MEMO

DATE: March 7, 2014

TO: City Council

FROM: Tina Firgens, Planning Projects Manager

RE: Dallas Sites Tour – Saturday, March 8, 2014

On the back side of this memo is the itinerary for the Saturday, March 8, 2014 City Council tour of various sites within the Dallas region. The tour represents a variety of neighborhoods that are conceptually representative of visions that have been identified for the Central Place, Interurban, Chinatown and Main Street sub-districts, in preparation for initiating Main Street/Central Expressway Enhancement/Redevelopment – Phase 2.

The tour will leave Civic Center/City Hall promptly at 8:45am; therefore, please meet at the west entrance of the Civic Center/City Hall at 8:30am. Mayor Maczka will call to order the tour. Lunch will be provided during the tour at MiCocina at West Village. Staff will also provide light snacks and water for the tour. The tour will end at approximately 4:00pm.

The weather for Saturday is mid-50's with a 40% chance of rain. Please dress accordingly and wear comfortable shoes as we will be walking on the tour. You may also want to bring an umbrella.

March 8, 2014 Dallas Sites Tour Itinerary

8:30am – Meet at Civic Center/City Hall

8:45am – Depart Civic Center/City Hall

From 8:45am to 12:00pm

- Downtown Plano
- The Plaza at Preston Center
- Preston Center
- Knox Street

12:00pm – MiCocina at West Village – Lunch

From 1:30pm to 4:00pm

- West Village
- Design District

4:00pm – Return to Civic Center/City Hall

Dallas Sites Tour

Richardson City Council
March 8, 2014

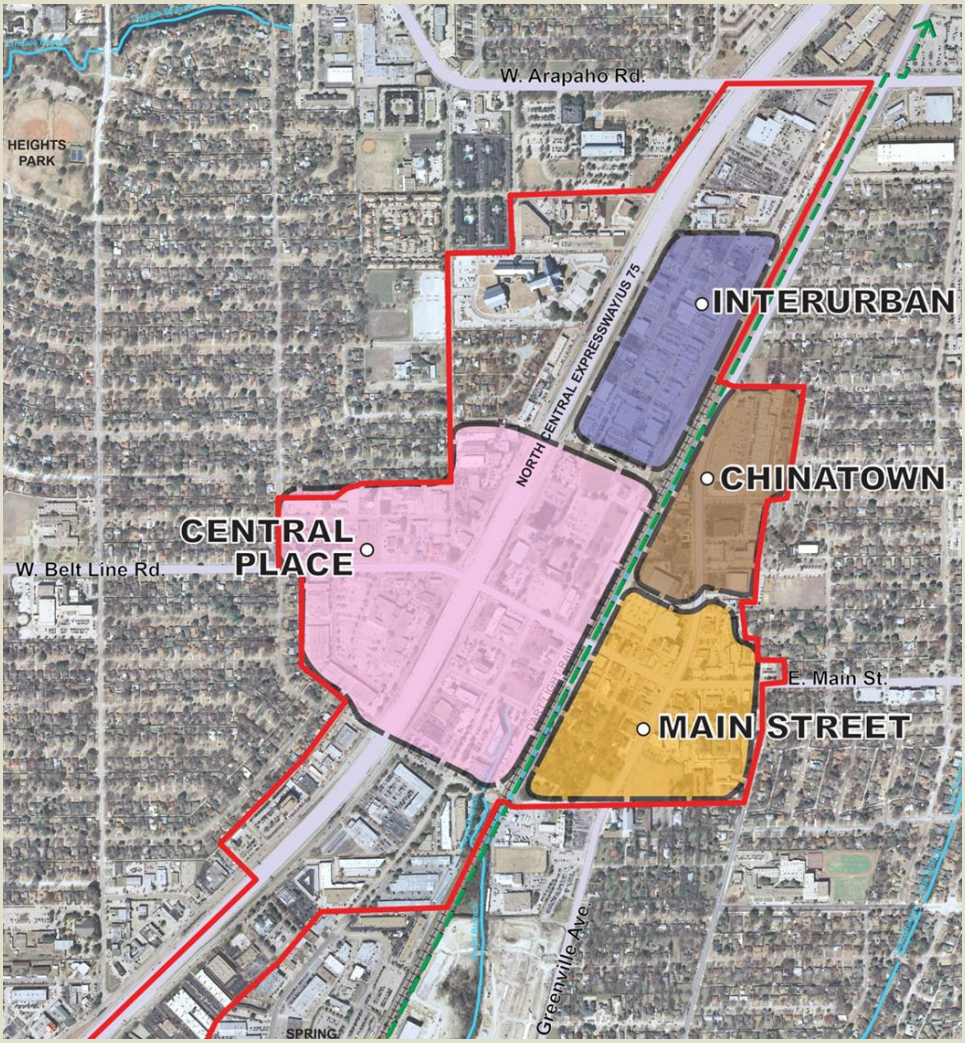
Dallas Sites Tour

The information in this notebook is intended to supplement City Council's tour of the Dallas sites listed below:

- Downtown Plano
- The Plaza at Preston Center
- Preston Center
- Knox Street
- West Village
- Design District

The following pages represent existing characteristics of the neighborhoods that City Council will be touring, and these neighborhoods are *conceptually representative* of the visions that have been identified for Richardson's four sub-districts – Central Place, Interurban, Chinatown and Main Street.

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



Tour Stop: Downtown Plano

Downtown Plano

- 15th Street and K Ave.
- 96 acres
- TIF district established 1999; scheduled retirement 2014

Comparable Sub-district: Main Street

- Belt Line Rd./Main St. at Greenville Ave.
- 37 acres

Adaptive Reuse & Infill Development

Main Street

Main St./Central study envisions adaptive reuse and infill development.

Study also envisions mixed-use development, maximum 3-story buildings on south side of Main St., east of the DART rail line.

Mixed residential uses could also occur with townhomes located adjacent to multi-family residential.

Downtown Plano

Area has a combination of adaptive reuse and infill development projects, including residential, nonresidential and mixed-use.

Pertinent examples of infill development include Urban Oil & Gas/Urban Rio (4-story office and restaurant) and Eastside Village II (existing 3- and 4-story mixed-use buildings).

Pertinent example of an infill multi-family and townhome project is 15th St. Village, located at 15th St. and G Ave.

"Adaptive reuse" defined:

Adaptive reuse is the process of renovating or repurposing an existing building to accommodate a new use that is different from the use for which the building was originally designed and constructed. The extent to which a building is altered can vary greatly – it can involve significant rehabilitation or minor renovation or upgrade to accommodate a new use.

"Infill" defined:

Infill is the use of vacant or underutilized sites within a previously developed area.

Tour Stop: Downtown Plano (cont.)

15th St.

- Two-lane undivided roadway through downtown; four-lane undivided roadway west of DART rail line
- 15,800 to 26,300 vehicle trips per day

14th St.

- Four-lane undivided roadway
- 17,000 vehicle trips per day

Belt Line Rd./Main St.

- Four-lane undivided roadway (east of DART rail line)
- 25,000-35,000 vehicle trips per day

Key consideration is to determine if Belt Line Rd./Main St. should be divided or undivided, and if on-street parking and an alternate mode of transportation is to be accommodated within the street (i.e. bicycle lane).

Roadway Design

Belt Line Rd./Main St.

