



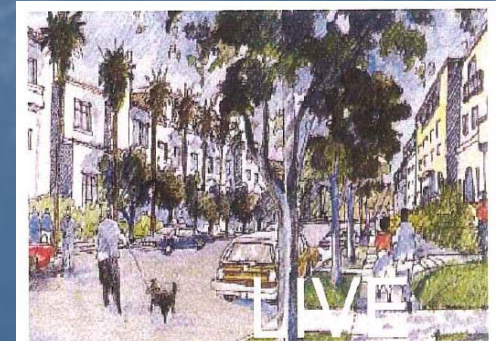
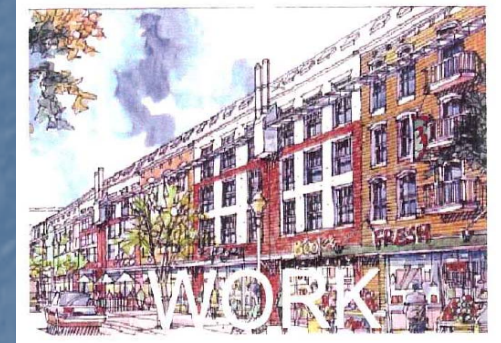
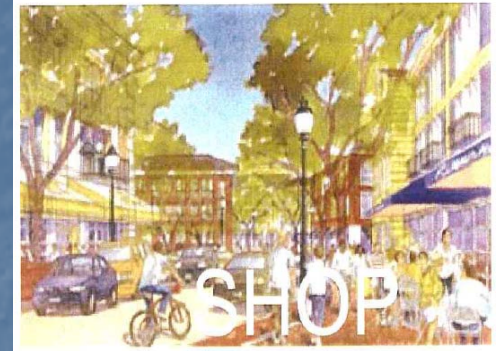
Heritage Crossing Redevelopment District

City Council Public Hearing
June 11, 2009

*Deliver Exceptional Services and Promote a High Quality of Life for
Residents, Visitors and Businesses*

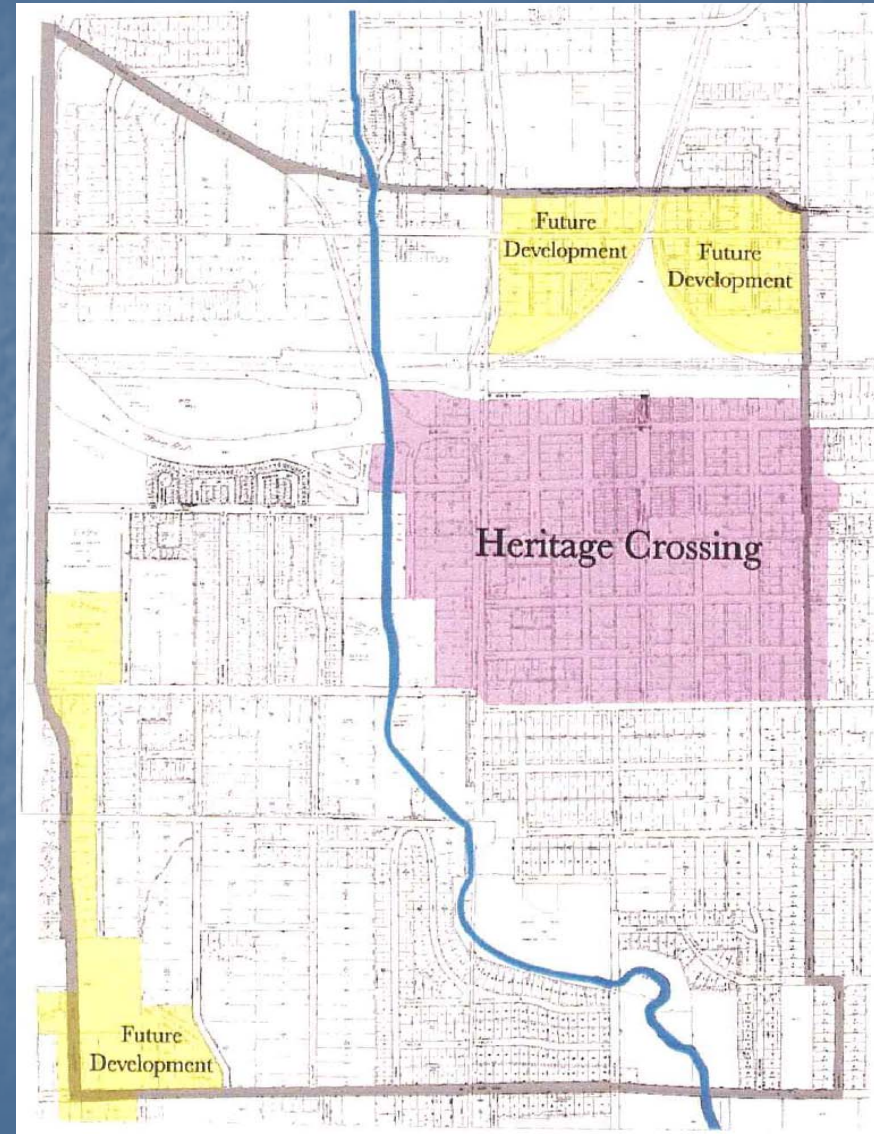
Heritage Crossing Redevelopment District

