

# City Plan Commission Work Session

February 5, 2013



Image Source – Richardson Public Library

# Agenda

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- Project Introduction
- Vision for the Future
- Implementation
- Next Steps

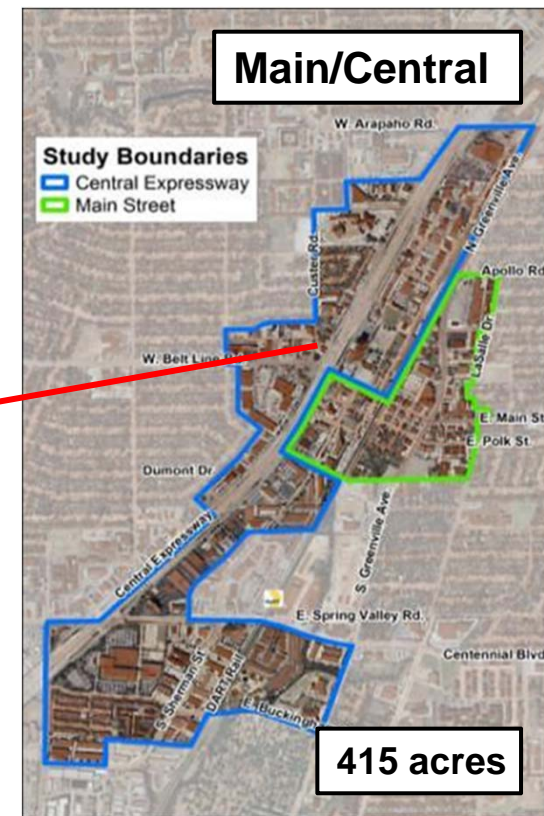
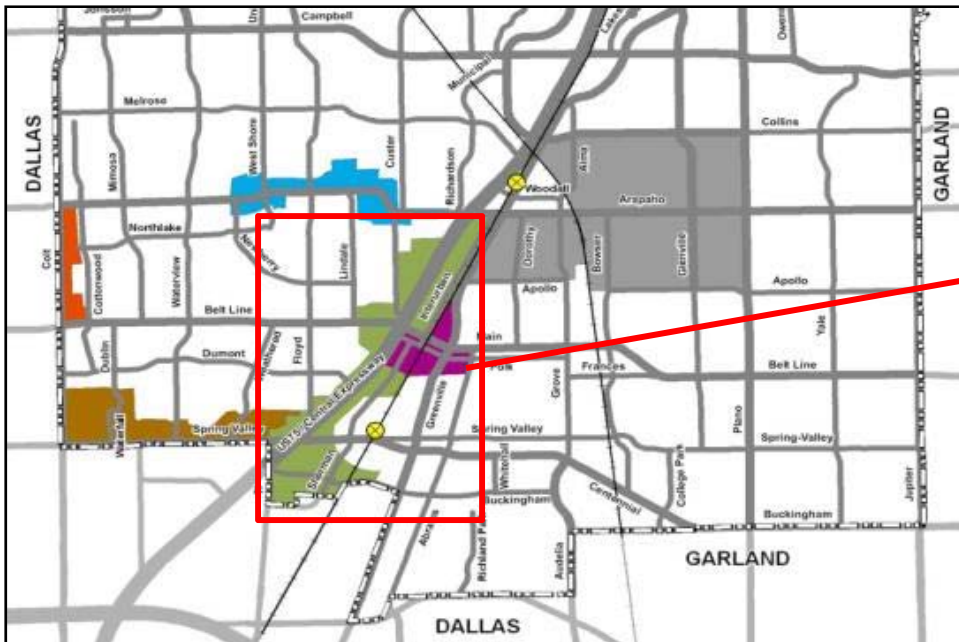
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# Project Introduction

# 2009 Comprehensive Plan

## Six Enhancement / Redevelopment Areas for further study

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



## Project Status

- ✓ Introductory and status update **briefings** (throughout)
- ✓ **Online resources** to increase awareness, participation and to collect additional comments
  - ✓ Webpage
  - ✓ Online survey and questionnaire
  - ✓ Facebook page
- ✓ **Community Meetings**
  - ✓ Open House (July 10)
  - ✓ Community Workshop (September 19)
  - ✓ Final Public Input Session (November 8)
- ✓ **Focus Group Workshop** (September 15) and **Individual and Small Group Interviews** (September 18 and 19)
- ✓ **Draft final report and recommendation – Market analysis and vision** (December 17)
- ✓ **Draft final report and recommendation – Implementation** (January 28)

