

# GATEWAY PLANNING

Design • Implementation • Value Capture

www.gatewayplanning.com

Meeting Minutes – HC Stakeholders – January 8, 2013

Presenters: Scott Polikov, Gateway Planning, scott@gatewayplanning.com

Brad Lonberger, Gateway Planning, brad@gatewayplanning.com

Kevin Kass, City of Irving, kkass@cityofirving.org

Meeting Begins: 6:40pm

Introduction by Kevin Kass

Presentation by Scott Polikov:

## **Stakeholder Meeting PPT – January 8, 2013**

Questions from the audience:

(Answers are given by Scot Polikov, except where noted with KK, for Kevin Kass)

- 1- What is downtown, I don't see Irving as having a downtown with a square. Put energy somewhere else. Live/work, what happened in Duncanville?
  - a. Downtown used broadly, meant Heritage Crossing
  - b. Duncanville is going through growing pains. Live/work is tough to deliver, it's hard to get financing. Duncanville is moderate economy and it's difficult to overcome the financial prejudice. Working with Fannie Mae and Freddie Mac to solve national issues with live/work conditions.
  - c. Active banks are a great benefit here
- 2- Economic of McKinney versus Duncanville, where does Heritage Crossing fit?
  - a. Attributes of both, better capture than either.
  - b. Potential to do better than both eventually.
  - c. Central in the economy of the Metroplex.
  - d. More people within short drive or train than McKinney.
- 3- Projects such as Delaware have been the past, where is the initial focus now?
- 4- Delaware Park was not appropriate, what is good infrastructure to focus on?
  - a. Let's start on Irving Blvd and 2<sup>nd</sup> Street, then work down.
  - b. Bring the TIF up and TIF can support infrastructure of Delaware property
- 5- When my daughter graduated in 97 moved to Mockingbird Station, is there a plan to bring young professionals to the area? Any interest in bringing them here. It's crucial to begin along rock island within the eyes of the train. Believes it would be a catalyst, crucial.
  - a. Pass-through of people on the train just as important as the driving traffic.
  - b. You don't have to do marketing if you do it right. The market will be attracted without doing the "themed" development. Affordability is here, make it desirable by creating activity.

# GATEWAY PLANNING

Design • Implementation • Value Capture

w w w . g a t e w a y p l a n n i n g . c o m

- 6- Irving Blvd is also a state road, 356. What are your plans for that?
  - a. Since it's a state highway, there is a personal and general side.
  - b. Scott's history was serving with Mark Merrick to co-chair Urban Streets committee, creating urban thoroughfare recommendations. Commission changed manual to provide criteria to allow for Irving Blvd to be an urban thoroughfare.
  - c. TxDot will work with local communities in a partnership to take advantage of a redesign for both traffic and destination attributes. Setting the stage for talking to TxDot. That state designation will not be a problem.
- 7- Does your experience show that we can capture the destination traffic before the density?
  - a. Yes, there is no formula for that, it is a personal opinion, but I think without reinventing Irving Blvd it will be difficult to do that. Housing potential should be worked on simultaneously. Groceries will be looking at rooftops to make decisions.
- 8- When you talk about density of a particular area and HC, do you see redevelopment of high density following your red line or blue line on the first chart? MF, multi-level
  - a. The question is not density it's the type of multi-family. You do not want to put in MF just to put it in. Regulations need to bring MF that bring value and reinvestment. Garden apartments are inappropriate for this area.
  - b. Array of design and housing types will be critical for the building type to reinvent itself. Highland Park apartments and duplexes are great and functioning in the area.
- 9- Irving got largest growth in the 50s when apartments started being built. The MF is essential for successful growth. Essential to start with Loop 12 development as an inviting gateway. Suggest an oval that serve as a circular track that connects all the civic functions.
  - a. KK - Some drawings and design done, let's get a better cross section on the roadway that people feel safe parking and walking along. Façade enhancements are already being worked on.
- 10- Connecting Campion Trail would help connect the north and south to HC.
  - a. Also consider, what are the gaps to the west?
- 11- Policy concerns, South Irving has become noisy, gravel trucks at 5am to 8pm along nursery road. With the zoning restrictions, 7 churches within 1-2 blocks, no objection to them, quiet and nice, but the neighborhood is losing its feeling because of the immense amount of churches in the area.
- 12- Interested about the Campion Trail, now it's going to be opened up to the west to Grand Prairie, will it ever go through downtown?
  - a. KK – along the east elm fork river, Delaware Creek empties into Trinity River. Portions of the Mountain Creek goes to Twin Wells golf course. Potential for a leg from Campion Trail up Delaware creek. Cycling speaks to all ages, avid cyclists are emerging and doing that would be great.
- 13- Would like to see the city put in 8' sidewalks instead of 3 and 4, owns a B&B, people ask, where can I eat? Young professionals need dining to attract them. #9 lot should be partnered to allow restaurants to come in at lower price range.

