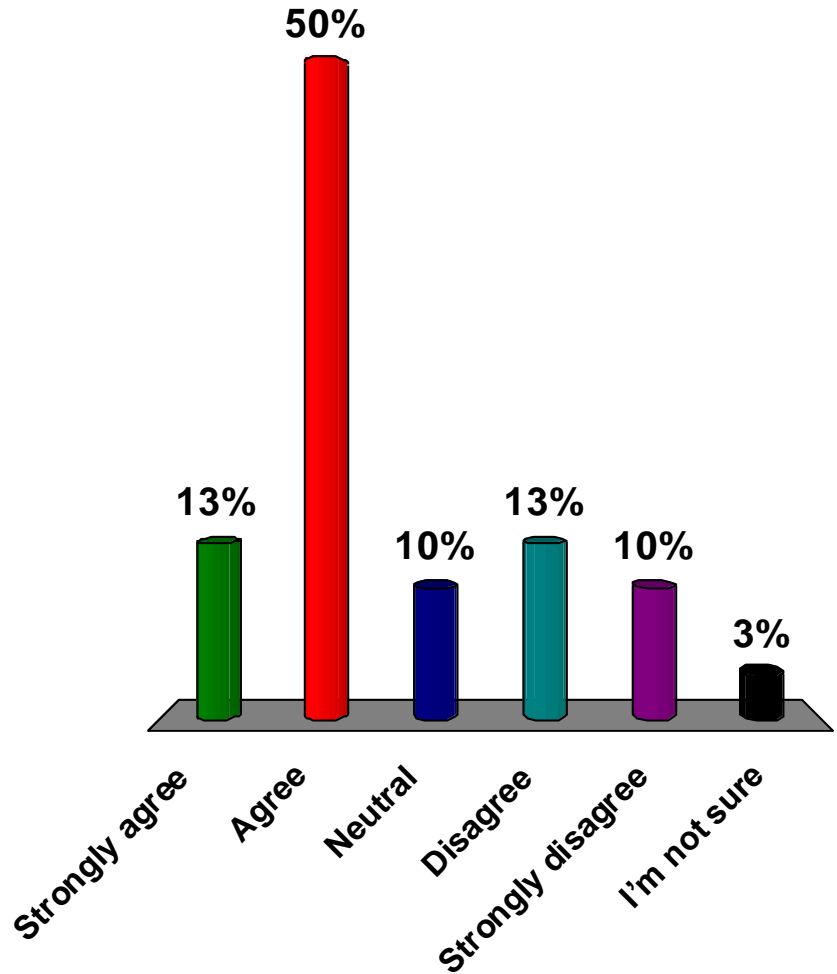
I would want to work or own a business in a place like the one these recommendations describe.

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



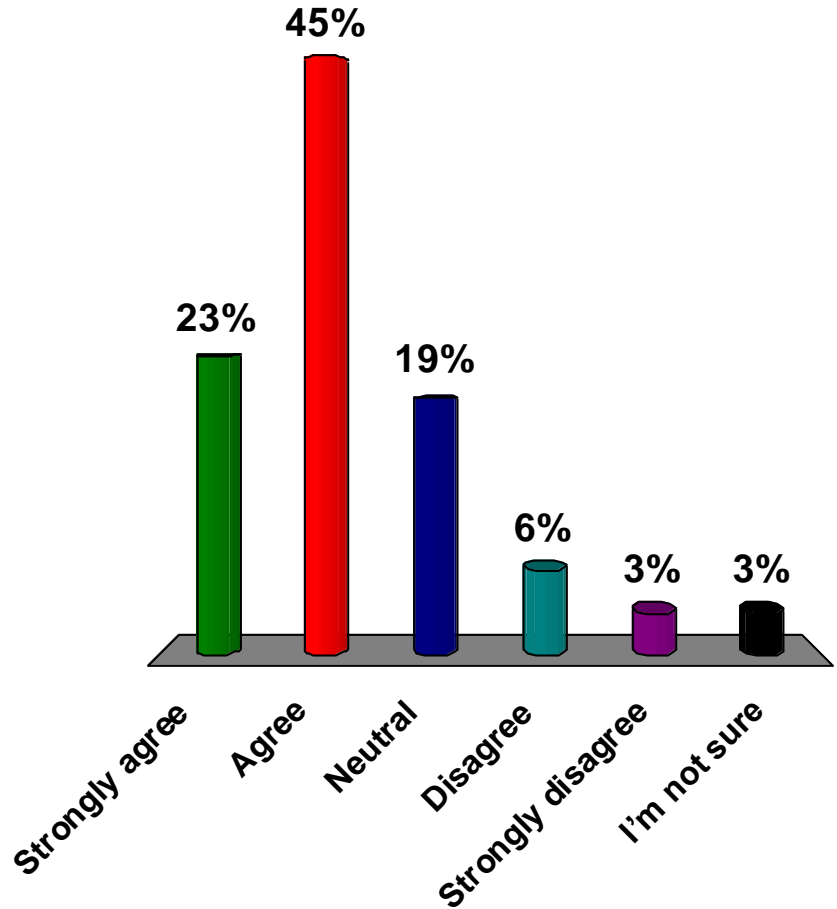
I would want to live in a place like the one these recommendations describe.