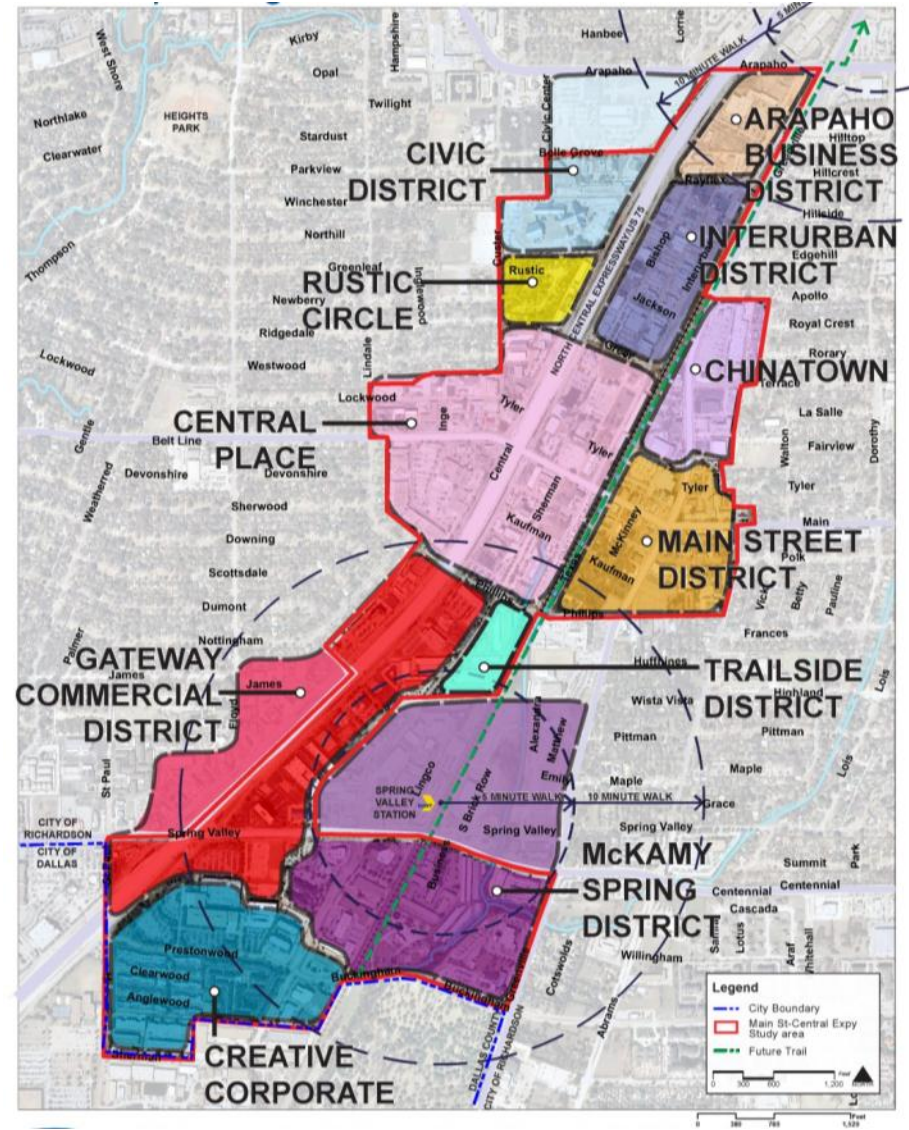


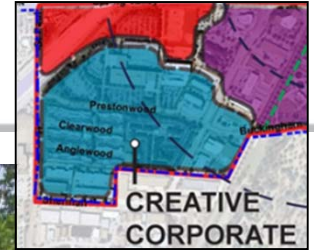
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Vision for the Future

# Concept Plan

- The 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





# 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





# 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 - Focus Area A

- Commercial mixed-use environment
- **Catalyst Site 1** is located at the northeast corner of the intersection
- Catalyst is built around the existing Comerica Bank building



# Gateway Commercial District - Catalyst Site 1

Without Pedestrian Bridge



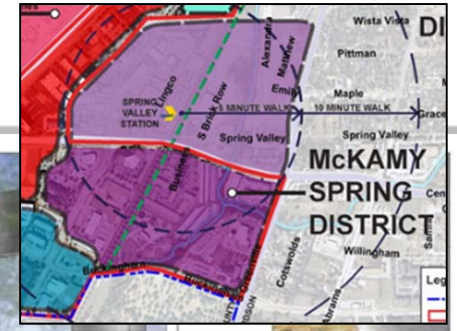
# Gateway Commercial District - Catalyst Site 1