- Purpose:
Encourage new development and redevelopment that integrates housing, shops, workplaces, parks and civic facilities into a close-knit community using the principles of New Urbanism.
- Supports Goal 3 - Economic Development
- Implements Strategy 3.6:
“Implement downtown Irving redevelopment plan”

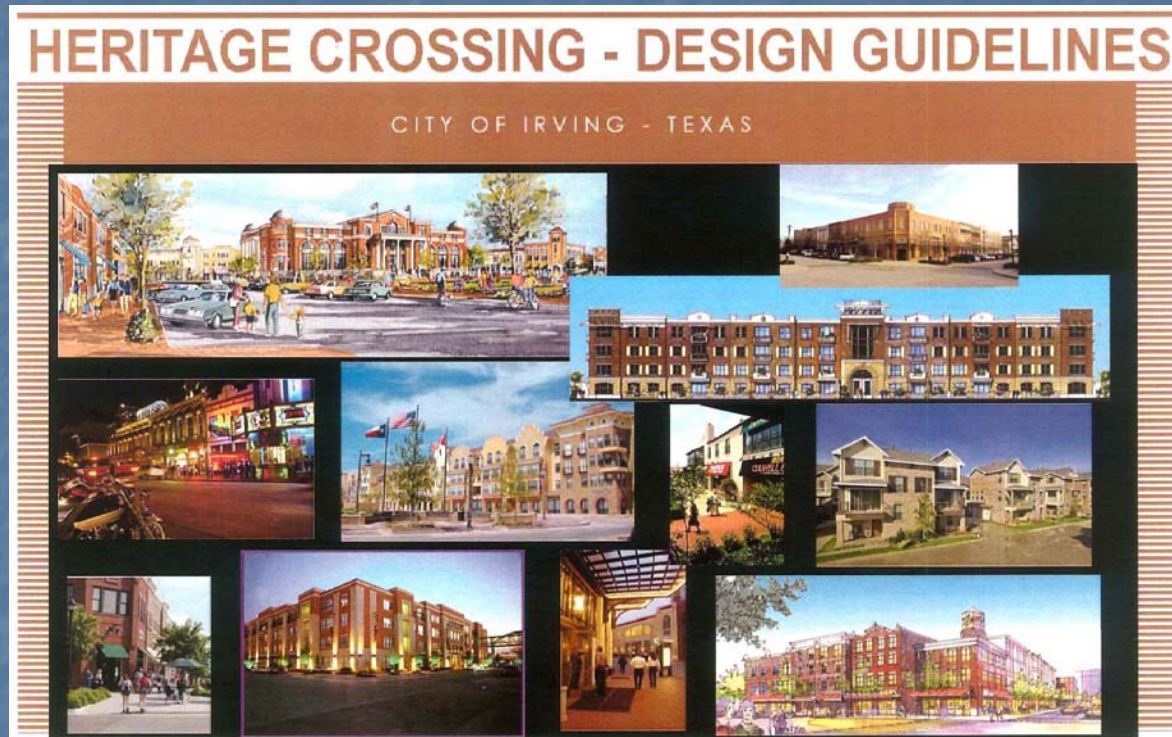


Area Boundaries

- Pioneer to the North
- Shady Grove to the South
- Britain to the East
- MacArthur to the West



