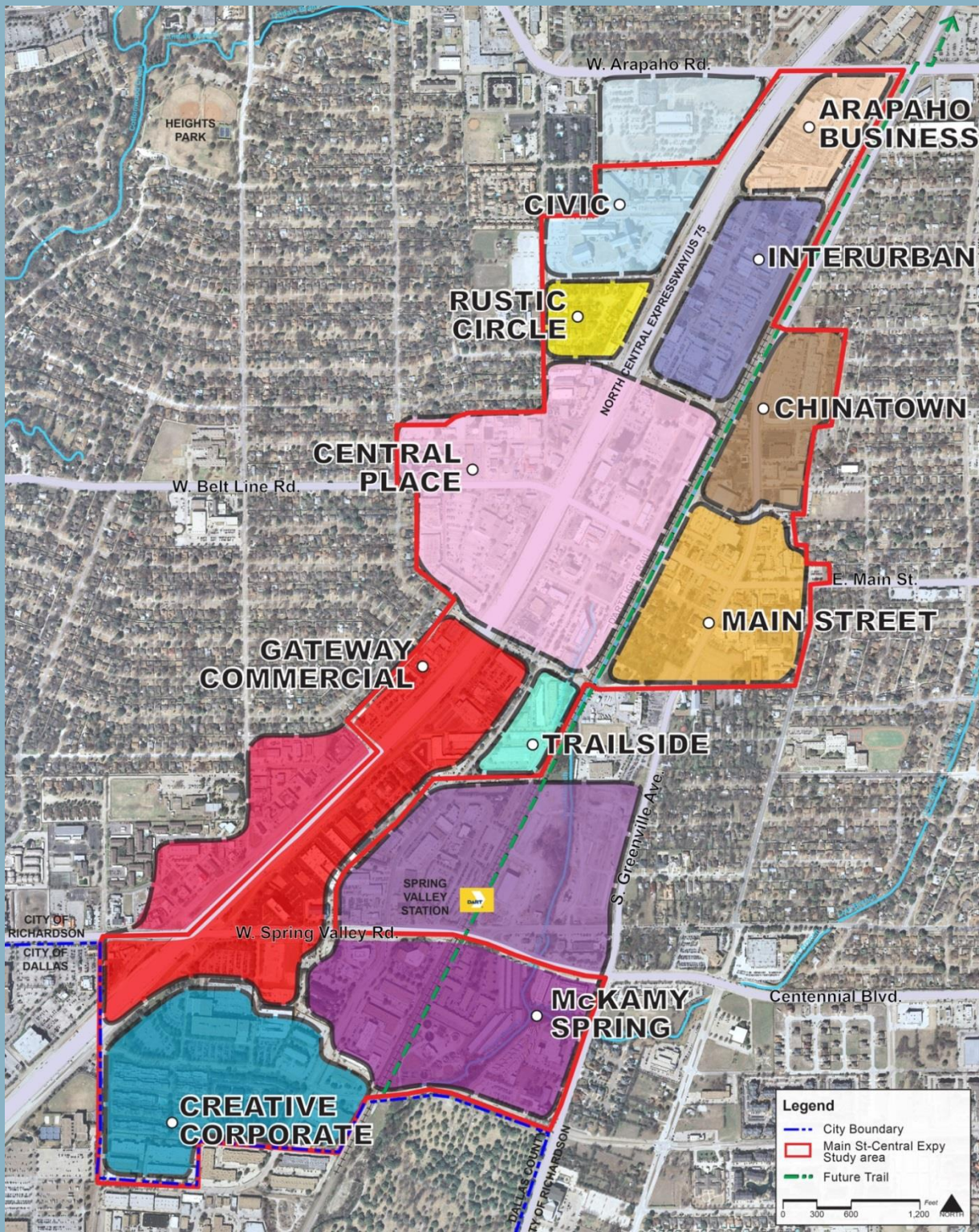
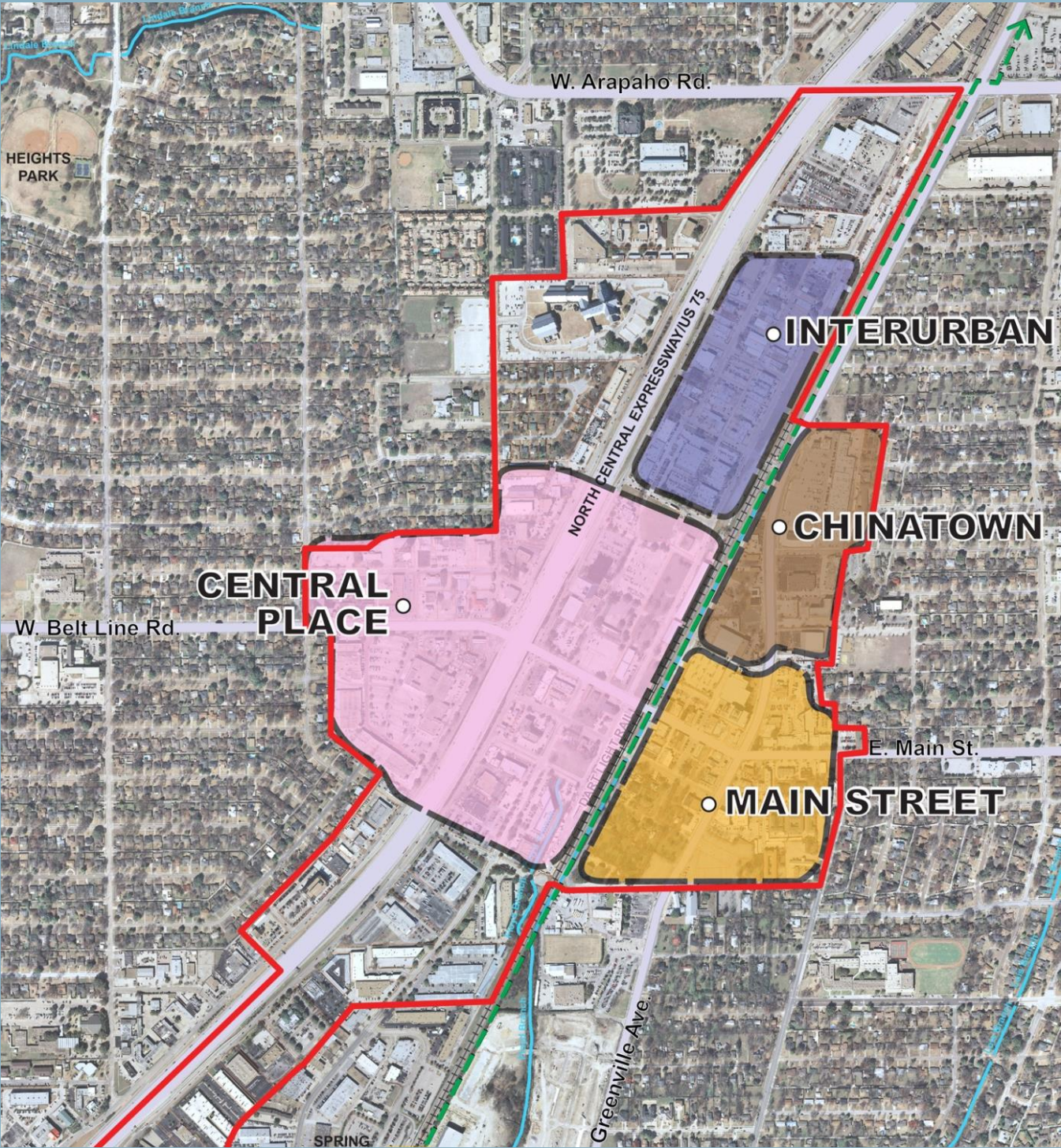