With Pedestrian Bridge



# 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



# 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



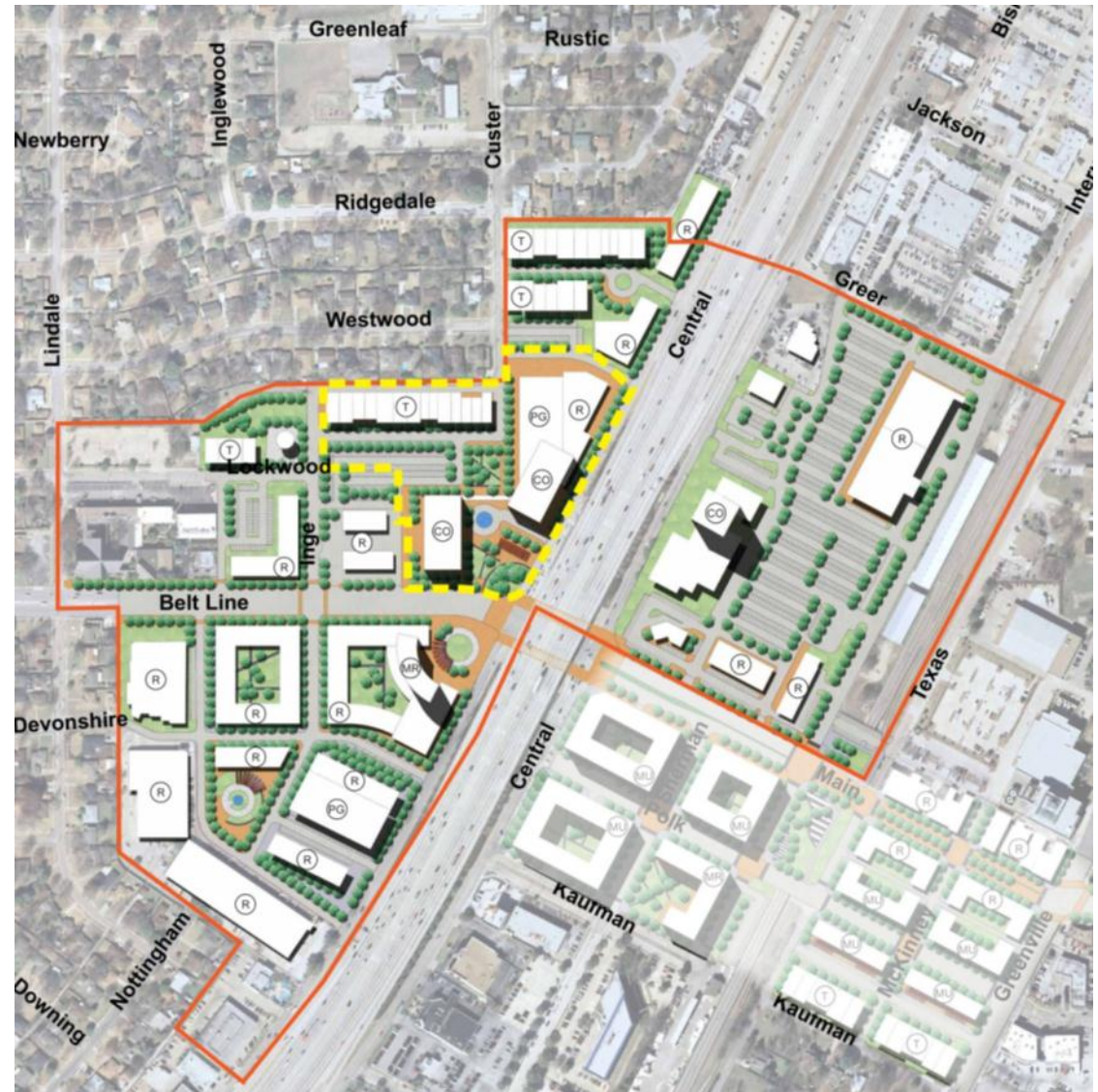
# Concept Plan – Central Place

- 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 Place - Focus Area B

- Primarily retail focused with some residential and office development
- **Catalyst Site 2** is located at the northwest corner of the intersection
- Catalyst is focused on creating a new commercial office and retail development





