

City Council Work Session

October 7, 2013



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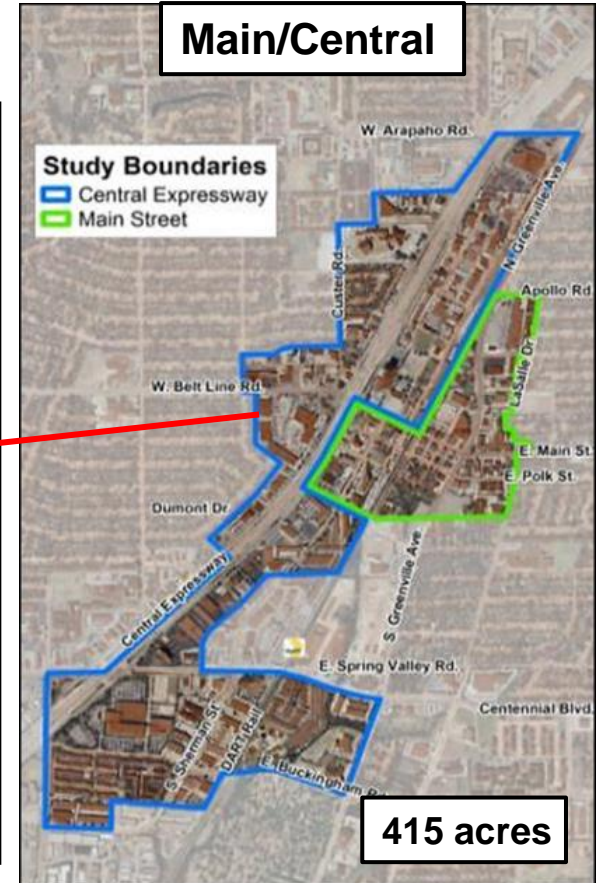
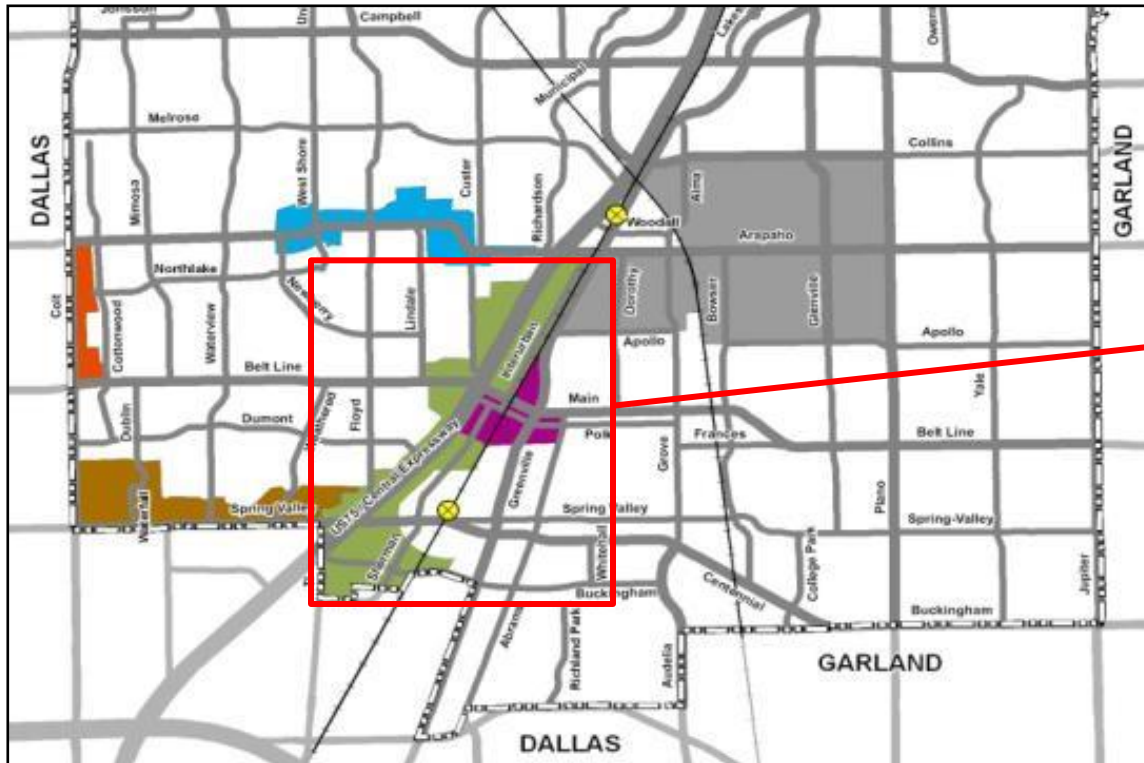
Agenda

