

## City Council Work Session Handouts

October 7, 2013

- I. Review and Discuss Richardson YMCA's 50<sup>th</sup> Anniversary <http://vimeo.com/76031030>
- II. Review and Discuss the Main Street/Central Expressway Corridor Enhancement/Redevelopment Study
- III. Review and Discuss the 2013 Community Revitalization Awards Program

# City Council Work Session

October 7, 2013



Image Source – Richardson Public Library

# Agenda

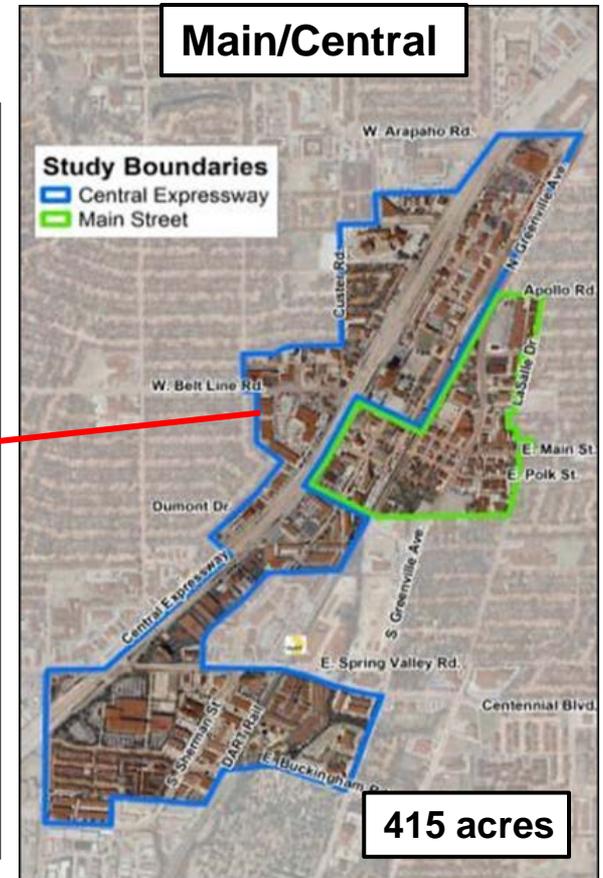
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- Project Overview
- Coding the Sub-districts
- Proposed Tours
- Project Timeframe
- Discussion

# Project Overview

# 2009 Comprehensive Plan – Six Enhancement Areas

- West Spring Valley (complete)
- East Arapaho/Collins (Phase 1)
- West Arapaho
- Coit
- Old Town/Main Street (Phase 1)
- Central (Phase 1)