- 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 recommendations describe.

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



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



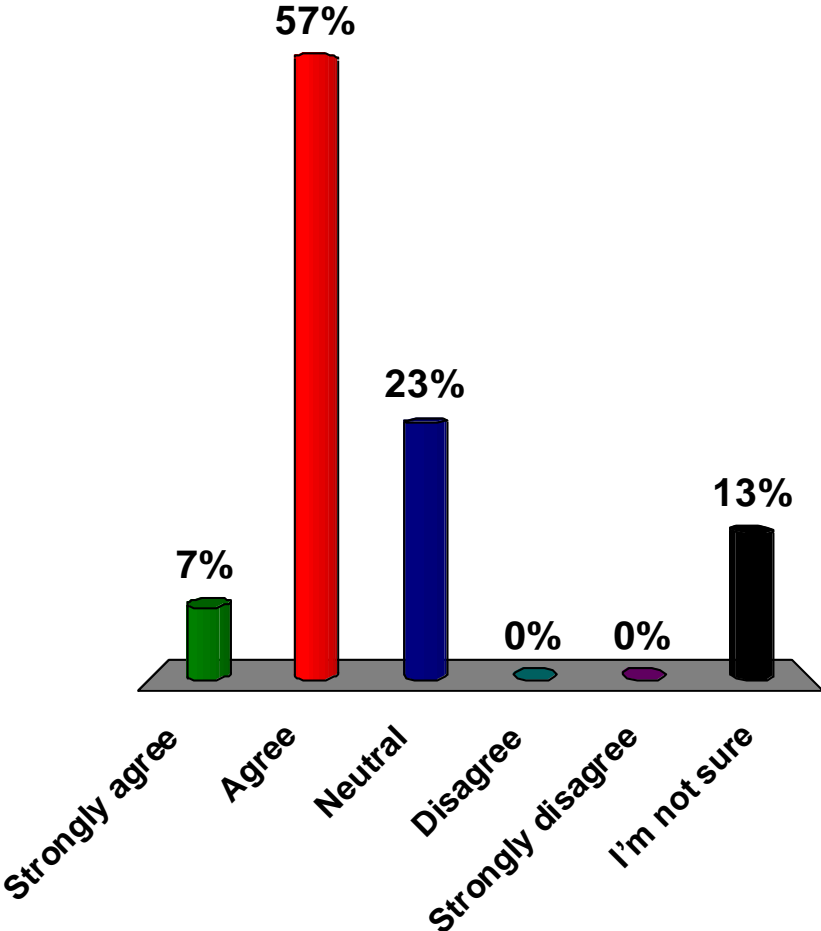
