



ONLINE COMMUNITY INPUT ACHIEVING THE COMMUNITY'S VISION FOR THE MAIN STREET/CENTRAL EXPRESSWAY CORRIDOR

Survey Responses

An online survey was conducted as part of the initial community input for the Main Street/Central Expressway Corridor – Rezoning Initiative (Phase III South End). The online survey provided an additional opportunity for interested individuals to provide comments about this part of the corridor. The survey supplements the input received at a Community Workshop held at Richardson City Hall on Tuesday, March 29, 2016. The survey questions were similar to those asked at the workshop.

The online survey was available from April 9 through April 26, 2016. Links to the survey were posted on the City of Richardson website and were circulated through NextDoor, the City's Week-In-Review email distribution, an interested persons project email distribution, and other social media. 295 people responded to the survey. However, respondents were not required to respond to all questions, so the number of responses to individual questions varied. Feedback from this survey is presented below.

Involvement with the Main Street / Central Expressway Corridor

As Exhibit 1 shows, almost all online respondents (over 93%) identified themselves as Richardson residents. Far smaller numbers of respondents (less than 1% to 3% each) indicated they owned both a business and property in the Corridor, multi-family property, commercial property (but not the business on the property), businesses (but not the property), or were interested for some other reason. Lastly, less than 1% of the online respondents indicated they were business employees.

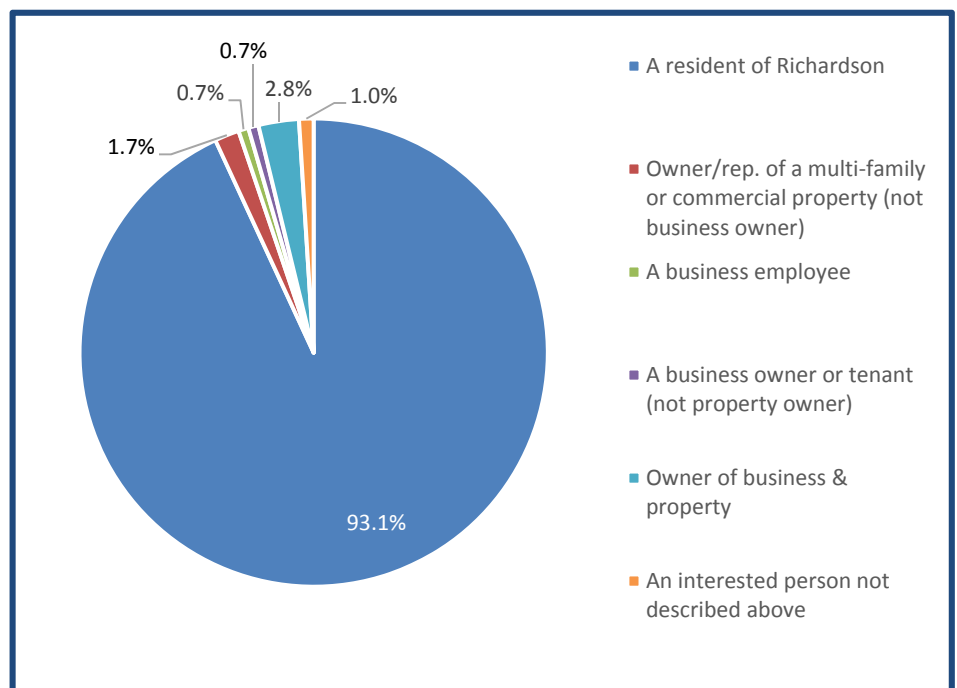


Exhibit 1: I am involved in the Corridor as ...

A small portion of the survey respondents had been involved in the earlier stages of the City's Main Street/Central Expressway Corridor project. As Exhibit 2 shows, less than 20% of respondents had been involved during the Vision phase of the project, in 2012 and 2013, when the concepts for development of the Corridor and its Sub-districts were created. A smaller share (nearly 16%) had participated during the creation of the Main Street/Central Expressway Form Based Code for the four Central Sub-districts in 2014 and 2015. These responses reflect a largely positive development – new people becoming involved in the future of the corridor. At the same time, the fact that many respondents had not been involved previously means that they are less familiar with the analysis, community discussion, and consensus-building that has led to the current vision and approach to future development.

Involvement in the Main Street / Central Expressway Corridor	Yes	No
I was involved in the workshops or public discussions during the Main Street / Central Expressway Study's vision phase (2012 & 2013).	17.3%	82.7%
I was involved in the workshops or public discussions during the Main Street / Central Expressway Form Based Code rezoning of the central sub-districts (2014 & 2015).	15.9%	84.1%
I have invested in Central Sub-district property since adoption of the Main Street / Central Expressway Form Based Code in January 2015.	3.9%	96.1%

Exhibit 2: Involvement in the Corridor Planning Initiatives

Very few online respondents (3.9%) had themselves made investments in the Corridor since adoption of the Form Based Code in January 2015.

Perception of Progress

Most online respondents believe that the investments made since adoption of the Form Based Code for the Central Sub-districts have not yet made a significant improvement to the area. Exhibit 3 shows that 18% of respondents believe that these investments have made a significant improvement to the area. A substantial share of the respondents (36%) felt there had been noticeable but not significant improvements. A smaller share felt that the improvements to date were not very obvious. A very small share (3.9%) of the respondents felt that the improvements were contrary to the development these individuals wanted to see.