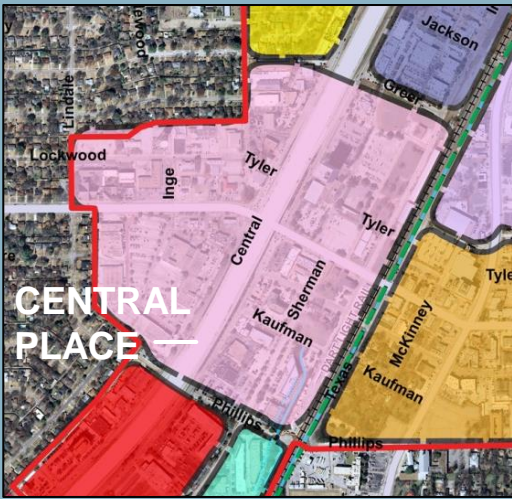
This information is intended to supplement the City Plan Commission's tour of Richardson's four sub-districts – Central Place, Interurban, Chinatown and Main Street. Below is the Concept Plan showing the various sub-district locations, that was developed in conjunction with the Main Street/Central Expressway Enhancement/Redevelopment Study received by City Council in January 2013. The following pages represent existing characteristics and the visions identified for each of the four sub-districts, as well as related information pertaining to the focus areas and catalyst sites.



