City Council Work Session Handouts

October 1, 2012

I. Review and Discuss the Computerworld "Best of Business Intelligence" Award Presentation

II. Review and Discuss the 2010 G.O. Bond Program Status Update

III. Review and Discuss the Second Community Workshop and Related Study Status for the Main Street/Central Expressway Enhancement/Redevelopment Study

2010 G.O. Bond Program Project Update

City Council Work Session
October 1, 2012

2010 RICHARDSON CITY BOND PROGRAM

Presentation Overview

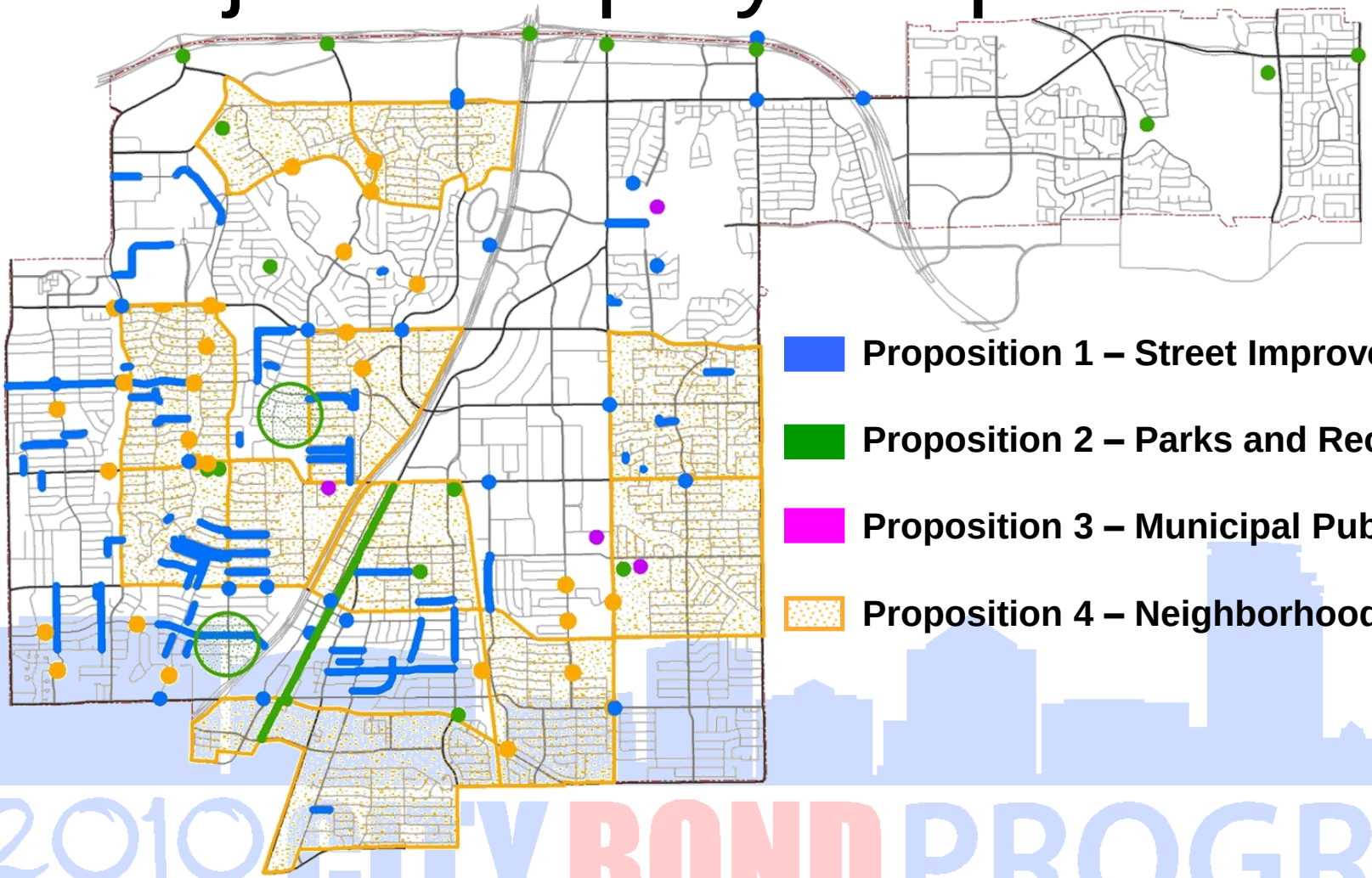
- Background
- Proposition 1 - Street Improvements
- Proposition 2 - Parks and Recreation
- Proposition 3 - Municipal Public Buildings
- Proposition 4 - Neighborhood Vitality Projects
- Project Update Summary

Background

Background

- Richardson Voters Approved $66 M Bond Program - May 8, 2010
- Capital Projects Department reviewed proposed Program Implementation Plan - June 14, 2010
  - Provide aggressive project delivery in all four propositions
  - Initiate all projects in three years
  - Early emphasis on neighborhood enhancement projects (local streets, alleys, sidewalks)
- Last Project Update – March 2012

2010 G.O. Bond Program Projects Map by Proposition



Proposition 1 – Street Improvements

Proposition 2 – Parks and Recreation

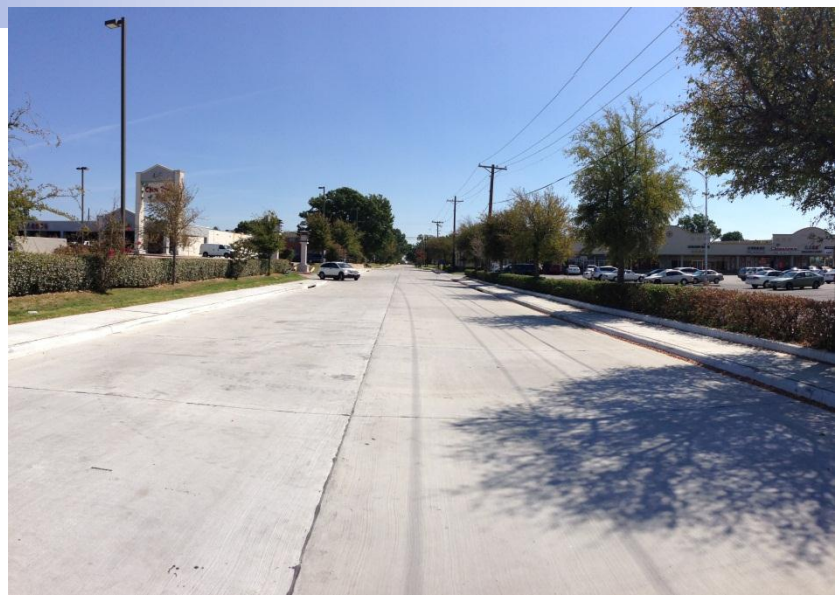
Proposition 3 – Municipal Public Buildings

Proposition 4 – Neighborhood Vitality

Proposition 1 – Street Improvements

Proposition 1 - Street Improvements

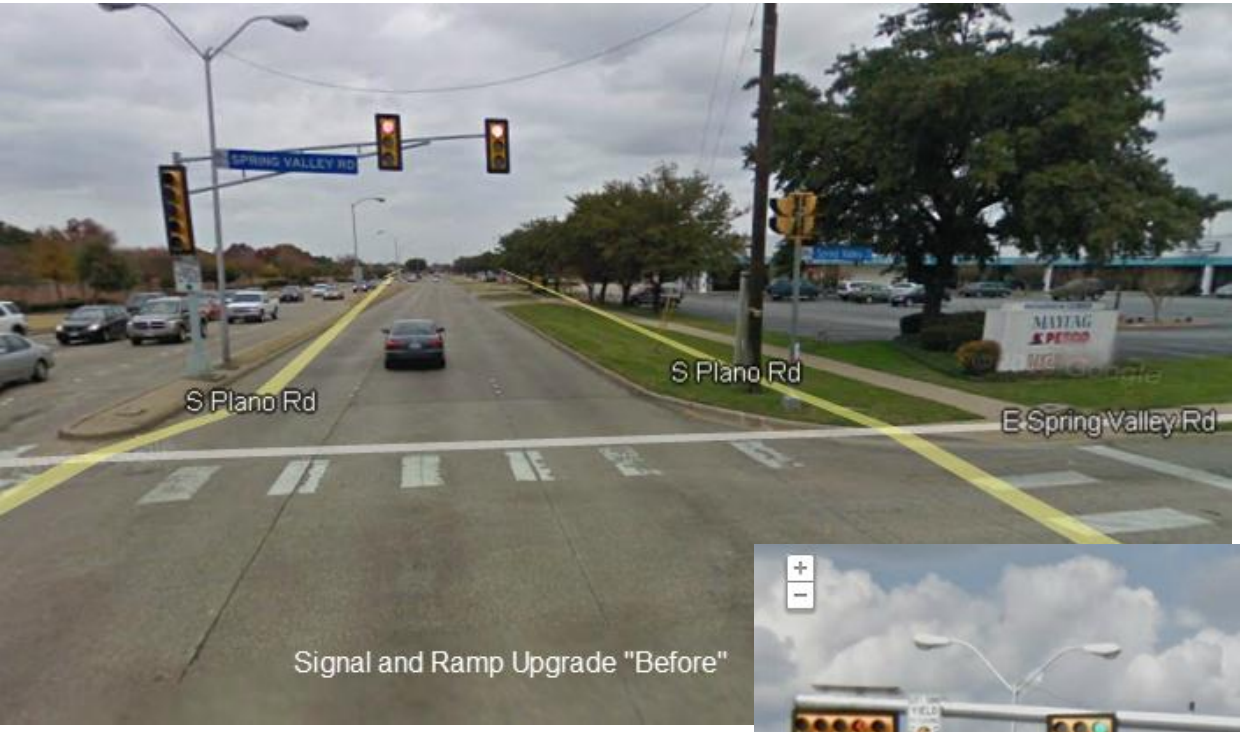
- Projects Completed
  - 2010 Street I – Terrace (Greenville to Dorothy), Tyler (Lois to Grove)
    - Began construction of Paving, Drainage and Water January 2012
    - Completed Tyler, July 2012
    - Completed Terrace, September 2012
  - Traffic Signal Rebuild Phase I
    - Belt Line at Inge, Arapaho at West Shore, Plano at Spring Valley and Belt Line at Interurban – Completed Summer 2012



Terrace Drive

Tyler Street

Traffic Signal Rebuild - Plano Road at Spring Valley



Signal and Ramp Upgrade "Before"

Signal and Ramp Upgrade "After"

2010 CITY
RICHARDSON

Proposition 1 - Street Improvements

- Projects under construction
  - 2010 Alley Phase I (900 Pinecrest, 800 Wateka, 1100 Odessa)
    - Pinecrest and Wateka scheduled to be completed this fall
    - Oncor relocations required on Odessa before this alley segment can be completed
  - 2010 Alley Phase III (400 Malden, 1400 Lorrie)
    - Malden completed September 2012,
    - Lorrie scheduled to be completed October 2012

Proposition 1 - Street Improvements

- Projects under construction
  - Melrose (Coit to West Shore), 1000 Meadowview Court
    - Began construction in April, scheduled to be completed in early 2013
  - Dumont (US 75 to Hyde Park)
    - Scheduled to be completed in Spring 2013
  - Galatyn Extension
    - TxDOT lead, Completion scheduled for February 2013

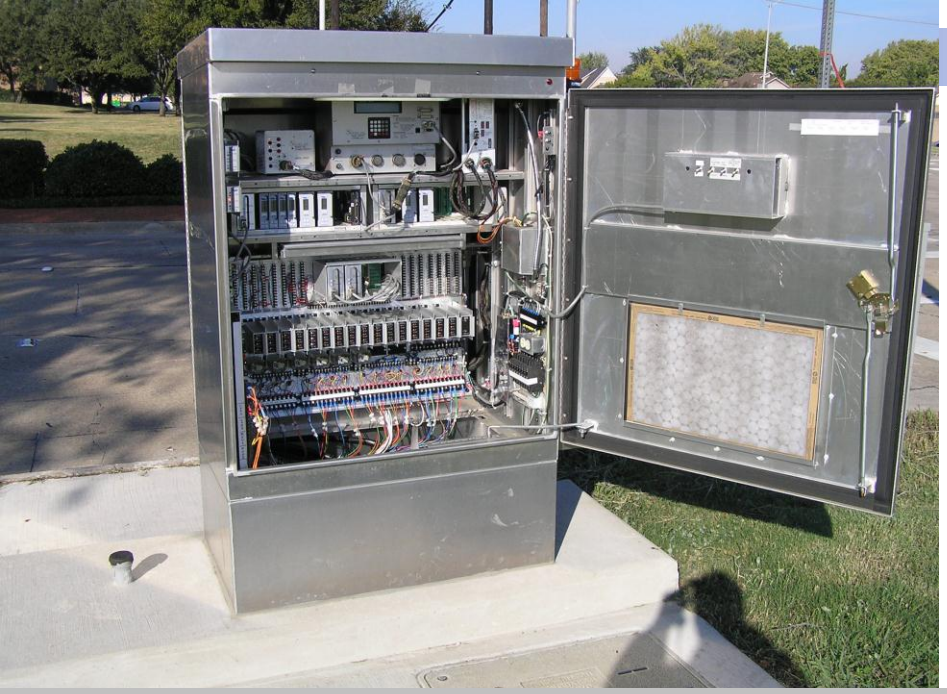
Galatyn Extension

Melrose Drive

Dumont Drive

Proposition 1 - Street Improvements

- Projects under construction
  - Traffic Communications & Operations Upgrades
    - Communications Upgrades – Completion scheduled Fall 2012
      - 115 of 125 traffic signals now communicate with the Operations Center
    - Operation Center Upgrades - Completion scheduled Fall 2012
      - Replacing and Upgrading Operations Center Equipment
  - Traffic Signal Rebuild Phase II (5 locations)
    - Completed Melrose/Coit
    - Construction scheduled this fall a Campbell/Waterview, Campbell/Custer, Arapaho/Yale, Greenville/Polk
  - Signal Cabinet Upgrades & Battery Backup Units Phase I
    - Installation completed at 5 locations
    - 15 more scheduled to be completed in 2013



TS2 Controller, TS2 Cabinet and Battery Backup at Campbell / Owens

Proposition 1 - Street Improvements

- Projects bidding/preconstruction

  Scheduled to begin construction this fall

  - S. Grove (Belt Line to Highland), N. Bowser (Belt Line to Apollo)
  - 2010 Alley IV (2-50 Merrie, 2200-2204 Shannon, 1907-1927 Arvada)
  - Erosion Protection 1709 Timberway at Wood Creek
  - Erosion Protection 1502 Braeburn at Fox Creek
  - Phillips Bridge at Floyd Branch
    - Portion of Floyd Branch Drainage improvement Project

Proposition 1 - Street Improvements

- Projects in design/engineering

  Scheduled to begin construction in the first quarter of 2013

  - 2010 Alley V
    - 1100 Cardinal, 1000 Coit, 1222-1236 Comanche, 1300-1336 Chippewa)
  - 2010 Street and Alley I
    - Streets – 100 Gentle, 800 Lockwood, 100-300 N. Weatherred
    - Alleys – 201-205 N. Weatherred

Proposition 1 - Street Improvements

- Projects in design/engineering

  Scheduled to begin construction in the first quarter of 2013 continued

  - 300 Pittman, 300 Wista Vista, 300 Huffhines
  - 100- 600 Dover, Dublin (Belt Line to Dumont)
  - 400 Grace, 400-500 Pittman, 200-300 S. Lois
  - RTR Collin County Intersection Improvements
    - Alma at Renner – Southbound Adding Right Turn Lane
    - Jupiter at Renner – Southbound and Westbound Adding Right Turn Lanes
    - 190 at Renner – SBFR Extending Right Turn Lane and Add Dual Left; NBFR Adding Continuous Right Turn and Dual Left Lanes
    - 190 at Jupiter – NB Right Turn Lane Extension; EB FR Add Dual Left Turn Lanes

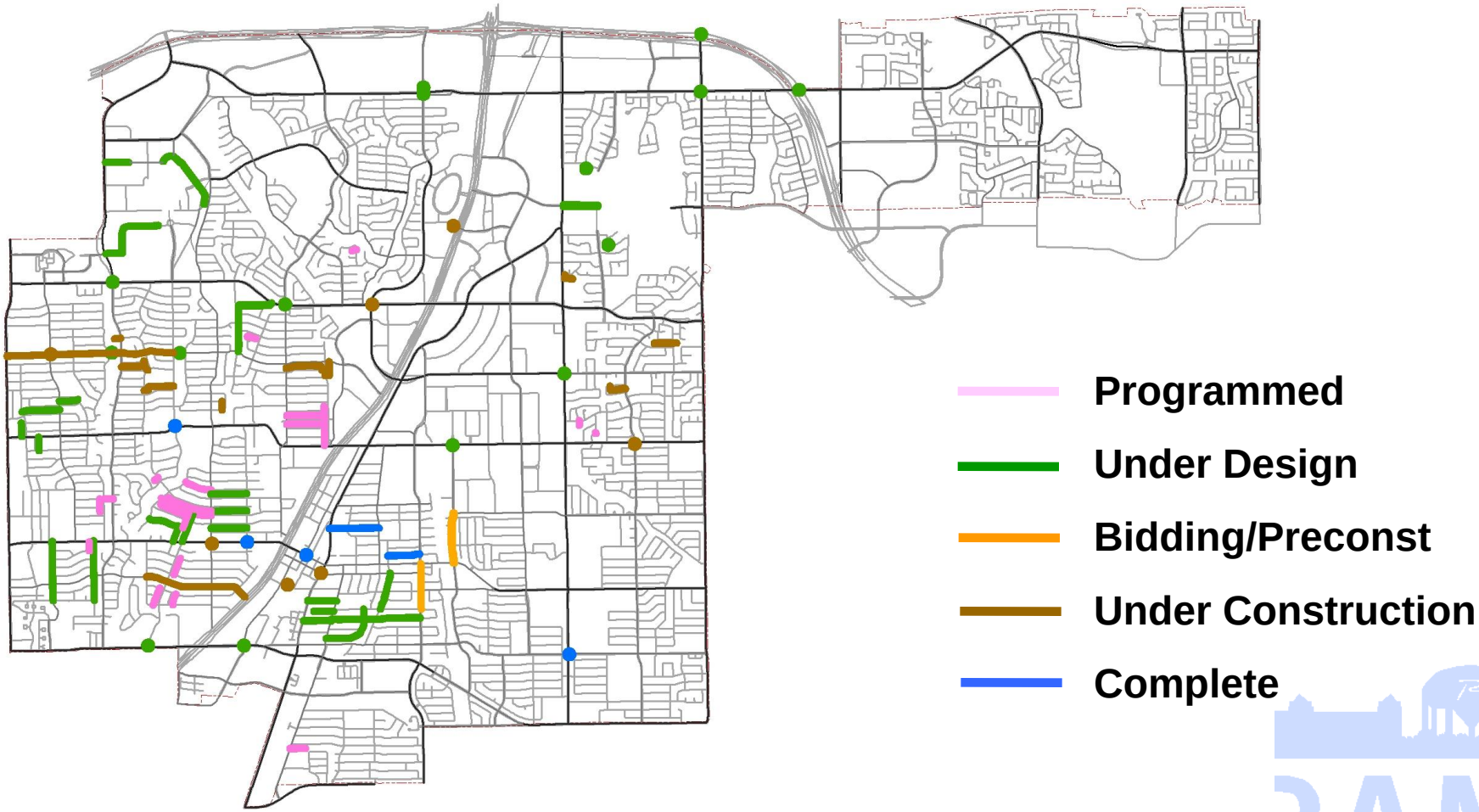
Proposition 1 - Street Improvements

- Projects in design/engineering
  - UTD Roadways
    - Southwest portion scheduled to start construction this fall
    - UTD lead for first phase
    - City lead north portion to start construction Summer 2013
  - Spring Valley Rd/Weatherred Dr
    - Dallas County is the lead agency
    - Scope coordinated with West Spring Valley Reinvestment Study
    - Additional RTR funding secured
    - Street and bridge aesthetics selected
    - Design 40% and moving forward

Proposition 1 - Street Improvements

- Projects in design/engineering
  - Traffic Signal Rebuilds Phase III
  - 500-600 Old Campbell Road, Nantucket (Old Campbell to Melrose)
  - 2010 Alley II (600 Ridgedale, 600 Lockwood, 600 Greenleaf)
    - Plans complete, construction ready but progress on hold pending relocation of Oncor facilities

2010 G.O. Proposition 1 - Street Improvements



Proposition 2 - Parks & Recreation

Proposition 2 – Parks & Recreation

- Projects Completed
  - Breckinridge and Huffhines Ballfield Shade Structures
    - Completed Summer 2011

Shade Structures

Proposition 2 – Parks & Recreation

- Projects under construction
  - Heights Park Recreation Center and Family Aquatics Center
    - Construction began May 2012
    - Structural steel is currently being erected
    - Expected completion May/June 2013
  - Gymnastics Center
    - Construction began May 2012
    - Roof is in place and pits are under construction
    - Expected opening January 2013

Heights Recreation Center and Family Aquatic Center

2010
RICHARDSON

Heights Recreation Center

Gymnastics Center

Gymnastic Center

Proposition 2 – Parks & Recreation

- Projects Bidding/Preconstruction
  - Pedestrian Bridge at Breckinridge Park
    - Bridge currently being fabricated
    - Scheduled to start foundation construction December 2012
    - Scheduled to be completed February 2013

