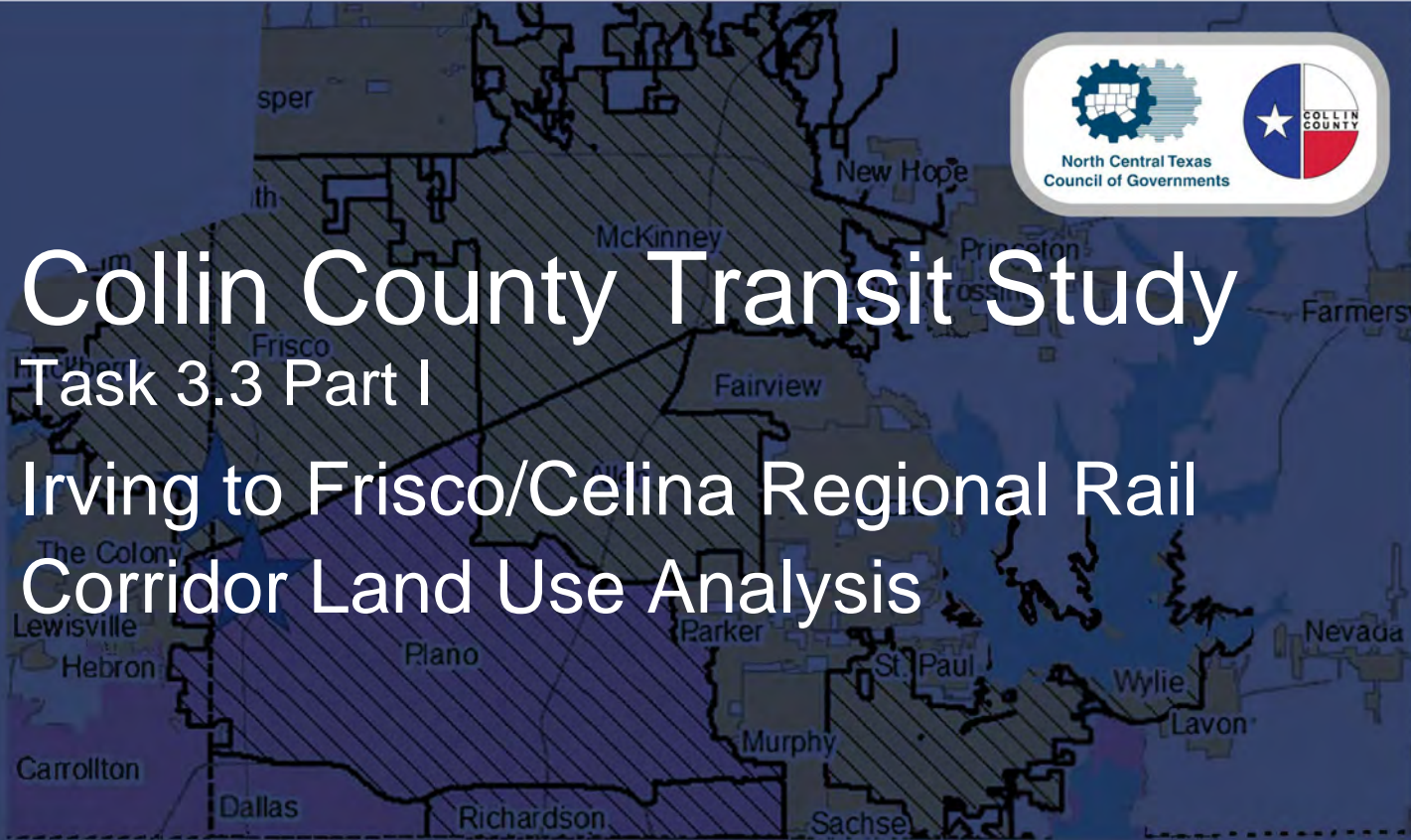




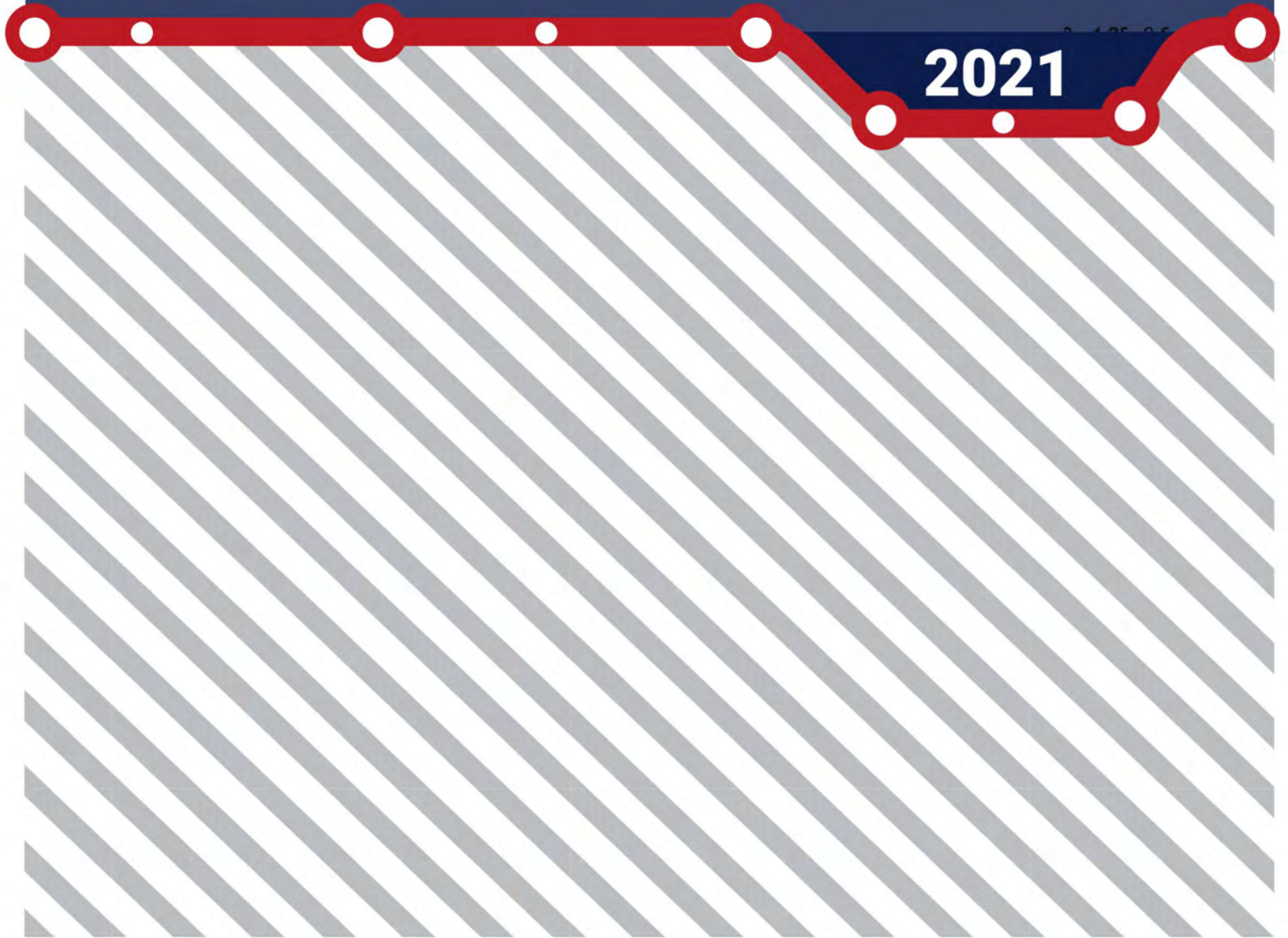
# Collin County Transit Study

Task 3.3 Part I

## Irving to Frisco/Celina Regional Rail Corridor Land Use Analysis



2021





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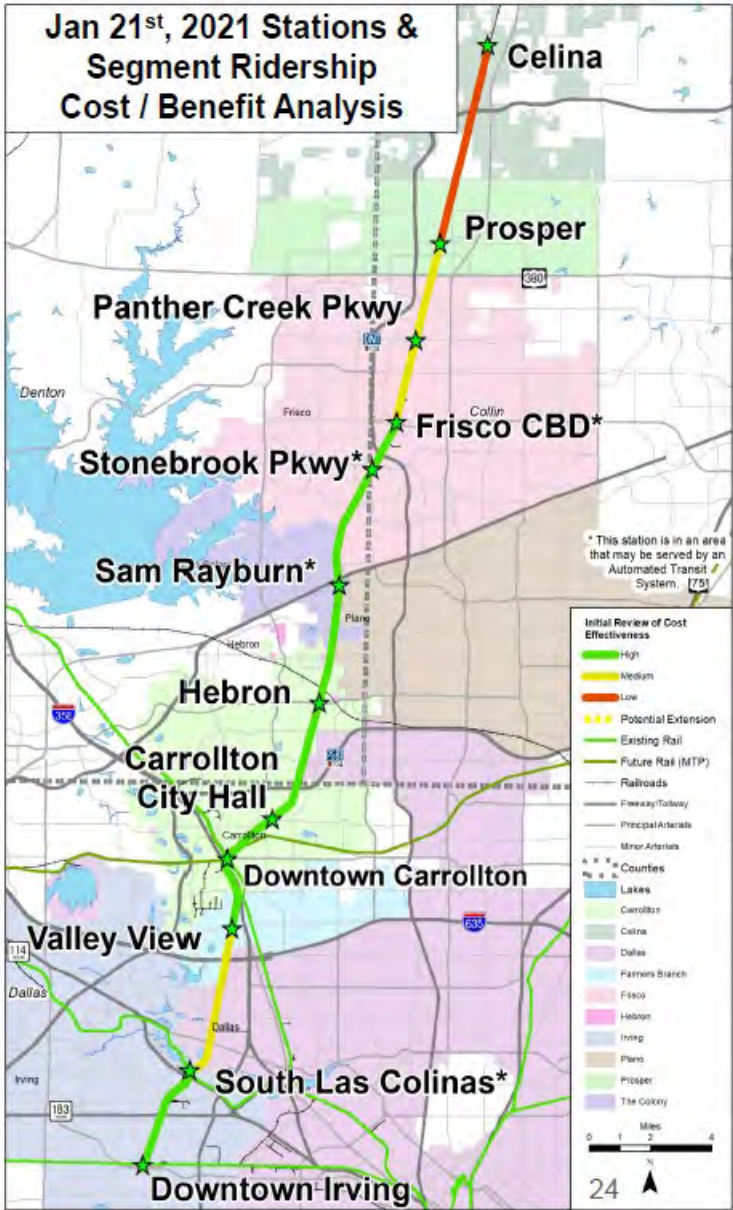
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## Introduction

Figure 1: Irving-to-Frisco Passenger Rail Corridor



This land use analysis describes the land development conditions and vision for the 12 identified station areas comprising the 37-mile Irving-to-Frisco Passenger Rail Corridor, shown in **Figure 1**. This corridor stretches from downtown Irving to Malone Street in Celina passing through Dallas, Denton, and Collin Counties.

As with many other freight rail corridors in metropolitan areas, it has been in place for many decades. The Burlington Santa Fe Northern (BNSF) Railway owns the section from Celina to Carrollton, while DART owns the section from Carrollton to Irving. Freight rail operates on both sections. Ownership of the corridor is being evaluated within this study effort.

As one component of the Collin County Transit Planning Study, the Irving to Frisco (and possible extension of service to Celina) rail corridor has worked through an extensive process to refine the list of potential station locations. Land use information and development opportunities for each of the twelve potential station areas are provided below.

### Celina

### Existing Conditions

Downtown Celina is a mixture of civic, commercial, industrial, and residential uses as shown in **Figure 2**. The parcels around the proposed station are zoned commercial, community facilities, historic district, industrial, and old town residential. The presence of a gridded street network



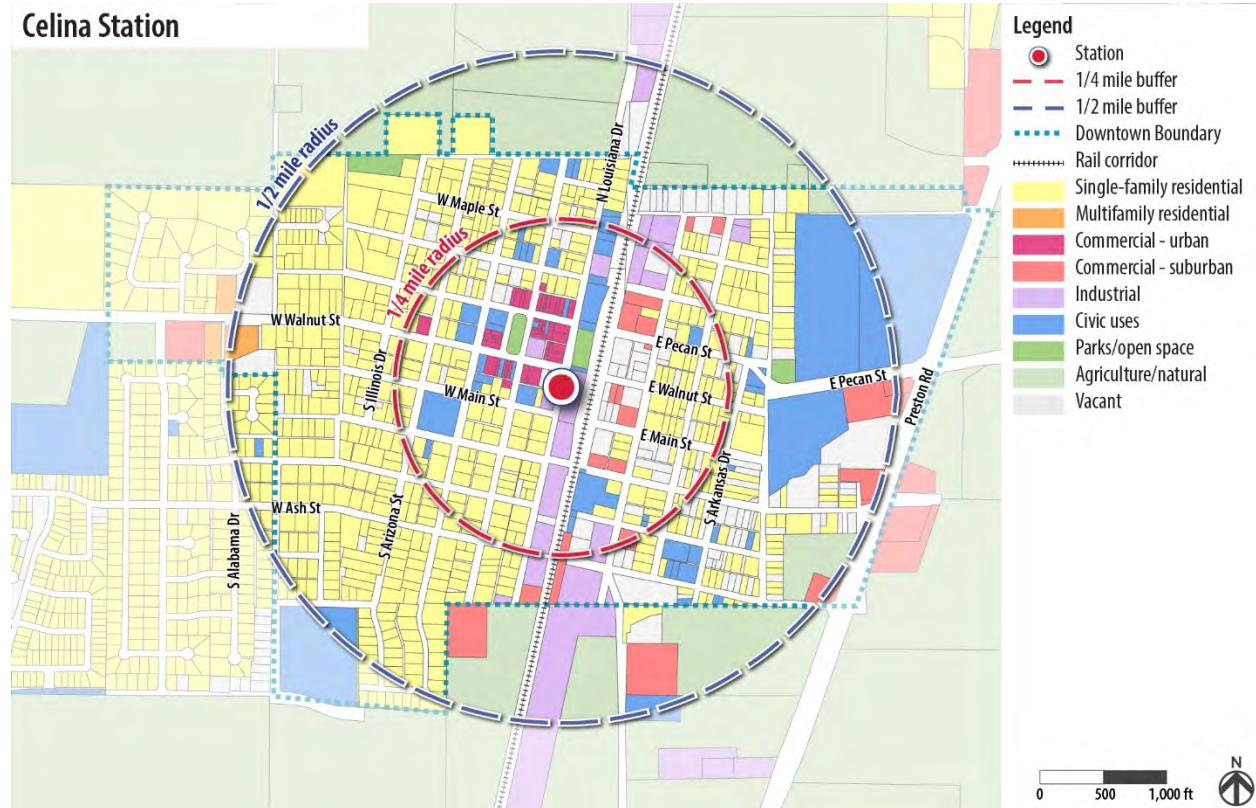
# Collin County Transit Study



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with the rail corridor functioning as a central spine is a positive for future transit-supportive development and redevelopment opportunities.