## Central Place - Catalyst Site 2





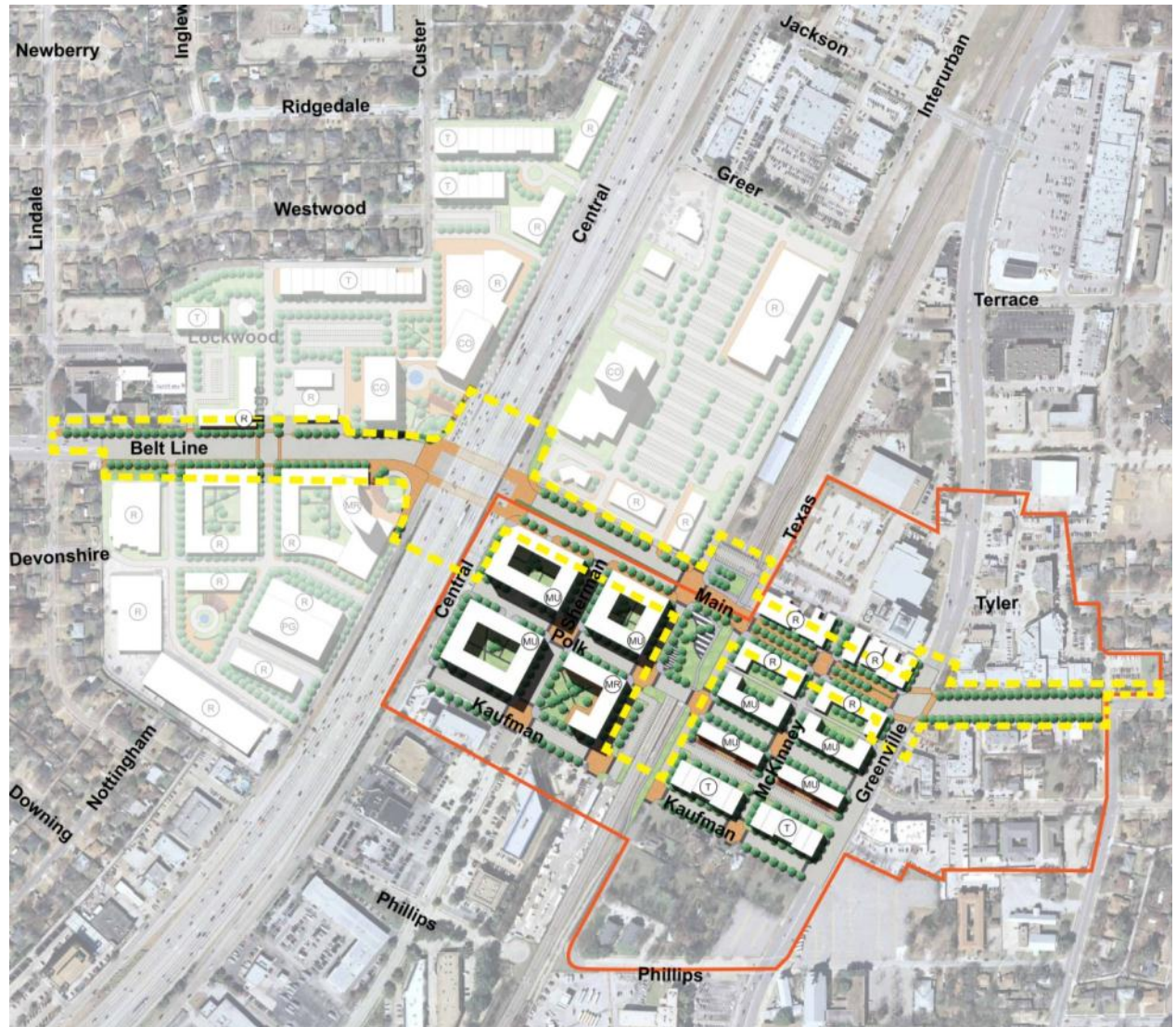
# Concept Plan – Main Street District

- 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 - Focus Area C

- Mixed-use development type
- Higher density adjacent to U.S. 75, lower density east of DART
- **Catalyst Site 3** includes Main Street and the adjacent public realm