The map below shows the four sub-districts that the City will be creating new comprehensive zoning regulations for – Central Place, Interurban, Chinatown and Main Street. An overlay district will be created for the remaining areas of the corridor.



Central Place: Today



Chase Bank – NE corner Belt Line Rd./Main St. at U.S. 75

Existing Uses & Conditions

- Area: 78 acres
- East of U.S. 75: Building supply, warehouse, service, automotive, retail/commercial, restaurant, and office uses
- West of U.S. 75: retail/commercial, automotive, education, religious, restaurant, theater, and office uses
- Central Trail construction project
- Belt Line Rd. / Main St. at U.S. 75 – right turn lane improvement project
- Floyd Branch drainage channel improvement project
- Existing grid street pattern south of Main St.



Richardson Heights Shopping Center – SW corner Belt Line Rd./Main St. at U.S. 75 (above and below)

Opportunity Sites

- Area bounded by Belt Line Rd. / Main St. on the south, U.S. 75 on the west, Greer St. on the north, and the DART rail line on the east, including the existing multi-story Chase Bank building
- Richardson Heights Shopping Center
- NW corner of Belt Line Rd./Main St. and U.S. 75 identified as a catalyst site
- Potential plaza opportunity north and south of Belt Line Rd./Main St. at Interurban St., in conjunction with the Central Trail



Retail shopping center – SE corner Belt Line Rd./Main St. at U.S. 75

Central Place: Future

The Vision

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



Mixed residential building east of U.S. 75

Implementation

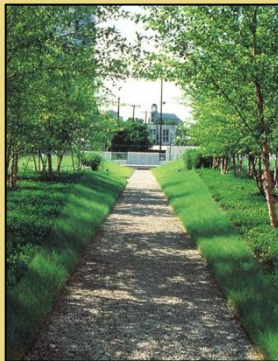
- Develop incentives to support infill development
- Rezone and create design requirements that apply to the four quadrants of the interchange at Central Expressway and Belt Line Rd./ Main St.
- Create an open space plan for the district
- Implement street improvements on Belt Line Rd./Main St. to improve connectivity
- Explore the U-turn and depressed lane concepts with TxDOT



Retail infill development at Richardson Heights Shopping Center

Companion Dallas Sites

- Preston Center
- The Plaza at Preston Center
- West Village



Open space connection to neighborhoods



Retail shopping center – SE corner Belt Line Rd./Main St. at U.S. 75

Key Words

- Center
- Connected
- Entertainment

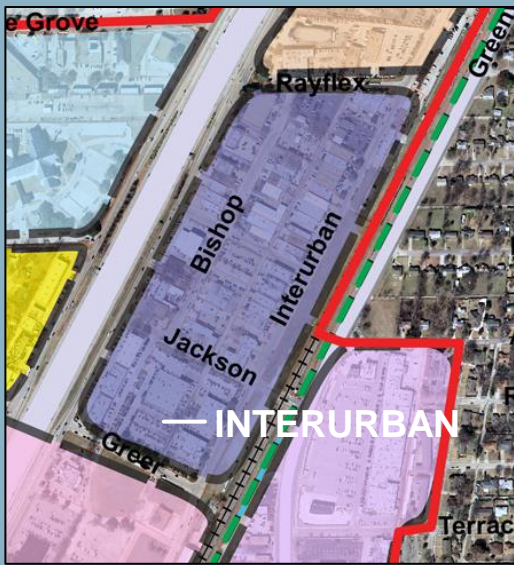
Product Types

- Retail
- Mixed Residential (Low- and Mid-Rise)
- Townhome
- Commercial (Office and Junior Anchor)
- Mixed-Use