- 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)



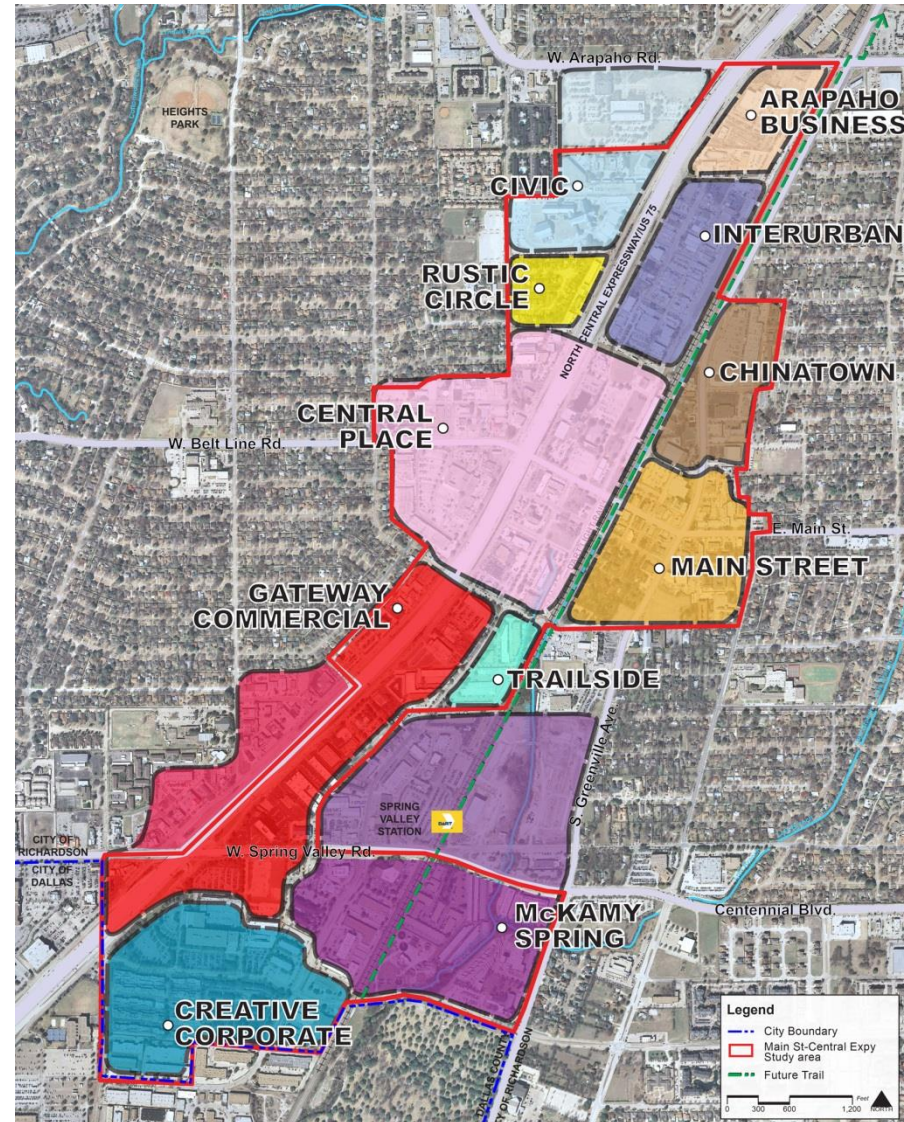
Phase I – Study Approach

- 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