Traverses east-west through Central Place and connects motorists to U.S. 75.; regional arterial roadway.

Elevated DART rail line sandwiched between Central Place and Main Street sub-districts; support structures constrain roadway widening.

15th St. and 14th St.

Both streets traverse east-west through Downtown Plano and connect motorists to U.S. 75; both local arterial roadways.

The 13th/14th Connector was constructed from U.S. 75 to G Ave. so motorists would not have to drive through downtown; has not significantly reduced traffic volumes as originally anticipated.

DART rail line traverses downtown and has at grade crossings at 15th St. and 14th St.

Tour Stop: Downtown Plano (cont.)

The study envisions public parking being provided in surface lots and potentially a garage structure. The opportunity to provide additional public parking exists today, through partnerships with owners of underutilized surface parking lots such as RISD, AT&T and multiple religious facilities.

The potential exists for approximately 1,160 public parking spaces within the Main Street sub-district, through partnerships with private property owners coupled with parking provided on city-owned land.

Parking

Main Street

Existing angled and parallel parking throughout sub-district; opportunities to create more and better defined on-street parking.

Study envisions public parking being provided in surface lots and potentially a garage located near Polk St. and Main St.

Downtown Plano

Existing, well-defined on-street parking – both angled and parallel parking.

Approximately 1,000 public parking spaces – both surface and structured – located throughout the downtown area: DART parking lot; Haggard Park; on-street parking; ground floor of mixed-use parking structures; and city hall.

Tour Stop: Downtown Plano(cont.)

Public Open Space/Amenities

Main Street

Main St./Central study envisions potential public plaza area in conjunction with Central Trail project between Interurban St. and Texas St. at Belt Line Rd./Main St.

Central Trail under construction along west edge of Main Street sub-district which will connect to existing trail segments to the north and south.

Downtown Plano

McCall Plaza is a city-owned public plaza at 15th St. and DART rail line (10,000 SF); city plans to expand plaza area to use in conjunction with adjacent parking lot for various events (40,000 SF total).

Tour Stop: Downtown Plano(cont.)

In addition to Downtown Plano, several of the tour stops have associations or partnerships that promote their respective neighborhoods through marketing, festivals and other activities which further support their local businesses. Though not included on the Dallas area tour, an excellent example of such an association is the Bishop Arts District Merchants Association which hosts events throughout the year that promote and support businesses in the district.

Additional information can be found about these neighborhoods and their events at:

visitdowntownplano.com

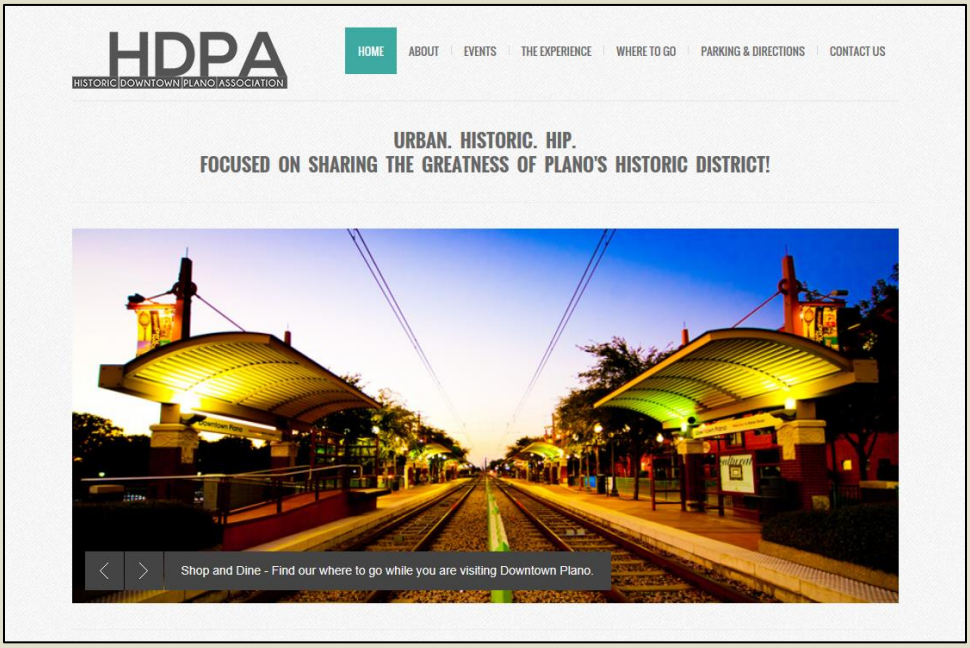
dallasdesigndistrict.net

westvillagedallas.com

knoxdallas.com

theplazaatprestoncenter.com

bishopartsdistrict.weebly.com



District Associations

Main Street

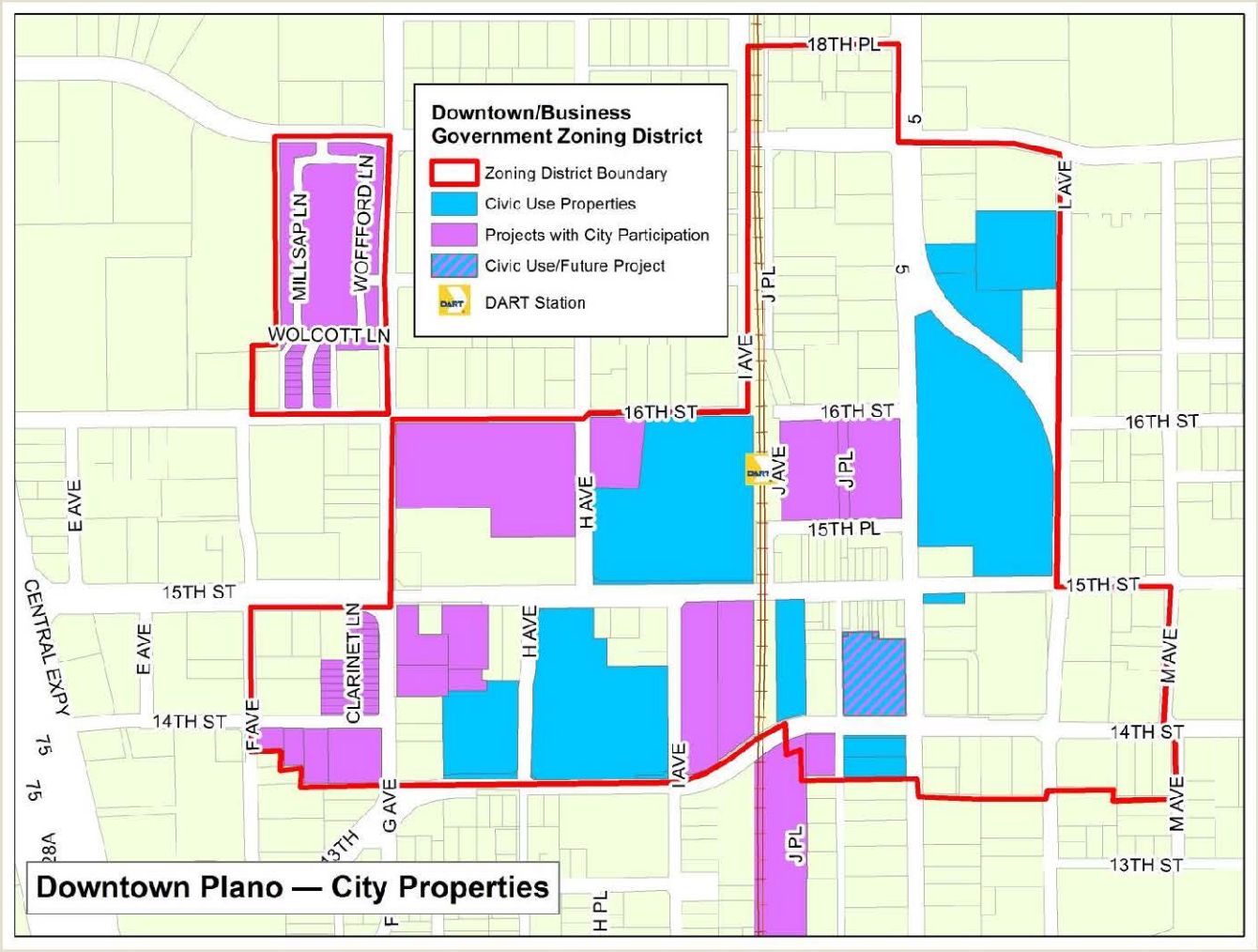
Main St./Central study suggests the formation of a Main Street District business association or similar entity to partner with the city on improvements, maintenance, marketing and activities.

