Heritage Crossing Update

Council Work Session

2-6-13
Agenda

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

• 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

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