Framework Plan for Focus Area A

Focus Area A - Draft



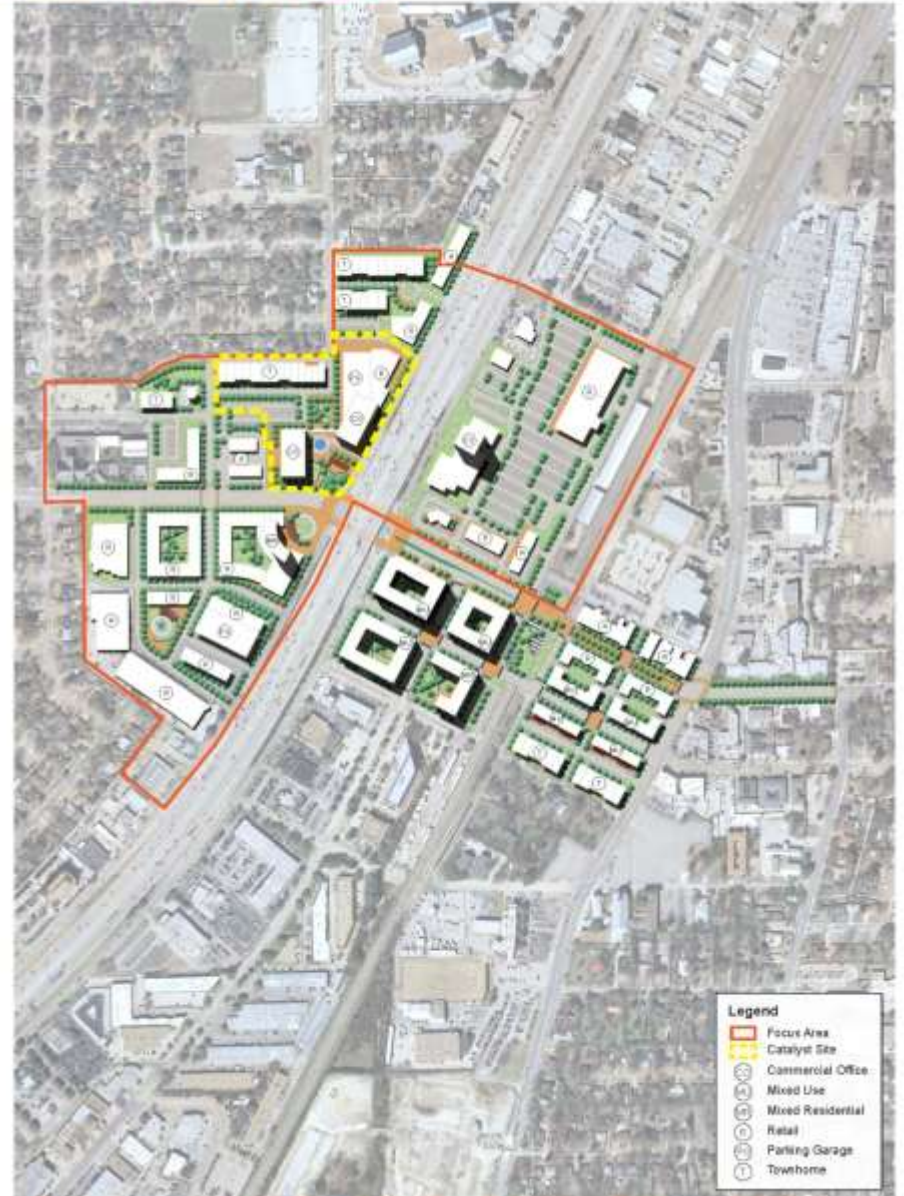
These recommendations for Focus Area A reflect my ideas about the most successful future for this area.

