



City Council Briefing

November 19, 2012

Final Community Involvement Session

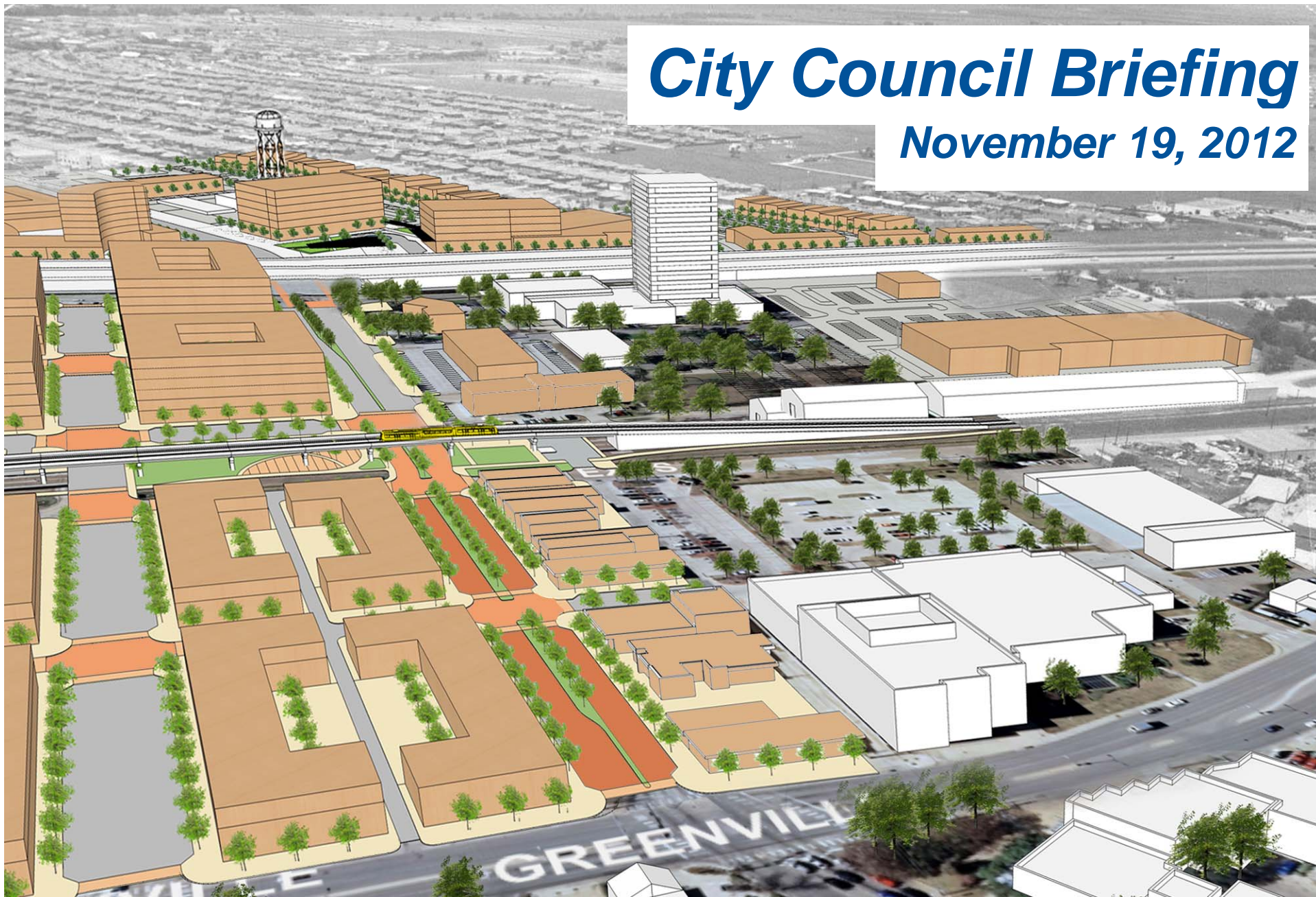
Image Source – Richardson Public Library

R MAIN STREET / CENTRAL EXPRESSWAY STUDY


Richardson, Texas

City Council Briefing

November 19, 2012



MAIN STREET / CENTRAL EXPRESSWAY STUDY



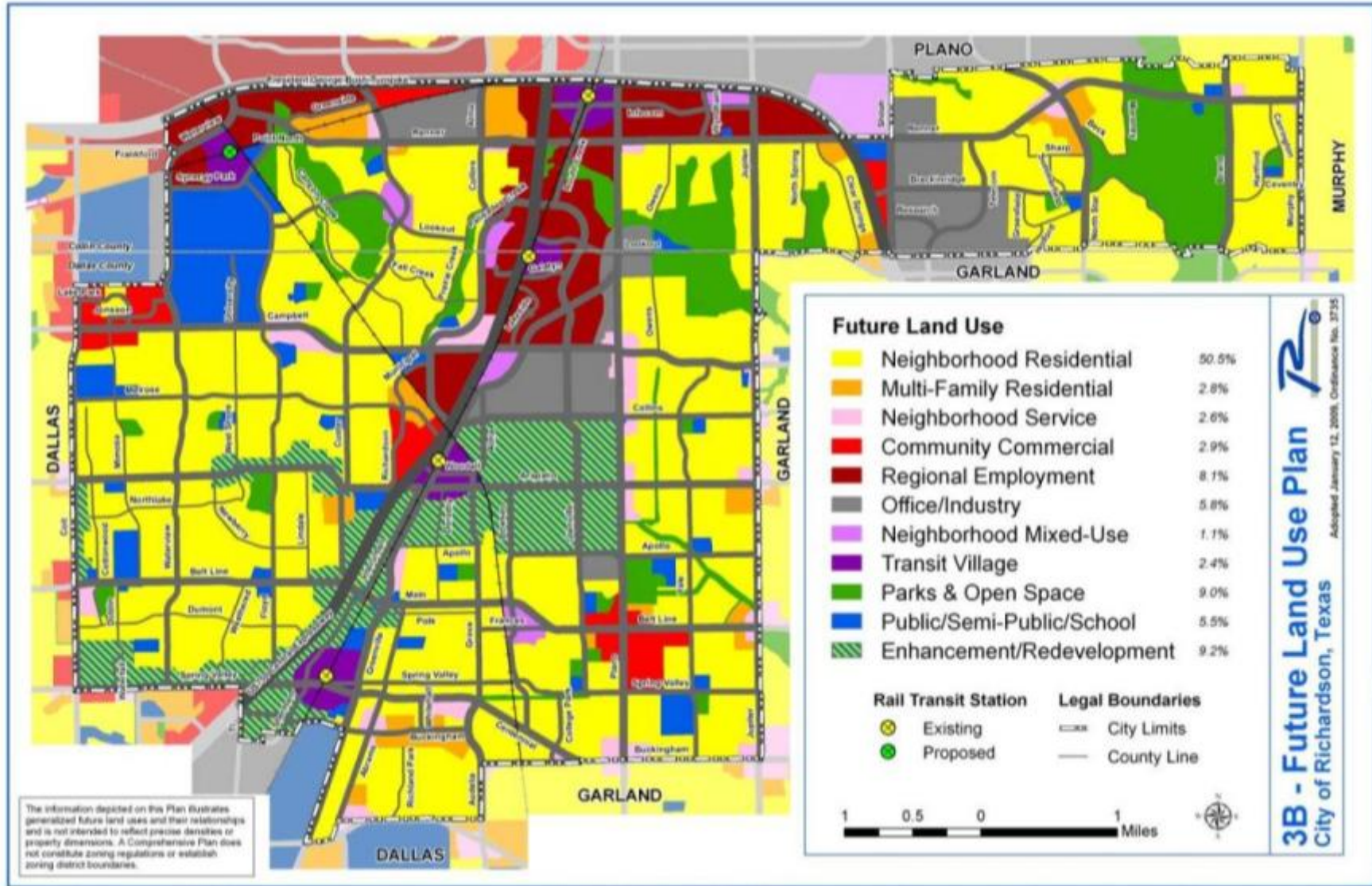
Richardson, Texas

Presentation Outline

- Background Information and Status
- Draft Concept Plan
- Draft Framework Plan Highlights
- Keypad Polling, Discussion, Stations
- Next Steps
- Questions/Discussion

Background Information and Status

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

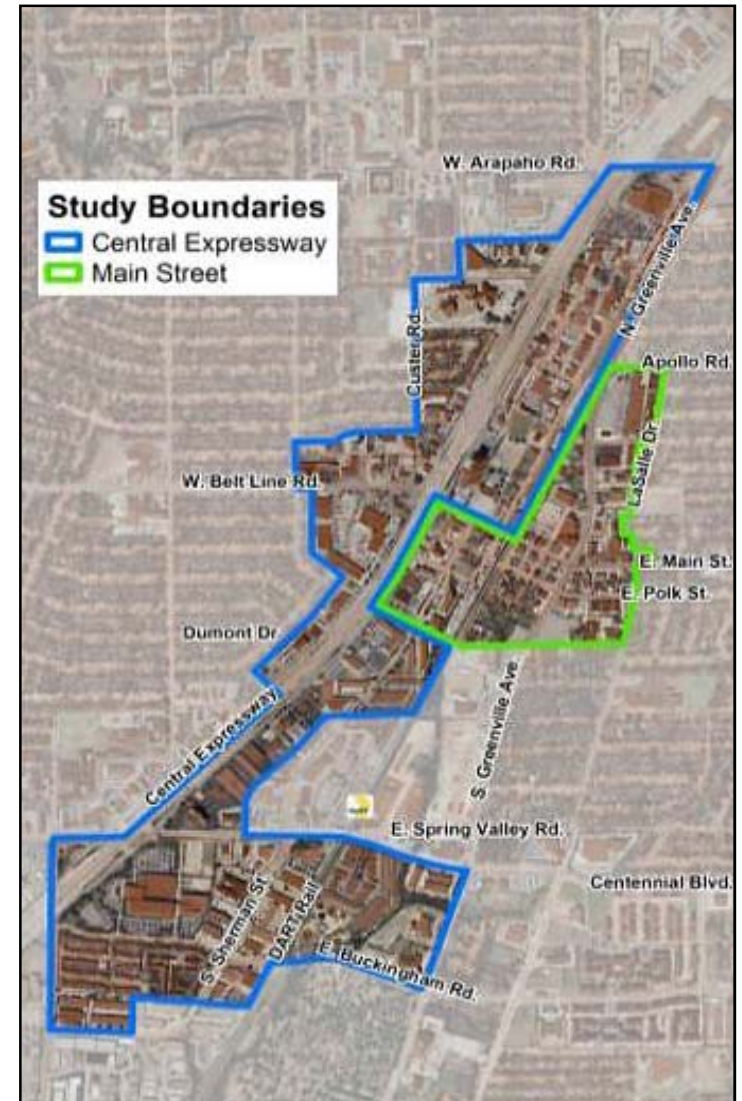


Reflect the challenges of a first-tier **suburb—aging development and infrastructure; under-performing properties; evolving demographics**

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

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**



Study Approach

- Suggestions, ideas, concepts gathered through these efforts have 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 has been held (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 / Feedback

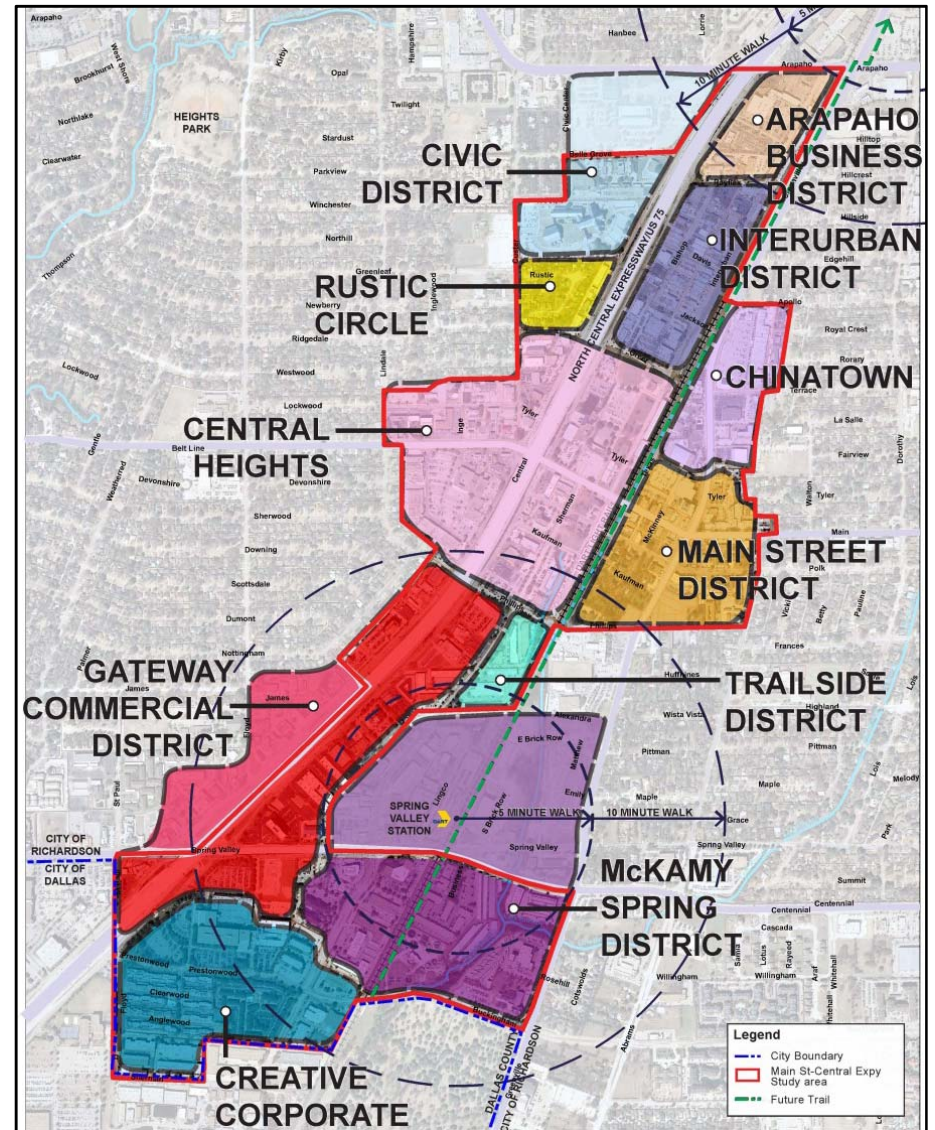
- Logistics for **Questionnaire** (open-ended) and **Survey** (more detailed questions)
 - Conducted October 17 – 31, 2012
 - Sought comments on the **'Preliminary Concepts'** discussed at the September Community Workshop (packet posted online)
 - **21 responses on Questionnaire; 82 on Survey**
- **Respondents**
 - **Online respondents were younger and more likely to live in the Corridor** compared 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)

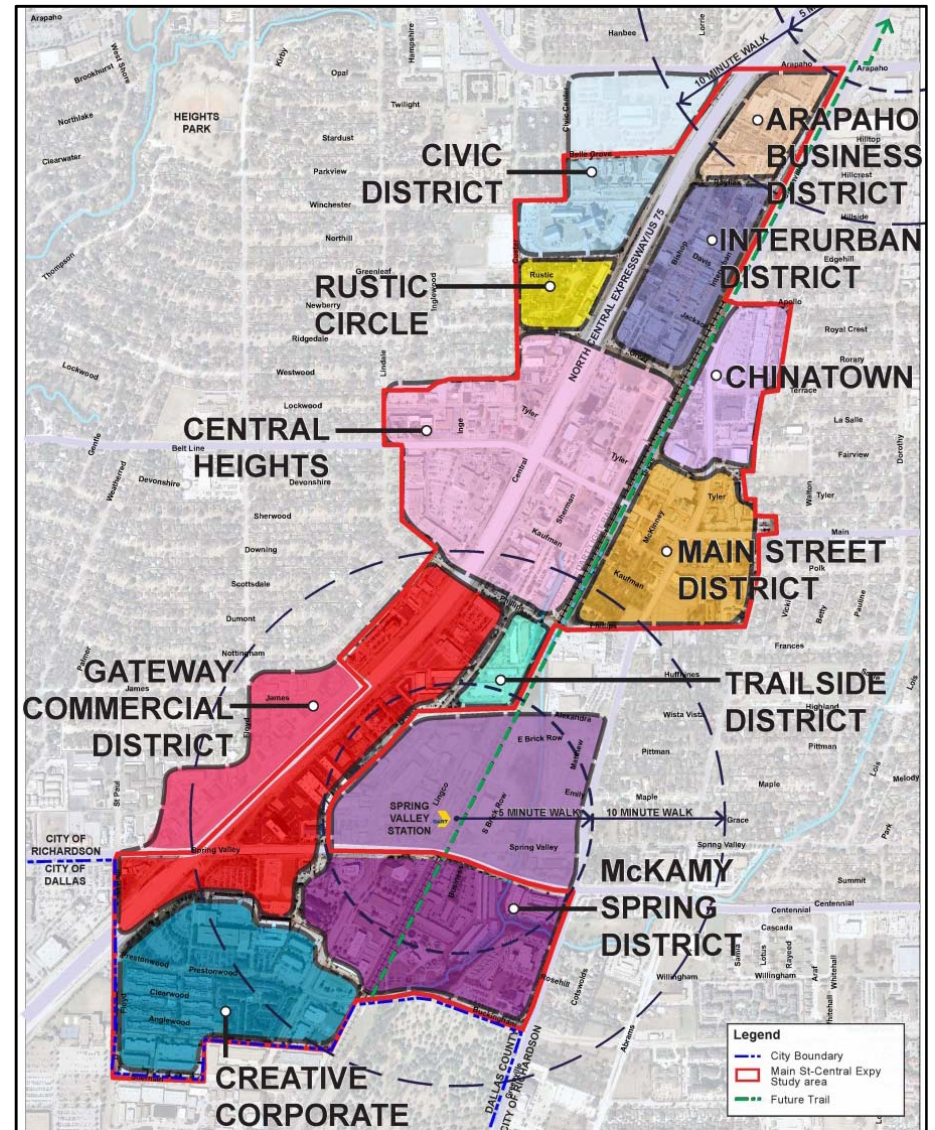
Draft Concept Plan

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



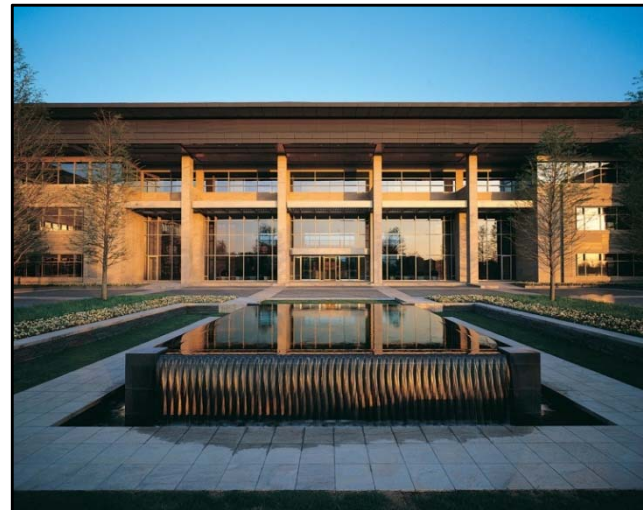
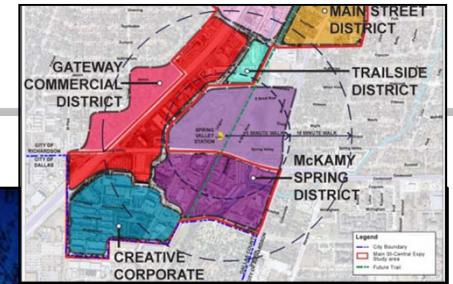
Draft Concept Plan

- The plan creates **11 districts**, each with a **distinctive character**
 - Creative Corporate
 - Gateway Commercial
 - McKamy Spring
 - Trailside
 - Central Heights
 - Main Street
 - Chinatown
 - Interurban
 - Arapaho
 - Rustic Circle
 - Civic



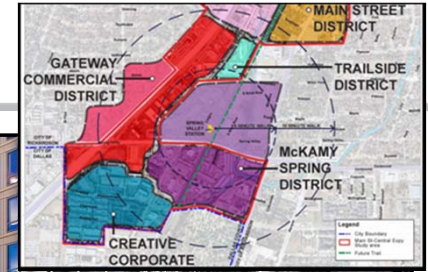
Draft Concept Plan – Creative Corporate

- 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 1

Spring Valley/Central



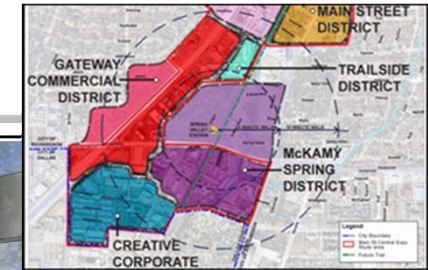
Gateway Commercial District – Catalyst Site 1

Spring Valley/Central



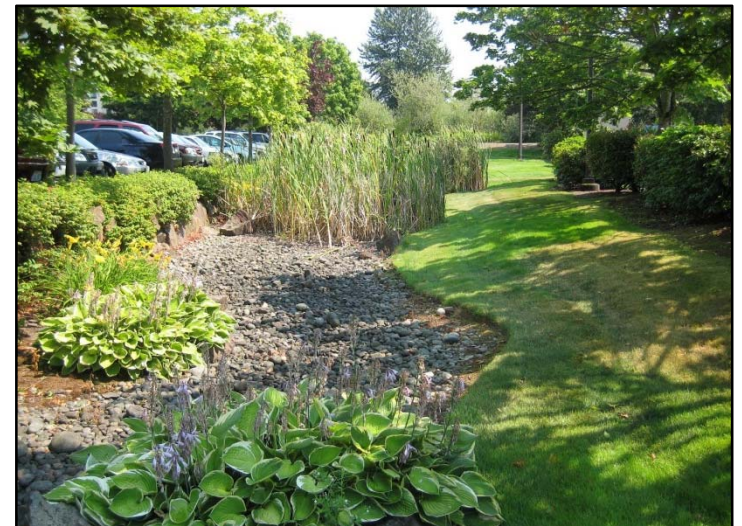
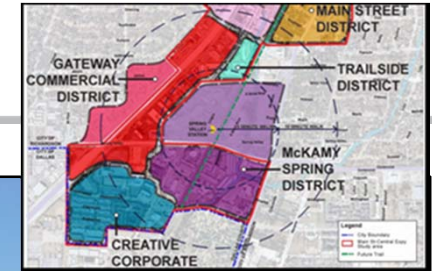
Draft Concept Plan – McKamy Spring District

- 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**



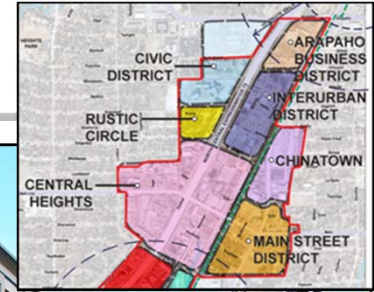
Draft Concept Plan – Trailside District

- 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**



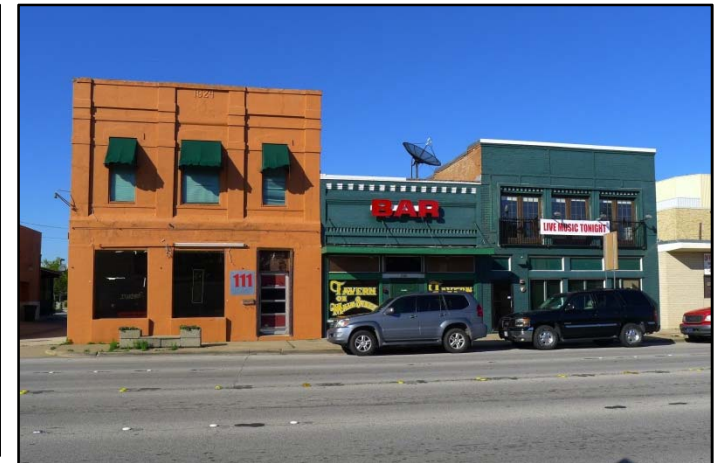
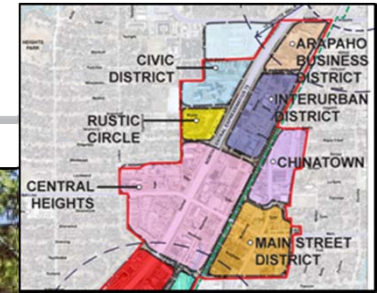
Central Heights – Catalyst Site 2

