



# The Heart of Richardson's Telecom Corridor®

Collins-Arapaho Transit-Oriented Development and Innovation District

MAY 21, 2019  
20<sup>TH</sup> ANNUAL PUBLIC WORKS ROUNDUP

# Presenters



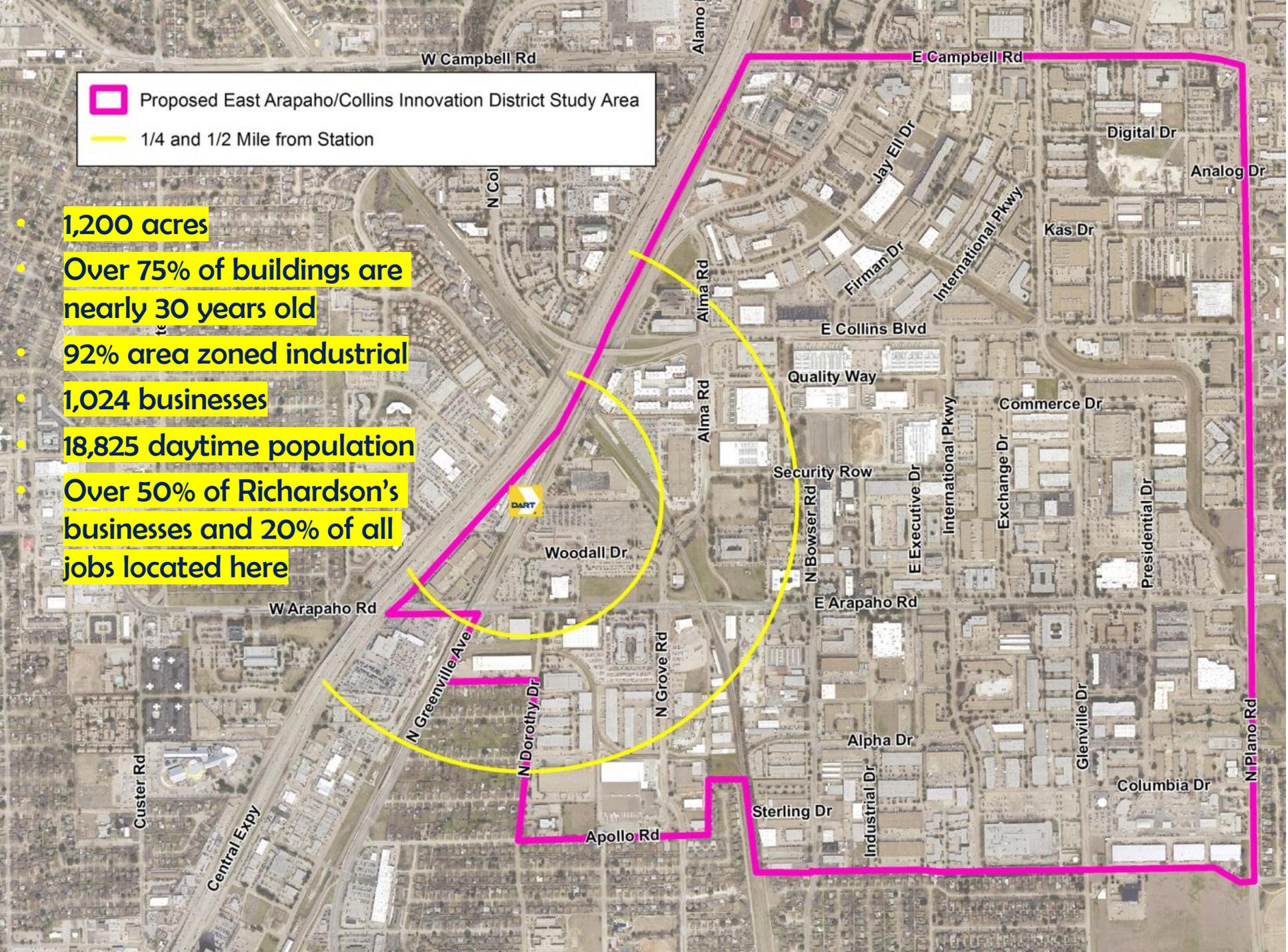
- Doug McDonald, AICP, Planning Projects Manager - City of Richardson
  - President - American Planning Association - Texas Chapter



- Shawn Poe, P.E., CFM, Director of Engineering - City of Richardson
  - Vice President - American Public Works Association – Texas Chapter

 Proposed East Arapaho/Collins Innovation District Study Area  
 1/4 and 1/2 Mile from Station

- 1,200 acres
- Over 75% of buildings are nearly 30 years old
- 92% area zoned industrial
- 1,024 businesses
- 18,825 daytime population
- Over 50% of Richardson's businesses and 20% of all jobs located here



# Our Path

Task Force  
Direction

- 2017
- Chamber of Commerce East Arapaho/Collins Task Force Recommendations

Vision  
Development

- 2018
- Development of District Vision and 10 Main Strategies

Implementation  
Year 1

- 2019
- Zoning, Demonstration Projects, Trails

**2020....**



# GOAL

To maximize the potential for transit-oriented development in proximity to the Arapaho Center Station and reposition the area as a successful innovation district that is an economic driver within the City and region.

# Public outreach

by the numbers



**2** Open House Events

**8** Focus Groups

(Neighborhood Associations, Business Owners, etc.)

**9** Presentations to Stakeholder Groups

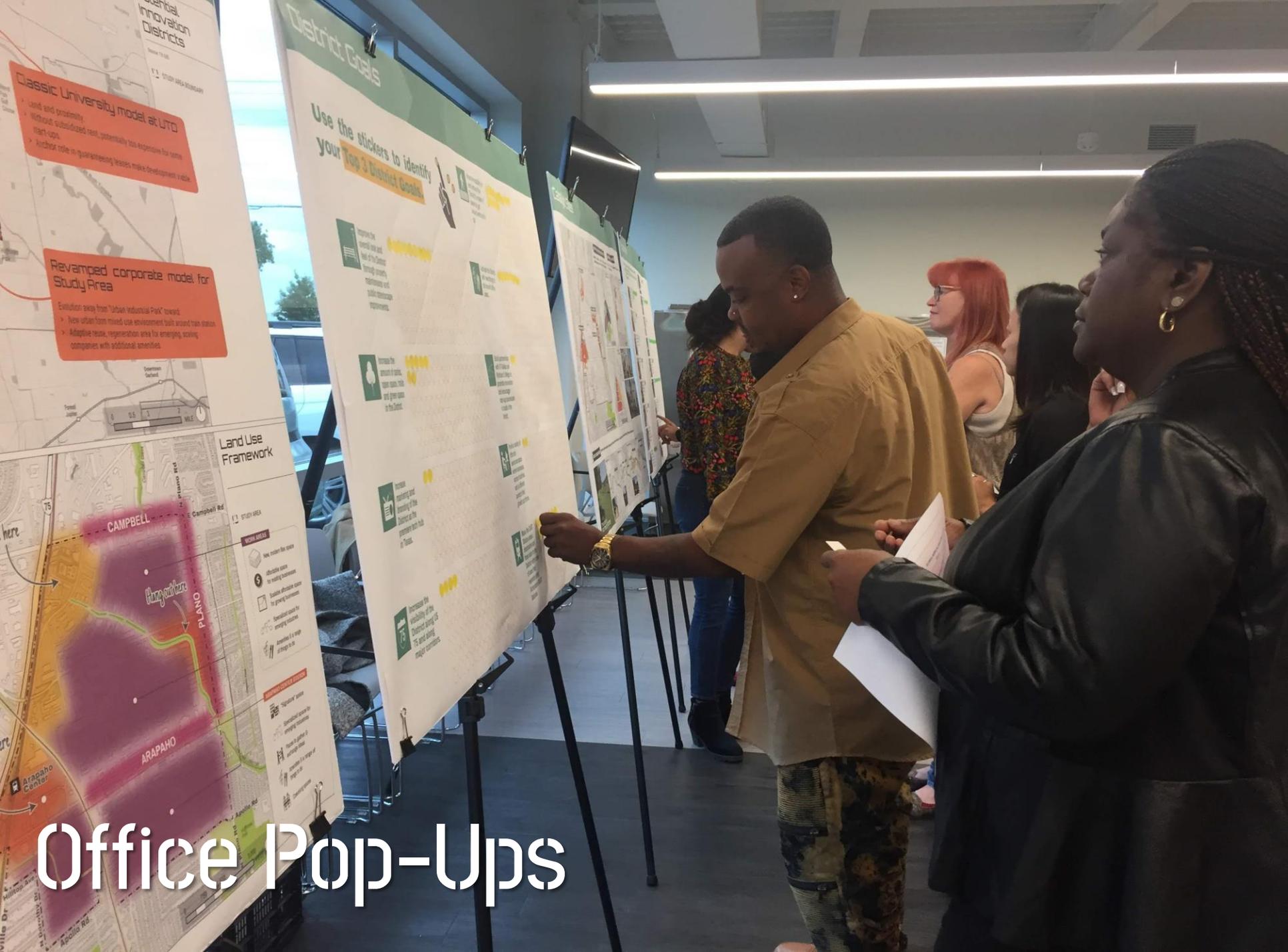
(RPD, Neighborhood Leadership, CPC, Chamber)

**10** Office and DART Station Pop-Up Events

**41** Interviews with Property Owners and Key Stakeholders

**587** Event Participants (Open House, Office and DART Station Pop-Ups)

**914** Surveys Completed



# Central Innovation Districts

### Classic University model at LUD

- Land and proximity
- Without subsidized rent, potentially too expensive for some start-ups
- Anchor role in guaranteeing leases make development viable

### Revamped corporate model for Study Area

- Evolution away from "urban industrial park" toward
- New urban form mixed use environment built around train station
- Adaptive reuse, regeneration area for emerging, scaling companies with additional amenities

## Land Use Framework



## District Goals

### Use the stickers to identify your Top 3 District Goals

- Improve the overall look and feel of the Center through modern, walkways and public message improvements
- Improve the amount of walk, meet space, and green space in the District
- Increase the amount of walk, meet space, and green space in the District
- Improve the visibility of the District along US 75 and along major corridors
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# Office Pop-Ups



# DART Pop-Up

# Vision

The District will be **the premier tech hub in Texas**. To achieve this the District will...