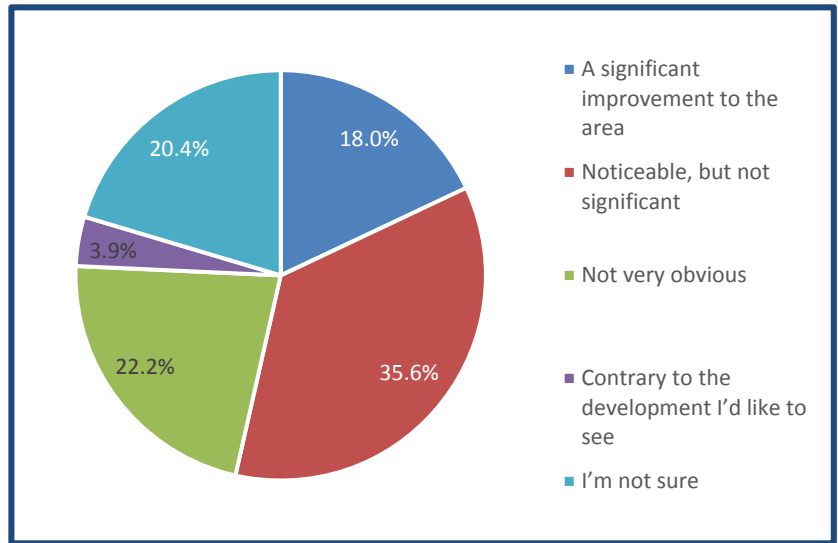


Exhibit 3: Perception of improvements since the Form Based Code was adopted in 2015

Priorities for Action

The final segment of the online survey asked respondents about the importance of a variety of possible action items for the South End of the Corridor. The South End includes the four Sub-districts that are being evaluated now for rezoning – Gateway Commercial, Trailside, McKamy Spring and Creative Corporate. This feedback is presented in Exhibit 4 below. The two action steps respondents viewed as most important are the same priorities expressed by participants in the Community Workshop – first, attraction of entrepreneurs and start-up businesses; and second, providing information to potential investors. Attraction of entrepreneurs was important to almost two thirds of the respondents. Providing information to investors and making connections to the DART Station were very important to approximately 54% of respondents.

Potential Action Step	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Attracting entrepreneurs and start-up businesses to these Sub-districts	62.5%	26.3%	7.3%	1.3%	1.3%	1.3%
Providing information to potential investors about these new development opportunities	54.3%	33.0%	9.6%	1.3%	1.8%	0.0%

Potential Action Step	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Working with Sub-district property and business owners to enhance code compliance	53.7%	28.1%	12.6%	3.0%	0.9%	1.7%
Encouraging adaptive reuse of buildings in these Sub-districts	50.6%	34.2%	8.7%	3.9%	2.2%	0.4%
Creating additional connections to the DART Spring Valley Station for people walking or biking in these Sub-districts	49.1%	28.7%	12.6%	5.7%	3.5%	0.4%
Designing a distinctive gateway into Richardson at US 75 and Spring Valley	47.4%	27.2%	15.6%	4.7%	4.7%	0.4%
Solving parking problems in these Sub-districts	47.2%	30.1%	15.7%	3.5%	1.3%	2.2%
Collaborating with civic/cultural groups to get them involved in this revitalization	47.0%	30.0%	14.8%	4.3%	3.0%	0.9%
Encouraging development that benefits from the DART Spring Valley Station in areas to the west of this station	46.8%	35.1%	9.5%	3.5%	5.2%	0.0%
Designing a more efficient way for people to get from these Sub-districts to northbound and southbound Central Expressway	43.1%	31.0%	15.5%	5.2%	3.9%	1.3%
Creating incentives to support infill development within these Sub-districts	40.5%	35.2%	15.2%	3.9%	2.2%	3.0%
Attracting millennial residents to these Sub-districts	36.4%	37.2%	18.6%	4.8%	1.7%	1.3%

Exhibit 4: Priority Action Steps

Approximately 50% of the online respondents thought it was very important for property and business owners to improve compliance with City codes; a similar amount felt that adaptive reuse of existing buildings was very important. Four items were very important to approximately 47% of the online respondents: a distinctive gateway at US 75 and Spring Valley; solving parking problems; engaging civic groups; and supporting development that benefits from the DART Spring Valley Station. The action step with the lowest percentage of 'very important' responses was attracting Millennials to the Sub-districts.

The online survey also included a number of open-ended questions. For each of these, a large number of comments were received. The comments reflect a wide range of opinions rather than a strong common perspective. Also, since many online respondents had not been involved in previous phases of the project, some of their comments make recommendations on issues for which direction was established in the earlier project phases. Appendix 1 provides the individual comments provided to these open-ended questions. These comments reflect the perspectives of individual respondents. They have not been edited.

Adoption of a Form Based Code for the South End Sub-districts should make it easier to attract businesses, developers and investors to the area. Adaptive reuse of existing buildings has begun in other parts of the Corridor and the Form Based Code should provide further support for such revitalization in these Sub-districts.

Appendix 1: Responses to Open-Ended Questions

How important is this action step for the Sub-districts shown above?
Another concept:
Non-smoking sports bar for adults that is a bar and not a restaurant
Arts incubator or some type of arts facility
Chinatown has a good reputation outside of Richardson for good food. Need to promote that
Repair the South end of Sherman Street. Better design at Spring Valley and Sherman and Lingco.
Arapaho would be the best "entrance" to Richardson. Spring Valley is not a hub.
Making the entire area more bikeable, with crossovers on Central exclusively for bicycles...
A grocery store in the empty lot on Spring Valley would be a huge benefit to Heights.
Traffic on Central Expressway in that zone is getting worse every year. It needs to be solved for these projects to be successful.
Forward thinking - what would you want to live near? Art, plant based food, creative thinkers, nature, walkable/bikeable areas... this is what is great about Richardson. Be different, be better! The money will follow...
I would also like to see the Arapaho DART station also have access points into this area.
the most positive, resourceful, unique and lucrative way to go about this revitalization is by doing just that: revitalizing. revive the area with care to its past which will strengthen Richardson's future. any city can build new construction and fill it with strip center stores, mediocre housing and chain restaurants. think outside that boring model. revitalize the area with one of a kind businesses and restaurants. go local. go unique. that will draw attention, business and new families.
More Public transportation
Instead of focusing only on millennials or people with families try to incorporate areas for singles 30+, 50+, etc.
Tear down all the old, ugly buildings and start from a greenfield site.
This is an eyesore for a beautiful community such as Richardson . We have lived here for 41 years and comment every time we drive through the "center" of Richardson how it needs to be an area that mirrors our community. It should have upscale shops, nice eating establishments, and plenty of patron parking. The street should be brick paved with attractive street lights. It could be a showplace not an eyesore. The Chinese area could have archways over the width of Greenville... Denoting "Chinatown" and lit appropriately in a decorative style appropriate for denoting the area. It could be a drawing card for entertainment and nice Asian restaurants .
I'm opposed to ANY ethnic-centric business districts. Diversity is the best answer.
Acknowledge the actual residents who are intent on living in the city for the next two decades. We do not need more Starbucks and wine bars on Main Street.
Get rid of the crime ridden areas on Spring valley and encourage more development like Alamo draft house. Get rid of most of the ethnic business.
Public art
For lack of a better term long term taking central below grade at beltline and creating our own version of Clyde Warren Park in the north Woodside together beltline and Main Street & create an attraction for families and communities to rally around in Richardson
A grounding/downtown/beautification for COR
Ban hookah bars!