Figure 2: Celina Existing Land Use







## Long-Range Plans

The City of Celina has multiple long-range plans that support commuter rail in their city. One of the most recent plans is the Celina Downtown Master Plan.

- [Comprehensive Plan](#) (2021) – update approved May 2021
- [Downtown Master Plan](#) (2019) – want commercial opportunities
- [Downtown Code](#) (2021) – this code will promote urban development outlined in the Downtown Master Plan
- [Parks Master Plan](#) (2020)
- [Trails Master Plan](#) (2019)
- [Zoning Ordinance](#) (2019)
- [Subdivision Ordinance](#) (2019)

The City of Celina has four Downtown Incentive Programs that were created to promote Downtown by encouraging development and improvements to both residential and commercial projects in the downtown area near the proposed station location.<sup>1</sup>

- The Neighborhood Empowerment Zone (NEZ) program offers a reduction of building permit fees and impact fees for commercial or residential new construction or remodeling within the defined geographical area.
- The Downtown Improvement Programs (DIP) provides reimbursement grants of 50 percent of cost, up to \$25,000, for meaningful additions to the public realm including facade improvements, lighting, public art, seating, and other projects that will directly benefit the citizens of Celina as they enjoy the downtown area.
- The Residential Tax Reinvestment Program (RTRP) provides a one-time payment on the City ad-valorem tax increase due to a signification improvement and/or expansion to an existing residential exterior in the downtown area when applicants spend a minimum of \$20,000.
- Live music entertainment is a priority set forth from the Downtown Master Plan and the City is supporting this effort through a Live Music Incentive opportunity for eligible downtown businesses. Businesses can receive up to \$1,000 per venue.