Future Opportunities

- Focus Area B / Catalyst Site 2
- Focus Area C / Catalyst Site 3
- Catalyst Site 4

Interurban: Today



Existing coffee roaster – east side of Interurban St.



Existing buildings – west side of Interurban St. north of Jackson St.



Existing buildings – west side of Interurban St., south of Davis St.



Existing appliance and lighting business – SE corner U.S. 75 and Rayflex Dr.

Existing Uses & Conditions

- Area: 25 acres
- West of Interurban St.: retail/commercial and automotive
- East of Interurban St.: retail/commercial, vacant land and DART rail line

Opportunity Sites

- Vacant property between DART rail line and Interurban St., north and south of Jackson St.
- “Row” buildings along west side of Interurban St., between Davis St. and Rayflex Dr.
- “Sawtooth” building and parking lot on south side of Rayflex Dr., between Bishop Ave. and Interurban St.
- Extend the sub-district northward to include properties between the DART rail line and Interurban St., north of Rayflex Dr. which are similar to existing properties elsewhere within the sub-district
- Connections to Central Trail

Interurban: Future

The Vision

- 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



Adaptive reuse of existing buildings (above and below)

Implementation

- Rezone to broaden the range of uses and intensities allowed in the district, including residential
- Invest in trail and sidewalk connections to the Central Trail
- Work with property owners to develop a simple and effective system for locating, building and operating shared parking areas
- Communicate with property owners in the district to understand their interests and identify any barriers to revitalization that may need to be addressed



Companion Dallas Sites

- Design District (Dragon St. and Slocum St.)



Infill live-work development



Key Words

- Edgy
- Eclectic
- Repurposed

Product Types

- Adaptive reuse of existing buildings (Industrial, Commercial, Retail/Restaurant, Residential/ Studio Space)
- Mixed Residential
- Live-Work

Future Opportunities

- No catalyst sites identified

Chinatown: Today



Existing entrance enhancements for DFW Chinatown Shopping Center



Existing Uses & Conditions

- Area: 22 acres
- East side of Greenville Ave.: restaurant, retail/commercial, religious, cultural center/ assembly, office, and multi-family
- West side of Greenville Ave.: automotive, retail/commercial, bus station, vacant land, and utilities
- Central Trail



DFW Chinatown Shopping Center – Greenville Ave. at Jackson St.

Opportunity Sites

- DFW Chinatown Center
- Vacant parcel at SW corner of Apollo Rd. and LaSalle Dr.
- Automotive uses and vacant properties located within the “triangle” between Greenville Ave. and Texas St.
- Existing restaurant and retail shopping center at the SE corner of Greenville Ave. at Terrace Dr.
- Apartment complexes along LaSalle Dr.
- Connections to Central Trail



Existing automotive uses located within the “triangle” between Greenville Ave. and Texas St.



Existing apartments along the west side of LaSalle Dr.

Chinatown: Future

The Vision

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

Implementation

- Create design standards for signage, lighting, etc. that would extend the Asian themes in DFW Chinatown to the rest of the district
- Communicate with owners of properties in the district to better understand their future plans and the potential assistance, if any, that might be needed to accomplish their goals
- Investigate opportunities to grow businesses and increase tax revenues through expanded international tourism and trade
- Rezone to provide opportunities for new residential options at appropriate locations
- Promote dialogue and collaboration with RISD, the Chinese Cultural Center and other non-profits to explore opportunities for educational programs and offerings