Getting the dart area revitalized and bringing businesses and dining to that area would be ideal. Inconsistent look/feel driving east on Spring Valley and seeing old businesses and then the revitalization by the new housing development off business pkwy.

Here are my recommendations and suggestions for the Creative Corporate Sub-district.

Non-smoking sports bar for adults

Develop this as an innovation district in conjunction with goals of the Richardson Chamber.

Connect the bike / walking trails with others

We all like to know about historical aspects of our city so would like to see a small park area around McKamy springs along with a sign about its significant history.

Keep it as nostalgic as possible, no high rise buildings or mansions. More small business owners, environmentally friendly business', health conscience. Keep the original homes as is.

make dart easier to access and development for millennials

Push Dallas Police Dept for cooperation on keeping more of an eye on the bordering commercial district. The area also needs a lot of park type development.

Bottom line is keep all sub-districts safe. Biggest problem in Dallas. And keeping big chains out. If you make Richardson unique and community, millennials will come.

Work to get rid of the apartments and charter school. Fix the pavement on Sherman and work with Dallas on their part. Take better care of the trail.....had graffiti within two weeks of opening. Section South of Spring Valley consistently covered in trash consistent with evening alcohol and drug use. You find tons of 40oz beer bottles, cans, Swisher Sweet wrappers (often used to roll blunts) cigarette wrappers and beer cans. Police need to patrol here at night and city needs to pick up trash on a regular basis. DO NOT EXTEND TRAIL SOUTH TO CONNECT AT FOREST LANE. There is a homeless camp just South of the closed Race-Trac station and they do not need an easy way to move North to Richardson. Go search Google on why this gas station closed and the reviews when it was open. Go look at all 4 corners of Forest & 75 and see the constant panhandlers who live in the homeless camp. DO NOT BUILD MULTI-FAMILY HOUSING!

Look at what works for other areas ... downtown Plano, downtown Grapevine, downtown Wylie etc. Personally, I think you should start with making Main Street a destination and go from there. If you get main street figured out, the other areas should follow suit. I only have a vague idea of these sub-districts, and couldn't really tell you what is currently there. I think Main Street is still the key to making all of these areas a success.

Put a bike lane on Sherman around to TI Blvd... Ask if TI will allow an exclusive bikelane/pedestrian walkway thru to Midpark, and add bike lanes to Midpark and Mahan to allow crossover bike traffic.

City or Library affiliated Maker Space (like Dallas Maker Space)

Food truck lot/public space (Klyde Warren Park-like)

Leave things alone. Everybody is happy as it is.

I have none

Park and Rec area to provide better livability in that section

more room to ride bikes on the street

Forward thinking - what would you want to live near? Art, plant based food, creative thinkers, nature, walkable/bikeable areas... this is what is great about Richardson. Be different, be better! The money will follow...

Some condos would be nice, an attractive live/work area would be cool.

none - not really familiar

I have no idea what recommendations you're looking for here. What does Creative Corporate mean? You use terminology on this survey the average resident isn't familiar with. What is infill development? I want Richardson to continue to cater to local business owners to open affordably priced places to eat/entertainment options. We love supporting the new Richardson Food Truck park. My husband and I are in our early-30s with no kids. We live in apartments and are tired of all the apartment bashing that goes on in Richardson on public forums. Not everyone who lives in the apartments are low income. (Very few are! Have you seen rent?!) Celebrate the diversity in our community. Celebrate the arts. Create more common spaces for the community to come together. Thanks for seeking community input!

Improve walking and biking safe access

Retail store fronts, art galleries, barbershops, small grocery markets just like Sara's.

be creative. use local artists. make a creative center. encourage creativity. get local schools involved.

I want to see the type of corporate, residential, and retail enterprise mixed use that is being built at City Line and was built somewhat at Campbell and 75 (could be better) to provide a sense of community, reduce crime, even out the traffic patterns, and create housing with access to retail space.

A critical goal of the Central District plan that also applies to this area is more access to foot traffic--more walkways and ways for people to interact and access these areas. Parking space is crucial. We residents (Richardson Heights) voted overwhelmingly that we do not want any industrial business in the entire area, which is also a plus for the City of Richardson in general. We DO NOT want this area to be a light industrial area, even such as what exists right now on James Street west of 75. If I'm not remembering the exact terms for the associated peripheral industrial uses, it is not advantageous for Richardson to have more industrial buildings with large concrete parking lots that are mostly empty.

Bulldoze the trashy apartments east of TI Blvd and make the business plazas in the area more aesthetic. Basically get rid of the low rent look.

Get rid of the low rise multi-family at the entrance.

Incentivize development

Please help with improving the "rush hour" traffic flow morning and evening.! It can get very backed up and really is slow getting through the intersection of Belt Line and Central.

Create safe, walkway to the Spring Valley Station. Need high-end apartments and townhouses next to corporate campus.

I'm less familiar with this area. Prestonwood Dr is nice with all the trees along the sides of the street.

Go with those involved in the process.