# Main Street District - Catalyst Site 3



# Main Street District - Catalyst Site 3

Looking West Along Main Street



# Main Street District - Catalyst Site 3

## Looking East Along Main Street



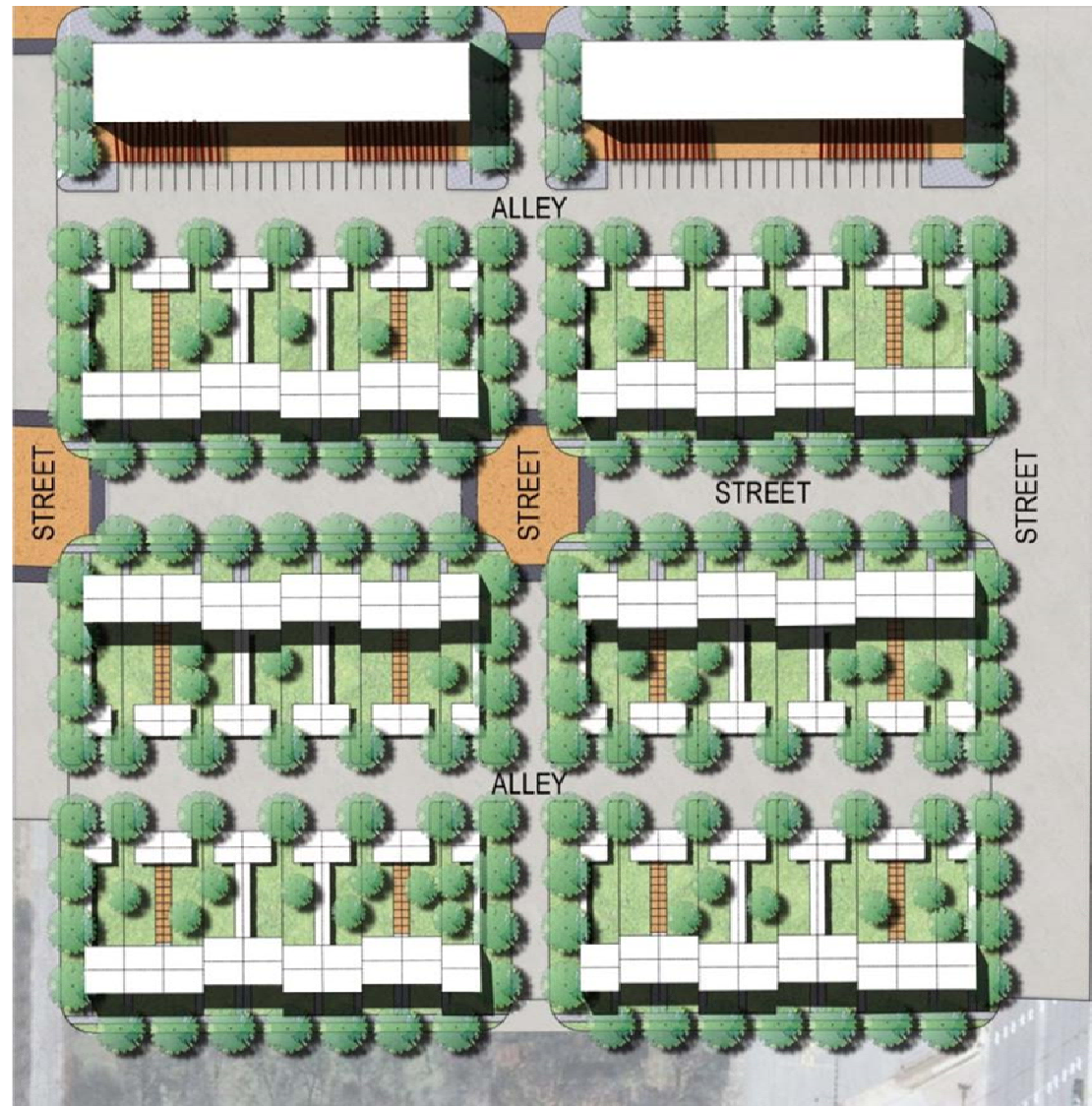
# Main Street District - Catalyst Site 3

Looking North Along DART



## Main Street District - Catalyst Site 4

- Not site-specific - could be developed in several locations
- Could occur on some of the vacant residential lots in the Main Street area
- Catalyst Site 4 townhome prototype could also be applied to small multi-family residential sites







## 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





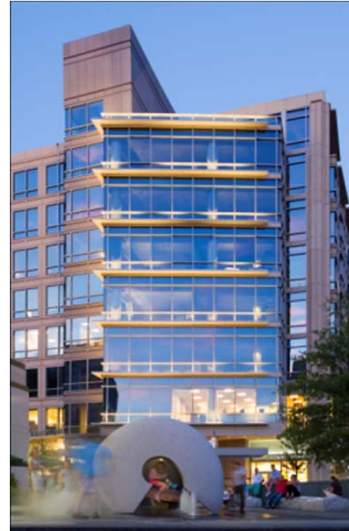
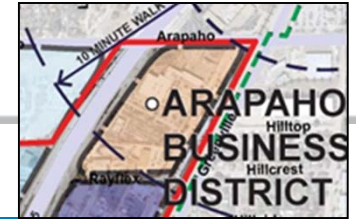
# Concept Plan – Interurban District