- > provide a place where a range of businesses across industries and at different points in their growth can thrive
- > support existing businesses while attracting new ones



Building 25, Brooklyn Navy Yard



District Hall, Boston

**Continue to be center for innovation & entrepreneurship**



**Be visually unique,  
green, lively and  
active...**



Be walkable & bikeable...



# With the Station area serving as a Gateway





# 10 Main Strategies

# 1

## Manage the experience and marketing of the District

### For example:

- Organize a voluntary business association
- Identify an “Innovation District Manager”
- Develop District name, branding and signage

YOU ARE ON  
**Campbell Rd.**

RICHARDSON INNOVATION DISTRICT



> Plano Rd.	10 min	5 min
< Arapaho Center DART Station	10 min	5 min
< Richardson UTD Business Incubator	10 min	5 min
∨ Arapaho Rd. Subdistrict	10 min	5 min

YOU ARE ON  
**Arapaho Rd.**

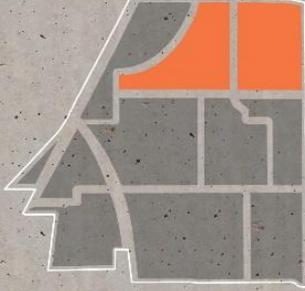
RICHARDSON INNOVATION DISTRICT



> Plano Rd.	10 min	5 min
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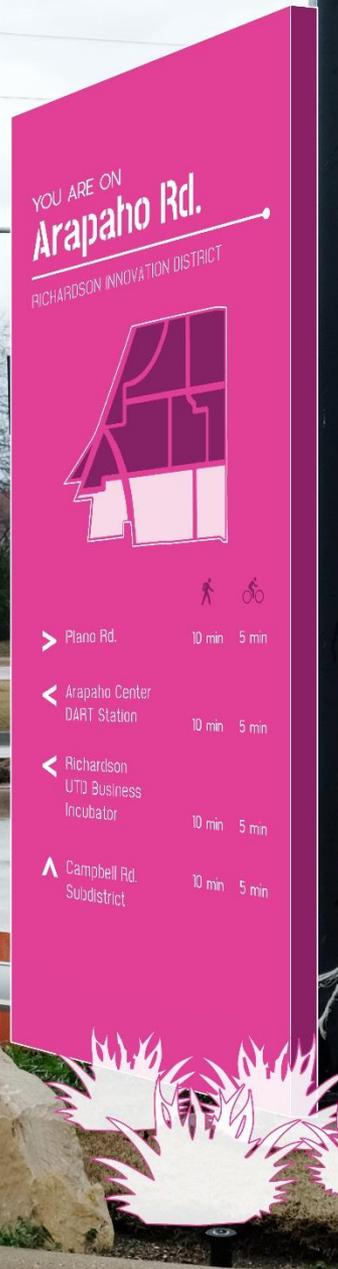
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**STREET WAYFINDING ON ARAPAHO RD  
MONUMENT SIGNS LOCATED ON MAIN CORRIDORS**



**BUILDING IDENTITY**  
**WAYFINDING FOR FLEX SPACE COMPLEX**



# 2

## Support building upgrades and modernization throughout the District

### For example:

- Exclude value of improvements going forward on assessment
- Waive development and permit fees
- Assist with infrastructure improvements and upgrades
- Develop façade improvement program to encourage cosmetic improvements

### Cosmetic



FAT Village

### Cosmetic and use change



Complex, Atlanta (Third & Urban)

### Substantial rehab



Menlo Park BioScience Building

# 3

## Allow zoning flexibility in industrial zones

### For example:

- Change FAR Standards to maximize development potential and building footprint
- Change building height to match needs of modern, industrial buildings
- Adjust parking requirements to better support the needs of different businesses