Pedestrian Bridge at Breckinridge Park

Proposition 2 – Parks & Recreation

- Projects in planning/design/engineering
  - Heights Area New Park (400 Weathrred)
    - Scheduled for bid authorization in October, construction to begin early 2013
  - Northrich Area Park
    - Concept development on going in conjunction with RISD
  - Central Trail
    - Finalizing design and ROW needs
    - Scheduled for bid authorization in October
  - Neighborhood Park Trails
    - Point North, Canyon Creek, Terrace, Woodhaven

Heights Area New Park

Legend

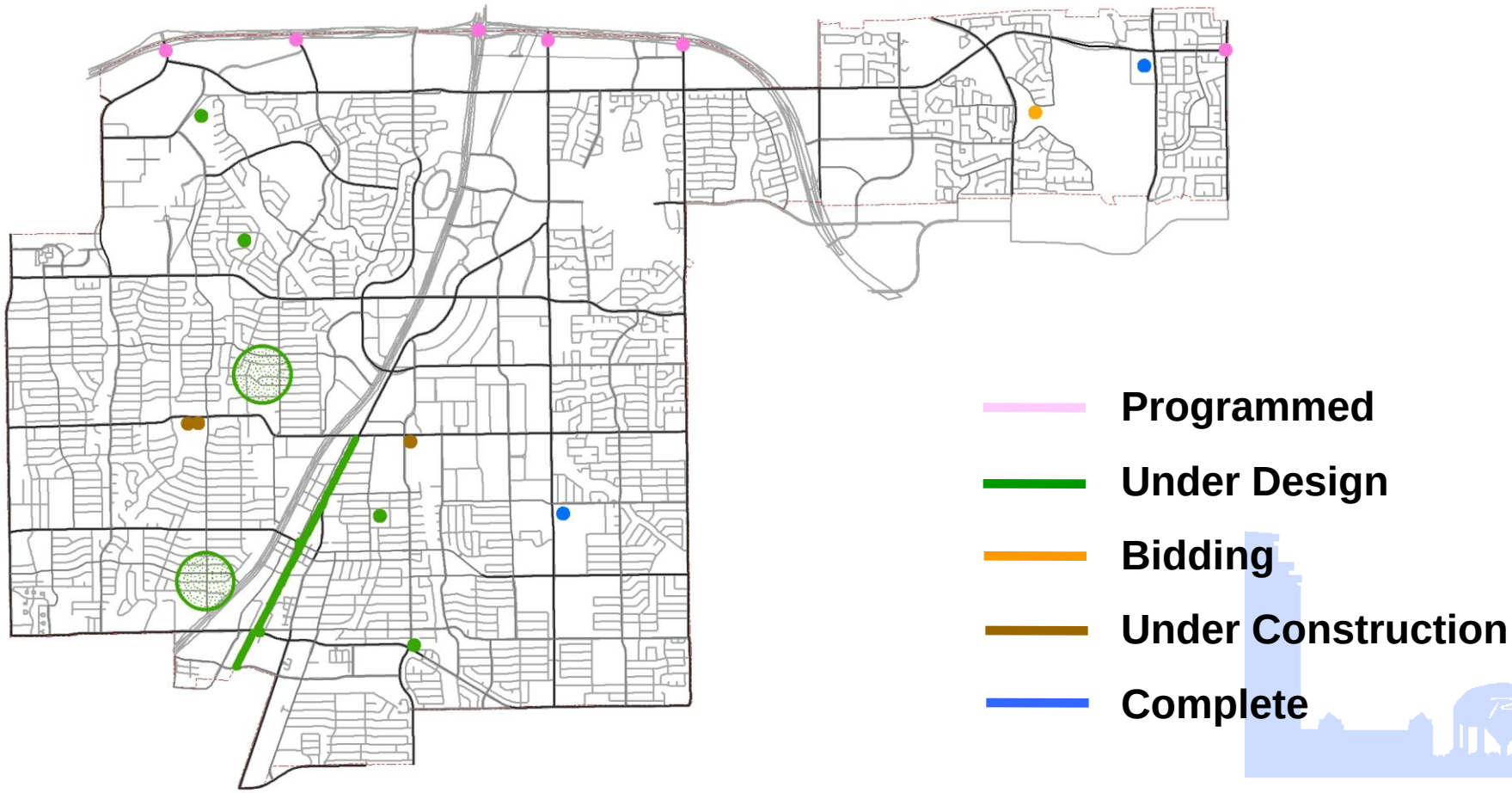
A. Pavilion (24' x 48') 1,150 Sq. Ft.
B. Brick - Heritage Columns (5)
C. (2-5) Playground
D. (5-12) Playground
E. Play Lawn (100' x 115')
F. Limestone Signage Wall
G. Butterfly Garden
H. St. Augustine Corners
I. The Grove
J. Alley Fence With Vine Screen
K. Limestone Bench
L. Brick Curb
M. Colored Finish Concrete
N. Mulch Area
O. Perimeter Sidewalk - 8'
P. Preserved Tree Canopy
Q. Wildflower Planting (Seasonal)
R. Bench
S. New Curb Ramps
T. Decomposed Granite Trail
U. Native Ornamental Grasses
V. Artwork (Future)

SITE PLAN

Heights Area New Park

CONCEPT

2010 G.O. Proposition 2 – Parks & Recreation

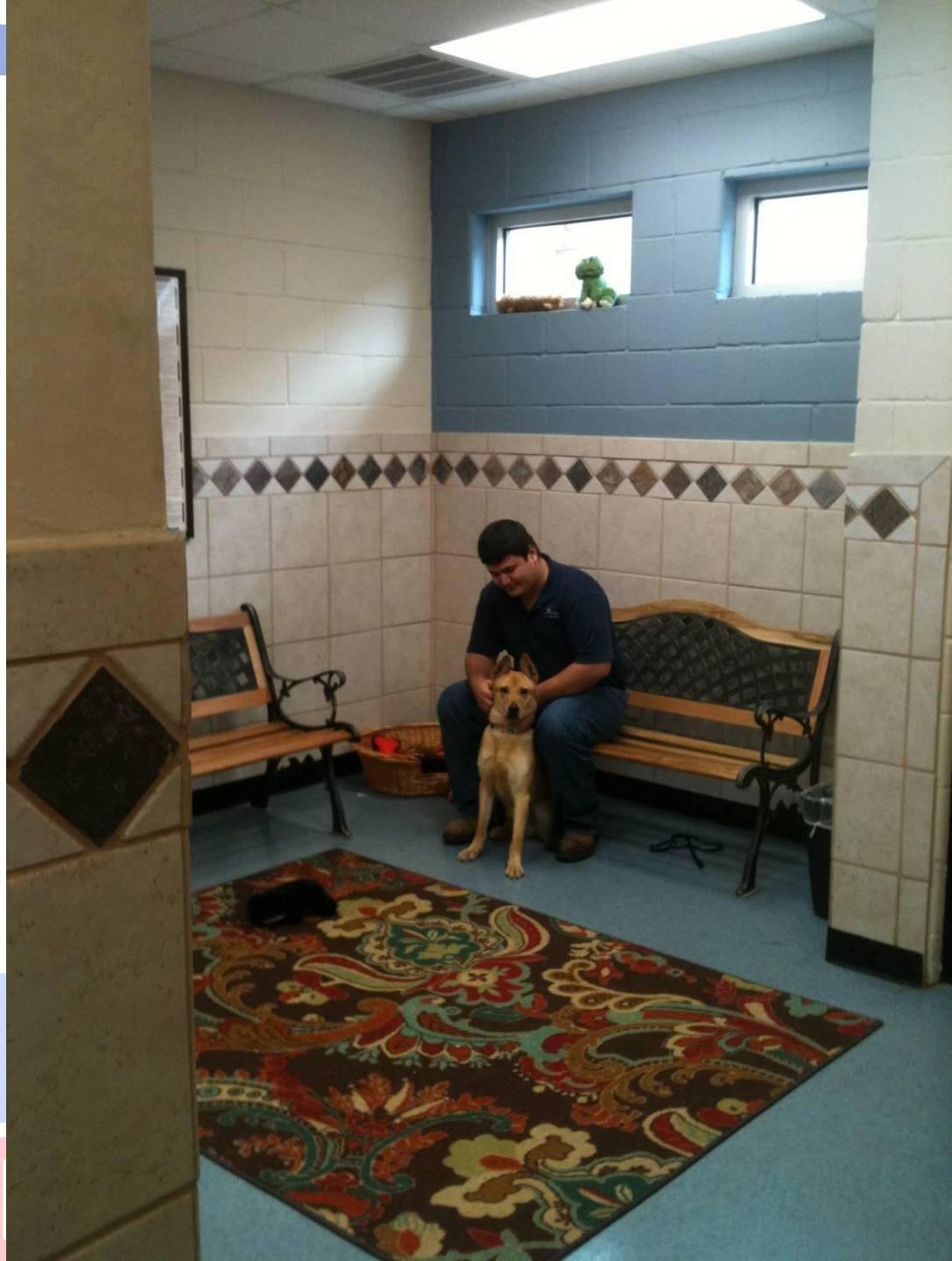


Proposition 3 – Municipal Public Buildings

Proposition 3 – Municipal Public Buildings

- Projects Completed
  - Animal Shelter – Canine Visitation Area
    - Completed 2011
  - Fire Station 4
    - Completed June 2012
    - LEED Certified Rating - documentation submitted to LEED for review
    - Candidate for Fire Chief Magazine annual award

Canine Visitation Area



2010 CITY BO
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Fire Station No. 4

Proposition 3 – Municipal Public Buildings

- Projects under construction
  - Fire Training Center
    - Training classroom, offices, equipment storage, four story training tower, EOC and Backup Dispatch
    - LEED Certification goal for main building and parking area
    - Construct began September 2012
    - Ground breaking ceremony October 15, 2012
    - Scheduled to be completed Fall 2013

Fire Training Center

Fire Training Center

Proposition 3 – Municipal Public Buildings

- Projects bidding/preconstruction
  - Library RFID and automated material handling system
    - Kiosk Installation scheduled to begin this fall
    - RFID tagging will also begin this fall
    - Automated material handling system scheduled for spring 2013

2010 G.O. Proposition 3 – Municipal Public Buildings

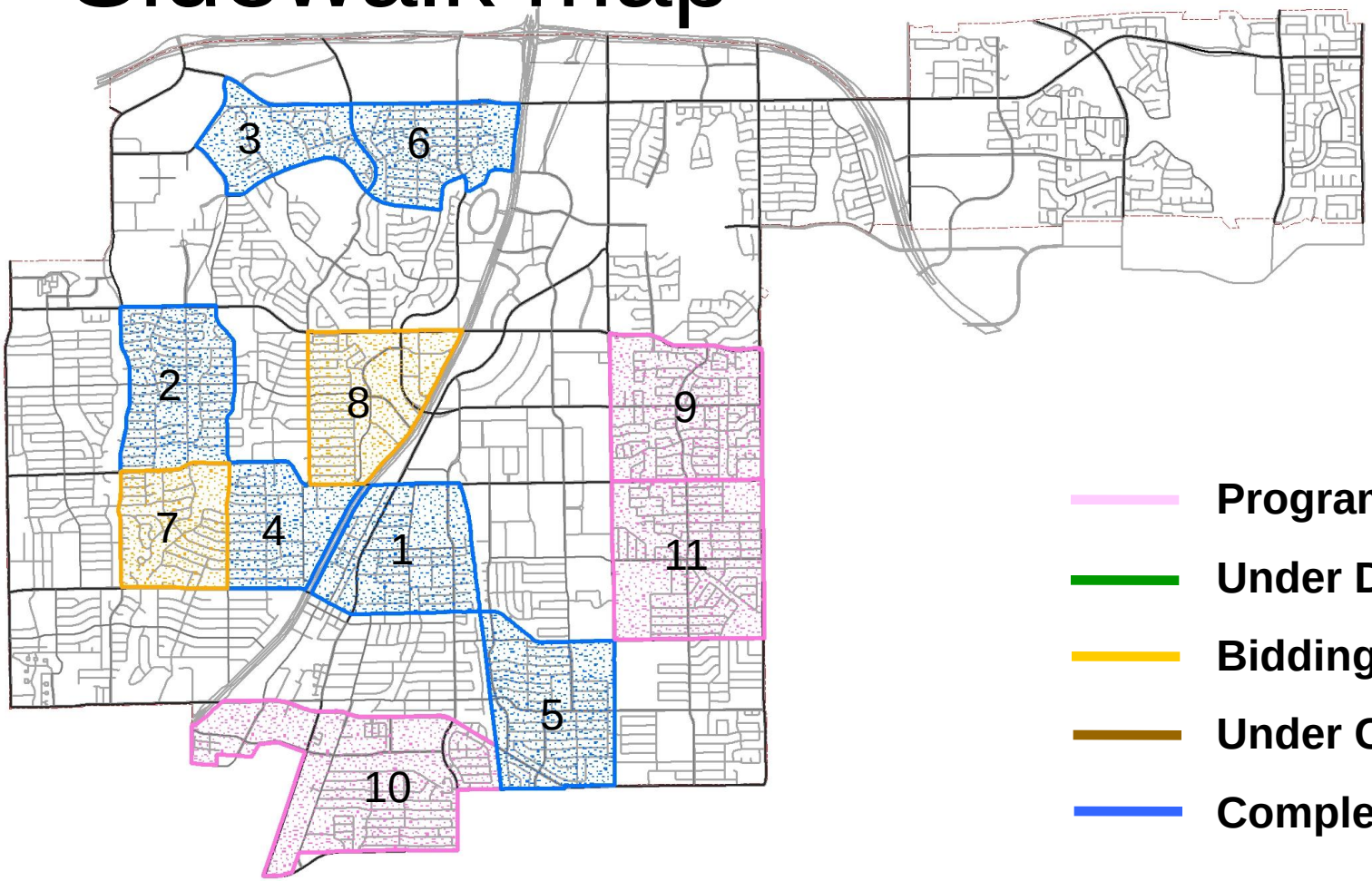
- Programmed
- Under Design
- Bidding/Preconst
- Under Construction
- Complete

Proposition 4 – Neighborhood Vitality Projects

Proposition 4 – Neighborhood Vitality Projects

- Projects Completed
  - Sidewalk Repairs Areas 1 & 2
  - Sidewalk Repairs Areas 3 & 4
  - Sidewalk Repairs Areas 5 & 6
- Projects bidding/preconstruction
  - Sidewalk Repairs Areas 7 & 8
    - Scheduled to begin construction Fall 2012
  - Bridge Aesthetics for Duck Creek, Mark Twain and North College Park Neighborhoods
    - Scheduled to begin construction Fall 2012

Sidewalk map



- Programmed
- Under Design
- Bidding/Preconst
- Under Construction
- Complete

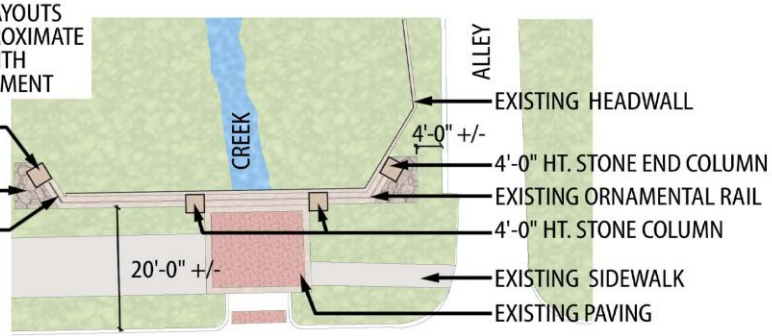
Bridge Aesthetics for Mark Twain Neighborhoods

Existing

Proposed

Bridge Aesthetics for North College Park Neighborhood

NOTE: ALL PRELIMINARY LAYOUTS AND DIMENSIONS ARE APPROXIMATE SUBJECT TO REFINEMENT WITH FURTHER PROJECT DEVELOPMENT



Proposition 4 – Neighborhood Vitality Projects

- Projects in design/engineering
  - Cottonwood Heights/Richardson Heights
    - Four bridges
    - Concepts selected
    - Construction scheduled Early 2013
  - Canyon Creek HOA
    - Three bridges
    - Finalizing Concepts
    - Construction scheduled for Spring 2013

Proposition 4 – Neighborhood Vitality Projects

- Bridge Aesthetics of Cottonwood Heights Neighborhood

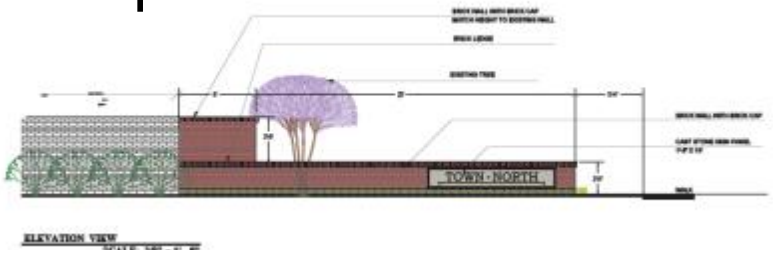
2010 RICHARDSON CITY BOND PROGRAM

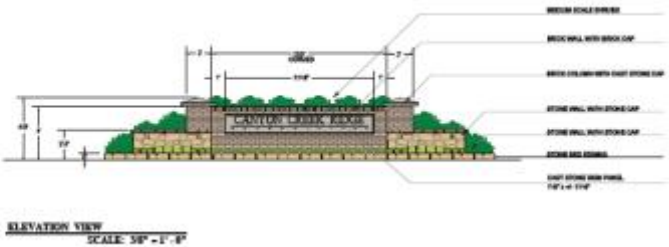
Proposition 4 – Neighborhood Vitality Projects

- Bridge Aesthetics of Canyon Creek HOA

Proposition 4 – Neighborhood Vitality Projects

- Projects in planning/concept development
  - College Park
  - Canyon Creek Condo
  - The Pinery
  - Estates of Prairie Creek
  - Town North Park
  - Woodhaven Townhomes

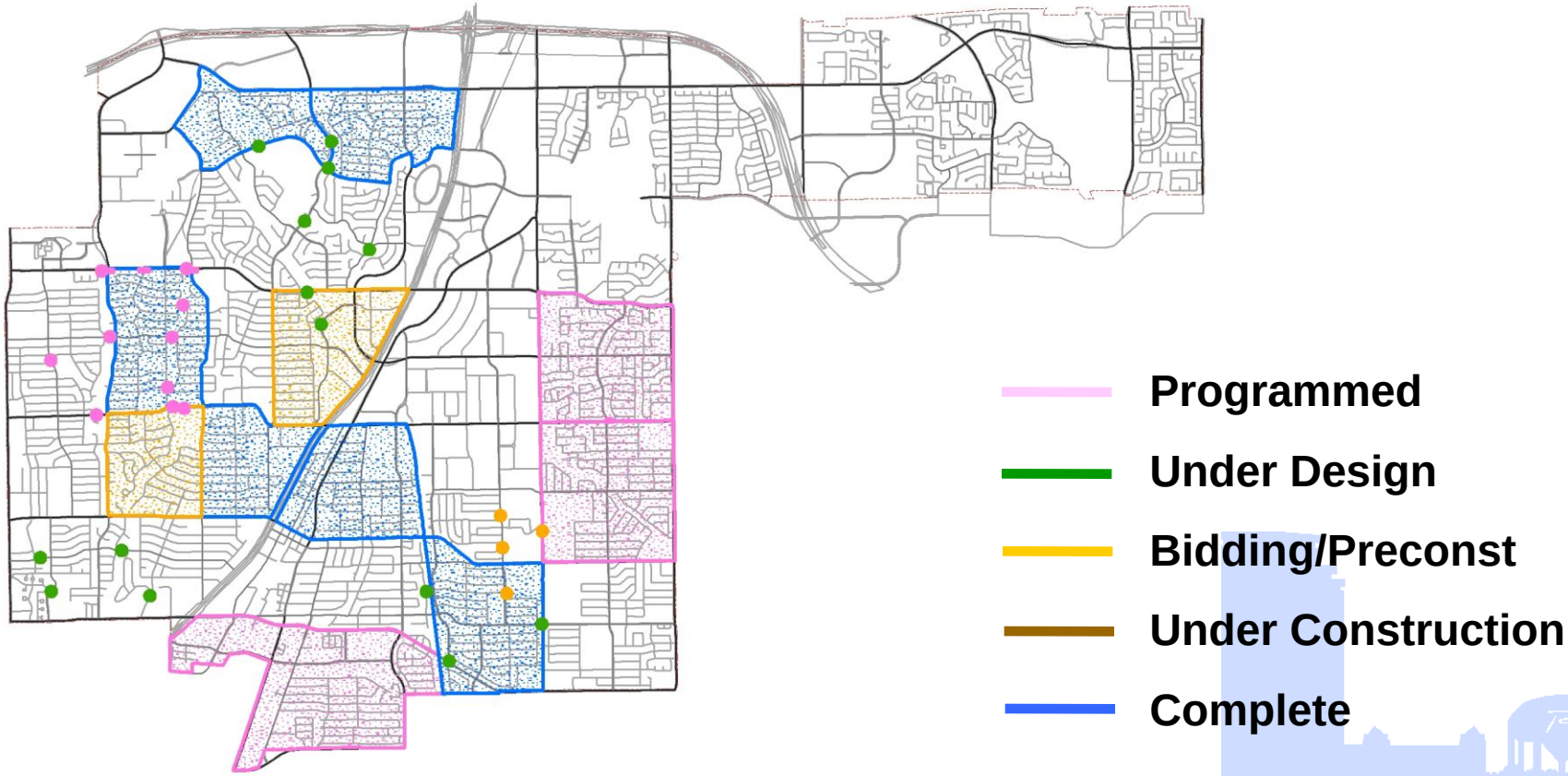




Proposition 4 – Neighborhood Vitality Projects

- Projects in planning/concept development
  - Yale Park - extend screening wall
  - Reservation - two bridges
- Remaining projects
  - Greenwood Hills
    - Extend Campbell Road Screening wall and bridge aesthetics
    - Scheduled to begin design this fall
  - Arapaho
    - Three Arapaho Road bridge aesthetics
    - Scheduled to begin design in Spring 2013