In addition to those four Incentive Programs, there are two Tax Increment Reinvestment Zones (TIRZ) in the Downtown area. Those include TIRZ 5<sup>2</sup> and TIRZ 11<sup>3</sup>. Further, Celina has completed a Transit Readiness Memo; Pecan Street Design; East Gateway Special Area Plan; Entertainment District Study; and 2018-2020 Strategic Plan. The City is currently undertaking a "Celina Downtown Station Preliminary Design" effort to directly support a future rail station in their community.

<sup>1</sup> "Downtown Incentive Programs: Celina, TX - Life Connected." Downtown Incentive Programs | Celina, TX - Life Connected, [www.celina-tx.gov/1322/Downtown-Programs](http://www.celina-tx.gov/1322/Downtown-Programs).

<sup>2</sup> Old Celina TIRZ 5, [https://www.celina-tx.gov/DocumentCenter/View/5847/Ordinance-3\\_8\\_2016-2016-16---Old-Celina](https://www.celina-tx.gov/DocumentCenter/View/5847/Ordinance-3_8_2016-2016-16---Old-Celina).

<sup>3</sup> Downtown TIRZ 11, [https://www.celina-tx.gov/DocumentCenter/View/5846/Ordinance-12\\_12\\_2017-2017-136---Downtown-Celina-Replaces-TIRZ-1?bidId=](https://www.celina-tx.gov/DocumentCenter/View/5846/Ordinance-12_12_2017-2017-136---Downtown-Celina-Replaces-TIRZ-1?bidId=).

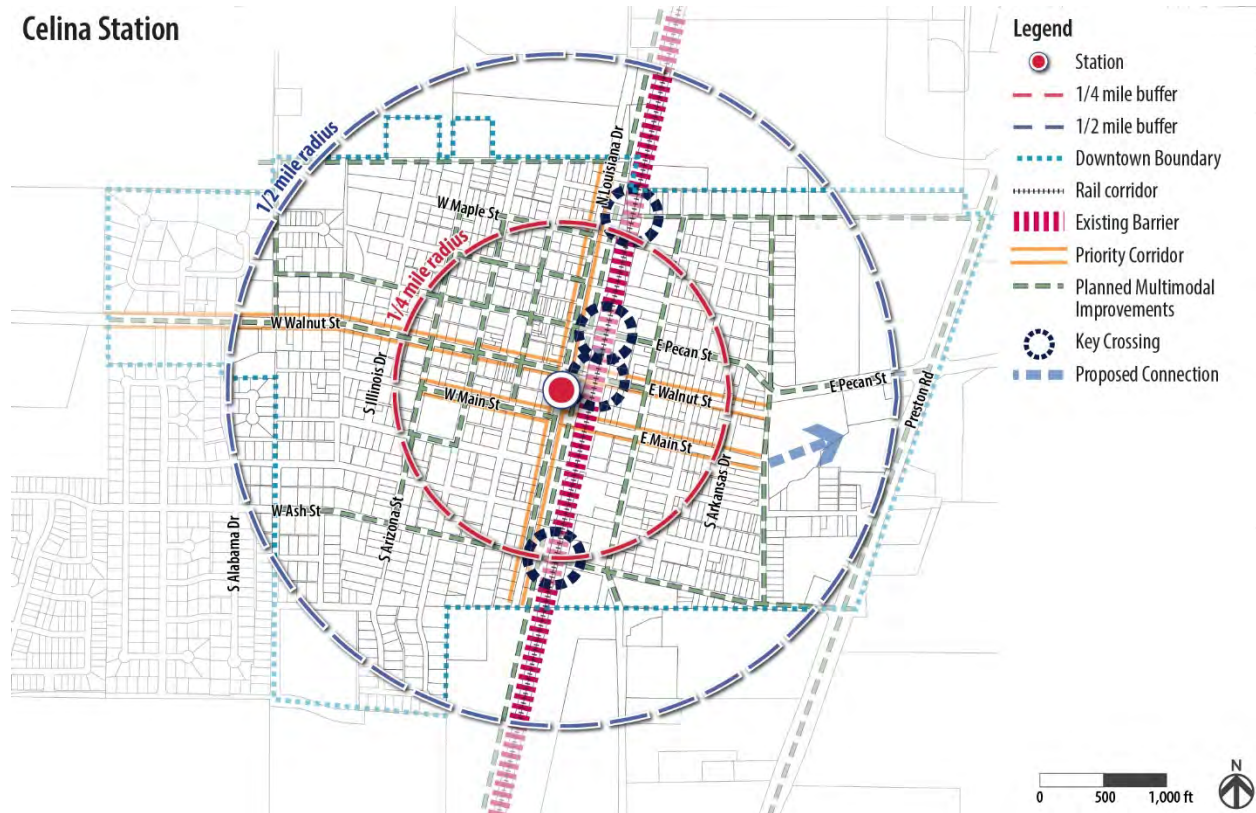


## Access and Connectivity

Celina is making improvements to its Downtown. Those include improvements to the roadway, water, sewer, lighting, and landscape. The Trails Master Plan has several connections to the Thoroughfare Spine Trail with secondary connections to the Greenbelt Spine Trail and the Railroad Spine Trail. The Railroad Spine Trail runs adjacent to the Burlington Northern Santa Fe (BNSF) Railroad.

Downtown Celina is laid out in a well-connected grid of streets and blocks, as shown in **Figure 3**. The railroad line presents the most significant barrier somewhat limiting east-west travel, though the crossing spacing is relatively close. The Downtown Master Plan includes planned improvements of several streets in the downtown core as well as streets connecting the core to the larger downtown area. These planned improvements are focused on making streets more attractive to walking and biking, which greatly would improve access to the planned station. As the station area develops and redevelops, easily walkable and bikeable corridors should be prioritized connecting to and across the tracks to the areas of growth.