Downtown Plano

Historic Downtown Plano Association (HDPA) was established in 2005 with support from the city, and has successfully promoted downtown through marketing, festivals and other activities.

Tour Stop: Downtown Plano (cont.)

The map below graphically summarizes the scale and scope of the city of Plano's commitment to leveraging reinvestment in its downtown. Since the mid-1980s, the city of Plano has invested more than $20 million in Downtown Plano.



Tour Stop: The Plaza at Preston Center

The Plaza

- Preston Rd. at Northwest Hwy.
- 14.8 acres
- 219,500 Sq. Ft. existing buildings
- Constructed 1955

Comparable Sub-district: Central Place (Southwest Quadrant – Richardson Heights Shopping Center)

- Belt Line Rd./Main St. at U.S. 75
- 18.8 acres
- 212,600 Sq. Ft. existing buildings
- Constructed 1956-1958

"Adaptive reuse" defined:

Adaptive reuse is the process of renovating or repurposing an existing building to accommodate a new use that is different from the use for which the building was originally designed and constructed. The extent to which a building is altered can vary greatly – it can involve significant rehabilitation or minor renovation or upgrade to accommodate a new use.

Infill Defined:

Infill is the use of vacant or underutilized sites within a previously developed area.

Adaptive Reuse & Infill Development

Central Place

Main St./Central study envisions adaptive reuse and infill development for the southwest quadrant of Central Place – Richardson Heights Shopping Center.

Study also envisions mixed-residential uses with plaza area at the corner of Belt Line Rd./ Main St., and additional infill retail uses.

Richardson Heights Shopping Center has experienced tear down and new infill development; renovation of the remaining multi-tenant building has occurred thus attracting new uses to the center.

No civic use presence.

The Plaza

Pertinent example of adaptive reuse of existing multi-tenant buildings and infill development.

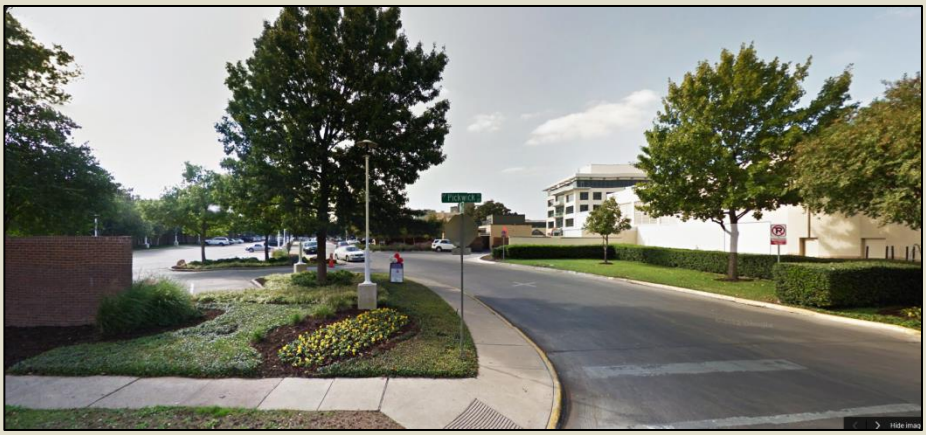
Renovations occurred to existing multi-tenant buildings (originally constructed in 1955) to accommodate new retail/restaurant tenants.

Pertinent example of new infill development is the 5-story office/library building with underground parking.

Civic use presence – public library.

Tour Stop: The Plaza at Preston Center (cont.)

Key consideration is to determine what is the appropriate maximum height for buildings within the Central Place sub-district.



Residential Neighborhood Adjacency

Central Place

Main St./Central study envisions multi-story buildings both in the northwest and southwest quadrants of the sub-district, adjacent to existing single-family neighborhoods.

One-story nonresidential buildings exist today adjacent to single-family neighborhoods.

Privacy fences and streets separate the non-residential uses from the adjacent single-family neighborhoods.

The Plaza

One and two story non-residential buildings adjacent to existing single-family neighborhoods, with views of taller buildings beyond.

Screening walls, landscaping and streets separate the non-residential uses from the adjacent single-family neighborhoods .

Tour Stop: The Plaza at Preston Center (cont.)

The Plaza site plan graphic below illustrates the characteristics of a pedestrian-oriented development including:

- Building placement
- Well-defined grid street system
- Narrower street cross-section with the use of angled parking
- Open space
- Landscape areas

These are all characteristics envisioned for the Central Place sub-district.

Pedestrian-Oriented Sense of Place

Central Place

Main St./Central study envisions pedestrian-oriented development at the southwest quadrant with:

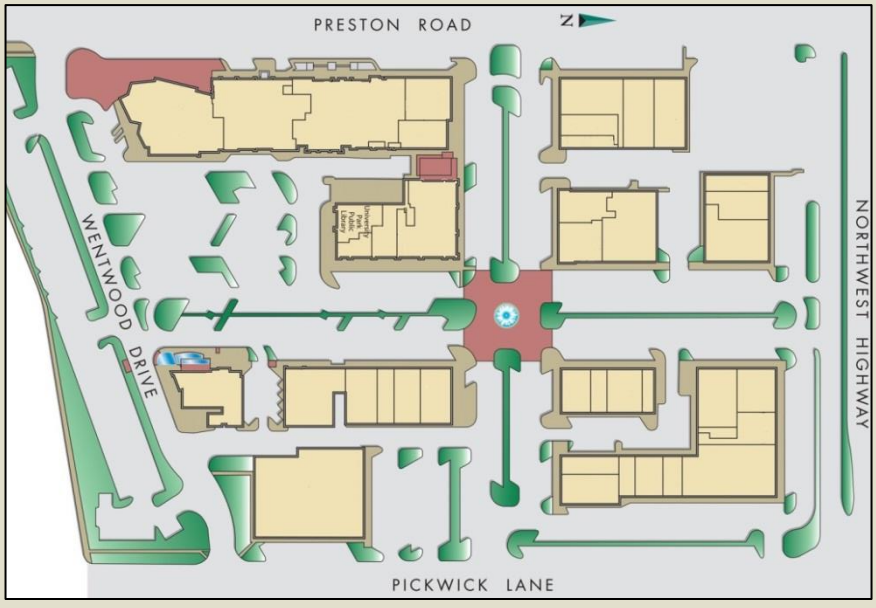
- Reconfigured parking
- Well-defined drive aisles
- Interior landscaping to tame the parking lot, provide shade, and improve the visual appeal
- New infill buildings to occupy the large parking area voids

The Plaza

Pertinent example of a pedestrian-oriented sense of place:

- Angled parking results in a more comfortable, narrower street cross-section for pedestrians to walk
- Quality interior landscaping tames the parking lot, provides shade, and is visually appealing
- Reduced space between buildings
- Use of awnings and storefront windows reduces building mass to a human scale and engages pedestrians visually and functionally

The Plaza Site Plan



Tour Stop: The Plaza at Preston Center (cont.)