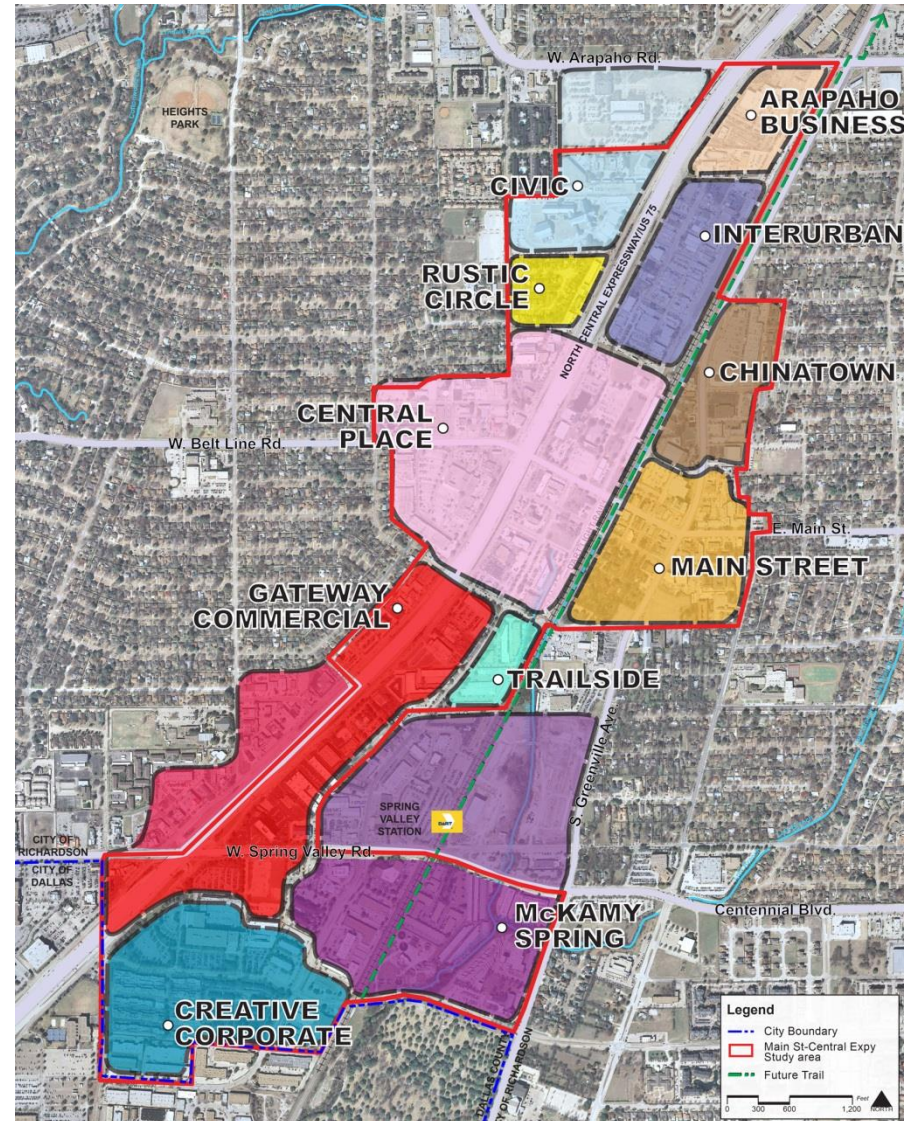
Phase I – The Vision

- **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



Phase I – The Vision (continued)