Belt Line/Central



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

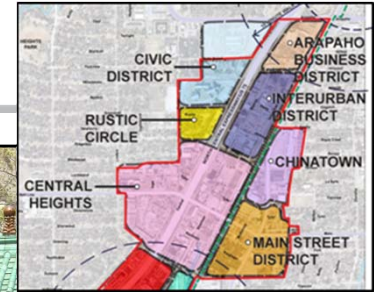


Main Street District – Catalyst Site 3



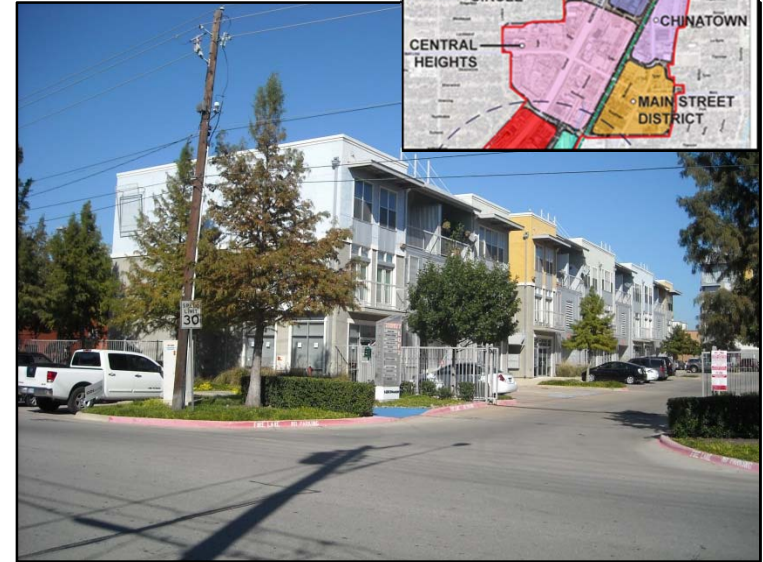
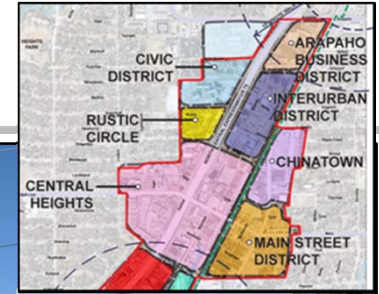
Draft Concept Plan – Chinatown

- 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**



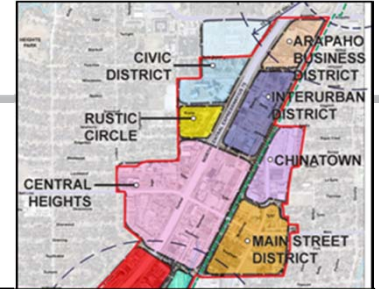
Draft Concept Plan – Interurban District

- 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**



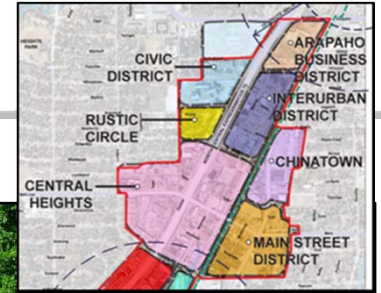
Draft Concept Plan – Arapaho Business District

- 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**



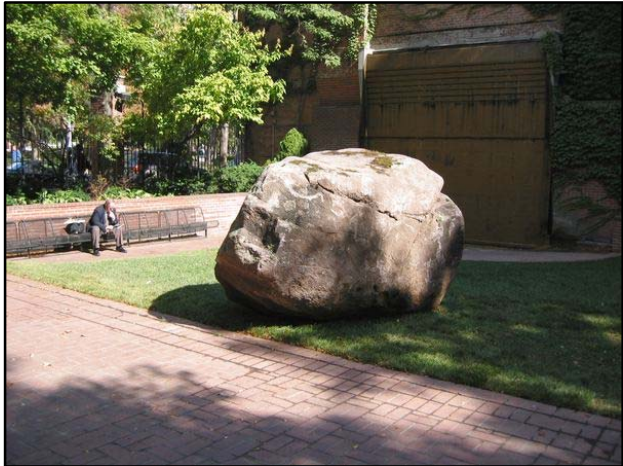
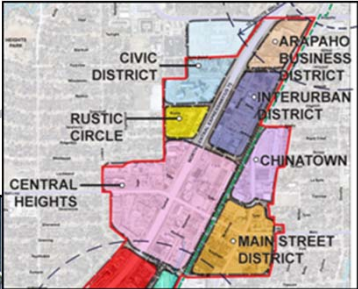
Draft Concept Plan – Rustic Circle

- 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

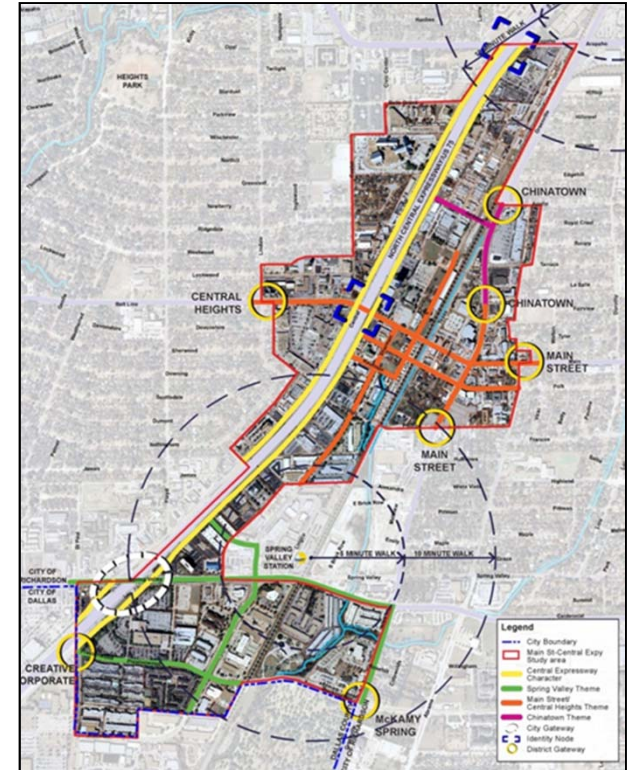
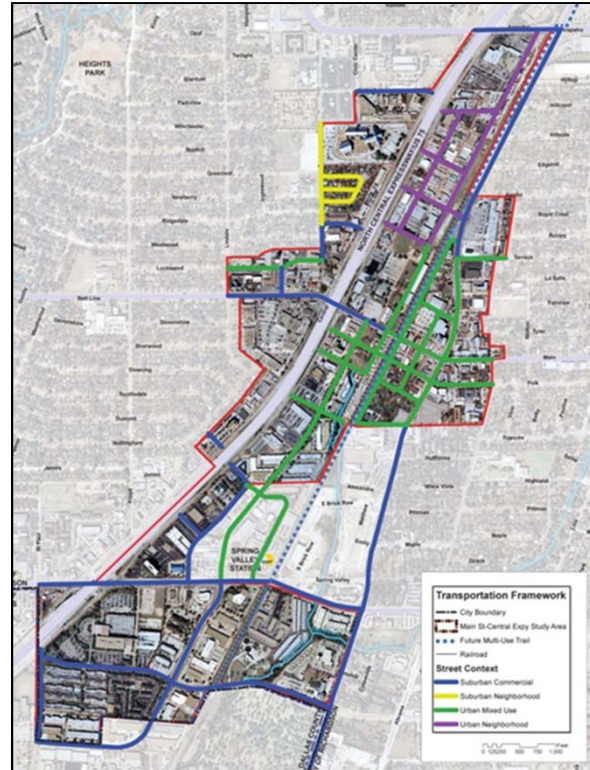
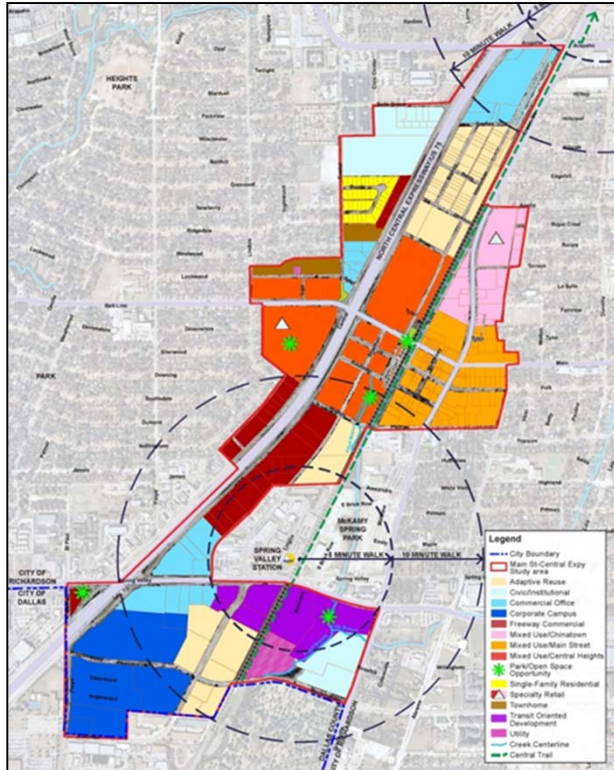
- 23 developable acres
- Builds upon the civic and institutional uses currently in the area to create a **cohesive district through streetscape improvements and consistent urban design elements**



Draft Framework Plan Highlights

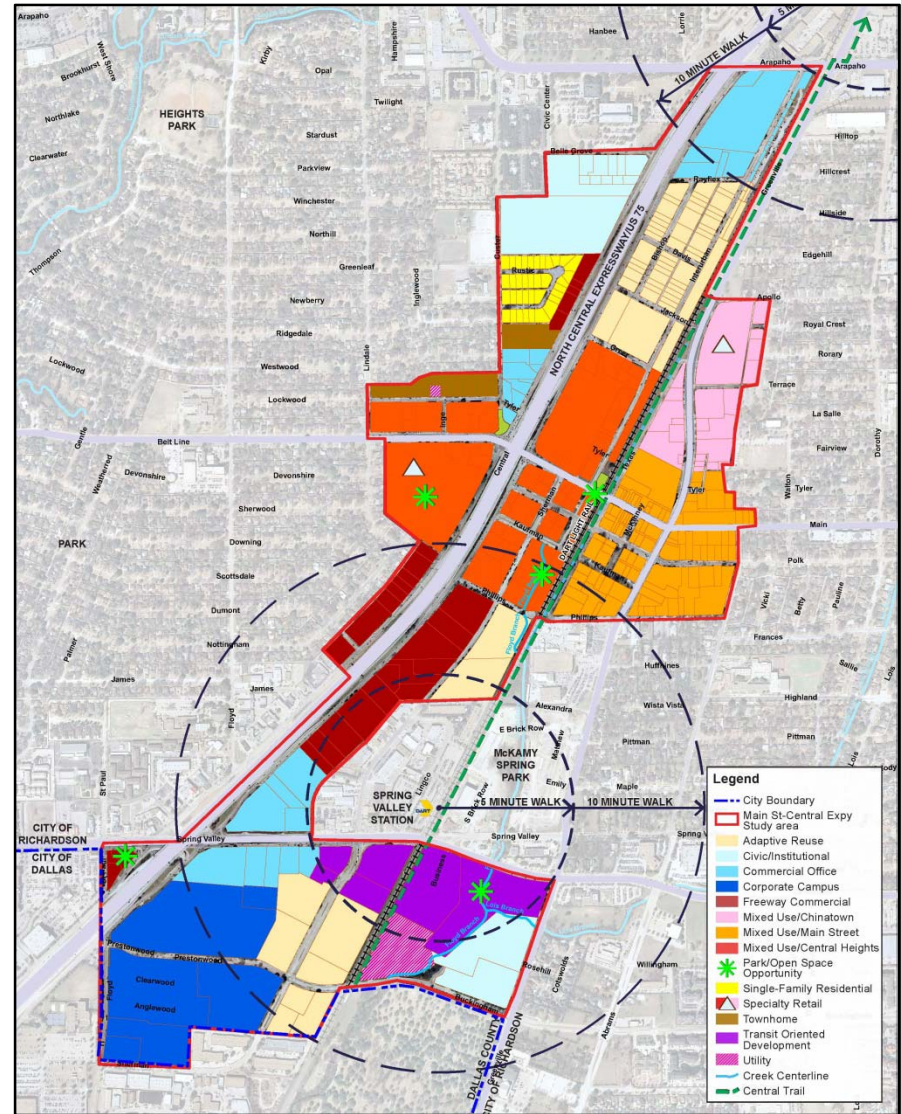
Draft Framework Plan Overview

- 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, Transportation, and Urban Design** components



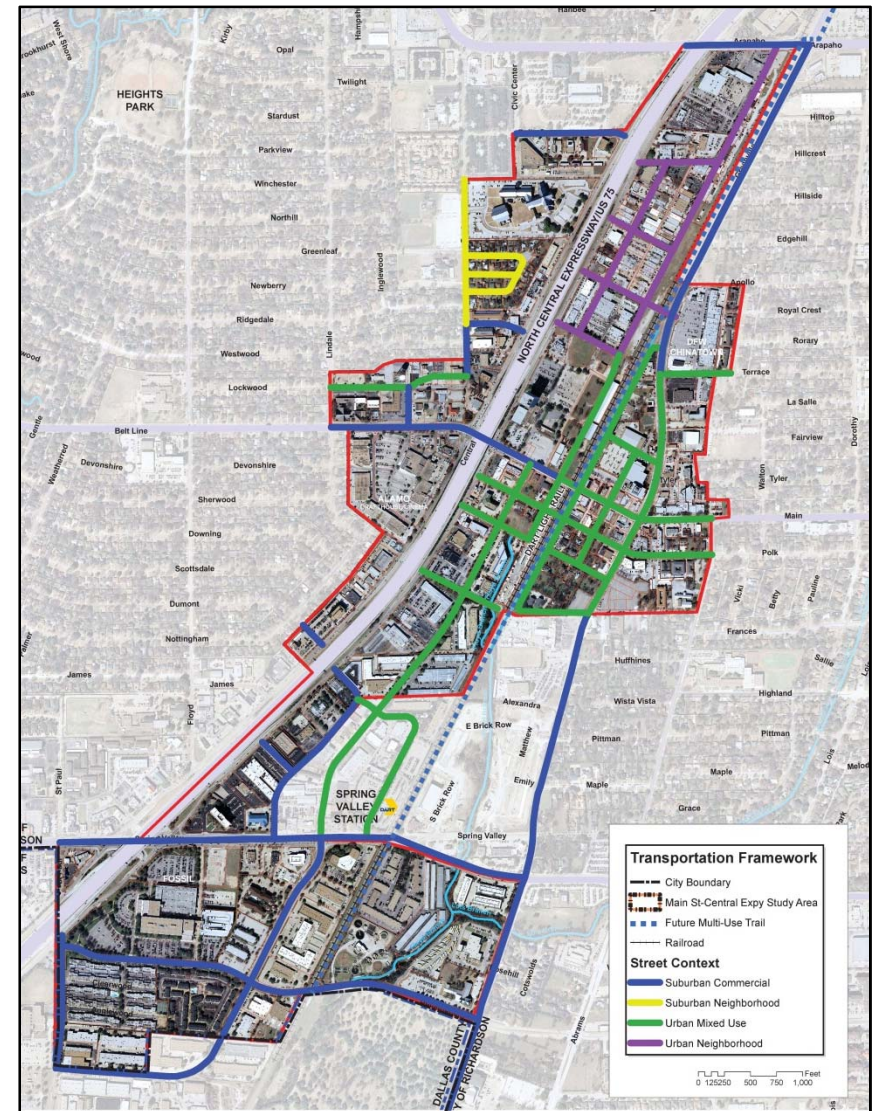
Land Use Framework - Draft

- 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



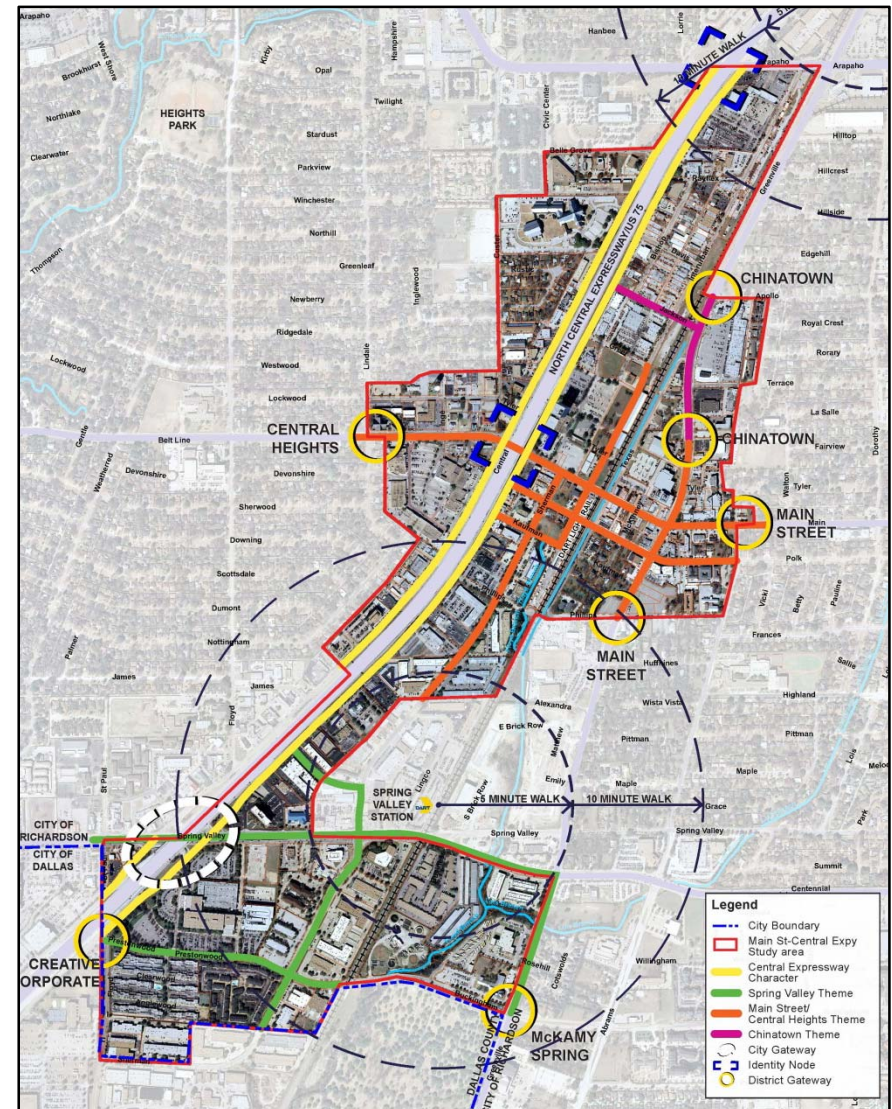
Transportation Framework - Draft

- **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

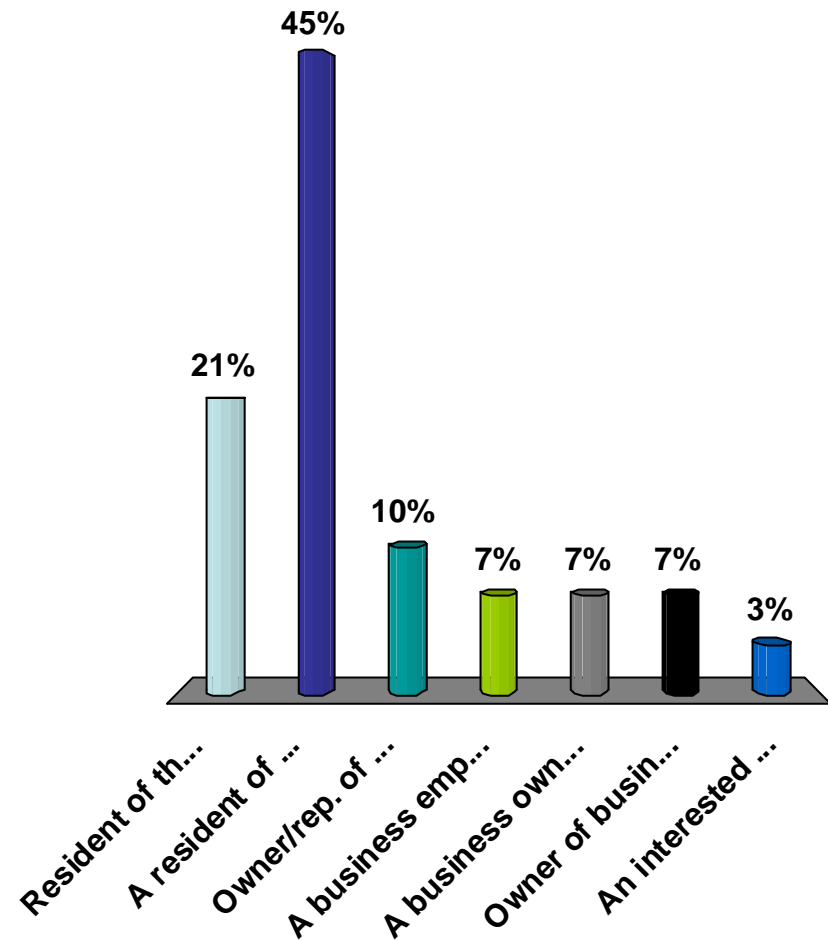
- Identifies and locates **city-wide gateways, district gateways and nodes with special character** and identity
- Identifies the **urban design/streetscape character** for key roadways that will provide an identity and sense of place for key districts



Keypad Polling, Discussion, Stations

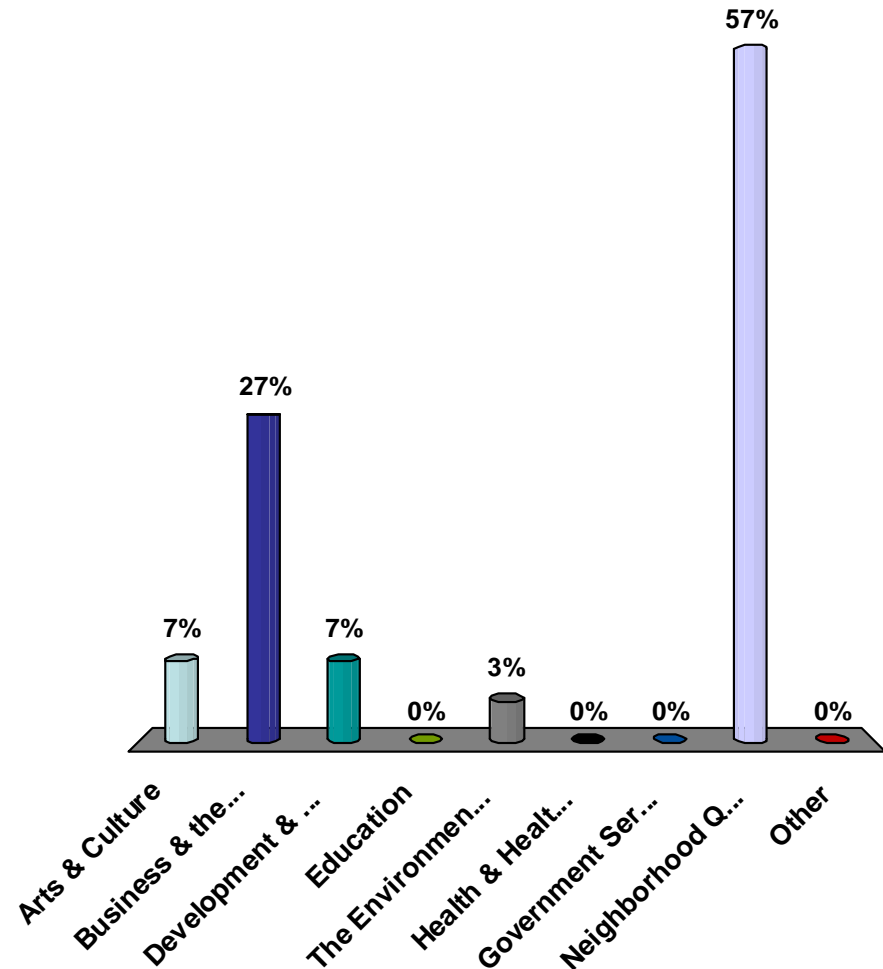
I am most involved in the Main Street/Central Corridor as:

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



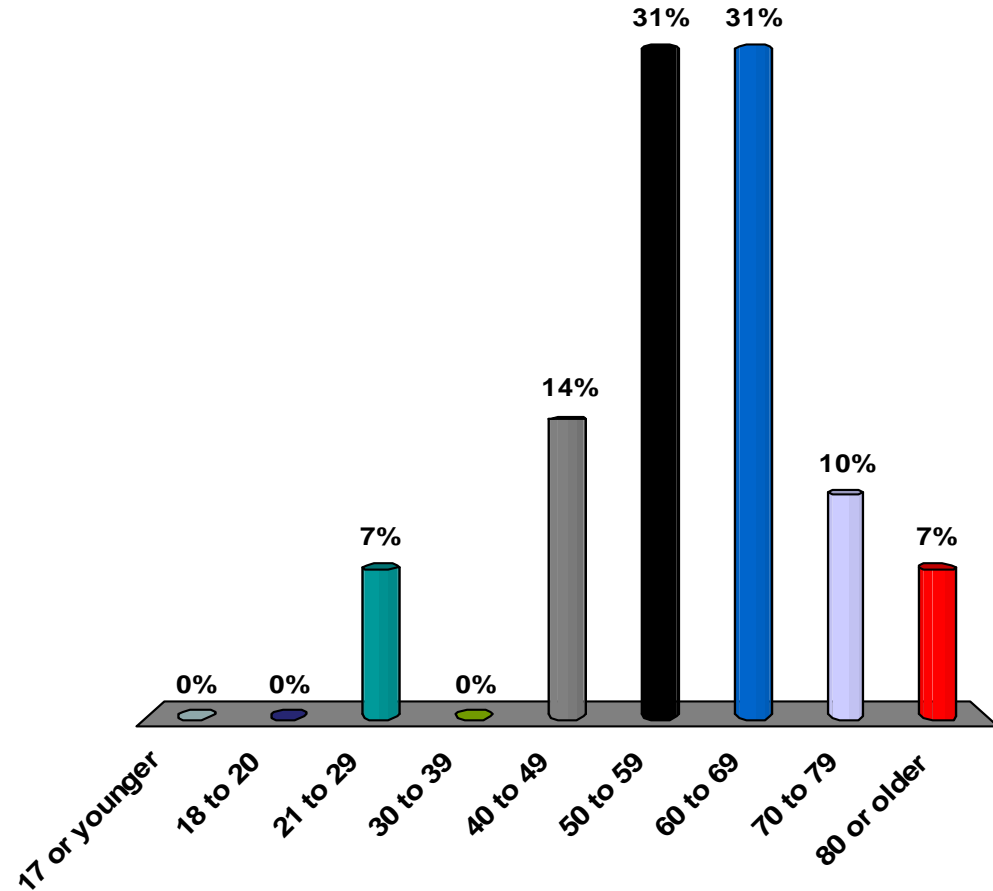
I am most interested in issues related to:

