

City Council Work Session Handouts

January 5, 2015

- I. Review and Discuss Zoning File 14-34 (Work Session – Richardson Room)
- II. Review and Discuss Zoning File 14-34 for Public Hearing (Council Chambers)

City Council Work Session

January 5, 2015



Image Source – Richardson Public Library



MAIN STREET / CENTRAL - REZONING INITIATIVE

JACOBS
Kimley»Horn
AN IRVING-CLOUD COMPANY

Richardson, Texas

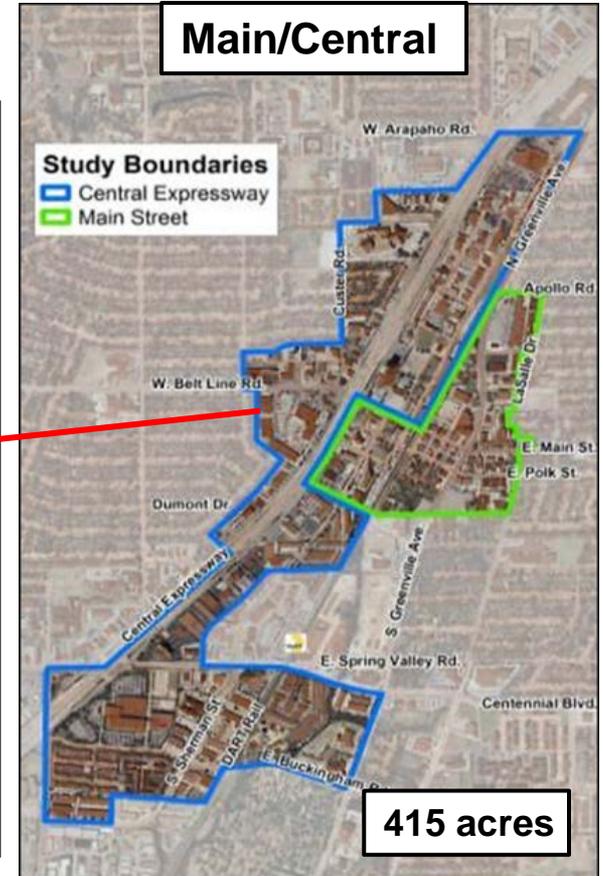
Agenda

- Project Overview
- Community Input Process
- Key Direction from CPC and City Council
- Summary of Issues / Responses – CPC Public Hearing
- Code Layout, Organization and Content
- Next Steps

Project Overview

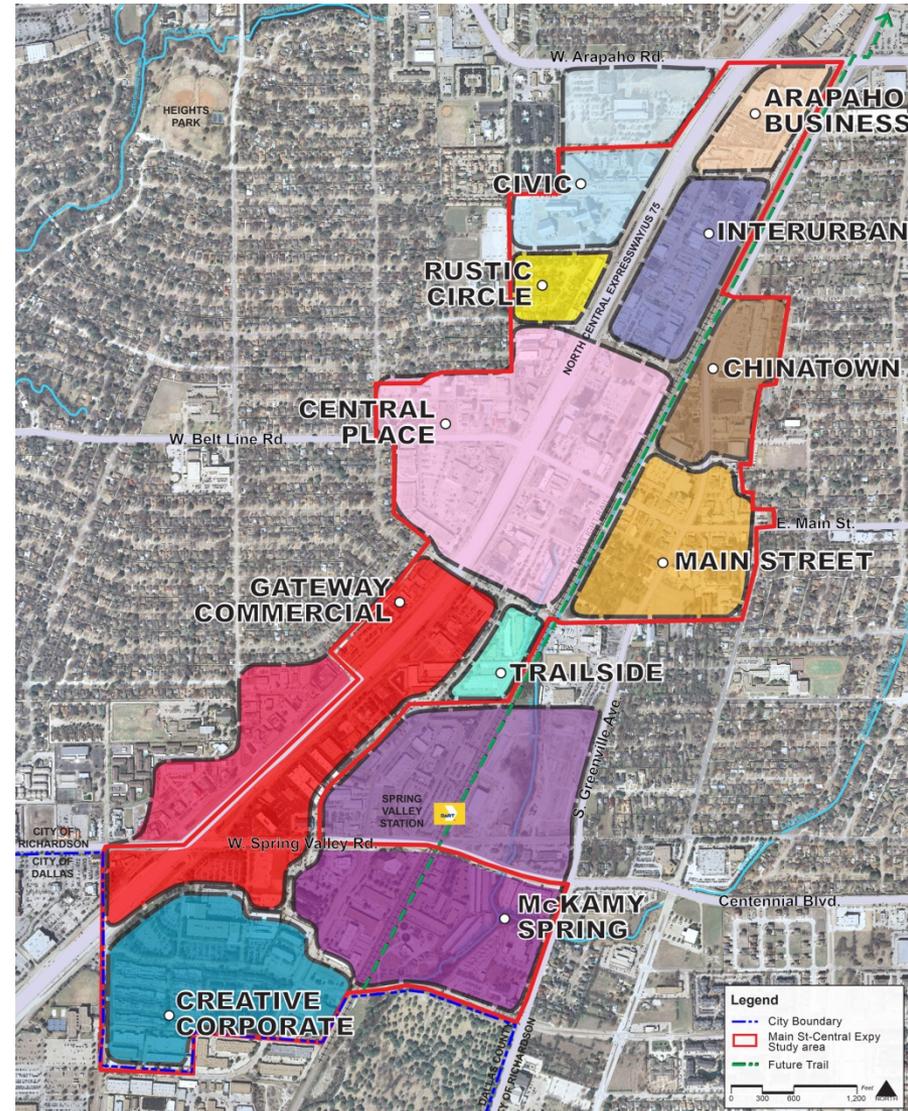
2009 Comprehensive Plan – Six Enhancement Areas

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



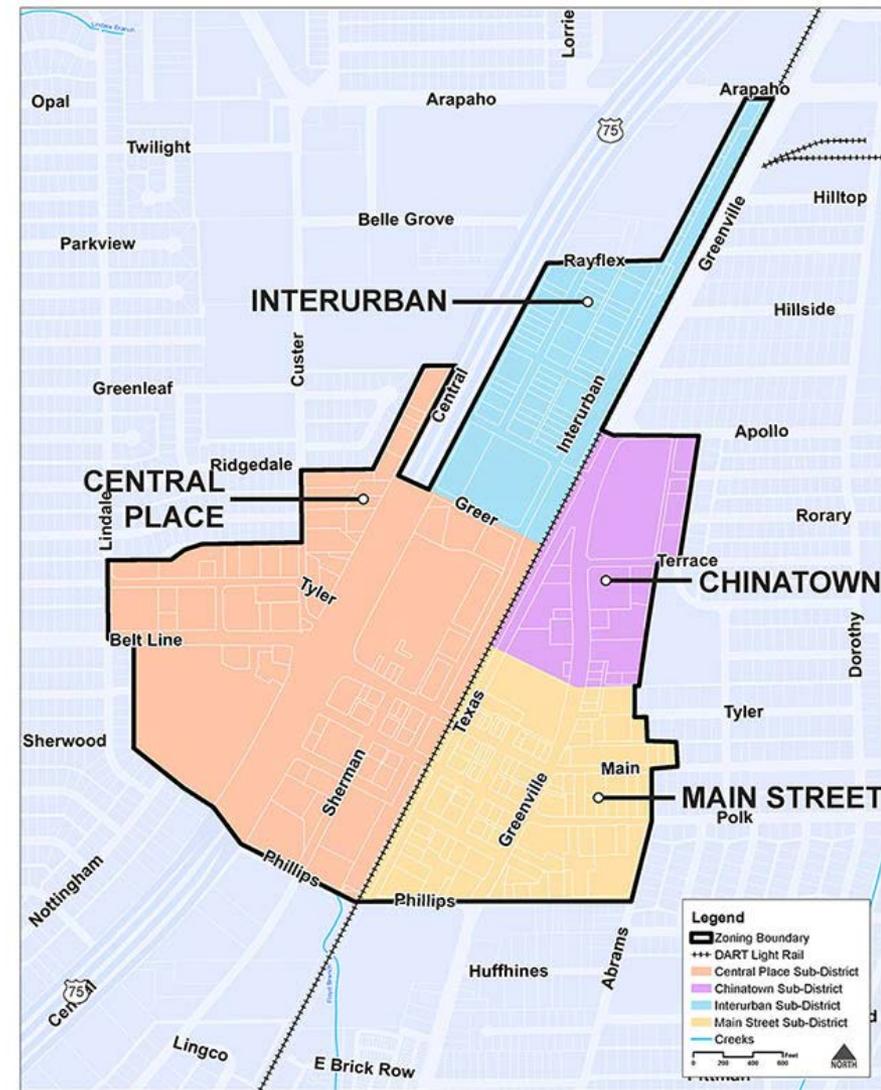
Vision Study Overview

- **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



Rezoning Initiative Overview

- Visions established during the phase I study are the basis for drafting the new zoning Code
- Focus of this rezoning initiative has been on implementing the visions
- Efforts focused on 4 sub-districts
 - Council rationale and consensus
 - Robust interest
 - Multiple catalyst sites
 - Current project momentum
 - Build on existing successes
 - Manageable area
- Modified boundaries of Central Place and Interurban sub-districts per Council's direction
- Remaining 7 sub-districts in the *Main Street/Central Expressway Study* will be addressed in future



Community Input Process

Community Input

- Project has used a variety of techniques to gain input from property and business owners, Richardson residents, developers, other stakeholders
 - Community Workshop #1: May 14
 - Property & business owner interviews, round 1: July 23 & 24
 - Developer interviews: August 15
 - Property & business owner interviews, round 2: September 23 & 24
 - Community Workshop #2: September 23
 - Online survey
 - The City of Richardson website and Facebook were also utilized to inform the community about the projects' progress
- Input from stakeholders was presented to CPC/City Council at key points in process for feedback and direction

Key Direction from CPC and City Council

CPC/Council Discussions

- Presented key topics to CPC and City Council for direction at strategic times during process
- Feedback has been on-going – tours and work sessions/business meetings
- Key topics included:
 - Belt Line Rd./Main St. cross-section
 - Street design characteristics
 - Building heights
 - Land use considerations
 - Adjacency to single family neighborhoods
 - Development adjacent to US 75
 - Non-conforming buildings and uses
 - Issues issues/concerns of property owners, developers, business owners, and residents after public workshops
- The following identifies key topics and direction provided to draft Code

Topics and Direction

- Belt Line Road / Main Street Cross Section
 - Four travel lanes (two through lanes in each direction)
 - Combined left turn lane / median
 - On-street parallel parking
- Polk Street
 - Accommodations for bicyclists on Polk Street
- Building Heights
 - Allow up to 20 stories within northeast quadrant of Belt Line Road/Main Street and Central Expressway
 - Allow up to 4 stories along Belt Line Road/Main Street between Texas Street and McKinney Street
 - Maximum 2 story height is an acceptable transition to adjacent existing single family neighborhoods; maximum 3 stories where separated by a street
 - Within Interurban – allow maximum 6 stories north of Jackson Street and west of Bishop Street; allow maximum 8 stories south of Jackson Street



Topics and Direction

- Development Adjacent to US 75
 - Standards should be generally consistent with other development standards in place for US 75
 - Be flexible in accommodation of building materials
- Allowable Uses in Sub-districts
 - Supportive of the same uses being allowed throughout the sub-district for continuity
 - Supportive of additional uses throughout sub-districts, particularly residential
 - Be sensitive to surrounding existing single family neighborhoods adjacent to sub-districts

Topics and Direction

- Inclusion of Single Family Detached Dwellings
 - Support single family detached dwellings in all sub-districts by right
- Non-Conforming Buildings and Uses
 - Preferred method from West Spring Valley Code which defined non-conforming uses, structures, signs and site elements, and be the general model followed for Main Street/Central Code
 - For Interurban, supportive of adaptive reuse and flexibility to deter creation of non-conformities
 - Allow improvements if related to health/safety
- Special Permit
 - Maintain the existing Special Permit process for certain proposed uses
 - Special Permit shall go with the business owner or with the property as allowed in the CZO today
- Definition of “New Car” versus “Used Car”
 - New Car definition shall remain as one that has not been previously sold



Topics and Direction

- Impact of Future Streets
 - Maintain the dashed line on the regulating plans to show the intent of future extended streets
- Auto-Oriented Uses
 - Maintain auto-oriented/motor vehicle related uses generally as allowed today within the Interurban and Central Place sub-districts
 - Maintain a balance of auto-related/motor vehicle uses
 - Retain Special Permit process for site by site review
 - Limit auto-oriented/motor vehicle related uses in the Chinatown and Main Street sub-districts
 - Allow motor vehicle parts and accessory sales by right
 - Allow motor vehicle service station (no repair) by Special Permit
 - Prohibit auto sales, leasing, rental, repair shops (major or minor), body shops and storage lots



Summary of Issues / Responses

CPC Public Hearing

Overview

- Presentation – Summary of substantive code issues raised during the CPC Public Hearing; each issue is followed in italic text by a response from Team
- Issues summarized here focus on Area Specific Issues and Building Height Issues

Area Specific Issues – Main Street Sub-district

Why are existing single family residences within the area bounded by Phillips St., Texas St., Kaufman St., and Greenville Ave. being treated differently than other existing residential neighborhoods with respect to uses and height transitions?

- *Existing zoning is multi-family zoning (A-950-M) - not single family.*
- *Existing land uses include single family, multi-family, parking lot, and vacant land.*
- *Surrounding zoning is multi-family (A-950-M) and commercial [LR-M(1) and LR-M(2)]; land uses are predominantly commercial and institutional.*
- *This area in the Code does not benefit from the same protections built in the Code for existing single family residential zoned areas due to existing zoning.*
- *Council's direction specifically applied to where the project area being rezoned is adjacent to existing single family zoned areas.*
- *Council's direction not applicable due to this area's existing A-950-M zoning.*

Area Specific Issues – Main Street Sub-district

Request removal of area bounded by Phillips St., Texas St., Kaufman St., and Greenville Ave. from the proposed rezoning.

- *Area identified by City Council for enhancement/redevelopment in the 2009 Comprehensive Plan, included in the 2012 phase I vision study, and again in 2014 with this rezoning initiative.*
- *Existing zoning (A-950-M) not consistent with the longer term vision for urban form development at supportive densities.*
- *If the area is removed - long-term vision for the Main Street Sub-district is compromised.*
- *Vacant properties within the area make it prime for investment and development.*
- *If the area remains within the Code - control still remains with the property owner*
 - *Whether they choose to sell or not, or*
 - *If they continue to use the property as a single family residence or not.*

Area Specific Issues – Main Street Sub-district

- *Land use protections should be provided in the Code regarding how the property is used and developed for the benefit of the whole area for the longer term.*
- *Existing single family residences with homestead exemptions are designated in the Code as legal conforming properties so that the properties are not subject to nonconforming use/structure regulations – allows for continued potential investment in property.*
- **Alternate option for Council consideration** – *All existing single family residences within Main Street Sub-district could be granted legal conforming status related to use and structure (removing homestead exemption reference)*

Area Specific Issues – Main Street Sub-district

- **Current Code:** Existing single family residences with homestead exemptions – designated as legal conforming properties
- 3 properties (4 homes; 2 homes on one lot)



- **Alternate option for Council consideration:** All existing single family residences could be designated as legal conforming properties
- 8 properties (9 homes; 2 homes on one lot)



Area Specific Issues – Central Place Sub-district

Request area north of Belt Line Rd./Main St. and west of Central Expressway be removed from the rezoning.