#### Parking



#### FAR Standards



#### Building Height

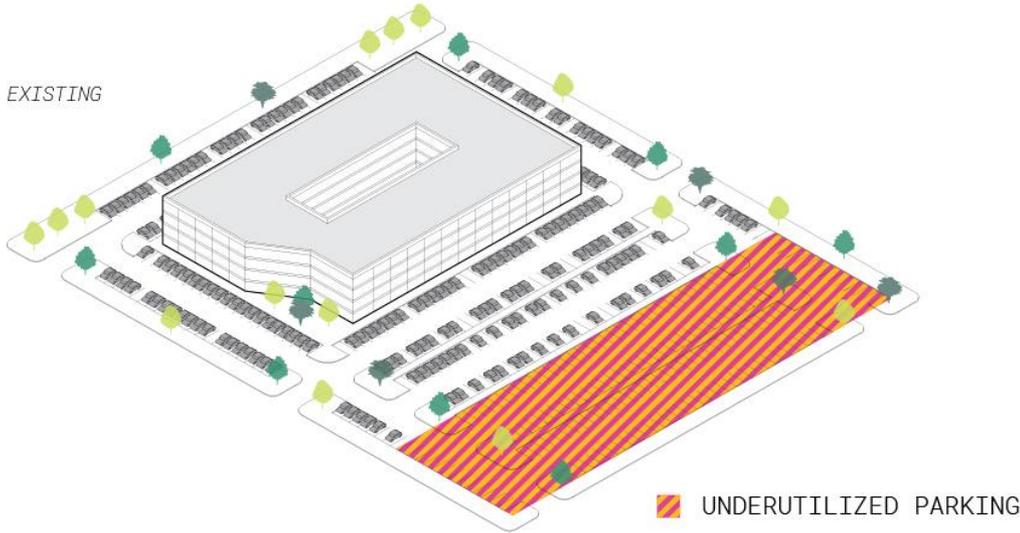


**For example:** underutilized parking space could be reused for new construction.

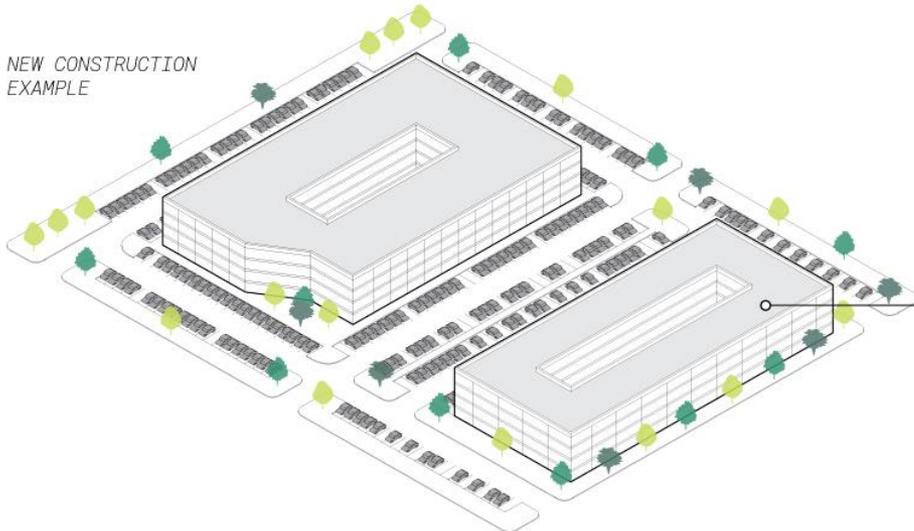
**UNDERUTILIZED PARKING - NEW CONSTRUCTION**

**4A** MIDRISE - OFFICE BUILDING

EXISTING

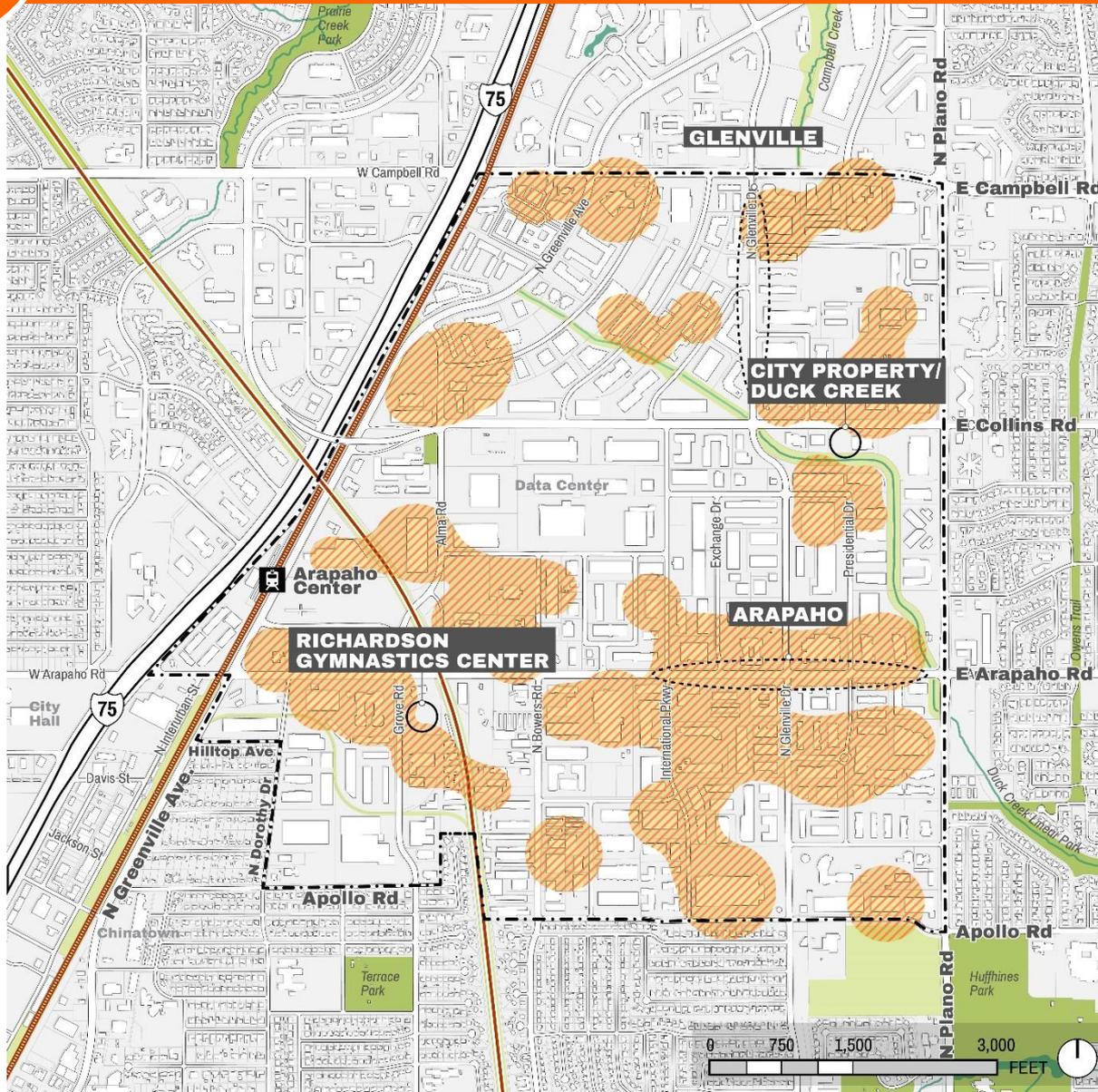


NEW CONSTRUCTION  
EXAMPLE



# 4

Encourage vibrancy through placemaking activities in places with a high concentration of workers



## Opportunities for Temporary Programming

- STUDY AREA
- TEMPORARY PROGRAMMING - Phase 1
- TEMPORARY PROGRAMMING - Phase 2
- HIGH WORKER CONCENTRATION

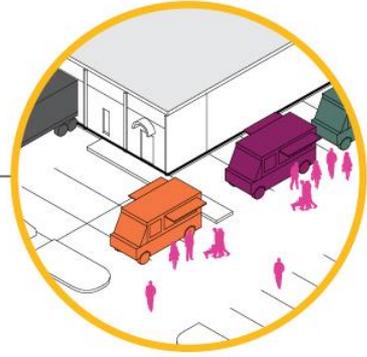
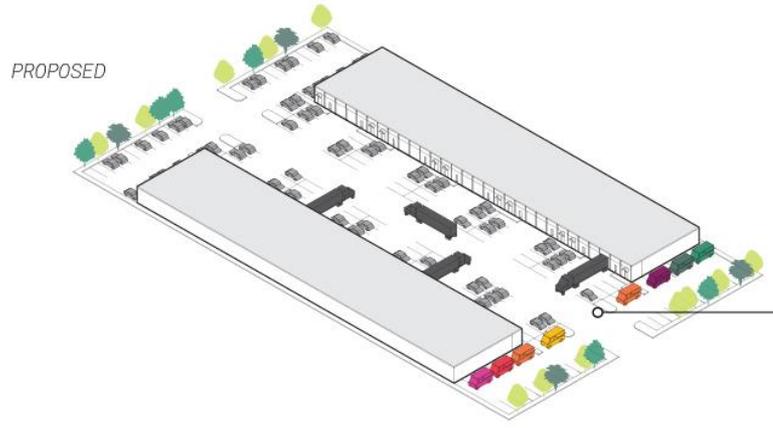
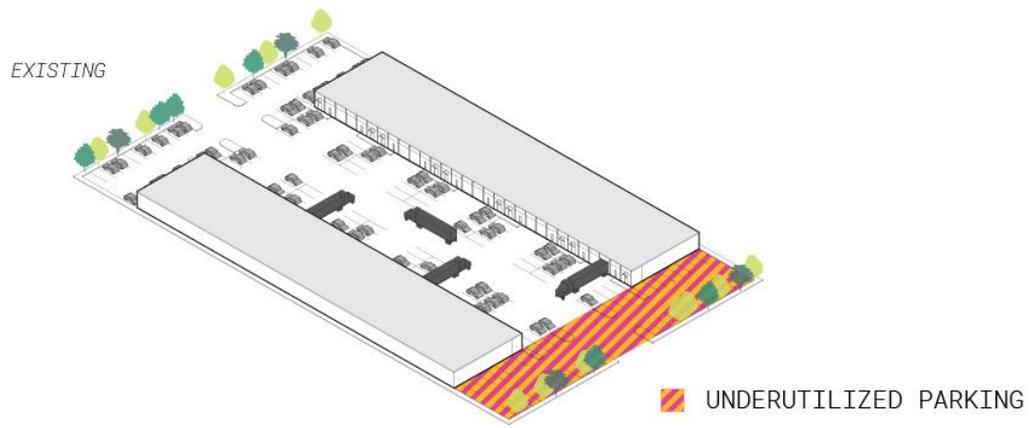
### For example:

- Pilot placemaking program on City property
- Allow zoning flexibility and limited permitted for programming

**For example:** unused parking space could be allowed to be re-purposed for temporary programming such as food trucks.

**UNDERUTILIZED PARKING - FOOD TRUCKS**

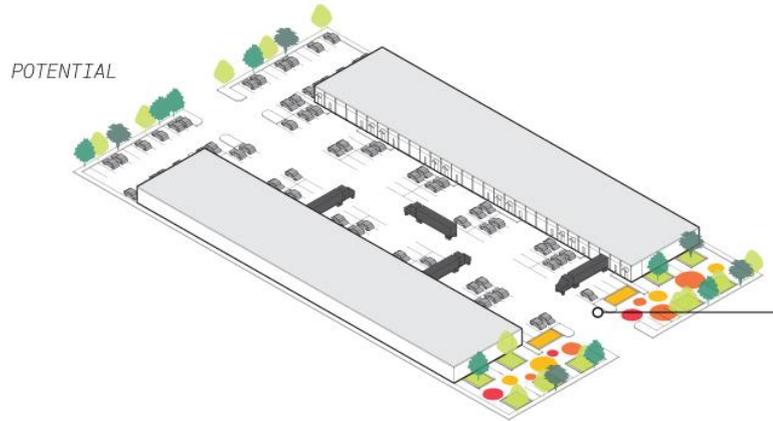
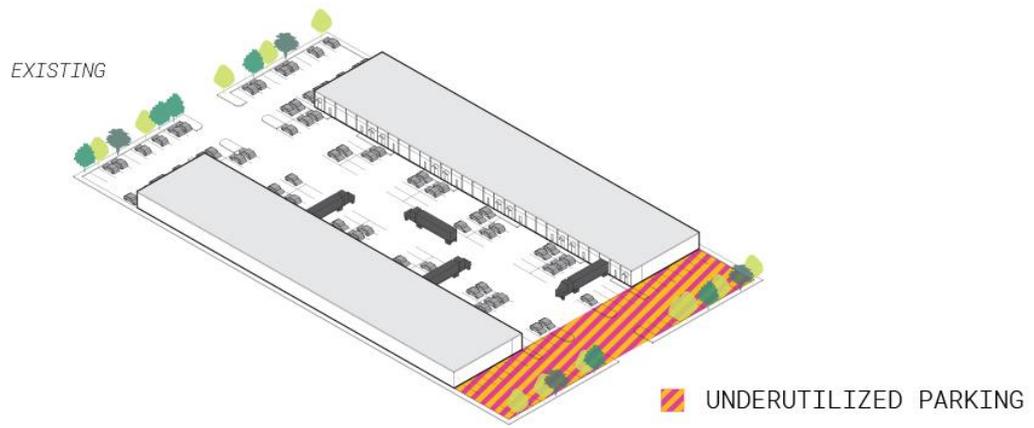
**1A** FLEX SPACE - FRONT LOADING



**For example:** use zoning flexibility to encourage property owners to transform unused parking space into open space amenities.