Figure 3: Celina Connectivity

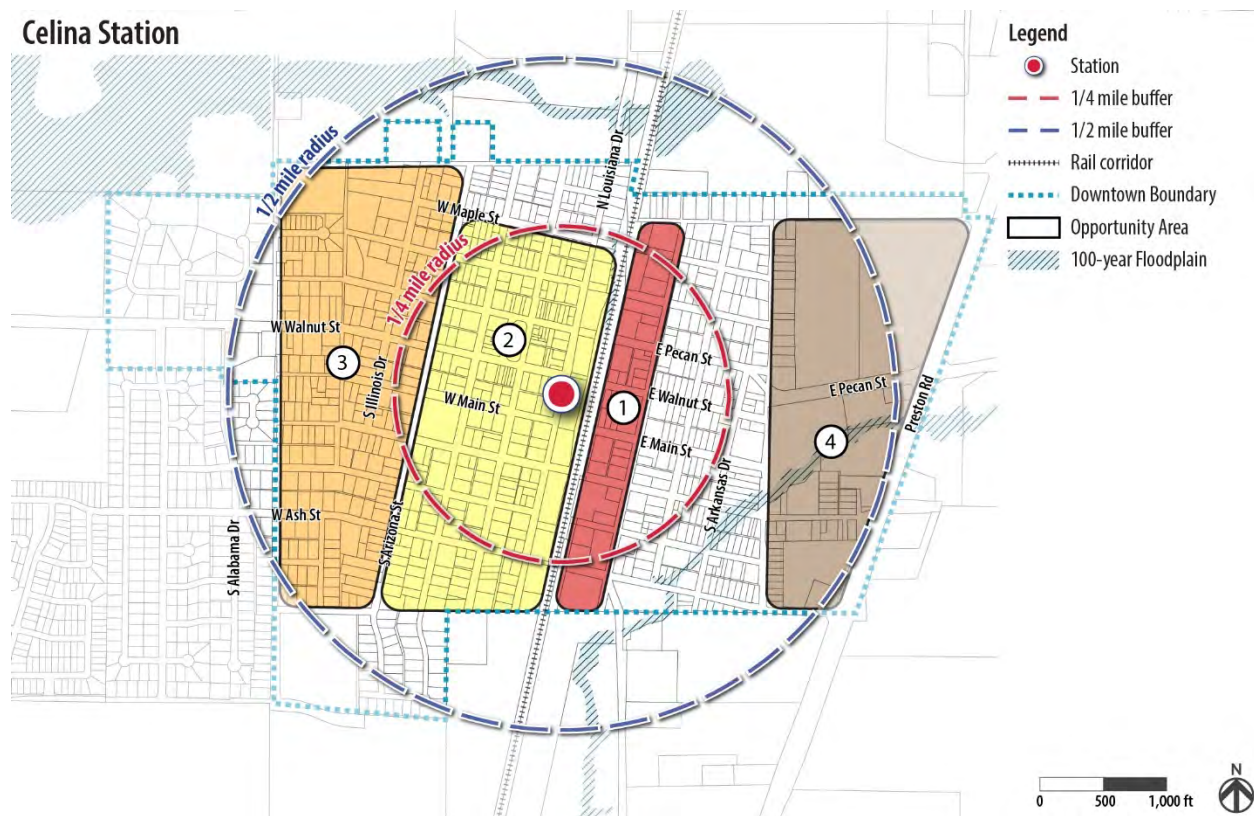




## Transit-Oriented Development Opportunities

The Downtown Master Plan describes a vision for the established downtown, building on its history. The plan describes a series of districts, each with a unique mix of character and use and identifies opportunities for infill and redevelopment within each district, with multimodal improvements to the street network to make walking and biking more attractive. The four opportunity areas shown in **Figure 4** are informed by the character districts with additional considerations for access to the planned station and are further described below:

Figure 4: Celina Development Opportunities



**Opportunity Area 1:** Vacant or underused heritage industrial areas along the railroad tracks should be a priority for redevelopment. These areas may be mixed-use and medium density, scaling down in areas closest to existing homes.

**Opportunity Area 2:** Celina’s walkable commercial/mixed-use core is planned to be intensified and reinforced with additional commercial development to draw customers downtown. Higher density residential infill can provide quality housing within walking distance from the downtown core and the station. Infill development should focus on creating an interesting and comfortable walking environment on corridors connecting to the station area.





**Opportunity Area 3:** This historic, established single-family area within easy walking distance from downtown and the station can be strengthened with modest and context-sensitive infill and densification.

**Opportunity Area 4:** Eastern gateway has significant redevelopment potential for higher density residential uses within walking distance of the station. Future development in this area should connect easily to existing street grid, allowing for a potential reduction of necessary parking.

Context-sensitive Infill Development:



*North Downtown District - Omaha Nebraska. Photo courtesy of HDR*

## Prosper

### Existing Conditions

The land uses around the proposed station location includes agriculture, civic, commercial, industrial, residential, and vacant land as shown in **Figure 5**. Zoning for the proposed station location is Original Town. Zoning around the area includes Downtown Commercial, Downtown Office, PD67 (Gates of Prosper), PD80 (Prosper Town Hall Library building), single family.

The Gates of Prosper will include a mix of community activities, personal services, office, retail, and residential by providing four individual but integrated Subdistricts. The four Subdistricts include Regional Retail, a Lifestyle Center, a Downtown Center, and a Residential Neighborhood. The Downtown Center Subdistrict will serve the purpose of providing an active living and working community benefiting from its proximity to the existing town core and the planned Lifestyle and Regional Retail Centers. The Lifestyle Subdistrict will serve the purpose of providing a compact, neighborhood and pedestrian-scale mixture of office, retail, personal service, residential and community activities on single or contiguous building sites. The Regional Retail Subdistrict will serve the purpose of providing for the needs of the community by facilitating the development of regional-serving retail, personal service, and office uses. The Residential Neighborhood Subdistrict will serve the purpose of providing a planned residential community to serve the needs of the Town by facilitating a range of housing opportunities.<sup>4</sup>

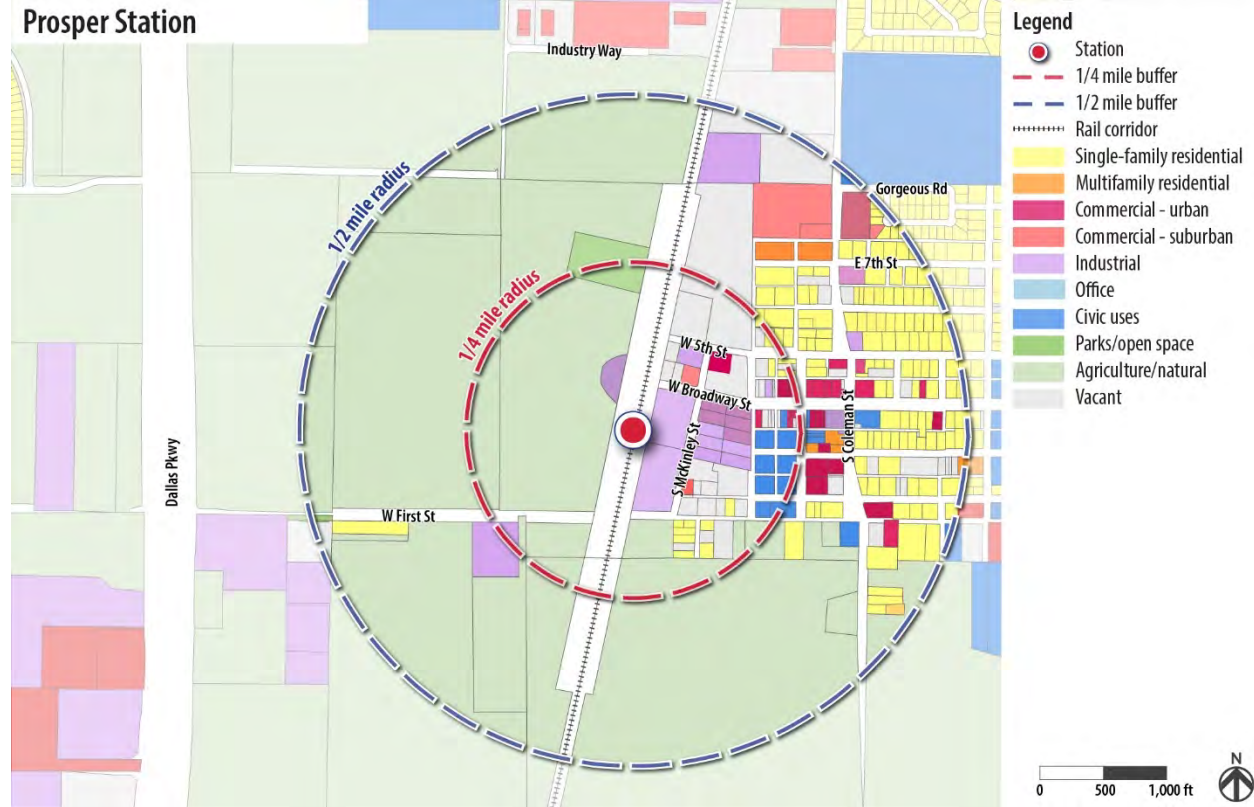
The Prosper Town Hall Library Building PD includes a Town Hall accommodating various governmental departments, the Council Chambers, and the public Library.<sup>5</sup>

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<sup>4</sup> Gates of Prosper Planned Development 67, <https://www.prospertx.gov/wp-content/uploads/PD-67-Gates-of-Prosper-Ord-18-55.pdf>.

<sup>5</sup> Prosper Town Hall Library Building Planned Development 80, <https://www.prospertx.gov/wp-content/uploads/PD-80-Town-Hall-PD-DTO.pdf>.