- *Area identified by City Council for enhancement/redevelopment in the 2009 Comprehensive Plan, included in the 2012 phase I vision study, and again in 2014 with this rezoning initiative.*
- *Phase I study and market analysis identified that properties within this area and throughout the Main Street/Central corridor are*
 - *Underperforming, and*
 - *Land values are exceeding improvement values...*
 - *Areas prime for investment and redevelopment.*
- *Removal would compromise the long term vision for the Central Place Sub-district.*
- *Code provides for greater development predictability (compared to existing zoning) which benefits properties within the study area and neighboring areas.*

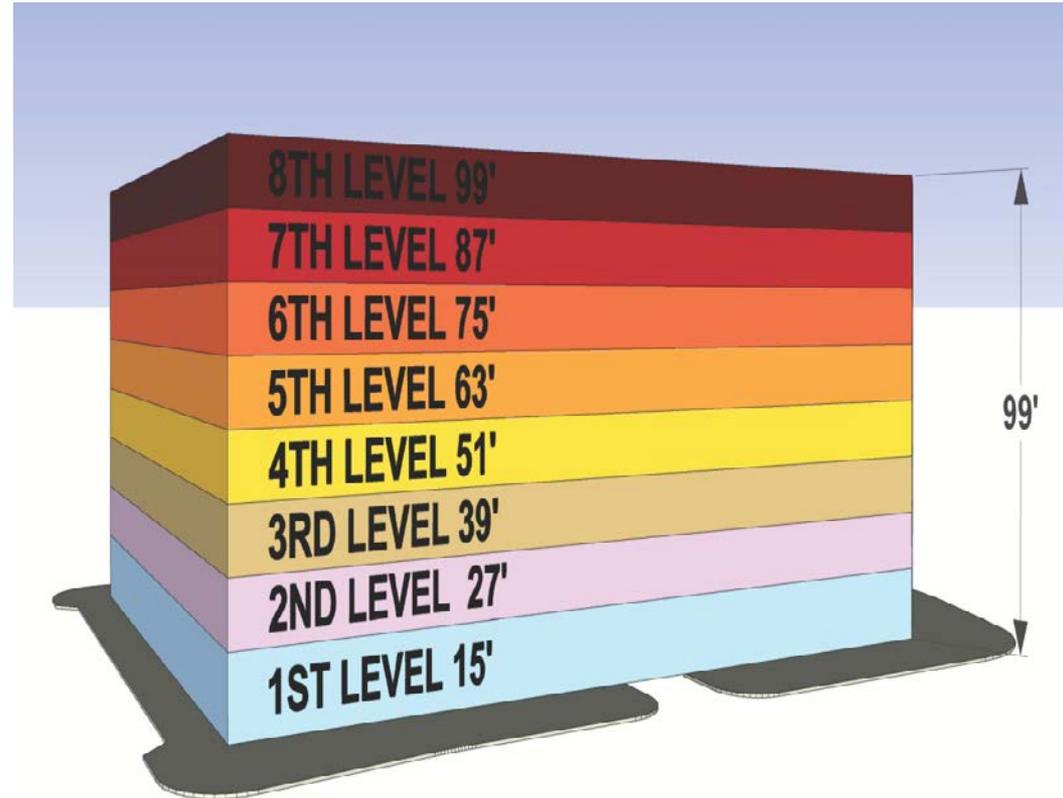
Building Height Issues

Proposed building heights differ significantly compared to viewshed analysis; e.g., 46-foot building height is too tall adjacent to single family neighborhoods.

- *Code has been revised consistent with viewshed analysis.*
- *Code explicitly addresses parapet heights, other architectural elements and roof-top mechanical equipment.*
- *CPC/Council concurred with allowing greater building height to address those building elements.*

Building Heights (all sub-districts)

Building Stories	Minimum Maximum Building Height (in feet)	Maximum Height with Parapet/ Architectural Feature
1 story	31 15	21
2 stories	46 27	33
3 stories	61 39	45
4 stories	76 51	57
5 stories	91 63	69
6 stories	106 75	81
7 stories	121 87	93
8 stories	136 99	105
9 stories	151 111	117
10 stories	166 123	129
11 stories	181 135	141
12 stories	196 147	153
13 stories	211 159	165
14 stories	226 171	177
15 stories	241 183	189
16 stories	256 195	201
17 stories	271 207	213
18 stories	286 219	225
19 stories	301 231	237
20 stories	316 243	249



Building Height Issues

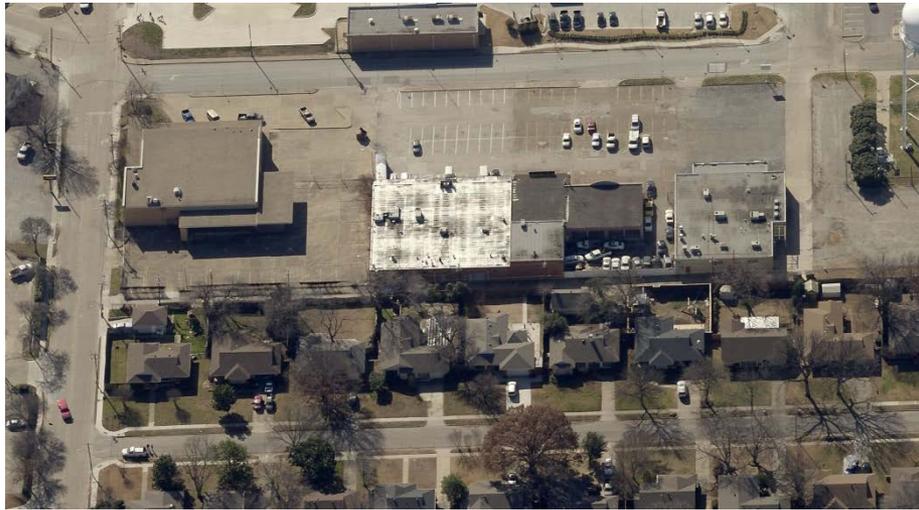
The following properties should be limited to two stories due to areas where adjacent to existing single family residential neighborhoods.

- Between Lindale Ln. and Inge Dr., north side of Belt Line Rd./Main St.
- Between Polk St. and Phillips St., west side of Abrams St.

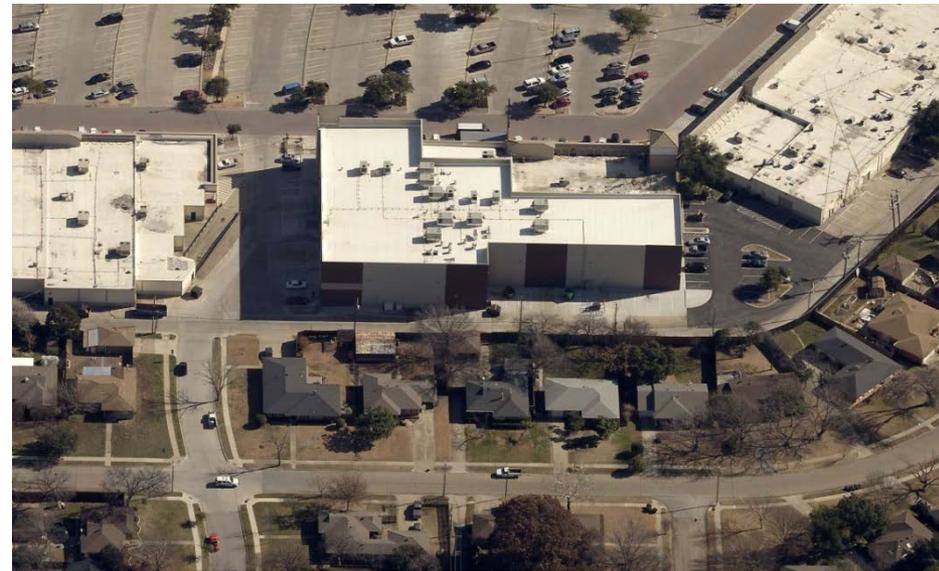
- *Regulating plan currently shows three stories, consistent with direction received from CPC/Council.*
- *Methodology that the Team shared with CPC/Council in October, and per their direction:*

Building Height Issues

- *Where properties are immediately adjacent to (i.e. share a property line) or are separated by an alley from existing single family residential, the Code would limit building heights to two stories (27 ft. + 6 ft. = 33 ft.).*



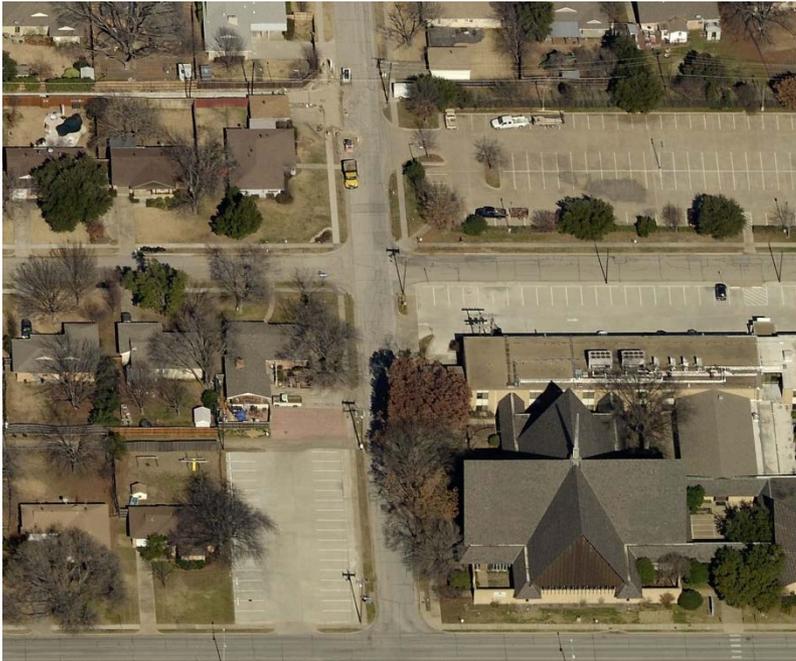
Retail/automotive on Lockwood – rear wall = approx. 20 feet



Alamo Draft House – rear wall = 45'1" feet

Building Height Issues

- *Where properties are separated from adjacent single family neighborhoods by a street, we would limit building heights to three stories since the street provides a separation (exception: Custer Rd. at Westwood Dr.)*



Lindale Ln. at Belt Rd./Main St. looking north



Polk St. at Abrams St. looking north



LaSalle St. at Terrace St. looking north

Building Height Issues – Polk St. at Abrams Rd.



MAIN STREET / CENTRAL - REZONING INITIATIVE

Building Height Issues

What is the height of Afrah's new building.

- *33'-2" per approved building elevations; however, 35'-2" allowed in the PD zoning district for the building.*
- *Market building to the west (not constructed yet) allowed at a height of 39'-4" in the PD zoning district.*

Proposed Code allows 3 stories/max. 45 ft. (39 ft. + 6 ft.) at this location.

Height of Afrah's consistent with max. 2-story building as proposed in Code (27 ft. + 6 ft. = 33 ft.).



Building Height Issues

Screening of 6-foot tall roof top units needs to be revisited; many equipment units are taller than that.

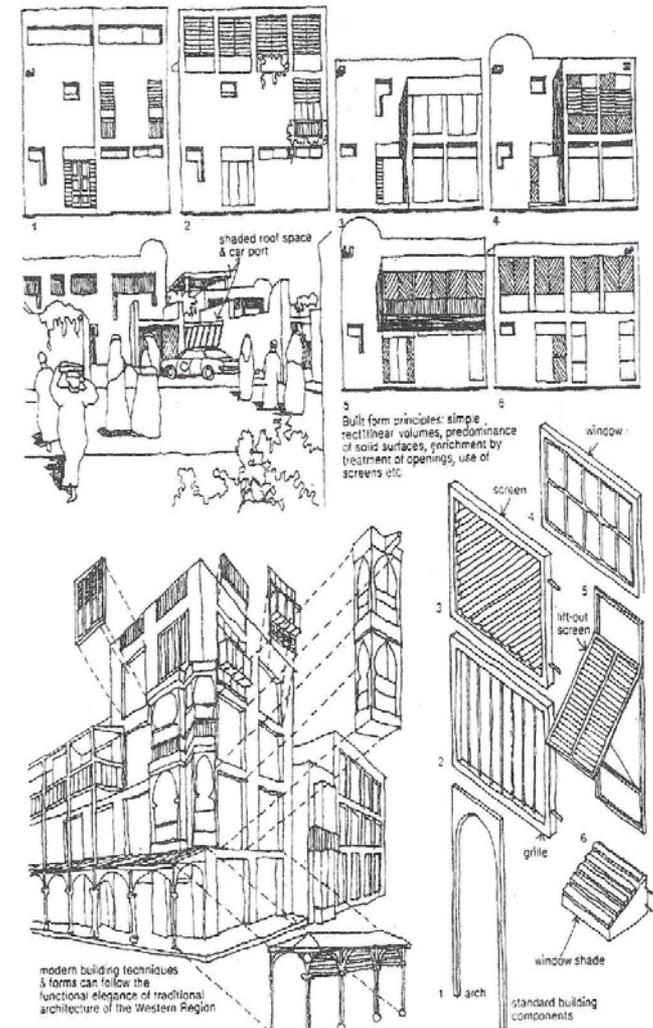
Code has been revised to:

- *Exempt roof-top mechanical equipment and screening device for calculating buildings heights;*
- *Eliminated minor modification process initially established to simplify screening requirements; and*
- *Prohibit parapet and other architectural elements from screening mechanical equipment taller than 6 feet in height.*

Code Layout, Organization and Content

What is a Form Based Code?

- Builds off vision of the Main Street/Central Expressway Study accepted by City Council in January 2013
- Provides predictability for property owners and investors
- Focuses on a high-quality public realm
- Builds off best form of each area and enhances areas with cohesive design and a comprehensive mix of uses
- Combines uses in core area to create a social center and walkability
- Connected pedestrian, bicycle and street network
- Balance appropriate density with creating urban environment
- Strategic mix of uses promoting activated spaces and social interaction

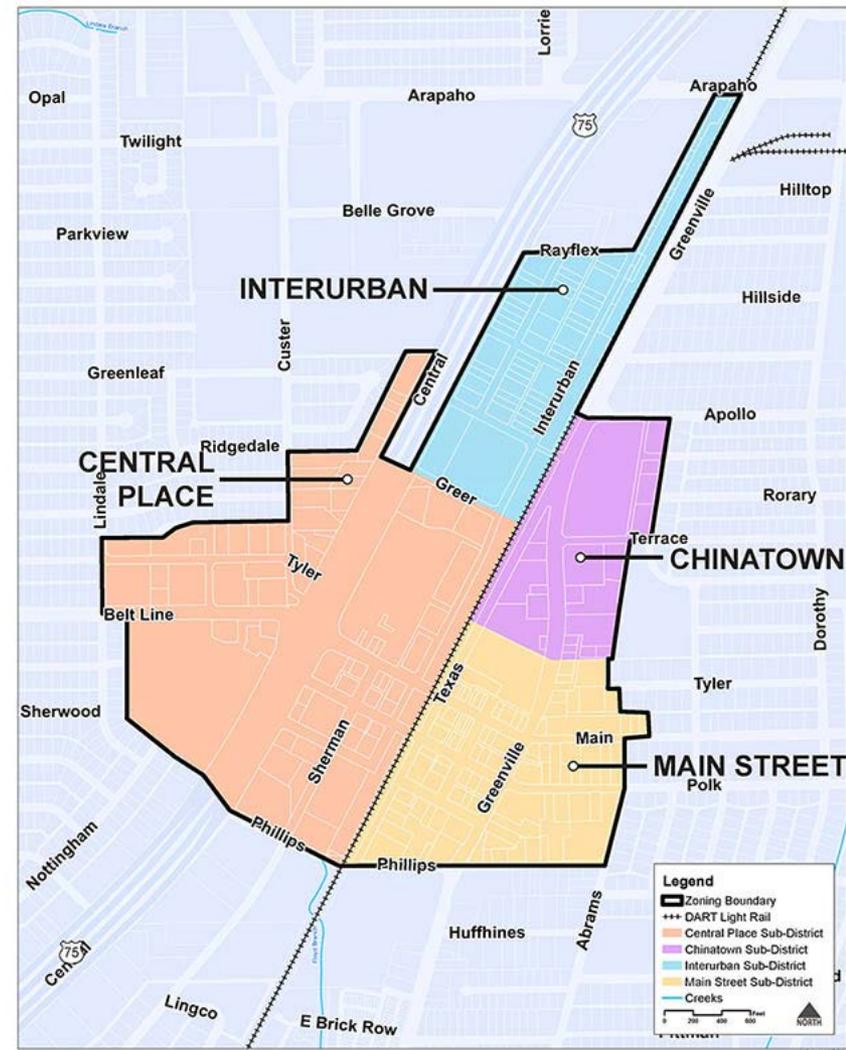


Form Based Code Coverage

Covers four sub-districts in Richardson identified in the *Main Street/Central Expressway Study*:

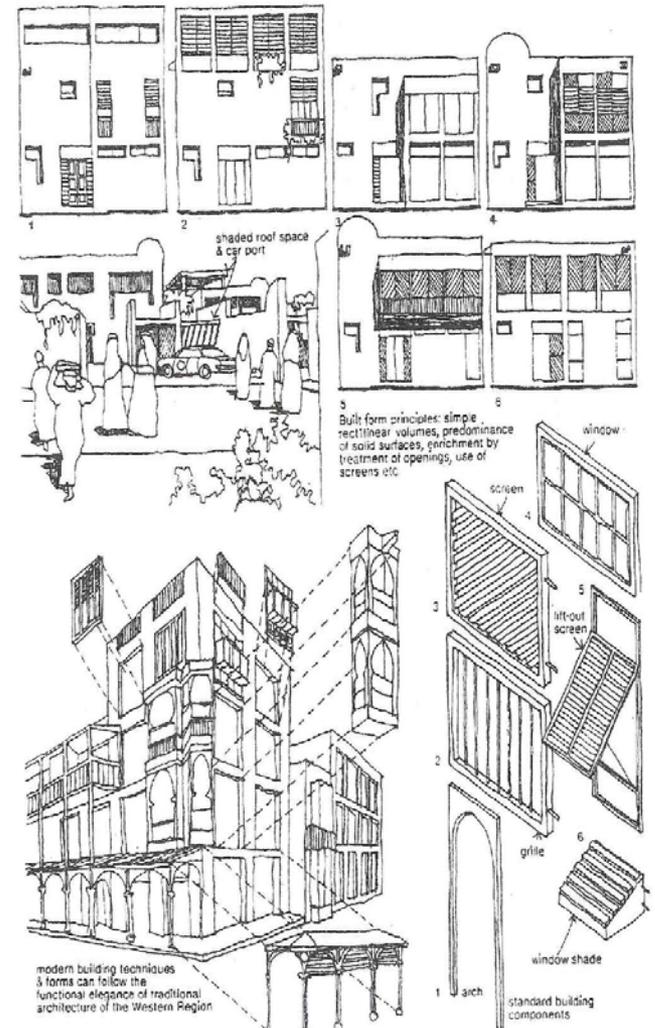
- Interurban
- Central Place
- Chinatown
- Main Street

Remaining seven sub-districts in the *Main Street/Central Expressway Study* will be addressed in the future.