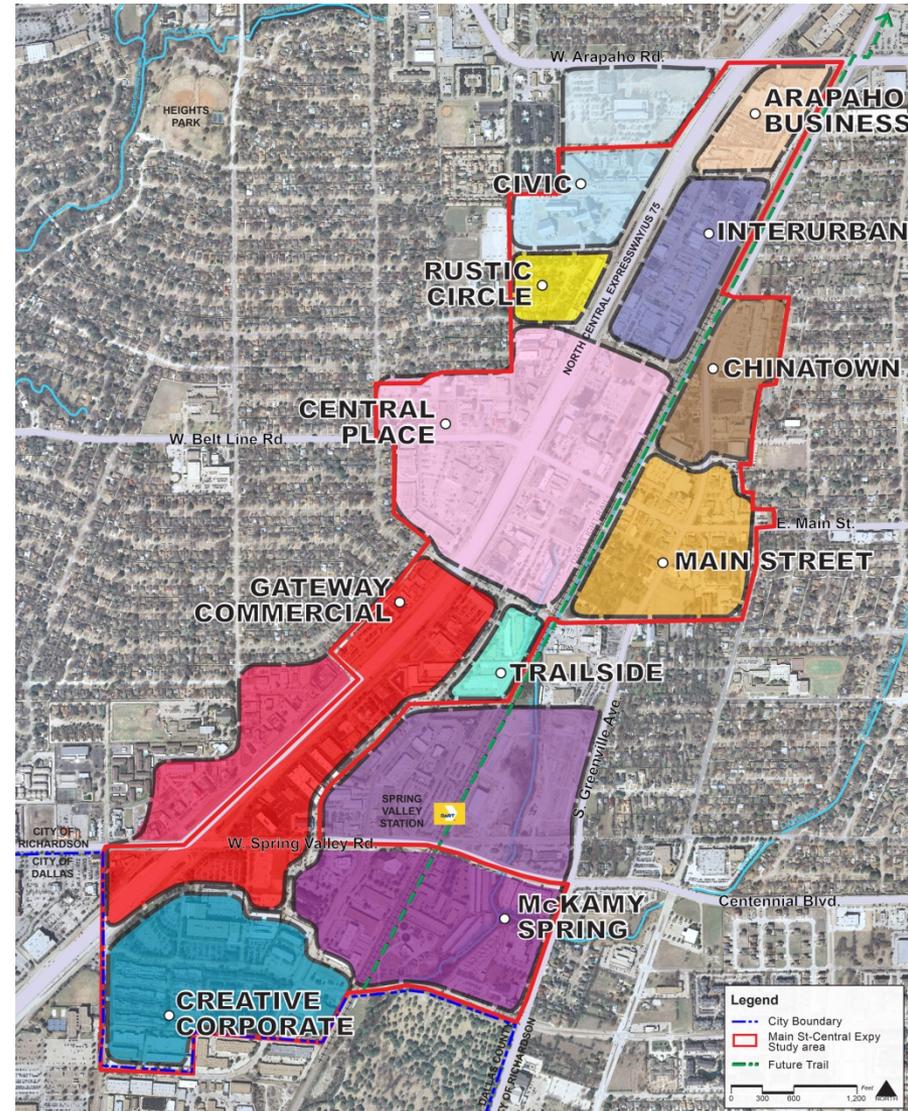
# Phase I – Study Approach

- Inventoried existing conditions
- Analyzed existing market conditions
- Identified barriers to reinvestment
- Gathered stakeholder input
  - Community meetings
  - Individual/small group workshops and discussions
  - Online surveys and questionnaires
  - Facebook page
- Developed **vision** for the study area **based on community goals and market realities**
- Confirmed the concepts with stakeholders
- Developed an implementation strategy



# Phase I – The Vision

- **Old Town/Main Street and Central Expressway** combined into single study area
- 415 acres – 11 sub-districts
- Vision aligns:
  - Existing physical conditions
  - Existing opportunities and constraints
  - Anticipated future real estate / market factors
  - Community desires