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



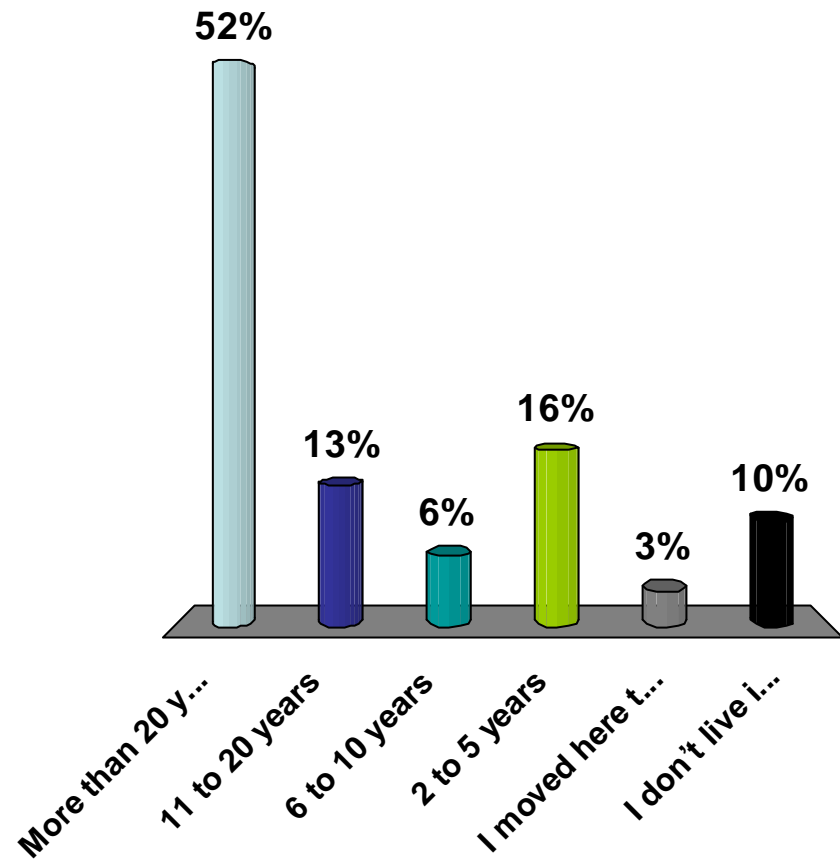
My age group is:

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



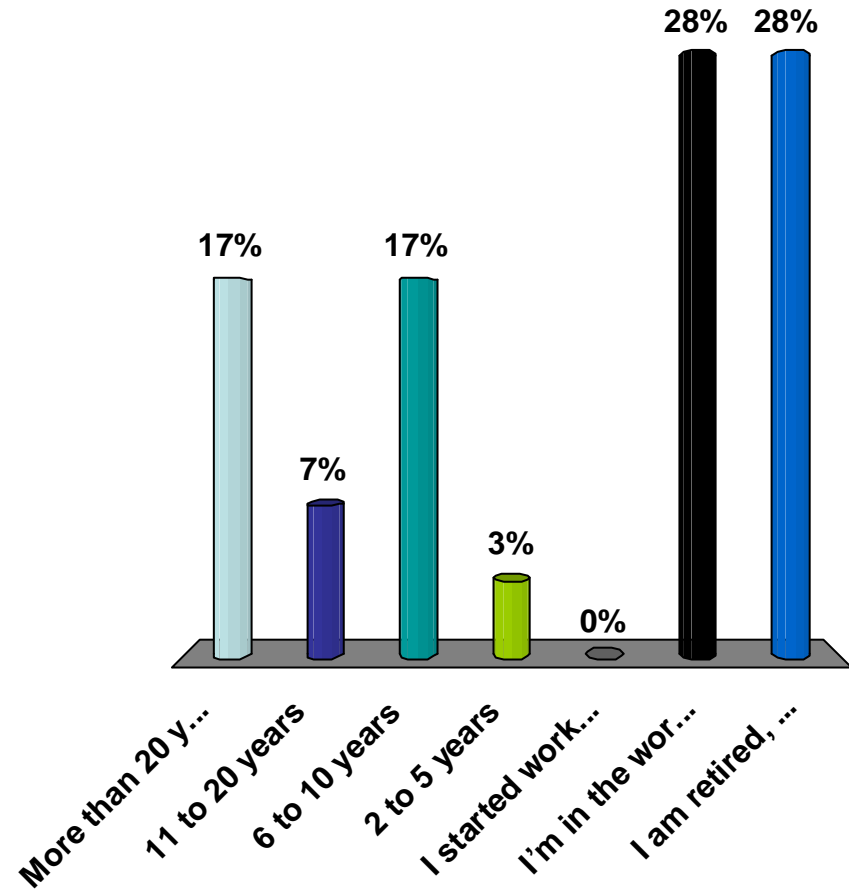
I have lived in Richardson for:

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



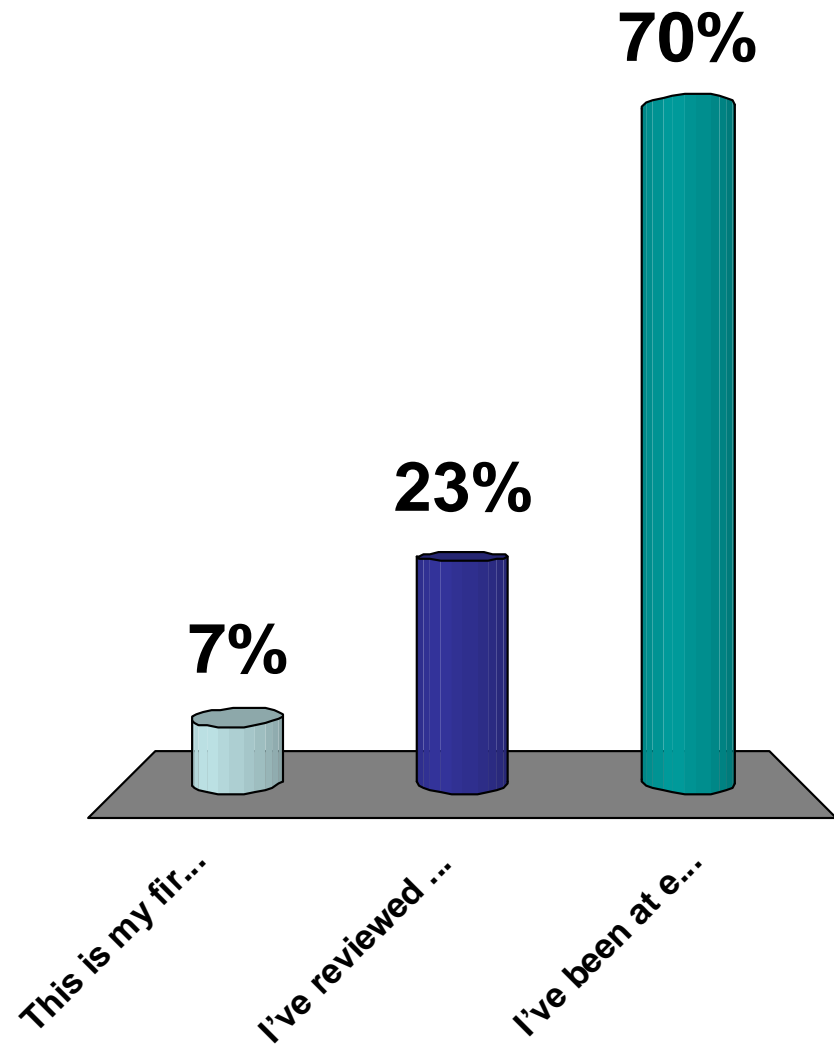
I have worked in Richardson for:

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



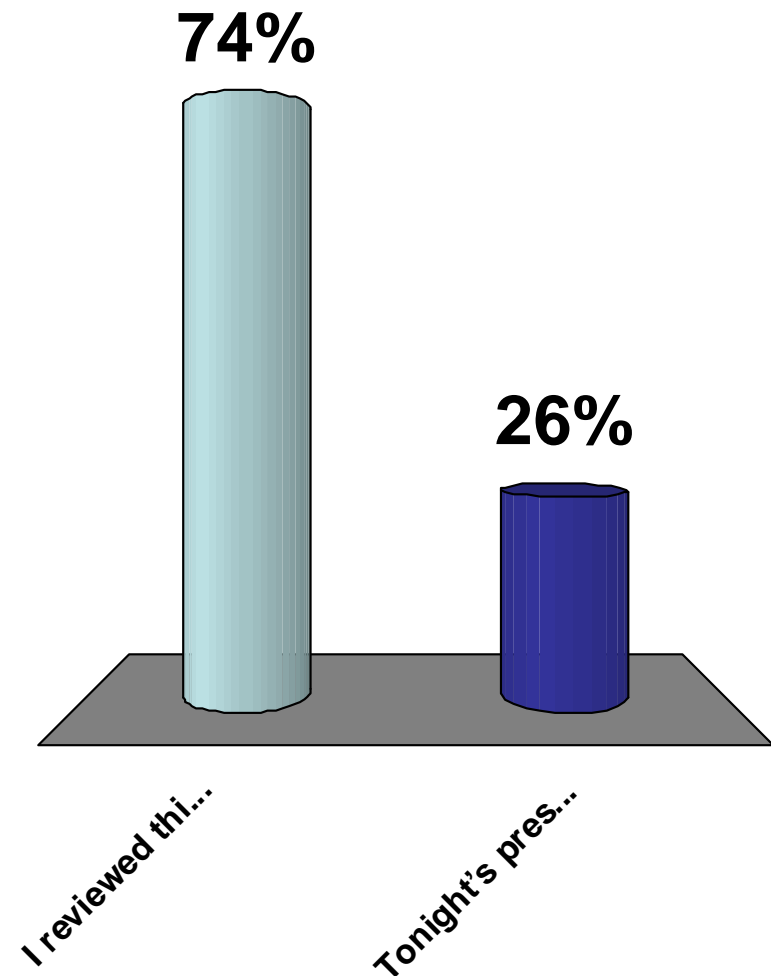
How involved have you been in the Main Street/Central Expressway Study?

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?

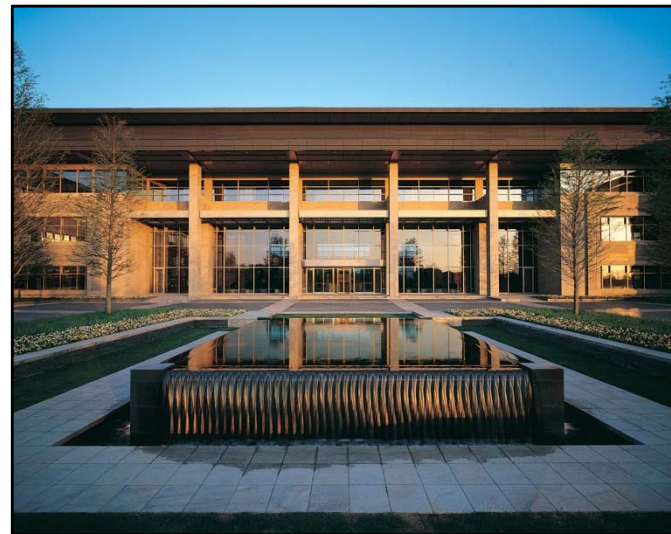
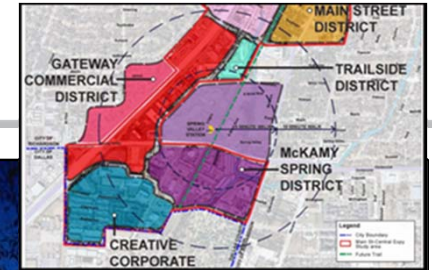
1. I reviewed this draft online before this session.
2. Tonight's presentation is my first introduction to these Concept Plan Districts.



Feedback on the **CONCEPT PLAN DISTRICTS**

Draft Concept Plan – Creative Corporate

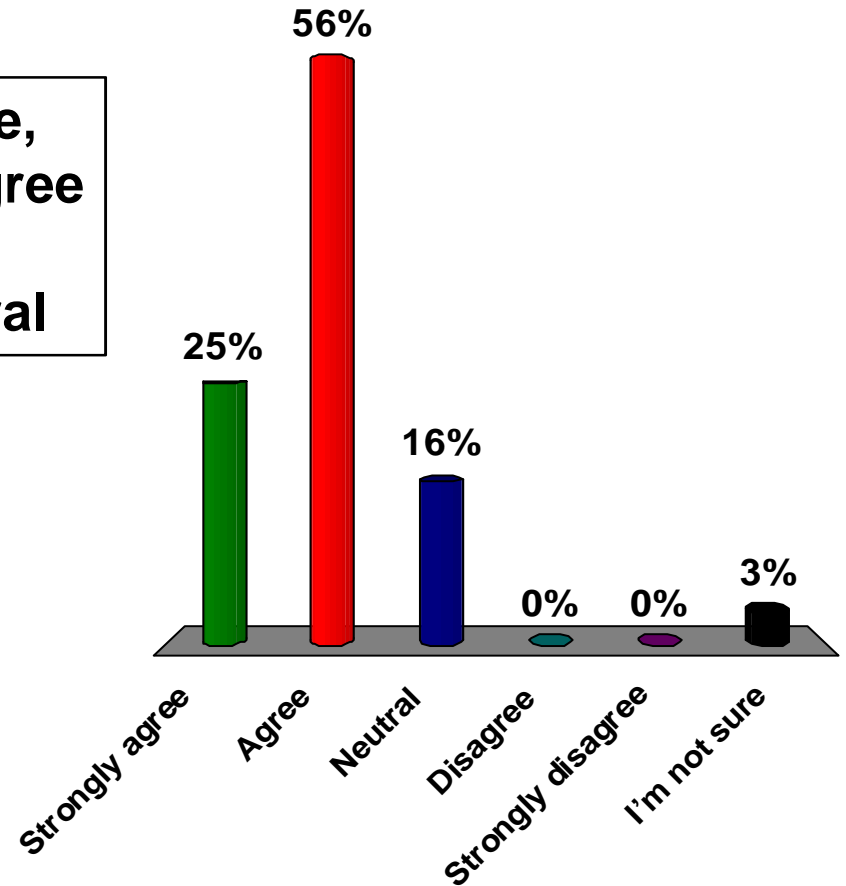
- 63 developable acres
- Focuses on attracting creative, innovative corporations to the corridor
- Supports public desire to **attract businesses oriented to creativity, design, and “knowledge” workers**



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

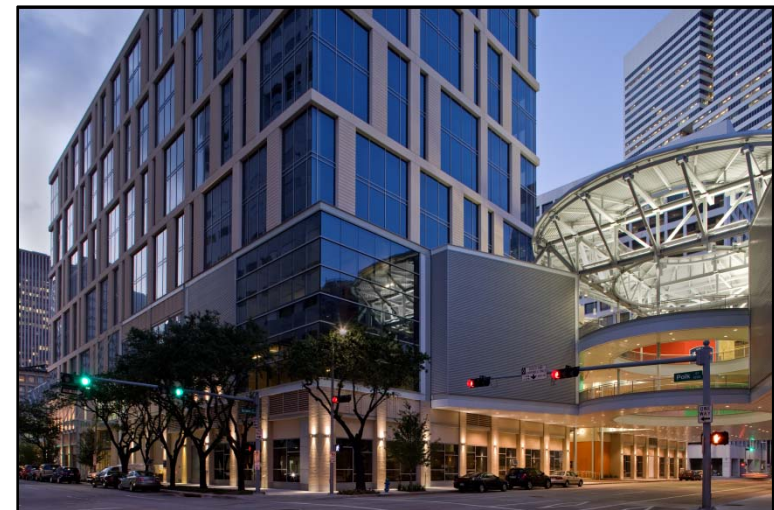
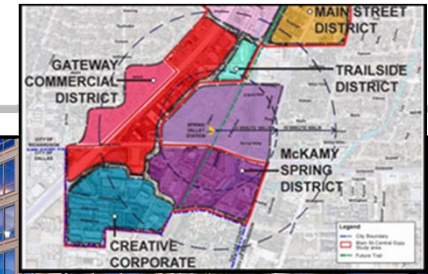
1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure

**81% Agree,
Strongly Agree**
16% Neutral



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

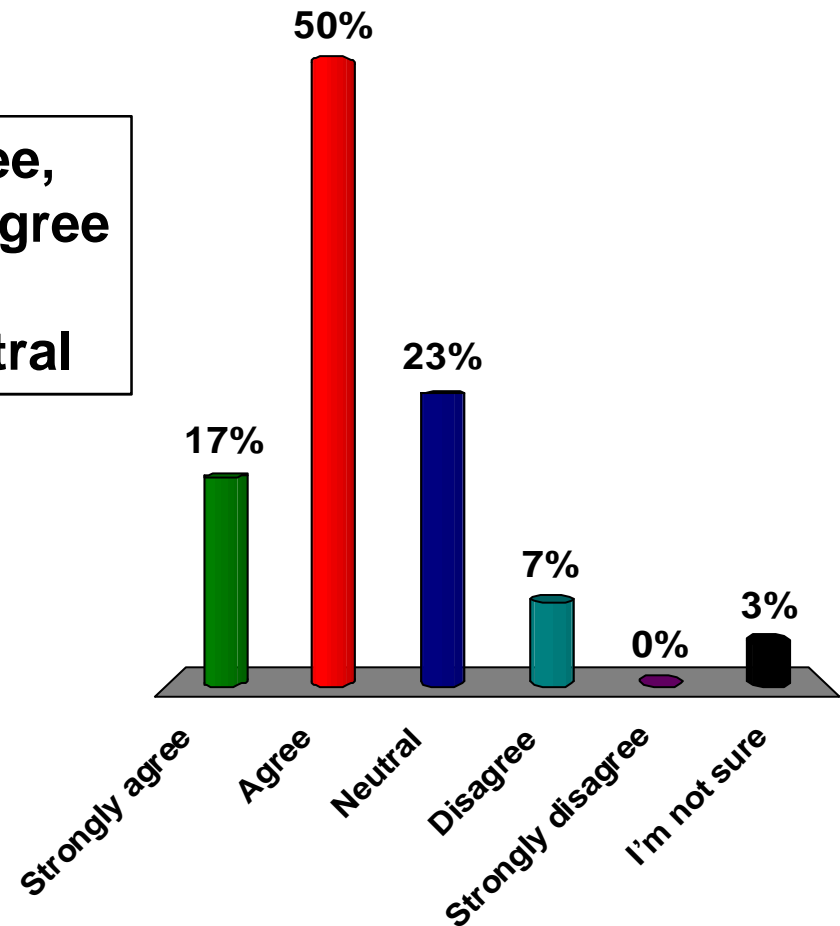


This vision for the future of the **Gateway Commercial District** reflects my ideas about the most successful future for this part of the Corridor.

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

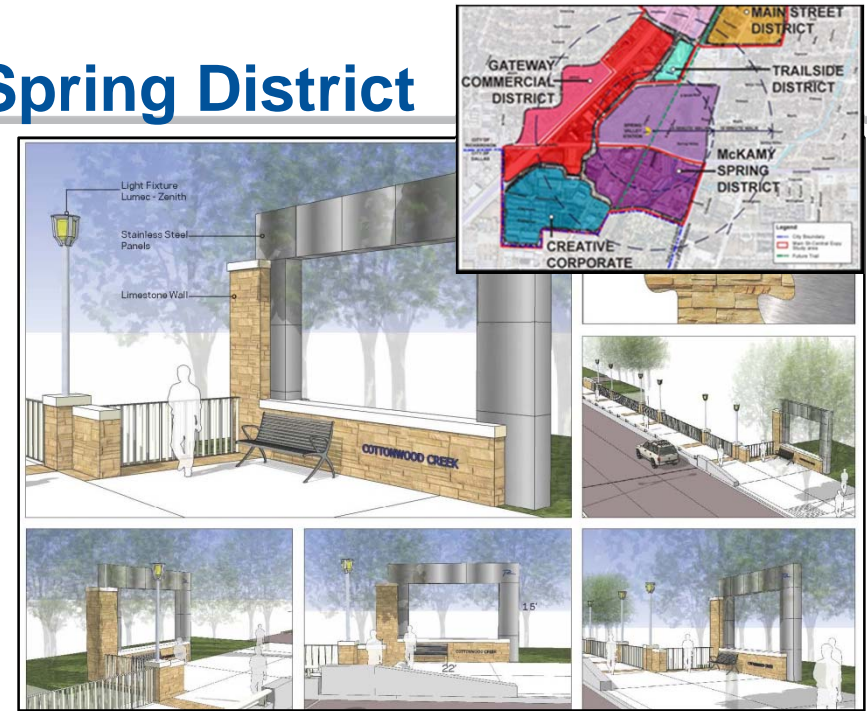
**67% Agree,
Strongly Agree**

23% Neutral



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**

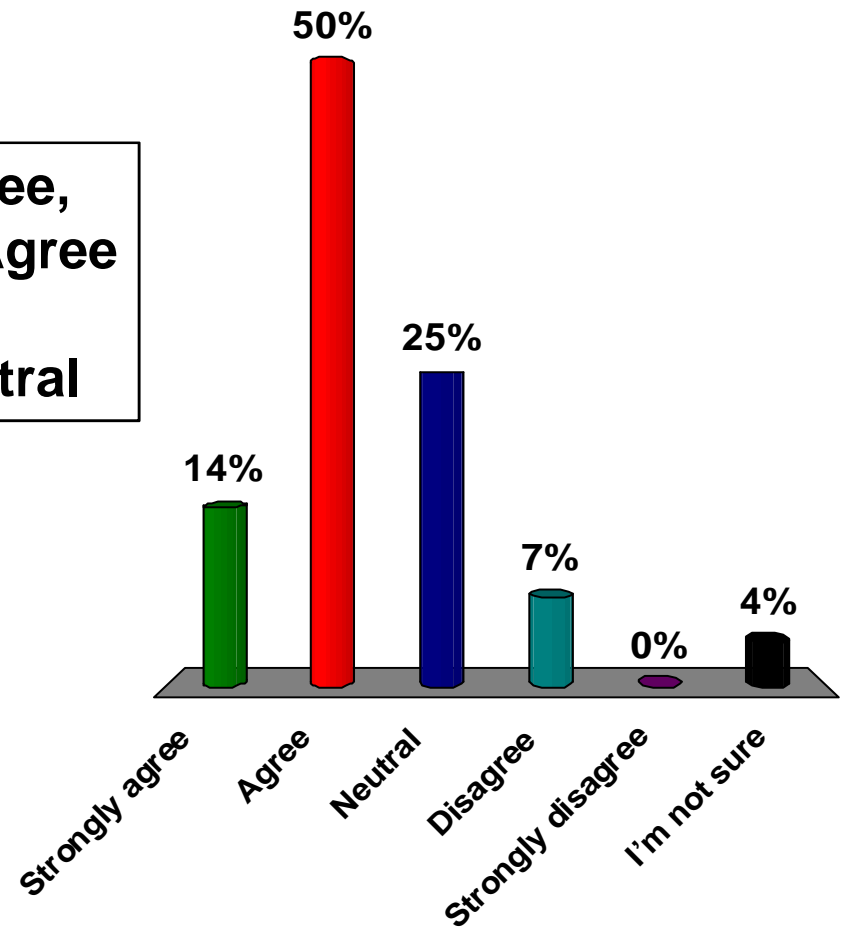


This vision for the future of the **McKamy Spring District** reflects my ideas about the most successful future for this part of the Corridor.