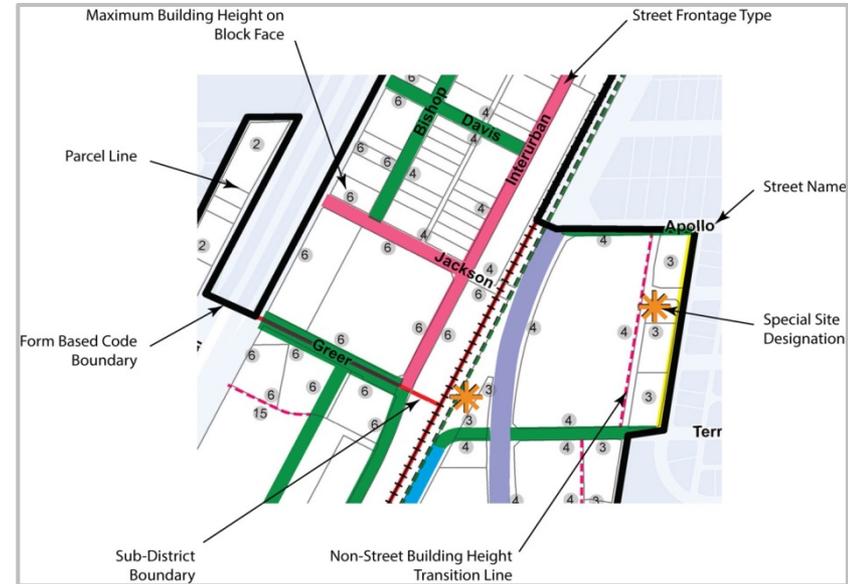
Form Based Code Components

- Overview
- Sub-districts
- Signage
- Administration
- Definitions
- Appendix



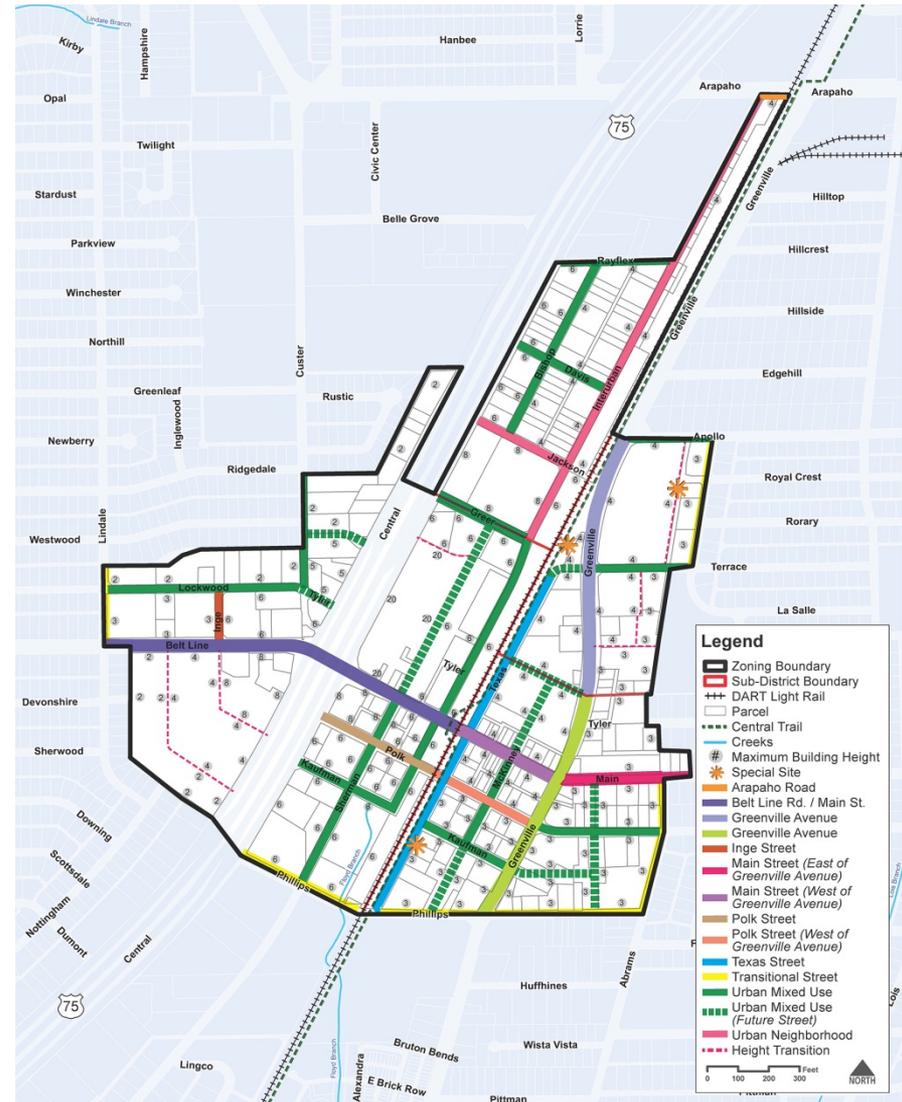
Form Based Code Components

- Section I - Overview
 - Intent/Purpose
 - Components of Code
 - How to Use the Code
 - Understanding the Regulating Plan
 - Regulating Plan/Sub-district Location



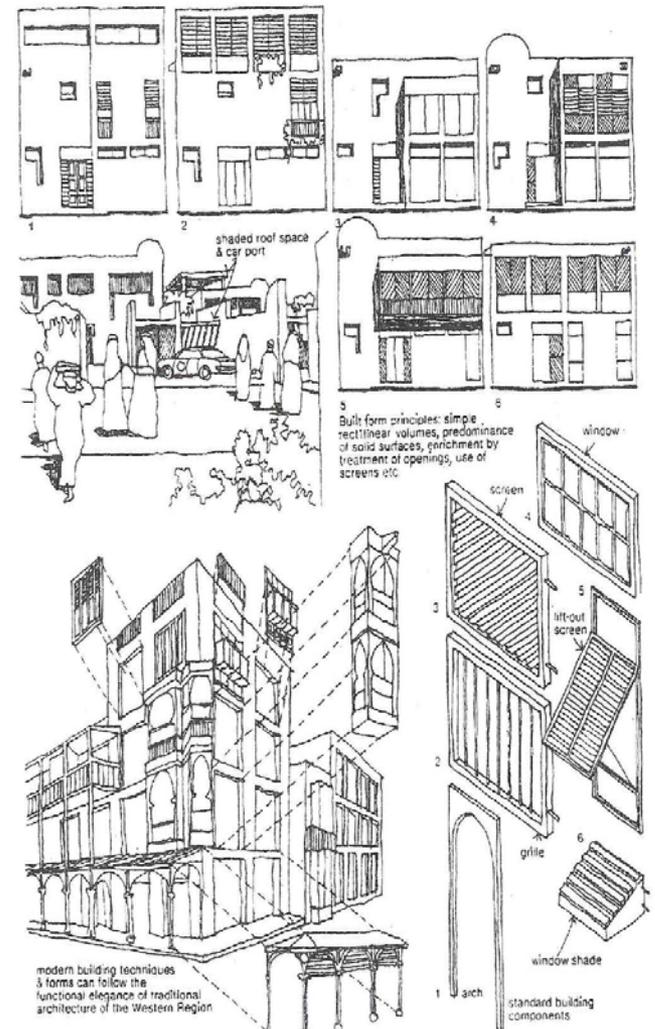
Overall Regulating Plan

- Identifies how all 4 Sub-districts relate to each other
- 13 Individual Street Types



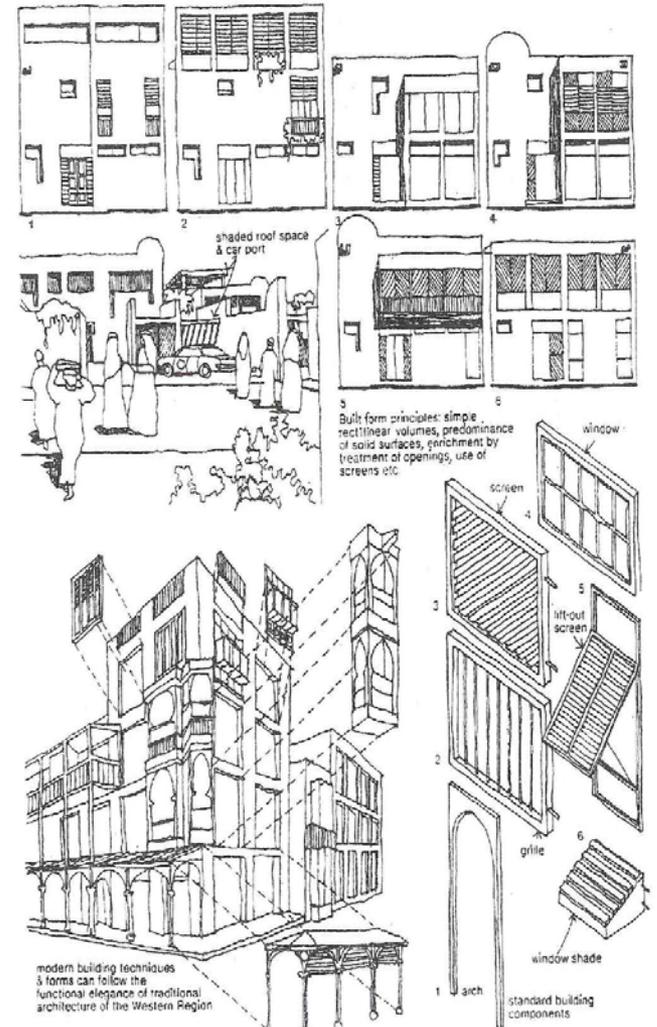
Form Based Code Components

- Section II - Sub-districts
 - Introduction
 - Regulating Plan
 - Public Open Space Plan
 - Public Parking Plan
 - Building and Envelope Standards
 - Street Typology and Streetscape Standards
 - Architectural Standards
 - Mechanical, Service Areas and Utilities
 - Thoroughfare Screening
 - *Residential Zoning District Adjacency*
 - Signage



Form Based Code Components

- Section III – Signage
- Section IV – Administration
 - Nonconforming properties
 - Definitions



Next Steps

Next Steps

- City Council conducts public hearing
 - May close public hearing on January 5th and take final action
 - May close public hearing on January 5th and table to January 26th to continue deliberations
 - May continue the public hearing and deliberations to January 26th
- City Council's action final
 - Approve as submitted
 - Approve with additions or amend conditions/provisions within the Code
 - Deny (preferably without prejudice)

City Council Work Session

January 5, 2015



Image Source – Richardson Public Library



MAIN STREET / CENTRAL - REZONING INITIATIVE

JACOBS
Kimley»Horn
AN IRVING-CLOUD COMPANY

Richardson, Texas

City Council Public Hearing

January 5, 2015



Image Source – Richardson Public Library

MAIN STREET / CENTRAL - REZONING INITIATIVE

JACOBS
Kimley»Horn
AN IRVING-CLOUD COMPANY

Richardson, Texas

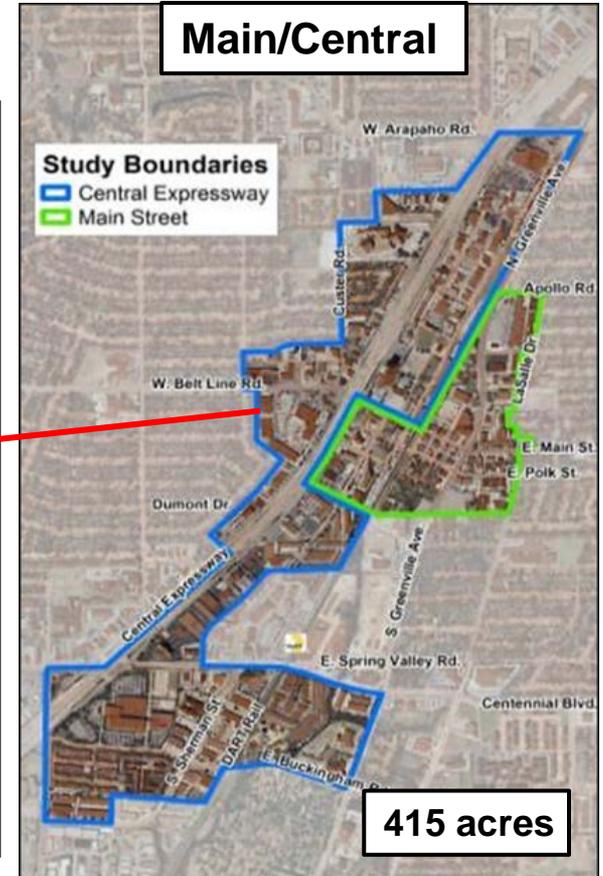
Agenda

- Project Overview
- Community Input Process
- Key Direction from CPC and City Council
- Summary of Issues / Responses – CPC Public Hearing
- Code Layout, Organization and Content
- Next Steps

Project Overview

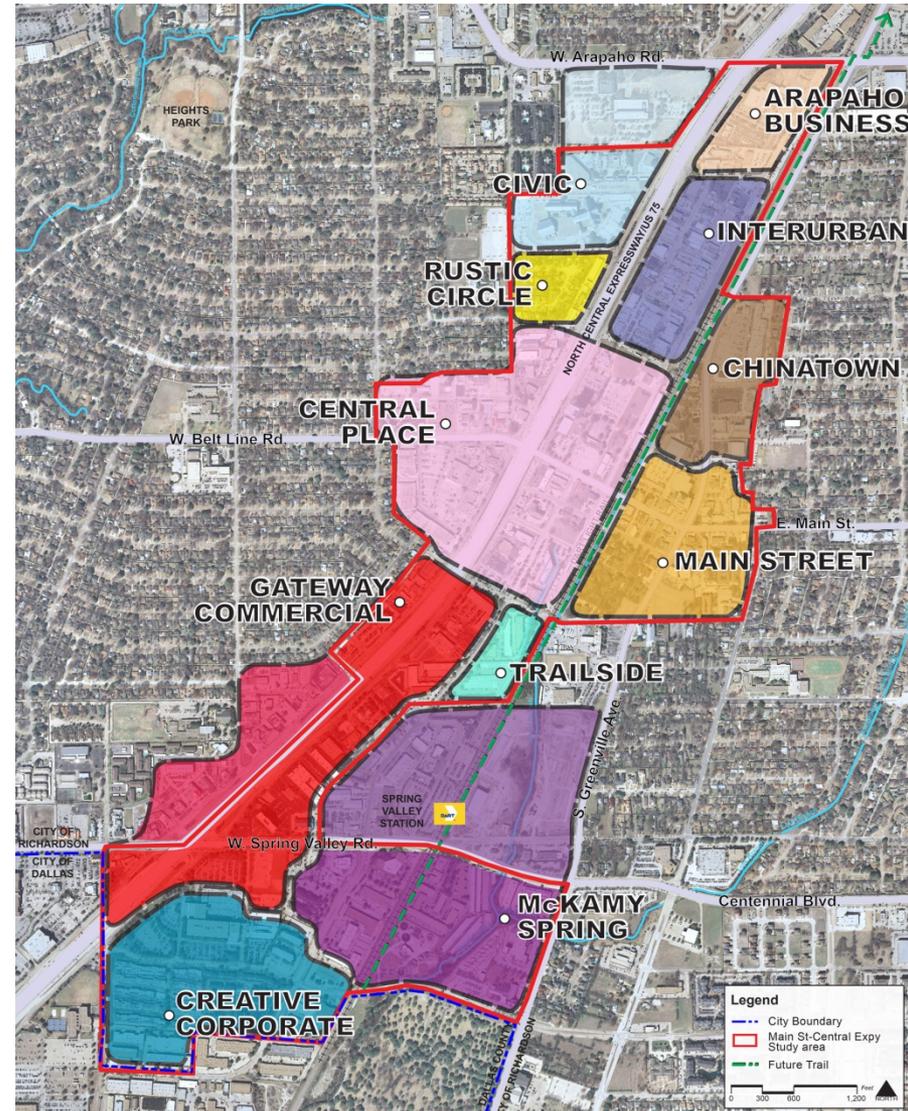
2009 Comprehensive Plan – Six Enhancement Areas