## Interim Phase *(underway)*

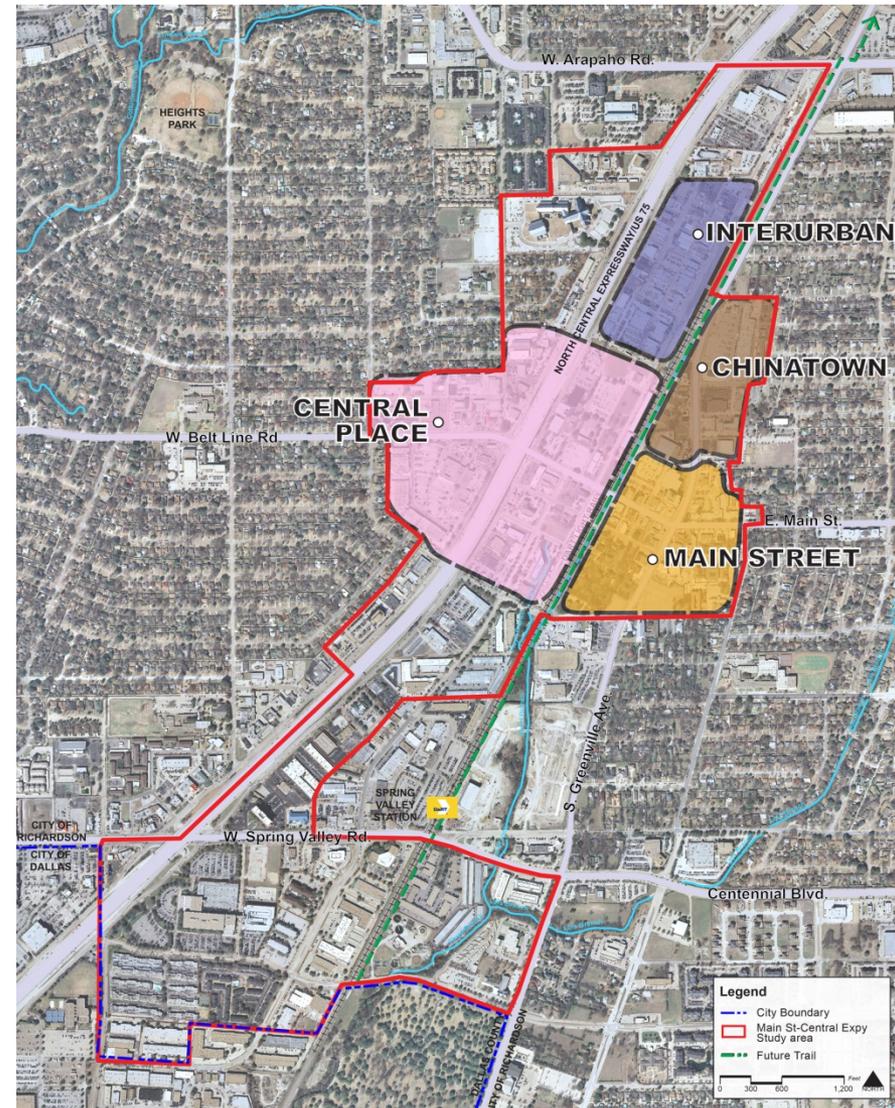
- What is the appropriate future configuration for Main Street east of Central Expressway?
- What are the appropriate maximum heights for future buildings in the Central Place and Main Street Districts?
- Results of analysis to be presented to Council for feedback (January 2014)