**UNDERUTILIZED PARKING - POP-UP PARK**

**1A** FLEX SPACE - FRONT LOADING



**For example:** partner with DART and property owners to transform abandoned freight ROW

**RECLAIMED RAIL PARK  
NEAR DOROTHY DR., SOUTH OF ARAPAHO**



**EMPLOYEE REST  
AREA & SEATINGS**

**TRAIL**

**WILDFLOWER MEADOW**

# 5

## Improve the District's edges and gateways

**For example:** create attractive portals to the District at intersections with US 75 and the rail viaduct



**For example:** create attractive portals to the District at intersections with US 75 and the rail viaduct

**PORTAL & WAYFINDING**

RAIL BRIDGE UNDERPASS ALONG N GREENVILLE AVE.



**For example:** improve medians and identify unique streetscape design themes along Arapaho Road, Campbell Road, Plano Road, and Collins Boulevard



# 6

## Redesign key streets for better mobility



**STATION AREA**  
EXISTING VIEW OF GREENVILLE AVENUE LOOKING SOUTH



**STATION AREA**  
POTENTIAL STATION AREA DEVELOPMENT AND GREENVILLE  
AVENUE REDESIGN



# 7

## Create a shared “innovation space” for new businesses

### **For example:**

- Designate areas as living test beds and providing necessary innovation infrastructure, such as 5G and embedded sensor technology
- Develop physical space that includes wet lab space, clean room capability for precision technology, and air handling for biomedical and materials research



# 8

## Strengthen partnerships with universities and colleges for programming and marketing

### **For example:**

- Work with UT-Dallas on migration programs
- Work with Richland College to develop training facilities
- Develop partnerships with UT-Southwestern, Southern Methodist University and Collin College to market the District for new businesses



# 9

Create new open space amenities to attract and retain both new and existing businesses