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



Vision Study Overview

- **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



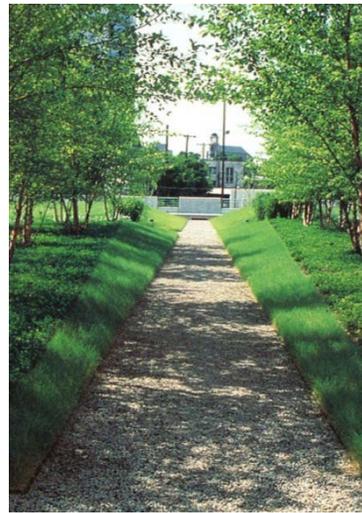
Community's Vision

- Revitalization that benefits from the area's past and its emerging diversity
- Excitement about new development opportunities and new choices for Richardson residents
- Eleven areas with distinct character and markets
- Among the highlights:
 - Belt Line Rd./Main St. returns to its role as a focal point for this community
 - Attracts a new generation of residents to the corridor and adjacent neighborhoods
 - Richardson offers locations for emerging and 'signature' businesses



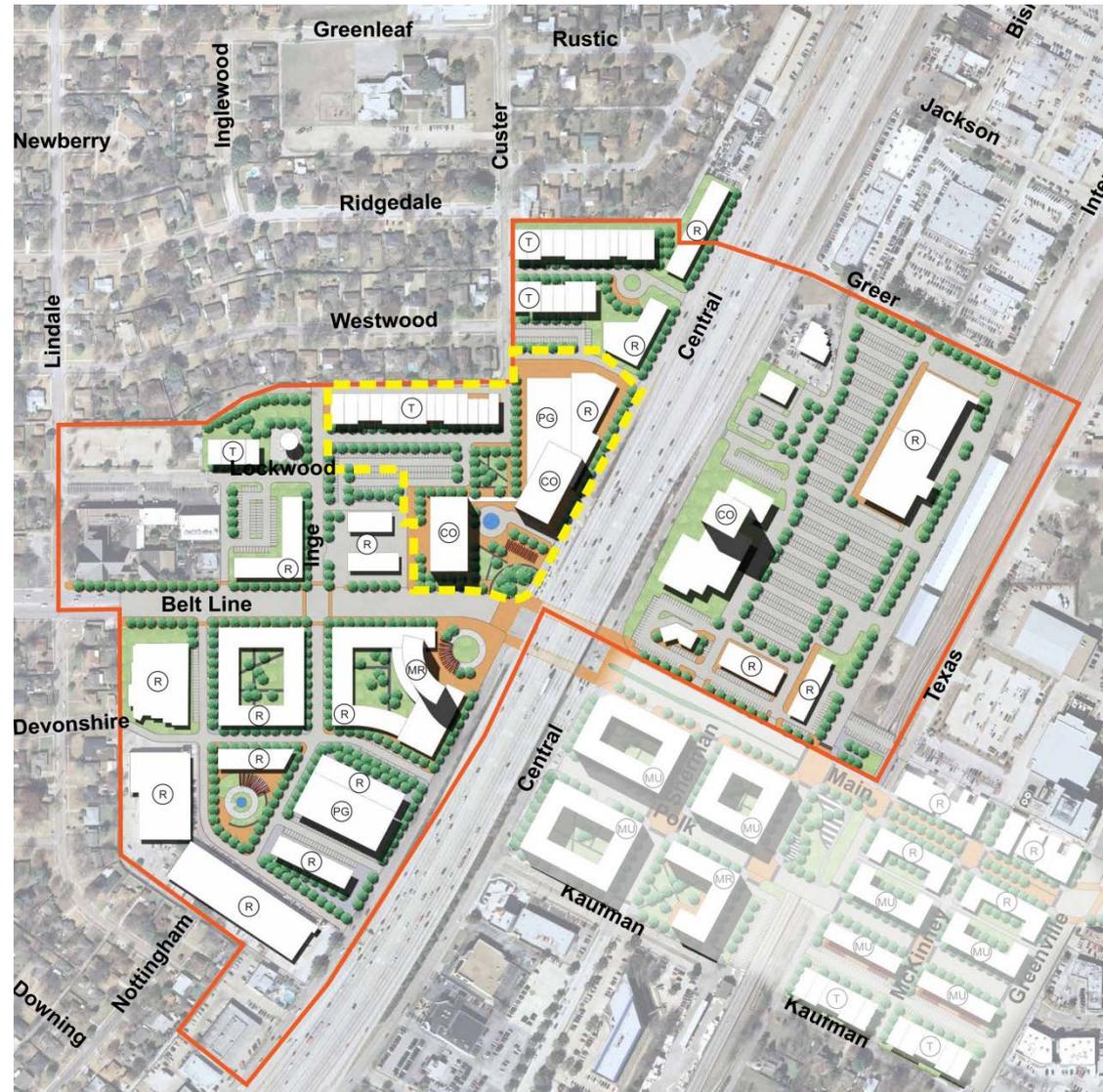
Concept Plan – Central Place

- 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



Concept Plan – Central Place

- 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



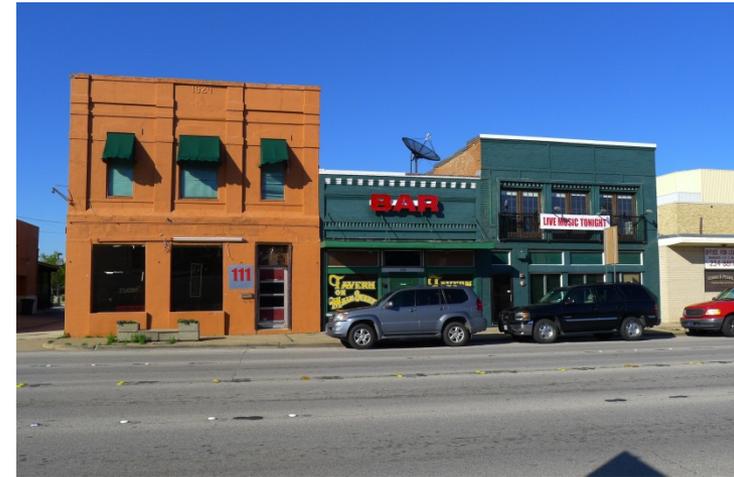
Concept Plan – Central Place



MAIN STREET / CENTRAL - REZONING INITIATIVE

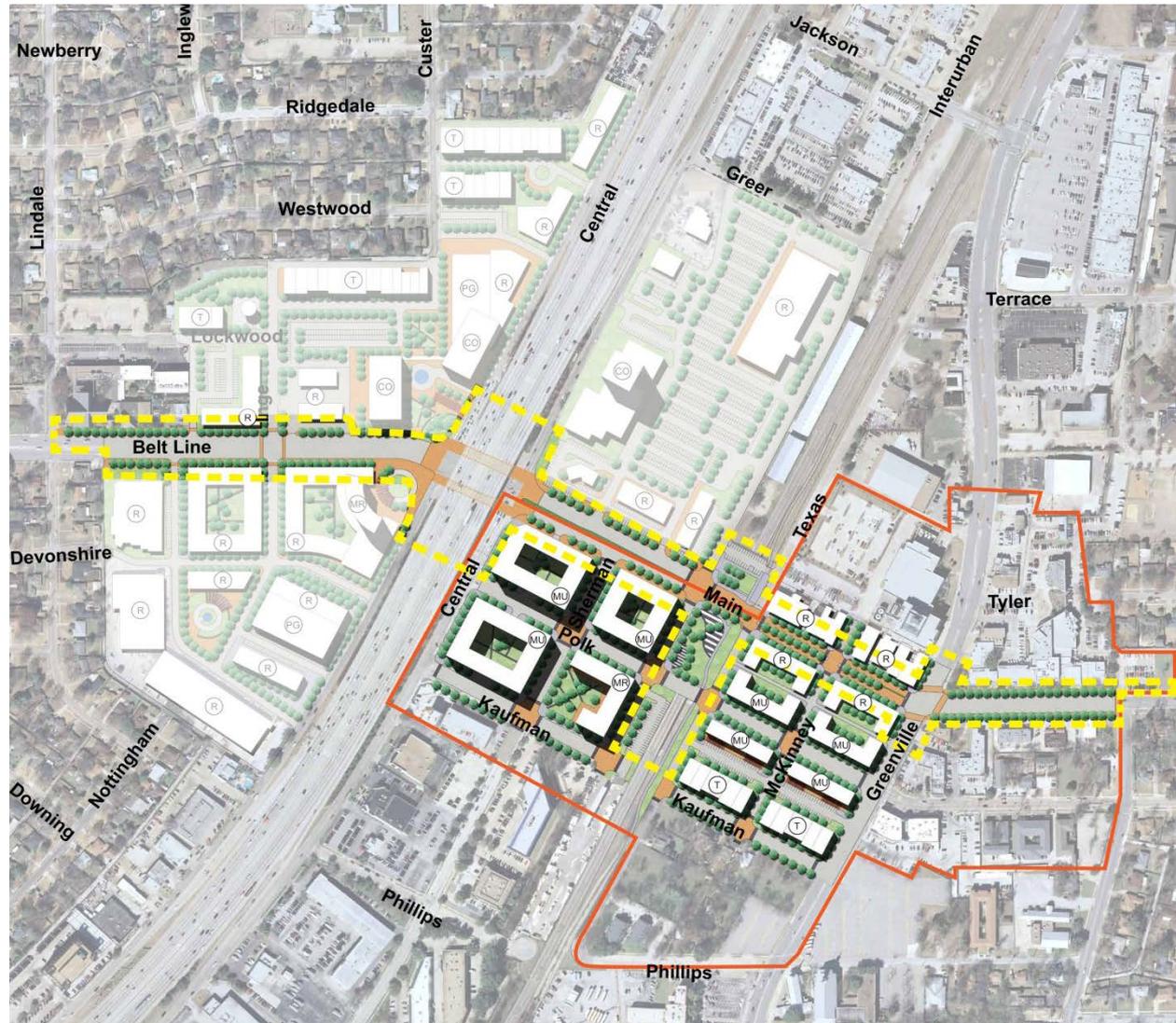
Concept Plan – Main Street

- 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



Concept Plan – Main Street / Polk Area

- 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



Concept Plan – Main Street



MAIN STREET / CENTRAL - REZONING INITIATIVE

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 Asian and other International cultures



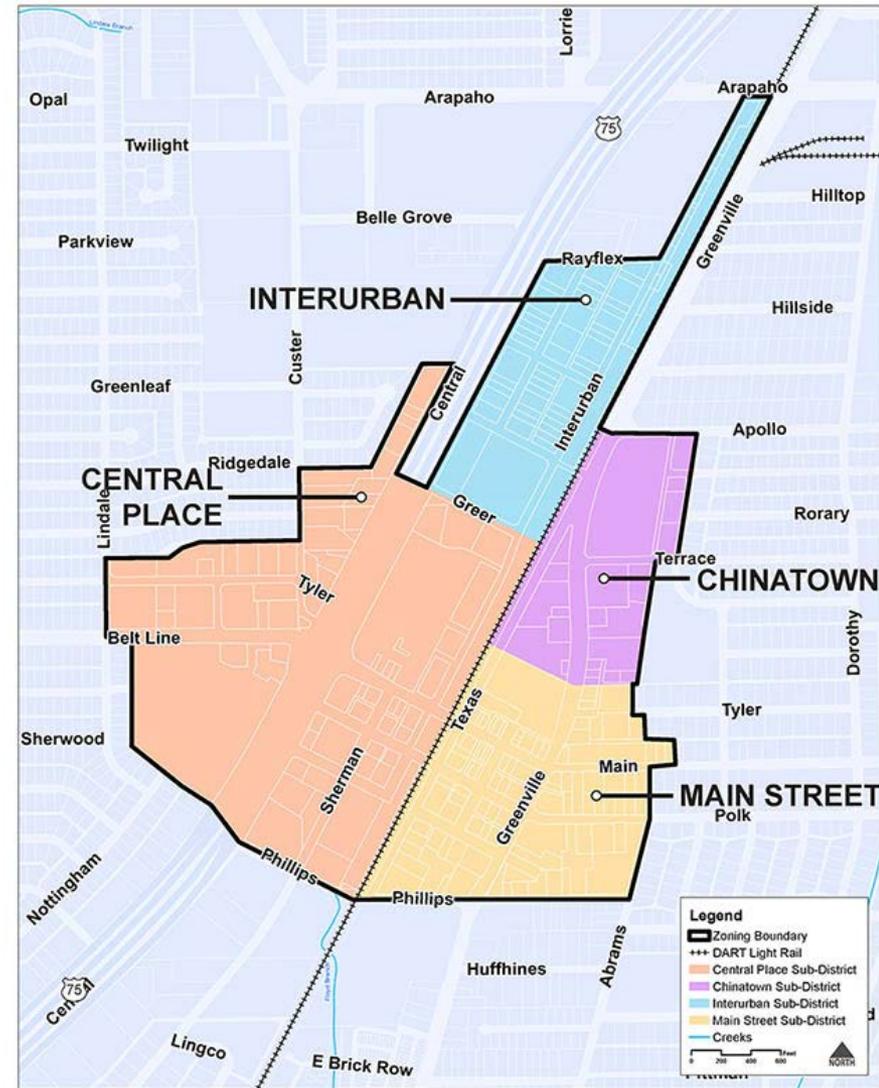
Concept Plan – Interurban

- 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



Rezoning Initiative Overview

- Visions established during the phase I study are the basis for drafting the new zoning Code
- Focus of this rezoning initiative has been on implementing the visions
- Efforts focused on 4 sub-districts
 - Council rationale and consensus
 - Robust interest
 - Multiple catalyst sites
 - Current project momentum
 - Build on existing successes
 - Manageable area
- Modified boundaries of Central Place and Interurban sub-districts per Council's direction
- Remaining 7 sub-districts in the *Main Street/Central Expressway Study* will be addressed in future



Community Input Process

Community Input

- Project has used a variety of techniques to gain input from property and business owners, Richardson residents, developers, other stakeholders
 - Community Workshop #1: May 14
 - Property & business owner interviews, round 1: July 23 & 24
 - Developer interviews: August 15
 - Property & business owner interviews, round 2: September 23 & 24
 - Community Workshop #2: September 23
 - Online survey
 - The City of Richardson website and Facebook were also utilized to inform the community about the projects' progress
- Input from stakeholders was presented to CPC/City Council at key points in process for feedback and direction

Overview of Community Workshop #1

- Community Workshop held at Richardson City Hall on May 14, 2014
- More than 100 residents, business owners and property owners from the corridor and surrounding areas attended
- A brief presentation was made related to the viewshed analysis, then participants shared their opinions at stations for each sub-district



Overview of Developer Meetings

- Meetings occurred in August and September
- Eight individual meetings were held
- Developers interviewed represented the wide range of development types envisioned in the Main Street / Central corridor
- The discussions generally reaffirmed the market support for many of the vision's land use assumptions
- The discussions also reaffirmed many of the opportunities and issues identified by area stakeholders
 - The opportunity to create unique developments taking advantage of Central Trail access and frontage
 - The need for district-wide public parking solutions

Overview of Community Workshop #2

- Workshop held on September 23
- Meeting format – overview presentation followed by break-out group discussions
- Four break-out groups (one for each sub-district)
- 50 total attendees