The parking areas at the north end of The Plaza are a good example of how parking lots can be tamed to be visually appealing and functionally efficient.

Whereas, the parking for the new office/library building near the south end of The Plaza is a parking lot that is both less aesthetically pleasing and less pedestrian friendly.

Parking

Central Place

Richardson Heights Shopping Center characterized by large surface parking areas.

Existing trees along interior drive aisles provide the basis for better defining the interior "streets"; could be supplemented with additional trees, shrubbery, and seasonal color landscaping.

The Plaza

No large surface parking lots within the development, with the exception of the parking on the south side of the office/ library building.

Parking areas have well-defined drive aisles, angled parking and interior landscaping to make the parking lot more visually aesthetic and pedestrian friendly.

Tour Stop: The Plaza at Preston Center (cont.)

Public Open Spaces/Amenities

Central Place

Main St./Central study envisions an inviting public plaza area where people can gather, at the southwest corner of Belt Line Rd./Main St. and U.S. 75.

The Plaza

A water fountain exists within the interior of the development at the traffic circle; otherwise, there are no other public plaza spaces provided. People gather at restaurant patios.

Tour Stop: Preston Center

Preston Center

- Douglas Ave. at Northwest Hwy.
- 60 acres
- 3,695,900 Sq. Ft. existing buildings
- 3,397,000 Sq. Ft. structured parking
- Tallest building: 23-story residential condominium (104 units)

Comparable Sub-district: Central Place (Northwest Quadrant)

- Belt Line Rd./Main St. at U.S. 75
- 21 acres
- 162,195 Sq. Ft. existing buildings

While junior anchor retail for the northeast quadrant of Central Place is one development opportunity, alternate types of more dense development could also be appropriate at this location.

Nonresidential Uses

Central Place

Main St./Central study envisions multi-story commercial office uses, structured parking, and retail uses for the northwest quadrant of the sub-district.

Study envisions for the northeast quadrant additional commercial office uses, infill retail uses along Belt Line Rd./Main St., and junior anchor retail that is more automobile oriented (i.e., free-standing) at the north end of the quadrant.

Infill retail development in the Central Place sub-district is envisioned to be an urban form in select areas.

Opportunity exists to have a healthy mix of national retailers and local merchants (i.e., “Mom and Pop” retailers); higher rents likely to be absorbed by national retailers while lower rent spaces will be absorbed by local merchants.

Preston Center

Pertinent example of office, residential and hotel uses (including structured parking) of varying heights and densities.

Junior anchor retail stores located in an urban form (i.e., Ross and Marshalls).

Local merchants and destination stores are located within the interior of the development (along Sherry Lane) which has ample parking, but is not pedestrian friendly.

National retailers are located along, or are visible from major roads, yet have no significant parking in front of the stores and are more pedestrian inviting.

Tour Stop: Preston Center (cont.)

Key consideration is to determine the appropriate maximum height for buildings within the Central Place sub-district.

The attached map identifies building heights within Preston Center.

Household incomes and home values in proximity to Preston Center are significantly higher than those found in neighborhoods near the Central Place sub-district in Richardson. The Preston Center area compellingly demonstrates that dense commercial development characterized by significant building mass and height can be situated in proximity to low density, single-family residential neighborhoods without impairing residential property values and quality of life.

The market analysis completed during the Main St./Central study confirmed that the Central Place sub-district is not performing to its full potential in terms of drawing support from its trade area. Therefore, opportunity exists for the sub-district to capture a substantially larger share of the overall trade area that would sustain a greater level of business activity in an environment consistent with the study area vision.

Residential Neighborhood Adjacency

Central Place

Main St./Central study envisions multi-story commercial office uses with structured parking in the northwest quadrant of the Central Place sub-district, between Custer Rd. and U.S. 75.

Northwest quadrant has a smaller, compressed land area for transitioning building heights adjacent to the existing single-family residences.

Study also envisions multi-story mixed-residential in the southwest quadrant (Richardson Heights Shopping Center).

Privacy fences and streets separate nonresidential uses from the nearby single-family residences today.

Preston Center

Analogue for office, hotel, and residential uses at greater densities and taller heights, north of nearby existing single-family residential neighborhoods.

Taller office buildings also located along Preston Rd. across from single-family neighborhoods to the east.

Difficult to see taller nonresidential buildings from nearby single-family neighborhoods due to distance separation and mature tree canopy.

Screening walls and landscaping buffer nonresidential uses from adjacent single-family neighborhoods in certain locations; otherwise, streets separate the nonresidential uses from the single-family neighborhoods.

Tour Stop: Preston Center (cont.)

"Adaptive reuse" defined:

Adaptive reuse is the process of renovating or repurposing an existing building to accommodate a new use that is different from the use for which the building was originally designed and constructed. The extent to which a building is altered can vary greatly – it can involve significant rehabilitation or minor renovation or upgrade to accommodate a new use.

"Infill" defined:

Infill is the use of vacant or underutilized sites within a previously developed area.

Adaptive Reuse & Infill Development

Central Place

Opportunity exists for adaptive reuse, in addition to the infill development and redevelop-ment which is envisioned within all four quadrants of the Central Place sub-district.

Preston Center

Pertinent examples of retail and restaurant uses in an adaptive reuse setting.

Successful adaptive reuse evidenced by departure of long term tenants and arrival of new businesses that have repurposed former tenant spaces.

Adaptive reuse has been ongoing for more than four decades.

Tour Stop: Preston Center (cont.)

Public Open Spaces/Amenities

Central Place

Main St./Central study envisions public plazas or open space areas where people can gather.

Opportunity exists to appropriately locate and create public plazas and/or open space areas within the Central Place sub-district.

Preston Center

No public plazas or open spaces exist within Preston Center; people gather at restaurant patios.

