

# Heritage Crossing Update

Council Work Session

2-6-13



# Agenda



- Community Outreach
- Initial Feedback
- Preliminary Assessment
- Next Steps
- Discussion

# Continuous Community Outreach

- Numerous **small group** focus sessions and **one-on-one** interviews with residential, business, civic and city leaders
- Two large-scale **public input sessions**
  - January 8 @ Glory House (Introduction – 100+ attendees)
  - February 5 @ City Hall (Workshop – 70+ attendees)

# Continuous Community Outreach (cont.)

- Engaged Heritage Crossing Merchants Alliance, Heritage District Neighborhood Association and both Chambers
- Utilized chamber newsletters, city website, hand-deliveries to merchants, and *All About Irving* city newsletter

# Initial Feedback

- Jump-start development widely supported
- Encourage participation of multiple developers/builders
- Be bold with Irving Boulevard/2nd Street
- Appeal to outdoor living in urban context (cycling, cafés)
- Reform zoning and application of building code to make redevelopment easier for small investor/developer

# Initial Feedback (cont.)

- Reduce parking requirements; market driven
- Make sub-tenant signage easier
- Take advantage of Senior Center but don't focus solely on retirement age for housing – encourage a variety of housing
- Facilitate coordinated marketing/signage for businesses
- Restaurants and entertainment desired

# Preliminary Assessment

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- Encourage catalytic residential and commercial simultaneously
- Undertake a bold reinvention of Irving Blvd/2nd Street now
- Careful assessment of zoning, design guidelines, parking and signage controls critical - needed sooner than later

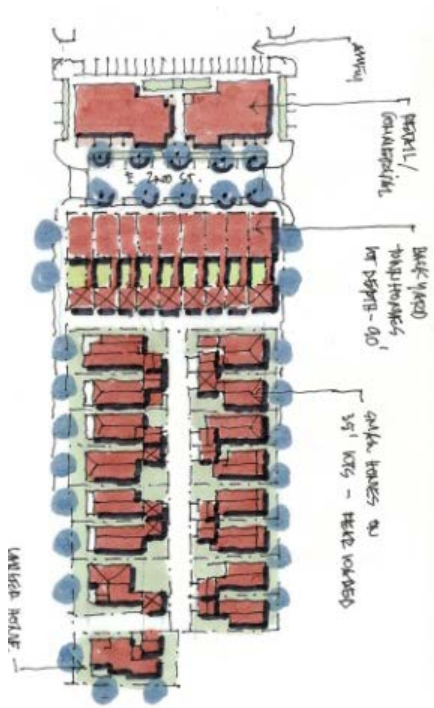
# Preliminary Assessment (cont.)

- Focus on encouraging restaurants, gathering spaces, markets and small business retention (coordinated marketing)
- RFP should prioritize eclectic variety of housing/public spaces
- Harness strong community support permanently