2010 G.O. Proposition 4 – Neighborhood Vitality Projects

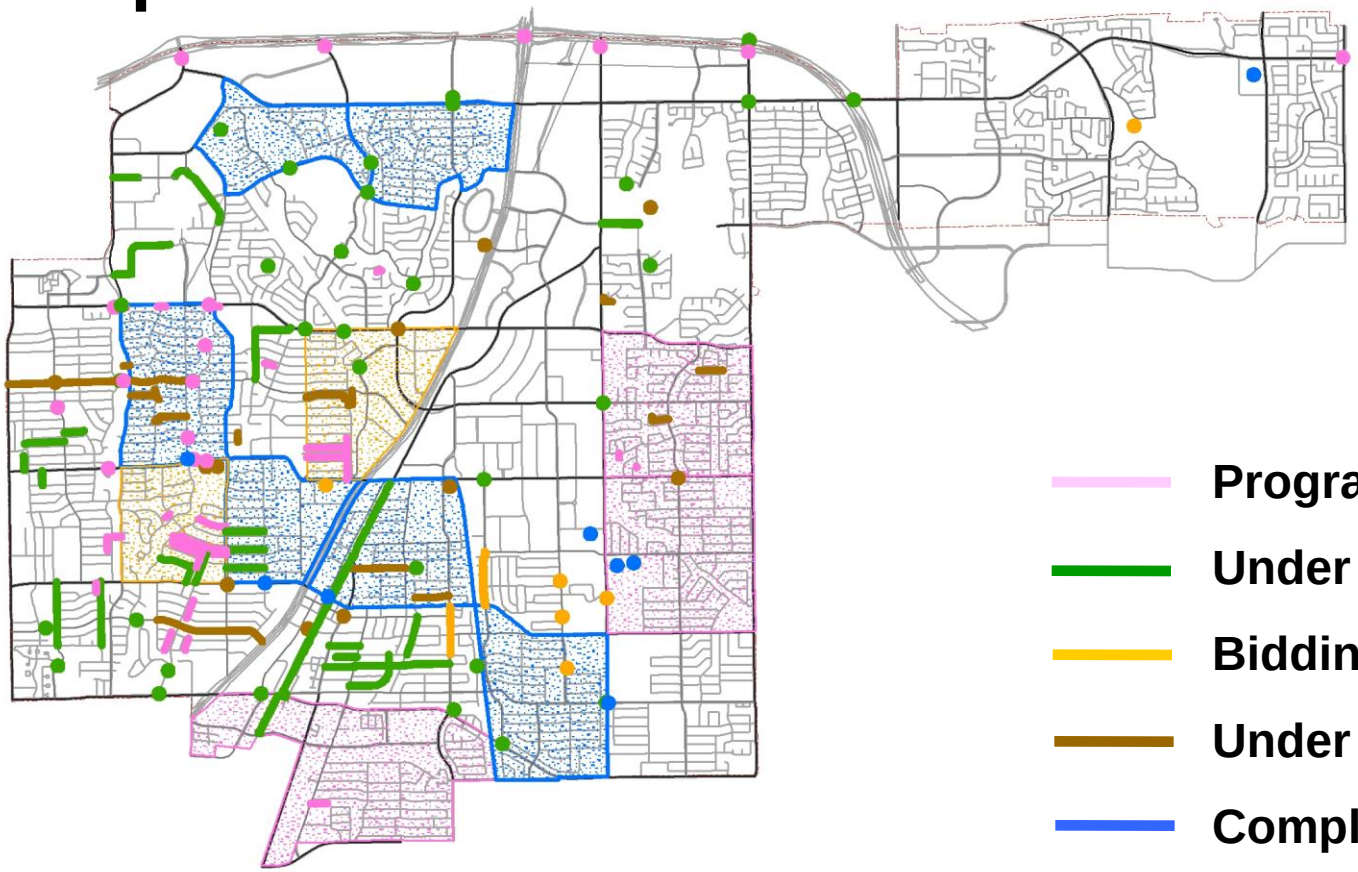


Project Update Summary

Project Update Summary

- Program is tracking with implementation schedule with the exception of Oncor relocation delays
- Approximately $42M of projects are bidding, under construction or complete (over 63 %)
- The next several months will be a very active period for construction across all four propositions.
- Approximately $16M of projects are currently under design (over 24 %)
- The remaining $8M projects (approx. 13%) are scheduled to start design within the next 10 months

2010 G.O. Bond Program All Proposition Status



- Programmed
- Under Design
- Bidding/Preconst
- Under Construction
- Complete

2010 CITY BOND PROGRAM
RICHARDSON

City Council Briefing
October 1, 2012

Online Survey and Questionnaire
Focus Group Workshop
Individual and Small Group Interviews
Community Workshop

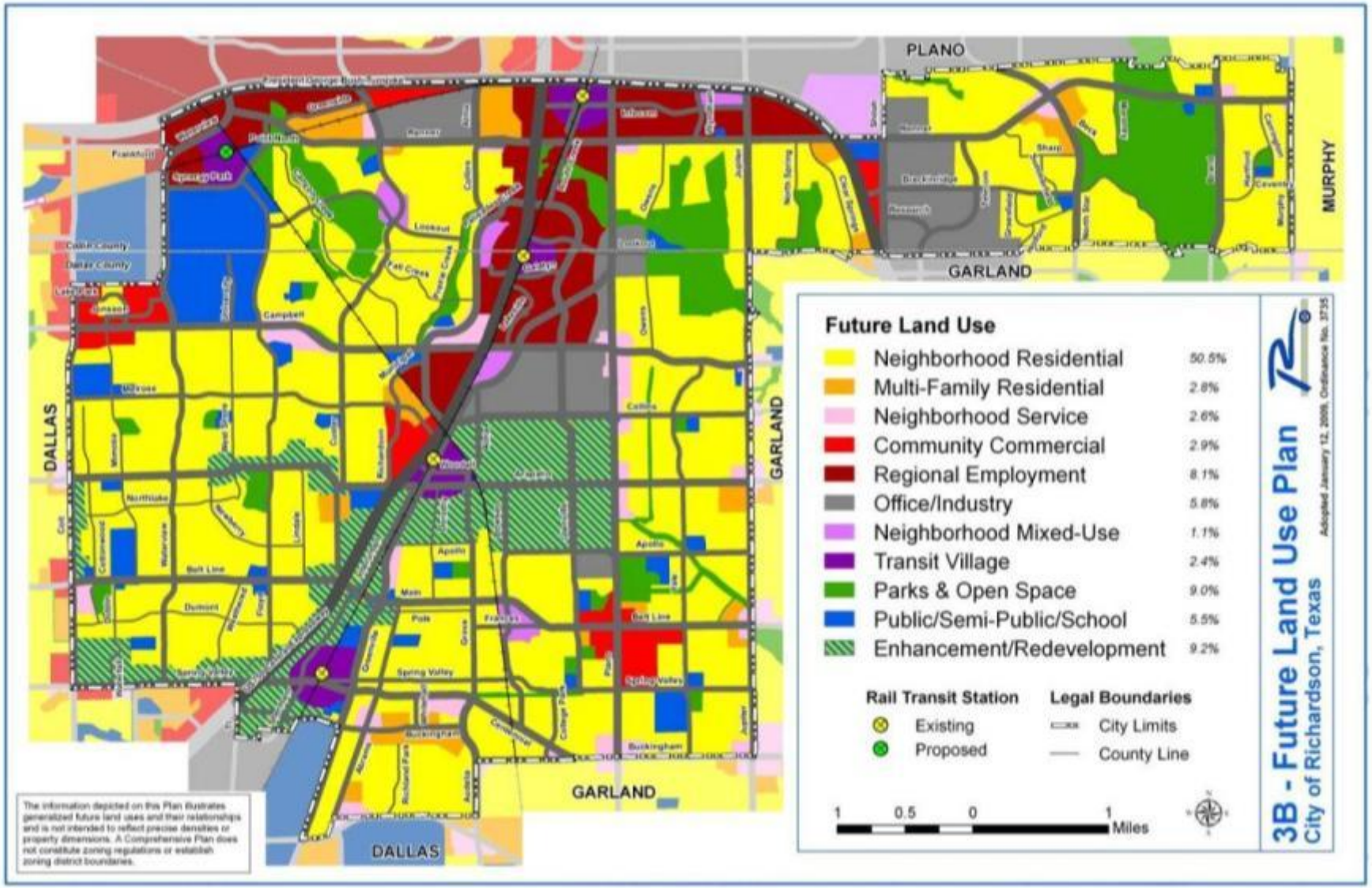
Image Source – Richardson Public Library

Presentation Outline

- Background Information
- Online Survey and Questionnaire
- Focus Group Workshop
- Individual/Small Group Interviews
- Community Meeting
- Next Steps

Background Information

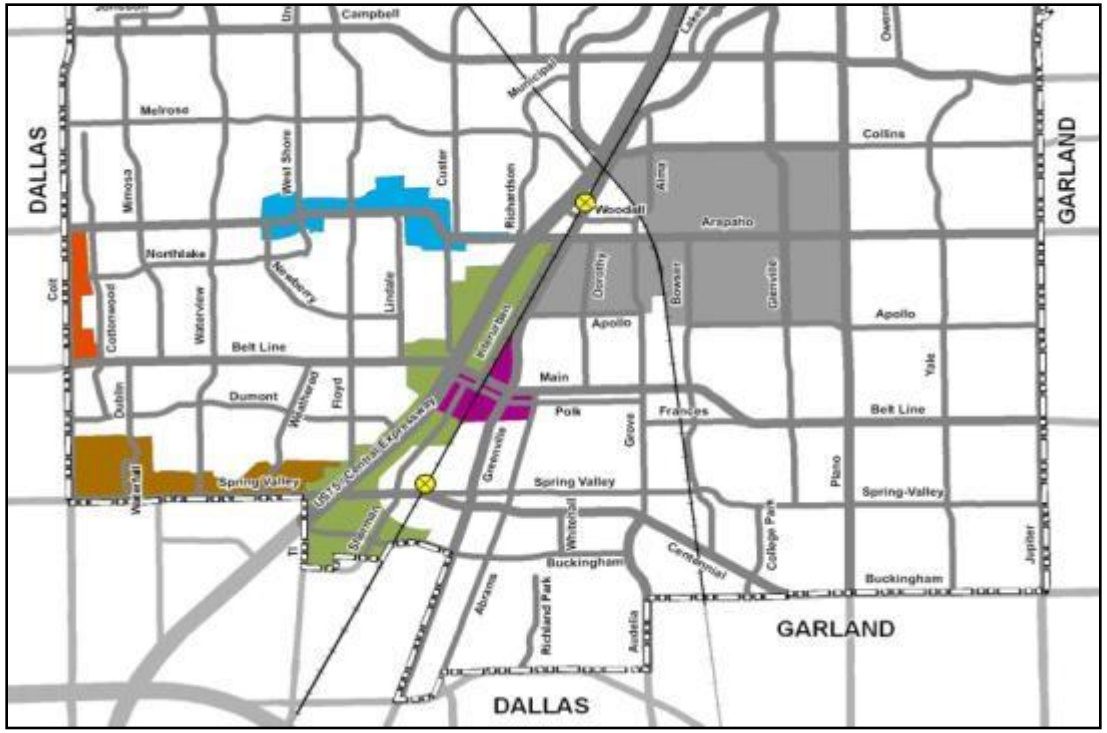
2009 Comprehensive Plan



2009 Comprehensive Plan

Six Enhancement / Redevelopment Areas for further study

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



Reflect the challenges of a first-tier **suburb—aging development and infrastructure; under-performing properties; evolving demographics**

Reinvestment, redevelopment encouraged **after further, detailed study** to determine redevelopment potential

Study Area Boundaries

- Main Street and Central Expressway (415 acres) have been combined into a single study
  - Overlapping issues and stakeholders
  - Better efficiencies
- Separate standards can be created for the two distinct sub-areas, if appropriate

Study Approach

- Develop a **plan for the future** of the Main Street/Central Expressway Corridor
  - Determine **market viability** for redevelopment
  - Engage **stakeholders**
  - Develop a **vision** based on **community goals and market realities**
  - Create an **implementation strategy**
  - Amend zoning and other standards to support redevelopment, if appropriate, as a later phase
  - Determine if opportunities exist for public/private partnerships
- **Plan now**—not after property begins to redevelop—for best results

Online Survey and Questionnaire
July 23 - August 30, 2012

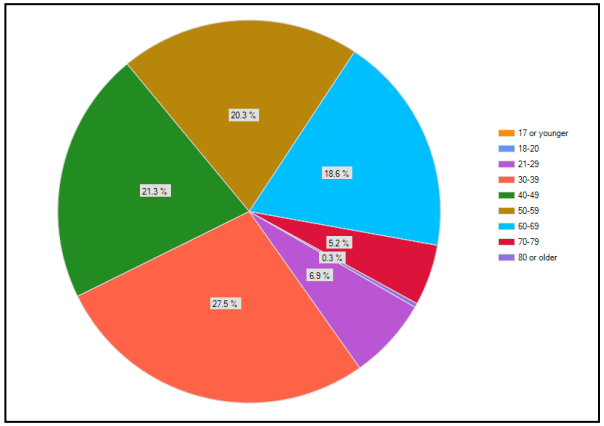
Online Survey and Questionnaire

- **Survey** mostly multiple choice questions on the degree of importance of specific concepts; a few open-ended questions
  - 312 respondents
- **Questionnaire** mostly open-ended questions (except demographics)
  - 98 respondents

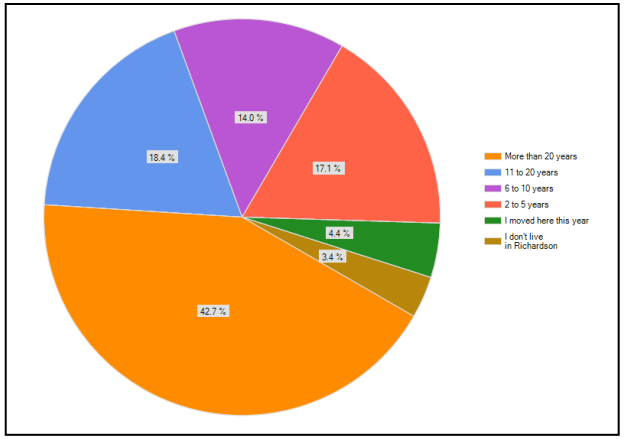
Online Survey #1 - Demographics

- **61.6% female**, 38.4% male
- Approximately 27.5% in the 30-39 year age category, with about 20% in each of three other age categories (**half 49 years or younger**)
  - 40-49
  - 50-59
  - 60-69
- **40%+ have lived in Richardson more than 20 years**, with +/-15% in each of the 2-5 years, 6-10 years, and 11-20 years categories
- Nearly **70% live in Richardson outside the study area**
- **45% were interested in neighborhood quality of life** issues and +/-15% in business and the economy or development and construction

Age



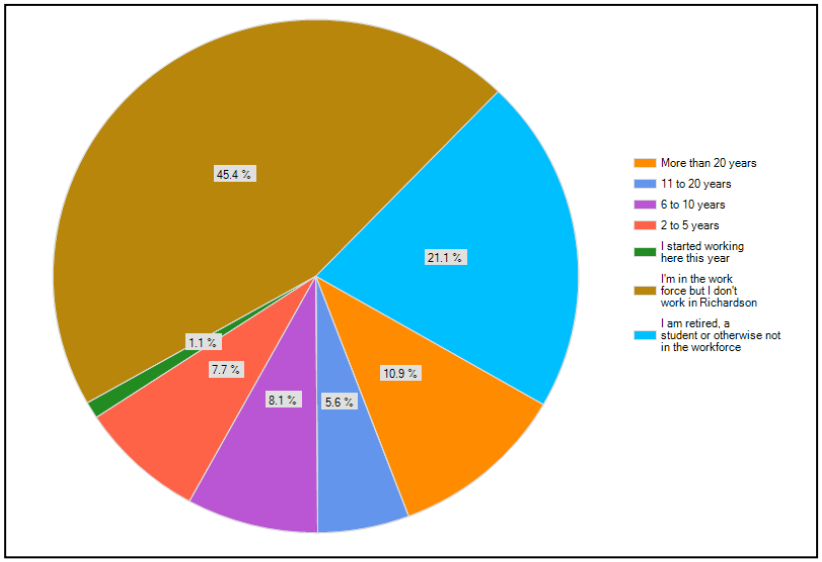
Years Lived in Richardson



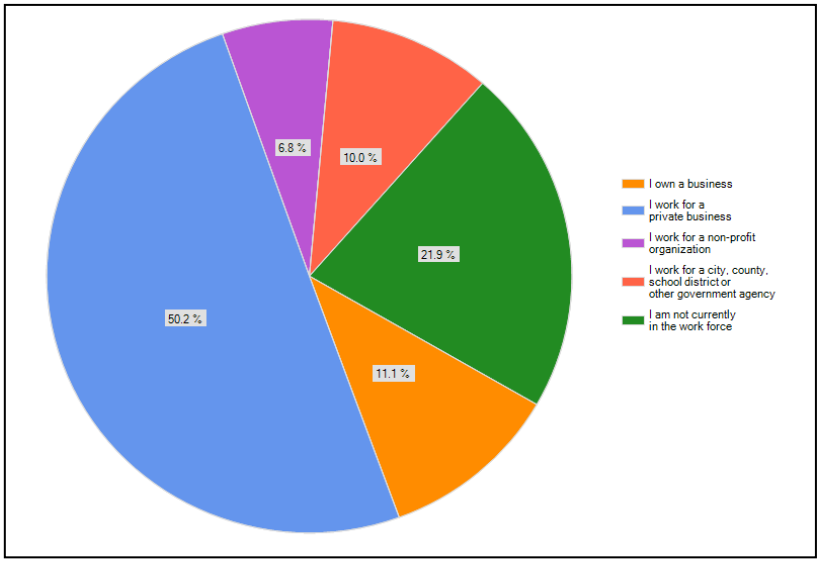
Online Survey #1 - Demographics

- **45% work outside of Richardson** while about 20% are retired, students or not in the work force
- **50% work in a private business** and 20% are not in the work force

Years Worked in Richardson



Current Work Situation



Online Survey #1

Comments and suggestions for the Corridor

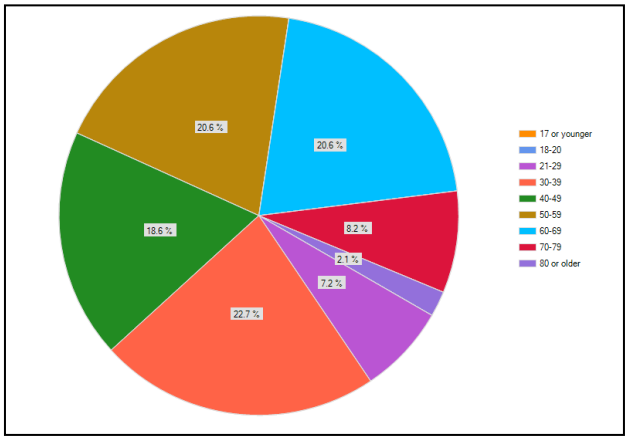
- Attract **small/local businesses and restaurants** rather than chains/big box retail
- Create an **Austin vibe**
- Limit/Eliminate hookah bars
- Improve **off-street parking**
- Better **signage**
- Better **traffic flow**
- **Mix of uses**
- **Multicultural** is good v. Too multicultural
- Pattern after **downtown Plano, McKinney** v. Don't imitate other suburbs

Online Questionnaire #1 - Demographics

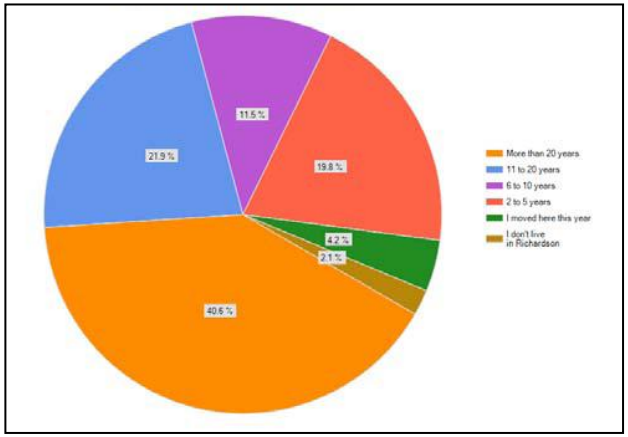
- **61.5% female**, 38.5% male
- Approximately **20% in each of four age categories***
  - 30-49 years
  - 40-49 years
  - 50-59 years
  - 60-69 years
- **40% had lived in Richardson more than 20 years**; 20% each in the 11-20 years and 2-5 years categories
- **Nearly 75% own and live in a single-family detached home**