Ideally please consider actively including work or volunteer opportunities for disabled adults - integrated right into the planning. Like a food bank for the community that is ALSO a work and volunteer space for disabled people. And maybe think about a living/working space for artists that is in direct collaboration with the Richardson school system. And think about how a small business or innovation space can be linked directly with both opportunities for differently abled people and with the schools. In other words, things that actively bring to together people of multiple passions, ages, and abilities will be great for the community, attracting even more people who want to make the world a better place to Richardson. Because the DART station is near, a simple shuttle could allow people who cannot drive to become more productive citizens through work and volunteer experiences in this area.

encourage traditional and non-traditional artists, outside artwork and plantings, encourage sitting w benches and design of buildings, include florist, art studio, art gallery, small independent publishing, even an event area for cooking demonstrations/school. Ensure buildings are creative not just boxes, encourage reuse of materials.

Noise Control
Develop 50s retro theme upgrades
Encourage nitche and small businesses as much as possible
Encourage artists and artistic enterprises - cottonwood art fail/library connections
These are my comments in general...with no suggestion for a certain area in particular.
Richardson needs a fun park for all ages. a running trail, safe climbing features for kids, covered picnic tables, outdoor theatre, and food vendors all in one area. we have several separate places that meet these needs but not all in one place.
I'd like to see the hookah lounges go away and a craft store go in, fabric store, a place for kids to have birthday parties, and another place for family events.
In my opinion, Richardson is known for it's Bike Friendly initiative. I think the walking and riding trails we have should be maximized and extended. The millennials are attracted to a community that understands the need to get outside, be active, and connect. The biking trails offer a fantastic way to foster that spirit. We already have great schools, a great library, good businesses, and diversity. Biking trails entice young tax-paying professionals that grow into families and business owners and future long-term residents.
Tear down as much of the old buildings as possible and start over.
Read previous suggestions.
Large supermarket for nearby residents
The apartments are gross. They are bug infested, and do not reflect well on Richardson. With TI and Fossil right there, there is better uses for that land.
improve traffic flow
Parks
City government needs to stop being involved. Let entrepreneurs handle changes.
Attract good restaurants and maybe a movie theater.
Clean up the area with better advertisement of businesses in that area. The streets need to be fixed and better sidewalks. Too industrial to attract much at the moment.
If its creative maybe create a more permanent Artist Studio warehouse concept, create kind off an artist colony.
Here are my recommendations and suggestions for the Gateway Commercial Sub-district.
Non-smoking sports bar for adults
None.
same as above
commuter friendly for dart
You have to leave the automotive district be. Automated driving on a large scale, especially in DFW, is just around the corner and there will have to be support. The automotive district is only going to get stronger over the coming decade. The restaurant plans for the other side of Central remain mediocre because they are based upon out of state chains. They will come and go, and that side of Central will continue to fail. When the City fails to support institutions such as Del's, Pizza Villa and the like by attracting out of state chains, the City has lost touch with its true citizens. Time and money would be much better spent turning the west side of Central into a youth district with an actual theater attracting other youth from north and south.
Panhandler/ homeless/ crime patrols around DART station

If the vacancy rate is high then reconfigure this to more modern use. Most of these buildings sit East-West and have little visibility to passing traffic. Leave the car dealers and Budget alone. They have been bringing in revenue to the city for decades. I'm proud to have a Lamborghini dealer in Richardson. Also leave the Como Motel alone, they have been here forever, has unique architecture and is a piece of history unlike the Continental that got bulldozed. Consider a connector street between US-75 and Sherman Street 1/2 way between Spring Valley and Polk. If it could somehow cross the DART line and meet Texas or Greenville that would be even better. Getting here from the East side or the trail is a real pain.

On the West side Triangle, fix the road that runs between iHop and the restaurants on the Dallas side. It's awful. Figure out how to reconfigure this area so iHop can expand.

DO NOT BUILD MULTI-FAMILY HOUSING!

Attract shops and restaurants for both families and millennials.

Look at what works for other areas ... downtown Plano, downtown Grapevine, downtown Wylie etc. Personally, I think you should start with making Main Street a destination and go from there. If you get main street figured out, the other areas should follow suit. I only have a vague idea of these sub-districts, and couldn't really tell you what is currently there. I think Main Street is still the key to making all of these areas a success.

Encourage more retail/restaurants, improve bicycle infrastructure, create better parking, brighten up the area warehouses, maybe encourage wall-size art like Deep Ellum, something to attract folks by car and bicycle to this area...

Keep streets and roadways clean, less trash

Live music/entertainment venue (bomb factory, gas monkey, palladium)

Signature architectural styling (street signs, lights, bridges, etc)

Leave things alone/

I have none

Signage codes to enhance the entrance to Richardson by the large number of CExpsy 'drive thrus'

A large Art-based sculpture to mark and announce Richardson

more room to ride bikes on the street

Forward thinking - what would you want to live near? Art, plant based food, creative thinkers, nature, walkable/bikeable areas... this is what is great about Richardson. Be different, be better! The money will follow...

Have nice looking buildings that aren't bland and boring. More high density development. Maybe some buildings with some height. Create a visual impact to travelers on North Central Expressway.

none

Clean up the appearance of the area. Trees, grass and flowers are a start.

Keep the architecture similar to the age of the neighborhood. Let's not cheapen the vintage look or the character of our neighborhoods with cookie cutter design and materials.

I would like to see residential/business mixed use within buildings/structures/centers. It evens out traffic during the day and evening, reduces crime, and provides a more vibrant community.

That was one of the expressed goals that residents wanted and that has not come to pass at this time in the central district. The presentation of Richardson for decades has been a blight on the area, largely I'm sure because that was acceptable to the old-guard politicians (many of which are still in office in revolving positions). Richardson needs to move forward. We need some modern buildings and look to the future--not design more of the architecture for the mid-century nostalgic views of the powerful in our community. We have go to move the image of Richardson forward into the future. We can keep some accents of the past, but we need to get away from the old with our current vast expanses of concrete and old-looking buildings to vibrant mixed use (however that happens) with foot and traffic access during the day and evening. I've been very upset that much of which has happened so far harks back to the nostalgic 50s. This part of Richardson has an image of being outdated and old already.