District gateway



Live-work building



Asian inspired street furnishings



Mixed residential building

Companion Dallas Sites

- None

Key Words

- Cultural
- Regional
- Multi-Generational

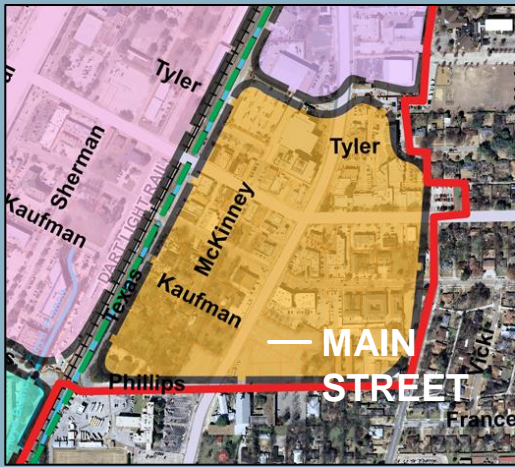
Product Types

- Retail/Restaurants
- Mixed Residential
- Townhome
- Live-Work

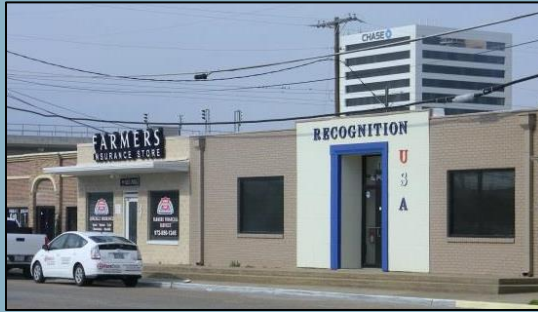
Future Opportunities

- Catalyst Site 4

Main Street: Today



Existing buildings on north side of Belt Line Rd./Main St.



Existing businesses on Polk St.



Existing buildings on south side of Belt Line Rd./Main St.



Existing buildings at the NW corner of Polk St. and McKinney St.



Existing multi-tenant shopping center at SE corner of Polk St. and Greenville Ave.



Existing drainage channel south of Belt Line Rd./Main St., east of DART rail line

Existing Uses & Conditions

- Area: 37 acres
- South of Belt Line Rd./Main St.: retail/commercial, multi-family, automotive, single-family, restaurants, and religious uses
- North of Belt Line Rd./Main St.: retail/commercial, restaurant, automotive, utilities, and municipal facilities
- Central Trail construction project
- Floyd Branch drainage channel improvement project
- Cultural diversity
- Existing grid street pattern
- Public Safety Complex
- Wide street pavements – Polk St. and McKinney St.

Opportunity Sites

- Vacant property and Central Trail located at SW corner of Belt Line Rd./Main St. at Texas St.
- Area bounded by Kaufman St. on the north, Texas St. on the west, Phillips St. on the south, and Greenville Ave. on the east

Main Street: Future

The Vision

- 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



Mixed-use buildings on Belt Line Rd./Main St.

Implementation

- Develop unique zoning and design regulations to accommodate an eclectic mix of architecture, a pedestrian-oriented streetscape and an array of uses appropriate to the vision
- Rethink the traffic flow on Main St. to make it more pedestrian and bike friendly while still providing the capacity for vehicular traffic
- Invest in streetscape improvements
- Consider the formation of a Main Street District business association or similar entity to partner with the City on improvements, activities, maintenance and marketing
- Consider expanding the Tax Increment Financing District, creating a Business Improvement District, or developing special districts or other creative means of funding for needed improvements



Existing buildings on north side of Belt Line Rd./Main St.



Townhome building

Companion Dallas Sites

- Downtown Plano
- Knox Street



Retail building on Belt Line Rd./Main St.