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

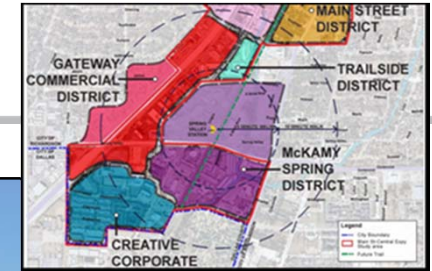
**64% Agree,
Strongly Agree**

25% Neutral



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**

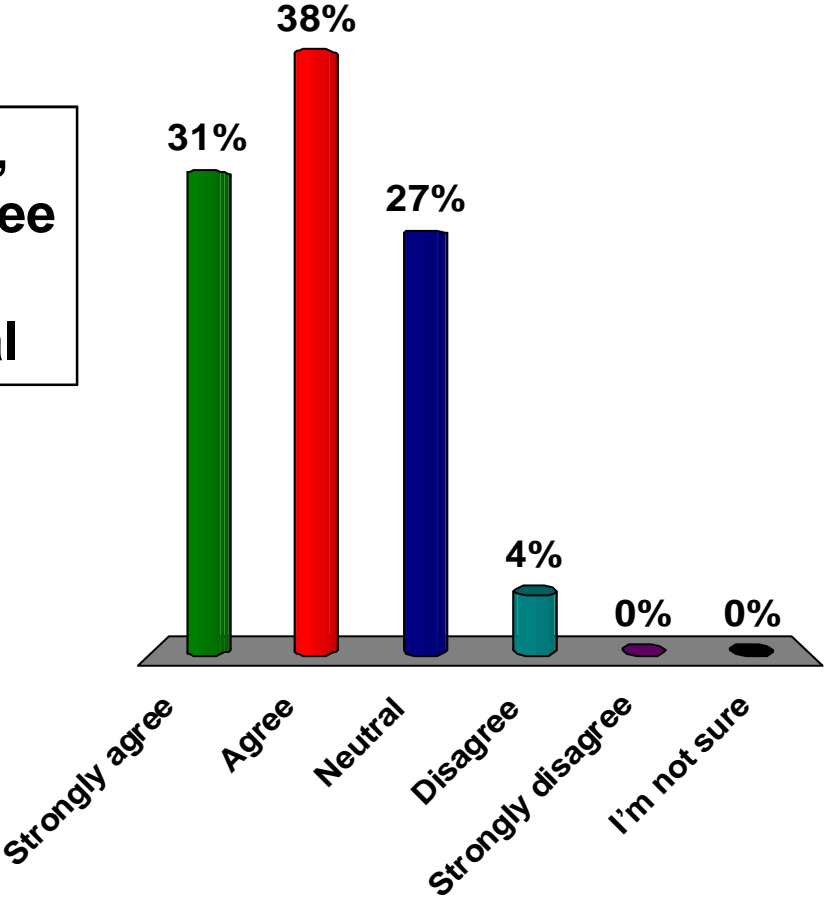


This vision for the future of the **Trailside District** reflects my ideas about the most successful future for this part of the Corridor.

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

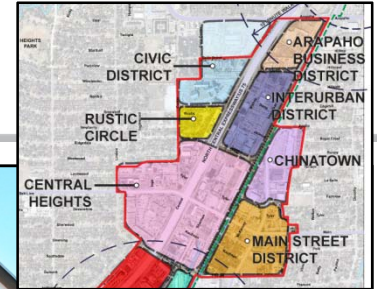
**69% Agree,
Strongly Agree**

27% Neutral



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



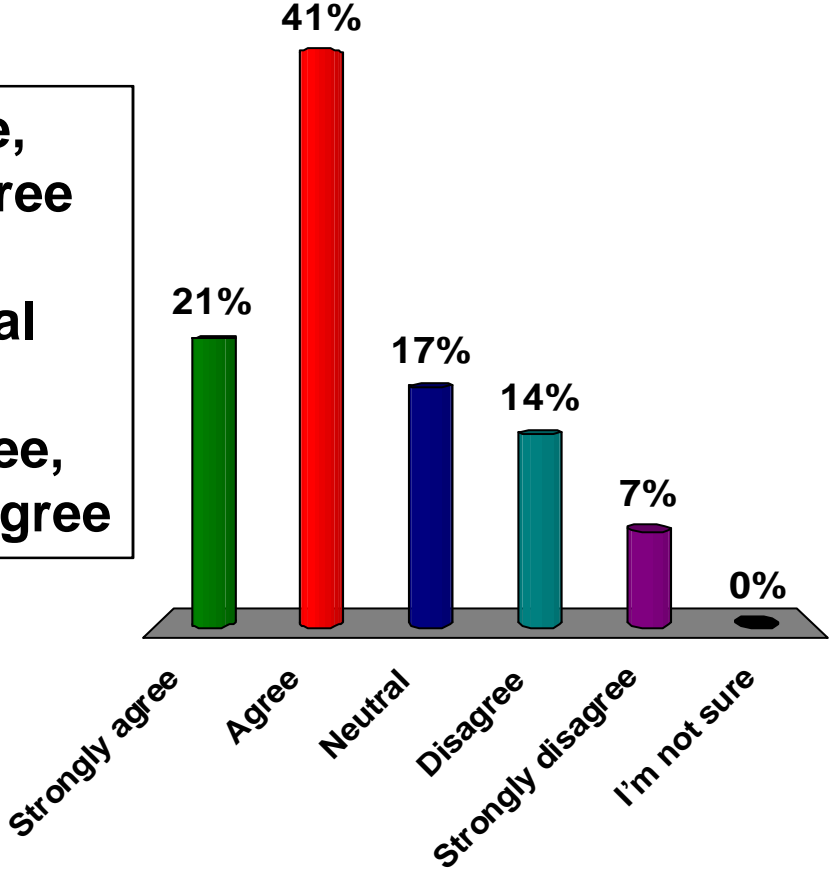
This vision for the future of **Central Heights** reflects my ideas about the most successful future for this part of the Corridor.

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

**62% Agree,
Strongly Agree**

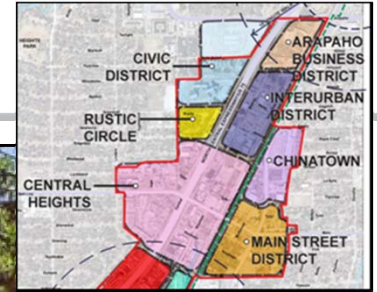
17% Neutral

**21% Disagree,
Strongly Disagree**



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



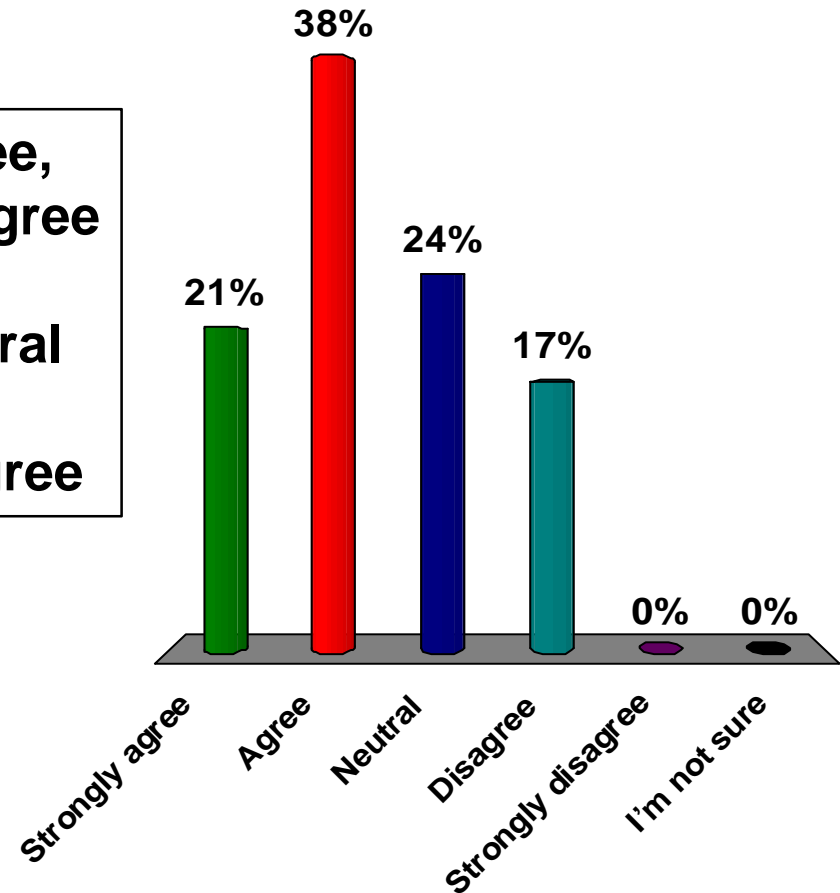
This vision for the future of the **Main Street District** reflects my ideas about the most successful future for this part of the Corridor.

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

**59% Agree,
Strongly Agree**

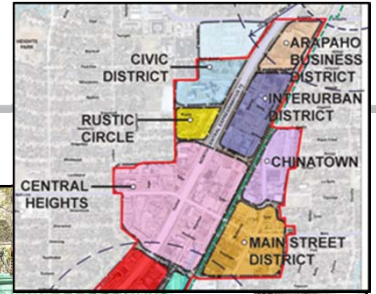
24% Neutral

17% Disagree



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**

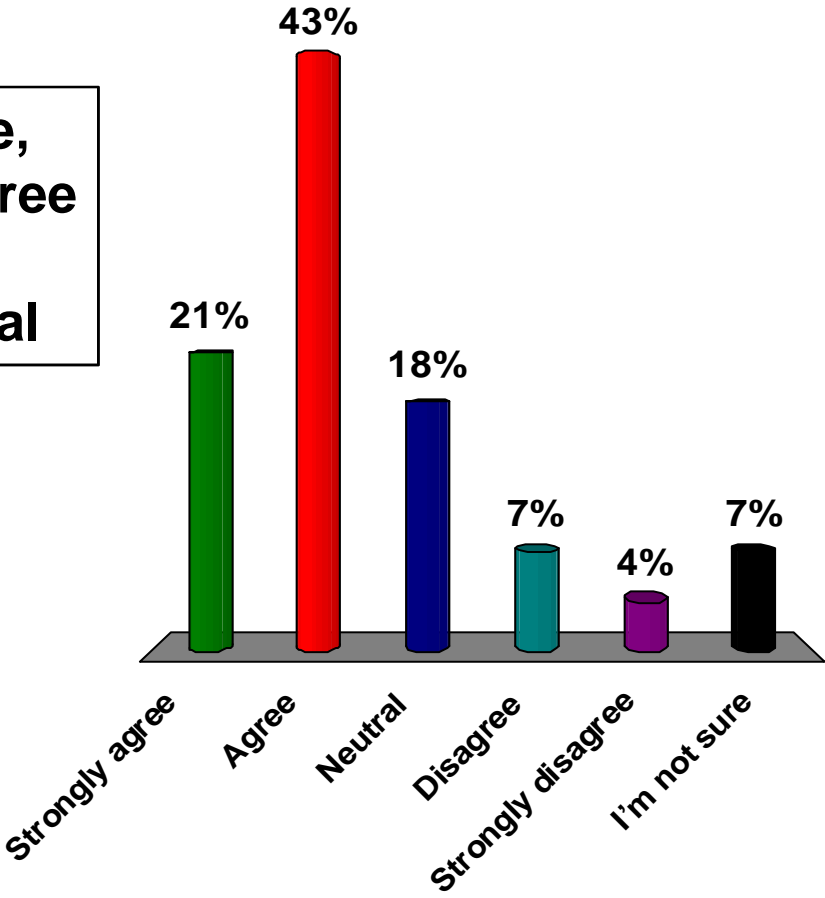


This vision for the future of **Chinatown** reflects my ideas about the most successful future for this part of the Corridor.

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

**64% Agree,
Strongly Agree**

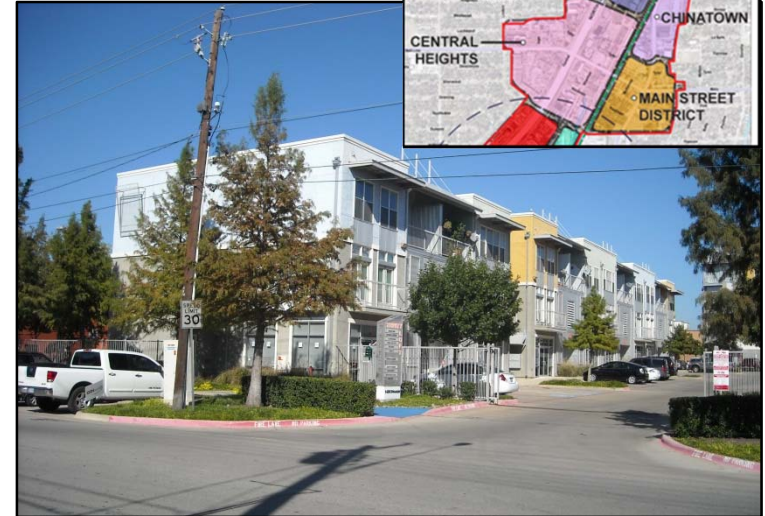
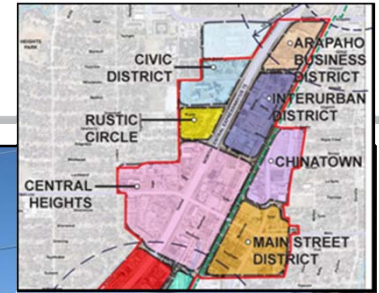
18% Neutral



Note: Slide has been updated to reflect the total of Agree, Strongly Agree responses as pointed out during the presentation.

Draft Concept Plan – Interurban District

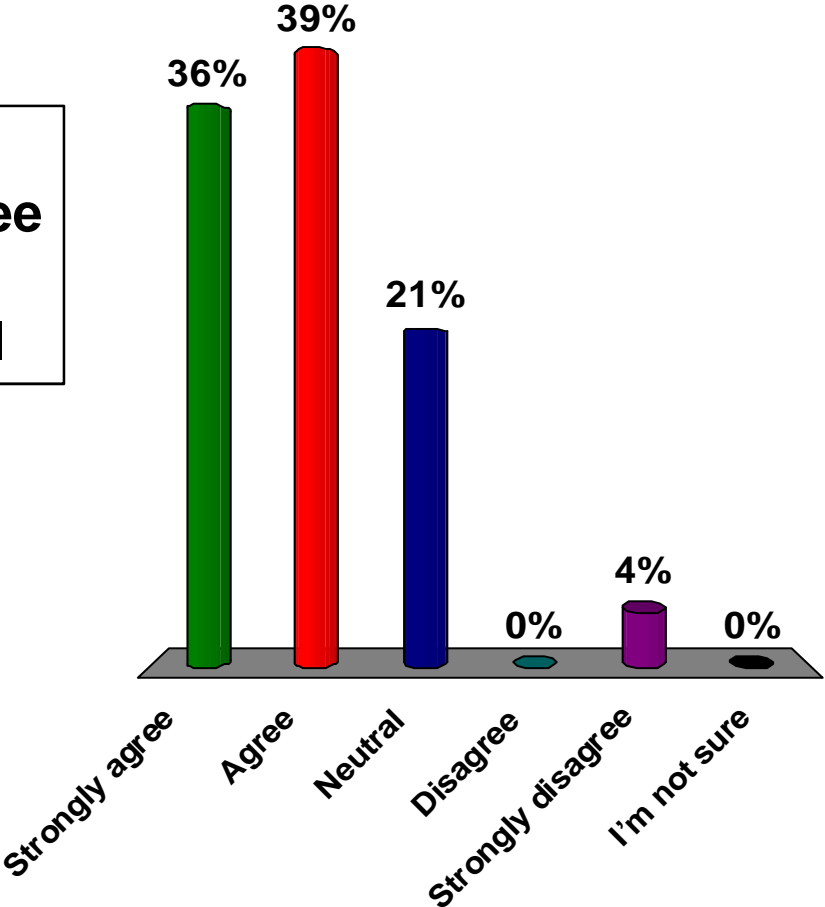
- 25 developable acres
- Creates an **edgy, mixed-use district** built upon the existing bones of the district
- Focuses on **adaptive reuse of existing buildings and targeted infill development**



This vision for the future of the **Interurban 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

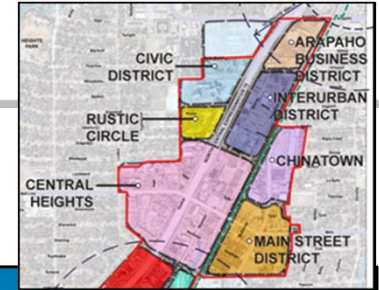
**79% Agree,
Strongly Agree**
21% Neutral



Note: Slide has been updated to reflect the total of Agree, Strongly Agree responses as pointed out during the presentation.

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**

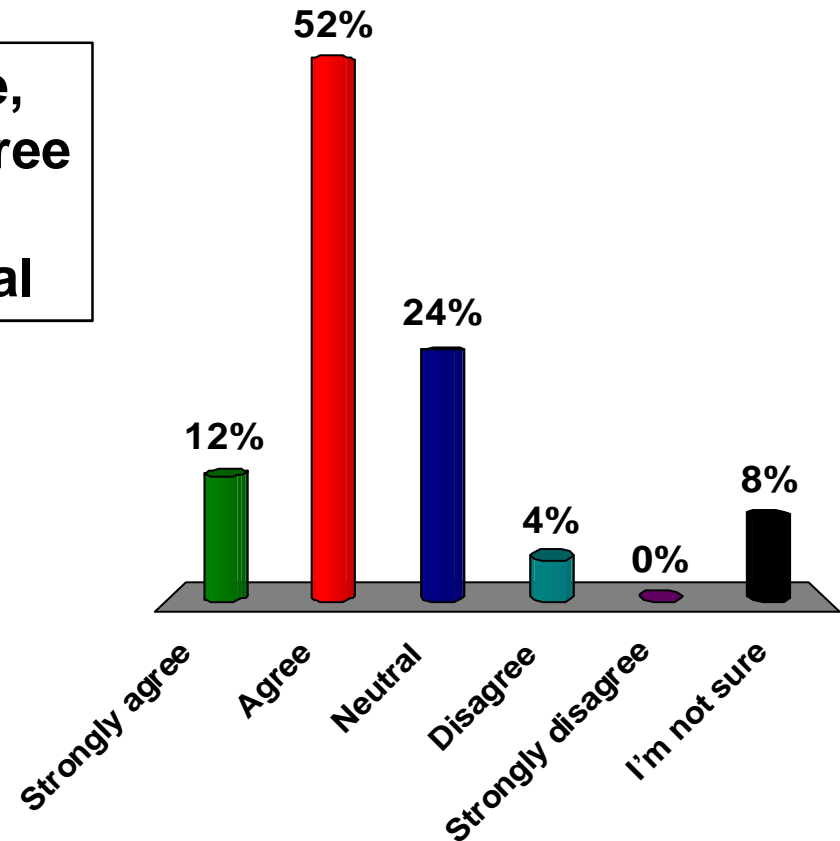


This vision for the future of the **Arapaho Business District** reflects my ideas about the most successful future for this part of the Corridor.

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

**64% Agree,
Strongly Agree**

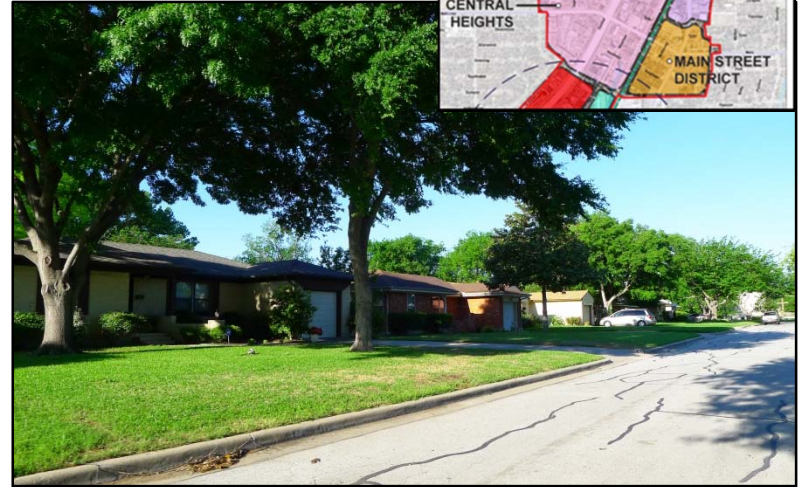
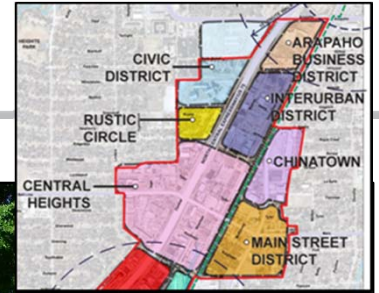
24% Neutral



Note: Slide has been updated to reflect the total of Agree, Strongly Agree responses as pointed out during the presentation.

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**



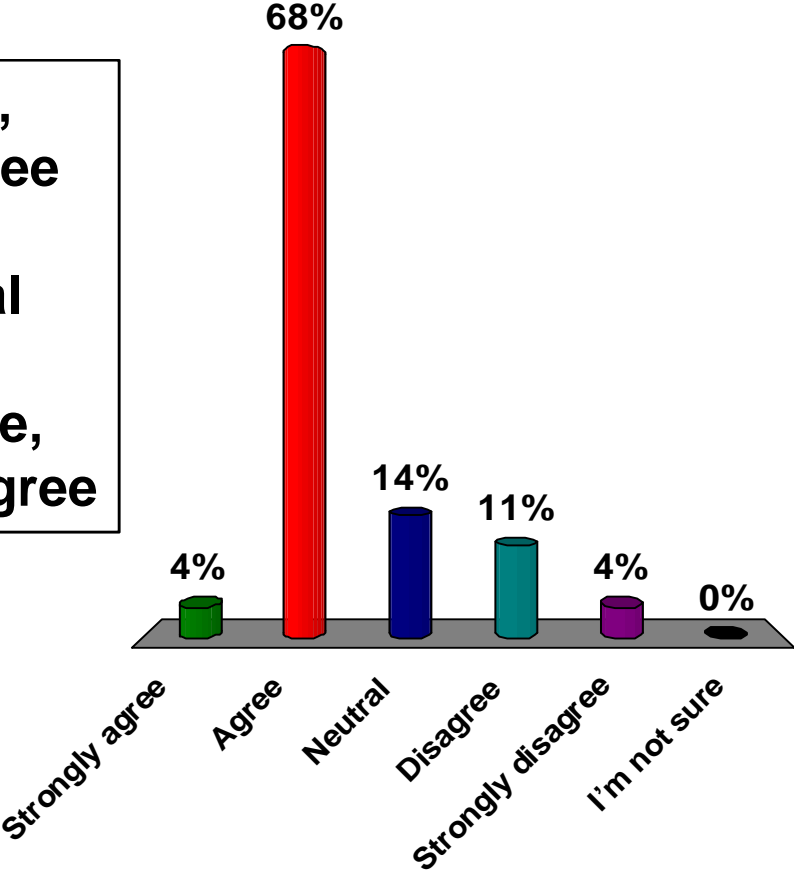
This vision for the future of **Rustic Circle** reflects my ideas about the most successful future for this part of the Corridor.

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

**72% Agree,
Strongly Agree**

14% Neutral

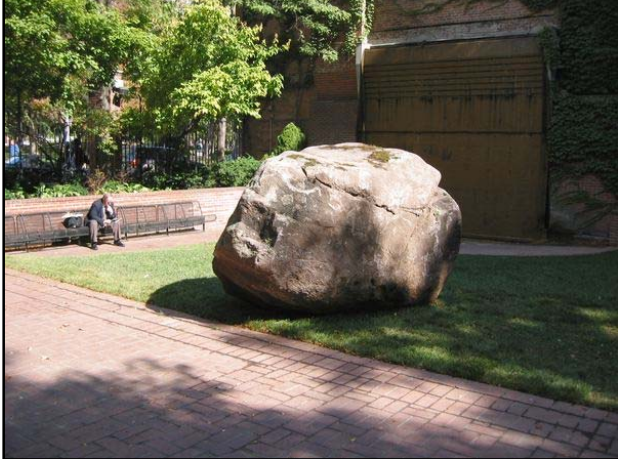
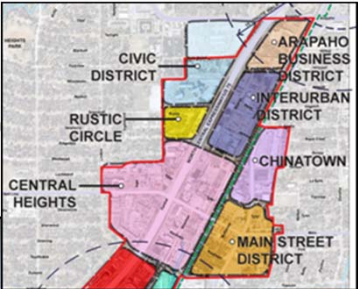
**15% Disagree,
Strongly Disagree**



Note: Slide has been updated to reflect the total of Agree, Strongly Agree responses as pointed out during the presentation.

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**

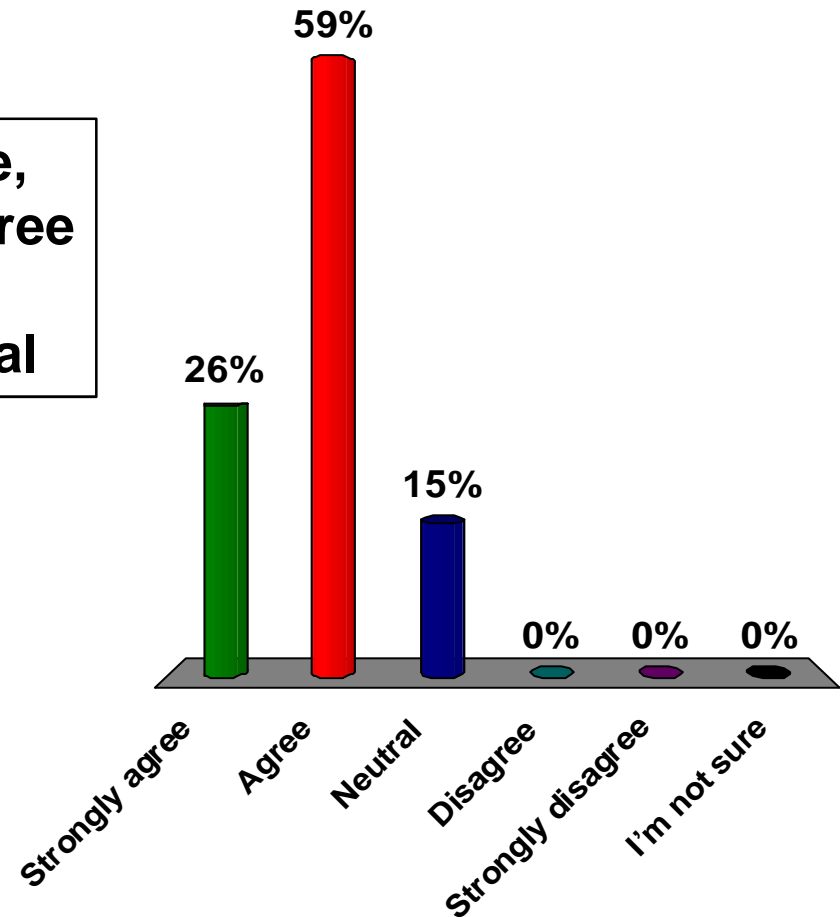


This vision for the future of the **Civic District** reflects my ideas about the most successful future for this part of the Corridor.