# Coding the Sub-districts

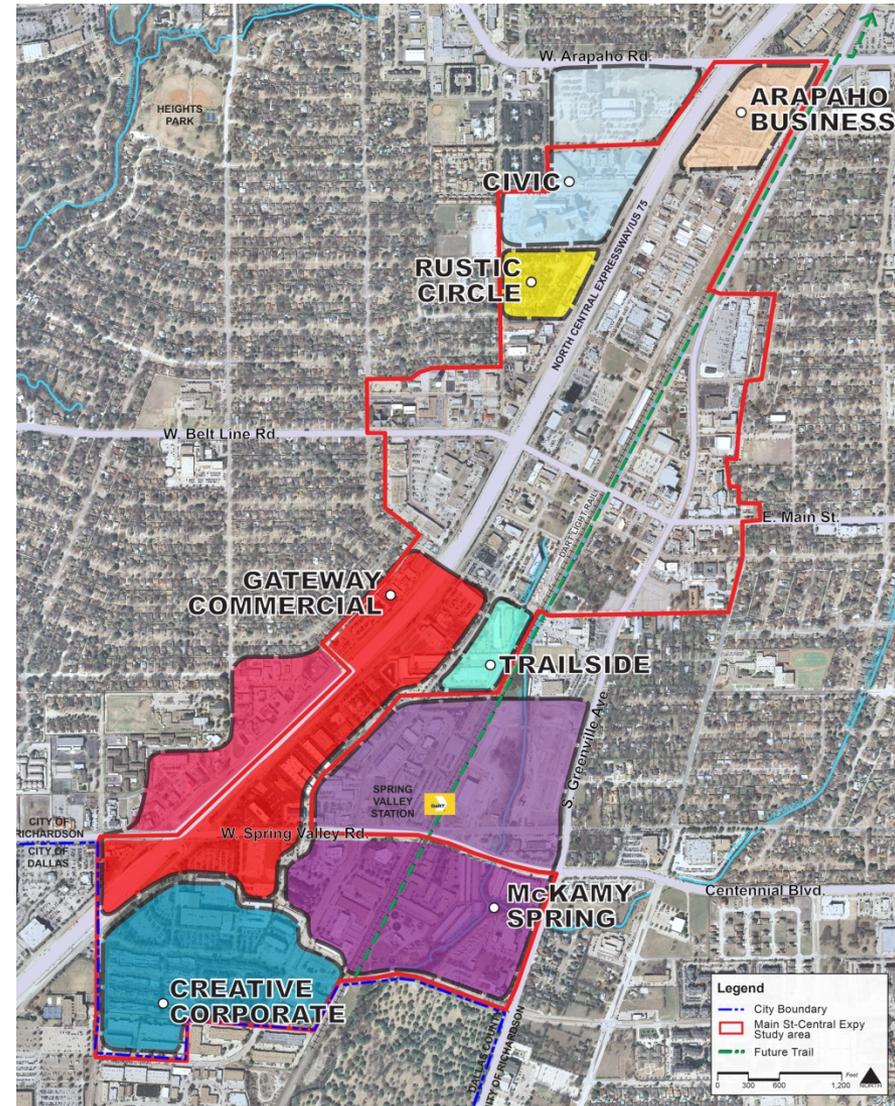
# Coding the Sub-districts: Two Components

- New zoning regulations for four sub-districts in the heart of the study area
- Overlay development standards for the remaining seven sub-districts
- Overlay standards intended to
  - Prevent changes that are largely inconsistent with the Vision
  - Provide guidance during the interim until the other sub-districts can be re-zoned