- 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



# 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



## 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



# 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

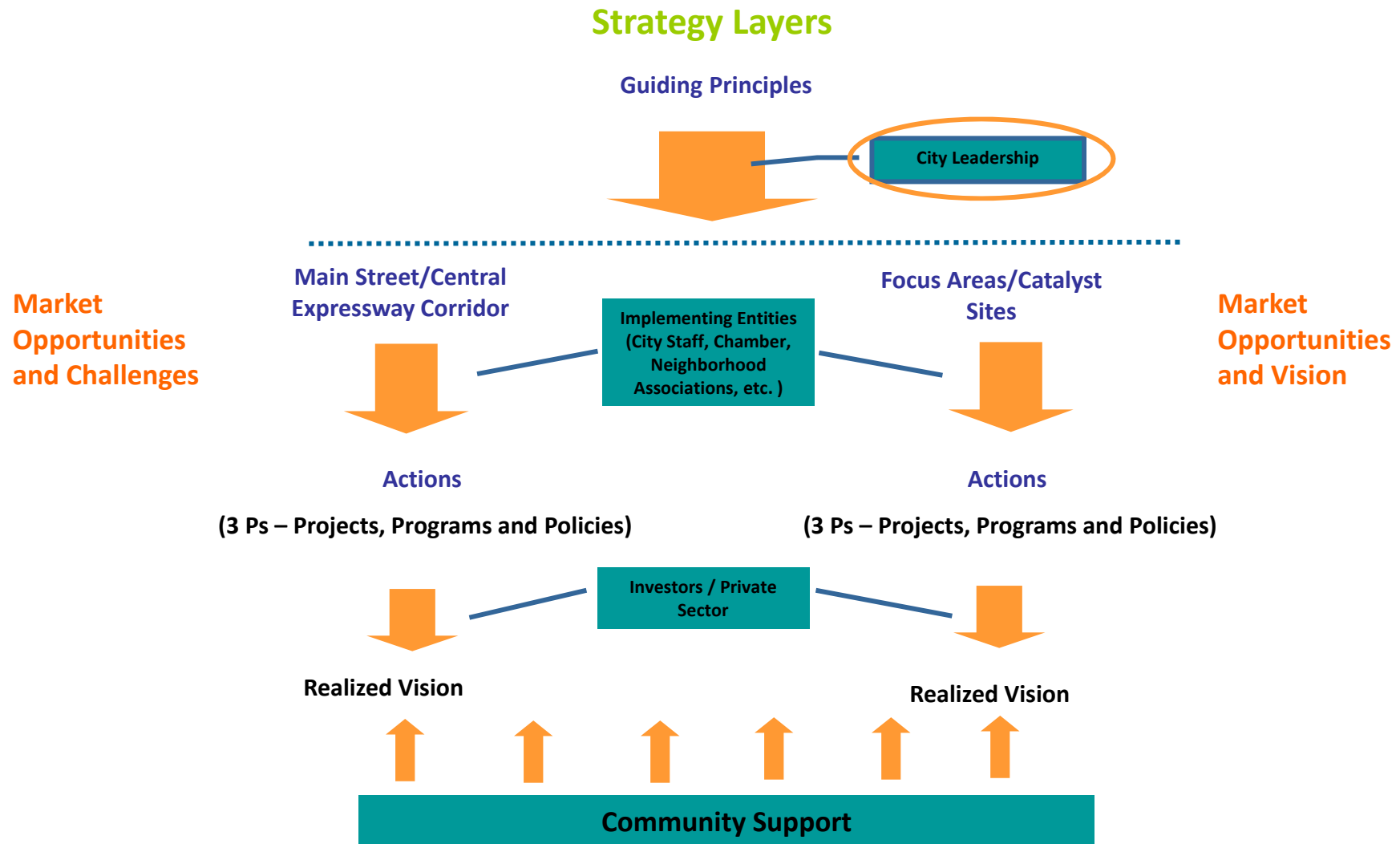


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Implementation



# Implementation Framework



## Reinvestment Challenges

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- Difficulty in assembling property
- Comparatively high land costs
- Heightened regulation and review
- Lot depths
- Curb cuts
- Parking costs
- Shared infrastructure
- Construction staging
- Perceived greater risk in serving narrow markets
- Limited examples of creatively-financed projects
- Public opinion (managing expectations)



## Elements of Feasibility

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- **Market** Feasibility (demand in the trade area for particular land uses/products)
- **Physical** Feasibility (does physical environment accommodate uses in demand?)
- **Political** Feasibility (is community leadership supportive of desired uses/products?)
- **Regulatory** Feasibility (do existing regulations support market opportunities?)
- **Organizational** Feasibility (are there advocacy entities or “cheerleaders” in place to advance projects?)
- **Financial** Feasibility (does the market opportunity provide a reasonable return on investment to the private sector?)