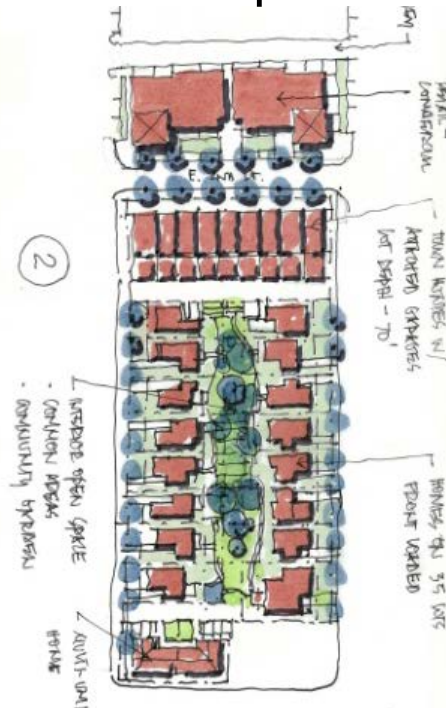


# Parcels 1-3 Neighborhood Options

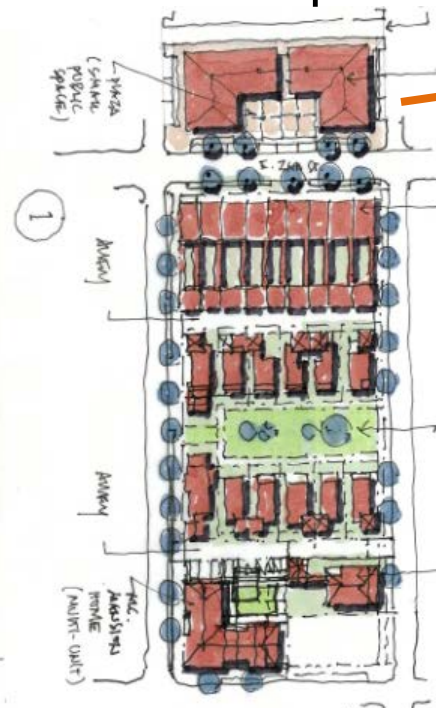
## Alley-Loaded



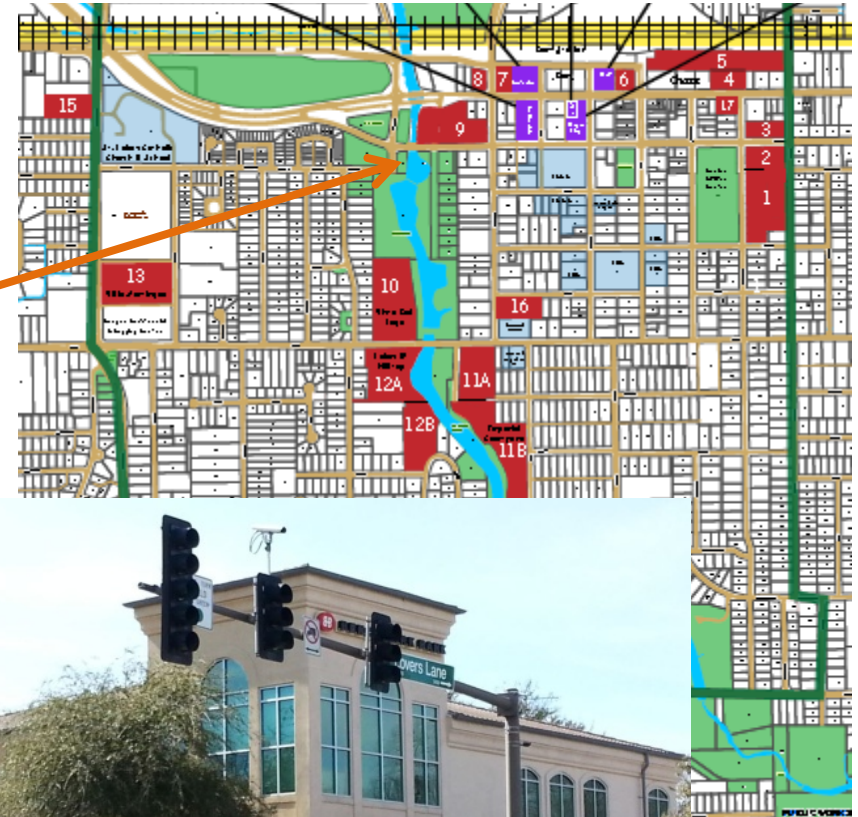
## Conservation Green Space



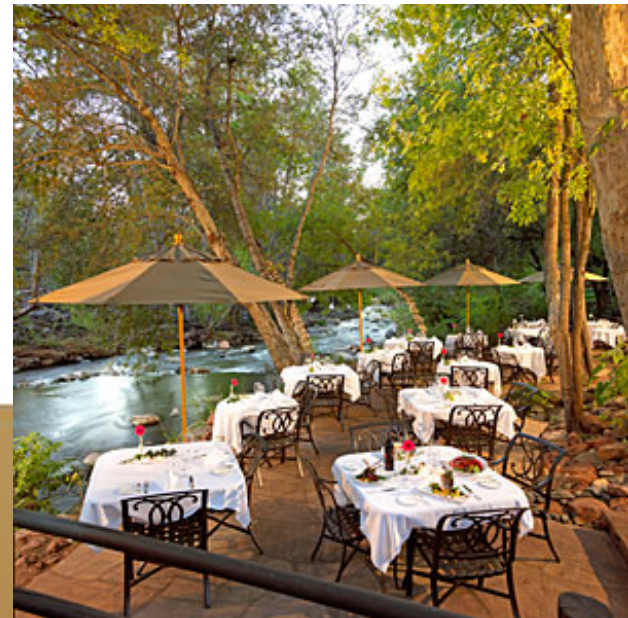
## Common Green Space



# Parcel 9 - Commercial Mixed Use Concept



# Parcels 10-12 Delaware Creek Concept



# Next Steps

- **Plan Presentation:**

Opportunity for public review and comment

Thursday, Feb. 28. 6:30 pm – 9 pm

City Council Chamber, City Hall

# Discussion



**IRVING**

T E X A S

GATEWAY **PLANNING**

A V I A L T A G R O U P P A R T N E R

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