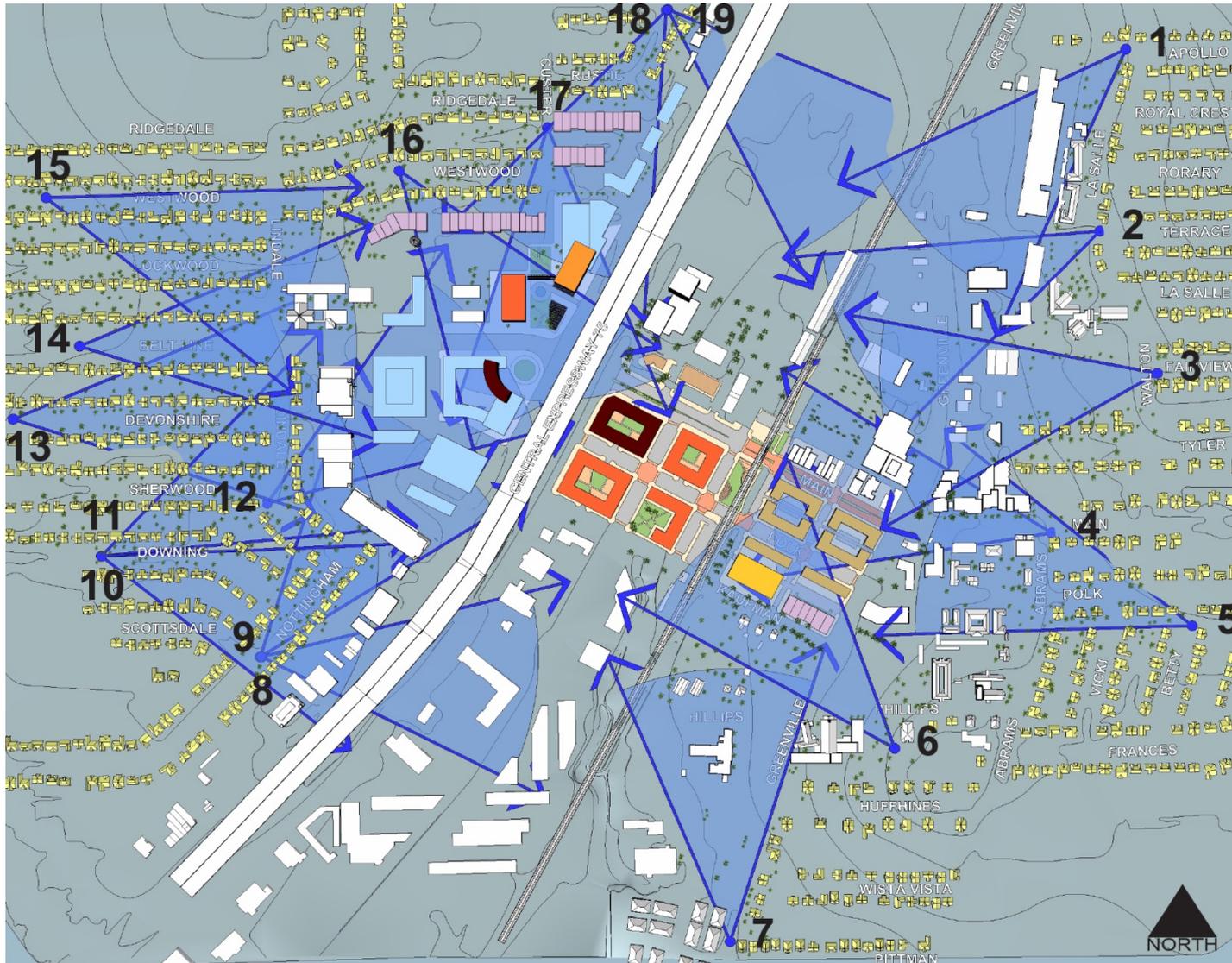
Summary of Input, Community Workshop #2

- Support for revitalization and the approach reflected in the Vision
- Interest in new investment that would enhance the appeal of these sub-districts
- Concerns about treatment of non-conforming uses and particularly about auto-oriented uses
- Strong interest in additional open space because of its role in adding value to sub-district properties and in creating attractive gathering places
- Concern about the need for additional parking and the difficulty of accomplishing desired development if standard parking requirements must be met on-site
- Recognition that there might be area-wide action on open space and parking as well as investment on individual properties

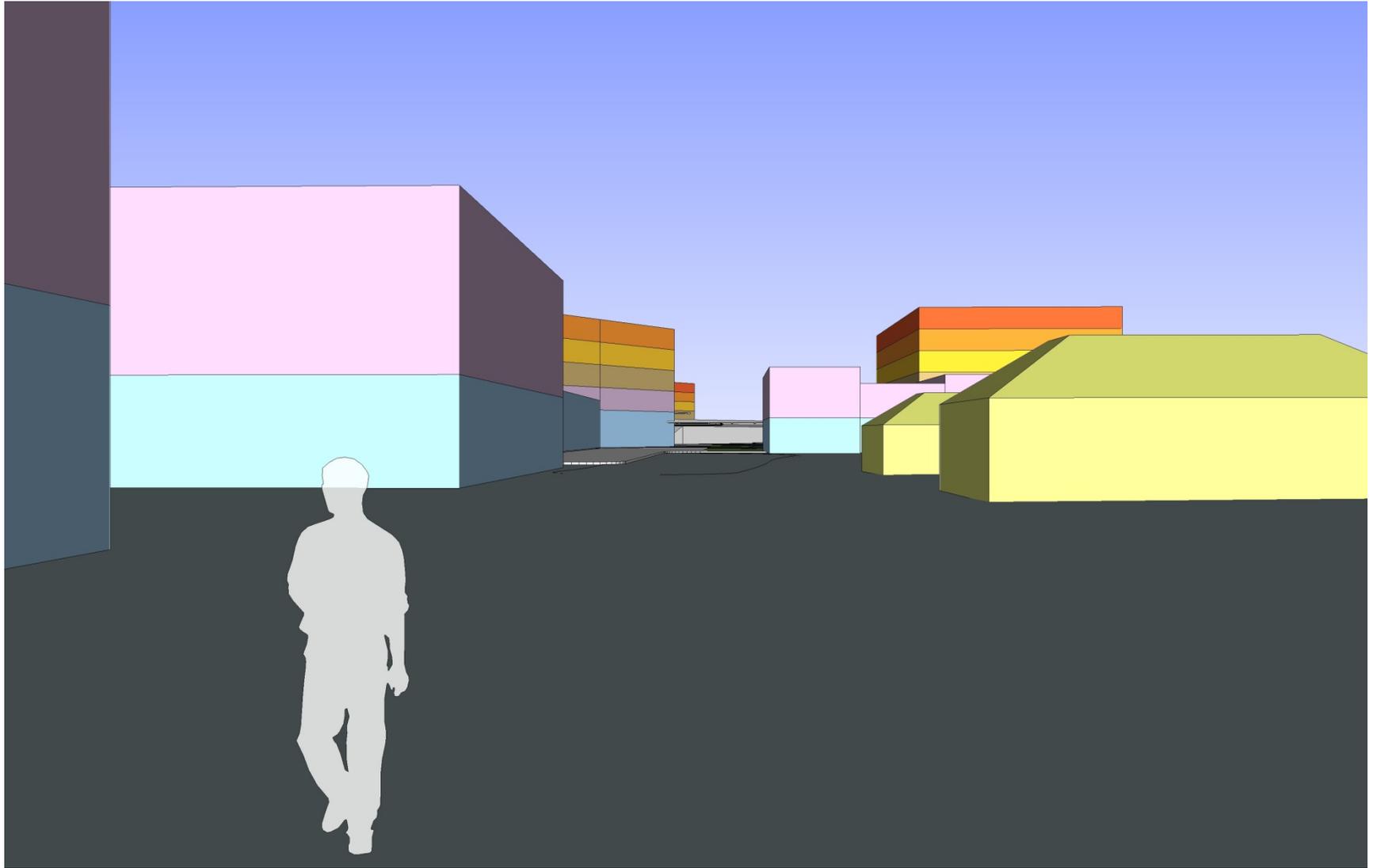
Online Survey for Viewshed Analysis

- Survey went live on October 1, 2014
- Survey available through November 4, 2014
- 214 responses
- Diverse perspectives
 - 44.2% from neighborhoods adjacent to sub-districts (94 participants)
 - 26.0% residents in other parts of Richardson
 - 15.8% sub-district business/property interest
 - 10.6% resident of sub-districts
 - 2.4% business/property interests elsewhere in Richardson
 - 1.0% other

Locations Studied



Location 17 – Belt Line / Custer

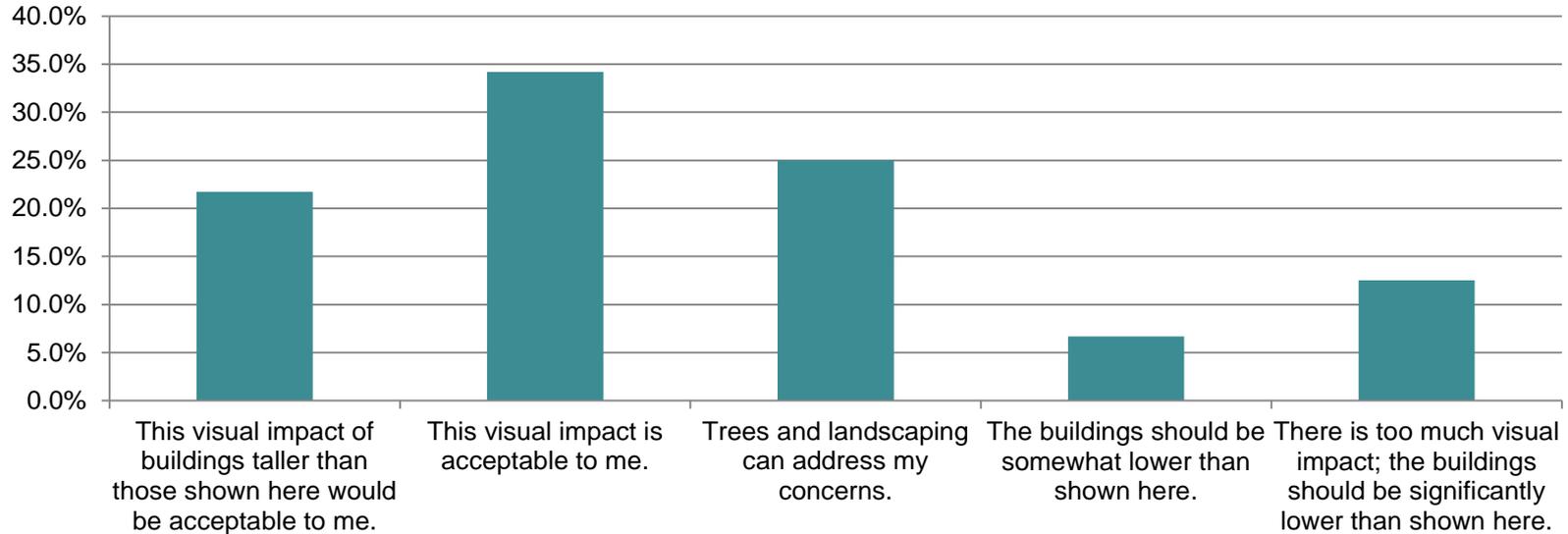


Location 17 – Belt Line / Custer



Online Survey for Viewshed Analysis Results – Overview

- 80.9% respondents surveyed believed that the buildings heights shown were acceptable or taller buildings could be acceptable, or that trees and landscaping could address concerns
- 19.2% respondents surveyed believed the building heights should be somewhat or significantly lower than shown
- This viewshed location had the least positive response – all others have an even higher level of support.



Key Direction from CPC and City Council

CPC/Council Discussion

- Presented key topics to CPC and City Council for direction at strategic times during process
- Feedback has been on-going – tours and work sessions/business meetings
- Key topics included:
 - Belt Line Rd/Main St. cross-section
 - Street design characteristics
 - Building heights
 - Land use considerations
 - Adjacency to single family neighborhoods
 - Development adjacent to US 75
 - Non-conforming buildings and uses
 - Issues issues/concerns of property owners, developers, business owners, and residents after public workshops
- The direction provided formulated the draft Code

Summary of Issues / Responses

CPC Public Hearing

Summary of Issues/Responses – CPC Public Hearing

- Work session presentation – Summary of substantive code issues raised during the CPC Public Hearing
- Substantive issues were related to Area Specific Issues and Building Height Issues
- Based upon recommended code from CPC
 - No properties were removed from the rezoning area
 - Building heights where adjacent to existing single family residential neighborhoods
 - Remained at max. 2 stories if immediately adjacent; and
 - Remained at max. 3 stories if separated by a street (except at Custer/Westwood – max. 5 stories)
 - Building heights in feet were lowered to be in alignment with the viewshed analysis
 - Existing single family residences with a current homestead exemption granted legal conforming status related to use and structure
- **Alternate option for Council consideration** – All existing single family residences within Main Street Sub-district could be granted legal conforming status related to use and structure (removing homestead exemption reference)

Area Specific Issues – Main Street Sub-district

- **Current Code:** Existing single family residences with homestead exemptions – designated as legal conforming properties
- 3 properties (4 homes; 2 homes on one lot)



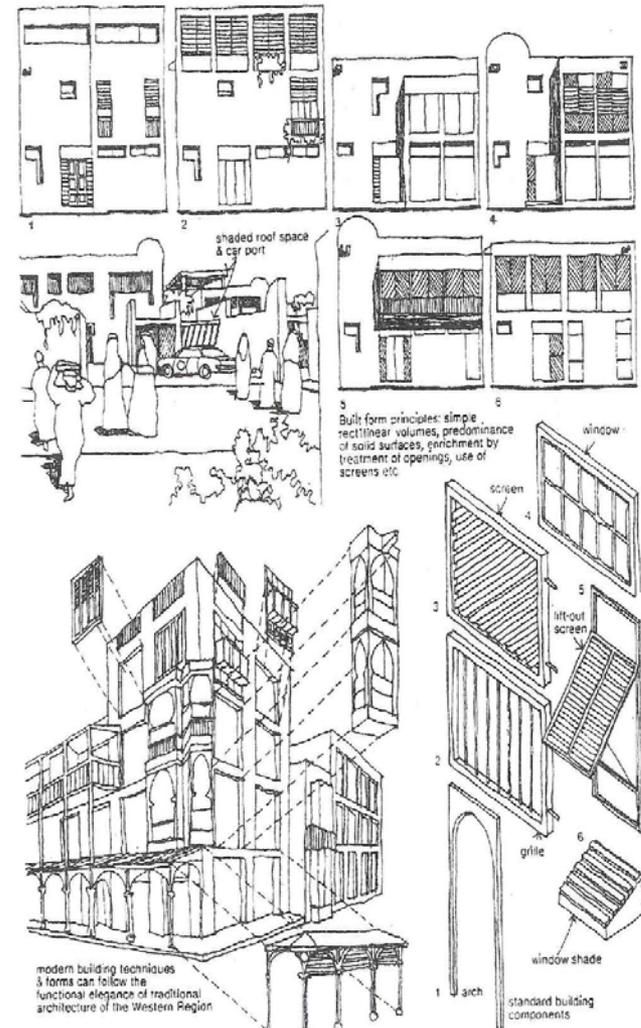
- **Alternate option for Council consideration:** All existing single family residences could be designated as legal conforming properties
- 8 properties (9 homes; 2 homes on one lot)