Figure 5: Prosper Existing Land Use



## Long-Range Plans

- [Comprehensive Plan](#) (2012) – recent updates to Thoroughfare and Future Land Use
- [Development Manual](#) (2020)
- [Hike and Bike Trail Master Plan](#) (2020)
- [Old Town Insert](#) (2019) – great cross-sections for Complete Streets
- [Old Town Area Assessment](#) (2017)
- [Parks Master Plan](#) (2015)
- [Thoroughfare Plan](#) (2020)
- [Zoning Ordinance](#) (2005) – updated in 2018

TIRZ 1 encompasses the proposed station location. Just north of the proposed station location is the Neighborhood Empowerment Zone 1.



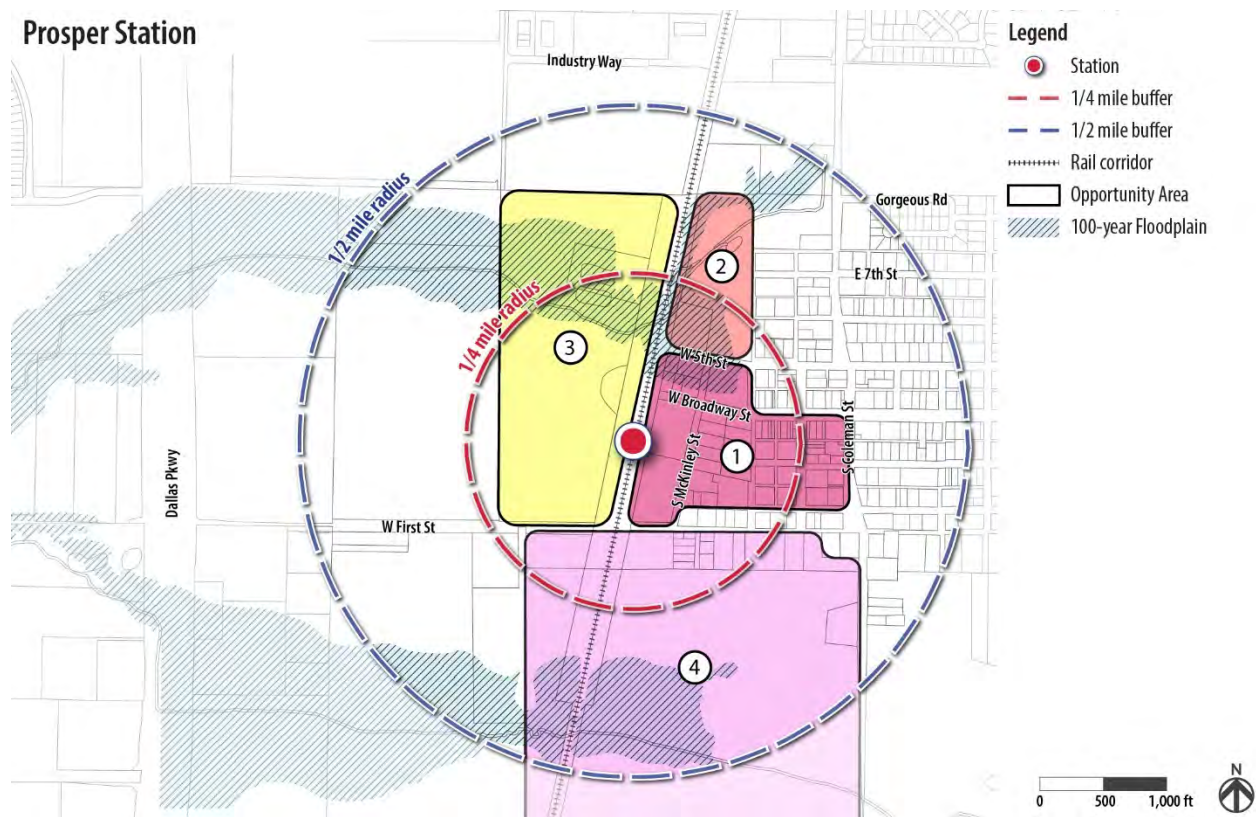




## Transit-Oriented Development Opportunities

Although existing land-use conditions show agriculture or natural characteristics, the Town of Prosper’s zoning classifications permit an increase in Single-family residential, Commercial, and Mixed-use designations. Development of agricultural or vacant parcels within the study area should consider their proximity to the 100-year floodplain shown in **Figure 7**. Opportunity areas can be described as follows:

Figure 7: Prosper Development Opportunities



**Opportunity Area 1:** With the Prosper Town Hall as a focal point, additional mixed-use development within the Prosper Old Town Core will bring interest and diversity to the community’s center. Maintaining an appropriate scale of development would introduce welcome density and build on the existing town character as a rural center. Development in this area should serve to make a seamless connection between the town center and the station and focus on active uses in between the two. Contemporary mixed-use development, such as the Silo Food Truck Park, is already well underway.

**Opportunity Area 2:** To the north-east of the station stop, expanded retail can serve as an amenity to the Town of Prosper. Given the vicinity to the transit station, this area should be planned with the ideas of walkability in mind, avoiding elements that discourage walking such as large parking fields and blank facades. This area, though likely largely retail in





nature, may consider a mix of uses that are connected through an expanded network of narrow streets, wide sidewalks and possibly a central square or green.

**Opportunity Area 3:** Where development is feasible, this area shows an opportunity for expanded housing options connected to transit. Identified as a single-family district, this area should still provide easy connectivity to the transit station and offer a gradient of density that increases closer to the station area – including row homes, duplexes and, possibly, small apartment buildings. The increase in housing here should provide a range of costs and types, emphasizing the benefits and accessibility of transit-oriented development.

**Opportunity Area 4:** To the south is a mixed-use planned development that should continue to reflect the town character and ensure a focus on the station accessibility. With the Gates of Prosper development directly to the south, a mixed-use development in this area can serve as a connector between the Old Town Core and the newly developed area. Given its relatively isolated location, this area can consider a larger scale of density and intensity of uses and should provide pedestrian and bicycle connections that connect directly to the station.

Adaptive reuse of existing structures:



Tyler Station - Dallas, Texas. Photo courtesy of DART



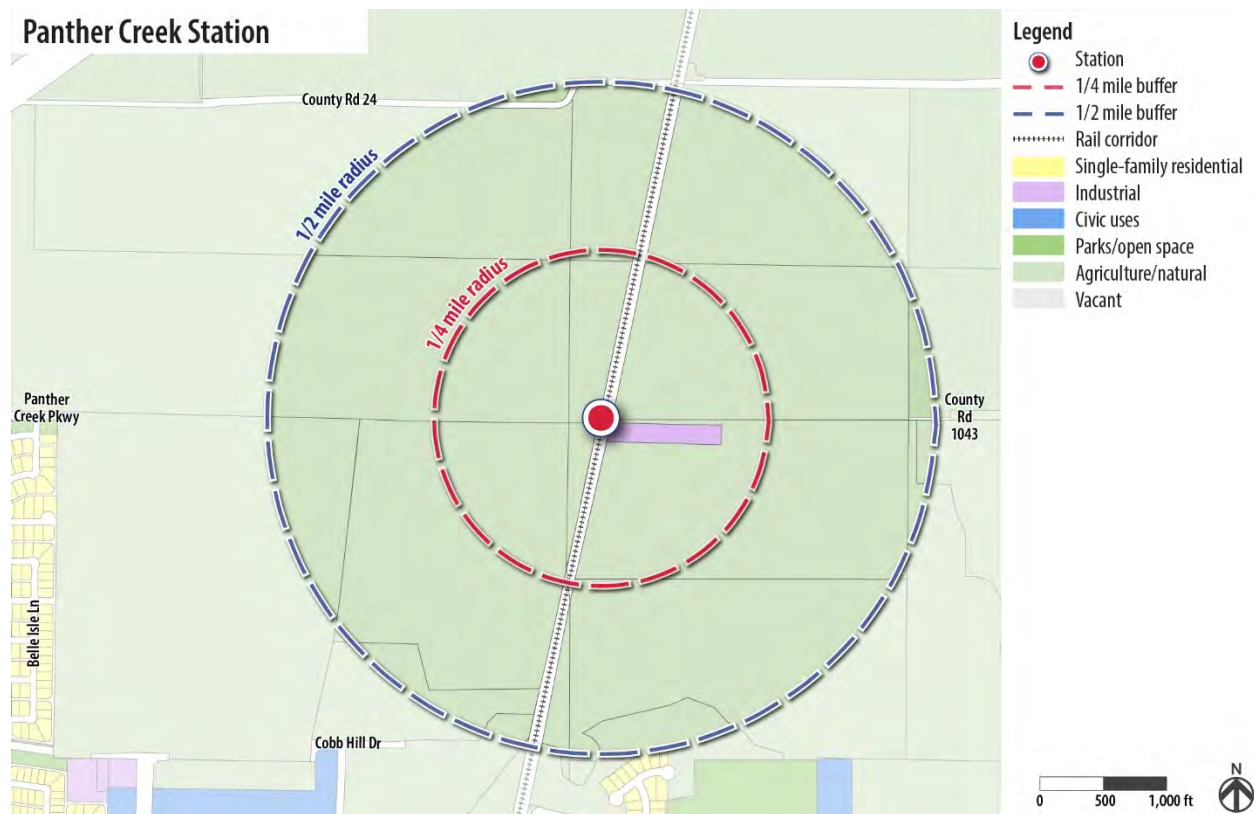


## Panther Creek Parkway

### Existing Conditions

This area is experiencing significant large-lot single-family residential growth adjacent to the Dallas North Tollway to the west and south of Panther Creek Parkway, and to the east along Preston Road. In contrast, the area directly adjacent to the proposed rail station appears undeveloped in the current aerial maps. Atmos Energy owns the parcel on the southeast corner of the intersection of the rail line and the parkway, as shown in **Figure 8**, with the adjacent area a part of the Panther Creek Sports Complex.

Figure 8: Panther Creek Existing Land Use



### Long-Range Plans

- [Frisco: Progress in Motion](#) Comprehensive Plan (2015)
- [Hike and Bike Master Plan](#) (2019)
- [Neighborhood Design Strategy](#) (2017)
- [Zoning Ordinance](#) (2013)

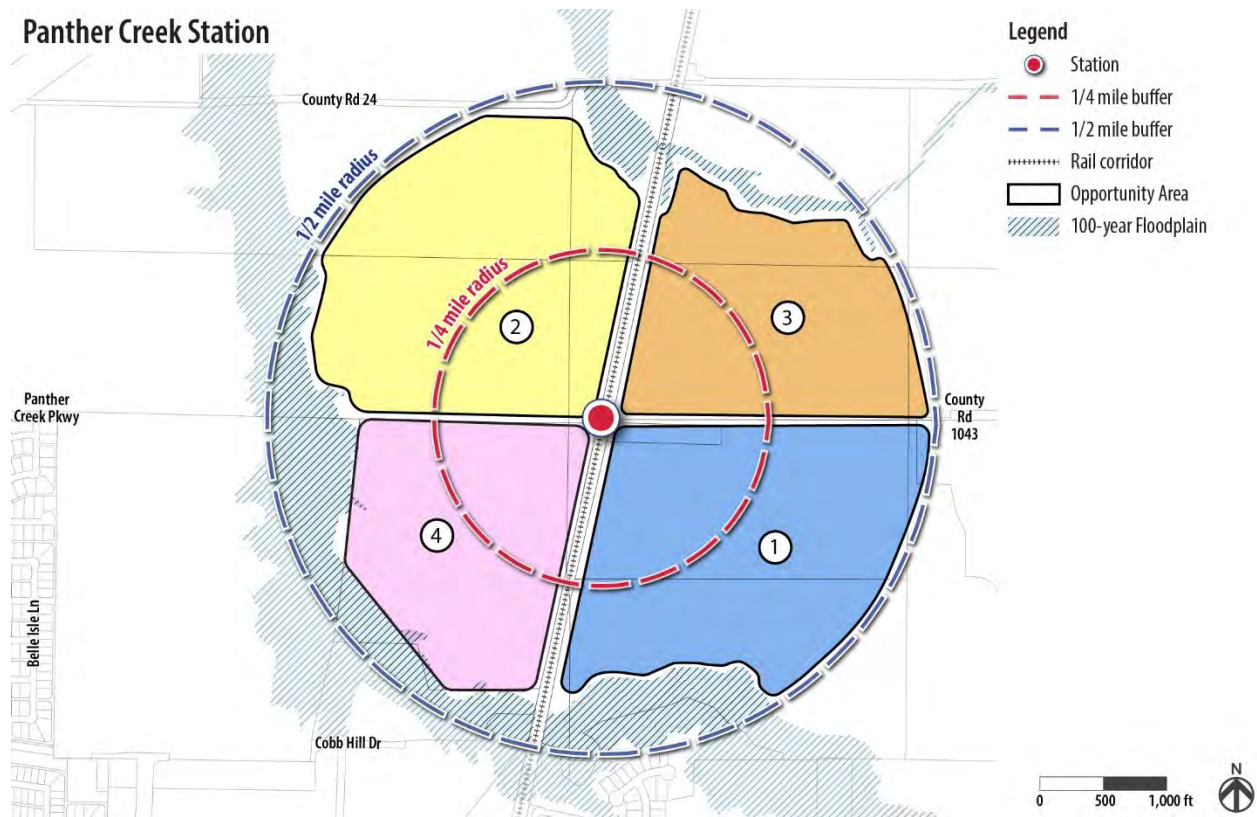
The most significant planning effort is the Fields development that the Frisco Planning and Zoning Commission accommodated by approving rezoning in February 2020. This 2,100-acre



## Transit-Oriented Development Opportunities

As the housing, sports complex and campus developments are not yet constructed, there is a significant opportunity to proactively and effectively establish key bike and pedestrian connectivity between the planned station and existing and proposed residential sites. Opportunity areas as shown in **Figure 10** can be described as follows:

Figure 10: Panther Creek Parkway Development Opportunities



**Opportunity Area 1:** Ensure a strong system of bike and pedestrian circulation is developed in association with the North Texas University campus development efforts. Convenient campus access via public transit benefits students, staff, and all neighboring residents and uses by reducing traffic and parking demands. Areas closest to the station should prioritize student living and other amenities to better connect the student body to the region.

**Opportunity Area 2:** Identify opportunities to reorient the planned Fields East Village development to locate the most dense and intensive uses as close to the station as possible, to create a true town center. As development has not yet begun, the opportunity to create a significant TOD area is possible with proper planning and design.





**Opportunity Area 3:** Prioritize resident connectivity to transit by modifying the planned residential community's circulation, to better accommodate non-motorized modes of transportation and minimize the first/last-mile gaps that hinder ridership.

**Opportunity Area 4:** This area has no planned development but offers the same opportunity as the other areas for creating a major transit-oriented district. As the landowner begins to engage the City and other stakeholders, planning guidance should heavily prioritize transit-supportive uses and scales of development. Connections in this area should orient towards transit and parking may be reduced or shared to maximize transit ridership potential.