I also want the look of Richardson not be garish. The new developer at 75 and James/Floyd did not get his big EAT signs on either end of the development--which he fought for--but he did get two large, ridiculous monoliths (dare I say why he needed them) that light up the entire area at night. A friend who lives in another suburb told me (with solicitation) that those monuments look ridiculous, especially when they're lit at night.

Much of which has happened so far has not been what the original vision for the area was supposed to be. We have the Dollar Tree on Belt Line (with its huge red sign that reaches to the sky--code has changed we're told), QuikTrip, etc. The new business on Belt Line and 75 is good, but none of it has the image that we voted and fought for.

We'll see what happens on the southbound access road between James and Floyd. I do know this: the city council is not adverse to caving, even at the cost of setting back a modernistic, vibrant City of Richardson for immediacy. I remember when that developer showed up. At first this consensus was expressed openly, "He's the first one who's come forward"--in other words, so let's take it. Eventually the developer got too much of what he wanted, which set back the original plan.

Please fight for the future and not the quickest dollar.

No payday loan places, pawn shops, hookah bars, run down foreign businesses, cheap store fronts, etc. Make the area classy like downtown McKinney or Plano.

Incentivize development

Need incentives for higher traffic business (not check cashing, vaping or sex-toys businesses). Place power and service lines underground at freeway feeder roads. Landscaping will go a long way to create an aesthetically pleasing business district.

Better signage for the buildings adjacent the highway. Some of these larger buildings it's too vague what tenants they have & therefore less likely for people to frequent that area.

Whatever is good for the city in those sub districts is definitely a plus.

The more you can link housing and work in the same space, the better. Especially again integrative living/learning/working/volunteering spaces.

small business focused - high energy, contemporary building style, open/modern.

Noise Control

Develop 50s retro theme upgrades

Encourage nitche and small businesses as much as possible

Encourage artists and artistic enterprises - cottonwood art fair/library connections
Tear down as much of the old buildings as possible and start over.
Close down & tear down the Como Motel. It's an eyesore directly off 75 and attracts a bad element. The motel on the West side of 75 was torn down & redeveloped successfully.
Get current businesses to clean-up their front door areas. More landscaping. Mandate this for any new tenants.
Tie into DART station
additional retail entertainment facilities
Encourage upscale business
City government needs to stop being involved. Let entrepreneurs handle changes.
More restaurants, shopping and parking and get rid of or seriously refurbish old strip mall look
Nicer signs and attractive buildings with better parking will help. No access to the streets behind it cut the parking lots down and turn people away.
Get rid of Car lots, specially the used ones, its an eyesore and letters the development of the remainder of the district. There is too many. Create a nice unified sidewalk with green areas and trees, try to get at least one box retail that skews millennial to get the ball rolling, its a good location for people who are stuck in traffic to get out so some purchases and get back in the highway that way iy=ta easier to sell as a concept, think Trader Joes, etc. Does not need to live off just local residents at the same time it could be a catalyst for other development in the area. Everybody living in Richardson, Plano Allen, McKinney passes thru there in the way home, nothing much between 635 and George Bush.
Here are my recommendations and suggestions for the McKamy Spring Sub-district.
Non-smoking sports bar for adults
Create a "heritage" area playing off the history of McKamy Spring.
Please see #7.
same as above plus bring back the old fruit and vegetable outside market.
promote chinatown as a destination for good chinese food. make area easy to get from and to these buisnesses. upgrade streets and landscaping.
Improve the horrible traffic situation at the intersection of Centennial and Sherman.
Work on the East-West light timing at E. Spring Valley & Greenville. Look at better uses for the area bordered by E. Spring Valley, Greenville and Buckingham. 7-11 is great, the rest is rather run down.
DO NOT BUILD MULTI-FAMILY HOUSING!
Look at what works for other areas ... downtown Plano, downtown Grapevine, downtown Wylie etc. Personally, I think you should start with making Main Street a destination and go from there. If you get main street figured out, the other areas should follow suit. I only have a vague idea of these sub-districts, and couldn't really tell you what is currently there. I think Main Street is still the key to making all of these areas a success.
More focus on entertainment and retail to take full advantage of the Spring Valley Rail Station. Also, more town homes, apartments, etc., along there similar to Brick Row... bike lane needed along Buckingham... and how about a bike lane along Spring Valley, crossing Central... right now there is no good, safe route across Central in that whole area, starting from Arapaho to the southern city boundary.
Fix the streets
Leave things alone.
I have none
Support local artists and display sculpture in many places. Plantings and green areas for enjoying the area.

more room to ride bikes on the street
Forward thinking - what would you want to live near? Art, plant based food, creative thinkers, nature, walkable/bikeable areas... this is what is great about Richardson. Be different, be better! The money will follow...
Mixed use developments, live/work/some play. Like Cityline-lite perhaps. Create a destination along the Dart Rail. Can we have some condos in this area, NOT apartments?
none - not really familiar
Fix the streets! Bike lanes.
keep it cultural. those businesses offer great food and unique products to our city.
The above comments for Gateway, repeated in brief here: I would like to see residential/business mixed use within buildings/structures/centers. It evens out traffic during the day and evening, reduces crime, and provides a more vibrant community. That was one of the expressed goals that residents wanted and that has not come to pass at this time in the central district. The presentation of Richardson for decades has been a blight on the area, largely I'm sure because that was acceptable to the old-guard politicians (many of which are still in office in revolving positions). Richardson needs to move forward. We need some modern buildings and look to the future--not design more of the architecture for the mid-century nostalgic views of the powerful in our community. We have go to move the image of Richardson forward into the future. We can keep some accents of the past, but we need to get away from the old with our current vast expanses of concrete and old-looking buildings to vibrant mixed use (however that happens) with foot and traffic access during the day and evening. I've been very upset that much of which has happened so far harks back to the nostalgic 50s. This part of Richardson has an image of being outdated and old already. I also want the look of Richardson not be garish. The new developer at 75 and James/Floyd did not get his big EAT signs on either end of the development--which he fought for--but he did get two large, ridiculous monoliths (dare I say why he needed them) that light up the entire area at night. A friend who lives in another suburb told me (with solicitation) that those monuments look ridiculous, especially when they're lit at night. Much of which has happened so far has not been what the original vision for the area was supposed to be. We have the Dollar Tree on Belt Line (with its huge red sign that reaches to the sky--code has changed we're told), QuikTrip, etc. The new business on Belt Line and 75 is good, but none of it has the image that we voted and fought for. We'll see what happens on the southbound access road between James and Floyd. I do know this: the city council is not adverse to caving, even at the cost of setting back a modernistic, vibrant City of Richardson for immediacy. I remember when that developer showed up. At first this consensus was expressed openly, "He's the first one who's come forward"--in other words, so let's take it. Eventually the developer got too much of what he wanted, which set back the original plan. Please fight for the future and not the quickest dollar. Again enforce stricter building codes to prevent the run down, cheap look. I like the idea of keeping it edgy and more urban (i.e. roll up garage doors and cinder block construction). Have we thought about making the actual spring itself a feature? Paved trails are always a good thing. Incentivize development There are some places that are attractive including restaurants, Sara's Market, and the CVS pharmacy. Some of the commercial buildings could probably use a face-lift with a little paint and or more signage.