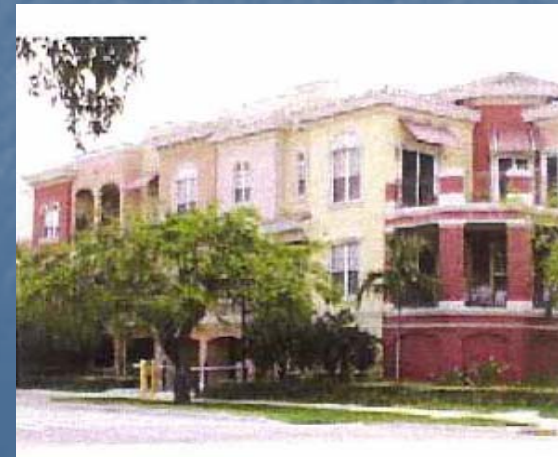
Based on Heritage Crossing Design Guidelines



- Developed during 2008 by the Heritage Crossing Advisory Committee
 - Multiple Neighborhood Meetings
 - Worked Closely with McDougal Companies
- Planning and Zoning Commission Public Hearing – January 19, 2009
- Ordinance converts Design Guidelines into Ordinance and creates Overlay

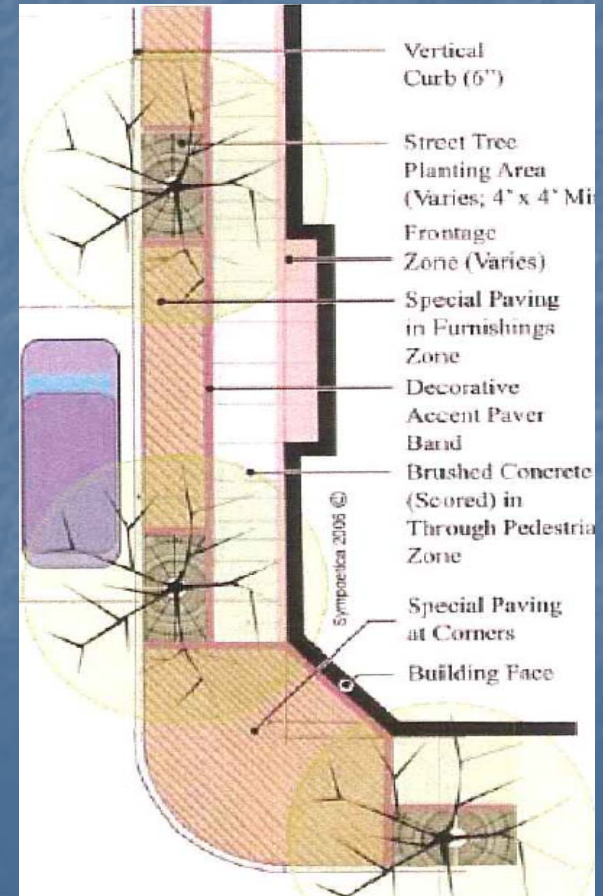
Addresses These Types of Development:

- Retail
 - Mixed Use or Single Purpose
 - Create Public Spaces
- Office
 - Multistory or Mixed Use
 - Create "Human Scale" and Visual Identity
- Multifamily Residential
 - Mixed Use or Single Purpose
 - Create "Critical Mass"
- Does NOT affect single family



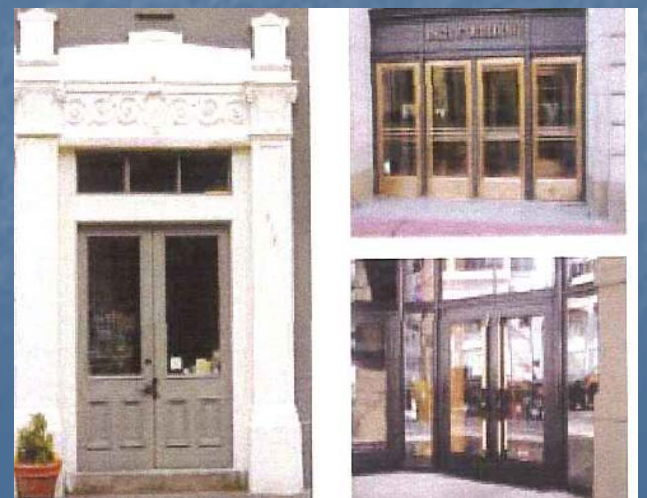
Establishes District-wide Standards for:

- Signs
- Parking
- Lighting Design
- Landscaping
- Street and Sidewalk Design
- Placement and Screening of Building Services
- Underground Utilities