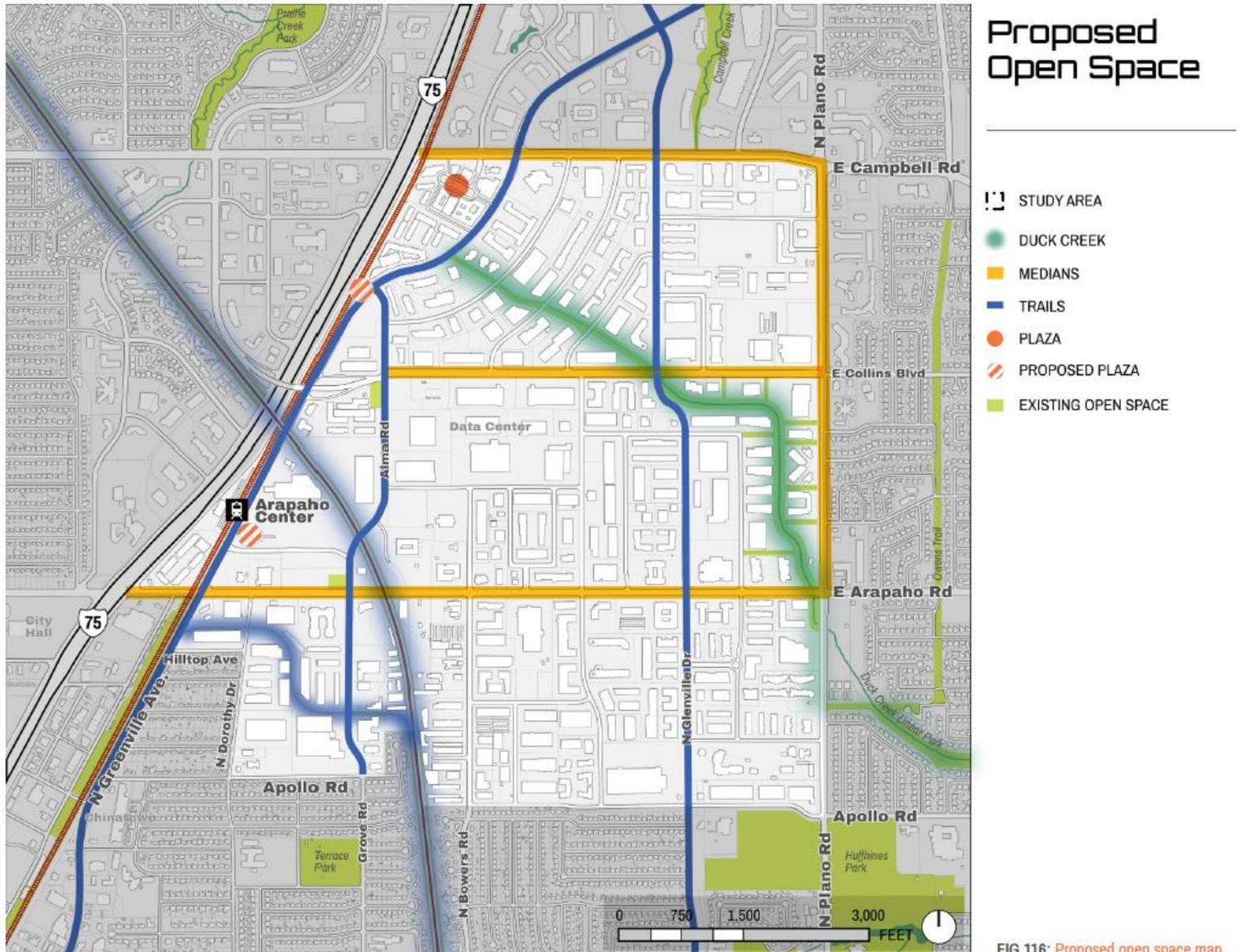


FIG 116: Proposed open space map

**For example:** Create an open space amenity along Duck Creek



**DUCK CREEK**  
BETWEEN ARAPAHO & COLLINS  
POTENTIAL SCENARIO  
OPTION

CREEK

TRAIL

STORMWATER GARDEN  
ALONG THE CREEK

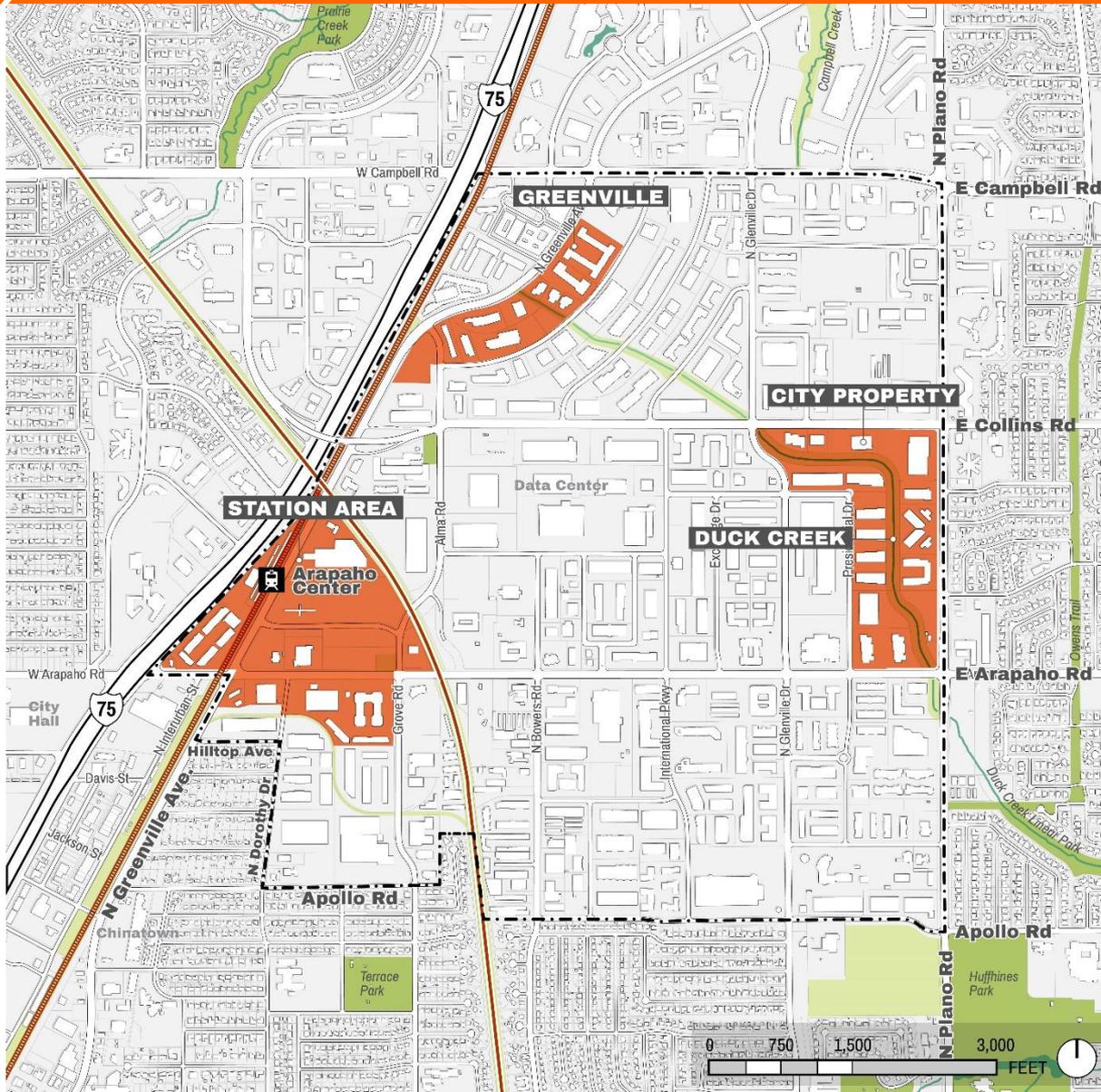
EMPLOYEE REST AREA  
WITH CANOPY & SEATINGS

PUBLIC ART



# 10

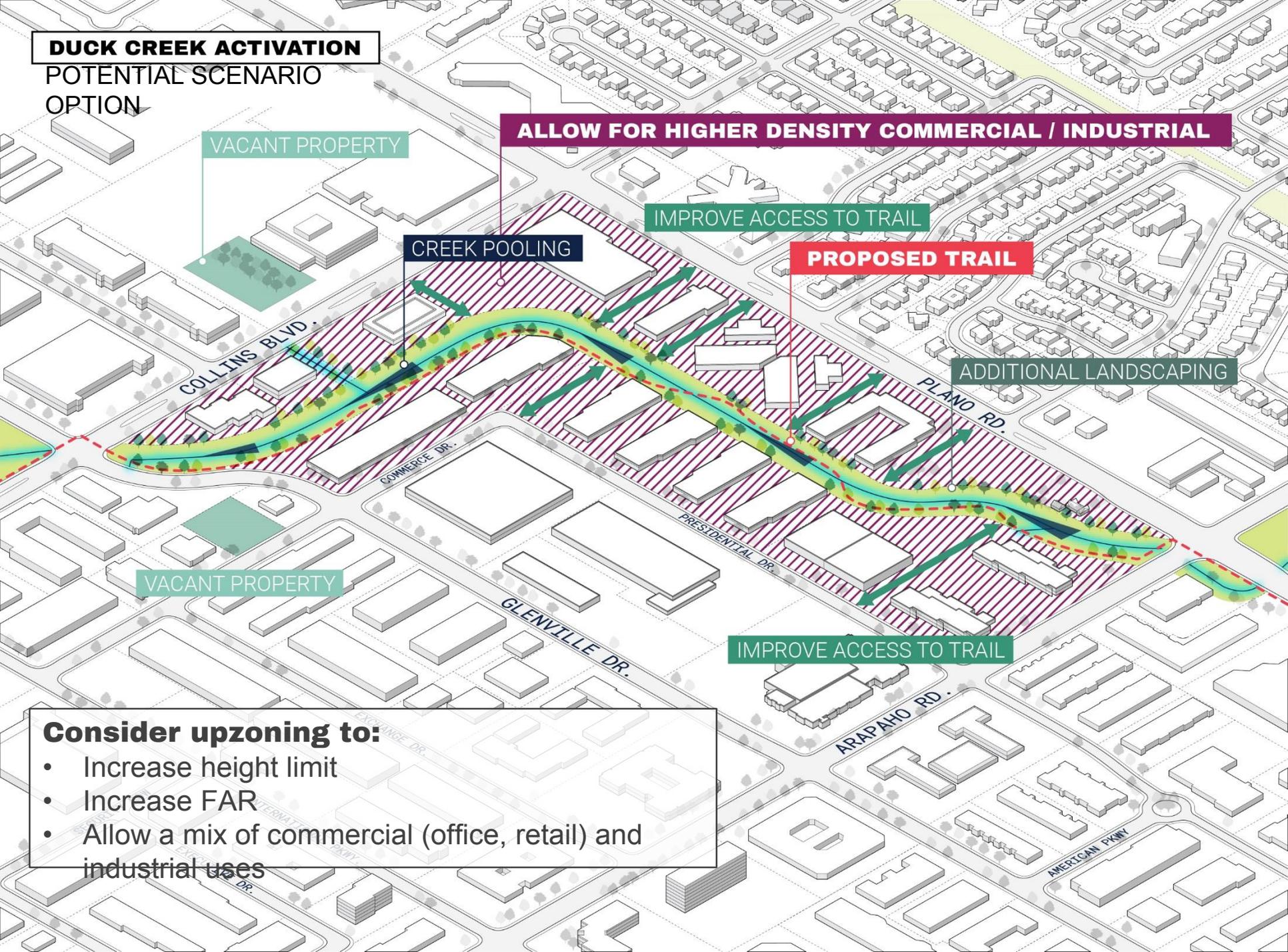
## Redevelop key opportunity sites to bring new uses and activities to the District



### Key Opportunity Sites

-  STUDY AREA
-  KEY OPPORTUNITY SITES

**DUCK CREEK ACTIVATION**  
POTENTIAL SCENARIO  
OPTION



**ALLOW FOR HIGHER DENSITY COMMERCIAL / INDUSTRIAL**

IMPROVE ACCESS TO TRAIL

**PROPOSED TRAIL**

ADDITIONAL LANDSCAPING

IMPROVE ACCESS TO TRAIL

VACANT PROPERTY

**CREEK POOLING**

VACANT PROPERTY

**Consider upzoning to:**

- Increase height limit
- Increase FAR
- Allow a mix of commercial (office, retail) and industrial uses



