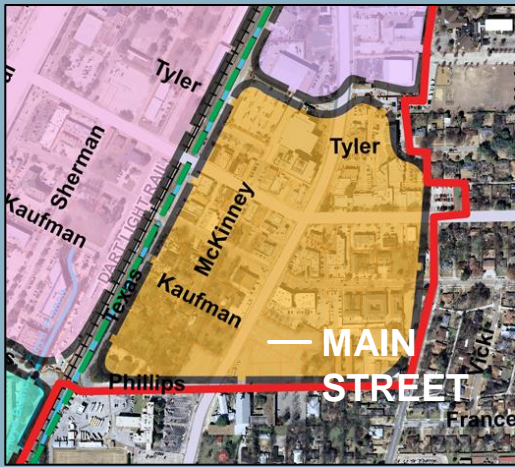
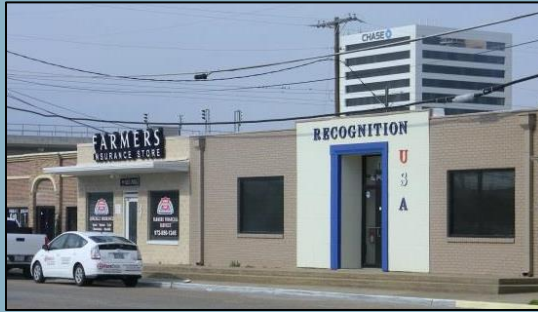


Main Street: Today



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



Existing businesses on Polk St.



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



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



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



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

Existing Uses & Conditions

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

Opportunity Sites

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

Main Street: Future

The Vision

- Creates a multi-generational, eclectic “heart” for the community based on a mix of uses and cultures, and a mix of old and new
- Provides an additional opportunity for an entertainment destination in the community



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

Implementation

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



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



Townhome building

Companion Dallas Sites

- Downtown Plano
- Knox Street



Retail building on Belt Line Rd./Main St.



Mixed-use building

Key Words

- Walkable
- Social
- Eclectic

Product Types

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

Future Opportunities

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