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

**85% Agree,
Strongly Agree**

15% Neutral

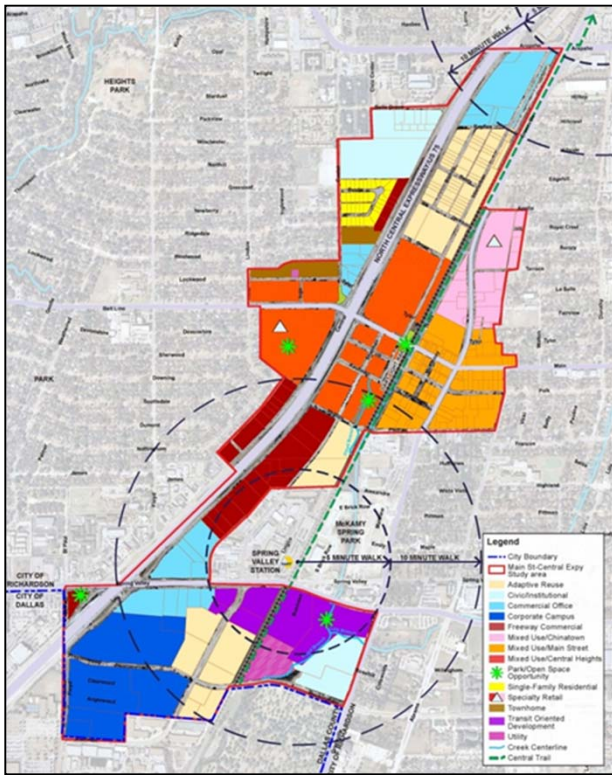


Note: Slide has been updated to reflect the total of Agree, Strongly Agree responses as pointed out during the presentation.

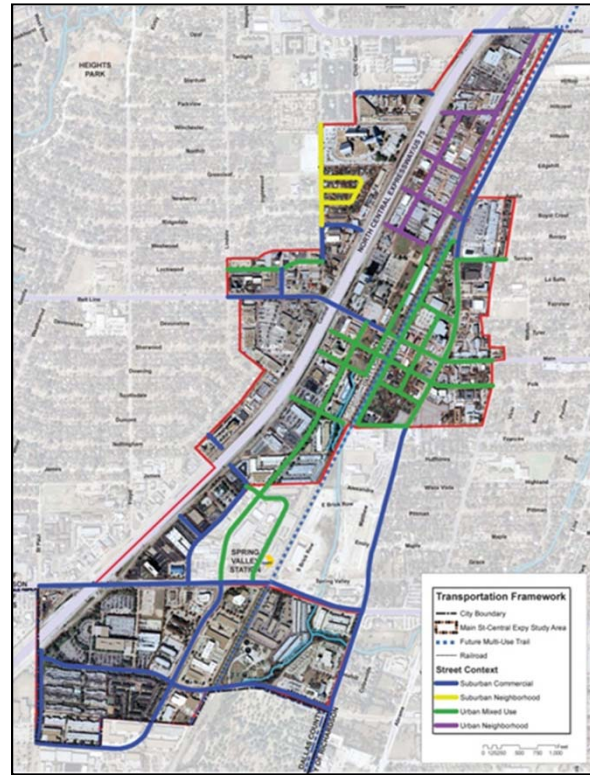
Feedback on **DRAFT FRAMEWORK PLAN**

Framework Plan Stations

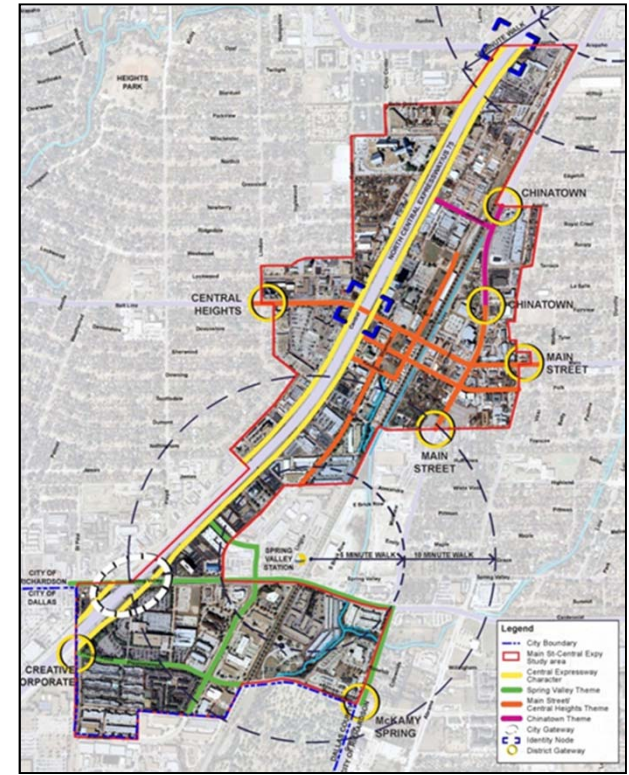
Land Use



Transportation

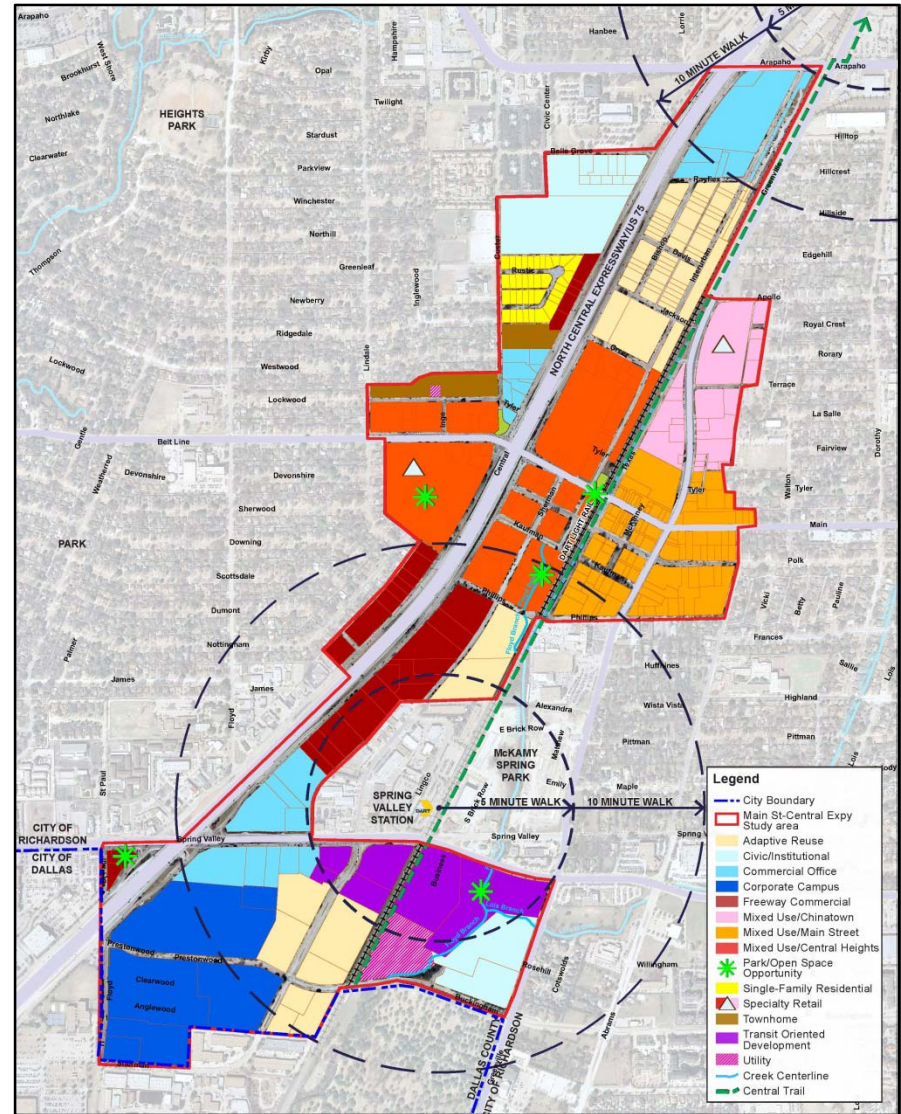


Urban Design



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

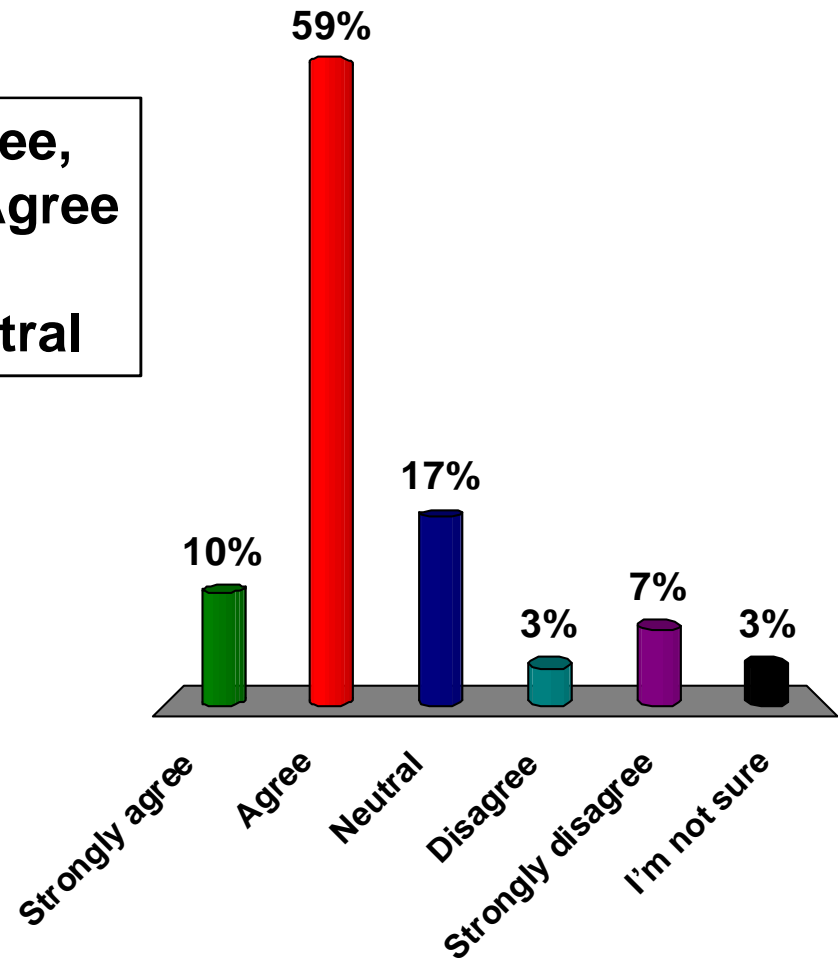


This draft Framework Plan for **Land Use** reflects my ideas about the most successful future for the Corridor.

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

**69% Agree,
Strongly Agree**

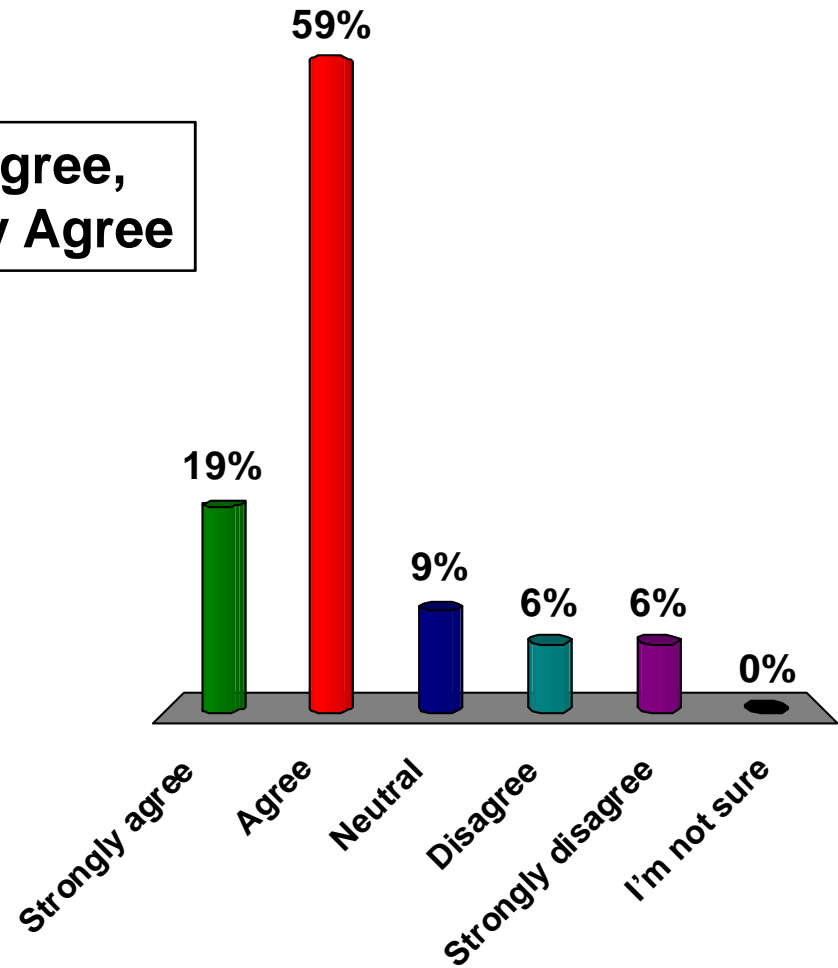
17% Neutral



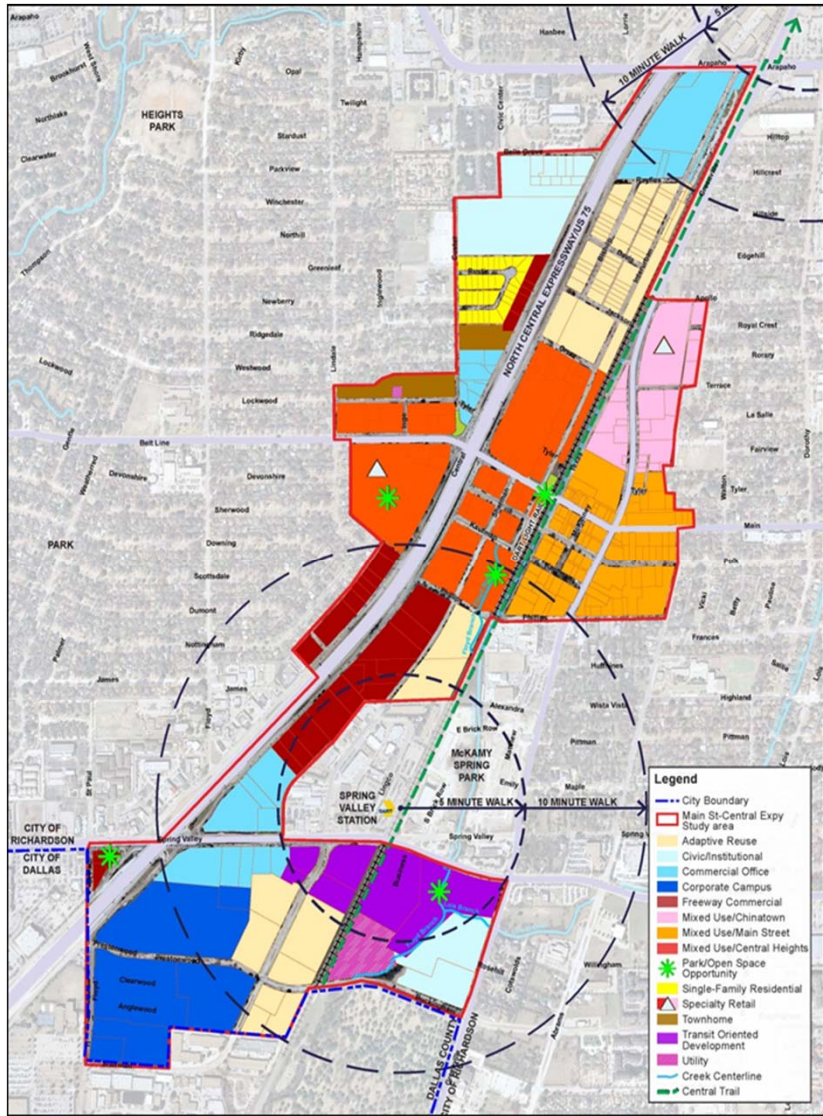
The recommended mix of land uses will make this Corridor a place where people want to live, work and play.

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

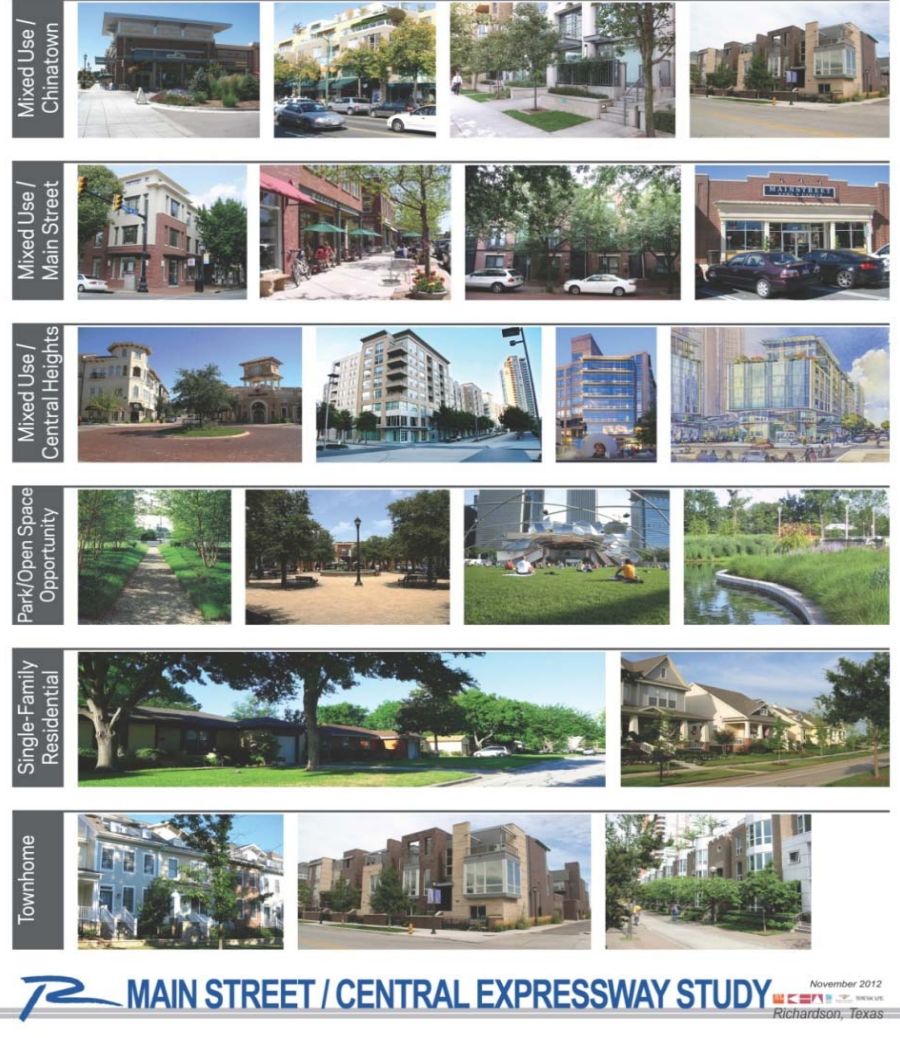
**78% Agree,
Strongly Agree**



Land Use Station



Land Use Framework Plan Precedents - Draft

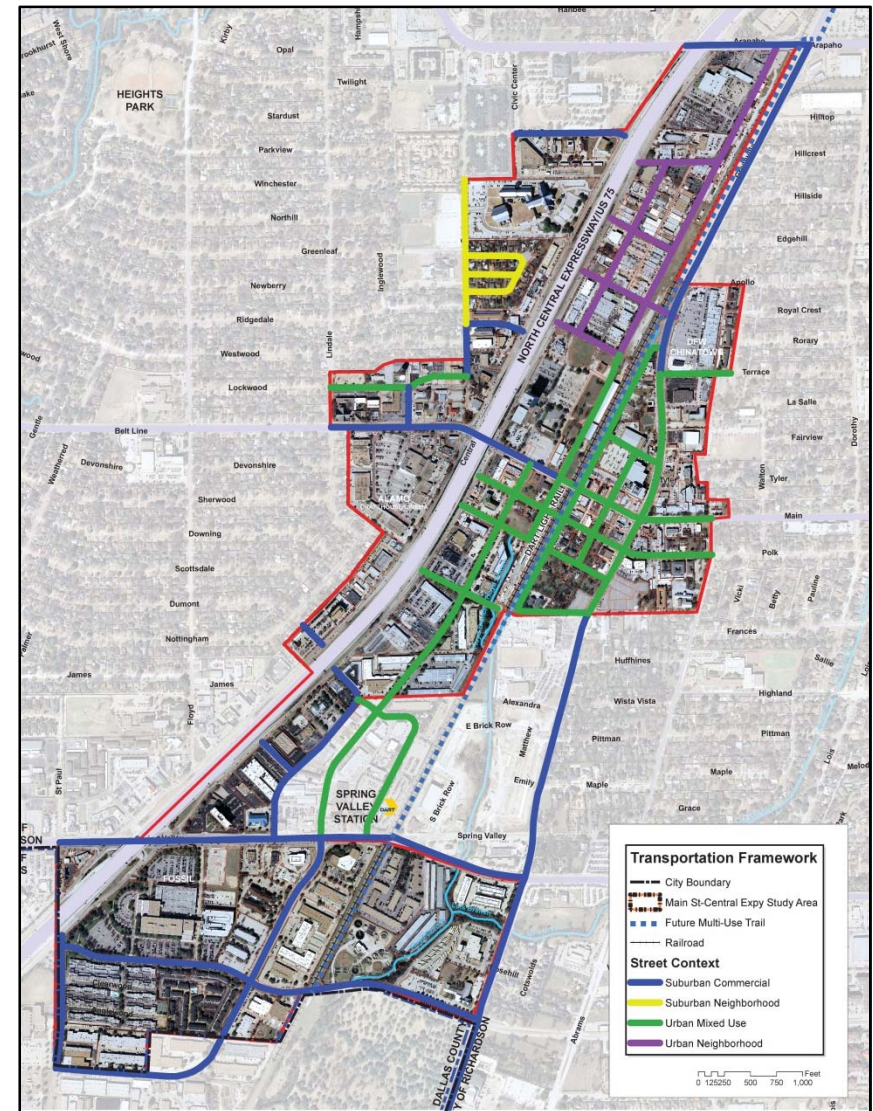


Land Use Framework – Discussion, Station Comments

- Consider Business Improvement District (BID)
- Consider a **maximum height of 4 stories in Central Heights District**
- Consider **loft in Interurban District** (adaptive reuse)
- **Arts incubator/center** that connects communities and drives economic growth, attracts/sustains creators/innovators
- Consider **changing Chinatown to International District**

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



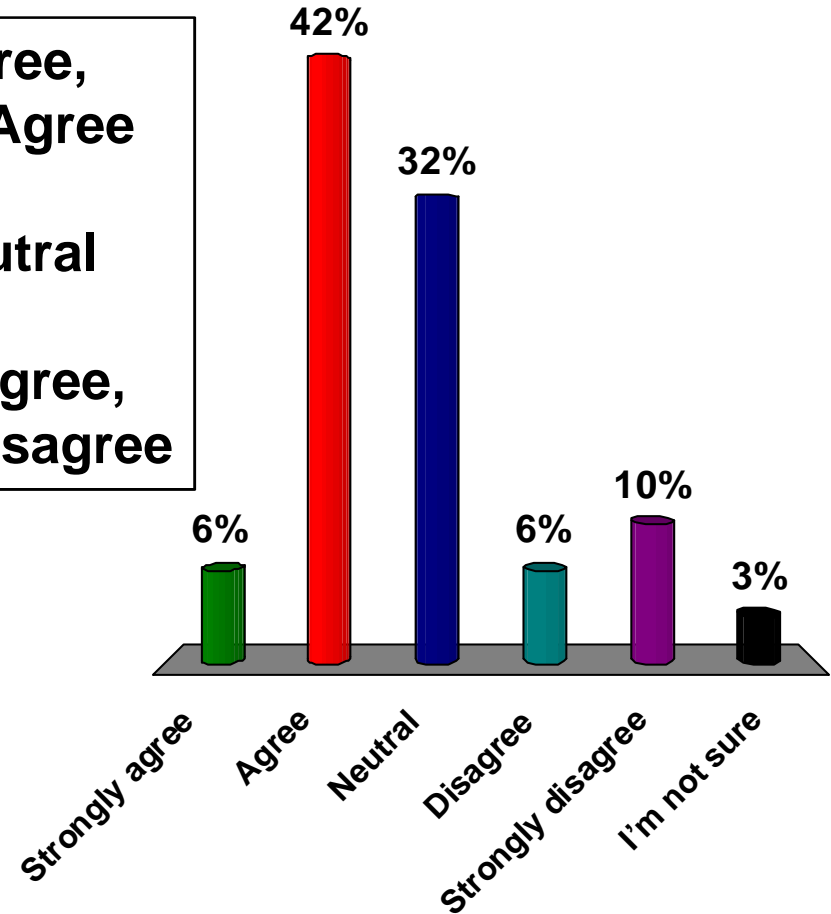
This draft Framework Plan for **Transportation** reflects my ideas about the most successful future for the Corridor.