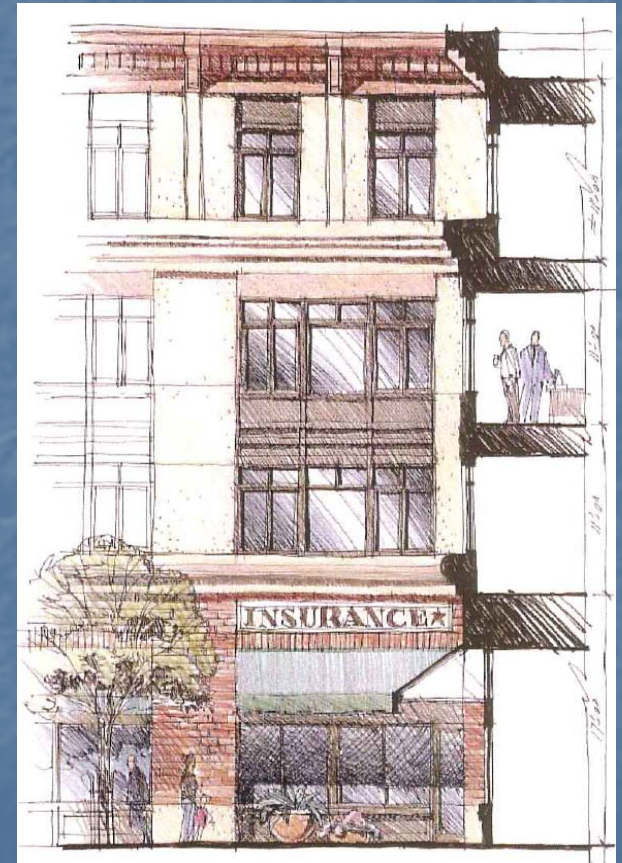
Establishes Specific Standards for Each Type of Development

- Maximum Lot Coverage
- Building Height Restrictions
- Build-to-Line is Property Line
- Architectural Guidelines
 - Articulation, Materials and Palette
 - Doors, Windows, and Architectural Elements
 - Provision for Ground Floor Retail



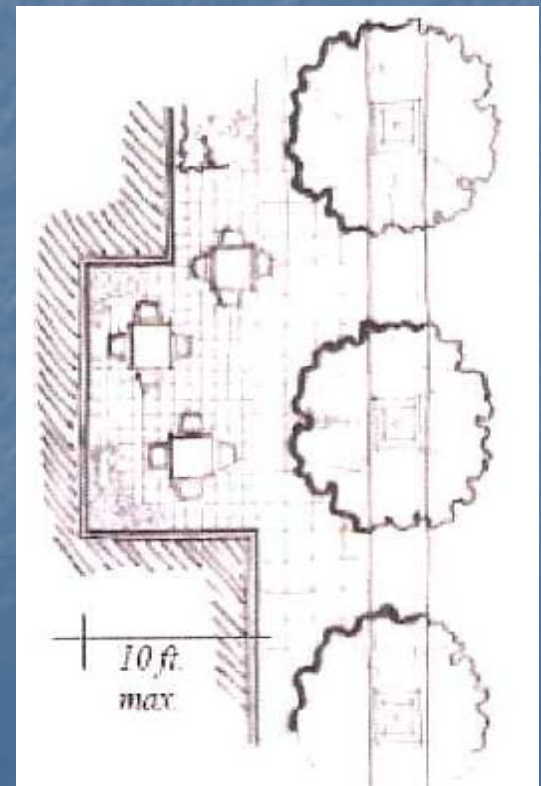
Proposed Building Types

- 3 – 6 story mixed use (retail on 1st floor, residential or office above)
- 4 – 5 story residential only or office only
- Single story retail (no mixed use)
- Most parking will be garage parking with some surface parking



Landscaping

- Preservation of Existing Trees 24" caliper or Larger is a High Priority
 - Credits toward requirements for new trees
 - Extra credit for Post and Blackjack Oaks (relic trees)
 - Penalties for unapproved removal
- Retail/Office/Mixed Use
 - Along sidewalks: 1 tree/40 ft. of frontage
 - 6" caliper
 - Clustering encouraged
 - In front yard setbacks: 1 tree/300 sq. ft. of front yard area – 4" caliper



Signs

- Pole Signs prohibited
- Monument Signs by Site Plan only
- Other Signs (Building, Window, Wall, etc.) regulated in keeping with the theme of current Downtown Development District Guidelines including limits on area of window signs
- If Canopy Sign includes tenant name or logo, canopy must be completely replaced upon change of tenant