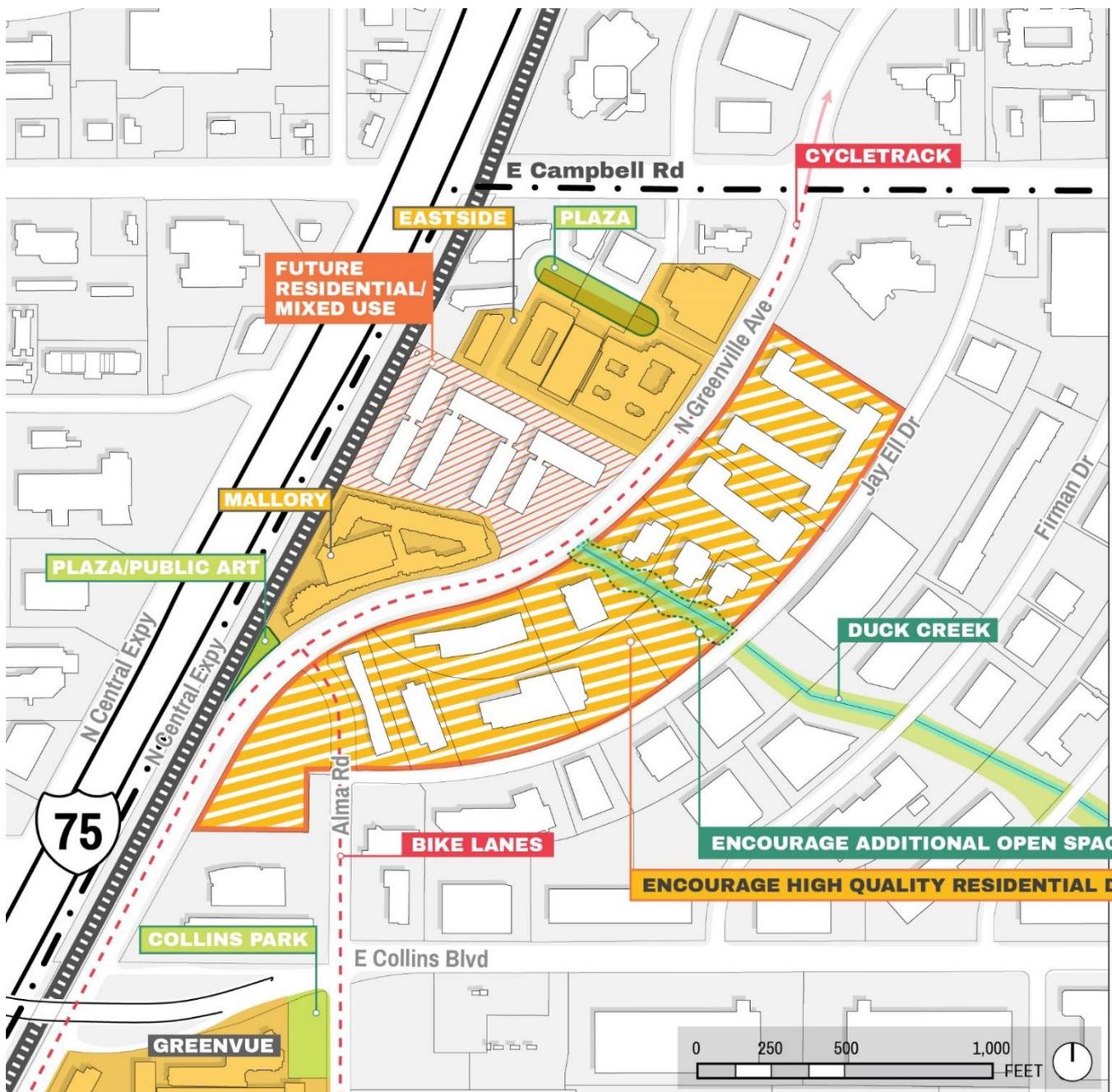
Turtle Creek, Design District

**For example:** Encourage quality residential development along Greenville Avenue

# Greenville Avenue Residential

Source: City of Richardson

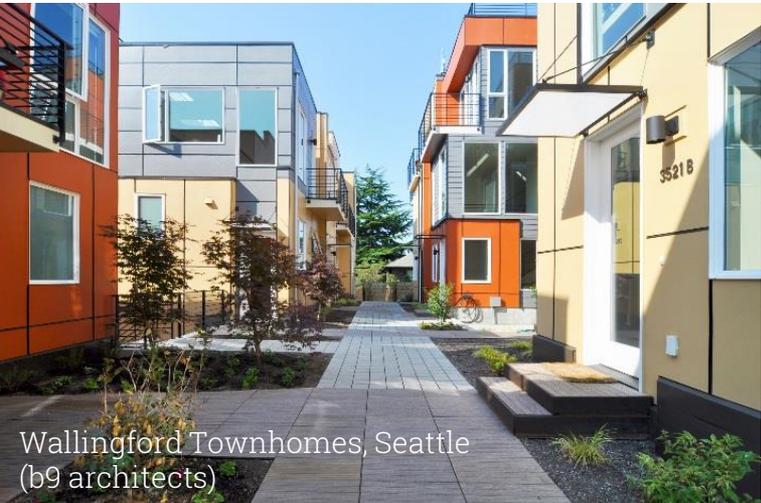
- STUDY AREA
- OPEN SPACE
- WATER
- DART RAIL SYSTEM



**Residential typologies: Townhouses integrated with courtyards, public green space**



Fremont riverfront trail community, Vancouver region



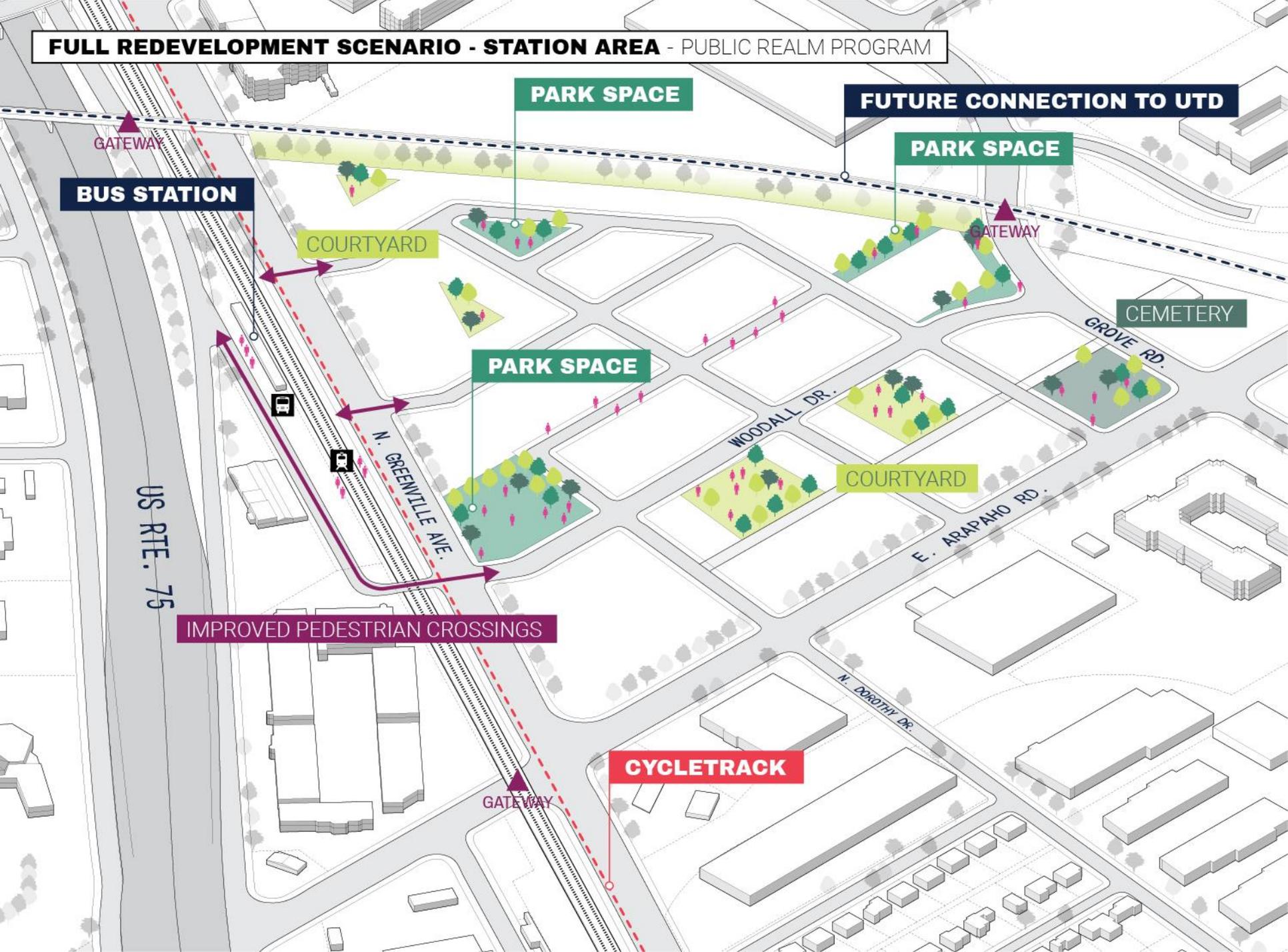
Wallingford Townhomes, Seattle  
(b9 architects)