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

**48% Agree,
Strongly Agree**

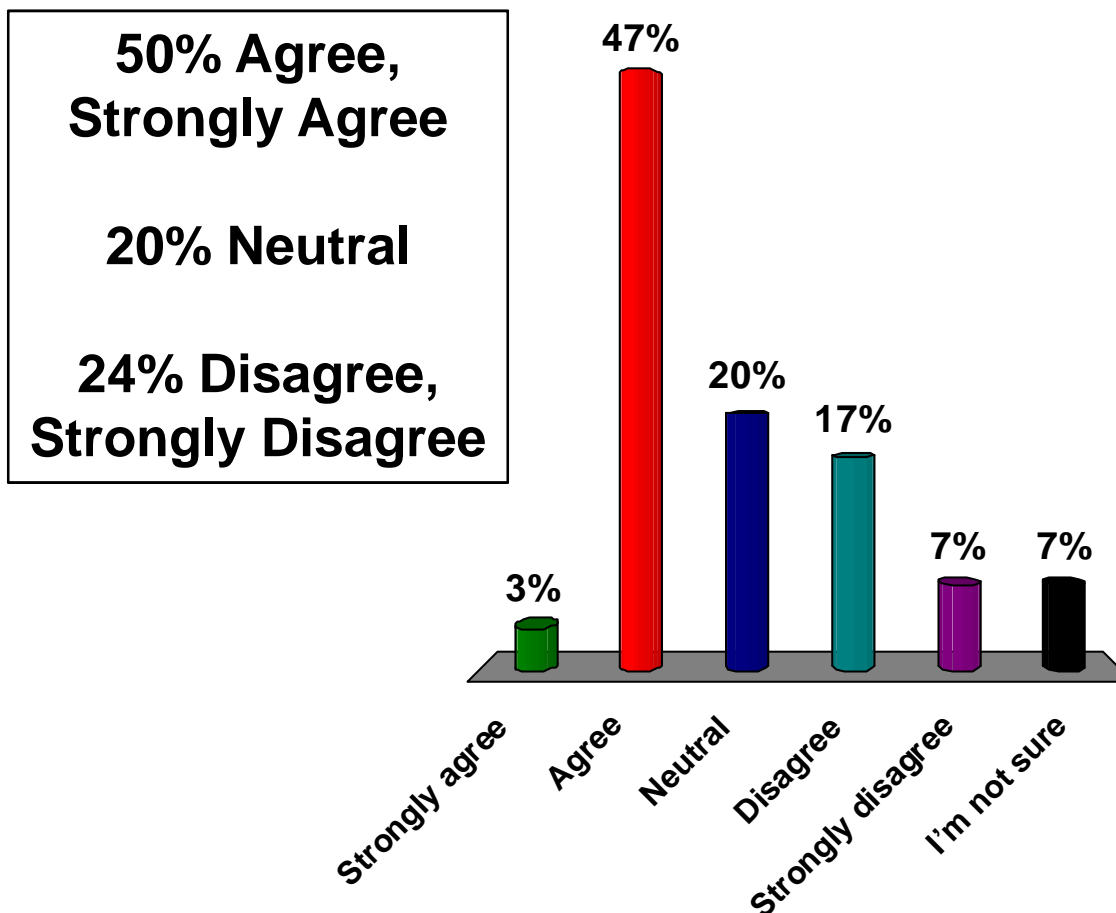
32% Neutral

**16% Disagree,
Strongly Disagree**



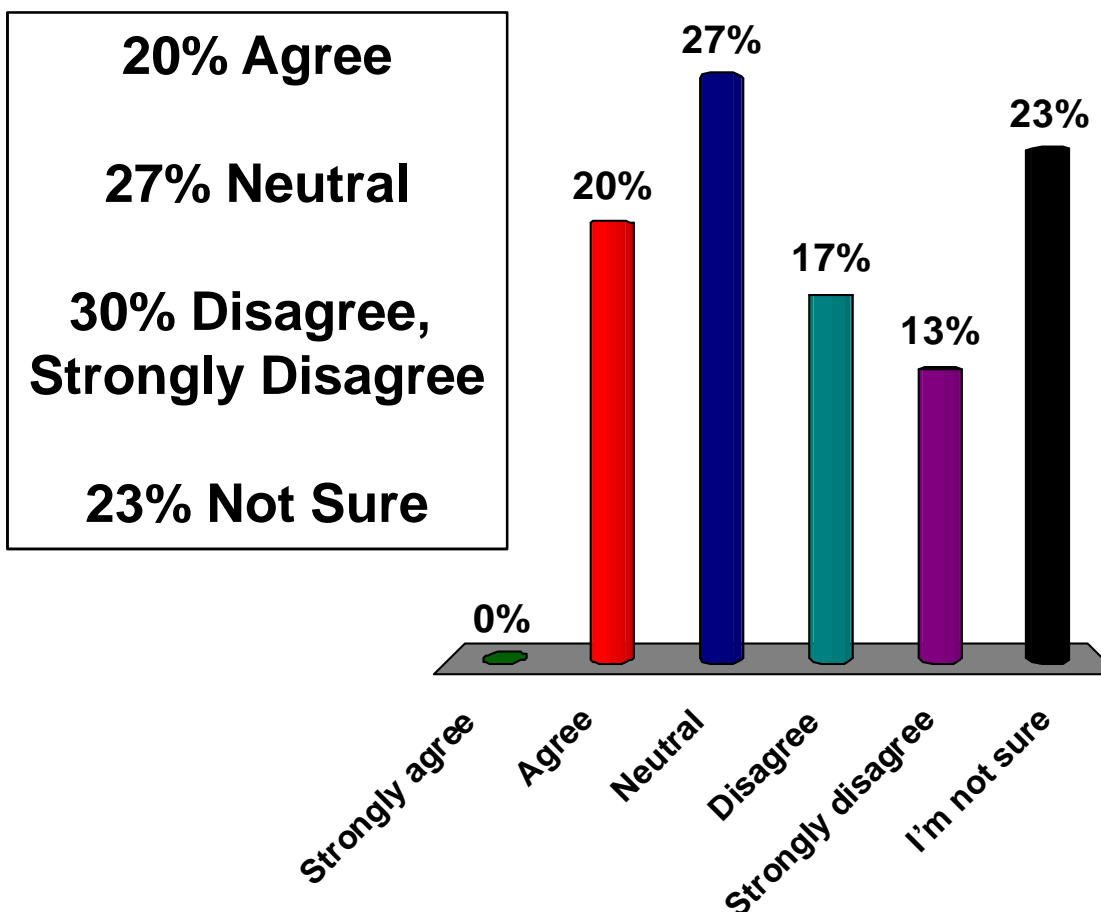
These recommendations will make this Corridor more appealing for people walking or on bikes.

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

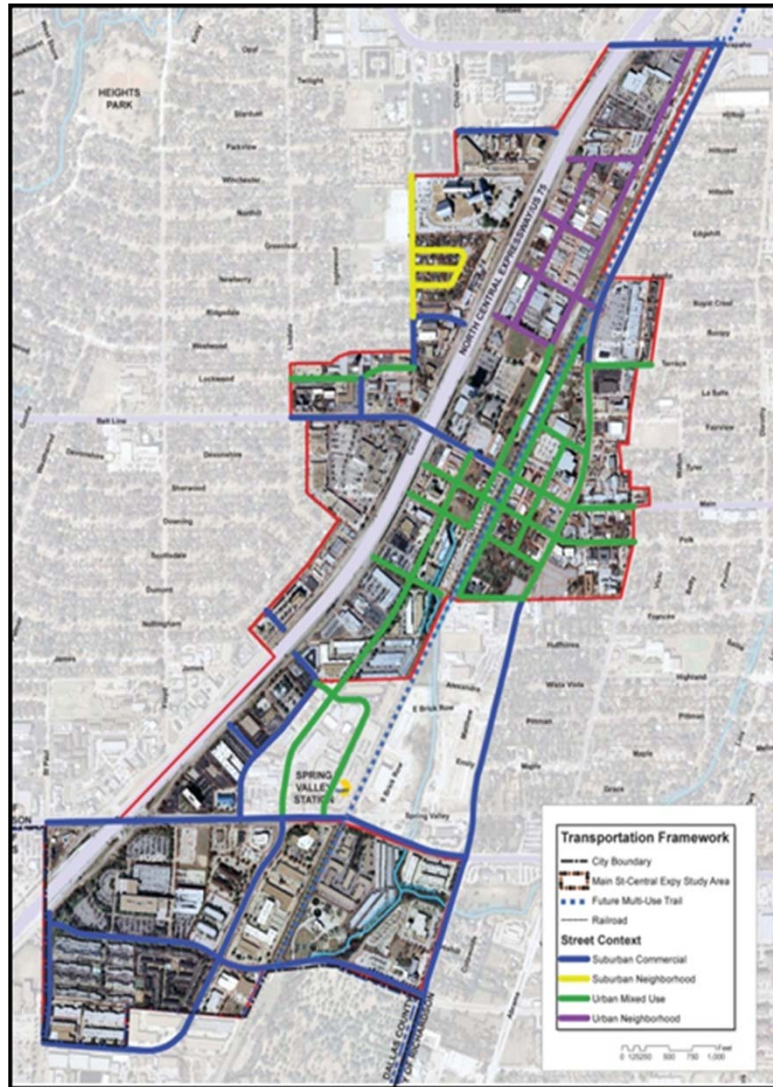


These recommendations will improve the flow of vehicles traveling to and through this area.

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



Transportation Station



Transportation Framework - DRAFT

Urban Mixed Use Streets

Land Use
 • Wide range of uses, including live, work, shop & play, and
 • Minimal building setbacks

Travelway
 • Slower speeds on collector streets
 • Higher speeds on arterial streets
 • On-street parking encouraged
 • Emergency Vehicle accommodation desirable

Streetside
 • Moderate pedestrian activity
 • Wide sidewalks with landscaping buffer
 • Pedestrian scaled lighting and street furniture

Transit
 • Frequent transit service
 • Stops spaced no greater than 1/2 mile
 • High quality, weather protected stops

Bicycles
 • Shared lanes with bicycles and vehicles
 • Bike lanes desirable where ROW is available



Urban Neighborhood Streets

Land Use
 • Wide range of uses including special industrial, retail, restaurants, studio and mixed live-work units
 • Minimal building setbacks

Travelway
 • Slower speeds on collector streets
 • On-street parking encouraged

Streetside
 • Moderate pedestrian activity
 • Wide sidewalks with landscaping buffer
 • Landscaping and trees to provide shade

Transit
 • Frequent transit service
 • Transit stops no greater than 1/2 mile

Bicycles
 • Shared lanes with bicycles and vehicles
 • Bike lanes desirable where ROW is available



Suburban Commercial Streets

Land Use
 • Wide range of uses including live, work, shop, play, dining and lodging

Travelway
 • Higher speeds and volumes
 • Driveway management important
 • Raised medians desirable to increase safety
 • 4+ lanes common

Streetside
 • Low to moderate pedestrian activity
 • Wider sidewalks with wide landscaping buffers
 • Pedestrian access to transit and adjacent land uses

Transit
 • Transit service available
 • Stops spaced no closer than 1/4 mile to increase efficiency

Bicycles
 • Bike lanes desirable on collector streets
 • Off-street trails where ROW permits
 • Bike lanes may require buffer due to traffic speeds and volumes



Suburban Neighborhood Streets

Land Use
 • Primarily residential
 • Homes can front on low volume streets

Travelway
 • Low to moderate speeds and volumes
 • Driveway management important
 • Emergency vehicle accommodation desirable
 • On-street parking common

Streetside
 • Low to moderate pedestrian activity
 • Wider sidewalks with wide landscaping buffers
 • Trees to provide shade

Transit
 • Transit service available

Bicycles
 • Bike lanes desirable on collector streets
 • Off-street trails where ROW permits



MAIN STREET / CENTRAL EXPRESSWAY STUDY

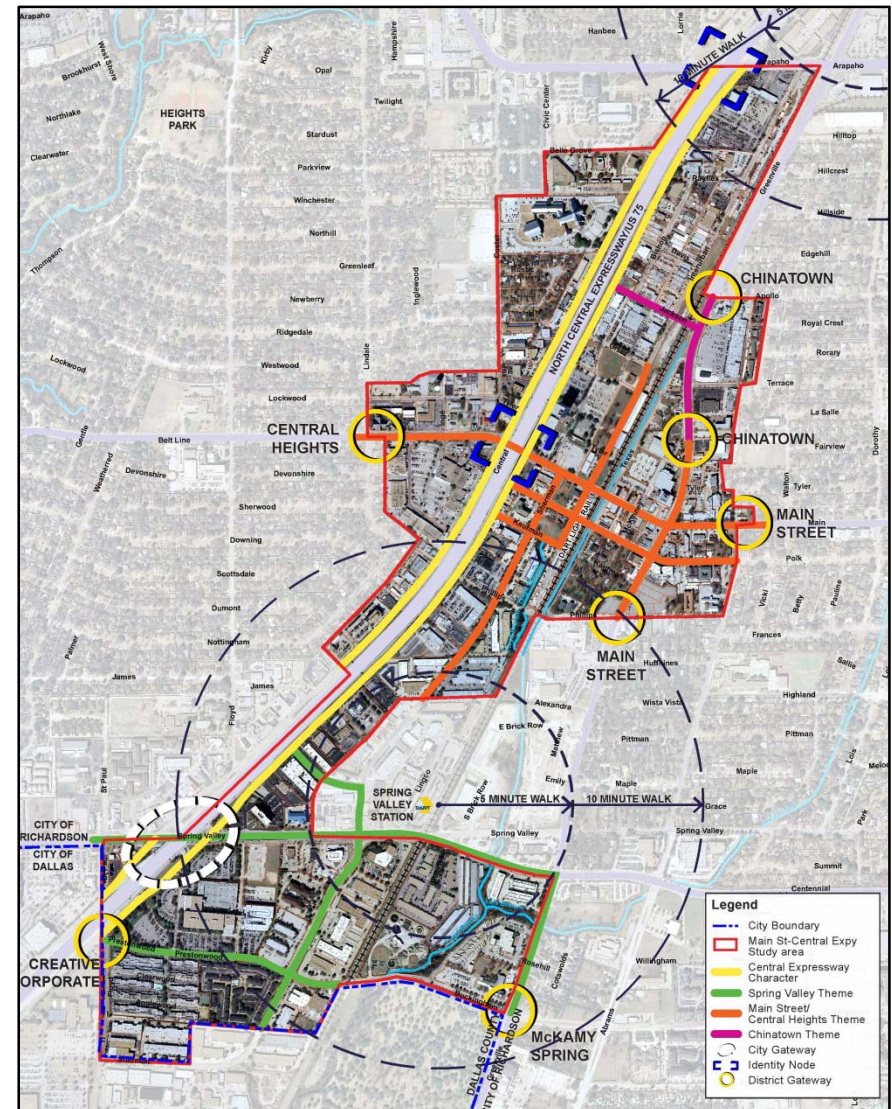
November 2012
 Richardson, Texas

Mobility Framework – Discussion, Station Comments

- **Traffic impacts to existing neighborhoods with redevelopment**, Traffic Impact Analysis (TIA) ordinance
- **Bike lanes on Belt Line/Main Street (instead of median), Sherman/Interurban**; bike rental (allocation for it); bike tourism (connection to Breckinridge)
- **Parking in key opportunities (Main Street); parking garage** is ideal; free parking
- Need balance for **safe pedestrian uses and safe crossings/connections (especially at Central)**

Urban Design Framework - Draft

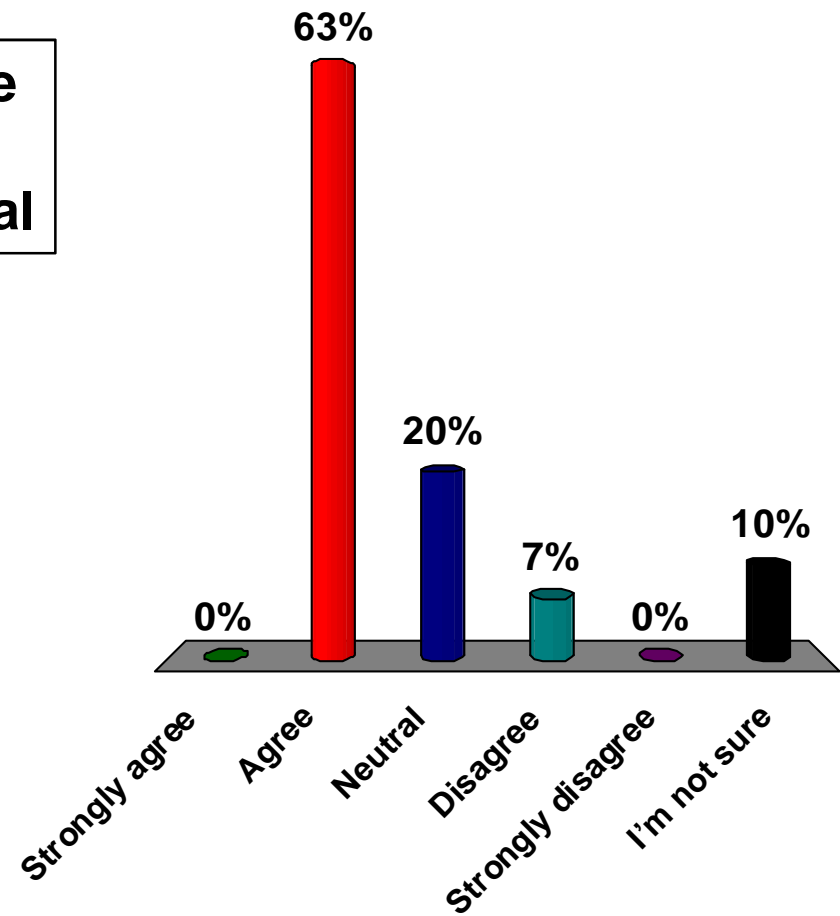
- Identifies and locates **city-wide gateways, district gateways and nodes with special character** and identity
- Identifies the **urban design/streetscape character** for key roadways that will provide an identity and sense of place for key districts



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
6. I'm not sure

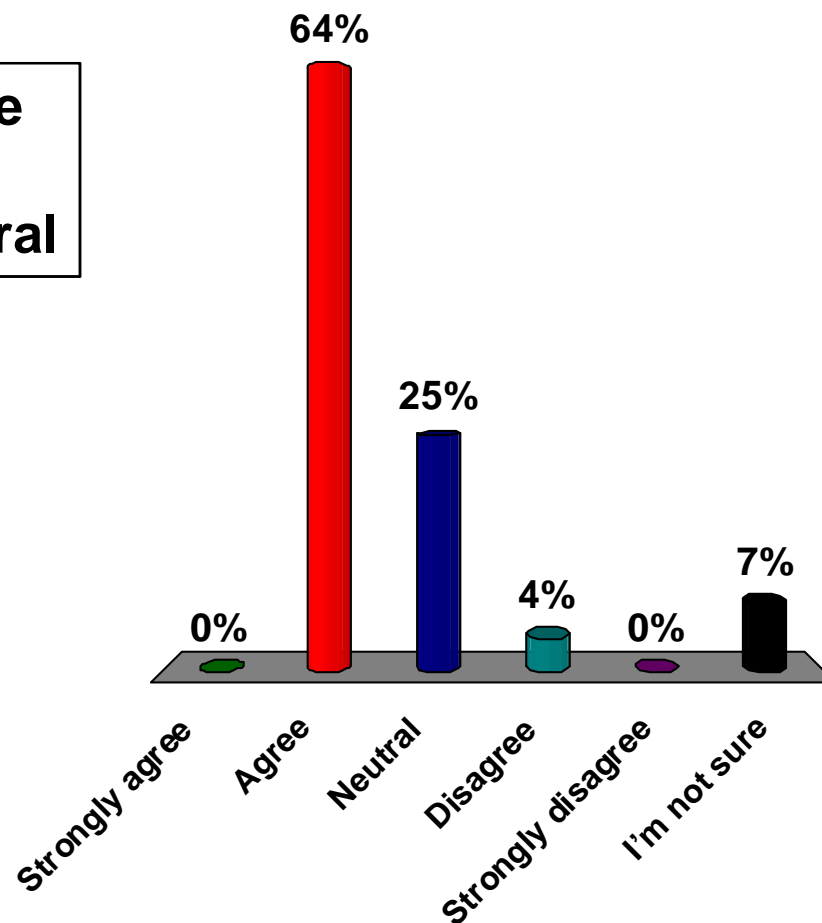
63% Agree
20% Neutral



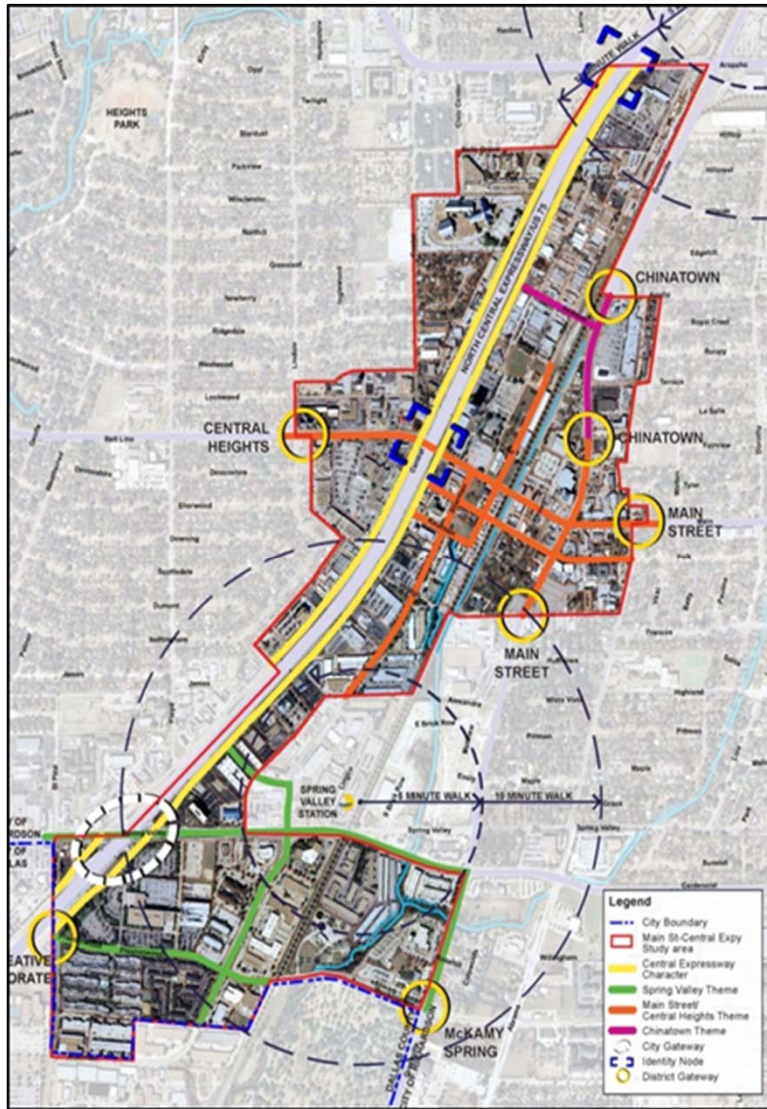
The proposed urban design themes are appropriate to create places with the character I desire for this Corridor's future.