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



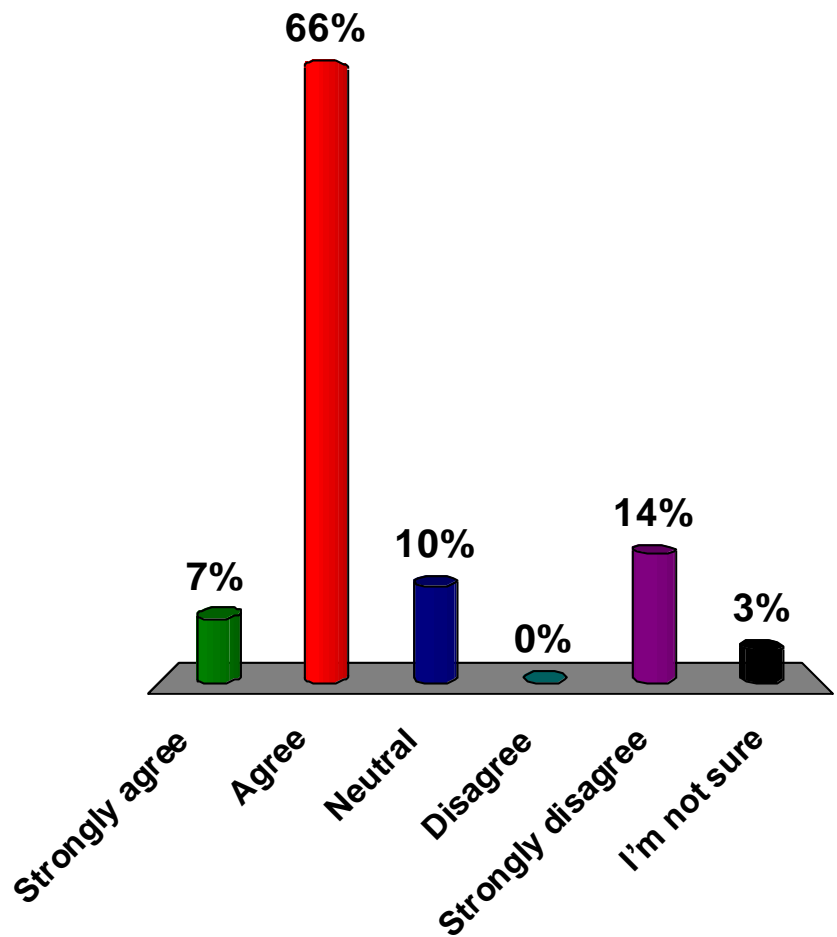
Framework Plan for Focus Area B

Focus Area B - Draft



These recommendations for Focus Area B reflect 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



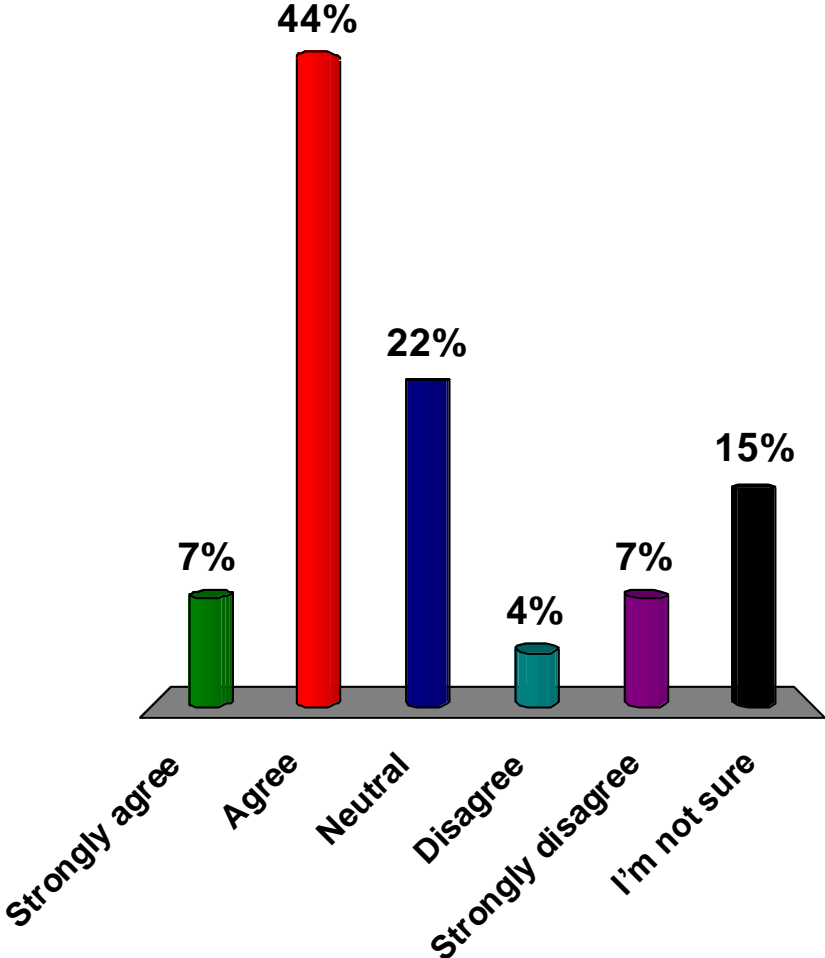
Framework Plan for Focus Area C

Focus Area C - Draft



These recommendations for Focus Area C reflect 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