Strong pedestrian and bicycle connections to a mix of uses:



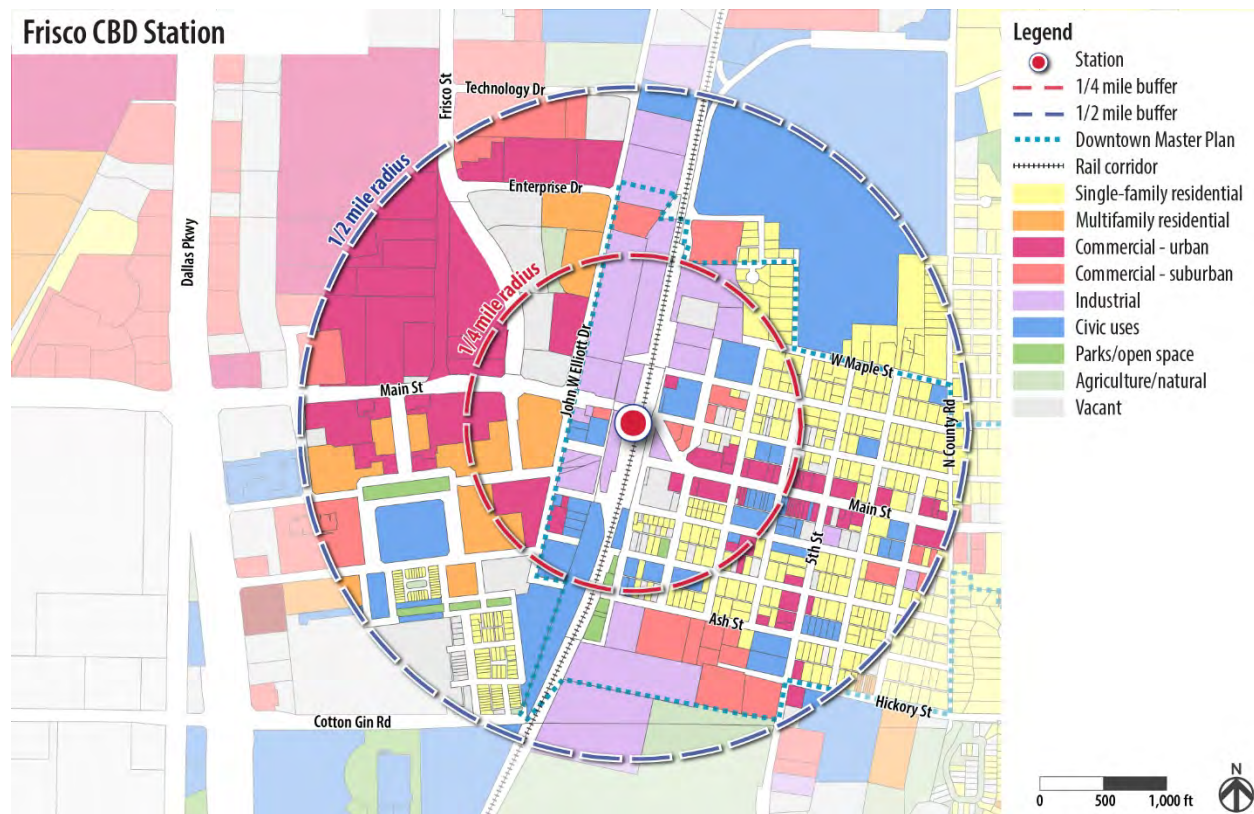
Santa Row – San Jose, California. Photo courtesy of Wikipedia

## Frisco Central Business District

### Existing Conditions

The land uses around the proposed station are civic, commercial, industrial, residential, and vacant land, as illustrated in **Figure 11**. The existing street network, relative proximity to the Dallas North Tollway, and availability of vacant parcels create the opportunity for transit-oriented development in the area surrounding the proposed station. Main Street serves as the east/west spine of downtown, crossing the rail corridor and connecting existing low-density residential and light commercial uses at the east to the multifamily and civic areas in development to the west.

Figure 11: Frisco CBD Existing Land Use



### Long-Range Plans

- [Downtown Architectural Design Standards](#) (2002)
- [Downtown Master Plan](#) (2018)
- [Downtown Street Improvements and Plaza](#) (2020)
- [Frisco: Progress in Motion](#) Comprehensive Plan (2015)
- [Hike and Bike Master Plan](#) (2019)
- [Zoning Ordinance](#) (2013)

The Downtown Master Plan (2018) cited above includes the proposed rail station as a future assumption and proposes surrounding development based on community feedback.

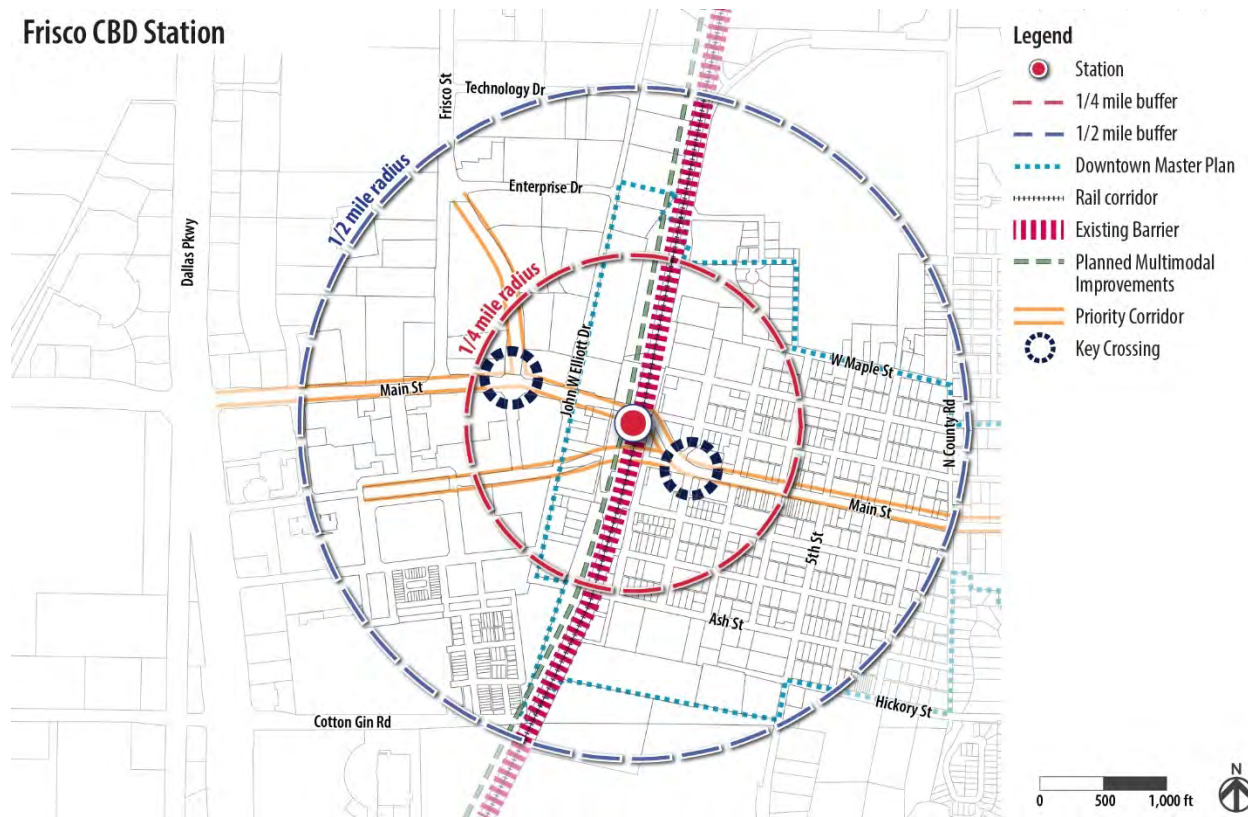




## Access and Connectivity

The City of Frisco Hike and Bike Master Plan identifies Main Street as a future Parkway Trail, and other streets in proximity of the proposed station area as proposed on-street bikeways. Additionally, the Veloweb regional trail is identified in or adjacent to the existing BNSF rail corridor as shown in **Figure 12**. Priority corridors on both sides of the tracks are vehicle-dominant, and should be studied for multi-modal opportunities as the station comes on line to provide better and safer walking and biking experiences in the area. Streets connecting the large area of redevelopment on the west side of the tracks should introduce street trees, sidewalks setback from the streets, and bike lanes whenever possible.