Parking

Central Place

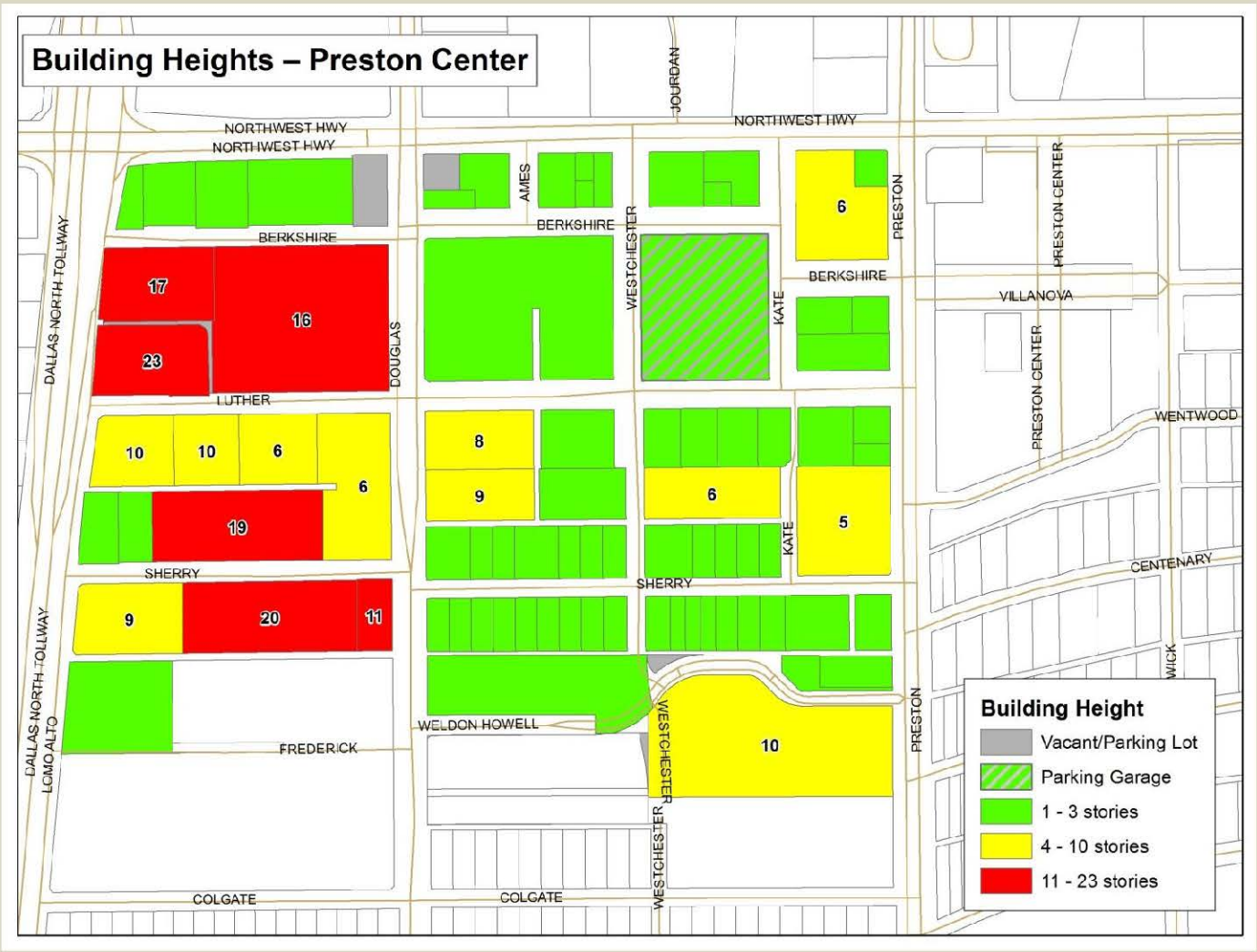
Main St./Central study envisions structured parking potentially being provided as sites develop and/or redevelop. Structured parking, if provided, needs to be designed and sited carefully.

Preston Center

A central “feature” of the retail/restaurant area in Preston Center is a public parking garage; although unattractive and utilitarian in appearance, it serves a valuable purpose to retain businesses.

Tour Stop: Preston Center (cont.)

The map below illustrates building heights within Preston Center.



Tour Stop: Knox Street

Knox Street

- Knox St. at U.S. 75
- 23.4 acres
- PID established 2011; scheduled retirement 2018

Comparable Sub-district: Main Street

- Belt Line Rd./Main St. at Greenville Ave.
- 37 acres

"Public Improvement District (PID)" defined:

A district that is a special assessment area created at the request of the property owners within the district. The property owners pay an assessment in addition to their property taxes, which the PID uses for services and improvements such as: landscaping and lighting; maintenance; cultural or recreational improvements; and marketing.

Adaptive Reuse & Infill Development

Main Street

Main St./Central study envisions mixed-use buildings at maximum three stories along Belt Line Rd./Main St.

Area south of Polk St. and east of Greenville Ave. envisioned to become higher intensity buildings including mixed-residential, townhome, live-work or retail buildings.

Study also anticipates potential for adaptive reuse of some existing buildings within the Main Street sub-district.

Existing retail and restaurant businesses are local merchants (no national businesses).

Knox Street

One and two story nonresidential buildings front Knox St.; tenants have repurposed the existing buildings over time.

New multi-family infill development within the district north of Knox St.

District experiencing incremental redevelopment with new retail construction (i.e., Apple Store, Crate and Barrel).

Mix of national and local businesses; existing tenants are being relocated to different locations within the district to accommodate new development.

Tour Stop: Knox Street (cont.)

Knox St.

- Four-lane undivided east of Travis St.; two-lanes undivided west of Travis St.
- 16,000 vehicle trips per day

Belt Line Rd./Main St.

- Four-lane undivided roadway (east of DART rail line)
- 25,000-35,000 vehicle trips per day

Key consideration is to determine if Belt Line Rd./ Main St. should be divided or undivided, and if on-street parking and an alternate mode of transportation is to be accommodated within the street (i.e., bicycle lane).

Knox Street has been selected as a city of Dallas "Complete Streets" pilot project, and will get a makeover that includes enhanced sidewalk, pedestrian lighting, and bike lanes. The Knox Street Public Improvement District is working with the city to develop the plans.

Roadway Design

Belt Line Rd./Main St.

Traverses east-west through Main Street sub-district and connects motorists to U.S. 75.; regional arterial roadway.

Main St./Central study envisions a walkable, pedestrian-oriented environment along Belt Line Rd./Main St.

Knox St.

Traverses east-west through district and connects motorists to U.S. 75; local arterial roadway.

Pertinent example of a walkable, pedestrian-oriented street with slightly wider sidewalks, on-street parking, and street trees.

Tour Stop: Knox Street (cont.)

The Katy Trail is a 3.5-mile hike and bike trail through Dallas that follows along former railroad right-of-way, and currently extends from Airline Rd. near the SMU campus, through the Knox Street and West Village neighborhoods, ending at Lyte St. near the American Airlines Center. Longer term plans include connecting the trail to White Rock Lake and the Trinity River.

There are over 300,000 residents living within one mile of the trail system. A non-profit organization helps advocate support for the trail, and raise private funds to help the city of Dallas build and maintain trail improvements.

Richardson's Central Trail is an approximate 5-mile hike and bike trail that will extend from Renner Road, through the Main St./ Central corridor, south to Spring Valley Station upon completion of this current construction phase. The Central Trail will eventually extend northward to Bush Turnpike Station, connecting all the DART rail stations in the city.

Public Open Space/Amenities

Main Street

Central Trail hike and bike trail will intersect with Belt Line Rd./ Main St. at Interurban St.

Main St./Central study envisions potential public plaza area in conjunction with Central Trail at Belt Line Rd./Main St.

Opportunity exists to create an inviting public space which could also include programming of special events.

Central Trail has potential to bring people to downtown Richardson, support local businesses, and even catalyze private investment.