- The Vision also balances
 - Short-term opportunities that can be achieved with minimal investment
 - Longer-term vision elements that will require public and private sector initiatives



Interim Phase *(underway)*

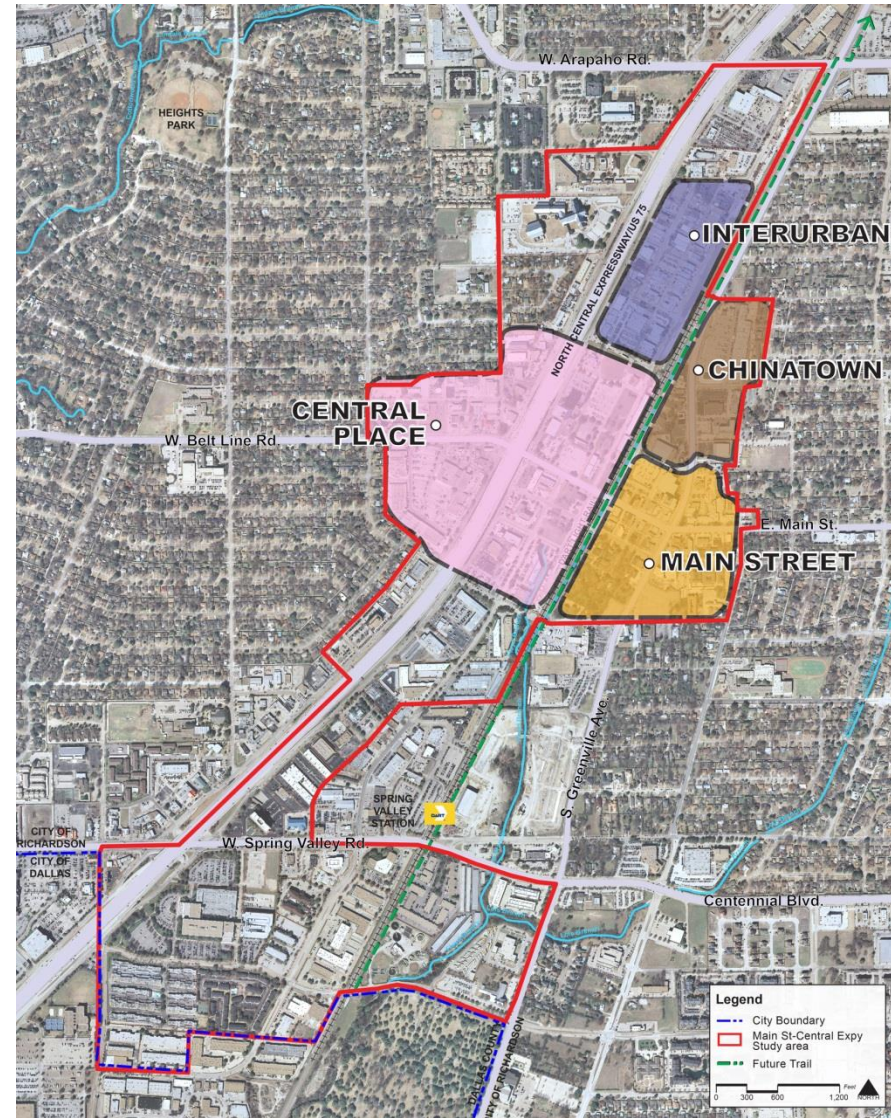
- What is the appropriate future configuration for Main Street east of Central Expressway?
- What are the appropriate maximum heights for future buildings in the Central Place and Main Street Districts?
- Results of analysis to be presented to Council for feedback (January 2014)