I have no real facts about the local population in those areas.
The Brick Row complex is a great model, so keep following that in this area. But add some housing specifically for small groups of disabled adults - a few group homes. Or some housing for physically disabled people integrated right into it. The access to the DART makes life way, way easier for individuals with challenges, so celebrate that as a part of an integrated whole.
The he trail crossing under the DART tracks needs improvement. Children jaywalk across the street daily after school.
no suggestions
Tear down as much of the old buildings as possible and start over.
Something must be done with the downtown Main St area. How many Hookah bars and Middle Eastern restaurants does one need? The Hookah bars are BYOB and I've heard of underage drinking and drug use occurring.
Most of these restaurants look deserted anytime I drive by as well. The flashing strobe lights on several of the restaurants and businesses look tacky and cheap. I'm sure a uniform code could clean up these buildings and make them more appealing to all of Richardson's residents. We already have several successful businesses in the area, Afrah, Isabelly's, Del's, . I'd love to see a vibrant downtown much like Downtown Plano or even Downtown McKinney. It could draw visitors from all over the Dallas area. The development that began at the Heights shopping center should spread East to this area. The Highland Terrace neighborhood is rapidly increasing in value and is home to many young families who eat out often. A more vibrant downtown would certainly be a welcome addition.
Fun corporate. Pub, coffee shop, restaurant with bar, hair salon, ice cream shop. Similar to the Shops at Legacy, Plano Main Street or Eastside. The existing shops are boring: Mediterranean restaurant (the area is saturated), dentist, Italian restaurant, etc. I've owned a Brick Row townhouse for 3 years and would love to frequent the shops which I don't do now.
More green space (parks and walking trails)
Tie into DART station
Pedestrian and bicycle bridge over Spring Valley and extend central trail down to cottonwood trail.
While the new apartments at every intersection in Richardson are nice, they are expensive and mostly empty. We do need the industrial areas to facilitate business in Richardson.
improve residential area. with parks , walking trail Biking
Nicer housing
I was discouraged last year when I visited the McKamy Springs site and saw the amount of neglect and trash accumulated around this historic Richardson site. We need to emphasis the history or Richardson to all our new residents, McKamy Springs could be an important tool in this effort.
City government needs to stop being involved. Let entrepreneurs handle changes.
Revitalizing this area will make more young professionals to the area to both live and for leisure.
More boutiques, coffee shops, etc. Try to target a wider variety of clientel. Better parking, more patio eating to open the place up. Clean up the streets and exterior of buildings and better/safer sidewalks.
Brick Row needs more synergy, need other similar project opposite on Centennial to create a critical mass, nothing as big. Concentrate on the look and vibe of Buckingham Spring Valley, that might spill over to the rest.
Here are my recommendations and suggestions for the Trailside Sub-district.
Non-smoking sports bar for adults
A perfect area for smaller boutique type businesses to create the needed food traffic drawing people to the Main Street area, i.e., art galleries, studios, specialty foods (Isabelly's).
same as above

promote hike and bike trails away from car traffic
Turn the warehouses into an arts district for burgeoning artisans. Keep the costs of rent low as possible. Create a city operated shuttle system that connects it with downtown/Chinatown and Richardson Heights. The city needs to get reciprocal circulation from 'tourists' attracted to a downtown/Chinatown/arts scene that is not manufactured from out of state, but actually supportive and supported by the local citizens.
DO NOT BUILD MULTI-FAMILY HOUSING!
Look at what works for other areas ... downtown Plano, downtown Grapevine, downtown Wylie etc. Personally, I think you should start with making Main Street a destination and go from there. If you get main street figured out, the other areas should follow suit. I only have a vague idea of these sub-districts, and couldn't really tell you what is currently there. I think Main Street is still the key to making all of these areas a success.
Pedestrian/bike bridge or tunnel at Polk and rail tracks and bike lanes along Polk to enable a crossover without getting on BeltLine/Main Street... Much improvement in east-west bicycle infrastructure is needed in that area south of Belt Line... no way for bikes to get across Central from Phillips to Lindale, which would be superb to get to Heights S. C . with Alamo Draft House, Haystack Burgers, etc.
Hide the warehouses with aesthetic walls, trees, vines, etc.
Leave things alone.
I have none
Art and sculpture displays, health signs to promote exercise and peaceful resting areas, benches, shade, etc.
more room to ride bikes on the street
Forward thinking - what would you want to live near? Art, plant based food, creative thinkers, nature, walkable/bikeable areas... this is what is great about Richardson. Be different, be better! The money will follow...
Not sure.
none
Dedicated green spaces. Farmers Market space. Bike racks. Parks.
local plants. garden. playgrounds. dog park

The above comments for Gateway, repeated in brief here:

I would like to see residential/business mixed use within buildings/structures/centers. It evens out traffic during the day and evening, reduces crime, and provides a more vibrant community.