Gateway Commercial District – Catalyst Site

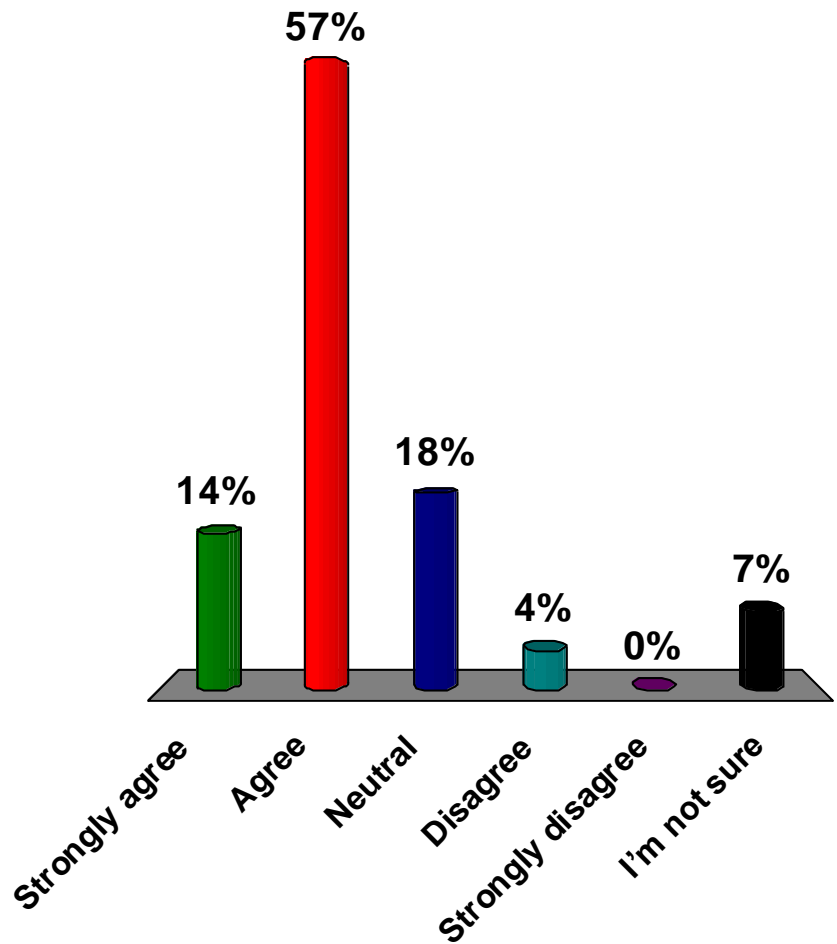


Gateway Commercial District – Catalyst Site



This future concept for Catalyst Site 1 reflects my ideas about the most successful future for this location.