**For example:** Redevelop Arapaho Center Station area as a walkable mixed use front door to the District



**FULL REDEVELOPMENT SCENARIO - STATION AREA - PUBLIC REALM PROGRAM**



**PARK SPACE**

**FUTURE CONNECTION TO UTD**

**PARK SPACE**

**BUS STATION**

**COURTYARD**

**PARK SPACE**

**CEMETERY**

**COURTYARD**

**IMPROVED PEDESTRIAN CROSSINGS**

**CYCLETRACK**

GATEWAY

GATEWAY

GATEWAY

US RTE. 75

N. GREENVILLE AVE.

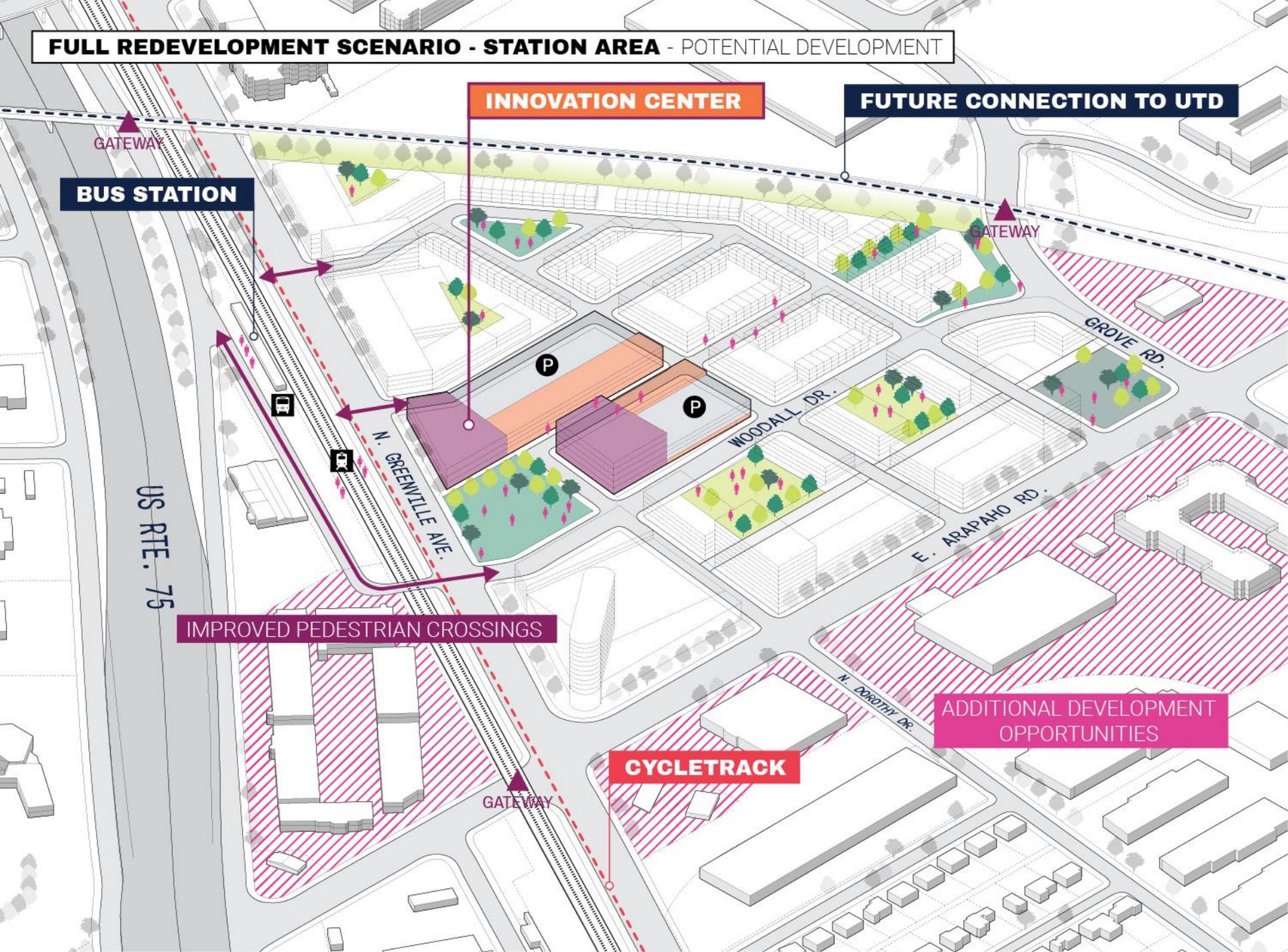
WOODALL DR.

E. ARAPAHO RD.

N. DOROTHY DR.

GROVE RD.

**FULL REDEVELOPMENT SCENARIO - STATION AREA - POTENTIAL DEVELOPMENT**



**INNOVATION CENTER**

**FUTURE CONNECTION TO UTD**

**BUS STATION**

GATEWAY

GATEWAY

GROVE RD.

WOODALL DR.

E. ARAPAHO RD.

**IMPROVED PEDESTRIAN CROSSINGS**

**ADDITIONAL DEVELOPMENT OPPORTUNITIES**

**CYCLETRACK**

GATEWAY

US RTE. 75

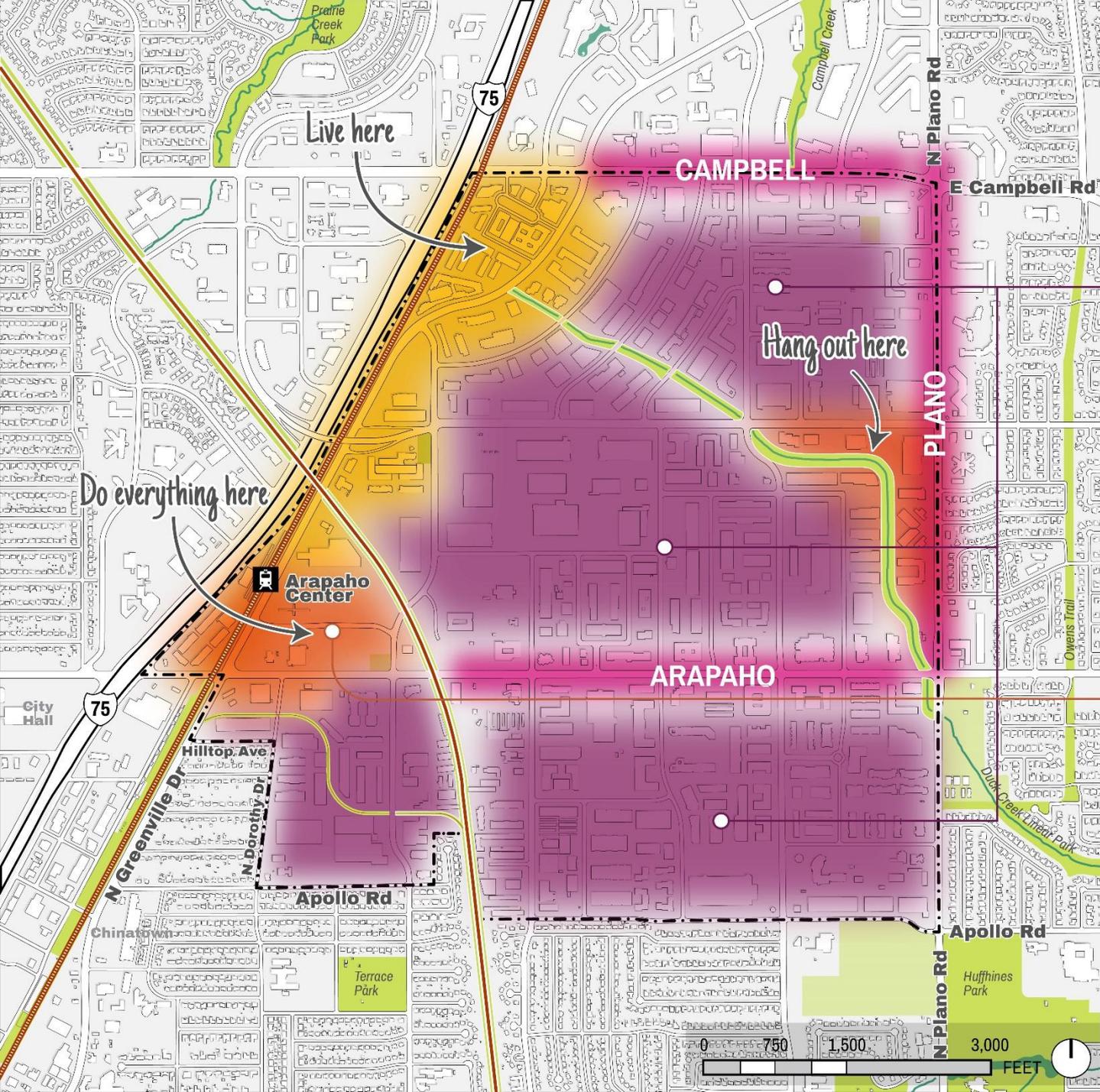
N. GREENVILLE AVE.

N. DOROTHY DR.

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# Land Use Framework



STUDY AREA

## WORK AREAS

- New, modern flex space
- Affordable space for existing businesses
- Scalable affordable space for growing businesses
- Specialized space for emerging industries
- Amenities & a range of things to do

## ARAPAHO CENTER STATION

- "Signature" space
- Specialized space for emerging industries
- Places to gather & exchange ideas
- Amenities & a range of things to do
- Coworking spaces

# Moving forward

**2019** | Begin Zoning Entitlement Process

Road Diet Demonstration testing on Greenville Avenue

Glenville Drive Rebuild Study

Construction of Duck Creek Trail

Construction of Alma Road Bike Lane

# Rezoning Initiative

- **Create an additive layer of flexibility with minimum non-conformities in industrial zones**
- Enable more flexibility for industrial properties:
  - Uses
  - Signage
  - Building Materials
  - Floor-to-Area Ratio
  - Building Height
  - Setbacks
  - Parking
- Creation of new comprehensive development regulations of key opportunity sites identified in the Vision Study, such as the Arapaho Center DART Station, to anchor the District and bring new diverse activities.