# GATEWAY PLANNING

Design • Implementation • Value Capture

w w w . g a t e w a y p l a n n i n g . c o m

- 14- Bicycling, Campion Trail, need bike trails to Campion east. Young professionals and families, people are not moving to Irving for the school district. How is that addressed?
  - a. Cannot speak really to the schools
- 15- Jay Narayana – she was six years with Southlake, doing zoning Southlake town center on the 2<sup>nd</sup> phase. We do not want a south lake development here. Reference to blue and red line, is that accurate?
  - a. Irving is not necessarily on the red line; HC is actually moving on the blue line and need a push to make it easy to be on the blue curve.
- 16- Do we think that there are attributes of the Southlake TC here? No, that's green field and needed a new city hall. Public policy consideration versus the development model.
- 17- After everything is said and done, how long will it take to get construction get underway?
  - a. We would like to see in the next 60 days to have a person interested in the development.
- 18- How will development of 5 stories at the train affect this area?
  - a. Every development needs to be addressed individually. Phasing needs to be planned to minimize effect on existing businesses.
- 19- Chamber of Commerce has been really good about supporting this area. Main concern is how much is the city going to back us? Main focus is in Las Colinas. How are they going to commit?
  - a. It's a really important point. I'm not suggesting that the city is not in a position to support; our recommendations will be that the city must support the area.
- 20- Whenever they [the City] bring new business in, they do it up north.
  - a. I think the engagement of this firm means that they [the City] are serious. Some details have been discussed to move forward.
- 21- I was wondering about concerns that you have about 2<sup>nd</sup> Street. What ideas?
  - a. Viable businesses are a positive thing. Point about Irving blvd is that there is so much regional traffic; 2<sup>nd</sup> Street is open to opinions as well.
  - b. 2<sup>nd</sup> Street has traditionally been more a green setting, but a thorough analysis will be needed.
  - c. Part of the challenge is making Irving Blvd, 2<sup>nd</sup> Street and main street work together.
- 22- Could you address the boundaries, of the HC crossing area?
  - a. Green boundary is the current setup, it may be appropriate to scale back to the areas in the core that the city currently owns properties. Potential to progress out a possibility.
- 23- Current demographics on the existing HC area? Is there any change needed?
  - a. Market and politics drive that. It's our job to help you broaden the market. HC is rich in culture, lower income, probably near the same to Duncanville. When speaking about HC there are two types of users that we are talking about, we are talking about the neighborhoods and residents, and then we are talking about the destination traffic for events from outside of the neighborhood. We need to be careful about trying to scientifically determine what the demographic should be. Character will always be changing and critical to embrace the people here and engage the businesses that are

# GATEWAY PLANNING

Design • Implementation • Value Capture

w w w . g a t e w a y p l a n n i n g . c o m

here. If you don't you will not attract the broader market. Cultural diversity helps an economic diversity in a great way.