Code Layout, Organization and Content

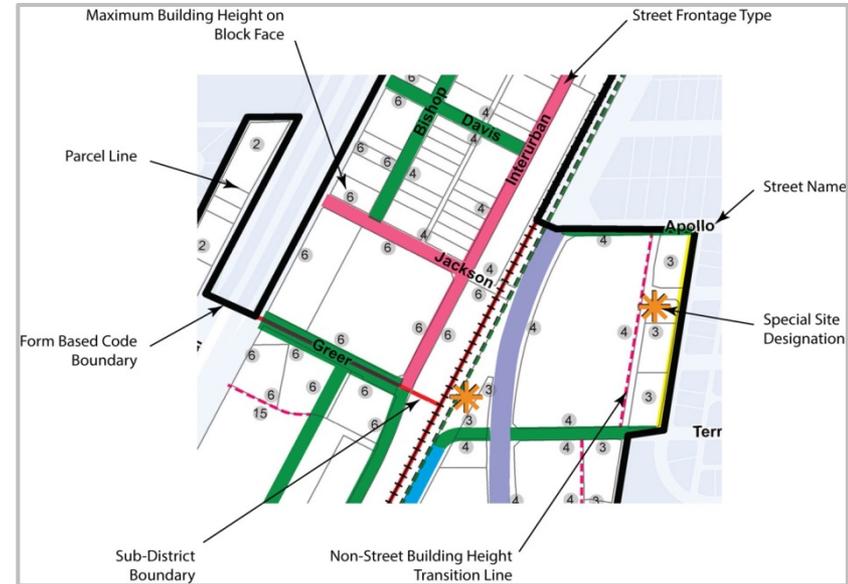
Form Based Code Components

- Overview
- Sub-districts
- Signage
- Administration
- Definitions
- Appendix



Form Based Code Components

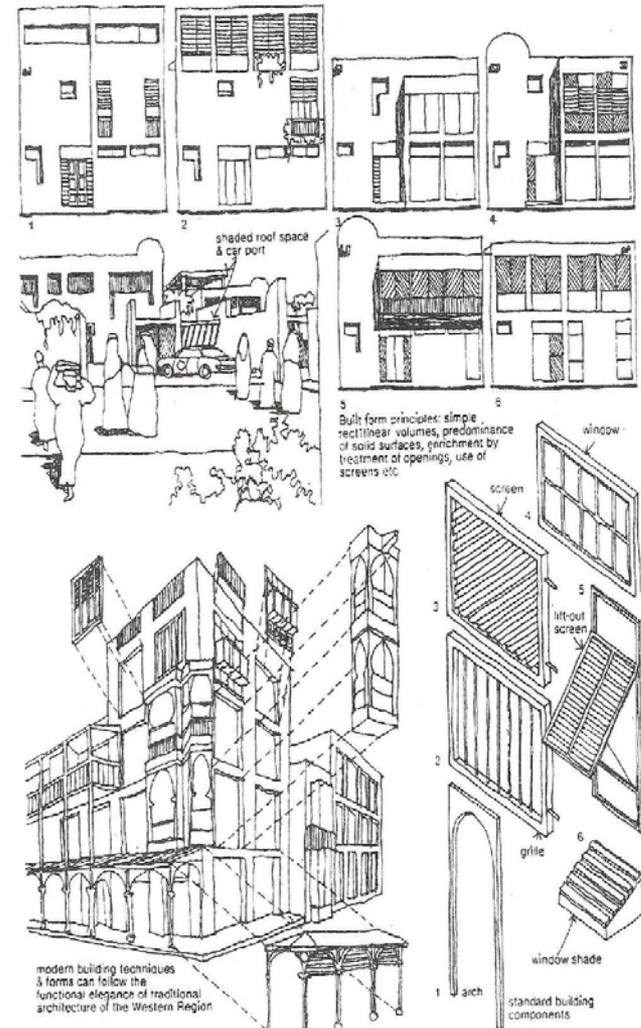
- Section I – Overview
 - Intent/Purpose
 - Components of Code
 - How to Use the Code
 - Understanding the Regulating Plan
 - Regulating Plan/Sub-district Location



Form Based Code Components

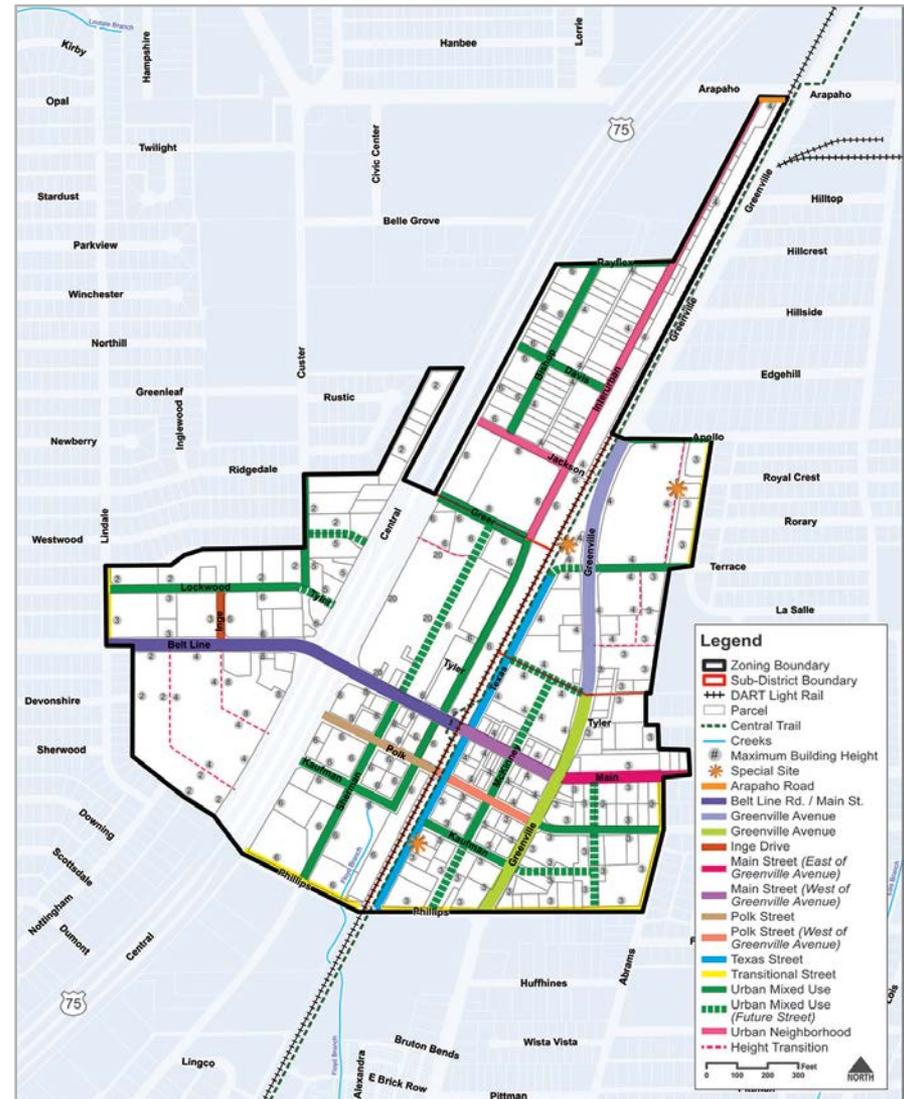
■ Section II – Sub-districts

- Introduction
- Regulating Plan
- Public Open Space Plan
- Public Parking Plan
- Building and Envelope Standards
- Street Typology and Streetscape Standards
- Architectural Standards
- Mechanical, Service Areas and Utilities
- Thoroughfare Screening
- *Residential Zoning District Adjacency*
- Signage



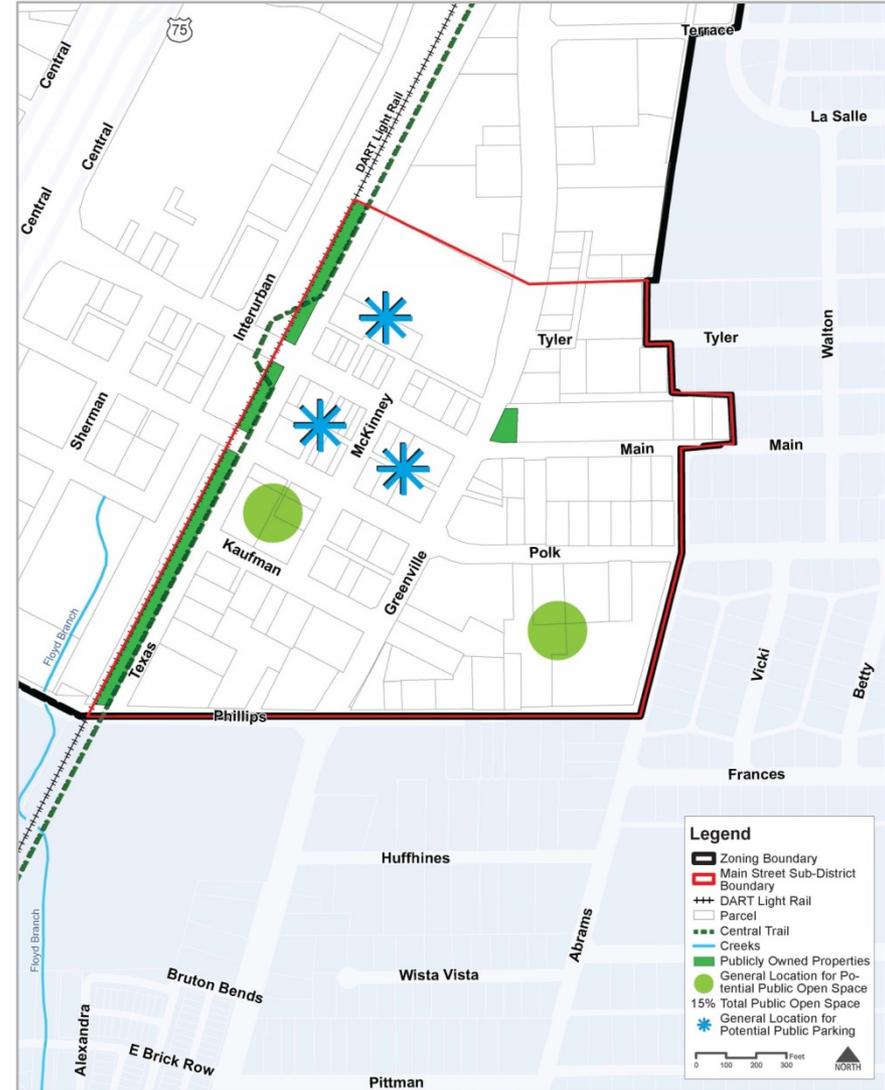
Overall Regulating Plan

- Identifies how all 4 Sub-districts relate to each other
- 13 Individual Street Types



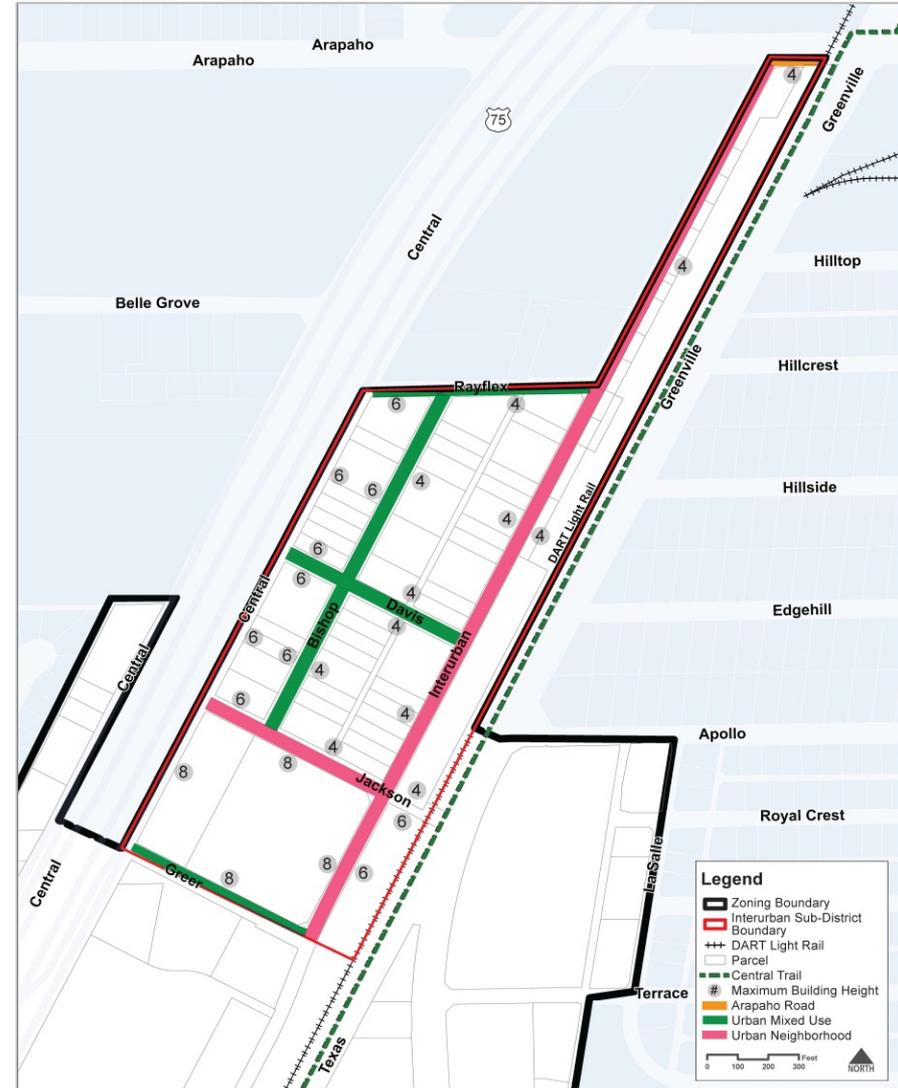
Common Elements – All Sub-districts

- Public Open Space
 - Encourages public art, public spaces
- Public Parking Plan
 - Support sub-district through “park once”
- Parking requirements
 - Applies to building additions and new construction only
 - Reduced parking requirements
 - Allows for on-street parking, and nearby public parking and shared parking to satisfy requirements



Interurban

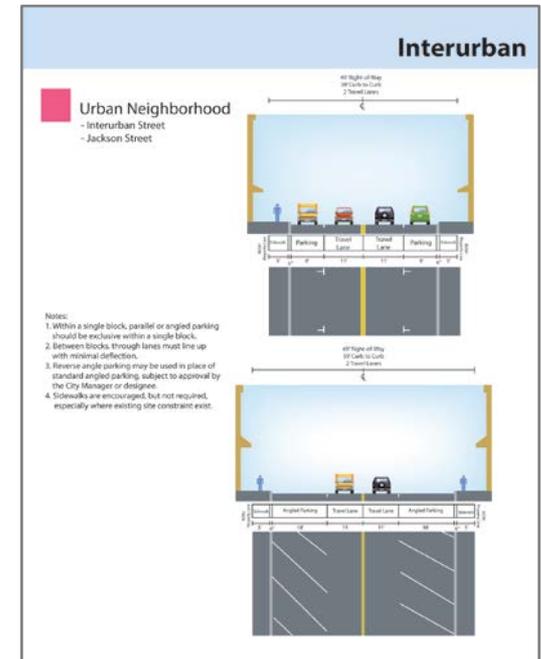
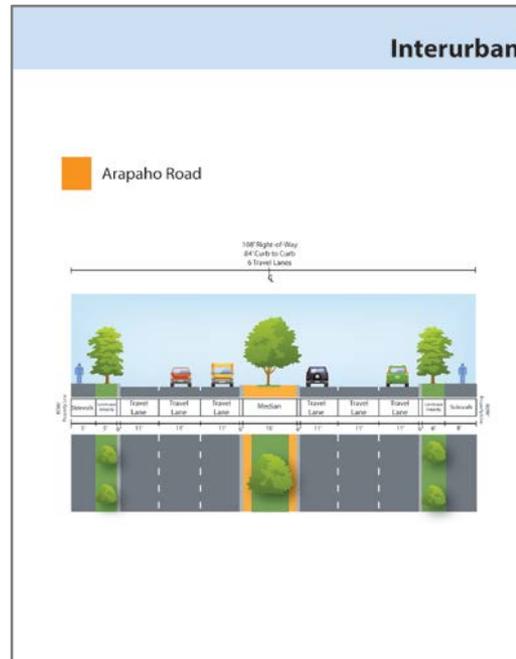
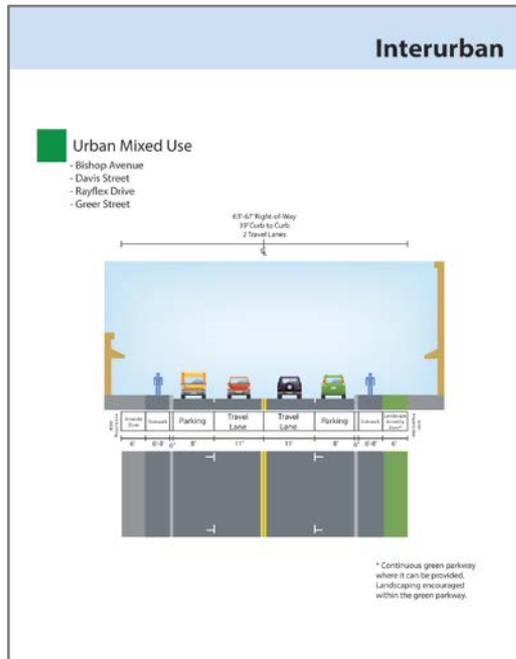
- Intent/Purpose
 - Edgy, eclectic, mixed use, adaptive reuse
- Regulating Plan
 - 3 street types based on use, existing character