# Strategy for Catalyst Projects

## Catalyst Project Private Sector Investment Leverage

Catalyst Project	Total Private Investment	Total Public Investment*	Leverage Ratio**
Catalyst #1: NEC US 75/Spring Valley	\$129,500,000	\$32,400,000	4.0
Catalyst #2: NWC US 75/Belt Line	\$67,300,000	\$18,800,000	3.6
Catalyst #3: Main Street Enhancements***	\$9,600,000	\$9,700,000	1.0
Catalyst #4: Townhome	\$8,700,000	\$2,400,000	3.6
<b>Totals</b>	<b>\$215,100,000</b>	<b>\$63,300,000</b>	<b>3.4</b>

\* Reflects both "direct" and "indirect" public investment.

\*\* Reflects amount of private investment generated for every \$1 dollar in public investment.

\*\*\* Reflects potential increase in property value rather than value of new investment.

Source: HOK Design and Ricker | Cunningham.

- Economic gaps of 15% to 40% are not uncommon
- No one resource will “fill the gap”

## Guiding Principles for Revitalization

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- Gateways to neighborhoods will be protected and enhanced
- The City will maintain a proactive attitude towards redevelopment which is consistent with the vision for the Main Street/Central Expressway Corridor
- The community's vision for the Main Street/Central Expressway Corridor will be reflected in supporting policies and regulations
- Future commercial uses will be encouraged near major intersections
- Development will be guided by short-term guidelines and long-term standards
- Public commitment will be long-term

## Guiding Principles for Revitalization

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- The City will provide assistance for eligible projects that have verifiable financing gaps (to the extent reasonable and possible), but for the minimum possible length of time
- Preferences will be given to projects emphasizing a greater diversity of uses and serving broader market segments
- Priority projects must either provide a leveraged financial return or a cost savings to the City
- Developed and underdeveloped properties will be put into productive use
- Capital investments will embody Richardson traditions and history

## Action Categories

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- Define Market Identity
- Integrate Land Uses
- Enhance the Public Realm
- Build Human Connections
- Expand the Tool Box

## Shaping the Market

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Forces and events that will alter the existing land use development pattern and accelerate activity and increase value

- New investment and reinvestment (businesses and homes)
- Improvement in market conditions
- Greater diversity in land use and product mix
- Investment in public spaces
- Introduction and enhancement of neighborhood and community amenities
- Policies and incentives which support sustainable change – permanence vs. immediate gratification
- Flexible vision which balances market and economic reality with community vision

## Highest Priority Actions – Begin in 2013

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### Define Market Identity

1. Monitor property conditions in Sub-Districts and Catalyst Sites
2. Prepare marketing materials for Sub-Districts and Catalyst Sites
3. Conduct periodic workshops with DFW developers, investors, realtors, lenders

## Highest Priority Actions – Begin in 2013

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### Integrate Land Uses

1. Consider rezoning and/or zoning overlays for select Sub-District locations to allow for a wider range of land uses
2. Conduct an analysis to establish appropriate height regulations for new development adjacent to existing neighborhoods



## Highest Priority Actions – Begin in 2013

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### Enhance the Public Realm

1. Make strategic infrastructure investments in key Sub-Districts and Catalyst Sites
2. Establish consistent landscaping, streetscape and parking standards in key Sub-Districts and Catalyst Sites
3. Participate in TxDOT's redesign of Central Expressway
4. Refine the cross section of Belt Line/Main Street for mobility, functionality, and support for adjacent land uses

## Highest Priority Actions – Begin in 2013

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### Build Human Connections

Note: While the strategies in this category are important for the success of the Corridor, they will either be implemented on an ongoing basis or are likely to be undertaken in a time period that is beyond the immediate (Strategy

Timing: Highest Priority) time frame

Examples:

1. Work with local businesses, property owners, neighborhoods...
2. Communicate with property owners...
3. Collaborate with City-related agencies (Chamber, CVB)...RISD...non-profit and civic organizations...arts community