Knox Street

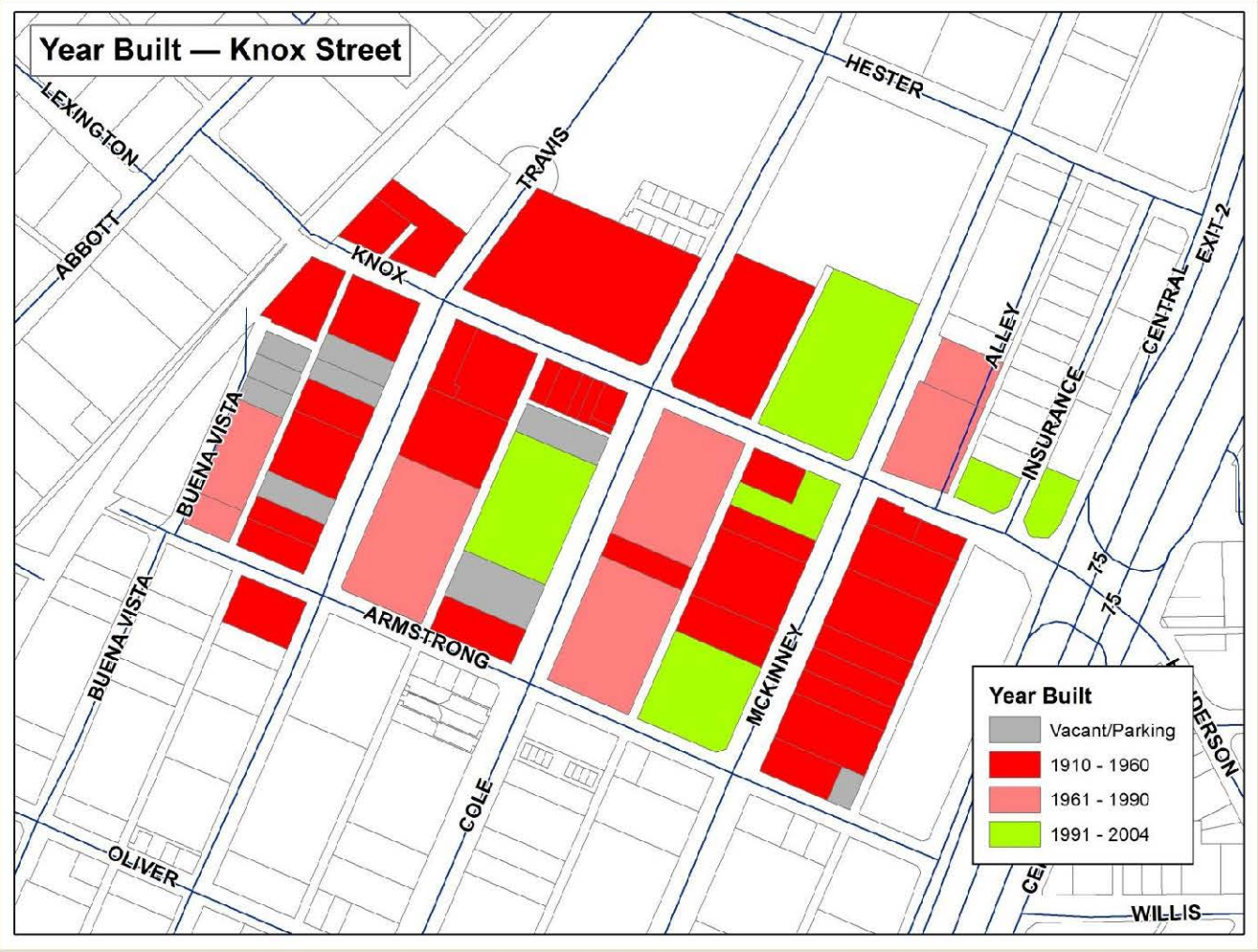
Pertinent example is the Katy Trail intersecting with Knox St.

Small gathering area provided on either side of Knox St. with benches and rhythmic/nature music provided at the street/trail intersection.

Example of an alternate mode of transportation for bringing people to the area.

Tour Stop: Knox Street (cont.)

The map below depicts the time period when the individual properties were initially developed, except for the properties shaded 1991 and later which have undergone redevelopment.



Tour Stop: West Village

West Village

- Blackburn St. at U.S. 75
- 37 acres
- 1,340 existing multi-family units (381 units under construction)
- TIF district established 1992; retired in 2012
- PID established in 1993; renewed in 2000 and 2005

Comparable Sub-district: Central Place (east of U.S. 75)

- Belt Line Rd./Main St. at U.S. 75
- 78 acres total (38 acres east of U.S. 75)

Key consideration is to determine what is the appropriate maximum height for buildings within the Central Place sub-district.

Mixed-use & Residential Uses

Central Place

Main St./Central study envisions mid-rise residential and mixed-use in the southeast quadrant, with higher development densities adjacent to U.S. 75.

West Village

Pertinent examples of higher density residential uses adjacent to U.S. 75 include:

- The Monterey
- Allure
- The Mondrian CityPlace

Pertinent examples of mixed-use at lower densities include Lennox at West Village (south-east corner of Cole Ave. and Blackburn St.)

Many examples of buildings of varying heights throughout area (see attached map).

Tour Stop: West Village (cont.)

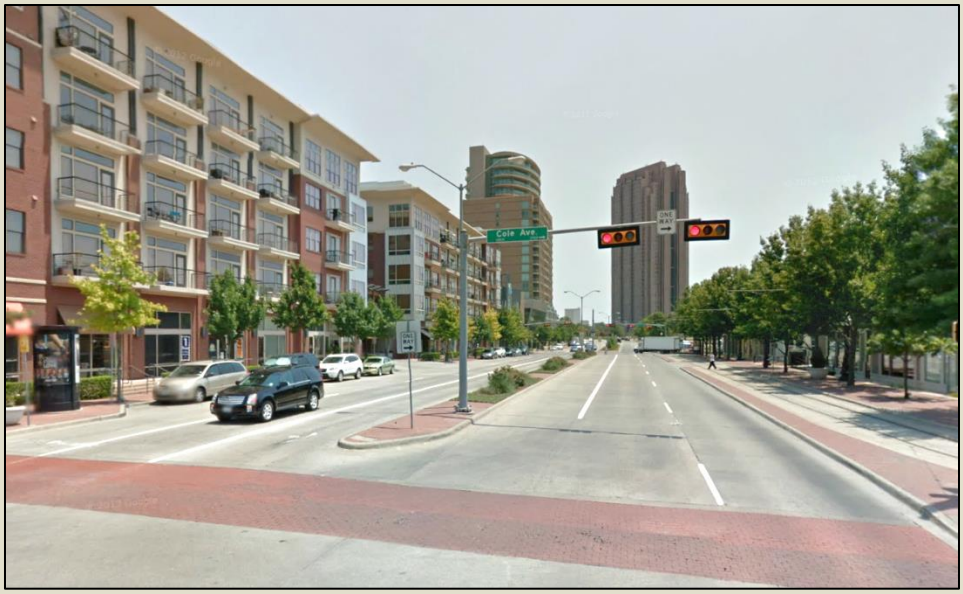
Blackburn St.

- Four-lane divided roadway
- Separate trolley lane along south side of road
- 19,000 vehicle trips per day

Belt Line Rd./Main St.

