



## **MacArthur Boulevard Redevelopment Study and Plan Community Workshop #2 – Community Visioning**

### **Workshop Summary**

The following is a summary of comments received during Community Workshop #2 held at the Inn at 835 on June 25, 2010. Comments were recorded at the workshop as each table reported back to the overall group.

#### LAND USE, DEVELOPMENT & ECONOMIC CONDITIONS / OPPORTUNITIES

- Overall, attendees noted that MacArthur Blvd has some “niche” retail stores, however the area is not attractive and thus doesn’t attract many outside businesses. The development concepts and streetscape improvements shown during the workshop would assist in creating a more attractive street for businesses as well as visitors and shoppers.
- Reducing the amount of commercial zoning to concentrate retail activity was considered a good strategy to make the corridor more viable.
- Residential development (condos/townhomes) along MacArthur was well received as a new use as well as a way to concentrate retail activity and bring new shoppers to the area.
- Some participants felt that it was important to consider Prairie Farms Dairy as a business that has been located on MacArthur for many years and not just an industrial user in the middle of a commercial corridor that needs to be relocated. Others felt that it was a use that should be in an industrial area where truck access would be more appropriate

#### BUILDING, STREETScape & SIGNAGE DESIGN CONDITIONS / OPPORTUNITIES

- The streetscape concepts that include new parkways, decorative streetlights, street trees, sidewalks and new curb/gutter along MacArthur Blvd were well received.
- Attendees strongly believed that a well-designed streetscape would help build a new character for MacArthur as an attractive place to shop, visit and work.
- Establishing a “streetscape easement” to add property to the narrow public right-of-way of the street was considered key for creating enough room for new sidewalks, parkways and plantings.
- The identity/gateway marker concepts for the Corridor were well received. The question of “What is the real identity of MacArthur?” was raised. Participants felt that first determining an identity was an essential factor for establishing a design “theme” for the corridor.
- Attendees expressed interest in seeing additional open/green spaces along the Corridor similar to the one shown in the concepts for the SE corner of South Grand and MacArthur.
- Access to the existing bike trail from MacArthur was considered an important linkage.

## TRANSPORTATION, TRAFFIC , PARKING CONDITIONS & OPPORTUNITIES

- Attendees stated that existing alleys are in deteriorated condition and should be improved/replaced if properties/businesses will be relying on them for rear access to their sites/parking areas.
- Participants noted that sidewalks along MacArthur were needed to improve pedestrian/bicycle circulation.
- Parking lot consolidation and incorporation of landscape/green space in large parking areas were well received. Participants stated that the presence of so much asphalt detracts from the character of the area.
- Participants inquired about the possibility of constructing medians on MacArthur, in particularly at intersections where turn lanes were present to create an area of refuge for pedestrians.
- Some attendees believed that the Town and Country Shopping Center did not have “too much parking”, especially during lunchtime because of the restaurants located there. However, they did feel it would assist the Corridor if its parking lots were landscaped along the perimeter and internally.
- Some attendees expressed concern for the closing of State Street (east of Southside Christian Church) to create additional parking for the church because they thought that vehicles use that street for traveling southbound.

## OTHER CONDITIONS & OPPORTUNITIES

- Some participants expressed concern about the challenges that business and property owners have faced in the past in regards to receiving support/cooperation from the City with improvement/enhancement projects.