## Highest Priority Actions – Begin in 2013

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### Expand the Tool Box

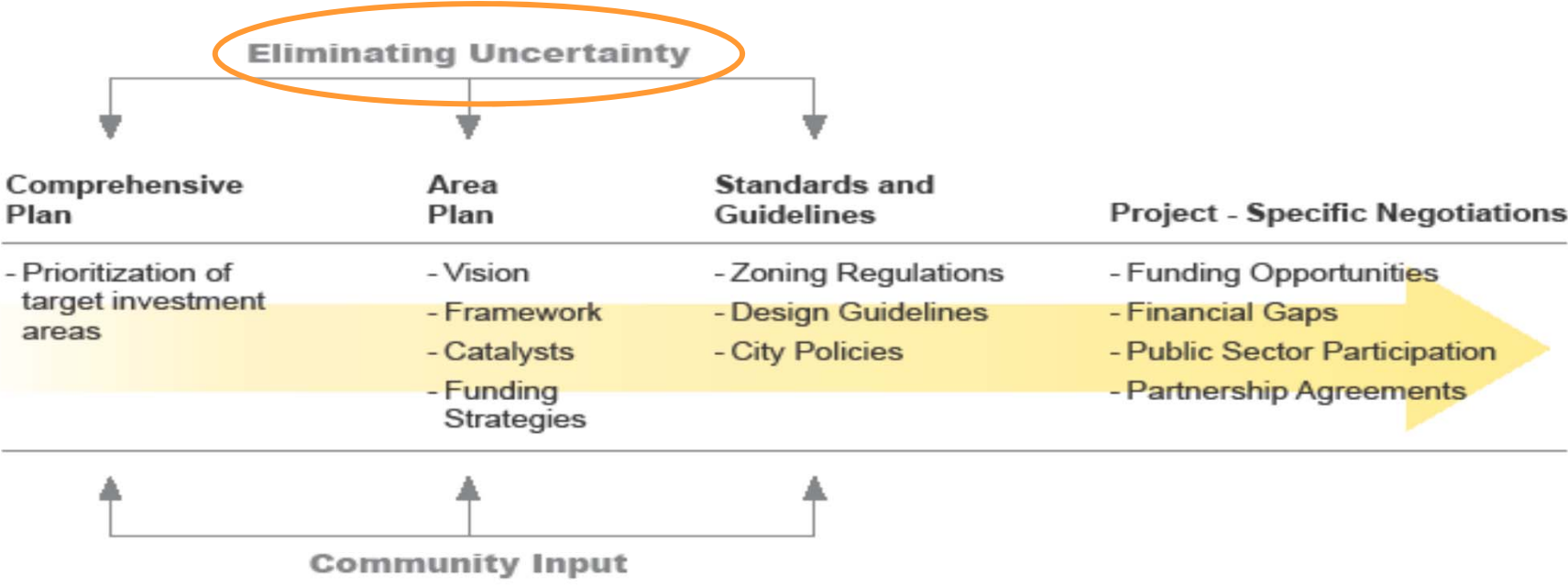
1. Evaluate the **feasibility of acquiring property** in key Sub-Districts and Catalyst Sites for assembly and developer recruitment
2. Conduct a **private sector outreach/engagement** process for catalyst project(s)
3. Continue to explore **creative funding mechanisms** for infrastructure improvements, land assembly and public/private development projects

## Revitalization Truths

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- Significant gaps are not unusual
- Neither private nor public sector can do it alone
- Gaps will be filled by multiple sources/mechanisms
- Success will be determined by equalization of returns for private and public partners (however measured)
- As revitalization advances, the need for public sector financial participation declines

# Community Planning Process



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## Next Steps

# Next Steps

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Time Frame	Task
January 28, 2013	Implementation Plan Briefing
Spring 2013	Request Consultant Qualifications, Interview and Engage the Consulting Team for Zoning Ordinance/Design Guidelines
Summer 2013 – TBD	Draft Zoning Ordinances and Design Guidelines

## Team Approach to Implementation

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- **Capital Improvements**

- Development Services, Parks, Capital Projects, TxDOT  
*(street and highway design/construction, parks and trail projects, other infrastructure)*

- **Regulations and Policies**

- Development Services, Community Services, City Attorney  
*(ordinances, standards, guidelines, enforcement)*

- **Public-Private Partnerships**

- City Manager's Office, Financial Consultant, Chamber of Commerce, TIF Board  
*(developer recruitment, project negotiations, incentives)*

- **Communication**

- City Manager's Office, Communications, Development Services, Neighborhood Services, Chamber of Commerce  
*(education/information, outreach)*



# City Council Work Session

January 28, 2013



Image Source – Richardson Public Library