- Four-lane divided roadway (west of DART rail line)
- 25,000-35,000 vehicle trips per day

Key consideration is to determine if Belt Line Rd./ Main St. should be divided or undivided, and if on-street parking and an alternate mode of transportation is to be accommodated within the street (i.e., bicycle lane).



Roadway Design

Belt Line Rd./Main St.

Traverses east-west through Central Place sub-district and connects motorists to U.S. 75.; regional arterial roadway.

Blackburn St.

Traverses east-west through West Village and connects motorists to U.S. 75; local arterial roadway.

Pertinent example of a median divided arterial roadway, with one side of street (north side) having on-street parking and the south side accommodating an alternate mode of transportation (i.e., trolley)

Tour Stop: West Village (cont.)

While junior anchor retail for the northeast quadrant of Central Place is one development opportunity, alternate types of more dense development could also be appropriate at this location.

Key consideration is to determine what is the appropriate maximum height for buildings within the Central Place sub-district.

Nonresidential Uses

Central Place

Main St./Central study envisions junior anchor retail that is more automobile oriented (i.e., free-standing) for the northeast quadrant of the sub-district.

Study also envisions additional office uses in the northeast quadrant.

West Village

No free-standing junior anchor retail tenants; uses are incorporated into a mixed-use setting at the ground floor level.

There are few, if any office towers within West Village; however, the scale and form of the existing residential buildings is comparable to dense office development in an urban mixed-use setting.

Many examples of buildings of varying heights throughout area (see attached map).

Tour Stop: West Village (cont.)

Building Design

Central Place

Building articulation can be accomplished with awnings and cornices; however, placement of doors and windows should also be given careful consideration.

West Village

Pertinent example of an articulated façade with good placement of doors and windows is the existing building west of McKinney Ave./ Cityplace Blvd.

Branding

Central Place

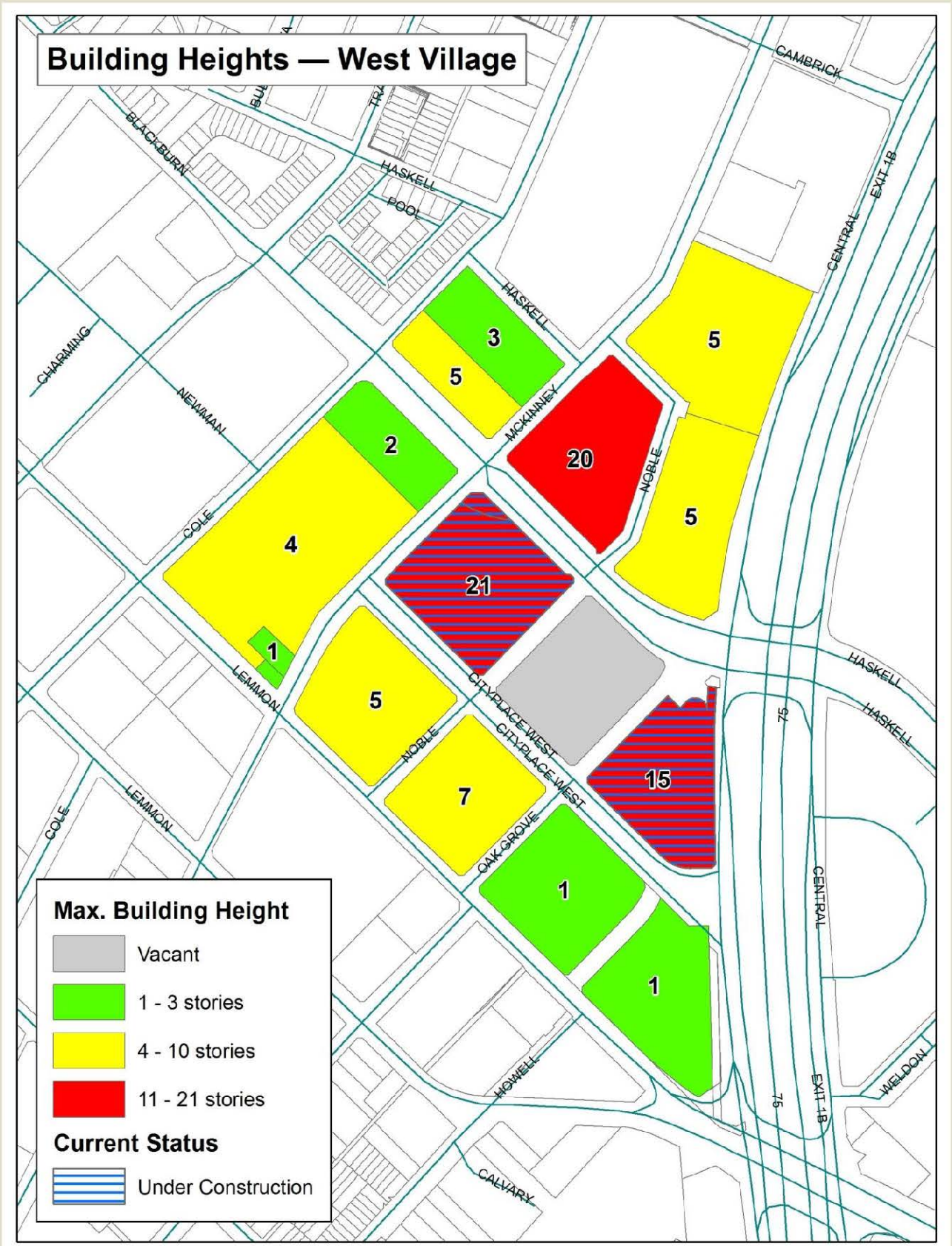
Main St./Central study envisions branding and/or theming the individual sub-districts.

West Village

Totem sign at U.S. 75 and Blackburn St. denoting entrance to the Uptown neighborhood, which includes West Village.

Tour Stop: West Village (cont.)

The map below illustrates building heights within West Village.



Tour Stop: Design District

Design District

- Dragon St. and Slocum St. only, south of Oak Lawn Ave.
- 92 acres
- TIF district established 2005; anticipated retirement 2027

Comparable Sub-district: Interurban

- Interurban St. at Greer St.
- 25 acres

"Adaptive reuse" defined:

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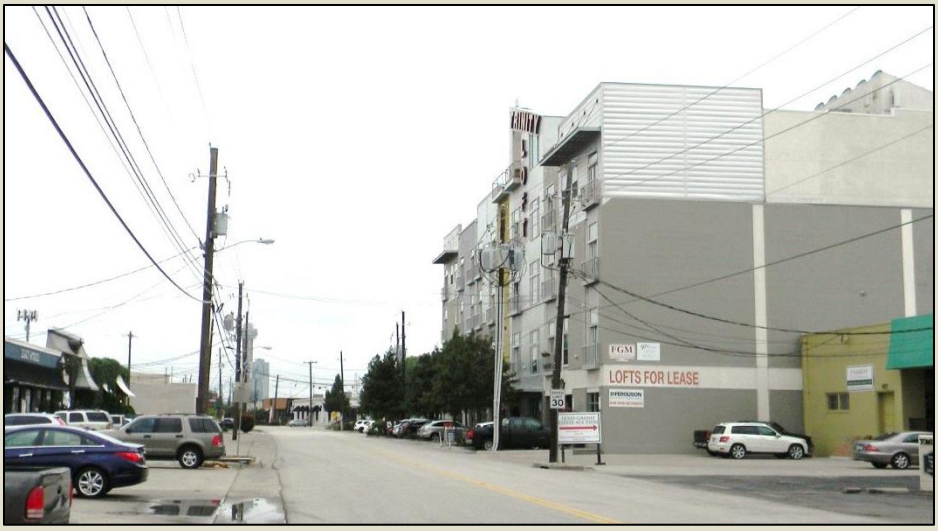
"Infill" defined:

Infill is the use of vacant or underutilized sites within a previously developed area.