Coding the Sub-districts

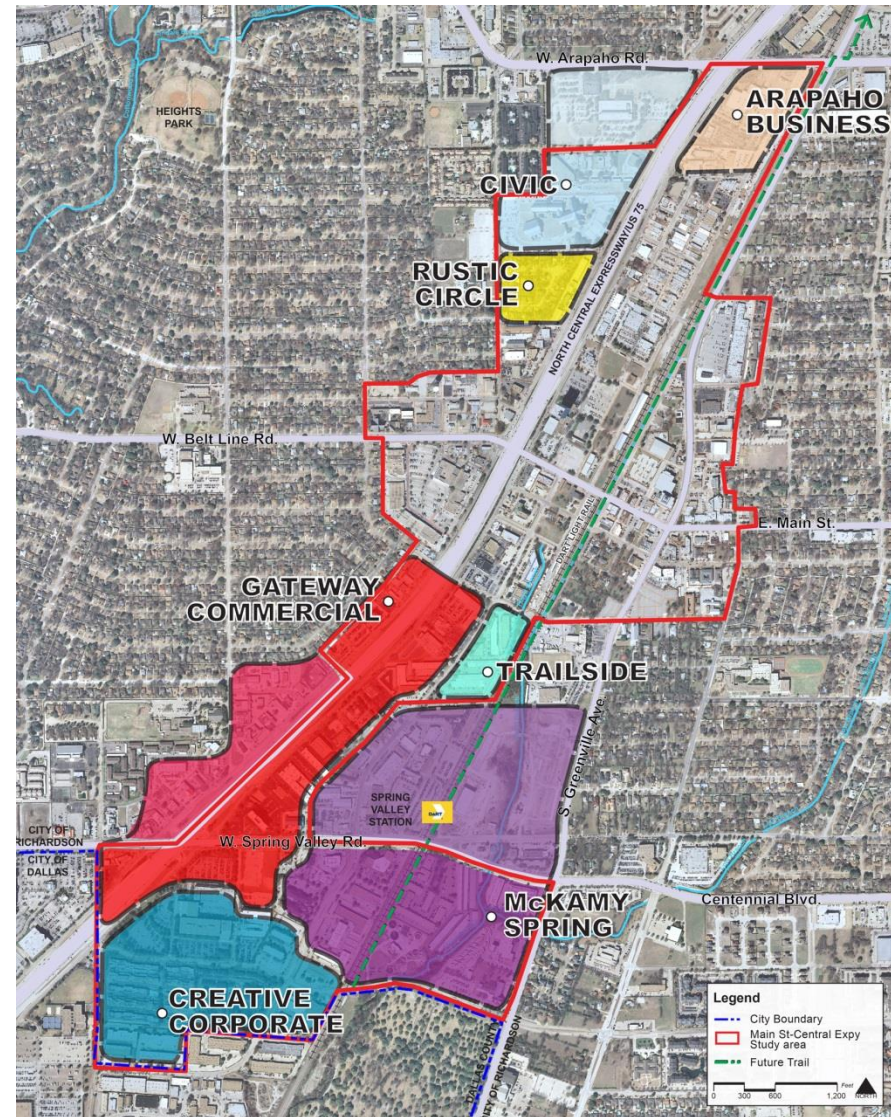
Coding the Sub-districts: Two Components