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

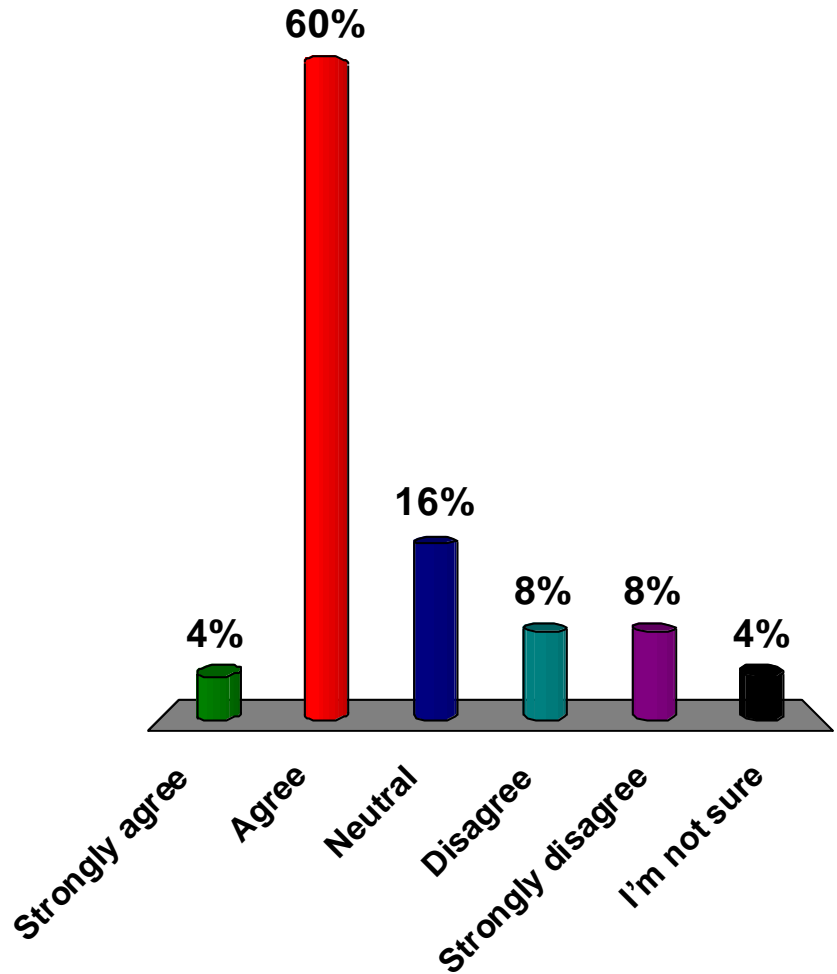


Central Heights – Catalyst Site



This future concept for Catalyst Site 2 reflects my ideas about the most successful future for this location.

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

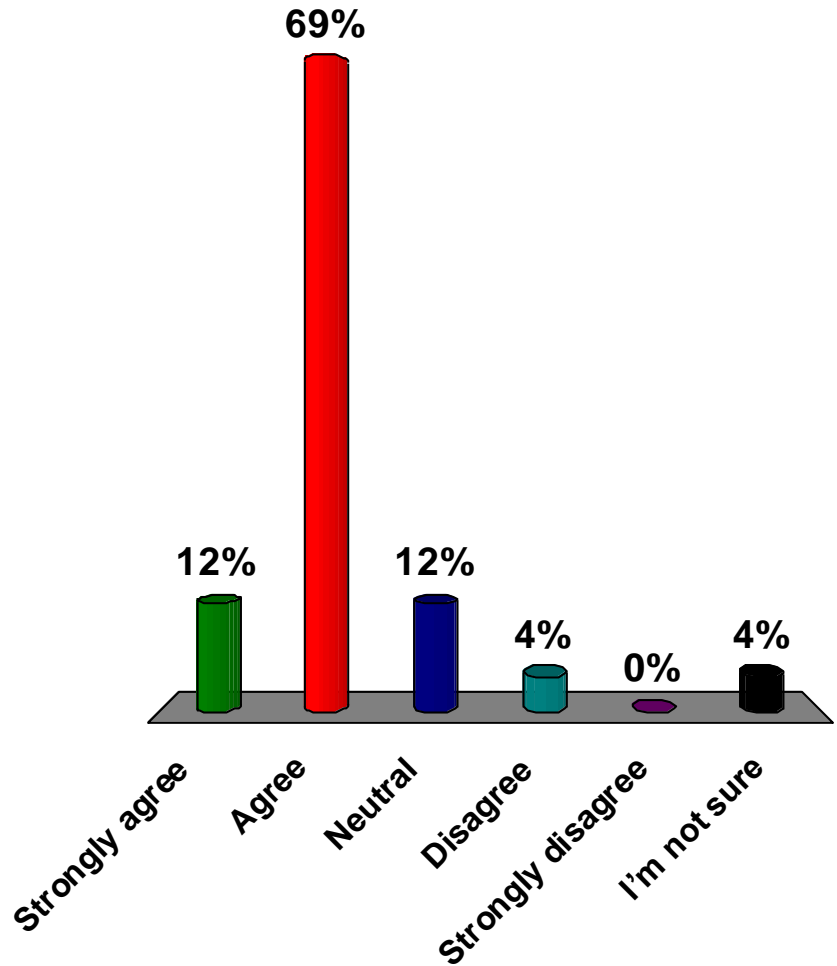


Main Street District – Catalyst Site



This future concept for Catalyst Site 3 reflects my ideas about the most successful future for this location.

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



Thanks for your input!

Next Steps

Final Community Involvement Session

November 8, 2012



MAIN STREET / CENTRAL EXPRESSWAY STUDY