Adaptive Reuse & Infill Development

Interurban

Main St./Central study envisions adaptive reuse and infill development that is edgy and eclectic.

No residential uses exist today; study envisions mixed residential and live-work units.

Characterized by former warehouse buildings that are currently automotive, builder supply, and contract construction oriented uses.

Design District

Predominantly adaptive reuse with limited infill development (Trinity Lofts).

Considered edgy and eclectic.

Predominantly nonresidential uses; however, there is one multi-family project (Trinity Lofts) which also has live-work units.

Former warehouse buildings; predominantly gallery and interior decorating/furnishings uses with limited services uses (e.g., catering) exist today.

Tour Stop: Design District (cont.)

92% of the buildings along Dragon St. and Slocum St. were initially constructed prior to 1971.

45.3% of the buildings within the Interurban sub-district were initially constructed prior to 1971.

Building Design

Interurban

Buildings sit uniformly close to the streets in a row.

Existing building facades are representative of the time period in which the buildings were constructed; opportunity exists for improved identity presence for individual tenants through use of materials and/or color.

Design District

Buildings sit uniformly close to the streets in a row.

Pertinent examples of building exteriors vary from colorful painted buildings to more extensive renovated facades, thus providing identity for individual tenants within the largely uniform multi-tenant row buildings.

Tour Stop: Design District (cont.)

Parking

Interurban

Limited on-site parking; therefore, parking occurs on adjacent streets (typically parallel).

Main St./Central study envisions parking being provided within shared lots; opportunities to create landscape portals between buildings and streets including connections to existing sidewalks.

Design District

Little to no on-site parking; therefore, parking occurs predominantly on the adjacent streets (both angled and parallel).

Existing streets used for loading purposes also.

Tour Stop: Design District (cont.)

Pedestrian Mobility

Interurban

Existing public sidewalks along streets throughout sub-district.

Opportunities to create a unique, eclectic urban design palette incorporating strong pedestrian connectivity to the Central Trail.

Design District

No sidewalks except in limited areas; pedestrians have to walk around utility poles within sidewalks and/or walk in the street.

Tour Stop: Design District (cont.)

Branding

Interurban

Interurban sub-district is highly visible from U.S. 75 main lanes and frontage road and its boundaries are well defined, thus an opportunity to better brand the area.

Design District

District signage in the form of steel totems and landscaping identifies the area, such as at Hi-Line Dr. and IH-35.

Similar signage also located at Hi-Line Dr. and Oak Lawn Ave. for consistent branding of district.

Steel totems are representative of the district's industrial past yet consistent with the eclectic, edgy nature of the district today.

Tour Stop: Design District (cont.)

Landscaping

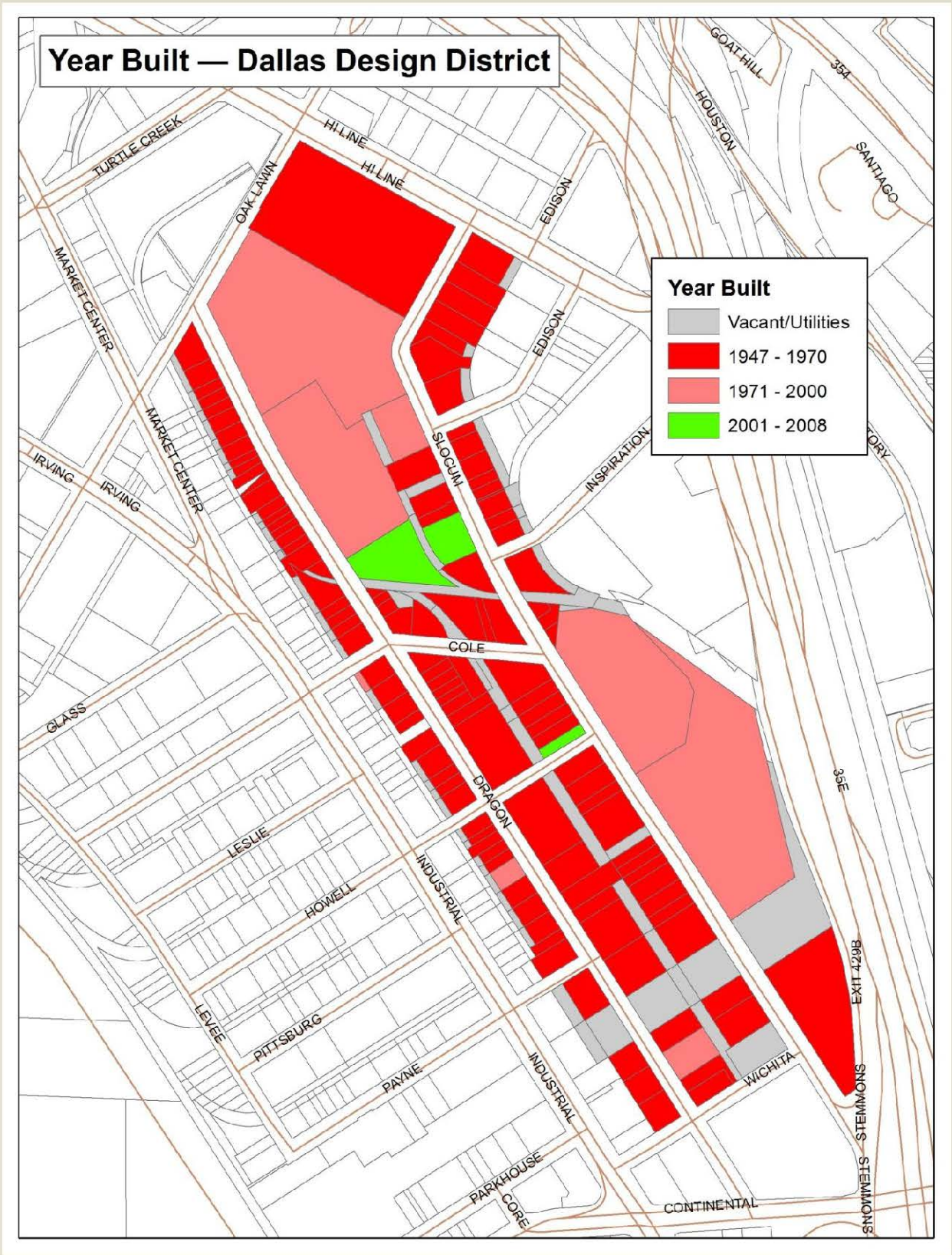
Interurban

Minimal landscaping in certain areas; non-existent within other areas.

Opportunities to create landscaped pedestrian portals between buildings and connections to existing streets.

Design District

Pertinent examples of enhanced landscape areas at building entrances where there are recessed areas.

Tour Stop: Design District (cont.)

The map below depicts the time period when the individual properties were initially developed, except for the properties shaded 2001 and later which have undergone redevelopment.