- 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



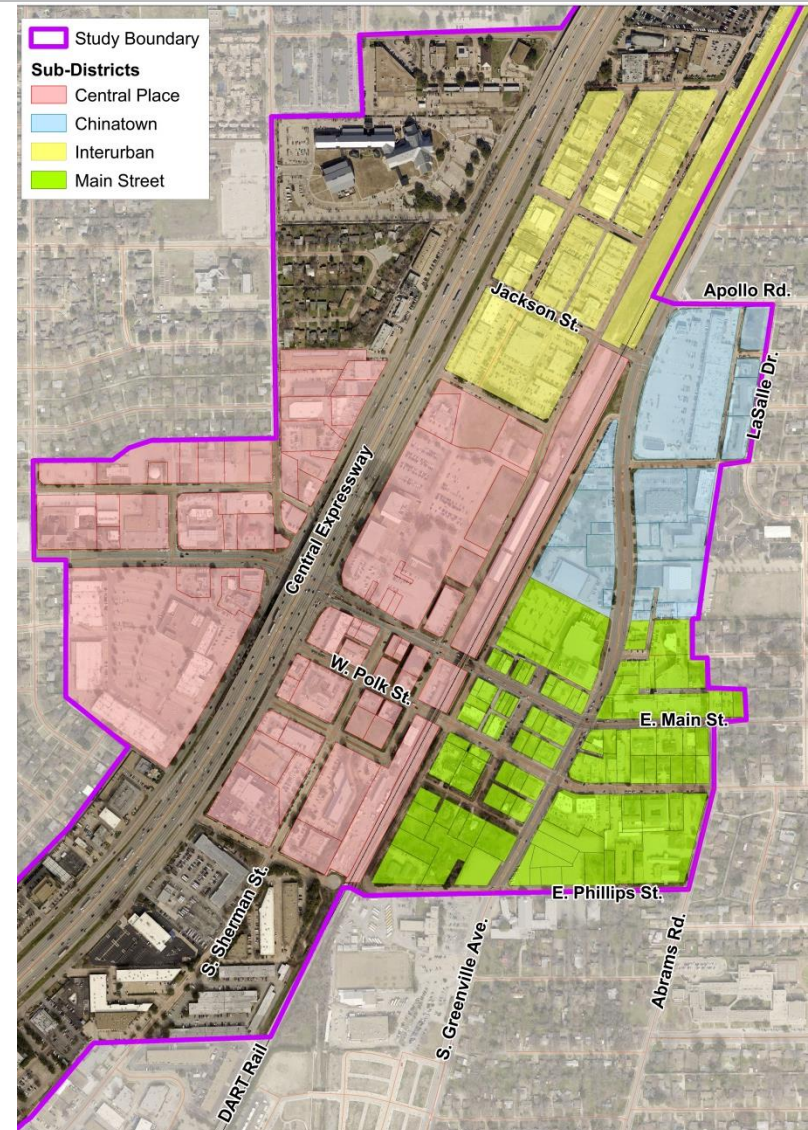
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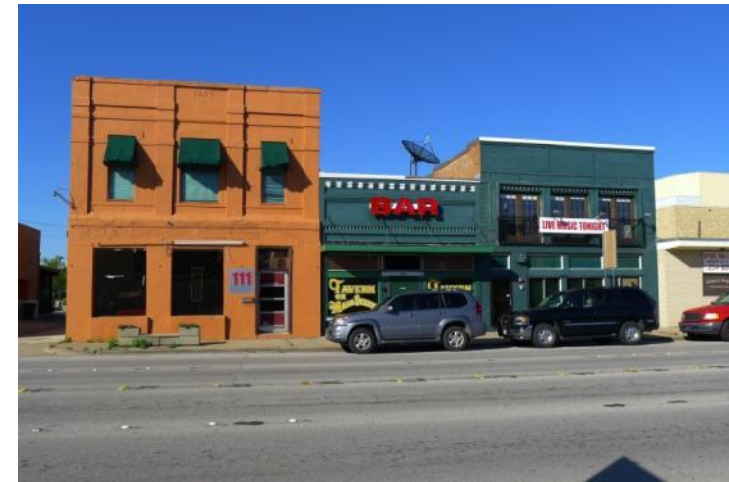
Coding the Sub-districts