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

64% Agree
25% Neutral



Urban Design Station



	Spring Valley Theme	Main Street/Central Heights Theme	Chinatown Theme	Central Expressway Character
Concept				
Pedestrian Light				
Bench				
Trash Receptacle				
Tree Grate				

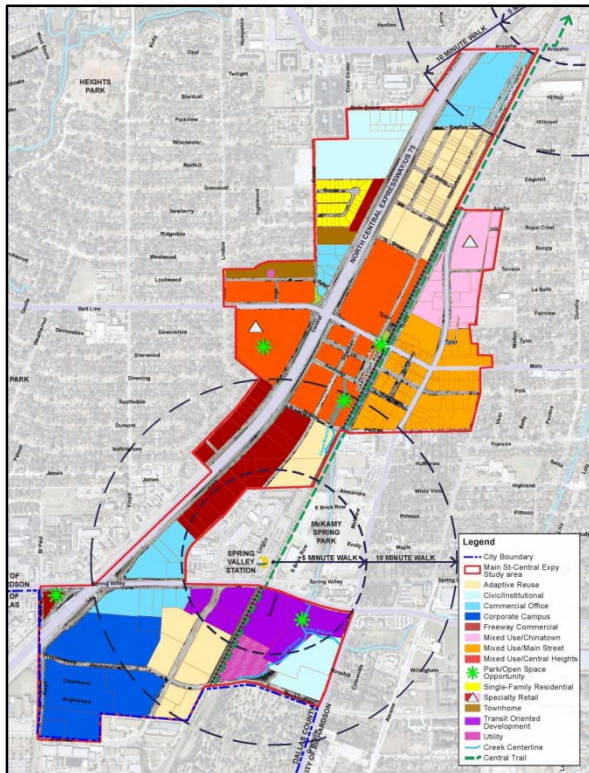
MAIN STREET / CENTRAL EXPRESSWAY STUDY November 2012
Richardson, Texas

Urban Design Framework – Discussion, Station Comments

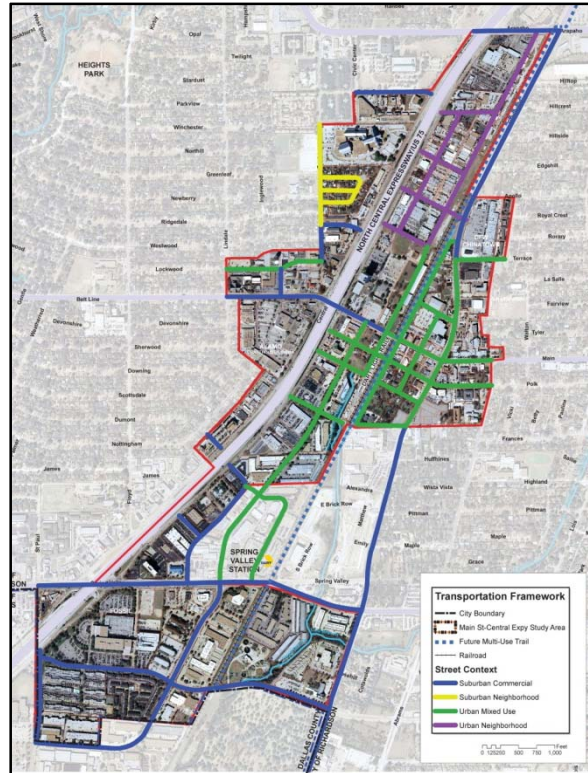
- Need **cohesive architectural design** styles throughout corridor (not sameness, but **distinct areas within to create visual interest** and “magnets” for people; **create something timeless**; what is popular now might be dated later; incorporate **public art** in each district
- More **pedestrian activity/friendliness**; strong **continuity in urban space**
- **Main Street/Central Heights images don't work** and don't convey the right image; don't want to look like McKinney or Plano
- **Support sustainability and ecology; don't do density without urbanism**
- More **direct access to trail**, keep traffic flow smooth so people **don't have to divert off trail to cross the street** (especially at Spring Valley with pedestrian bridge)

Framework Plan – Overall

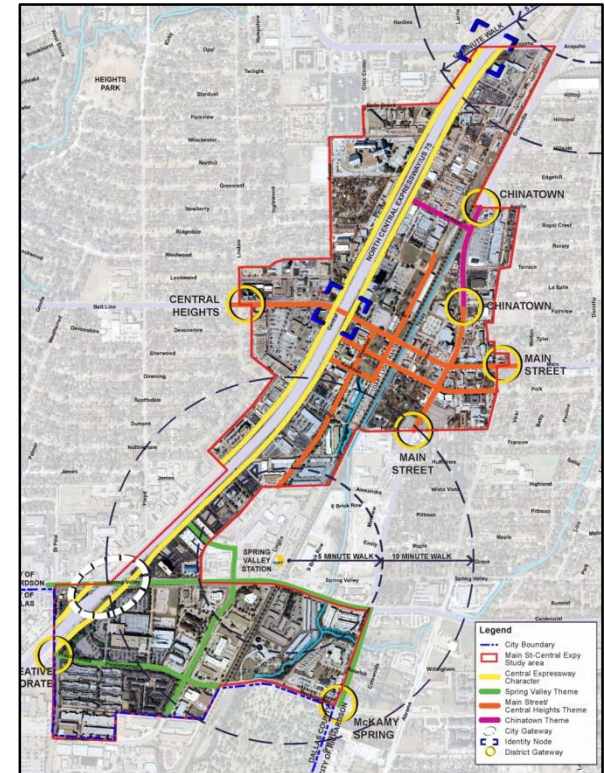
Land Use



Mobility



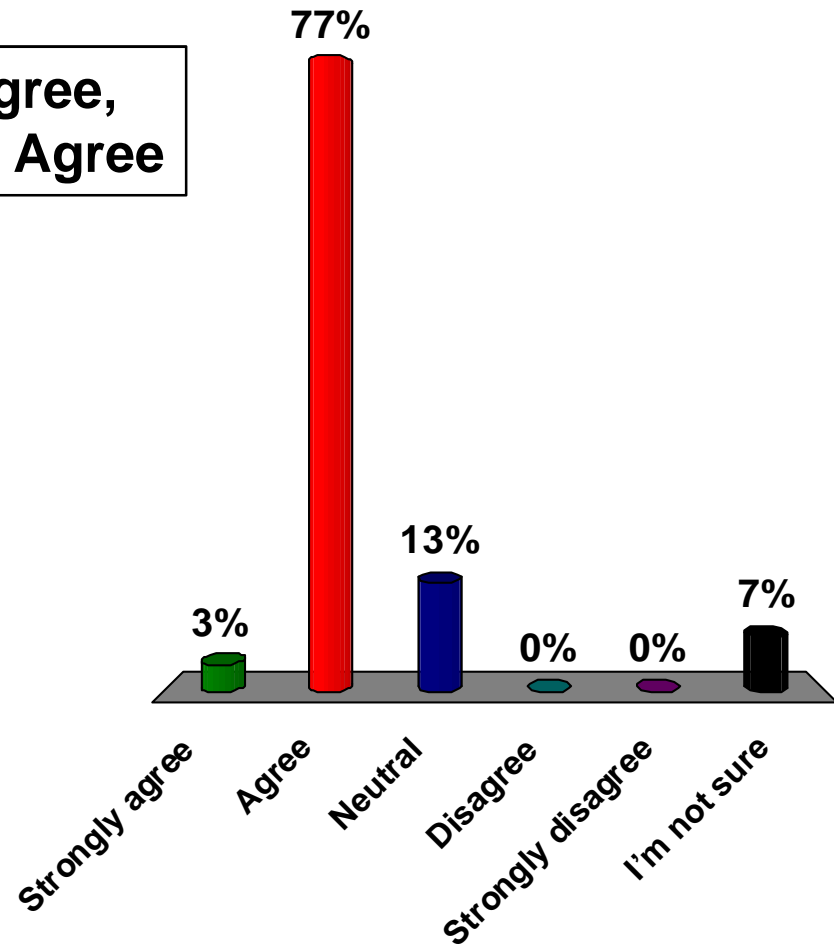
Urban Design



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

**80% Agree,
Strongly Agree**



Framework Plan – Summary of Keypad Polling Results

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
Reflects my ideas (80%)*	3%	77%	13%	0%	0%	7%
Enhance property values (76%)	31%	45%	10%	3%	3%	7%
Spend time here (69%)	24%	55%	14%	0%	7%	0%
Work/Own business here (80%)	28%	52%	14%	3%	0%	3%
Live here (63%)	13%	50%	10%	13%	10%	3%
Own property here (68%)	23%	45%	19%	6%	3%	3%

* Strongly Agree + Agree

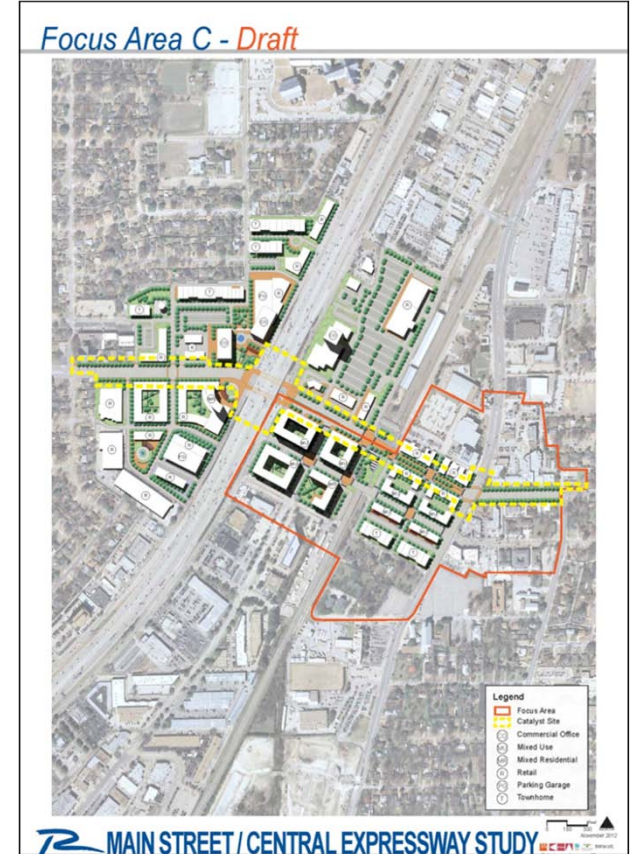
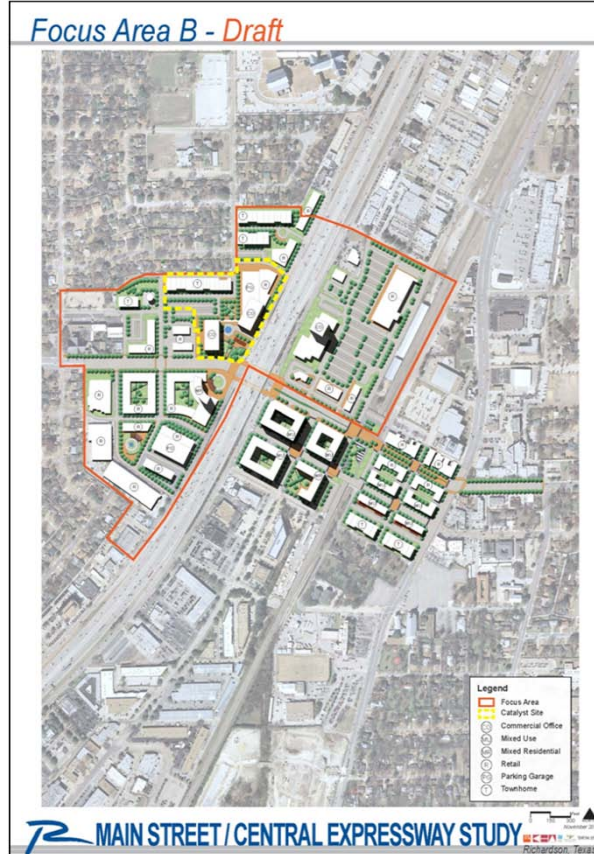
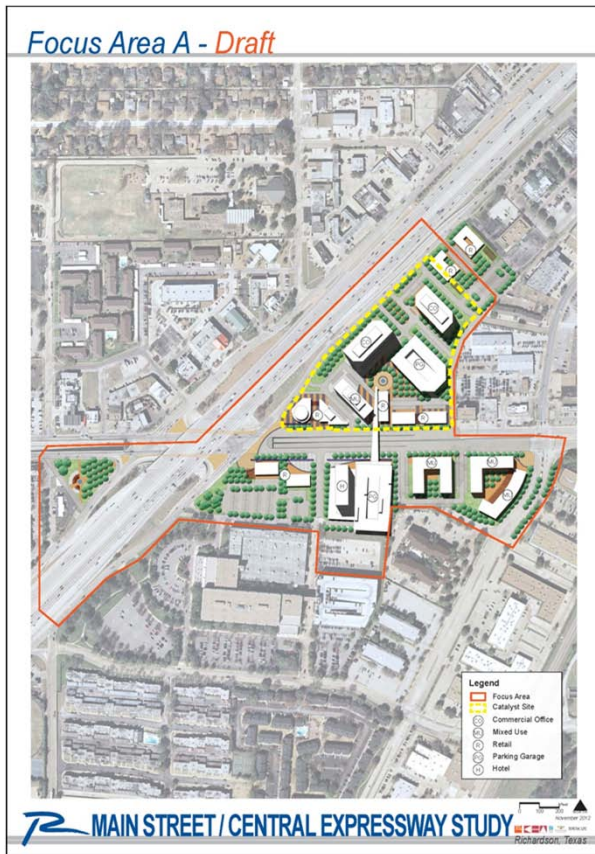
Feedback on **FOCUS AREAS**

Framework Plan Stations

Focus Area A

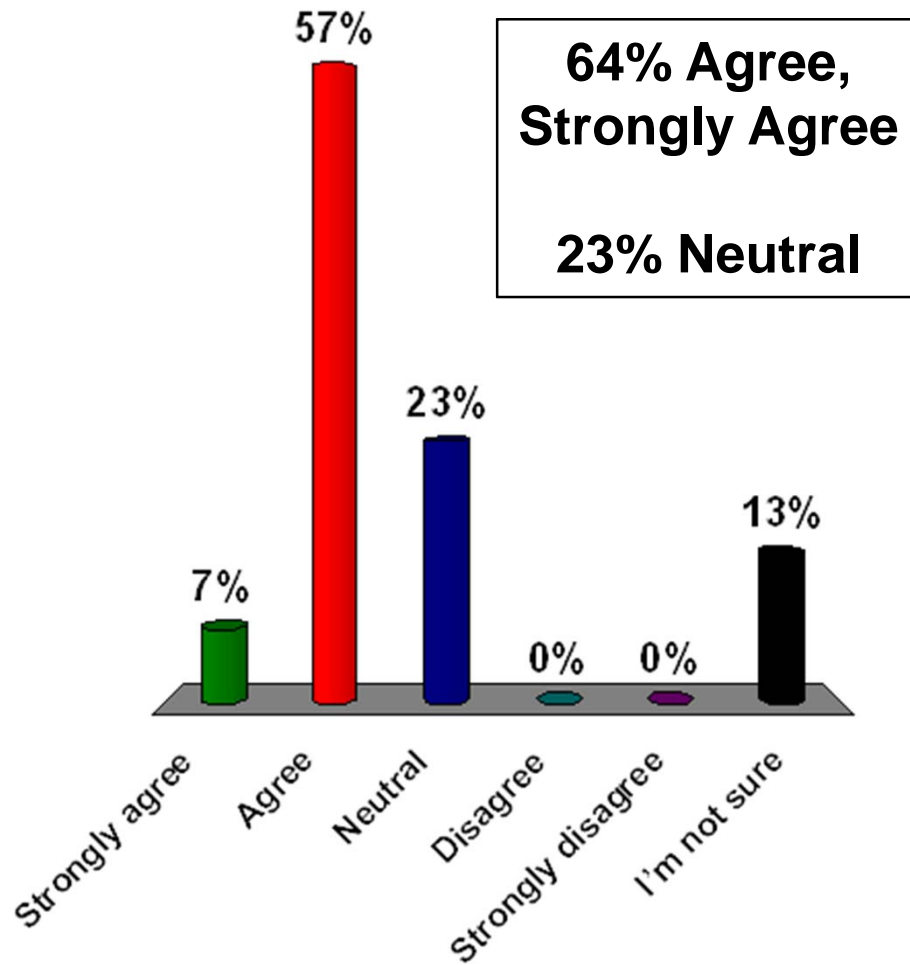
Focus Area B

Focus Area C

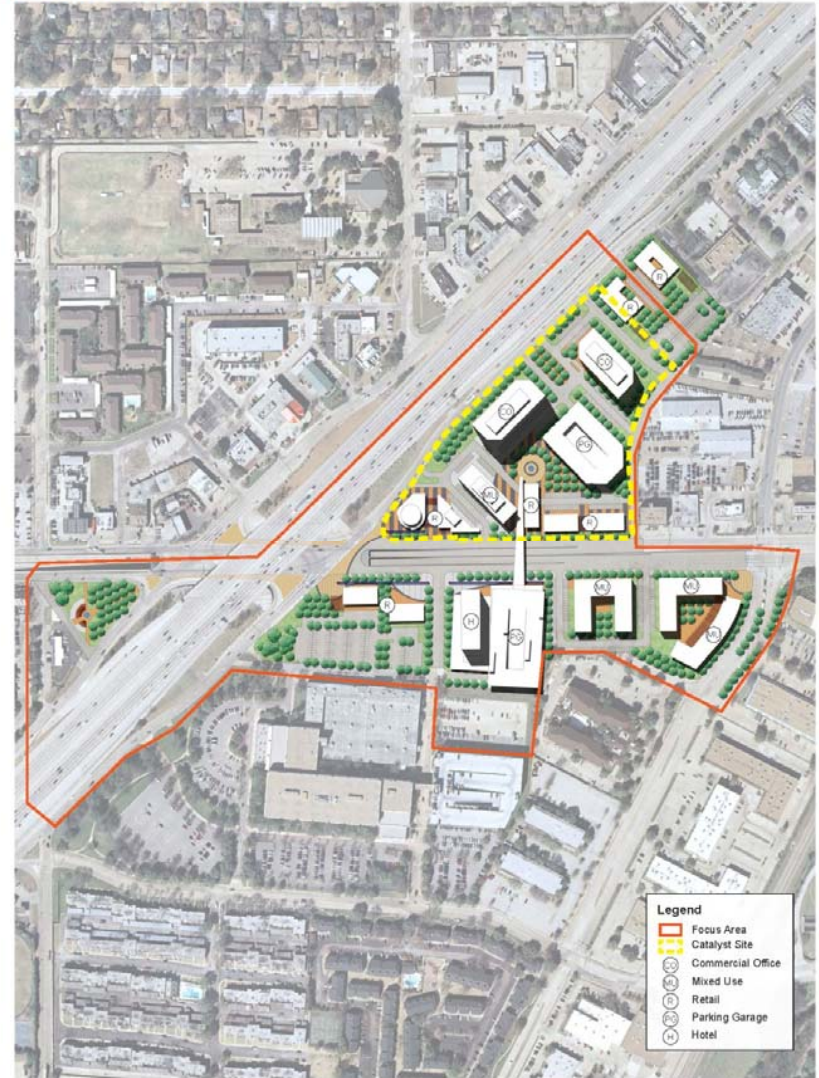


Framework Plan - Focus Area A

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



Focus Area A - Draft



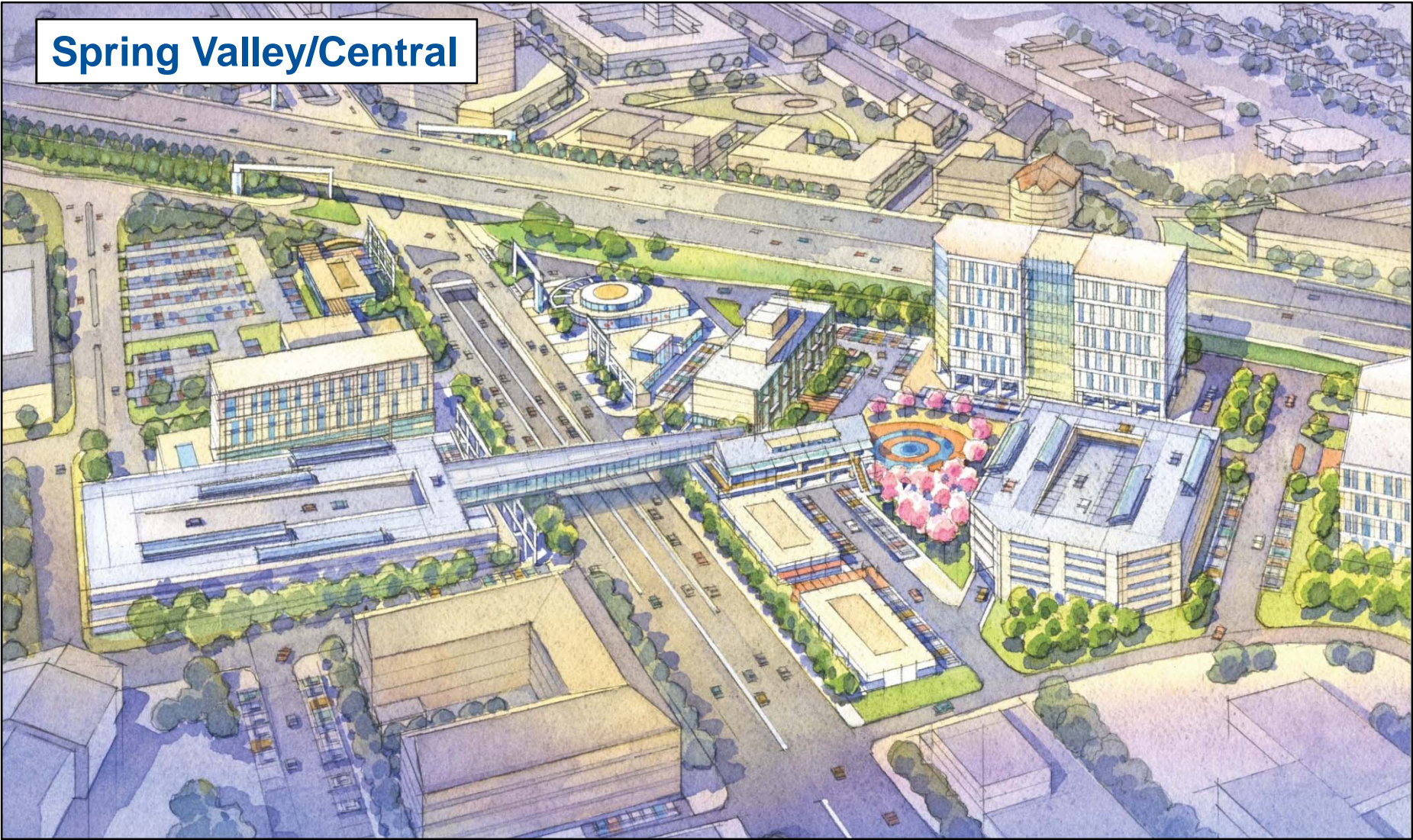
Gateway Commercial District – Catalyst Site 1

Spring Valley/Central



Gateway Commercial District – Catalyst Site 1

Spring Valley/Central

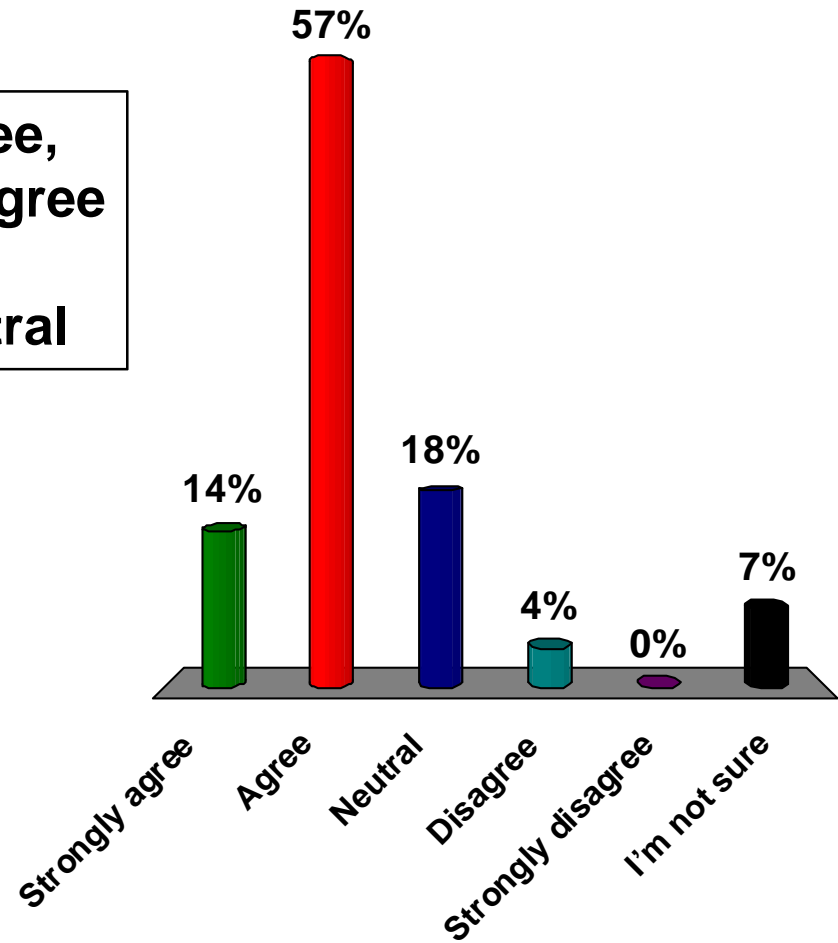


This future concept for **Catalyst Site 1** reflects my ideas about the most successful future for this location.