That was one of the expressed goals that residents wanted and that has not come to pass at this time in the central district. The presentation of Richardson for decades has been a blight on the area, largely I'm sure because that was acceptable to the old-guard politicians (many of which are still in office in revolving positions). Richardson needs to move forward. We need some modern buildings and look to the future--not design more of the architecture for the mid-century nostalgic views of the powerful in our community. We have to move the image of Richardson forward into the future. We can keep some accents of the past, but we need to get away from the old with our current vast expanses of concrete and old-looking buildings to vibrant mixed use (however that happens) with foot and traffic access during the day and evening. I've been very upset that much of which has happened so far harks back to the nostalgic 50s. This part of Richardson has an image of being outdated and old already.

I also want the look of Richardson not be garish. The new developer at 75 and James/Floyd did not get his big EAT signs on either end of the development--which he fought for--but he did get two large, ridiculous monoliths (dare I say why he needed them) that light up the entire area at night. A friend who lives in another suburb told me (with solicitation) that those monuments look ridiculous, especially when they're lit at night.

Much of which has happened so far has not been what the original vision for the area was supposed to be. We have the Dollar Tree on Belt Line (with its huge red sign that reaches to the sky--code has changed we're told), QuikTrip, etc. The new business on Belt Line and 75 is good, but none of it has the image that we voted and fought for.

We'll see what happens on the southbound access road between James and Floyd. I do know this: the city council is not adverse to caving, even at the cost of setting back a modernistic, vibrant City of Richardson for immediacy. I remember when that developer showed up. At first this consensus was expressed openly, "He's the first one who's come forward"--in other words, so let's take it. Eventually the developer got too much of what he wanted, which set back the original plan.

Please fight for the future and not the quickest dollar.

Update/raze old warehouses and maybe more greenery. Needs to be cleaner.

Incentivize development

Perhaps some kind of restaurant or retail sprinkled in this area. Really in my mind there is no draw here.

Same as above.

I think this area might be perfect for a new fitness center with an indoor pool. Please make sure that groups like Special Olympics have access to this, not just the children's athletics in the area. I wonder if such good access to the DART might make a center there open up new doors for physically or developmentally disabled people or elderly people who may have trouble getting to the other Richardson facilities. OR maybe a small library branch right there and/or a place for GED classes.

Shade, shade, shade -- trailside should have trees, benches, wide sidewalks to encourage shared use by walkers and biking enthusiasts. Focus on nature in this area.

Tear down as much of the old buildings as possible and start over.

Good (hidden) place to keep industrial warehouse buildings

Splash pad or fountains for kids to play in. And small dog park and playground.

It would be nice if we could take advantage of the creek in that location

Arts area

City government needs to stop being involved. Let entrepreneurs handle changes.
Level it.
This part seems to me should be more an expansion of Interurban district
Here are my recommendations and suggestions for amendments or refinements to the existing Form Based Code.
Make it easy for adaptive reuse of the buildings in this area so a uniqueness can be retained even as new buildings are constructed. Hopefully, those, too will be allowed to be built in a unique way so Richardson will be known for creativity.
There are some terrible examples (like the former auto repair shop which is now a video store on Lockwood), but some great ones (like 5 Bullets Brewery).
We must require developers to provide a development "picture" even with a form based code so that citizens can understand the proposal.
Work with Dart to get a station located at main st. Ban smoking in bars.
we live on rustic circle and have for almost 40 yrs. great to see the old post office fixed up with a new business, but the surrounding properties are a joke the "church" and bolly wood are an embarrassment and the old realtor house a shame. can we fix up problems before adding new things?
Raze buildings on south side of Main btw 75 and Greenville. Introduce pedestrian friendly walkway and free public parking. Place Polk and Main street utilities underground.
Revamp the area to make it as it once was with a dairy queen, hardware store, grocery store, vet business, something the whole neighborhood could benefit from not just one culture.
be sure to encourage chinese food businesses in area
Redesignating downtown as Main Street is an epic blunder that will lose years of development. I do not know whose idea it was, but the apartments on Polk hate the way the City has handled just the parking problem over the last eighteen months and will not be friendly towards any commercial moves the City makes on the area. Nor is the Baptist church of Hamilton Park pleased as it refuses to offer its ample parking to the constant overflow of parking the city is allowing. Downtown is not going to become Main Street because the actual residents of the area are having their concerns regarding residential usage ignored. The quite local police department is unwilling to even police the parking or constant rolls through the intersection only one block away. Chinatown as far as culture is actually ignored more than considered. It is unbelievable that there is no big celebration of the Chinese New Year despite the grand claim of a Chinatown. There is a fire station present and yet no one can allow firecrackers during a Chinese New Year celebration that would bring loads of dollars to the local economy?!? The centerpiece of what you want to refer to as Central Place is the Alamo Drafthouse and it would be wise for the city to cozy up to that business more. There needs to be a city operated shuttle from Richardson Heights to downtown to Chinatown. That is a must unless the city is willing to spring for a much needed train station at Interurban and Jackson. The same station is also a must to the development and sustainability of Interurban. It is much too far off the beaten path. The secret to Interurban success is from development off of Arapaho, not Main Street. The seemingly yearly rezoning of downtown into Main Street just to create an end run on the occupants of the Polk/Phillips area is just silly. The city will lose 15 years of development. Be serious about such an undertaking - no one on the City Council will still be on the City Council by the time the City can ever convince the owners of Polk/Phillips to move. It is possible for the City to make moves in the so called Main Street district west of Greenville, but not east of Greenville. The four apartment owners, the Church, the Islam learning center, the China/Indo/Pak village and Afrah is not going anywhere. To think the City can redesign such an area, as if it is better for the city without consideration to the occupants, is a money pit that is going to be hysterical to watch unfold if the city continues to make the attempt. And it is obvious the City is not paying attention to even transportation now, much less later to sustain such an attempt.