- 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



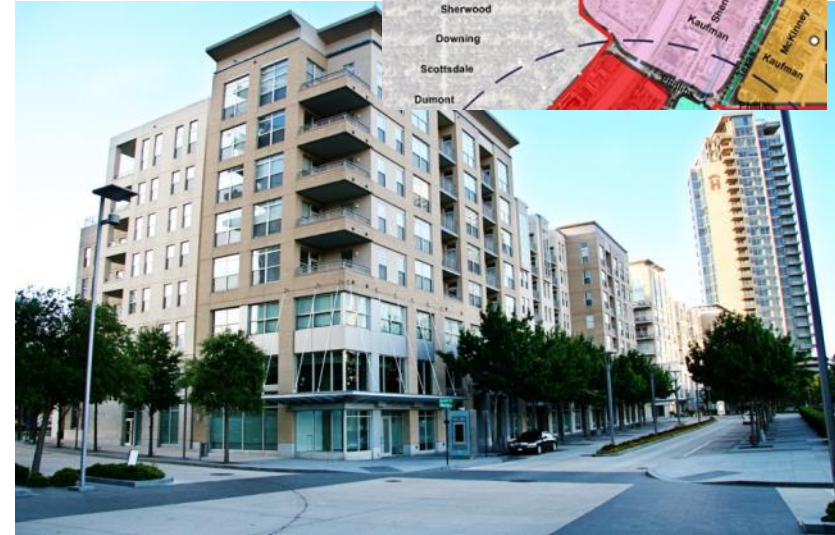
Coding the Sub-districts: Main Street

- 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



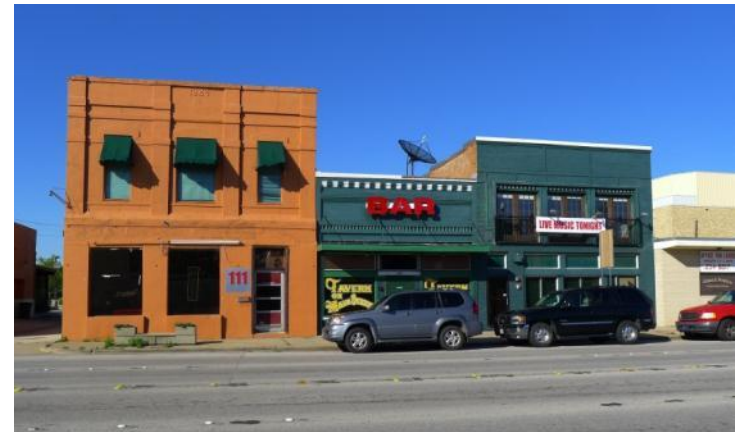
Coding the Sub-districts: Interurban

- 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

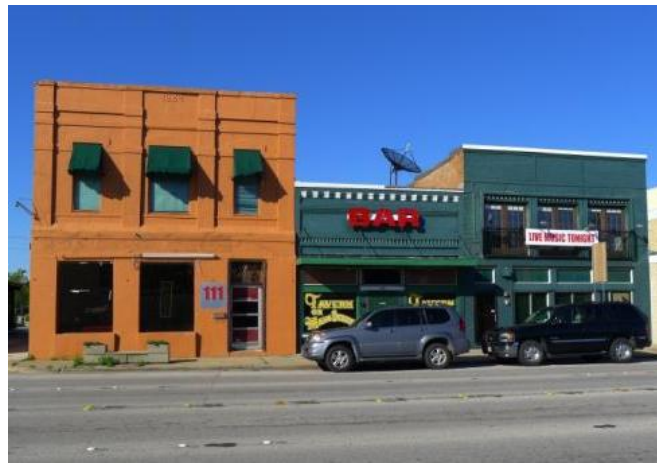
- Phase I produced the Vision for the study area, which serves as the basis for drafting the necessary regulations to establish its regulatory context.
- Prior to drafting these new regulations:
 - Beneficial to see and experience similar, real-world development concepts
 - Reaffirm and clarify understanding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



Proposed Tours

Proposed Tours

- 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)