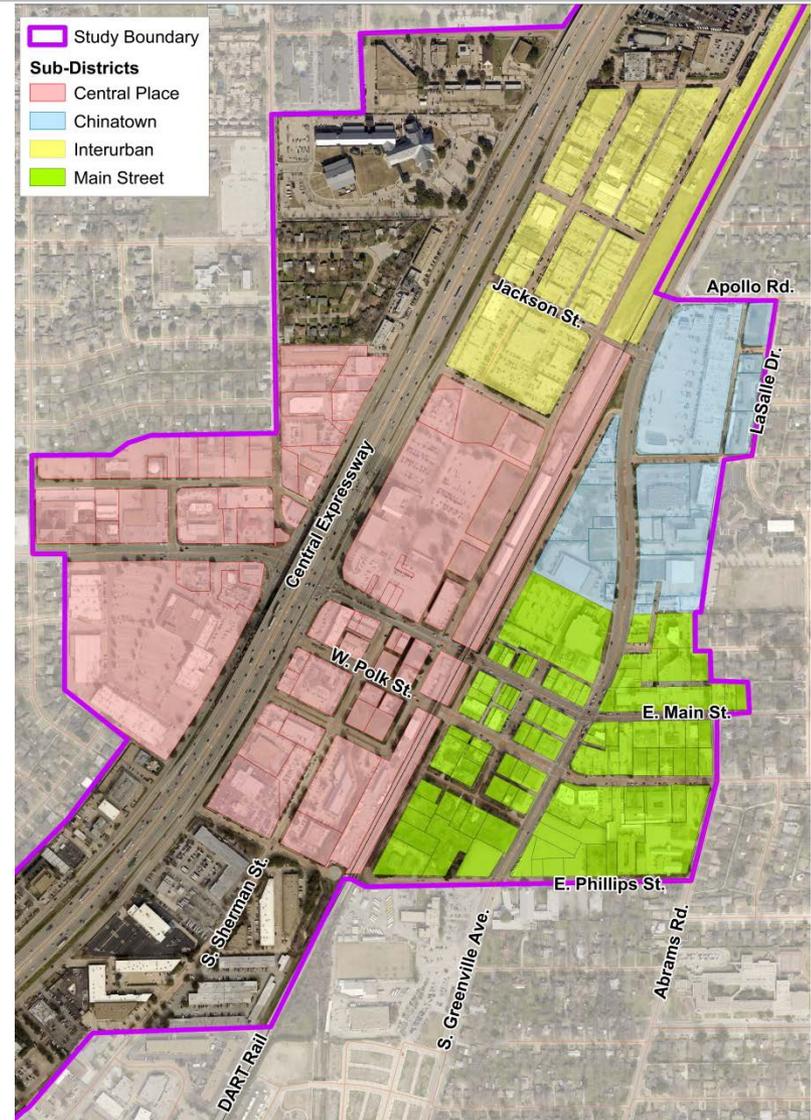
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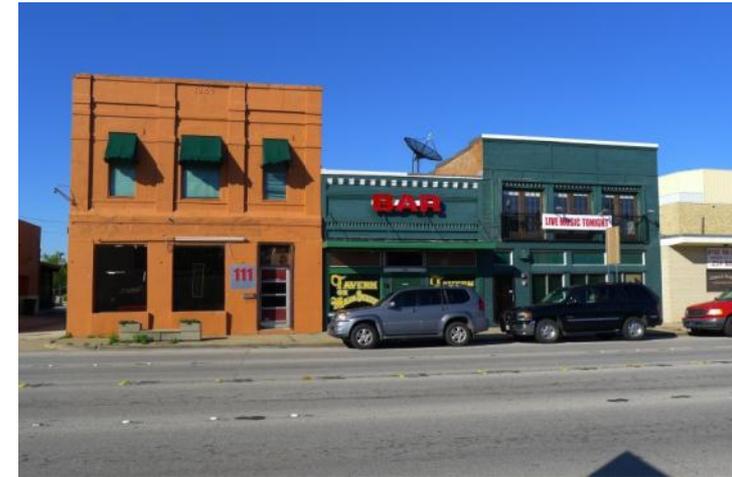
# Coding the Sub-districts

- Craft development regulations for four sub-districts
  - Main Street
  - Central Place
  - Chinatown
  - Interurban
- Why these four sub-districts?
  - Robust interest
  - Multiple catalyst sites
  - Current project momentum
  - Build on existing success
  - Manageable area



# Coding the Sub-districts: Main Street

- 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



# Coding the Sub-districts: 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



# Coding the Sub-districts: 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



# Coding the Sub-districts: Interurban

- 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



# Coding the Sub-districts

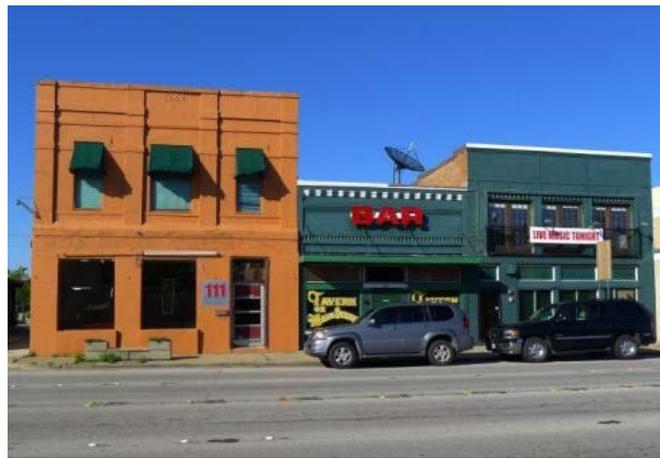
- Phase I produced the Vision for the study area, which serves as the basis for drafting the necessary regulations to establish its regulatory context.
- Prior to drafting these new regulations:
  - Beneficial to see and experience similar, real-world development concepts
  - Reaffirm and clarify understanding of the Vision