Interurban

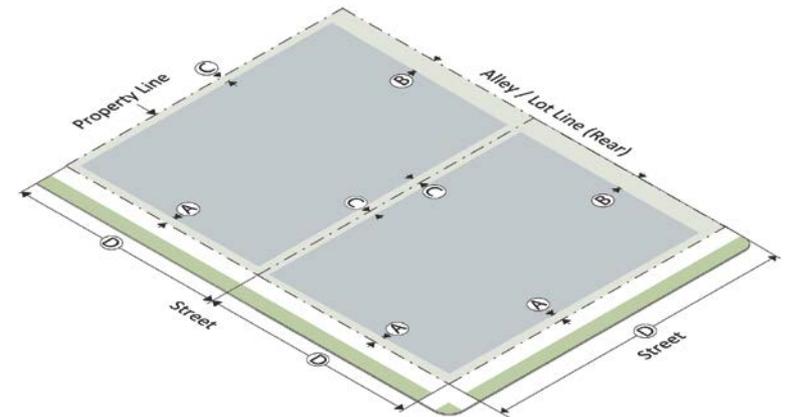
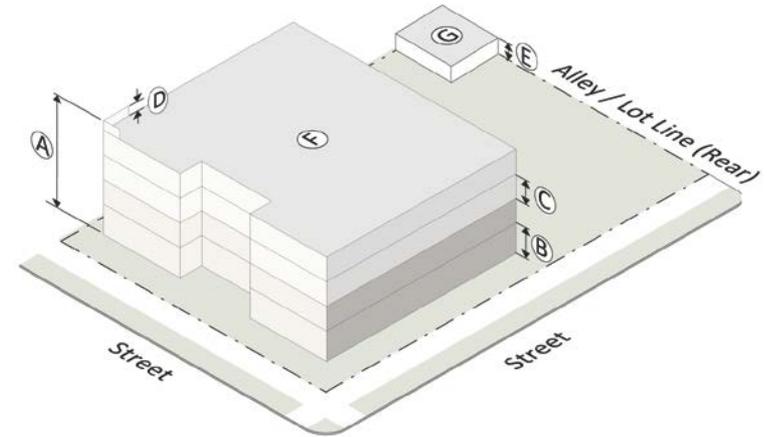
- Street Typology and Streetscape Standards

- To regulate street cross sections including number of lanes, on-street parking, street trees, lights, furniture, and sidewalks
- Ranging from suburban commercial adjacent to US 75 frontage road to urban mixed use
- Integrates amenity zones and sidewalks in context sensitive manner



Interurban

- Building and Envelope Standards
 - Possible height range of 4-8 stories
 - Maximum building ground floor varies from 10,000-30,000 square feet based on Street Type
 - Varying “Required Build-To Zones” based on street frontage from 0 feet (Urban Mixed Use) to 80 feet (Central)
 - Comprehensive mix of land uses including live/work units, artisanal manufacturing, office, multi-family, commercial, service, limited motor vehicle and single family
 - Reduction in off-street parking requirements with emphasis on shared, on-street, or centralized parking



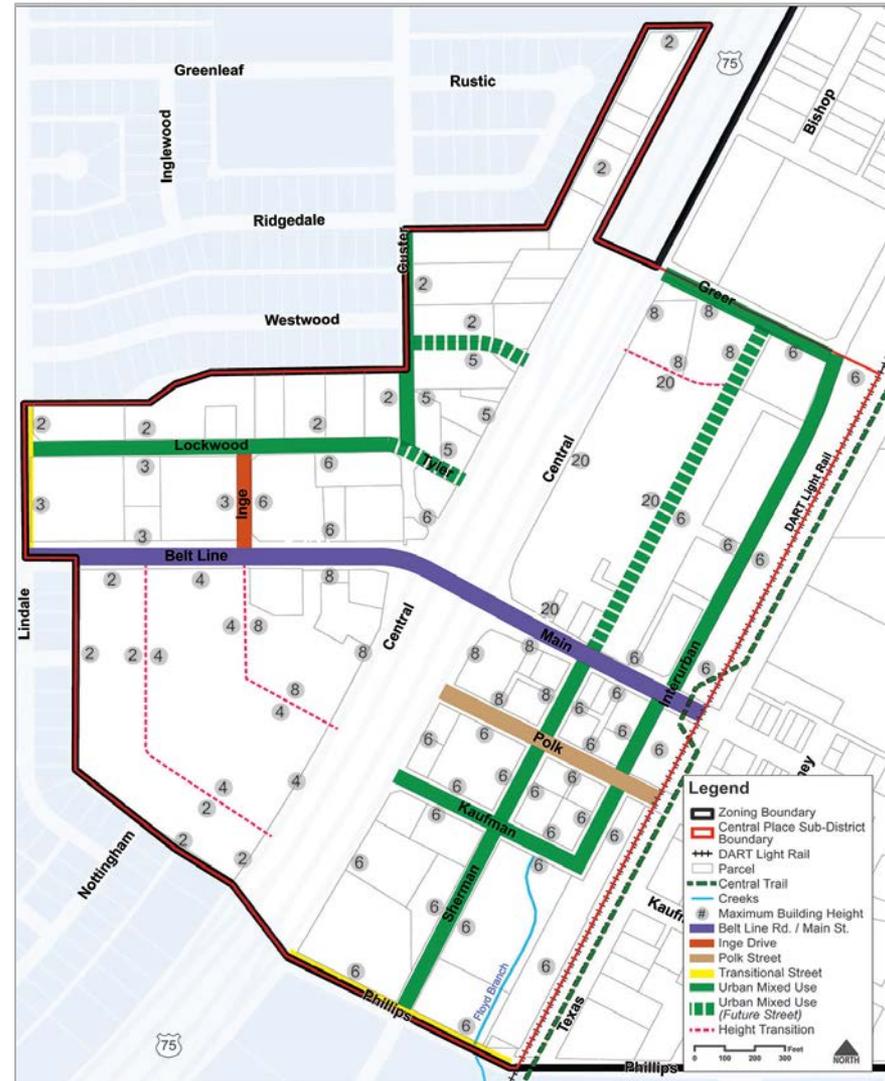
Interurban

- Urban Design/Street Furnishings
 - Edgy, clean lines
- Architectural Standards
 - Edgy materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
 - Requires building articulation, materials variation



Central Place

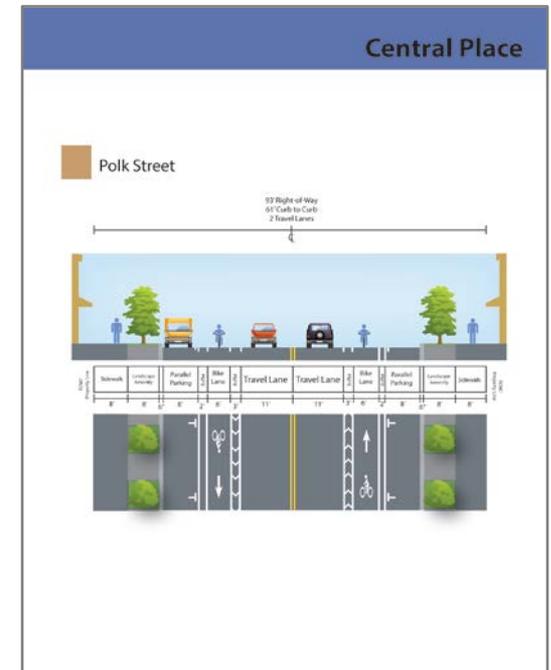
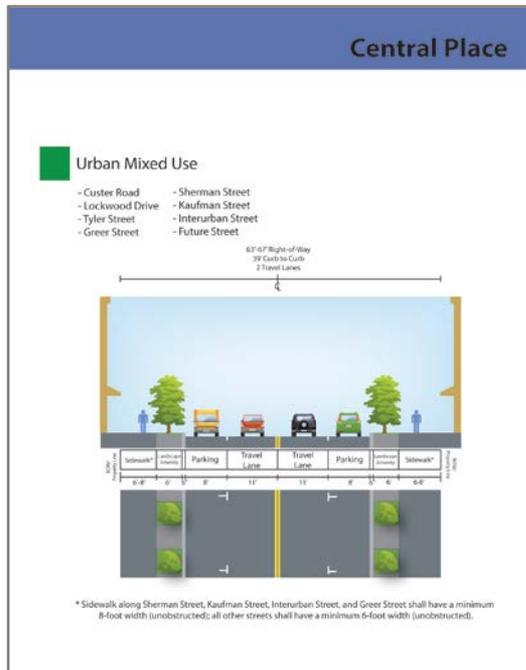
- Intent/Purpose
 - Vibrant, mixed use, regional destination
- Regulating Plan
 - 5 Street Types based on use, existing character



Central Place

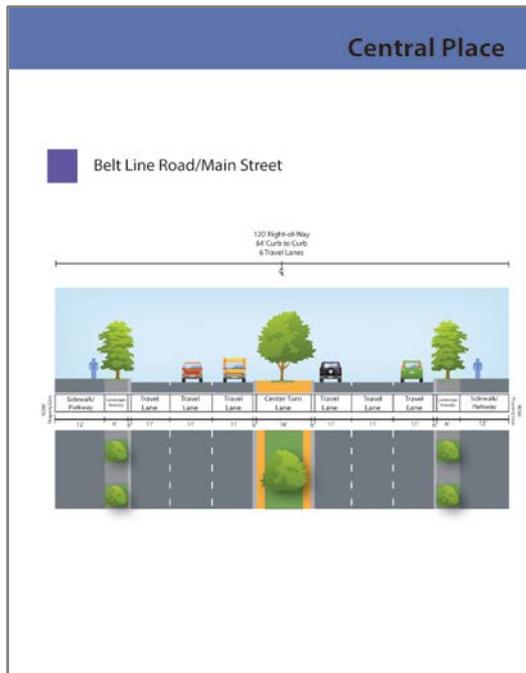
Street Typology and Streetscape Standards

- To regulate street cross sections including number of lanes, on-street parking, street trees, lights, furniture, and sidewalks
- Ranging from suburban commercial adjacent to US 75 frontage road to urban mixed use
- Integrates amenity zones and sidewalks in a context sensitive manner



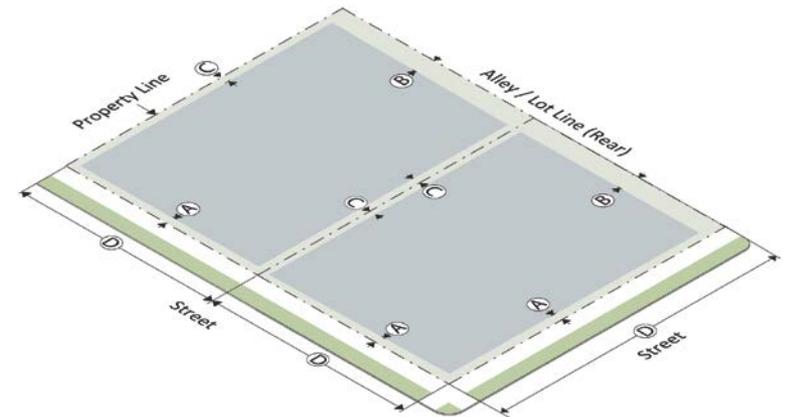
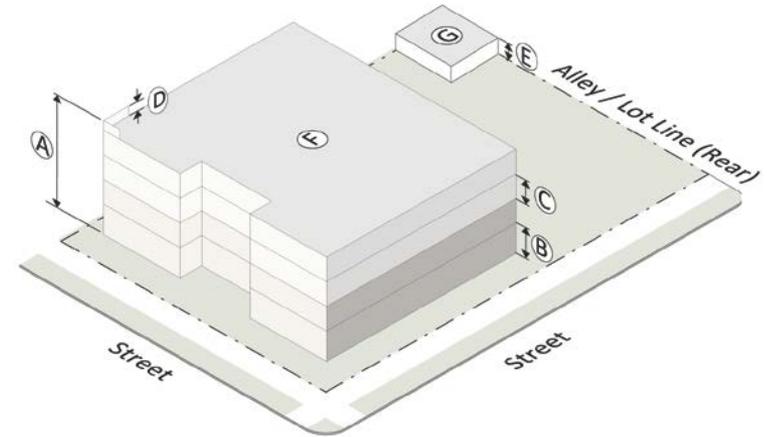
Central Place

- Street Typology and Streetscape Standards (continued)



Central Place

- Building and Envelope Standards
 - Possible height range of 2-20 stories; higher buildings at core (Belt Line Rd. / Main Street at Central), lower buildings at edges adjacent to residential
 - Maximum ground floor varies from 10,000 to 30,000 square feet
 - On-site height transition on Richardson Heights Shopping Center property
 - Varying “Required Build-To Zones” based on street frontage from 0 feet (Urban Mixed Use) to 80 feet (Central)
 - Comprehensive mix of land uses including live/work, commercial, service, multi-family, retail, limited motor vehicle and single family
 - Maximum block lengths for pedestrian comfort ranging from 350 – 500 feet



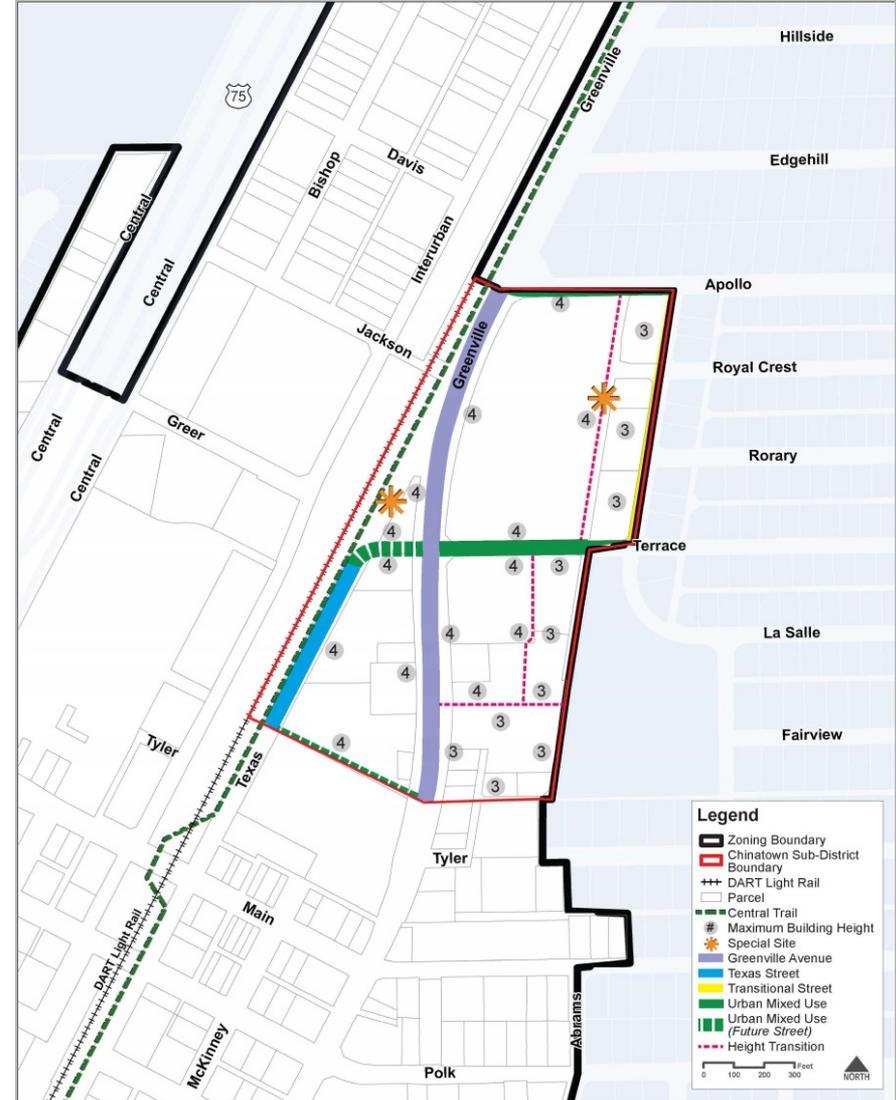
Central Place

- Urban Design/Street Furnishings
- Architectural Standards
 - Contemporary influenced materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
 - 70% ground floor visible light transmission for windows



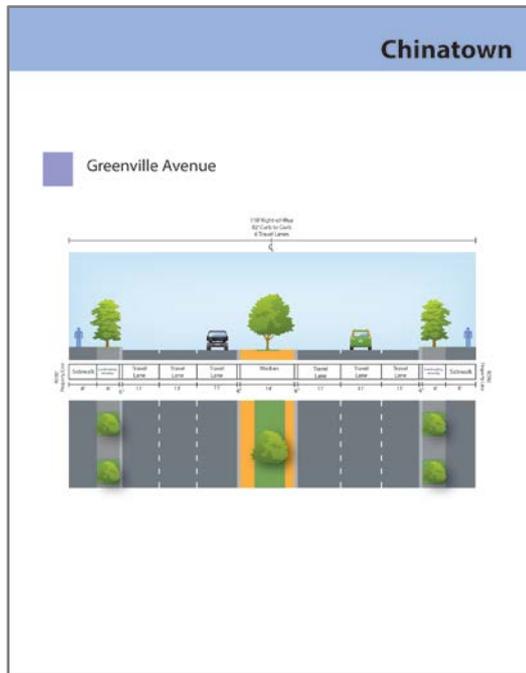
Chinatown

- Intent/Purpose
 - Vibrant, mixed use center for tourism and education related to Asian and other International cultures
- Regulating Plan
 - 4 street types based on use, existing character