I'm not sure I understand the question. But is there an active pursuit to have more diversification in the types of business in the "downtown" area. I like Dels, and Isabellys but beyond that there is no reason to go there. That building that has the "garage sale" sign in the window is an eyesore. I've been in that store and it is really a negative in the area. Even driving down the street you see all the clutter though the large windows. I've seen more areas "downtown" where the grass is way over grown, even AT&T at times.

DO NOT BUILD MULTI-FAMILY HOUSING!

Look at what works for other areas ... downtown Plano, downtown Grapevine, downtown Wylie etc. Personally, I think you should start with making Main Street a destination and go from there. If you get main street figured out, the other areas should follow suit. I only have a vague idea of these sub-districts, and couldn't really tell you what is currently there. I think Main Street is still the key to making all of these areas a success.

Don't really know what the Form Based Code is...

not sure what form based code is...most areas are dirty, trashy, run down.

Grocery store!!! Heights residents have to cross two neighborhoods to get to a store.

Just fix the sidewalks.

I have none

Not sure what "FBCode" means? Can't answer that question as stated... But in general we should invest in sculpture, and green spaces with a restful feeling in the middle of the business areas.

We were involved in providing signage for the Truck Stop and the code requirements were onerous for seemingly no reason, when she was the first development on the street. What was originally approved was not possible to be constructed and when we tried to offer suggestions, the City did not seem to want to work with any reasonable compromise- but in the end they did. Or the reason might have been to keep some kind of standard but for new businesses and the type of business they are overly stringent and expensive to comply with (fees and time spent). I am not referring to life safety issues.

Central Place might be a single entity from the point of view of the Form Based Code, but it will be two districts so long as Central Expressway divides it. Nothing short of a Klyde Warren Park level intervention can change that. The Belt Line/Main Street ROW is too narrow to make changes that would work. To me, that means focusing on Polk, Kaufman and Interurban instead.

Forward thinking - what would you want to live near? Art, plant based food, creative thinkers, nature, walkable/bikeable areas... this is what is great about Richardson. Be different, be better! The money will follow...

Keep parking in mind. Some of these areas barely have enough parking for what is there now.

I'd love downtown Richardson to undertake an effort to revitalize/rejuvenate the area much like what Plano did years ago.

I would like to see more dedicated bike lanes and walking paths to connect west Richardson to east Richardson and the DART stations. As well as more upscale dining and shopping areas that area easily accessible by local residents.

Again - what in the world are you talking about. What is the form based code. I can't give adequate input on something I don't know what it is.

Limit the number of hooka locations if possible.

As voted by everyone, I would like to see residential/business mixed use within buildings/structures/centers. It evens out traffic during the day and evening, reduces crime, and provides a more vibrant community.

That was one of the expressed goals that residents wanted and that has not come to pass at this time in the central district. The presentation of Richardson for decades has been a blight on the area, largely I'm sure because that was acceptable to the old-guard politicians (many of which are still in office in revolving positions). Richardson needs to move forward. We need some modern buildings and look to the future--not design more of the architecture for the mid-century nostalgic views of the powerful in our community. We have go to move the image of Richardson forward into the future. We can keep some accents of the past, but we need to get away from the old with our current vast expanses of concrete and old-looking buildings to vibrant mixed use (however that happens) with foot and traffic access during the day and evening. I've been very upset that much of which has happened so far harks back to the nostalgic 50s. This part of Richardson has an image of being outdated and old already.

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Please fight for the future and not the quickest dollar.

Just don't compromise on building codes; the eateries that replaced the DCI look nice - keep that up. No more apartments - the city is crowded enough and sooner or later apartments inevitably become rundown and crime ridden much like the complexes on E. Buckingham. They started out nice but now are becoming rundown. Allow only higher end franchises or "mom and pop" type establishments - no fast food joints or cheap bars.

None

Same as above.

No particular suggestions.

Write code to limit the number of houkah bars

DO NOT KNOW ENOUGH TO ANSWER

Extend Main Street improvements down Polk Street from Abrams to Grove. Duplexes on north side of Polk need zoning to help upgrade duplex properties.

none

Safe and scenic pedestrian and bike connections from west side to main street

Need to attract more established chain restaurants/businesses to this area such as the Starbucks that recently moved in. Limit the number of Mediterranean type businesses in this area. We are overrun with these types of eateries, hooka bars, etc. It's a shame that residents in this area must drive to other sides of the city or to other cities to find good places to eat and do business.

see above

None.

Making hard boundaries seems excessively didactic...who believes this is REALLY necessary. I think that rebuilding the STREETS would be FIRST order issue. People use their cars; they need to be able to drive around and to park at the various entities. That is marginally hard already with the current complement of businesses.

Limit the number of Hookah bars. Ban flashing multi color string lights in Windows and on buildings.

Cannot comment as survey does not have link to existing code for review/comment.

Require more mixed-use buildings, not just a mix of different use buildings in the same general area.

I think a Major design should be implemented on Belt Line East to Green Ave from Central should be

given major interest. The impression when driving down the street is that it has become one continuous Hookah Parlor. Awnings on the buildings that are uniform with a plan to beautiful the blocks and perhaps a walking area with outdoor eating opportunities would given a better impression of what the City of Richardson is all about. Plano has done a good job with this and I think we have largely ignored this area. I am embarrassed by what I see in this area. Restrictions would be great!

City government needs to stop being involved. Let entrepreneurs handle changes.

Take 75 below grade at beltline and create a park

As a resident of Heights Park, I really enjoy seeing new businesses and recreational locations pop up along my neighborhood. The new developments are attracting younger families looking to move to the area.

Ban hookah bars...

Higher rules on outside appearance, sidewalks, safety, more variety to customers instead of culture groups. Some streets like Texas you almost feel like you might be getting mugged for walking down there. The businesses use the streets as their own parking lots due to lack of space.

Densification of Main street, lots need to be merged together to allow developments like east side/Brick Row, or create an investment plan to incentivize building owners to remodel to a pre design style chosen by a master plan. Work with an urban planner to settle on a preferred style, and give good tax incentives to the owners to build according to the planner/architects specifications, it would just be facades, maybe some second floor facade additions to give a little density. Start with the buildings facing Mains street and work from there.