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

**71% Agree,
Strongly Agree**

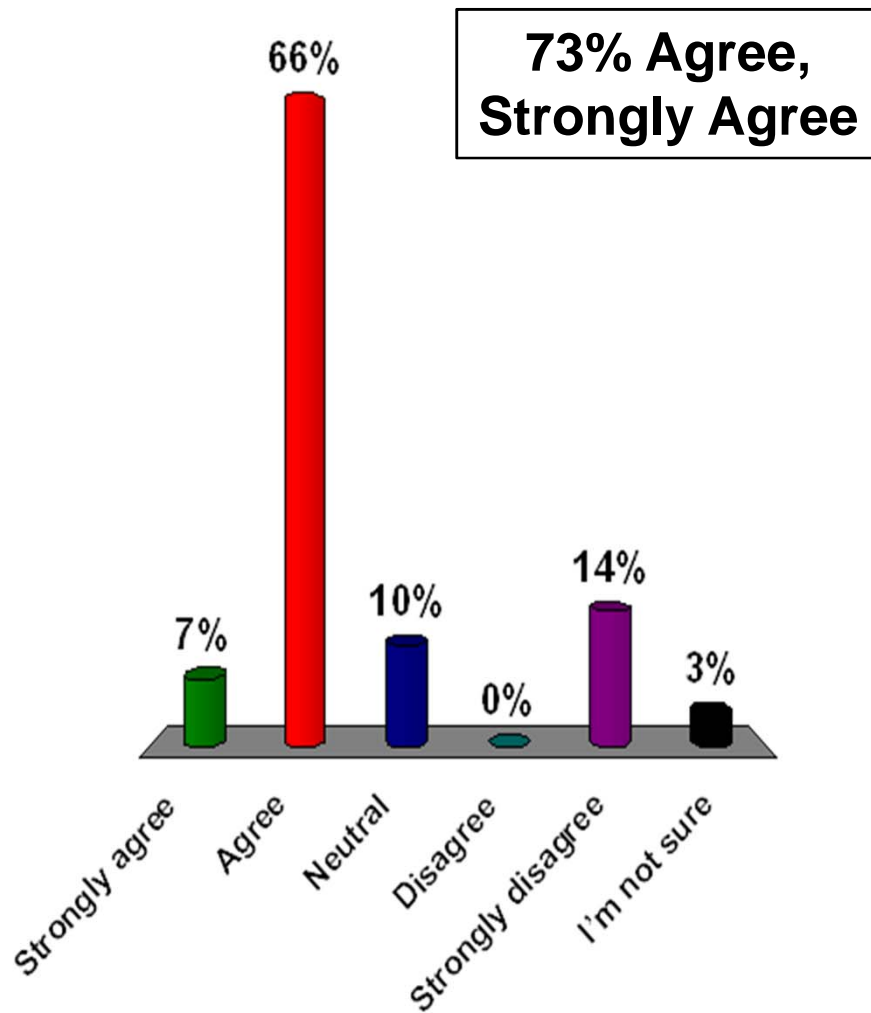
18% Neutral



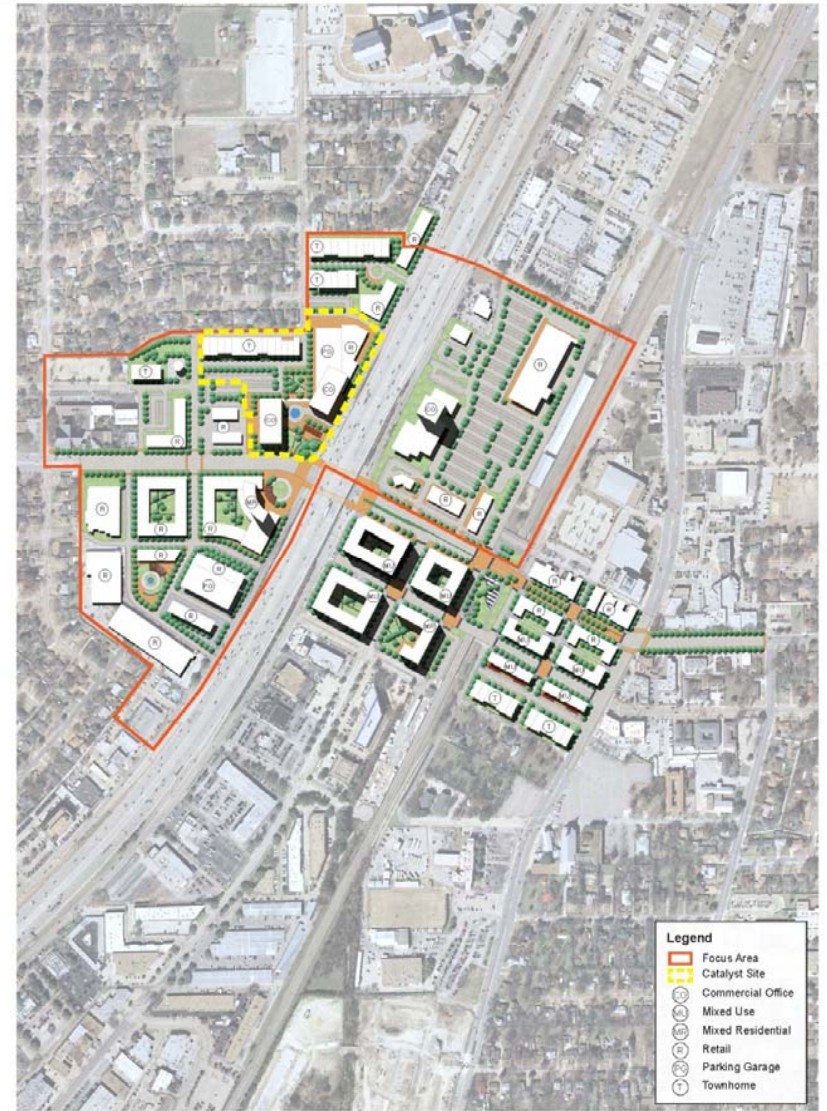
Discussion, Station Comments

- **Focus Area A** (Spring Valley/Central)
 - **Excited about commercial building becoming residential** and Why wouldn't residential be good in Comerica? **v. Area should be primarily business/office centered**; no residential; and More problems arise when people rent
 - It's **much more “pedestrian friendly”**
 - **Great idea to have pedestrian bridge** across Spring Valley
 - **Water features** would be a great asset to carry through the site; **more plantings**; opportunity for **sculpture**
 - **Restaurants for businesses**
 - **Hotel lacks visibility**

Framework Plan - Focus Area B

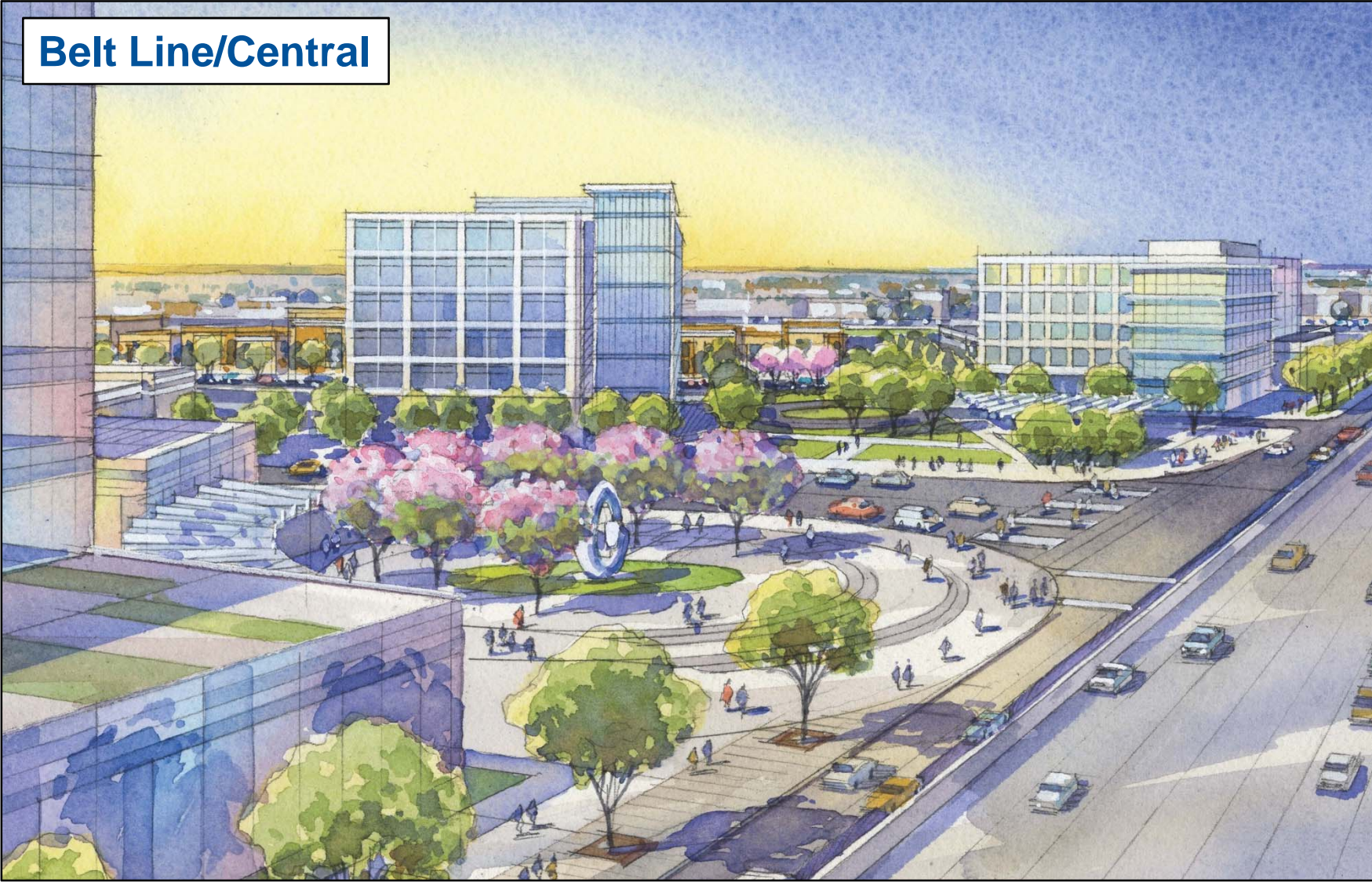


Focus Area B - Draft



Central Heights – Catalyst Site 2

Belt Line/Central



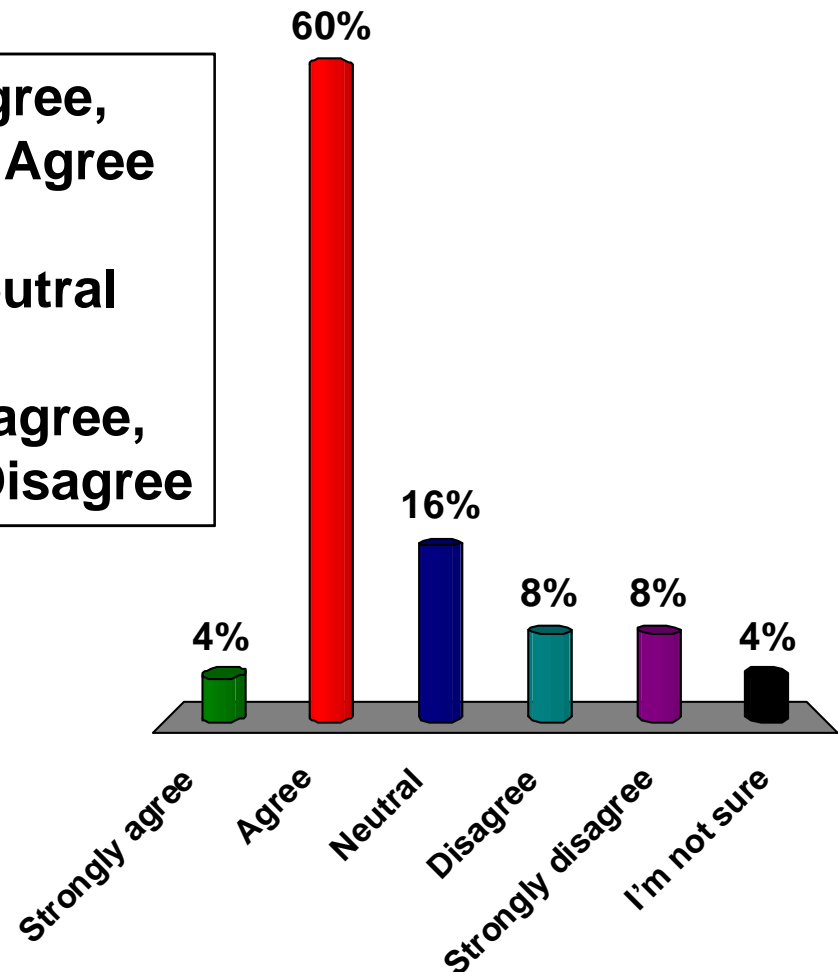
This future concept for **Catalyst Site 2** reflects my ideas about the most successful future for this location.

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

**64% Agree,
Strongly Agree**

16% Neutral

**16% Disagree,
Strongly Disagree**



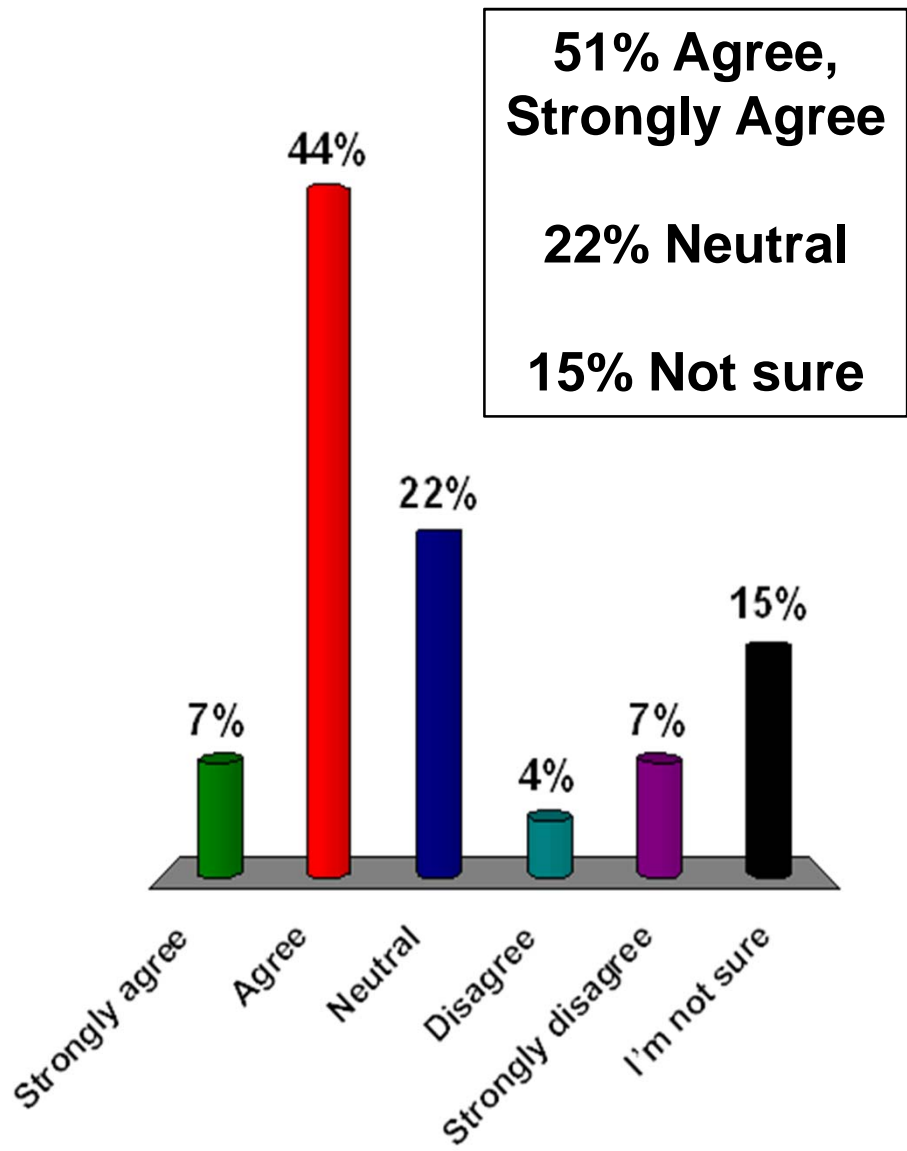
Note: Slide has been updated to reflect the total of Agree, Strongly Agree responses as pointed out during the presentation.

Discussion, Station Comments

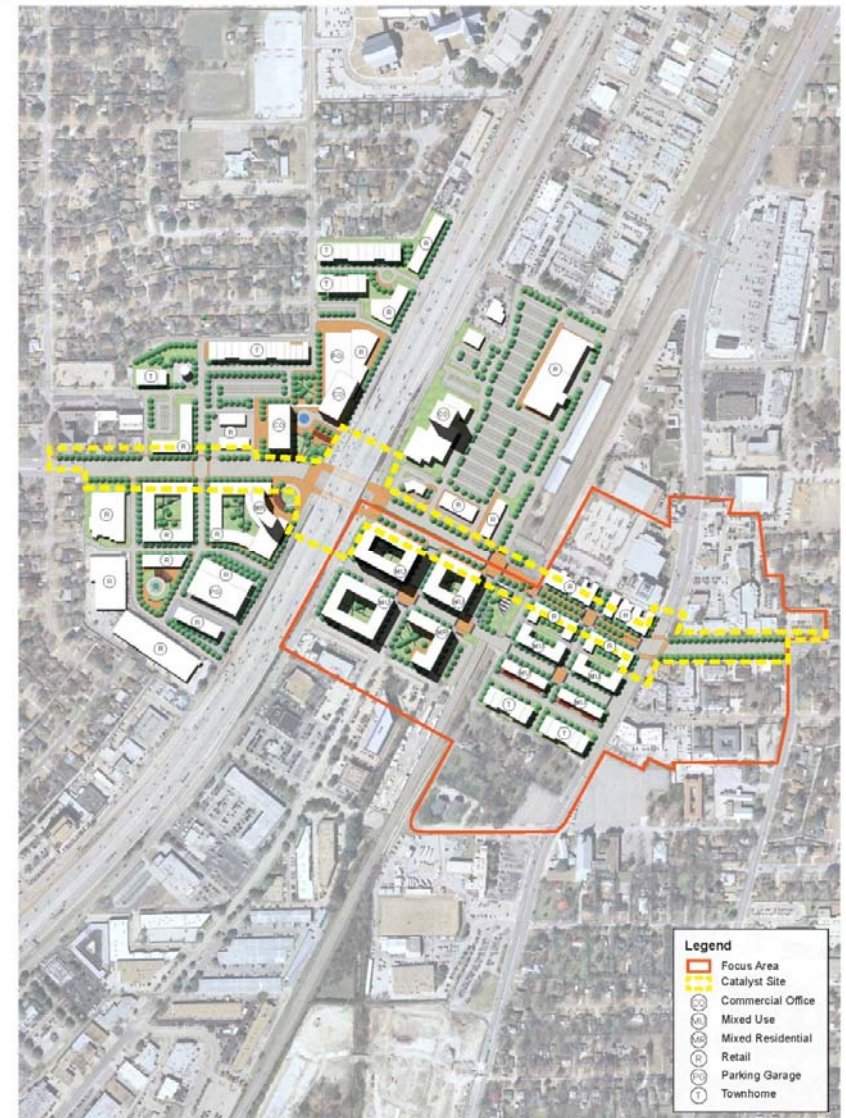
- **Focus Area B** (Belt Line/Central)
 - **Flip office and residential at Belt Line**
 - Be **careful with height** of buildings
 - Need **parking to support development**
 - Coffee shop in Richardson Heights Shopping Center
 - **Save Rexall sign v. Update signage to Richardson Heights Shopping Center**
 - Look at **boundary with neighborhood as design opportunity**
 - In a **20-year plan, Rustic Circle should be redeveloped**
 - **Zoning is a concern**; City will go to property owners for zoning changes



Framework Plan - Focus Area C



Focus Area C - Draft



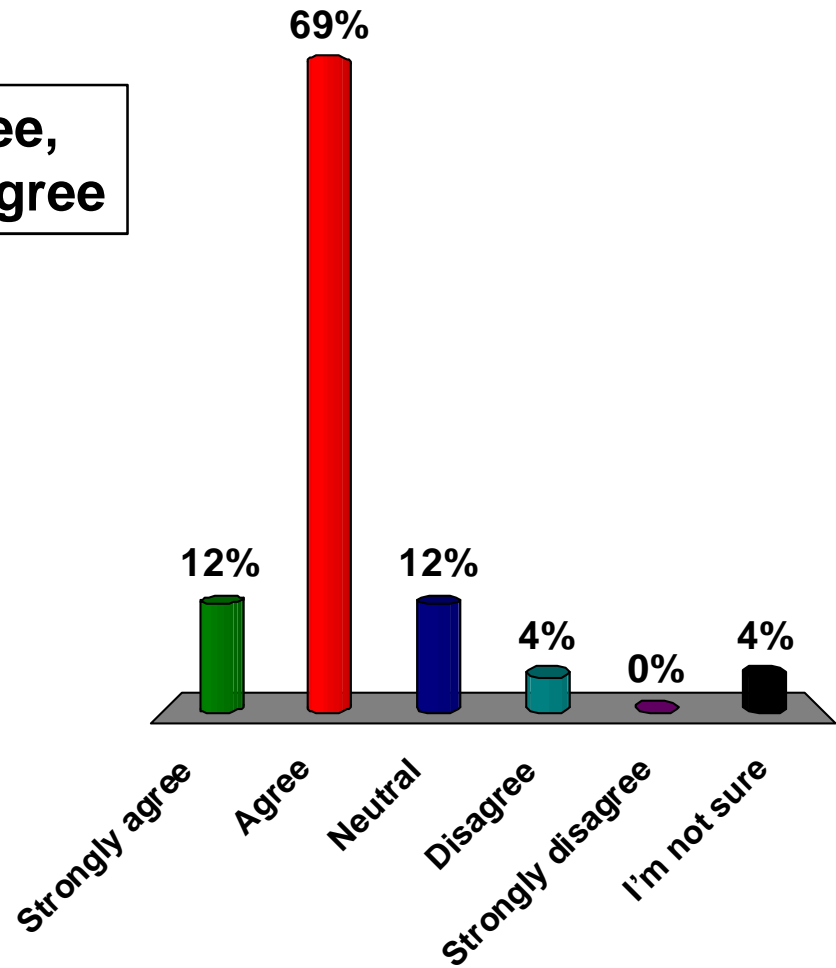
Main Street District – Catalyst Site 3



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

81% Agree,
Strongly Agree



Discussion, Station Comments

- **Focus Area C (Main Street)**
 - Would like a **farmer's market downtown; tea room, wine bar**
 - More pedestrian friendly ; **make sure sidewalks can accommodate outside dining v. Need narrow sidewalks and streets**
 - **Need parking (multi-story garage** in back of Main Street bar)
 - How to **transition to expanded ROW along Main?**
 - **Combine Main Street and Chinatown** and make a multi-cultural district with restaurants and markets
 - **Green space/small parks/dog parks** (Polk & DART area).
 - Add **corner plaza treatments at Central**
 - **Buildings may not be historic, why support** that?



Next Steps

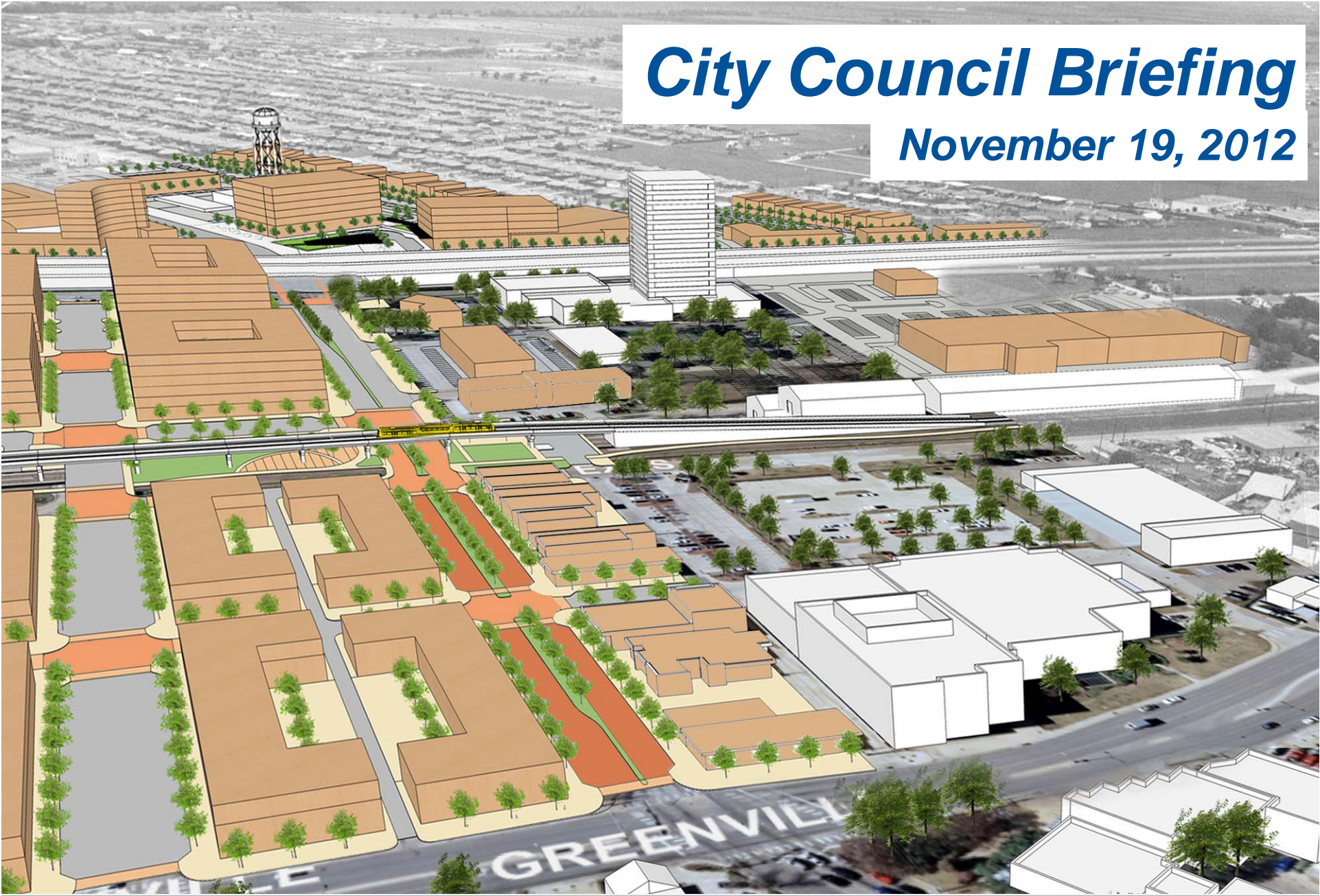
Project Status

- ✓ 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 **Final Public Input Session** for this phase of the project has been held (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

Questions/Discussion

City Council Briefing

November 19, 2012



MAIN STREET / CENTRAL EXPRESSWAY STUDY