*other categories were Under 17, 18-20, 21-29

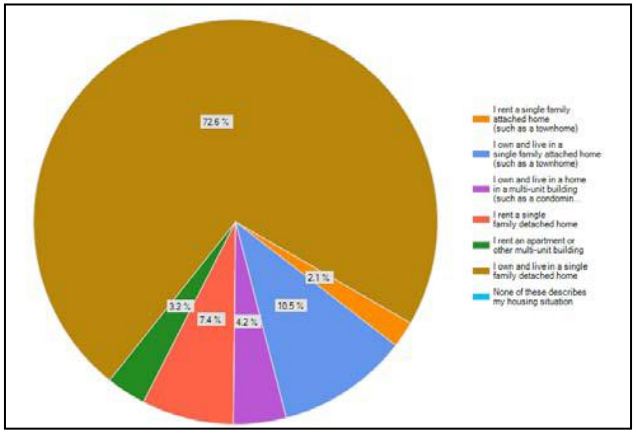
Age



Years Lived in Richardson



Housing Situation

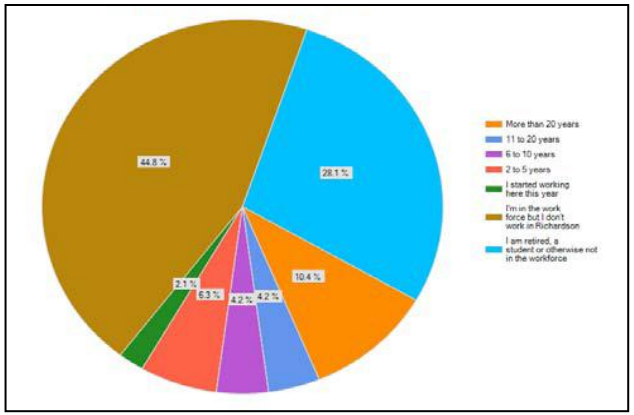


Online Questionnaire #1 - Demographics

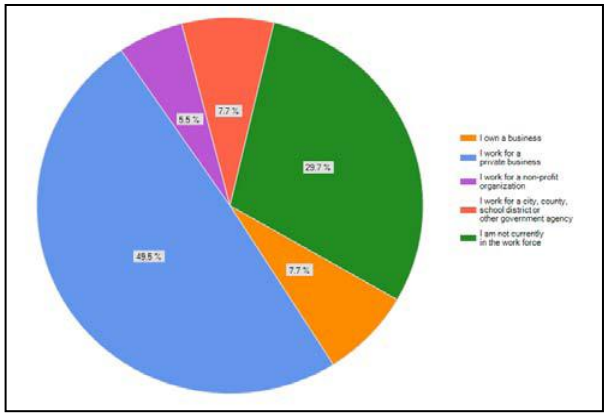
- **45% have worked in Richardson for more than 20 years**; nearly 30% are students, retired or not in the work force
- **About 50% work for a private business** and about 30% are not in the work force
- About **20% work in Richardson**, about **25% work within 30 minutes of Richardson***, about **30% are not in the work force**

*other choices were within 5 minutes,
10 minutes and 15 minutes of Richardson

Years Worked in Richardson



Current Work Situation



Online Questionnaire #1

- Short statement describing **image of the Corridor today**
- Short statement describing **desirable image of the Corridor in 2020**
- One or two **positive, impactful changes in the next few years**
- **Features that make Main Street unique**, distinctively Richardson
- Image of **gateway to Richardson** from Central Expressway
- Demographic questions (not open-ended)

Online Questionnaire #1

Image of today

- Run-down, tired, forgotten, uninviting, irrelevant
- Unfriendly to pedestrians or cyclists
- Too many hookah bars
- Full of promise and potential

Image in 2020

- Updated, vibrant, active, eclectic, funky, cool
- Pedestrian-friendly (wider sidewalks, more landscaping, better lighting, appropriate signage)
- Landscaping, green space, trails, parks, gathering places
- Safe, clean, well-maintained, sustainable
- Parking to support business
- More, better, varied retail and restaurants (coffee/tea shops, cafes, galleries, gift shops)

Online Questionnaire #1

Image in 2020

- Family-friendly v. Cater to singles
- Sleek, sophisticated like Campbell/Central v. More like downtown Plano v. Mid-century modern (’50’s era)
- More urban v. Preserve historic character
- Multiculturalism is an asset v. Too much multiculturalism

Online Questionnaire #1

Positive changes in the next few years

- New businesses
- More attention to aesthetics/environment
- Clean the area up, increase curb appeal
- Leverage impact of the Alamo Drafthouse

Main Street uniqueness

- Nothing unique or distinctive
- Old downtown, small town feel
- Old or historic buildings/architecture
- Cultural diversity

Online Questionnaire #1

Gateway image from Central Expressway

Today

- Dated, distressed, run-down, unkempt
- Unwelcoming
- Best days are behind
- Pass-through on the way to somewhere else

Future

- Funky, fun
- Unified but still diverse (look, feel, businesses, residential choices)

Online Survey #1 and Questionnaire #1

Comments throughout both survey instruments

- Need to create a **destination**, a place and a reason to stop
- Need better **pedestrian and bicycle linkages** between east and west Richardson
- Possible location for **arts/entertainment venues, museum**
- Bring back the **farmers market**
- Create more **open space, gathering areas** including a dog park
- More **parking**
- Need to better utilize **DART**
- Need to require **design consistency with opportunities for uniqueness**
- Multiple references to **Austin, Bishop Arts District**
- Multiple references to **downtown Plano and McKinney** (both favorable and unfavorable)

Focus Group Workshop
September 15, 2012

Focus Group Workshop Overview

- Meeting of **representatives of numerous stakeholder groups, strategically chosen to represent with differing interests**, in a focus group setting
- Discussed several **corridor-wide and site specific issues**, and developed **preliminary concepts** for the future vision for the Main Street/Central Expressway study area
- Held in **preparation for the Community Workshop**

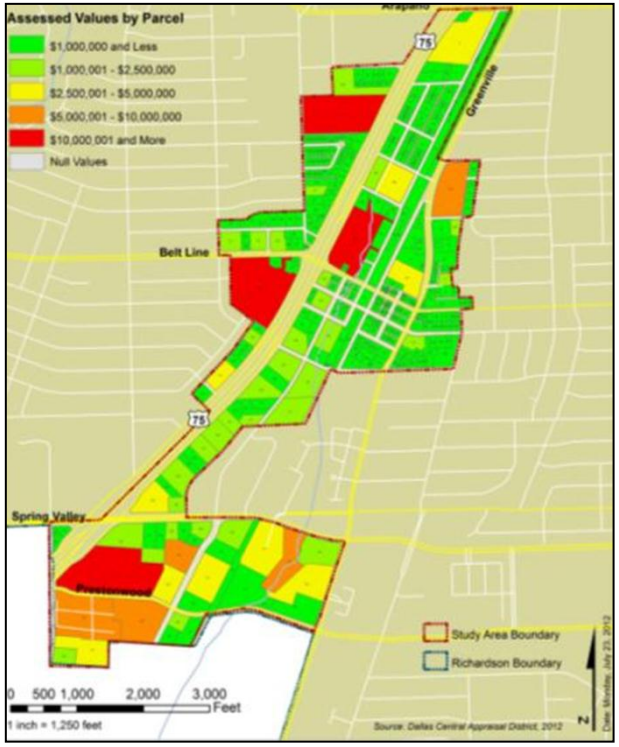
Focus Group Workshop Overview

- Approximately 30 participants divided among six tables, each with two facilitators
- Staff, DART, Chamber of Commerce available as resources
- Began with a review of background information for context
  - **Property Highlights**
  - **Development Highlights**
  - **Market Highlights**

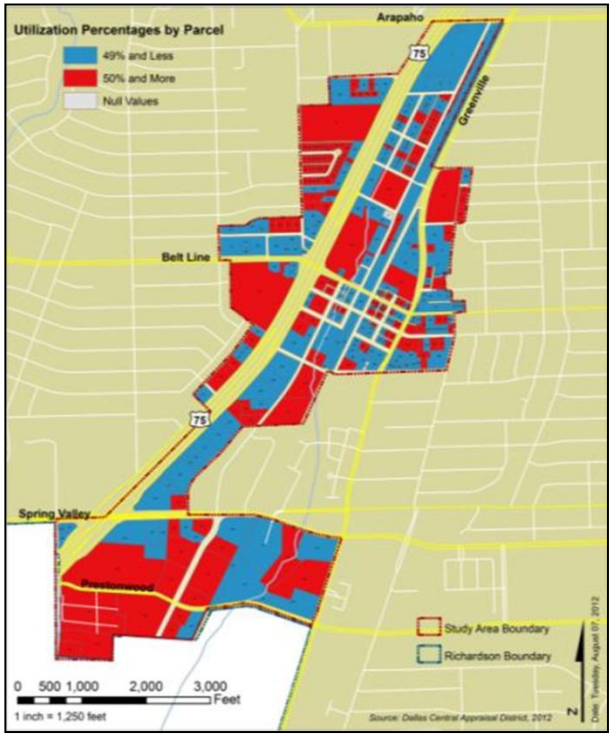
Property Highlights

- Provide an overview of **key property indicators related to financial influences** on specific properties in the study area - Answers the question of **what properties have the best potential to accommodate new development** in the future

Assessed Value



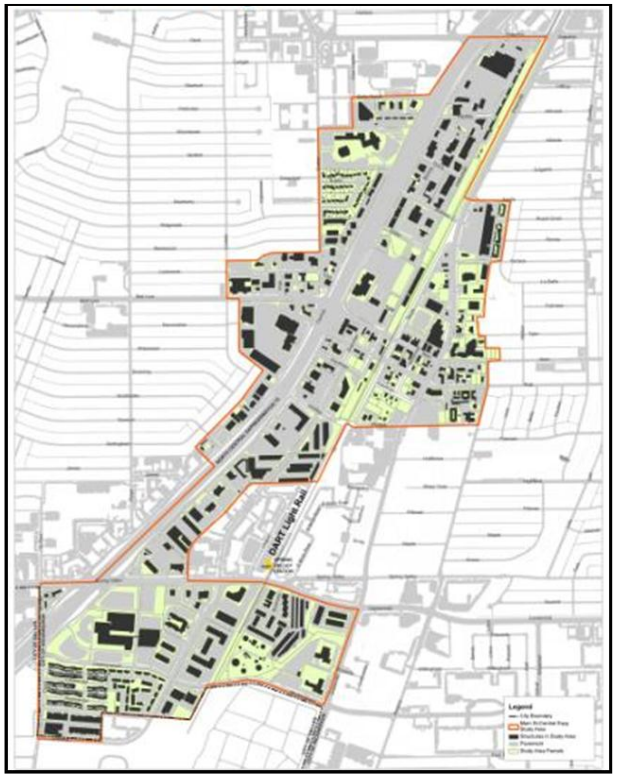
Property Utilization



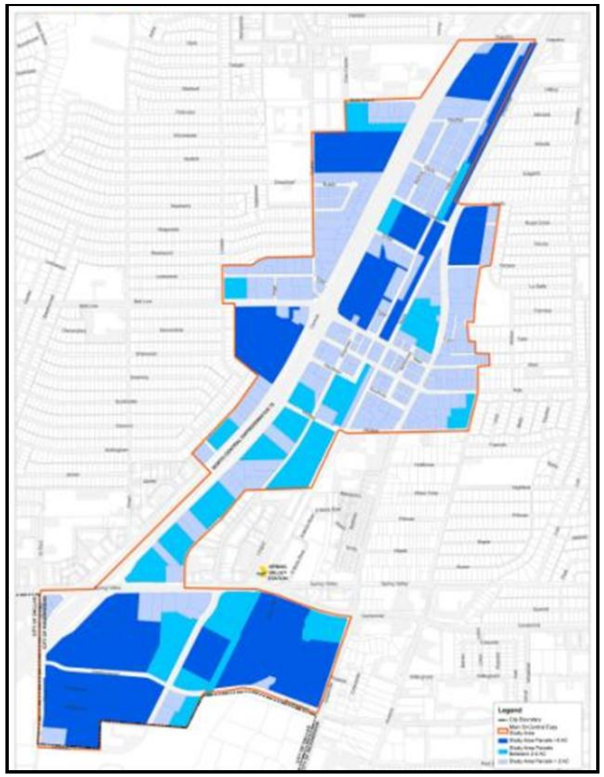
Development Highlights

- Provide an overview of **existing types and patterns of development and infrastructure** in the study area – Answers the question of **what is here today**

Lot Coverage



Parcel Size



Market Highlights – Trade Area

- Provide an overview of real estate market indicators that will influence what **potential future development** may occur in the study area – Answers the question of **who likely will want to locate here in the future**

- A Trade Area is intended to represent **that area from which uses will capture a share of market demand**.

- Factors that influence the shape of a trade area include: physical and psychological **barriers**; presence of **activity generators**; **travel patterns and rights-of-way**; **competition**; and others.

Main/Central Trade Area Boundary

Market Highlights - Demographic Overview

- Both the Main/Central Trade Area and the City are largely **built-out** and therefore are **projected to grow at less than 1/2 the rate of the DFW Metroplex** overall
- Both the Trade Area and the City skew considerably **older than the Metroplex age profile**
- Most of the Trade Area indicators are similar to those of the City's, with the exception of a **higher degree of renter-occupied households**

Data for 2010 unless noted	Main/Central Trade Area	City of Richardson	DFW Metroplex
2000 Population	**485,642**	**91,802**	**5,197,317**
2012 Households	**189,300**	**39,200**	**2,475,000**
Annual Household Growth (2012-2022)	**0.9%**	**0.8%**	**1.8%**
Average Household Size	2.51	2.54	2.73
Percent Non-Family Households	38%	34%	31%
Percent Renters	**49%**	**38%**	**38%**
Percent Age 65+	**12%**	**13%**	**9%**
Percent Age 0 - 19	26%	26%	30%
Median Age	36.2	36.8	33.8

Source: U.S. Census Bureau; North Central Texas Council of Governments; Claritas, Inc.; & Ricker | Cunningham.

Market Highlights - Demographic Overview

- Both the Trade Area and City have a **higher degree of college-educated residents**, as compared to the Metroplex overall
- **Incomes in the Trade Area are lower than for the City, but comparable to those for the Metroplex**
- The ethnic profile of the **Trade Area** parallels that of the Metroplex, which indicates a **higher degree of ethnicity than for the City**

Data for 2010 unless noted	Main/Central Trade Area	City of Richardson	DFW Metroplex
Percent w 4-yr College Degree	50%	50%	29%
Percent Self-Employed (16+)	6%	7%	6%
Median Household Income	$53,900	$64,800	$53,600
Per Capita Income	$31,400	$31,800	$26,800
Percent with Income <$25K	19%	17%	21%
Percent with Income $100K+	23%	29%	23%
Percent Hispanic (of any race)	28%	16%	27%
Percent African-American	14%	9%	14%
Percent Asian	9%	15%	5%

Source: U.S. Census Bureau; North Central Texas Council of Governments; Claritas, Inc.; & Ricker | Cunningham.

Market Highlights - Lifestyle Segments (Psychographics)

- Psychographics is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to **attitudes, interests, opinions and lifestyles**. PRIZM (Claritas, Inc.) is a leading system for characterizing neighborhoods and the local workforce into one of **65 distinct market segments**.

- Commercial retail developers are interested in understanding a community's psychographic profile, as this is an indication of its **resident's propensity to spend across select retail categories**. Residential developers are also interested in understanding this profile as it tends to suggest **preferences for certain housing product types**.

- The Main/Central Trade Area is dominated by **more affluent psychographic segments, several of which suggest lifestyle preferences that favor an infill urban living environment**.

Top Trade Area PRIZM Segments

Social Group	Area Households	% of Total Households	U.S. Index=100
Urban Achievers	17,035	13.6%	623.7
American Dreams	9,910	7.9%	249.2
Big City Blues	9,346	7.5%	464.0
Money and Brains	8,537	6.8%	231.5
Multi/Cuti Mosaic	6,039	4.8%	195.2
Urban	**50,867**	**40.7%**	**--**

Social Group	Area Households	% of Total Households	U.S. Index=100
Brite Lites, Li'l City	6,756	5.4%	232.8
Up-and-Comers	4,890	3.9%	209.6
Second City Elite	3,788	3.0%	164.8
Middleburg Managers	3,328	2.7%	92.5
Upward Bound	3,205	2.6%	104.6
Second Cities	**21,967**	**17.6%**	**--**

Social Group	Area Households	% of Total Households	U.S. Index=100
Executive Suites	9,653	7.7%	556.8
Movers and Shakers	7,839	6.3%	250.0
New Beginnings	7,274	5.8%	255.2
Pools and Patios	6,104	4.9%	240.5
Upper Crust	6,068	4.9%	207.6
Suburbs	**36,938**	**29.6%**	**--**
Total Top Segments	**109,772**	**87.9%**	**--**
Total Trade Area	**189,300**	**100.0%**	**--**

Source: Ricker | Cunningham.

Preliminary Market Observations

- Like many revitalization/redevelopment areas, the Study Area indicates a **mix of investment profiles**, from small, established businesses to larger, mixed- and multi-use developments
- The **strong presence of "local" property ownership** provides a solid foundation from which to build support for revitalization
- The **relatively low level of property utilization** indicates significant opportunities for reinvestment and/or new investment
- Overall, the **Study Area is at a desirable point for revitalization**, with a mix of steady values but with "creeping" property underutilization

Market Highlights - Supportable Development Types

Light Industrial

Commercial

Market Highlights - Supportable Development Types

Shopfront

Mixed-Use

Market Highlights - Supportable Development Types

Live - Work

Mixed Residential

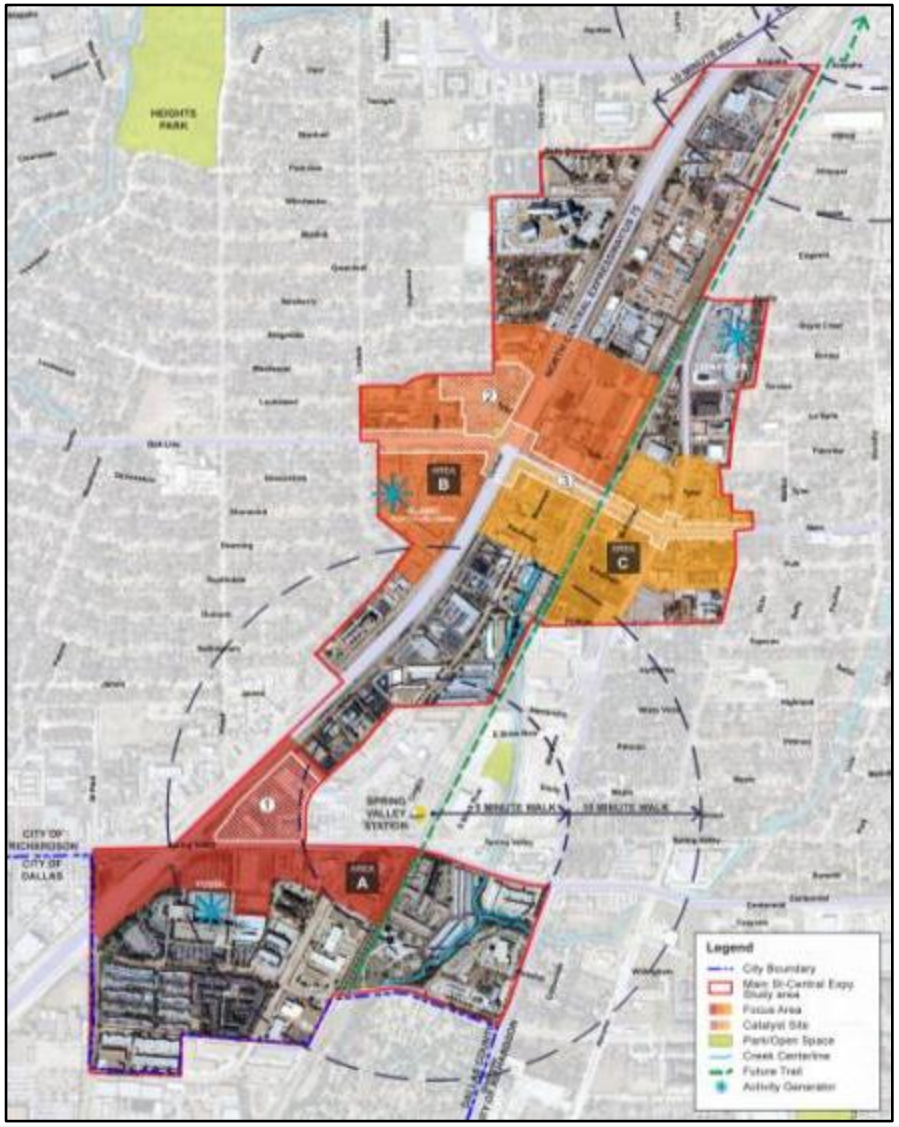
Market Highlights - Supportable Development Types