# Proposed Tours

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- Richardson tour – four sub-districts
  - November work session
  - Refamiliarize Council with each sub-district
  - Visit potential catalyst sites



## Proposed Tours (continued)

- Dallas area tour
  - Visit 8-10 sites – conceptually representative of potential development opportunities
  - November Saturday
  - Full day tour
  - Preferably Saturday after work session sub-district tour



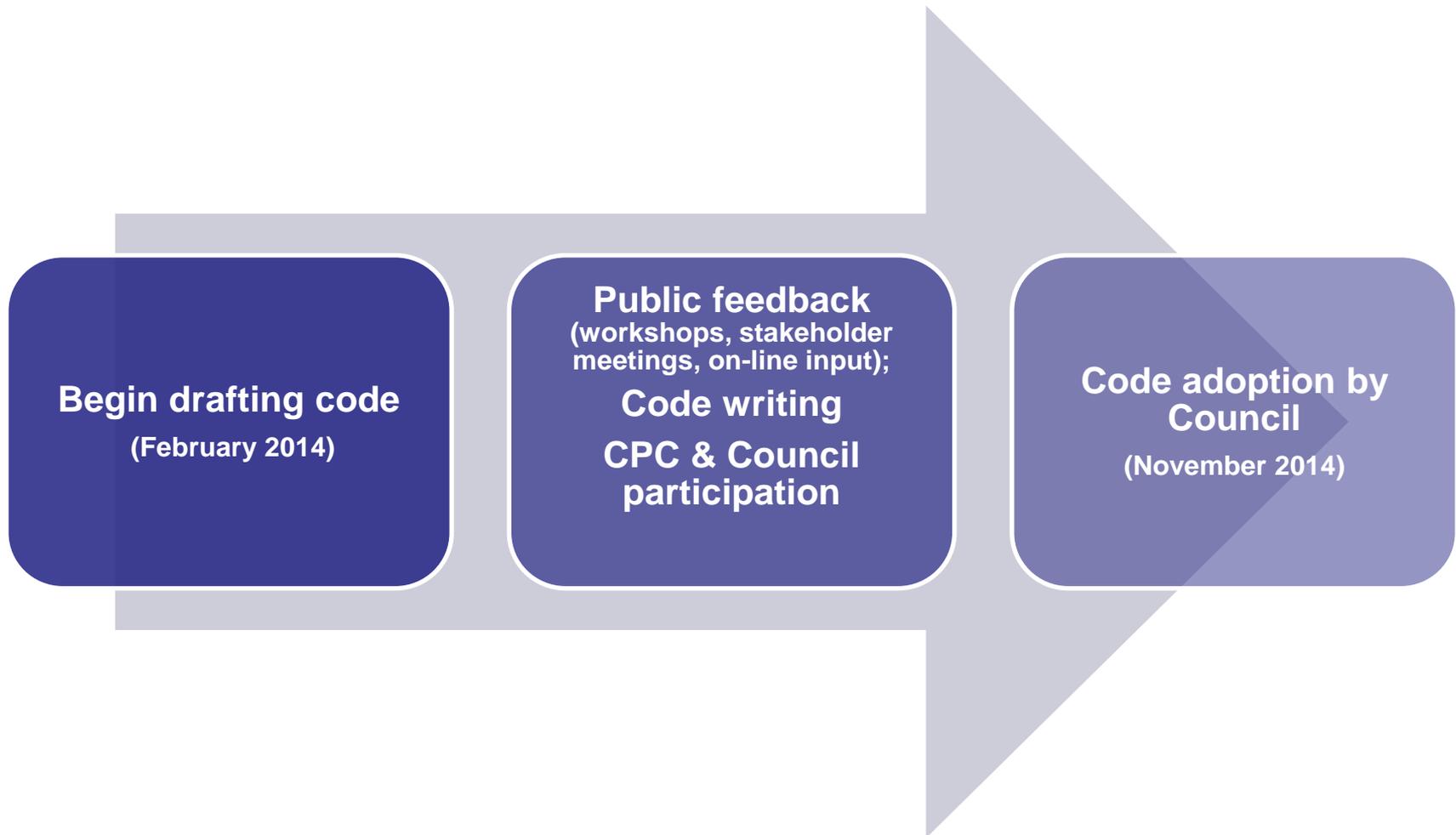
## Proposed Tours (continued)