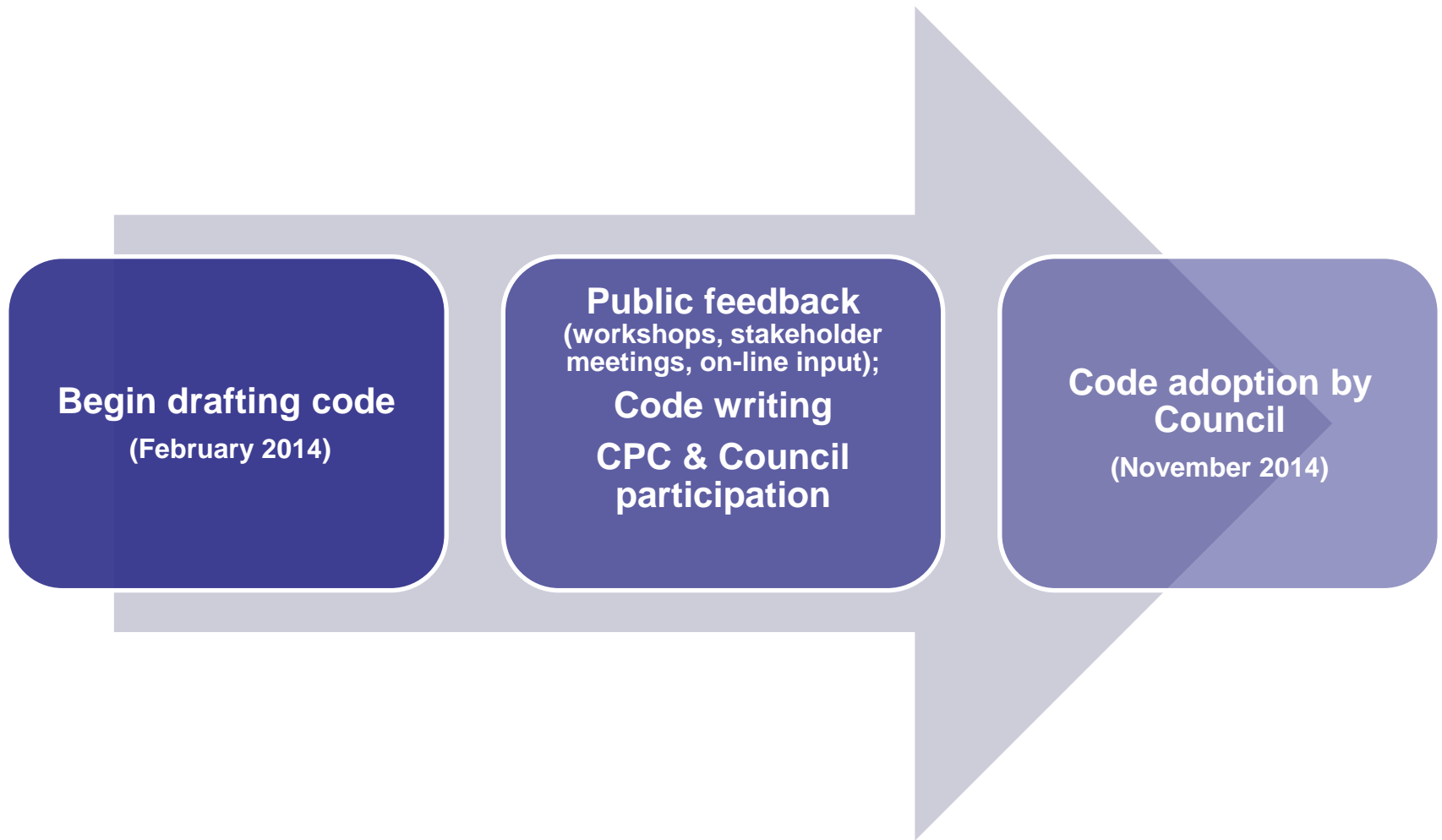
- Tour follow-up
 - December work session
 - Recap tour
 - Receive comments/ observations from Council – likes/dislikes

- 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">• Richardson sub-districts• Dallas sites
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">• Develop standards for Main Street, Central Place, Chinatown and Interurban; and• Overlay Standards for remaining corridor sub-districts

Summary

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

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