Residential - Townhome

Residential - Cottage

Focus Group Workshop Overview

- After the review of background information, presented the concepts of Framework Plan, Focus Area, Catalyst Site
- **The Framework Plan establishes key Focus Areas and Catalyst Sites** within the overall study area
- **Focus Areas** are areas that have **existing synergies and an ability to develop as a sub-district** with a mix of supporting uses and an overall development character
- **Catalyst Sites** are individual parcels or groups of parcels that have **underlying real estate indicators reflecting potential to be early catalysts** in the development process



Focus Group Workshop Overview

Morning activity

Discussion:

- Urban Design
- Mobility
- Activity and Uses
- Residential Choices
- People Places
- Identity

Afternoon activity

Hands-on tabletop exercise (two tables per Focus Area):

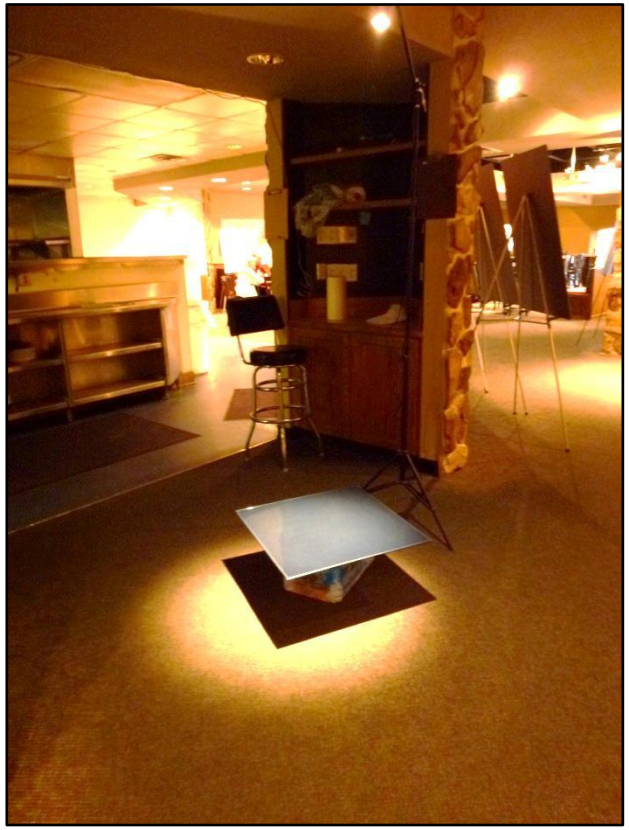
- Area A
- Area B
- Area C

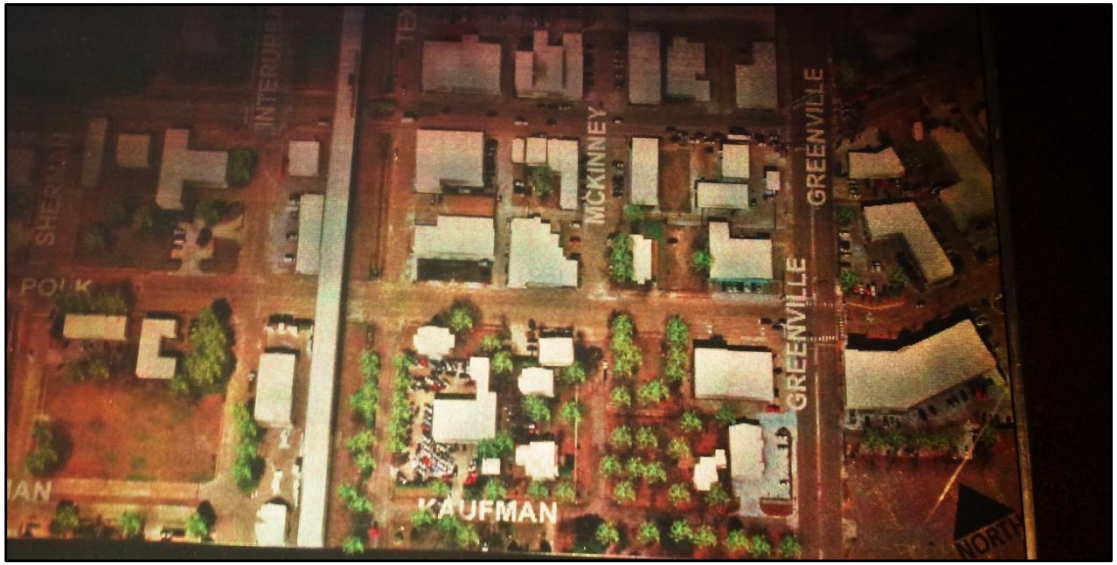
Focus Group Workshop Overview

- During lunch and at the end of the day, representatives from the table groups presented their work to the rest of the participants

Hologram

- Displayed hologram of a section of Main Street (existing conditions)





ZEBRA IMAGING

Individual / Small Group Interviews
September 18 and 19, 2012

Individual/Small Group Interviews – September 18 and 19

- Homeowners Associations
  - Richardson Heights
  - Heights Park
  - Highland Terrace
  - Rustic Circle
  - Old Town
- Financial Institutions
- Developers
- Representatives of Key Properties
- Business Owners
- Chamber of Commerce
- City Plan Commission

Individual / Small Group Interview Questions

- Within the **next 5 to 10 years, what vision elements** would you like to see in the Main Street/Central Expressway Study Area?
- What are the **limiting conditions or barriers** that will keep these vision elements from being realized?
- What do you think are some **opportunities or assets** that the Study Area could take advantage of?
- **What has to happen** for future efforts to succeed?
- **Discussion**

Vision Elements for the Next 5 to 10 Years

- Pedestrian-friendly, walkable, mixed use
- Retail, restaurants, entertainment primary uses with residential to support new uses
- Mix of old and new buildings – not a “fabricated” downtown
- Central gathering place for community
- Green space, both active and passive
- Multicultural, international appeal; ethnic focus, but not too concentrated in one place
- Higher density uses along US 75
- Good physical connections east to west (pedestrian and vehicular)
- Better gateway(s) and an aesthetic facelift – streetscape, landscaping, building facades, public spaces
- Better utilization of DART access
- Family-oriented vs. Young adult-oriented?

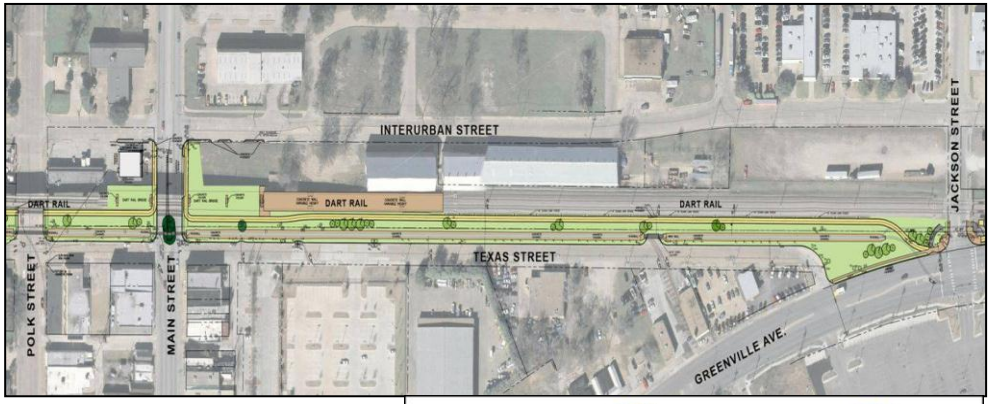
Limiting Conditions / Barriers to Investment

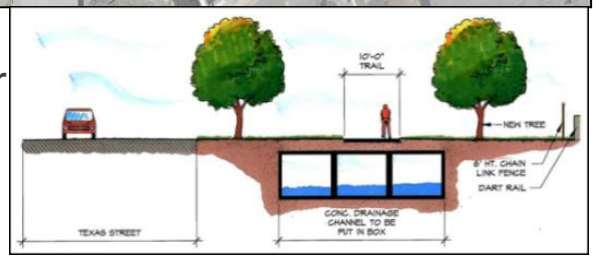
- Image created by run down buildings, property
- Underutilized buildings, properties in key locations
- Too many marginal businesses
- Lower rent environment dampening property values
- Number, size of parcels
- Aging infrastructure
- Lack of a cohesive vision for the area
- Lack of funding for improvements/revitalization
- Community mindset towards density
- Neighborhood resistance to change

Opportunities and Assets

- Prime location (access to US 75, I-635, PGBT)
- Access to major employers (Fossil, TI)
- DART stations nearby
- Central Trail
- Good visibility
- Business-friendly city
- Good, stable neighborhoods
- UTD
- Vacant buildings, underutilized properties ready for redevelopment
- Old historic houses, buildings to preserve
- DFW Chinatown (cultural/tourist destination)
- Creek as an asset

Central Trail





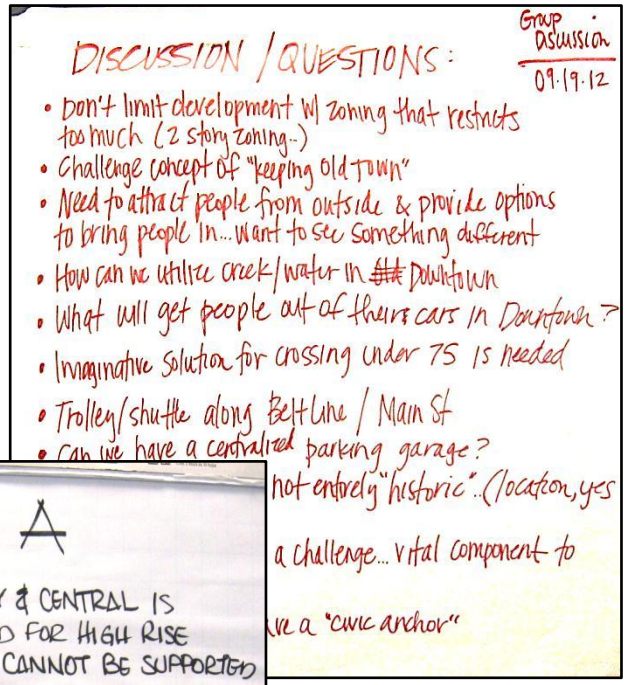
Keys to Success

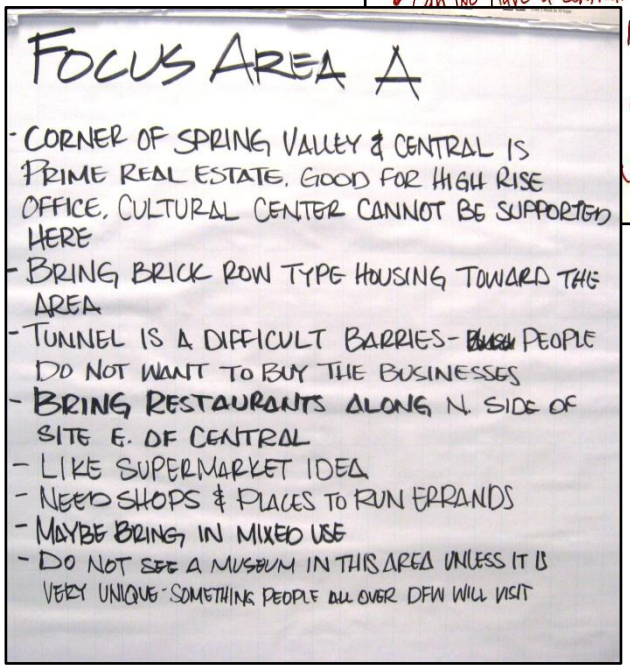
- Perception that the economy is more stable
- Creative financing/funding ideas
- Consortium of local finance or lending entities
- Balance and integration of land uses
- More destination-oriented activities
- Increased residential to support retail/entertainment
- HOA and private sector buy-in and support

Community Workshop
September 19, 2012

Community Workshop

- The purpose of the Community Workshop was to **continue the discussion** started at the Focus Group Workshop, to **debate the preliminary ideas**, and to **develop additional ideas** related to the future vision for the study area





Community Workshop

- Approximately 70 interested persons attended
- Agenda
  - Welcome
  - Study Overview
  - Background Information
  - Focus Group Workshop Overview (Focus Group Workshop participants took part in the presentation)
  - General Discussion
  - Instructions for Stations
  - Next Steps

Focus Group Workshop Concepts – Urban Design

- **Green infrastructure** is a critical component for the corridor's future (green buildings, streetscape, greening of the corridor, etc.)
- **Some consistent design elements corridor-wide** (like signage) will help identify this area and Richardson
- Consistent design elements (lighting, street furniture, plantings, signage, architectural standards, etc.) should be used to strengthen the **distinctive character of particular areas within this corridor (like downtown)**

Focus Group Workshop Concepts – Mobility

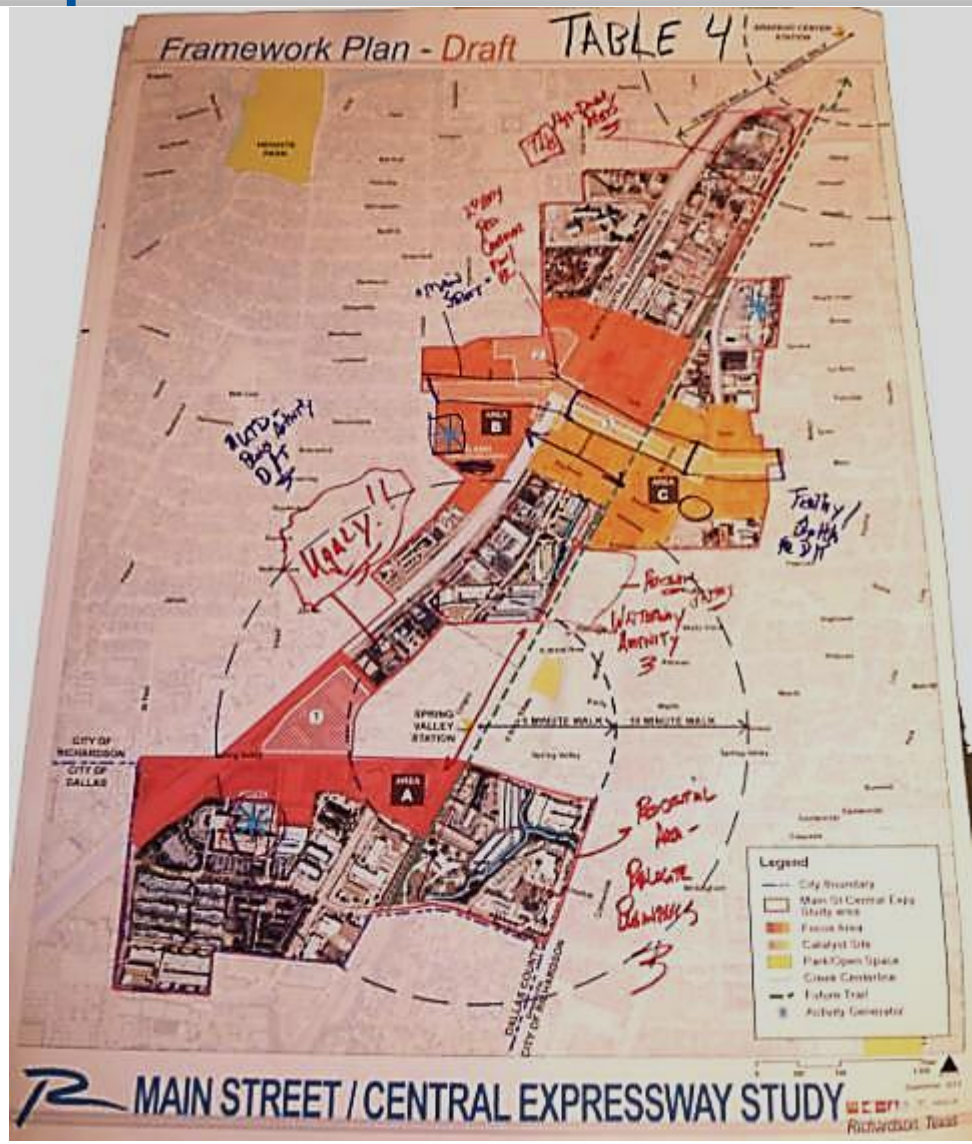
- **US 75 is a physical and visual barrier** within this area
- **Connectivity for non-auto travel** is needed (DART riders, pedestrians, bicyclists)
- **Consider potential for a one-way couplet Downtown** (Main & Sherman/Polk)

Focus Group Workshop Concepts – Activities and Uses

- Create **more destinations** in the corridor so more people have **reasons to come here**
- Use **outdoor areas and other gathering places for events and attractions** (central park, gazebo, etc.)
- Consider an **"arts" district geared towards the "creative class"** to support Main Street and DART stations

Focus Group Workshop Concepts – Residential Choices

- Promote a **variety of high quality and high value residential products** at appropriate locations within the corridor
- Locate **residential uses near DART stations**
- Some **older commercial areas could be redeveloped with higher density residential** uses



Focus Group Workshop Concepts – People Places

- Capitalize on the trail enhancements and support activity Downtown by creating a **public space near Main Street and adjacent to Central Trail**
- Enhance pedestrian/bicycle connections to Central Trail with **upgraded streetscape** along Main Street
- Improve **pedestrian/bicycle connection under 75** to link both sides with upgraded, cohesive streetscape design
- A **variety of open spaces** are important throughout the corridor (type and scale of open space will depend on the specific location)

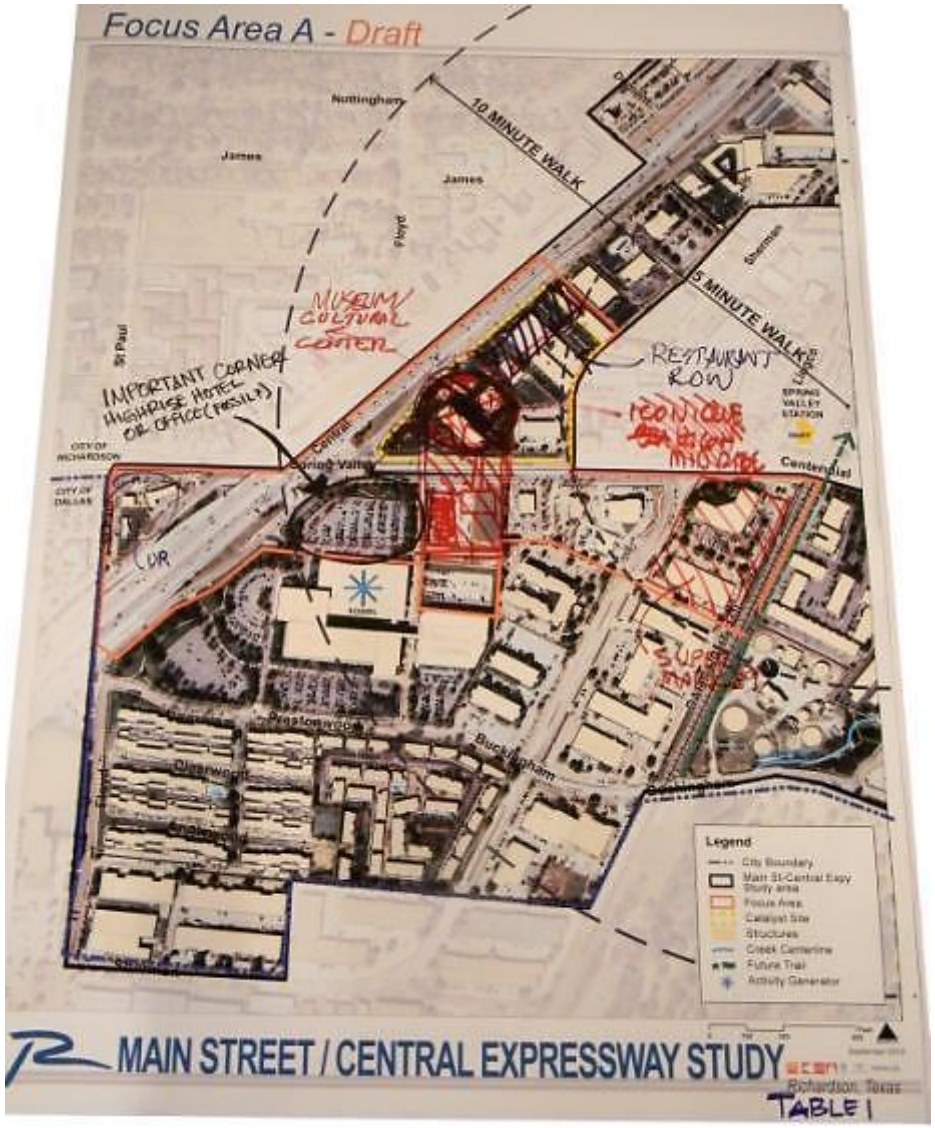
Focus Group Workshop Concepts – Identity

- Some **new design elements** (such as signage or lighting) could be **consistent corridor-wide**
- **For some areas** within the corridor (**such as Downtown**), future investments could **build on or enhance the area's existing character**
- **Office parks** are still appropriate **along Central Expressway**

Focus Group Workshop Concepts – Area A

(Includes Catalyst Site 1)

- Potential for **iconic building at Spring Valley and Central as a city gateway element**
- Opportunity for **music/art/museum venue**
- More **residential close to the DART station**



