Heritage Crossing
Implementation
Community Presentation
2-28-13
Agenda

• Community Outreach
• Conclusions and Recommendations
  • Role of City in Redevelopment
  • Initial Redevelopment Opportunities
  • Irving Boulevard /Second Street /Main Street Reinvention
  • Phasing of Future Commercial Development
  • Zoning Regulations Reform
  • Boundary Redefinition
  • Redevelopment Tools
  • Branding
• Discussion
Continuous Community Outreach

- Numerous **small group** focus sessions and **one-on-one** interviews with residential, business, civic and city leaders
- Three large-scale **public input sessions**
  - January 8 @ Glory House (Introduction – 100+ attendees)
  - February 5 @ City Hall (Workshop)
  - February 28 @ City Hall (Conclusions/Recommendations)
- Engaged Heritage Crossing Merchants Alliance, Heritage District Neighborhood Association and Chamber
- Utilized chamber newsletters, city website, hand-deliveries to merchants, and *All About Irving* city newsletter
Conclusions and Recommendations

Role of City in Redevelopment

• Set the vision
• Get zoning, infrastructure and housing policy correct
• Let market drive use mix
• Support incubation
Conclusions and Recommendations

Facilitate multiple developers/builders

- Urban markets thrive if they are based on variety of housing and a diversity of market participants
- Public land disposition should be undertaken to facilitate that diversity
Parcels 10-12 Delaware Creek Concept
Parcels 1-3 Neighborhood Options

Alley-Loaded

Conservation Green Space

Common Green Space
Conclusions and Recommendations

Boldly reinvent Irving Boulevard and 2nd Street

• Undertake a redesign and reconstruction sooner than later to facilitate walkable urbanism

• A complete street approach should be undertaken as comprehensively as feasible
Streets as Destinations

• Relate Irving Blvd., Main St. and Second St. with the TOD
Conclusions and Recommendations

Main Street linked to TOD

• Allow the market to take advantage of façade program
• Main Street to evolve organically as investments in Irving Blvd and Second Street unfold
IRVING & 2ND STREET NEAR MAIN STREET WITH BIKES CROSS SECTION
Conclusions and Recommendations

Development of commercial blocks around station

- Current rents do not justify permanent construction
- Temporary or popup market uses may make sense
Conclusions and Recommendations

Development of commercial blocks along Irving Blvd.

- Incubator or multi-tenant uses make sense
- Development should be catalytic to downtown
Reform Zoning and Design Guidelines to

- Facilitate form-based (mix as matter of right)
- Allow for signage that supports multiple businesses in single buildings (eliminate other code barriers)
- Focus on pedestrian frontages not architecture
Boundary of Heritage Crossing

- Scale back to Britain, Pioneer, Delaware Creek, and Sixth Street?
- Determine in context of zoning/design reform
Conclusions and Recommendations

Focus redevelopment tools

• TIF Project Plan should be focused (no peanut butter)
• Facilitate credit support
• Activate PID for central organization for ED, O&M and small business recruit
Conclusions and Recommendations

Harness community support and input

- Create a design center or other vehicle for ongoing and predictable input that is accessible, but that does not create additional regulatory hurdles

- Focus on transitional destinations at or near TOD/Main Street to encourage pop-up or other cultural activities as incubators
Conclusions and Recommendations

Parking & Wayfinding

- Put up placard for businesses at parking lots and TRE station (big "downtown plan")
- Develop comprehensive parking program with a focus on integration rather than park-n-ride
Conclusions and Recommendations

Branding will emerge
Discussion

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