- 24- These meetings are very helpful and we get to find out about things coming up. Lots of talk about different things with the rail and roads, and I hope to become really involved, thank you.
- 25- Fought battles concerning alcohol, DT McKinney without restaurants and alcohol, you would kill those areas. We have always have had the issue, and if you are going to have a successful and revitalized HC in Irving, we need to do the clean family like living that we've always had.
- 26- Mentioned about Roanoke redefining themselves, how do we redefine ourselves as a destination?
- a. We want to help you coalesce that and we can help you create it. Roanoke redefined themselves after it was already happening. As the chamber and business association coalesce, make that a formal and regular part of the business to regulate and track the brand. Work on it on an ongoing basis, and reinforce the momentum that it needs.
- 27- Reference to the timeframe, meeting on the 28<sup>th</sup>, you're making recommendations, when were you put under opportunity?
- a. Our job is not to do a plan, it's to catalyze activity. It's an action plan and no reason it can't be done in 60 days. We are engaging you to understand what your ideas are to catalyze development.
  - b. Trying to catalyze is critical, putting policies in place that require work to be done for many different faction to work together.
  - c. Public policy will be put in perspective, such as, what is the boundary? It may fluctuate and many things that we can't do in 60 day, bike connections, building critical links. This is not a comprehensive effort, but we will leave you with a framing that will get those comprehensive efforts moving.
  - d. There's been a criticism that nothings been happening, our job is to try to get things happening.
- 28- We waited about 7 years and hopeful that something was happening, and love the city atmosphere. Loves Roanoke, very hopeful that we can work with council, the people here are wonderful people and the citizens need to be kept up to speed.
- a. Once the commitment was in place to do Oak Street, the restaurants began to come in.
- 29- When I first started Glory House, I needed a place that I could get inexpensive property and I got this property. When I first moved into Main Street, it was blighted. The thing I like is that it's Mayberry-esque. Everyone knows each other. It's amazing to me that the hometown spirit is here, and people are proud of the history of being here. We need to not leave behind the gentleman that wants it to be like 1949 again. Nostalgia about that gets threatened by development talk, but I see progress. People and individuals are making things happen down here, not big business. We've got to find a way to capture nostalgia without threatening that, and being the development down here to support it. City's role is to align the infrastructure to do that, we will create the environment to bring the investors down here. We've seen failures, but bringing the older generation along will help the process.

# GATEWAY PLANNING

Design • Implementation • Value Capture

w w w . g a t e w a y p l a n n i n g . c o m

- a. Joann's message is important but we agree that the nostalgia needs to be reflected in the future means. Nostalgia should not stop innovation and change that will negatively impact the development potential.
- 30- On the fact with zoning, what are your ideas on that?
- a. The quick answer is we have not analyzed current to have an opinion. Some areas have suburban standards imposed on the urban areas and do not allow mixed use. But things need to be loosened for urban areas to be business friendly for the right project. McDonalds and Burger King are good examples of new working with the old layout.
  - b. HC Guidelines are still in place now.
- 31- I love the theme that we know each other, and people get to know each other. Comment that there are enough drive-thru's, we need to work on more, and do we really need to focus on restaurants? Where do other places start?
- a. Common denominator with downtowns and restaurants, and walkable place has restaurants, even in the most intimate areas. Often gravity occurs at the restaurants. Don't necessarily need to start there, usually the easiest. Soft goods are difficult. Retail benefits from restaurant services.
  - b. Making it easier to have the gravity are the kinds of things that we want to support.
- 32- One of the things that would help is to do a broad marketing effort to change the image. Large number of people that are scared about this area, due to rumors of the demographics. This is not a dangerous area to be in.
- a. How to educate people about the benefits, there needs to be a partnership with the city and the chamber. A powerful element is for the press to do stories. Have the business journal write stories about the up and coming power of the area. Great neighborhood base, very stable, and ultimately will support long term investment.
  - b. Not so much the city's responsibility, there needs to be a partnership.
- 33- Events are overlooked and no marketing done.
- a. City should talk about this place being a great destination by helping reinvestment in the area.
- 34- Concerned about the 60 days. A lot to draw from, comparing to other cities, have they kept you on for other cases and consulting?
- a. If we never come back, we want to produce something that will stand alone as a plan to move forward. We don't want to create something that requires us to come back purely for self interest. You've done so much planning already. And there is plenty to work from. The need for us to come in is to take the lid off of what is already happening and let it start and get some legs.

Meeting closes: 8:50pm