Focus Group Workshop Concepts – Area B

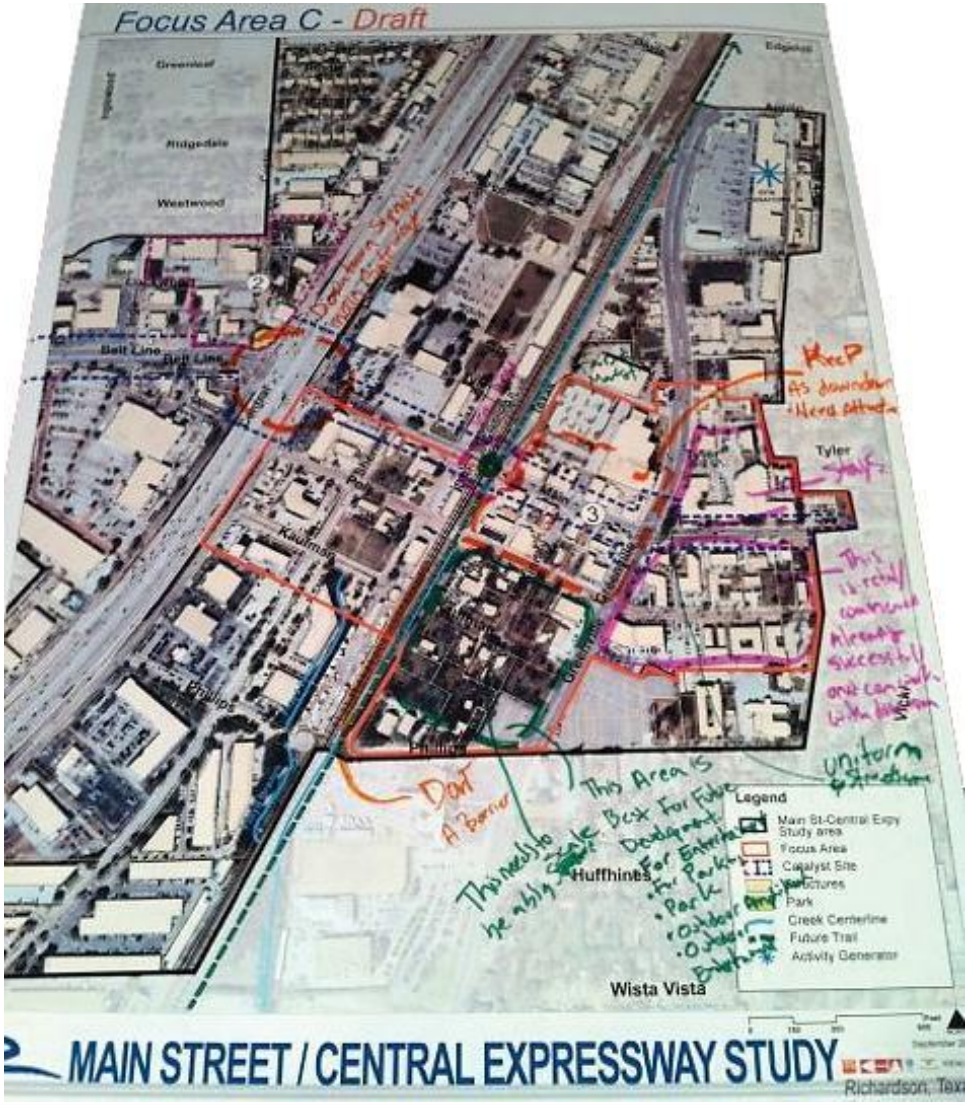
(Includes Catalyst Sites 2 & 3)

- East of Central: development and open spaces should **take advantage of the Central Trail, DART and Downtown**
- West of Central: **infill underutilized areas** at and near the **Richardson Heights Shopping Center**
- **Tie areas on both sides of Central together with cohesive streetscape design** (along Belt Line/Main Street)

Focus Group Workshop Concepts – Area C

(Includes Catalyst Site 3)

- **Build upon the "historic" character** of the area
- Area **needs to be more inviting for pedestrians** – wider sidewalks, lighting, landscape etc.
- **Gateway and signage at Central**



General Discussion

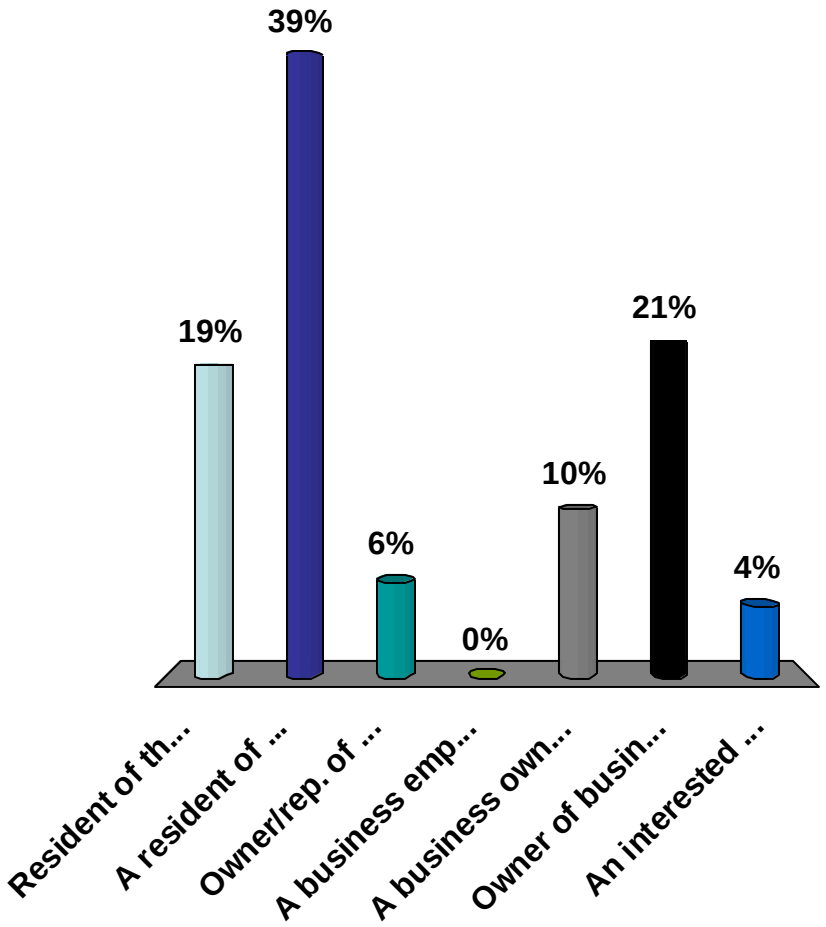
- **Connections/Linkages** needed between east and west Richardson at Central Expressway
- Need **more, better, higher-quality retail** offerings
- **Preserve historic character of Main Street or "Reimagine" Downtown?**
- **Parking Downtown** is a problem
- Don't overlook **Greenville Avenue as an opportunity**
- **Richardson Heights Shopping Center needs outdoor dining, cool shopping**
- Preference for **townhomes, live-work units in walkable neighborhoods**

Keypad polling

- Provides anonymous feedback from all individuals participating in the session
- Can reflect the discussion at the session
- Shows results immediately
- Allows more detailed analysis after the session

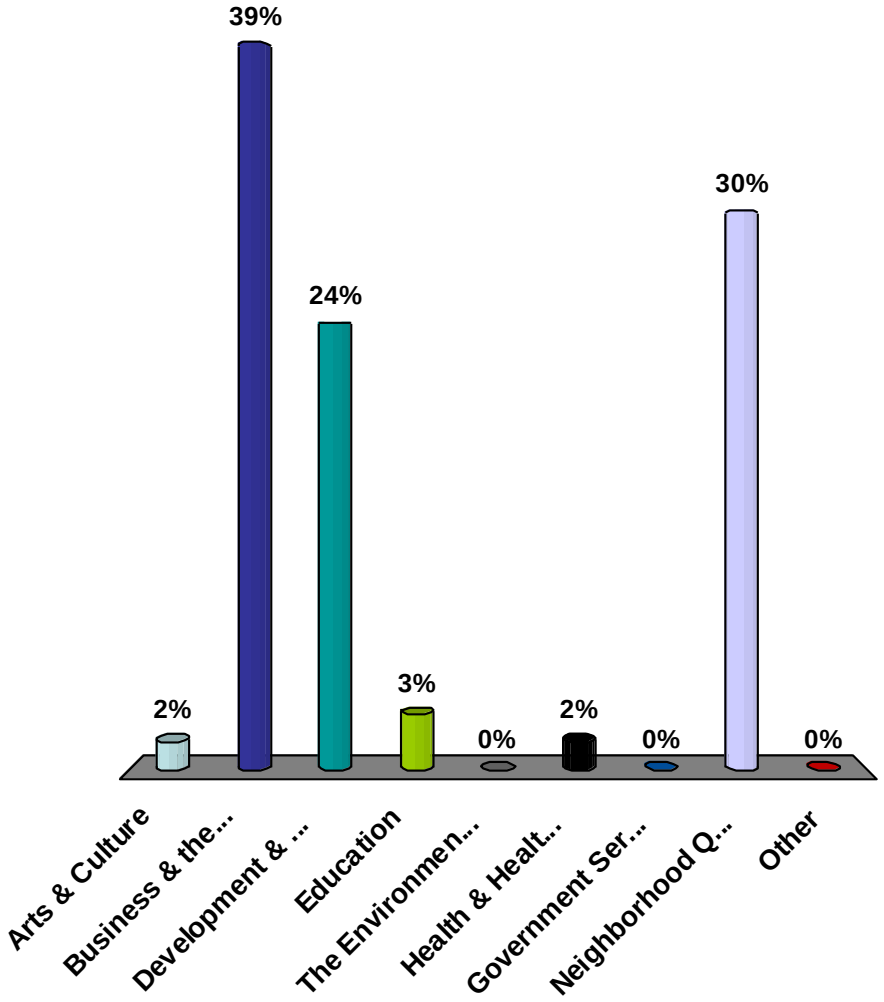
I am most involved in the Main Street/Central Corridor as:

1. Resident of the corridor
2. A resident of Richardson outside the corridor
3. Owner/rep. of a multi-family or commercial property (not business owner)
4. A business employee
5. A business owner or tenant (not property owner)
6. Owner of business & property
7. An interested person not described above



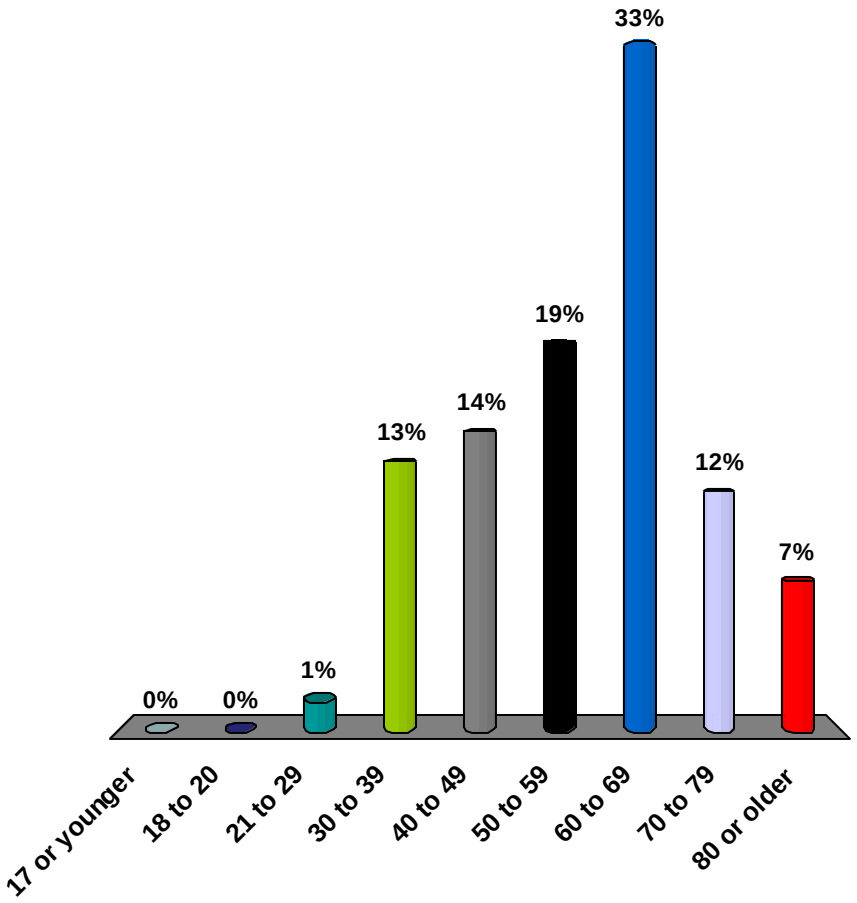
I am most interested in issues related to:

1. Arts & Culture
2. Business & the Economy
3. Development & Construction
4. Education
5. The Environment
6. Health & Healthy Communities
7. Government Services
8. Neighborhood Quality of Life
9. Other



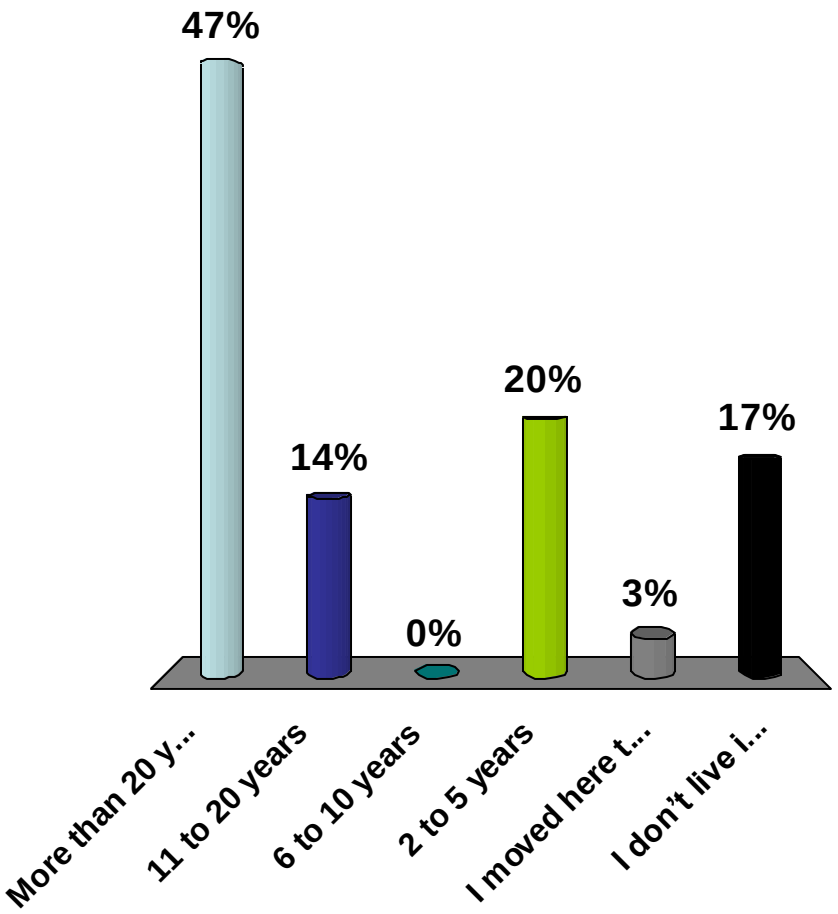
My age group is:

1. 17 or younger
2. 18 to 20
3. 21 to 29
4. 30 to 39
5. 40 to 49
6. 50 to 59
7. <u>60 to 69</u>
8. 70 to 79
9. 80 or older



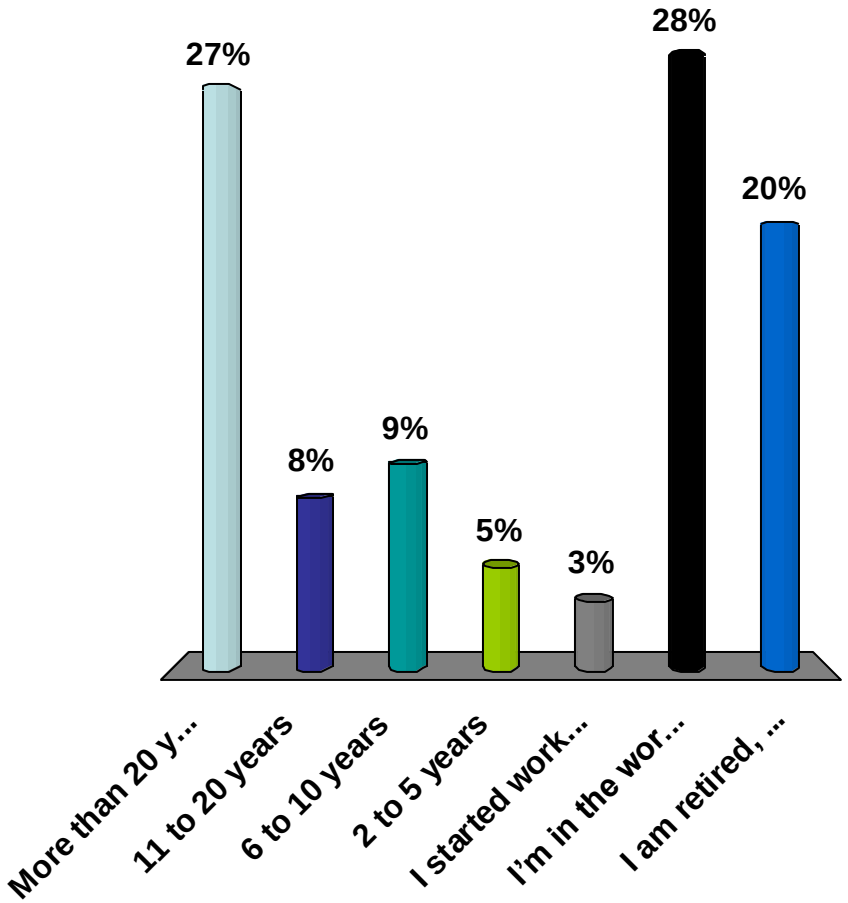
I have lived in Richardson for:

1. <u>More than 20 years</u>
2. 11 to 20 years
3. 6 to 10 years
4. 2 to 5 years
5. I moved here this year
6. I don't live in Richardson



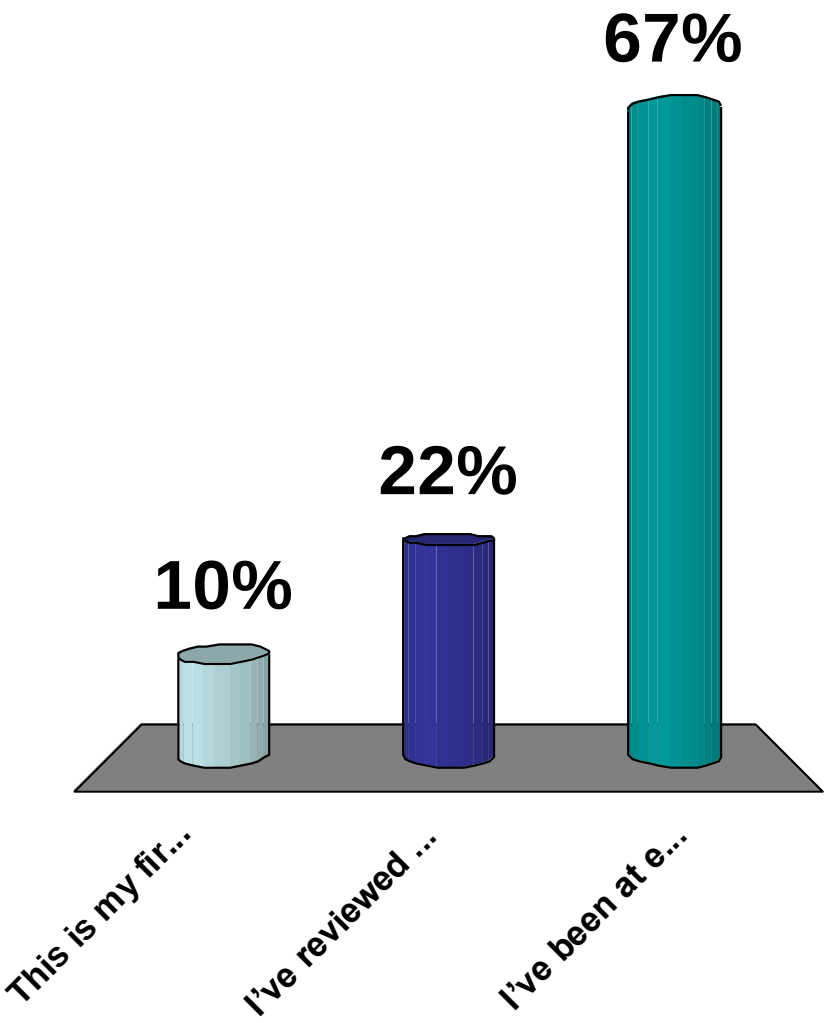
I have worked in Richardson for:

1. More than 20 years
2. 11 to 20 years
3. 6 to 10 years
4. 2 to 5 years
5. I started working here this year
6. I'm in the work force but I don't work in Richardson
7. I am retired, a student, or otherwise not in the work force



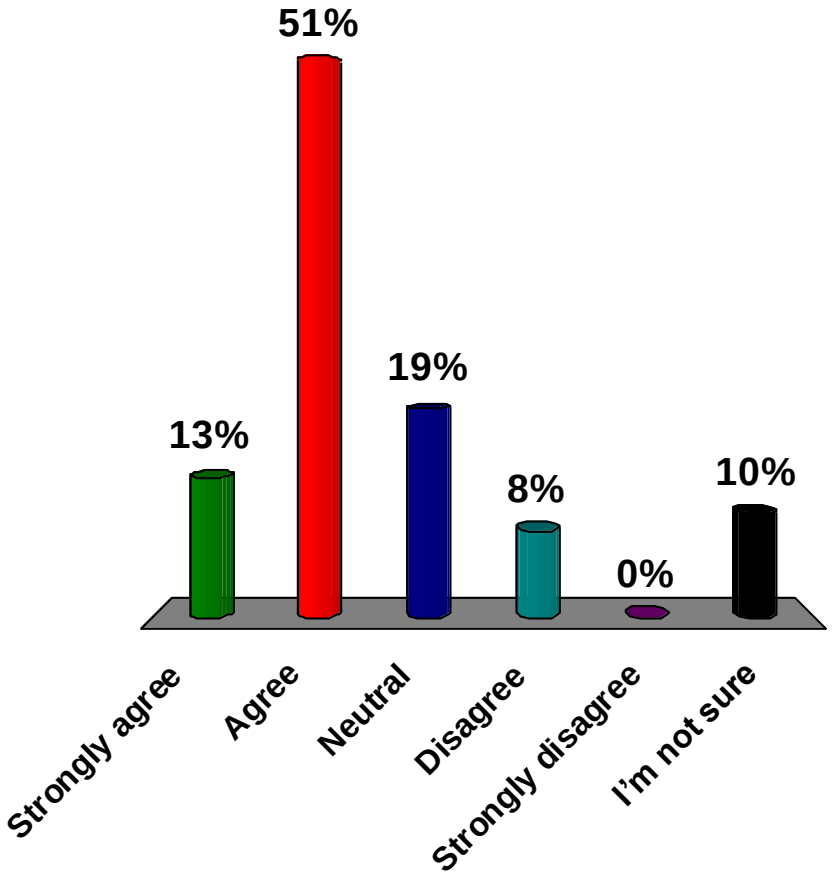
How involved have you been in the Main Street/Central Expressway Study?