- Tour follow-up
  - December work session
  - Recap tour
  - Receive comments/ observations from Council – likes/dislikes
  
- Confirmation from Council – conceptually these types of developments are appropriate for Richardson



# Code Development Timeframe

# Code Development Timeframe



# Summary

| Timeframe     | Task  |
|---------------|---|
| November 2013 | Tours: <ul style="list-style-type: none"><li>• Richardson sub-districts</li><li>• Dallas sites</li></ul>  |
| December 2013 | Tour follow-up – Council feedback   |
| January 2014  | Present Interim Phase findings – Council feedback   |
| February 2014 | Initiate code writing: <ul style="list-style-type: none"><li>• Develop standards for Main Street, Central Place, Chinatown and Interurban; and</li><li>• Overlay Standards for remaining corridor sub-districts</li></ul> |

# Summary

| Timeframe             | Task  |
|-----------------------|---|
| March/April 2014      | <ul style="list-style-type: none"><li>• Community workshops</li><li>• Council/CPC briefings</li></ul>                                     |
| May & August 2014     | <ul style="list-style-type: none"><li>• Property owner engagement</li><li>• Community workshops</li><li>• Council/CPC briefings</li></ul> |
| September 2014        | CPC code consideration  |
| October/November 2014 | Council code consideration and adoption   |

# City Council Work Session

October 7, 2013



Image Source – Richardson Public Library

# Community Revitalization Awards



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# Community Revitalization Awards

## Program Overview

- Program established by City Council in 1994
- Recognition for property owners that make significant exterior improvements to their properties and have a positive effect on the surrounding neighborhood or district
- Complements the City's other Neighborhood Vitality and Integrity programs
- Not a grant or funding program; it recognizes individual efforts and seeks to encourage future individual reinvestment in our community
- 184 property owners honored through 2012



# Community Revitalization Awards

## Revitalization

- Improvements to properties or structures that halt or reverse decline
- Ongoing maintenance and/or refurbishment of structures and properties that prevent decline
- Total redevelopment of a property or structure
- Infill development i.e., new development on a vacant parcel in an existing neighborhood or district



# Community Revitalization Awards

## Eligible Projects

Residential and commercial

Infill and complete redevelopment projects

Also:

- Building and facades
- Landscaping
- Exterior lighting
- Vehicular circulation
- Exterior signage



# Community Revitalization Awards

## Criteria

- Improves the built environment
- Contributes to the stability or enhancement of an existing neighborhood
- Sets a desirable precedent for surrounding property owners

Projects receiving awards typically incorporate *at least two* of the following elements:

- building or façade improvements
- landscaping or lighting enhancements
- signage upgrades
- a consistently high level of general maintenance



# Community Revitalization Awards

## Judging Committee

- Two City Council representatives
- Two City Plan Commission representatives
- One Chamber of Commerce representative



# Community Revitalization Awards 2012 Winner





# Community Revitalization Awards

## 2013 Awards Program Schedule

- September 20, 2013                      Nominations closed
- October 1                                      Call for judges
- November 1                                  Nomination packets delivered
- November 15 (Friday)                      Tour & deliberations
- November 30                                 Winners notified
- February 4, 2014                            Awards reception

# Community Revitalization Awards



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