

# Main Street / Central Expressway Corridor Study – September 19<sup>th</sup>, 2012 Community Workshop

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Thank you for coming! Your ideas and feedback are important to this project and to the future of this very prominent corridor in the City of Richardson.

Since the July Open House session for this study, a great deal of analysis has been completed. The comments from Open House participants have been supplemented by public input through an online questionnaire and an issues-oriented online survey, and a small ‘focus group’ of Richardson residents and business owners spent last Saturday creating detailed concepts for the corridor. So there is a lot to report!

This evening’s session is designed to make the most of your time and give you options in the way you provide feedback on the work that’s been done so far. The agenda is shown below. The ‘Presentations’ and ‘Feedback’ sessions will give you an overview of preliminary concepts and a time to ask questions or make comments about the overall corridor. The ‘Station Discussions’ offer the ability to have a more detailed discussion about the topics or areas that interest you the most.

## Agenda

<b>Time (approximate)</b>	<b>Activity</b>	<b>Location</b>
6:30 p.m.	Presentations <ul style="list-style-type: none"><li>• Study Overview</li><li>• Background Information</li><li>• Focus Group Workshop Overview</li></ul>	Richardson Room
7:30 p.m.	Feedback <ul style="list-style-type: none"><li>• Questions and Answers</li><li>• General Discussion</li><li>• Keypad Polling</li></ul>	Richardson Room
8:25 p.m.	Station Discussions <ul style="list-style-type: none"><li>• Discuss Detailed Topics and Focus Areas</li><li>• Additional Feedback</li></ul>	See Station List Below
9:15 p.m.	Adjourn	

## Station Discussions

Each of the six stations for this evening’s workshop addresses a specific topic or a particular focus area within the Main Street / Central Expressway Corridor. At each station you will find exhibits that share the focus groups’ preliminary ideas. Focus group participants – Richardson residents and stakeholders – will be there to discuss these ideas with you. City staff and consultant team members will also be available to answer questions and talk with you about concepts that will make this corridor a successful, thriving part of Richardson’s future. The station topics and discussion questions are listed on the back page, along with the station locations. Feel free to visit as many stations as you like.

## Station List

Station Topic and Location	Questions to Consider
<b>Mobility</b> Huffhines Room	<ul style="list-style-type: none"> <li>• U.S. 75 is a major barrier separating the two sides of the Corridor. What are the best strategies to overcome this barrier and reconnect the community?</li> <li>• How can we make it easier for someone to reach the destinations within this Corridor from the nearby DART stations?</li> <li>• Is more parking needed and, if so, where should it be located?</li> <li>• What improvements will make travel to and within this Corridor more appealing to people walking or riding bikes?</li> <li>• What other suggestions and feedback can you contribute to this study?</li> </ul>
<b>Destinations for People</b> Huffhines Room	<ul style="list-style-type: none"> <li>• What destinations, activities, uses and events will do the most to draw people to this Corridor?</li> <li>• What additional residential choices should be available here?</li> <li>• How and where can restaurant clusters be added to attract more people?</li> <li>• What changes to the Corridor will encourage people to locate their businesses here?</li> <li>• What other suggestions and feedback can you contribute to this study?</li> </ul>
<b>Identity and Design</b> Huffhines Room	<ul style="list-style-type: none"> <li>• To many people driving through on Central Expressway, this Corridor defines Richardson. What identity or image should it convey in the future?</li> <li>• How can the Corridor's future image benefit from the area's creeks, open spaces and the new Central Trail?</li> <li>• What design features or identity will make this Corridor's office and industrial areas distinctive and appealing?</li> <li>• What other suggestions and feedback can you contribute to this study?</li> </ul>
<b>Focus Area A</b> West Alcove	<ul style="list-style-type: none"> <li>• How well do these concepts fit with your ideas for the area's future?</li> <li>• What sort of building or development at Spring Valley and Central would create an important gateway into Richardson?</li> <li>• What new uses or activities would support and build on Fossil's location here?</li> <li>• What housing choices here will attract people who want to live near DART?</li> <li>• What other suggestions and feedback can you contribute to this study?</li> </ul>
<b>Focus Area B</b> West Alcove	<ul style="list-style-type: none"> <li>• How well do these concepts fit with your ideas for the area's future?</li> <li>• What uses and activities east of Central Expressway will make the most of the Central Trail, DART and proximity to Downtown?</li> <li>• What developments should infill the area at and near the Richardson Heights Shopping Center?</li> <li>• Are there design features (like landscaping, street furniture, lighting, signage) that should convey this area's identity? What should they be like?</li> <li>• What other suggestions and feedback can you contribute to this study?</li> </ul>
<b>Focus Area C</b> West Alcove	<ul style="list-style-type: none"> <li>• How well do these concepts fit with your ideas for the area's future?</li> <li>• How should future development, uses and architectural design build on Downtown's character?</li> <li>• What important gathering places should be created here?</li> <li>• What gateway features (from Central or elsewhere) will attract more people to Downtown?</li> <li>• How can this area be made more inviting to pedestrians?</li> <li>• What other suggestions and feedback can you contribute to this study?</li> </ul>