1. This is my first meeting and I have not reviewed the online materials.
2. I've reviewed materials online but this is my first meeting.
3. <u>I've been at earlier meetings</u>.



The overall direction of this Framework Plan reflects my ideas about the most successful future for the Corridor.

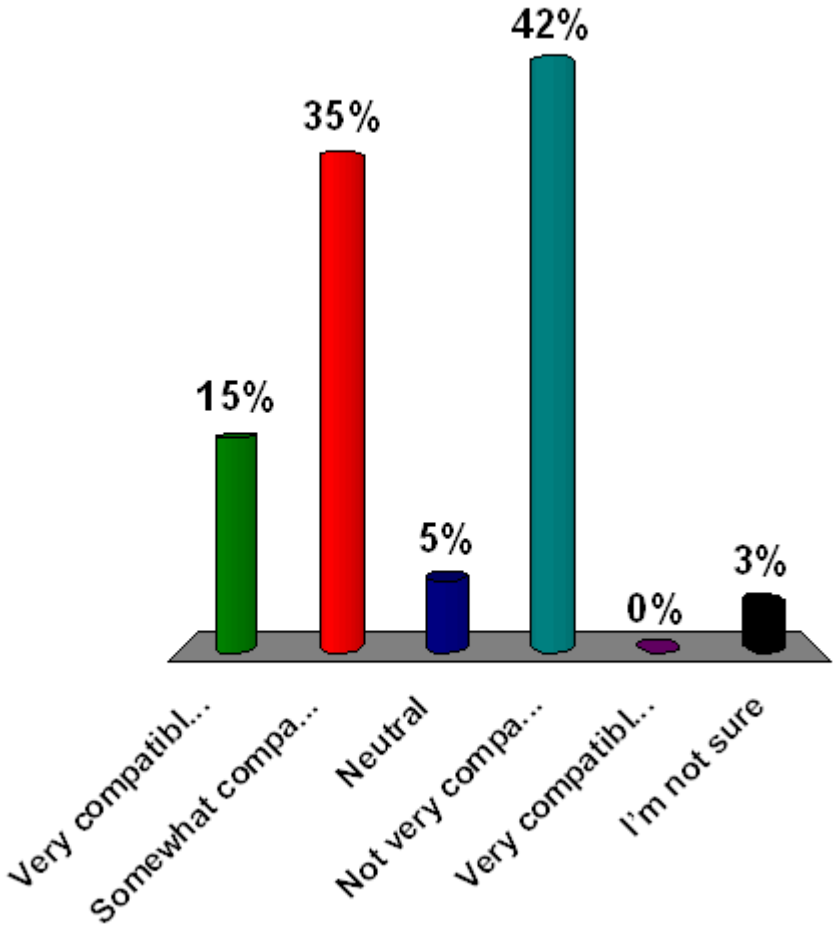
1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



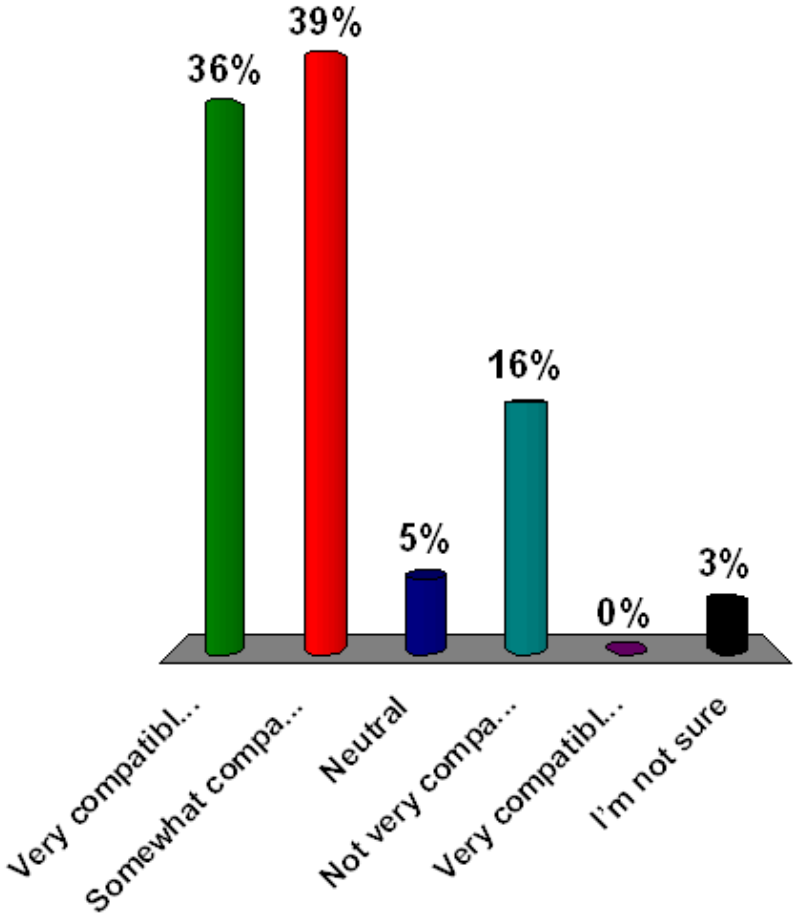
Corridor Concepts Polling

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
Framework Plan *(64% Agree/Strongly Agree)*	13%	51%	19%	8%	0	10%
Improve Prop. Values *(86%)*	38%	48%	10%	0	0	5%
Desirable, Lively Identity *(66%)*	15%	51%	21%	7%	0	7%
Better for Walking, Biking *(70%)*	23%	47%	17%	3%	0	10%
Would Spend Time Here *(71%)*	26%	45%	18%	2%	0	10%
Would Live Here *(51%)*	15%	36%	16%	18%	5%	10%
Would Own Property Here *(65%)*	27%	38%	27%	5%	0	3%

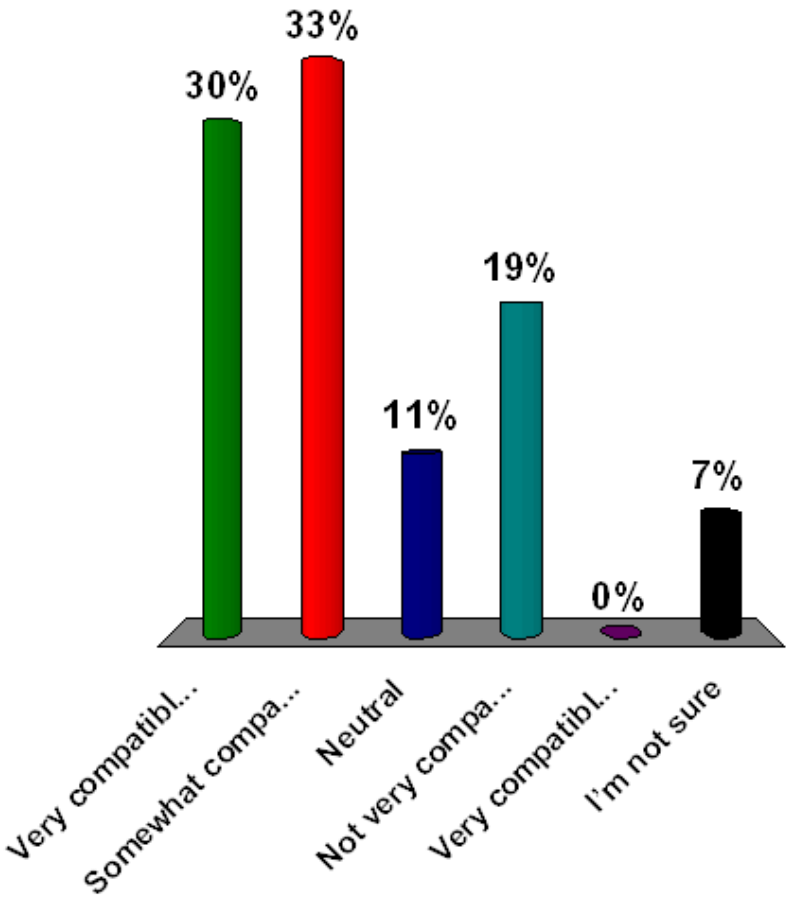
Residential - Cottage Development Type – Compatible with the future of the Corridor?



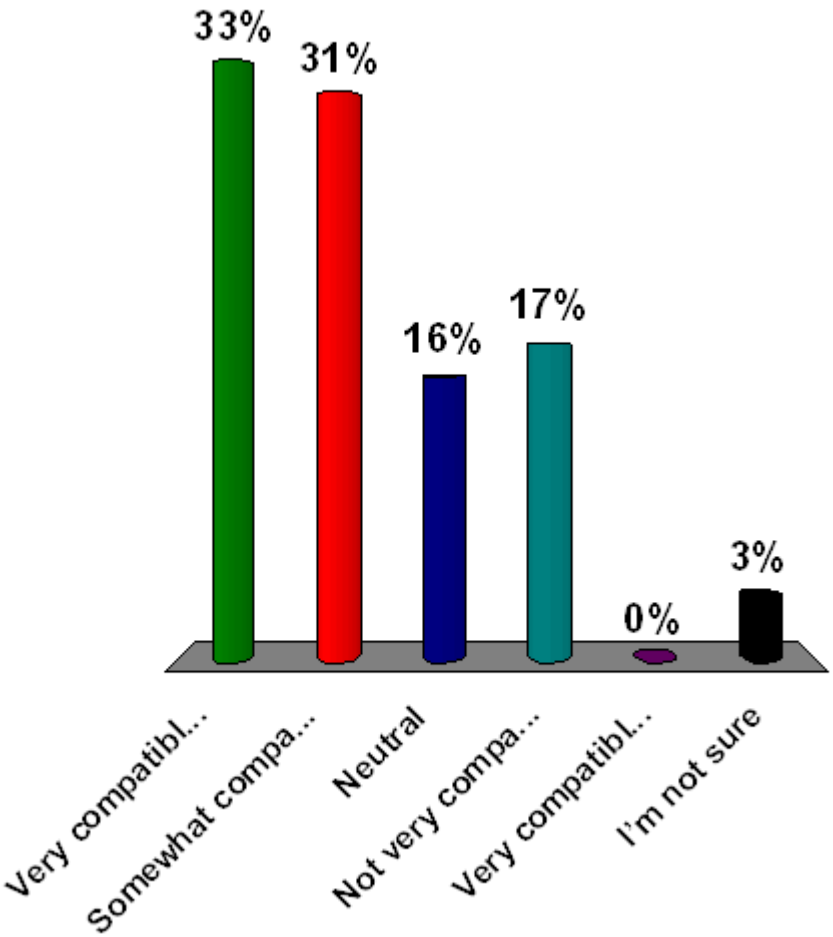
Residential – Townhome Development Type Compatible with the future of the Corridor?



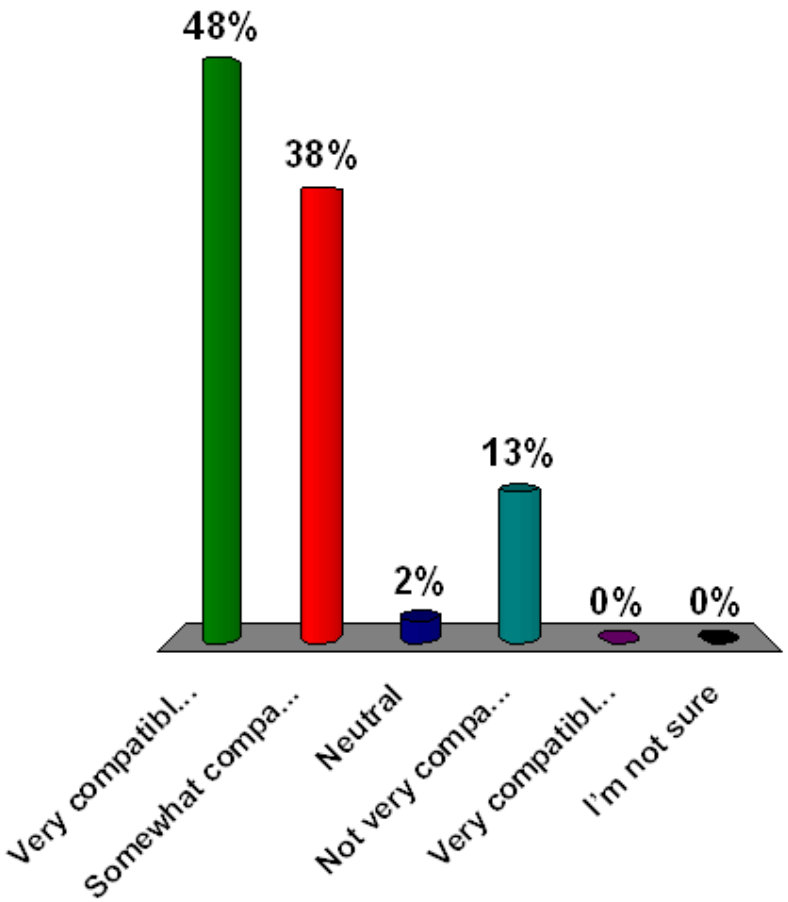
Mixed Residential Development Type Compatible with the future of the Corridor?



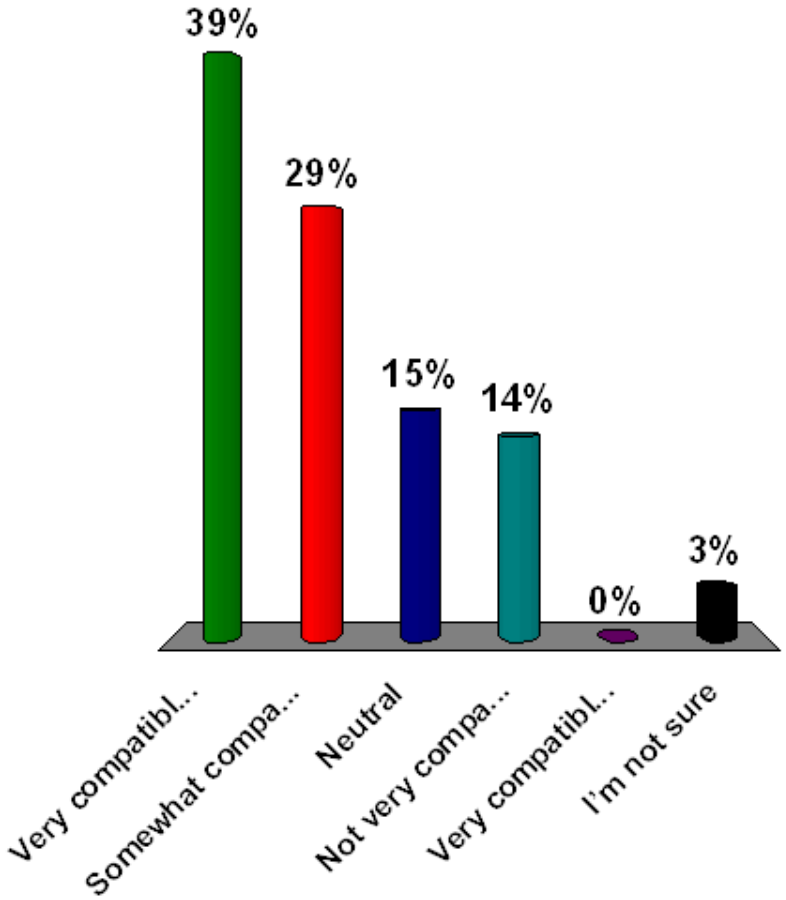
Live - Work Development Type
Compatible with the future of the Corridor?



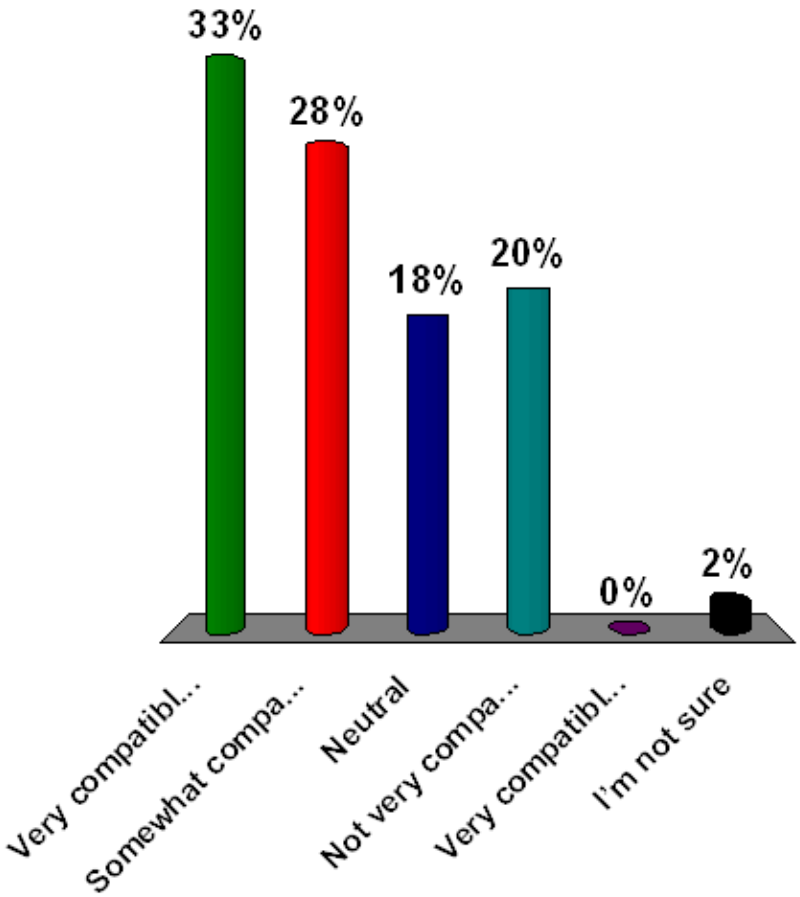
Mixed - Use Development Type
Compatible with the future of the Corridor?



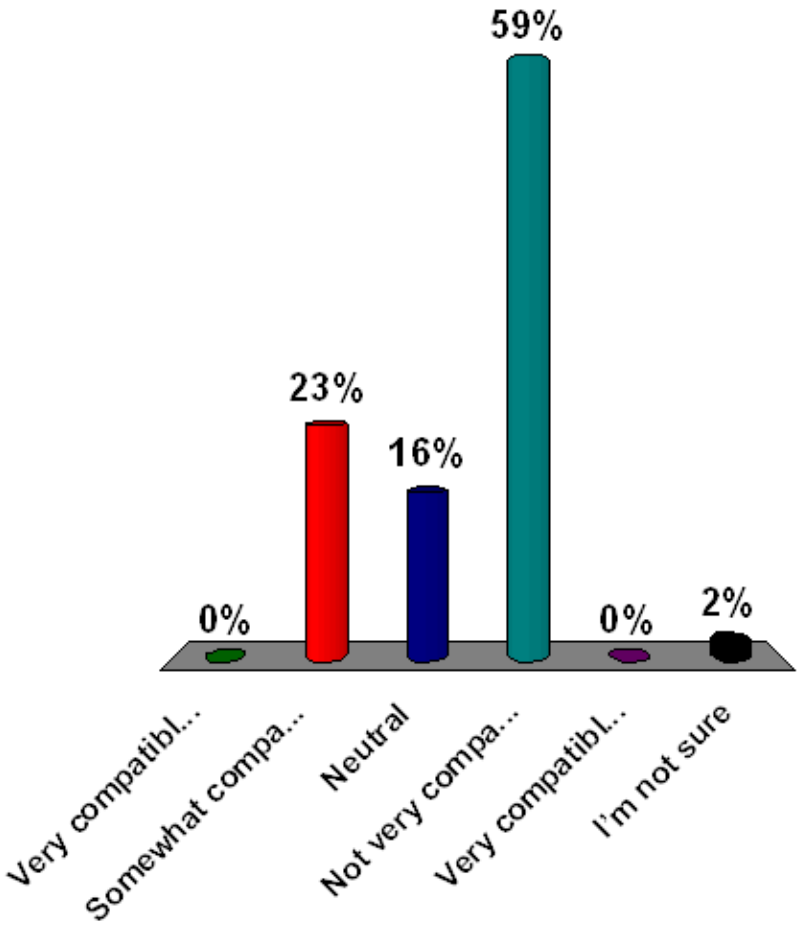
Shopfront Development Type
Compatible with the future of the Corridor?