Chinatown

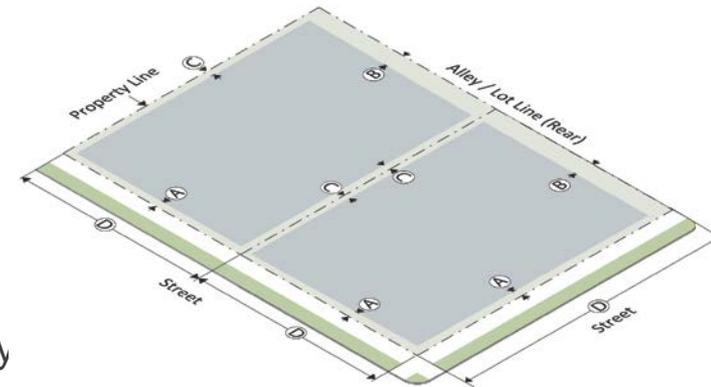
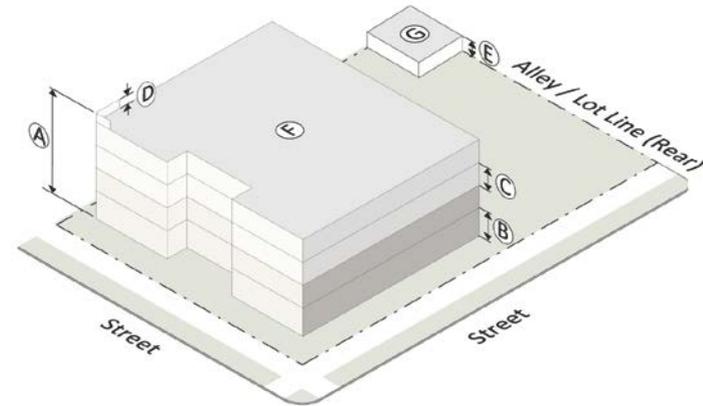
- Street Typology and Streetscape Standards (continued)



Chinatown

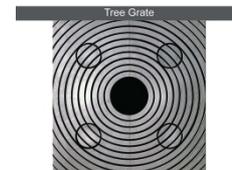
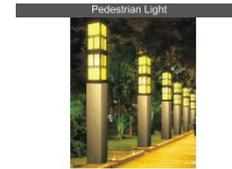
■ Building and Envelope Standards

- Possible height range of 3-4 stories; higher buildings at core, lower buildings at edges adjacent to residential with 5,000-20,000 sq. ft. maximum ground floor
- Pedestrian connectivity to neighborhood between Apollo and Terrace
- “Required Build-To Zone” of 0 feet – 10 feet for properties fronting on Texas and Transitional streets
- A minimum 10-ft building setback for properties fronting along Greenville Avenue and Urban Mixed Use streets
- Comprehensive mix of land uses including live/work, commercial, service, community center, multi-family, single family
- Maximum block lengths between 350 and 800 feet
- Special focus on the public realm along Texas Street due to a unique opportunity to capitalize on the close proximity and connectivity to the Central Trail



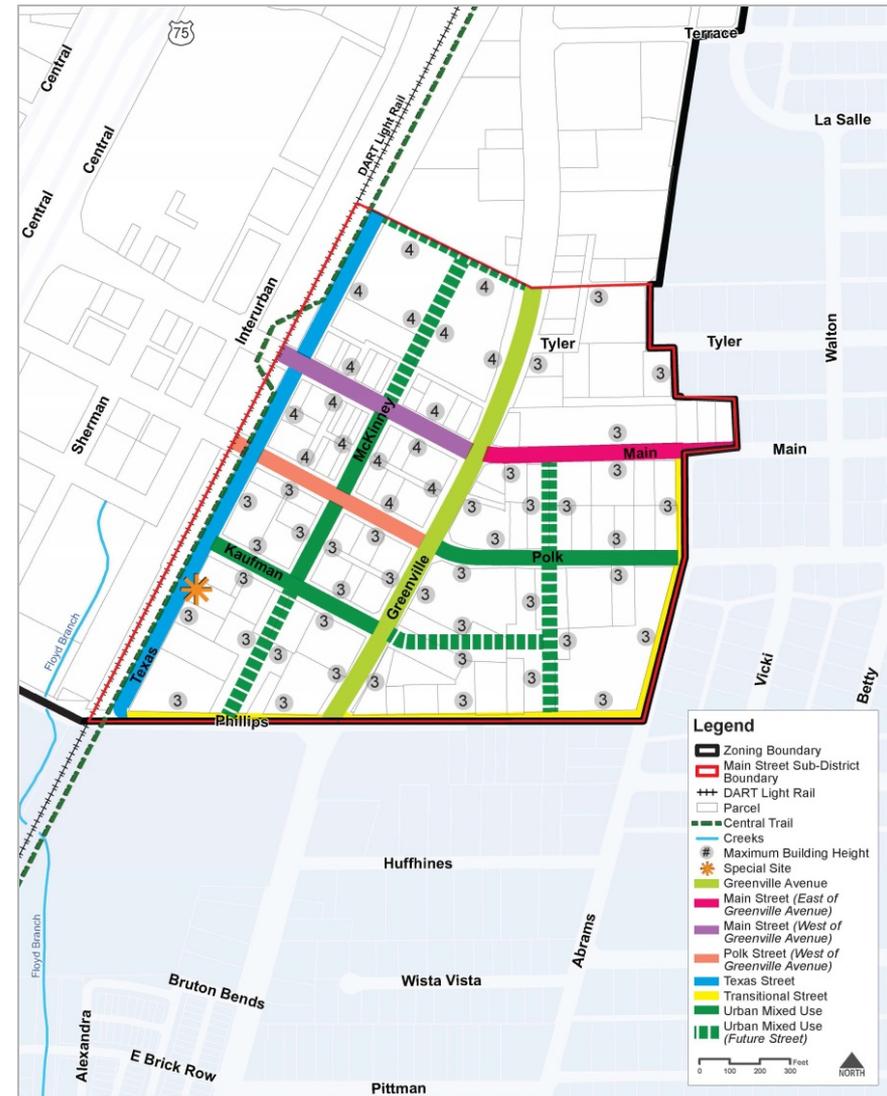
Chinatown

- Urban Design/Street Furniture
 - Modern/Contemporary
- Architectural Standards
 - Modern/contemporary materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
 - 70% ground floor visible light transmission for windows



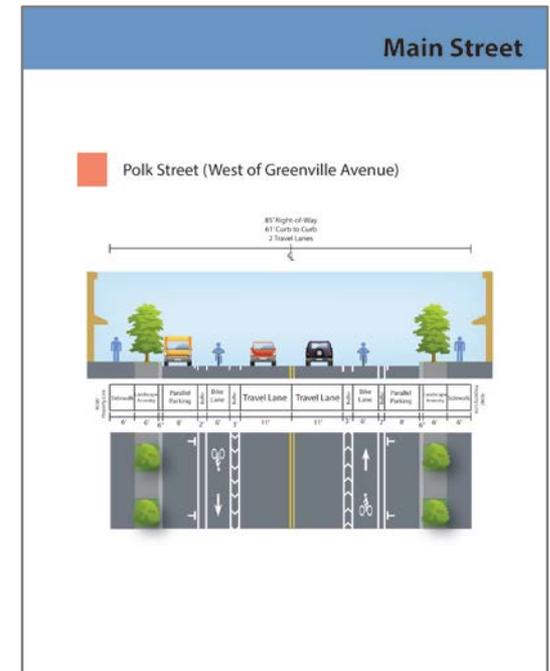
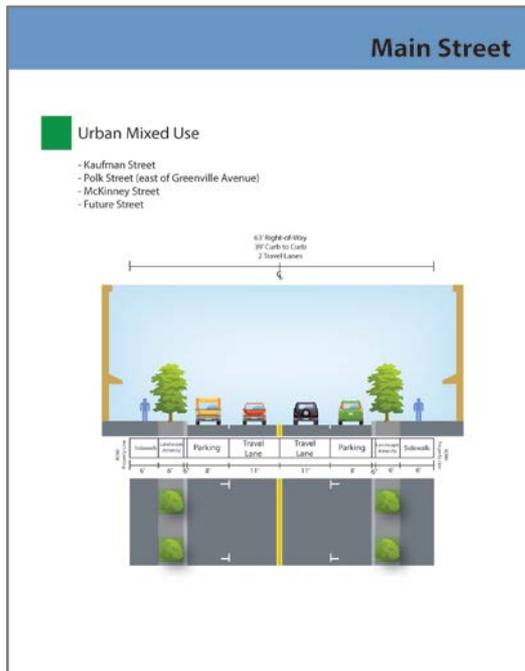
Main Street

- Intent/Purpose
 - Multi-generational eclectic “heart” of community, mix of old and new architecture, entertainment destination
- Regulating Plan
 - 7 street types based on use, existing character



Main Street

- Street Typology and Streetscape Standards
 - To regulate street cross sections including number of lanes, on-street parking, street trees, lights, furniture, and sidewalks
 - Ranging from transitional to urban mixed use
 - Heavily pedestrian oriented with bicyclists accommodated on Polk Street
 - Integrates amenity zones and sidewalks in context sensitive manner



Main Street

- Street Typology and Streetscape Standards (continued)

Main Street



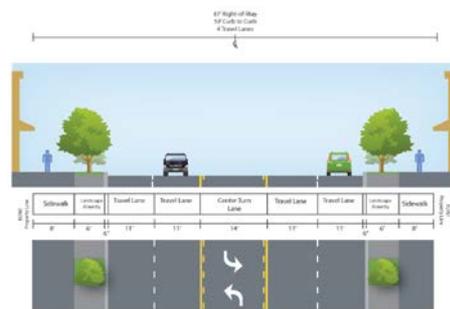
Main Street

Main Street

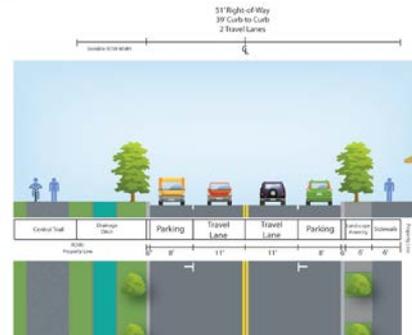


Main Street

Main Street (East of Greenville Avenue)



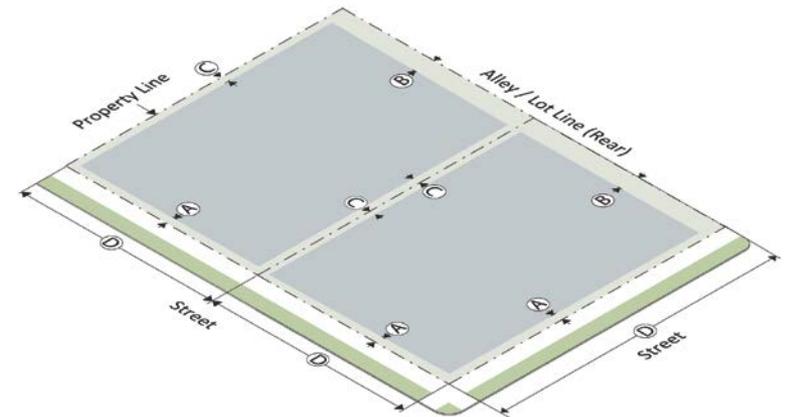
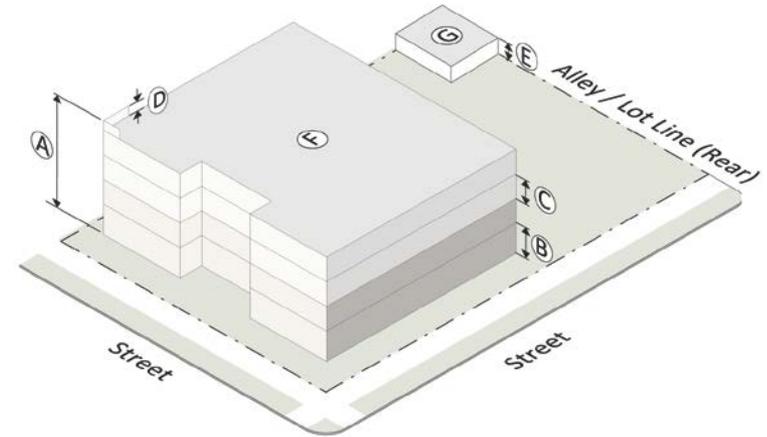
Texas Street



MAIN STREET / CENTRAL - REZONING INITIATIVE

Main Street

- Building and Envelope Standards
 - Possible height range of 3-4 stories; higher buildings at core, lower buildings at edges adjacent to residential
 - Maximum ground floor varies from 5,000 – 10,000 square feet
 - Varying “Required Build-To Zone” based on street frontage from 0 – 15 feet
 - Comprehensive mix of land uses including live/work, service, retail, multi-family, commercial, single family
 - Maximum block lengths oriented to pedestrian comfort varying from 350 – 500 feet
 - Emphasis on shared, on-street, or centralized parking



Main Street

- Urban Design/Street Furnishings
- Architectural Standards
 - Heavily pedestrian scaled
 - Traditional materials and techniques for walls, roofs, windows and doors, and lighting and mechanical equipment
 - Tri-partite architecture requirement
 - Consistent with existing building heights and frontage relationships with 70% ground floor visible light transmission for windows



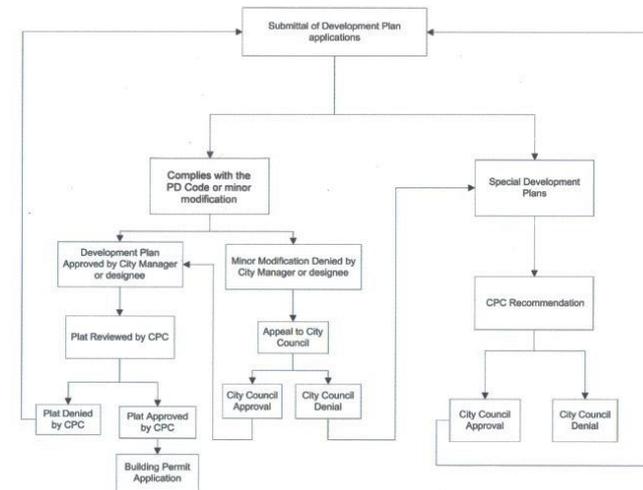
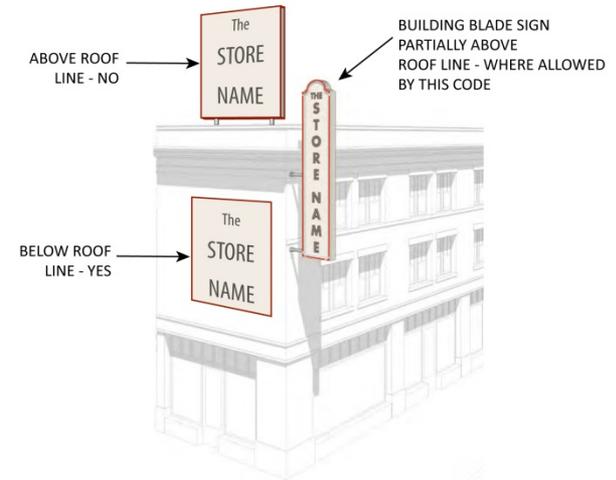
Signage, Administration and Definitions

■ Signage

- Regulates 24 types of signs permitted in sub-districts allowing signage consistent with a pedestrian-oriented, as well as auto-oriented (i.e. US 75) environments

■ Administration

- Review and approval process based on ordinance criteria to permit streamlined review and approval
- Potential to permit administrative review and approval for most projects (Similar to Bush / Central, Palisades and West Spring Valley)
- Non-conforming uses, structures, signs and site elements are regulated
 - In general, no expansion of non-conformities but may continue; exception: Code allows for limited expansion of non-conforming uses provided certain criteria are met (see IV.H.5.)
- Comprehensive list of definitions not currently in Comprehensive Zoning Ordinance and/or where the definition needed to be updated



Next Steps

Next Steps

- City Council conducts public hearing
 - May close public hearing on January 5th and take final action
 - May close public hearing on January 5th and table to January 26th to continue deliberations
 - May continue the public hearing and deliberations to January 26th
- City Council's action final
 - Approve as submitted
 - Approve with additions or amend conditions/provisions within the Code
 - Deny (preferably without prejudice)

City Council Public Hearing

January 5, 2015



Image Source – Richardson Public Library

MAIN STREET / CENTRAL - REZONING INITIATIVE



Richardson, Texas