# Community Workshop #1 and Popup

- June 13<sup>th</sup> (evening) and June 14<sup>th</sup> (lunch focused on daytime population)
- 1302 E. Collins (City Property)
- Workshop will focus on the preliminary Regulating Plans, Street Typology/Streetscape Standards, Building Envelope Standards and Use Standards
- Temporary Pop-up Demonstration by Better Block, Inc. will focus on potential amenities along Duck Creek



# Capital Projects

- Streets
- Water/Sewer
- Trails/Bike Lanes
- Public Realm/Medians
- Wayfinding/Signage

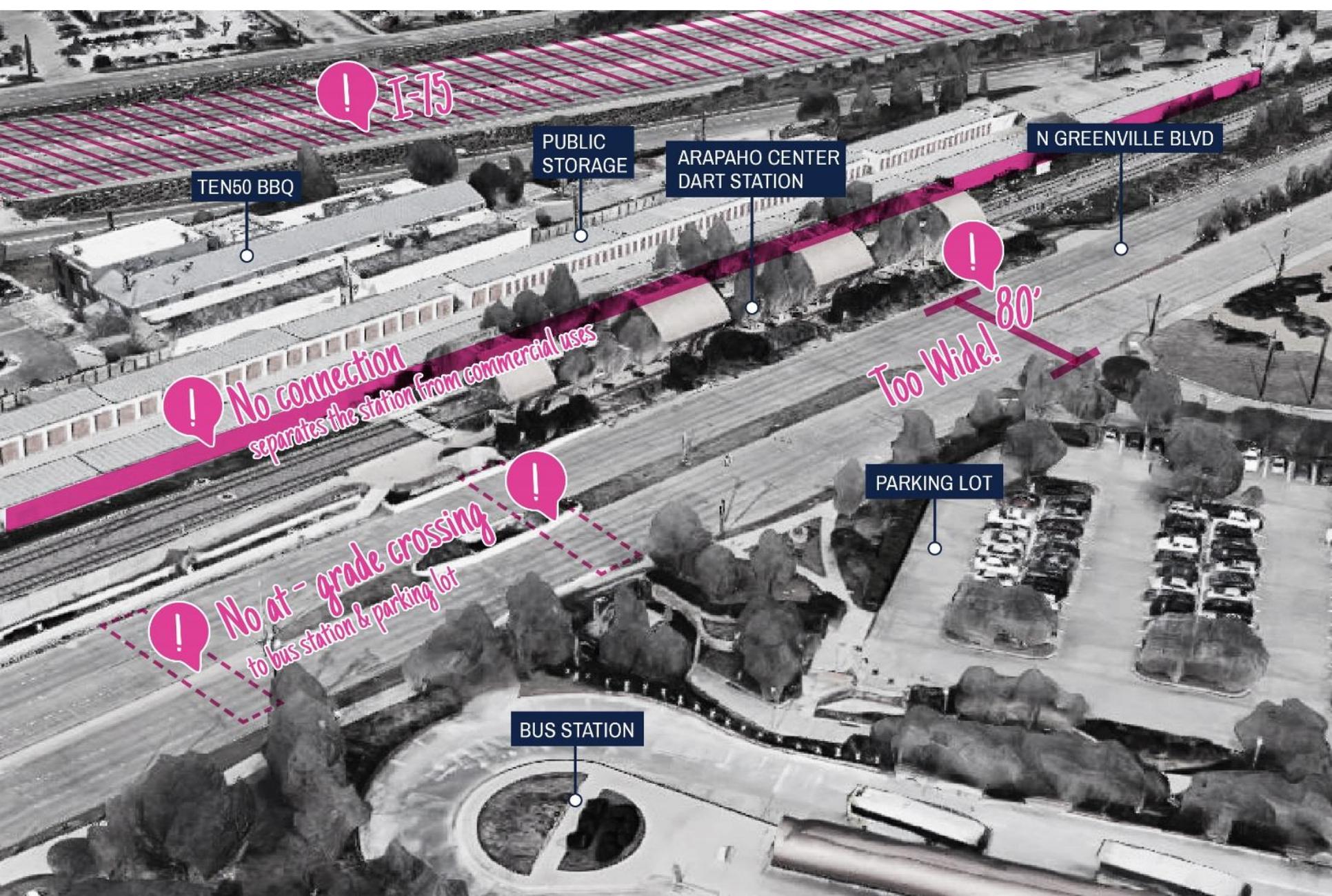


# Upcoming Projects

- **Alma Road Bike Lane – Greenville Avenue to Arapaho Road**
  - Installation in May
  - Connects existing Bike Lane south of Arapaho to Central Trail
- **Glenville Drive**
  - Evaluating Paving, Drainage, Water, Sanitary Sewer Replacement based on Future Uses/Density
  - Potential Incorporation of Study’s Cross-Section
- **Greenville Road – Campbell Road to Jackson Street (just north of Beltline)**
  - Road Diet Testing



# Mobility Challenges with Greenville Avenue



! I-75

TEN50 BBQ

PUBLIC STORAGE

ARAPAHO CENTER DART STATION

N GREENVILLE BLVD

! No connection separates the station from commercial uses

! 80' Too Wide!

! No at-grade crossing to bus station & parking lot

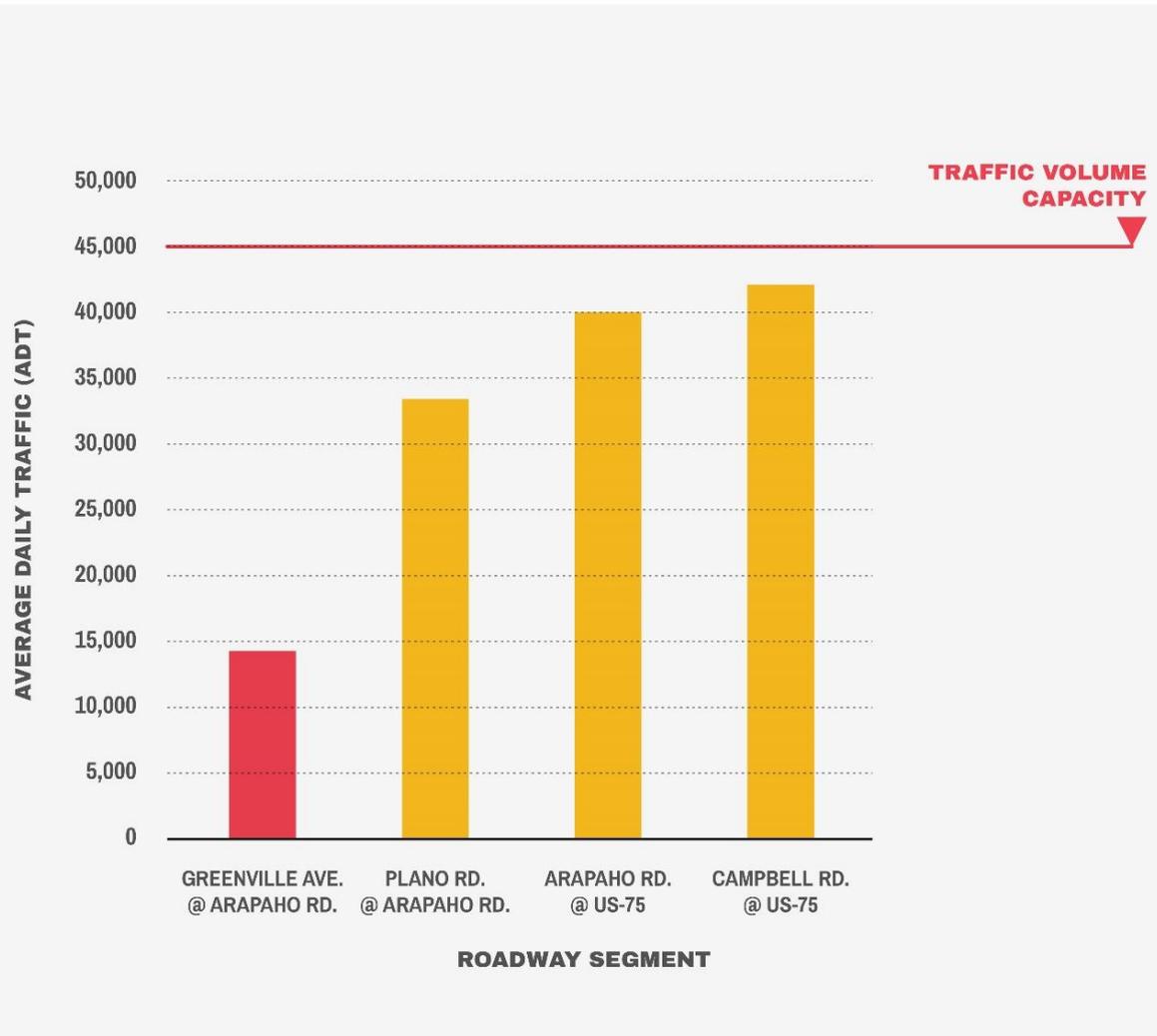
PARKING LOT

BUS STATION

# Traffic Volumes in Study Area

## TRAFFIC VOLUMES IN STUDY AREA

SOURCE: BIG RED DOG ENGINEERING



▶▶ **Arapaho, Plano and Campbell are designed for cars.** They move people across the city.

▶▶ **Every other street has excess capacity to provide for other modes:**

▶ **24% of survey respondents** said they'd drive less with better bike and pedestrian infrastructure.

▶ **Another 17% of survey respondents** said they'd drive less with better transit service.

# Greenville Avenue Demonstration Project

- Project limits from Campbell Road to Jackson Street (1.85 miles)
- Intended to determine the long-term viability of reducing Greenville Avenue by one lane in each direction and adding on-street bicycle facilities.
- Intended to test at-grade crosswalk to the Arapaho Center DART Station
- Better Block, Inc. will assist with temporary pop-up demonstration to visualize potential pedestrian and mobility improvements, which will include:
  - Temporary artistic muraled crosswalk at Arapaho DART Station (temporary paint)
  - Temporary bike lanes from Jackson Street to E. Campbell Road (temporary paint)



# Website

[WWW.COR.NET/COLLINSARAPAHO](http://WWW.COR.NET/COLLINSARAPAHO)



RICHARDSON  
TEXAS