Commercial Development Type Compatible with the future of the Corridor?

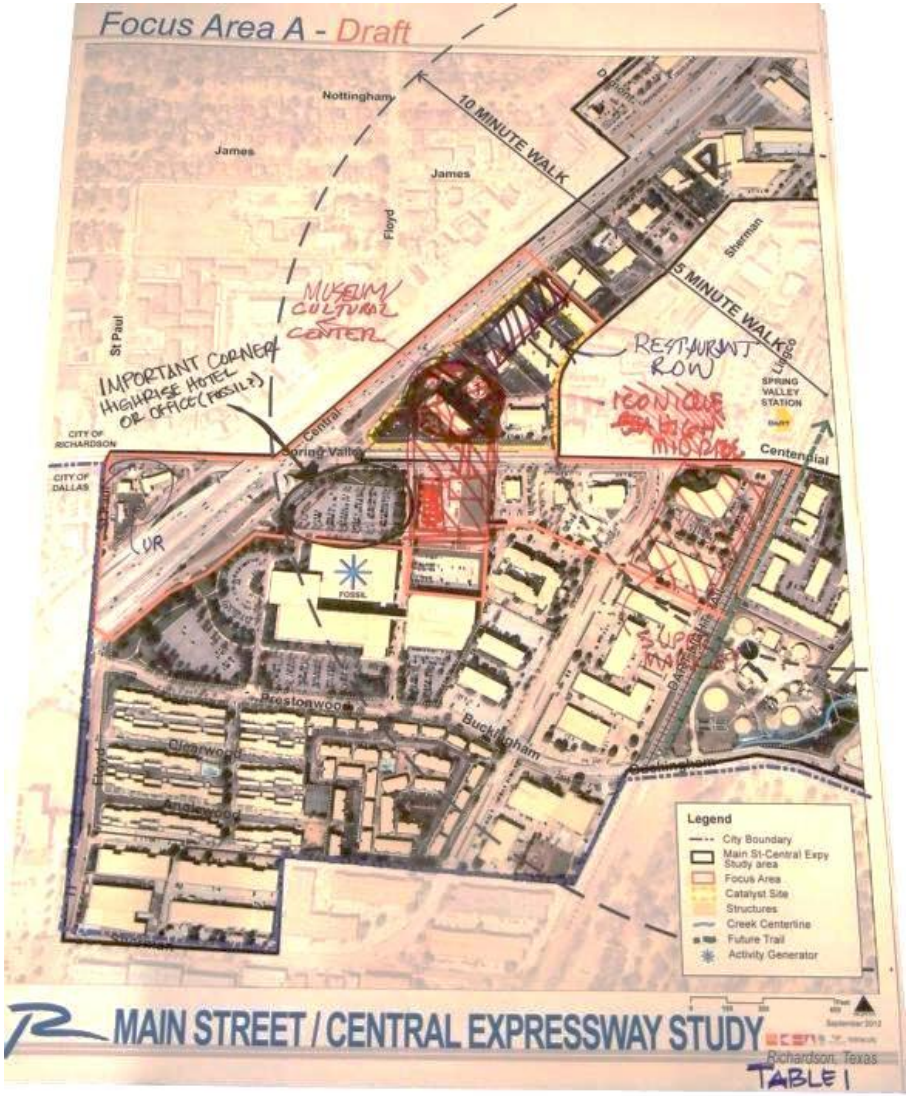


Light Industrial Development Type Compatible with the future of the Corridor?



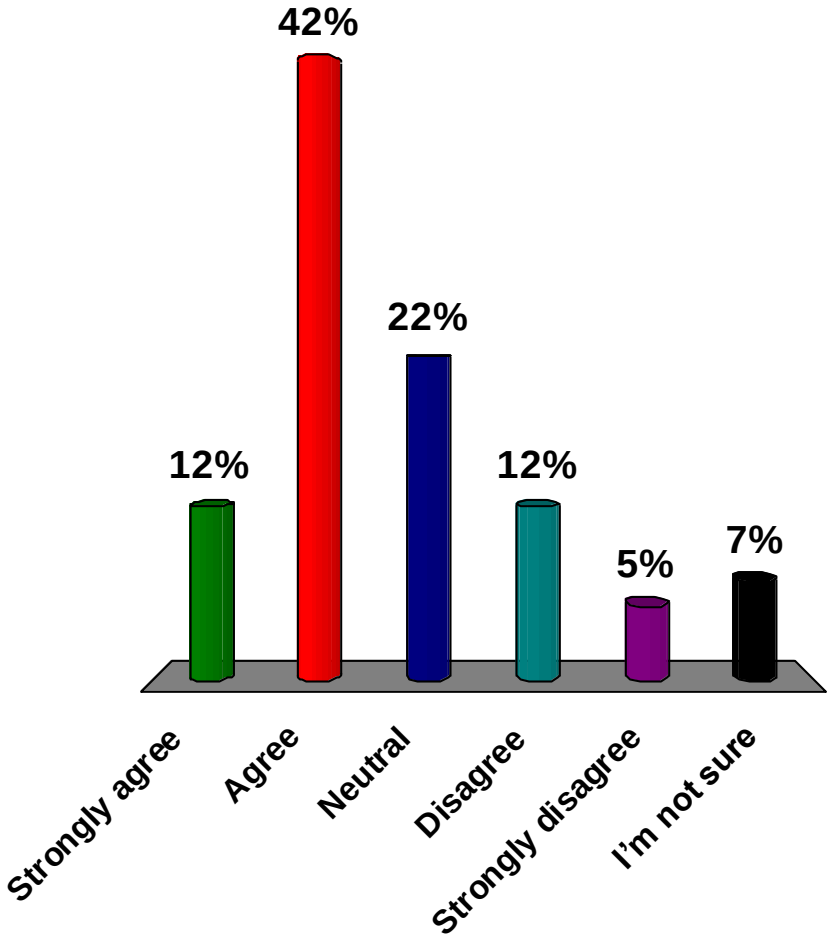
Framework Plan for Focus Area A

- Iconic building at Spring Valley and Central as a city gateway element
- Music/art/museum venue
- Residential close to the DART station



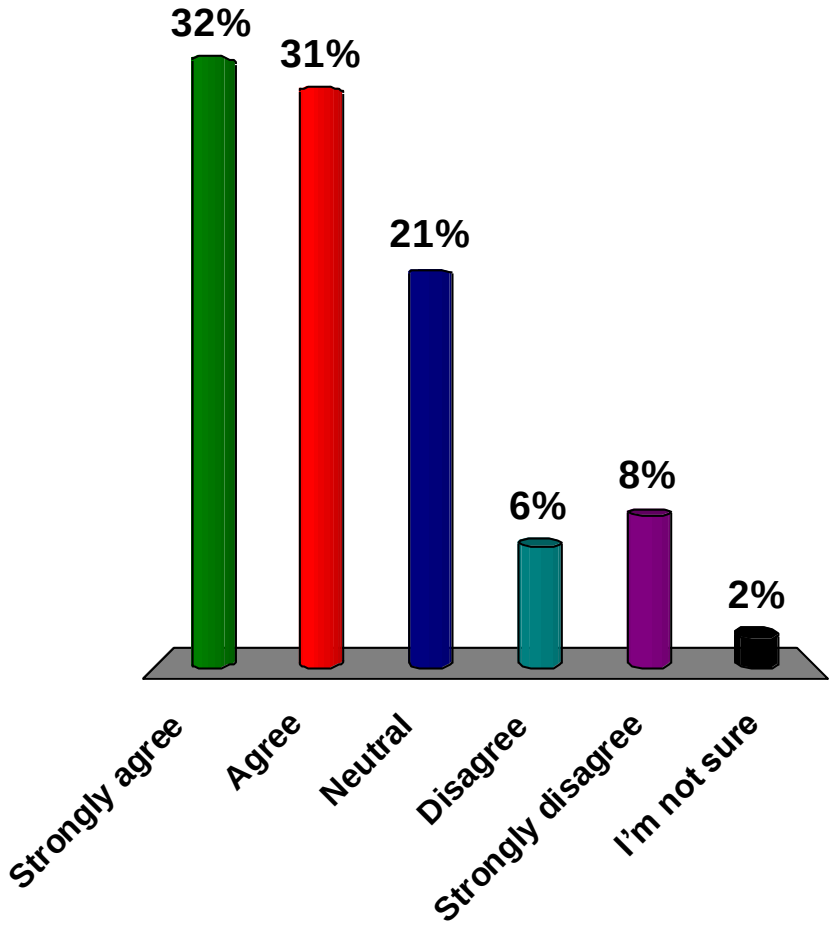
The future concept for Focus Area A reflects my ideas about the most successful future for this area.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



An iconic building at Spring Valley and Central would create a desirable new gateway into Richardson.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure

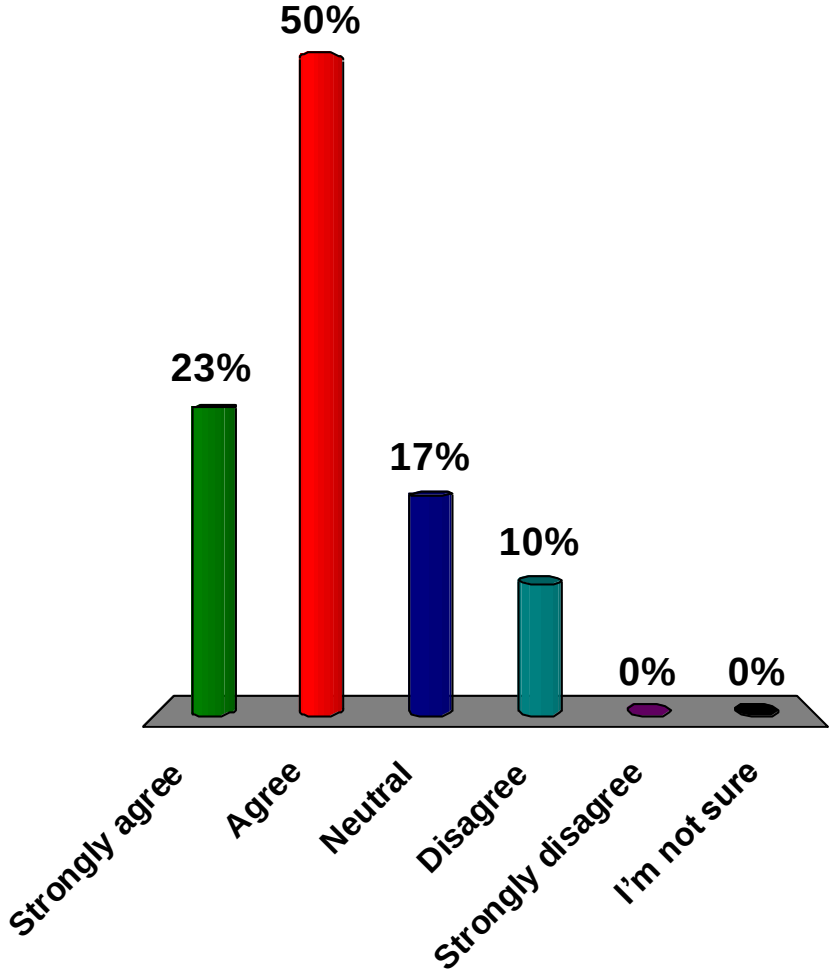


Framework Plan for Focus Area B

- East of Central: take advantage of the Central Trail, DART and Downtown
- West of Central: infill underutilized areas at/ near the Richardson Heights Shopping Center
- Tie areas on both sides of Central together with cohesive streetscape design (along Belt Line/Main Street)

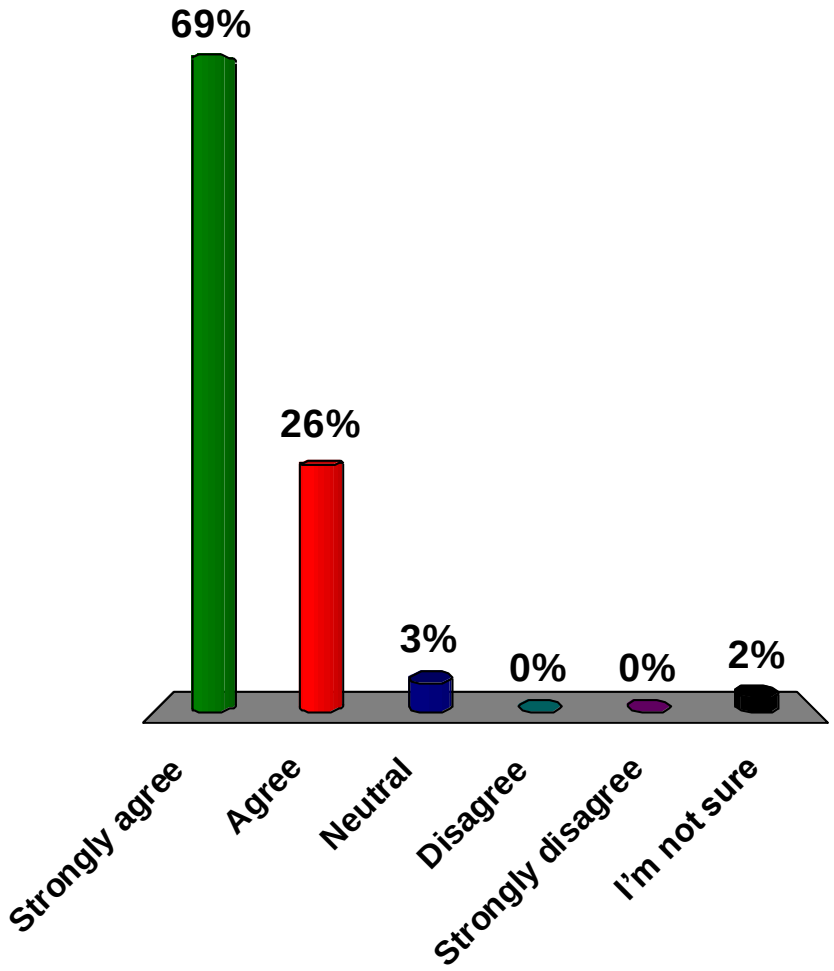
The future concept for Focus Area B reflects my ideas about the most successful future for this area.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



New shops, restaurants and other uses should infill the underutilized areas at and near the Richardson Heights Shopping Center.

1. <u>Strongly agree</u>
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure

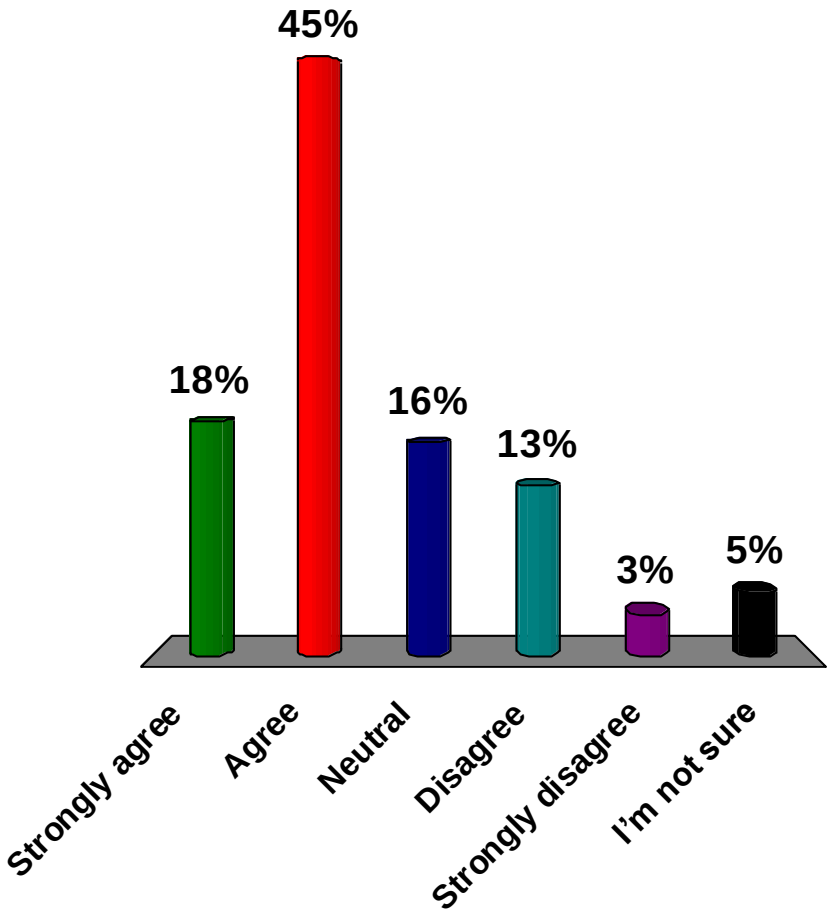


Framework Plan for Focus Area C

- Build upon the “historic” character
- Needs to be more inviting for pedestrians – wider sidewalks, lighting, landscape etc.
- Gateway and signage at Central

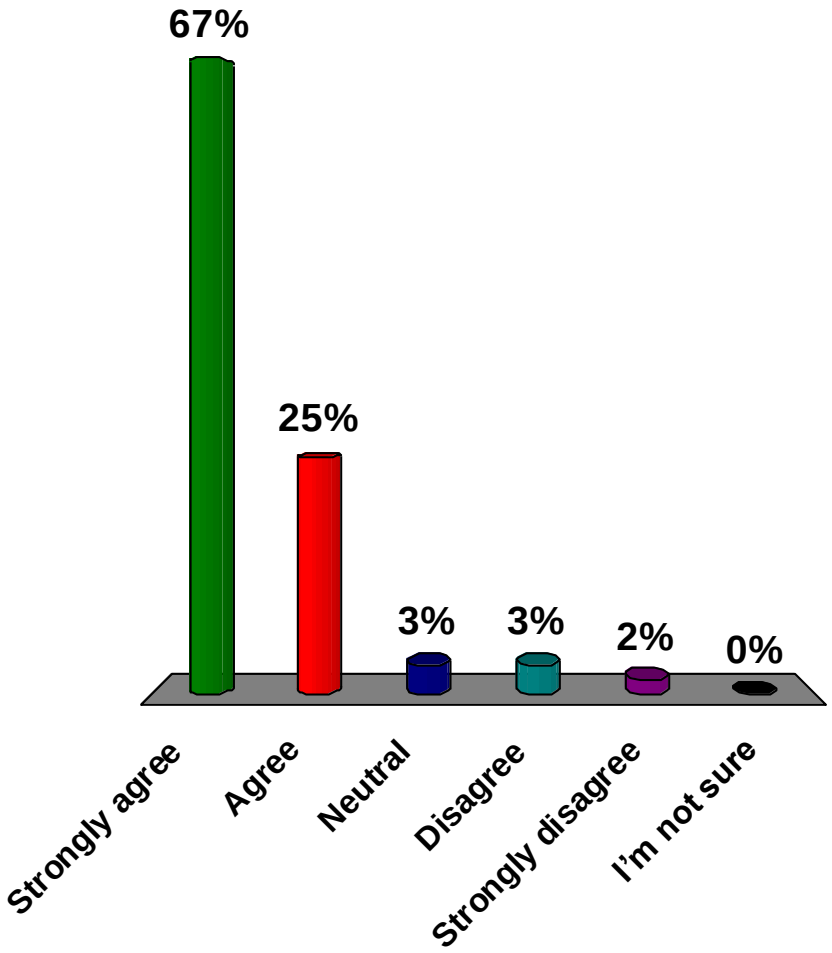
The future concept for Focus Area C reflects my ideas about the most successful future for this area.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



New activities and developments in this area should make it more inviting to pedestrians.

1. <u>Strongly agree</u>
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. I'm not sure



Community Workshop Stations

Next Steps

Project Status

- ✓ There have been introductory and status update **briefings** at the City Council and City Plan Commission
- ✓ **Online resources** are being used to increase awareness and participation (webpage, online survey and questionnaire, Facebook page)
- ✓ An **Open House** was held on July 10
- ✓ The **Focus Group Workshop** was held to prepare for the **Community Workshop**
- The **Final Public Input Session** is scheduled for November 8
- The **recommendation and implementation** plan will be presented to the City Council and City Plan Commission in December
- If the recommendation includes rezoning, that will take place as a separate phase in the overall study process

City Council Briefing
October 1, 2012

Online Survey and Questionnaire
Focus Group Workshop
Community Workshop

Image Source – Richardson Public Library