Mixed-use building

Key Words

- Walkable
- Social
- Eclectic

Product Types

- Shopfronts with retail services
- Mixed-Use
- Townhomes
- Live-Work
- Mixed Residential

Future Opportunities

- Focus Area C / Catalyst Site 3
- Catalyst Site 4

Development Scenario

- Primarily retail focused with some residential and office development
- Includes Catalyst Site 2
 - Located at the NW corner of Belt Line Rd./ Main St. and U.S. 75
 - Focuses on creating a new commercial office and retail development

Additional Opportunities within Focus Area B

- Expanded Ruth Young Park which could serve as an amenity to surrounding development and neighborhoods
- Relocate Lockwood Dr. to the north to create appropriate lot depth for future townhome redevelopment
- Allow infill, compact retail developments, and strong pedestrian connectivity within Richardson Heights Shopping Center
- Mixed-use development at immediate SW and SE corners of Belt Line Rd./Main St. and U.S. 75
- Infill retail development near the existing Chase Bank building along Belt Line Rd./ Main St. with new junior anchor retail next to Interurban St.
- Office development along U.S. 75

Focus Area B – Concept Plan



Focus Area B (outlined in orange) – NE, NW and SE corners of U.S. 75 and Belt Line Rd./Main St.

Catalyst Site 2 (outlined in yellow dash) – NW corner of U.S. 75 and Belt Line Rd./Main St.

Catalyst Site 2 – Illustrative



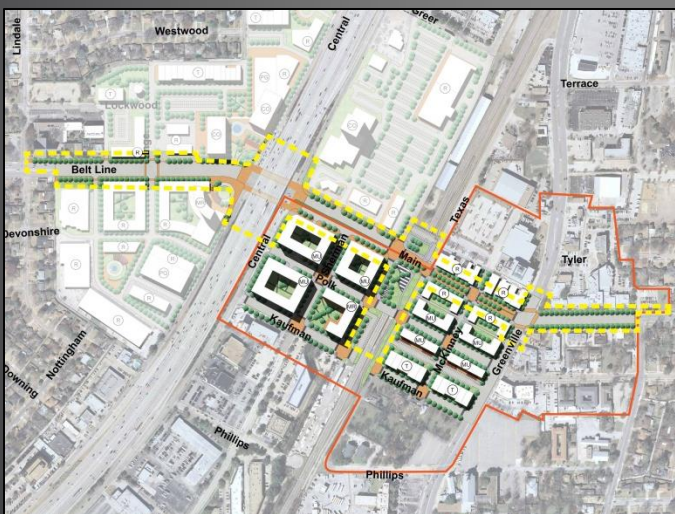
Catalyst Site 2 potentially consists of retail, commercial office and townhomes

Development Scenario

- Mixed-use development
- Higher density adjacent to U.S. 75, lower density east of DART rail line
- Includes Catalyst Site 3
 - Belt Line Rd./Main St. and adjacent public realm
 - Focuses on creating a new “front door” to all development along the street (streetscape and roadway improvements, plazas, trails and other public amenities)

The images below further illustrate the Focus Area C concept plan at left, and provide building massing information to help convey potential development scenarios within the context of existing surrounding development. Catalyst Site 3 focuses on the Belt Line Rd./Main St. corridor and its adjacent public realm, and the future buildings contribute to and define the public realm.

Focus Area C – Concept Plan



Focus Area C (outlined in orange) – SE corner of U.S. 75 and Belt Line Rd./Main St.

Catalyst Site 3 (outlined in yellow dash) – Belt Line Rd./Main St. corridor from Lindale Ln. to Abrams Rd.

Catalyst Site 3 – Illustrative



Catalyst Site 3 potentially consists of retail, restaurant and office uses, with an enhanced public realm comprised of wider sidewalks, street furniture, street trees and landscaped areas.



Looking north along the DART rail line (from Kaufman St. towards Belt Line Rd./Main St.)



Looking east along Belt Line Rd./Main St. (from U.S. 75 towards Greenville Ave.)



Looking west along Belt Line Rd./Main St. (from Greenville Ave. towards U.S. 75)

Development Scenario

- Not site-specific – could be developed in several locations of the Main St./Central Expressway study area
- Could occur on some of the vacant residential lots in the Main St. sub-district area
- Prototype could also be applied to small multi-family residential sites
- Allows utilization of existing streets and alleys infrastructure

Catalyst Site 4 – Concept Plan



Not site specific – allows for redevelopment of existing residential sites, and use of existing streets and alleys infrastructure