Figure 12: Frisco CBD Circulation



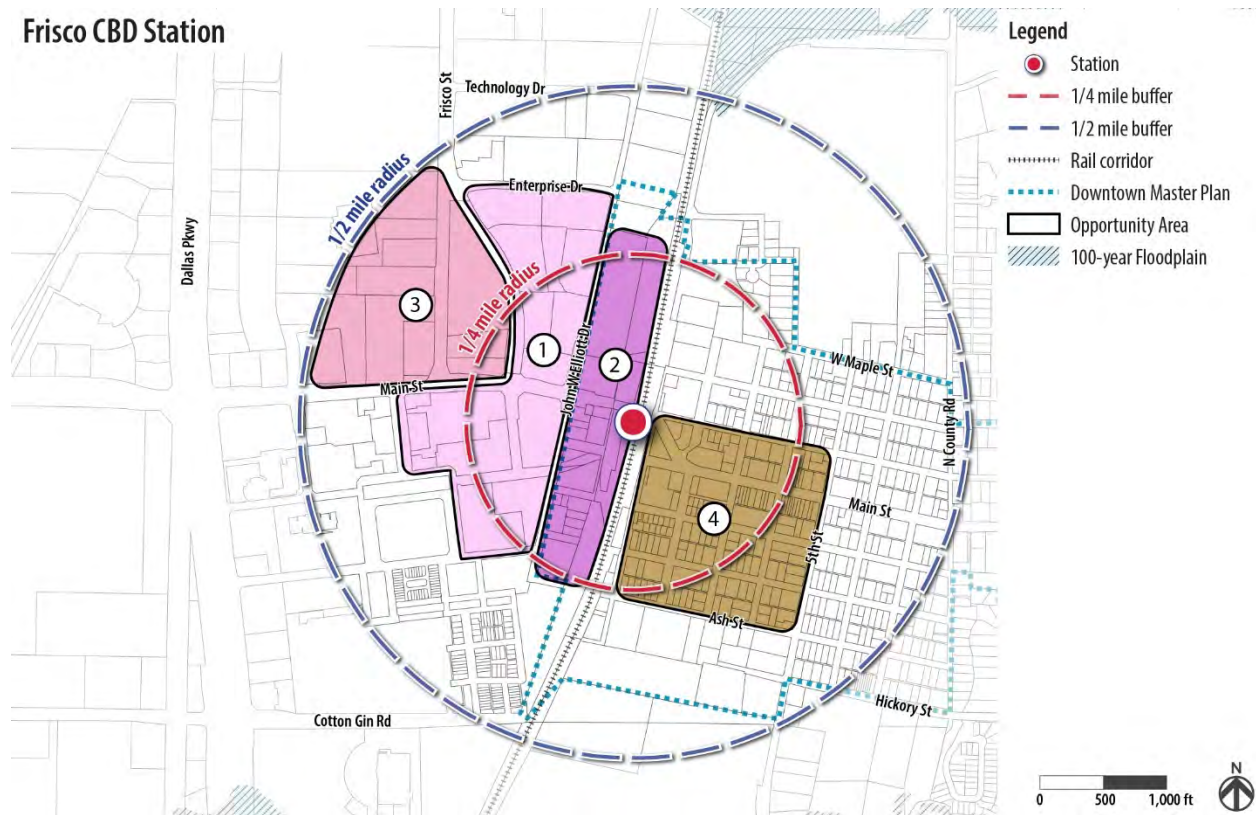




## Transit-Oriented Development Opportunities

Although the station area is divided by the BNSF railway, there is currently a good mix of uses and connectivity on each side of the railway. Current development surrounding Toyota Stadium is bringing a lot of new activity and interest to the area, in addition to the existing community character of the downtown. Opportunity areas shown in **Figure 13** distinguish specific quadrants around the station that can further contribute to transit-oriented development:

Figure 13: Frisco CBD Development Opportunities



**Opportunity Area 1:** The development in progress west of the rail corridor favorably increases density and establishes new civic destinations. Ensure transit connectivity is prioritized in planned near-future development by requiring transit-supportive uses and adjusting parking requirements to free up space for improved bike and pedestrian circulation.

**Opportunity Area 2:** Development of the sliver of parcels located between First Street and John W. Elliott Drive could be of significant scale, should facilitate easy access to transit, and will further activate the east/west connection across the rail corridor.

**Opportunity Area 3:** Establish clearly marked, safe and convenient bike and pedestrian circulation routes between the planned station and the newly constructed Toyota Stadium



and Soccer Center, National Soccer Hall of Fame, and Frisco Fresh Market. These uses are major attractions and easy connections to the transit station can remove cars from the road and attract users who may not be able to access it by car.

**Opportunity Area 4:** Though most of the new development is occurring west of the rail tracks, the historic core of Frisco remains an important opportunity for infill development. This development should reflect the scale and character of the existing buildings and public realm, but prioritize added density and intensity, especially as you approach the station. Active uses should be considered on the ground-floor to provide a comfortable and vibrant walking experience.

Infill development that respects a town's historic scale:



North Downtown District - Omaha Nebraska. Photo courtesy of HDR

Active ground-floor uses:



Fruitvale Village – Oakland, California. Photo courtesy of Eric Fredericks/Flickr

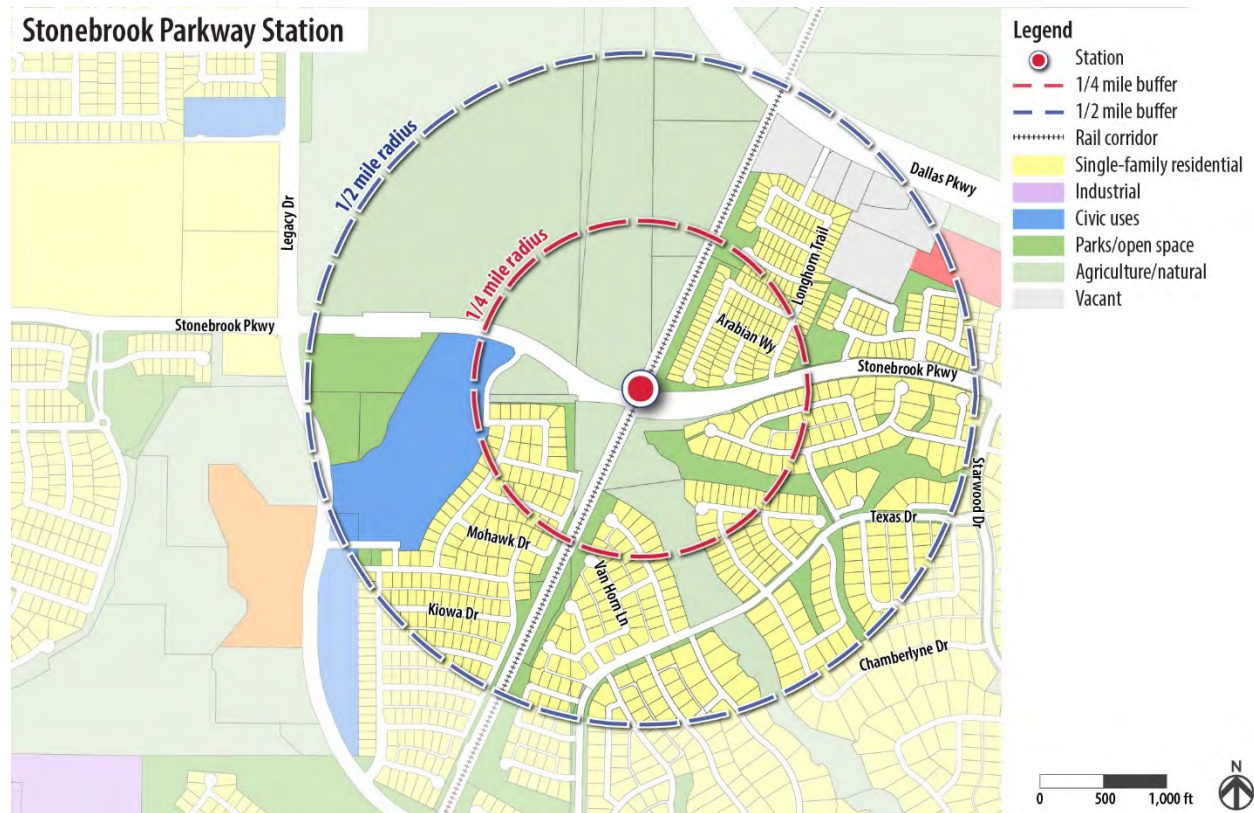


## Stonebrook Parkway

### Existing Conditions

The land uses around the proposed station location are civic, open space, and residential as illustrated in **Figure 14**.

Figure 14: Stonebrook Existing Land Use



### Long-Range Plans

- [Frisco: Progress in Motion](#) Comprehensive Plan (2015)
- [Hike and Bike Master Plan](#) (2019)
- [Neighborhood Design Strategy](#) (2017)
- [Zoning Ordinance](#) (2013)



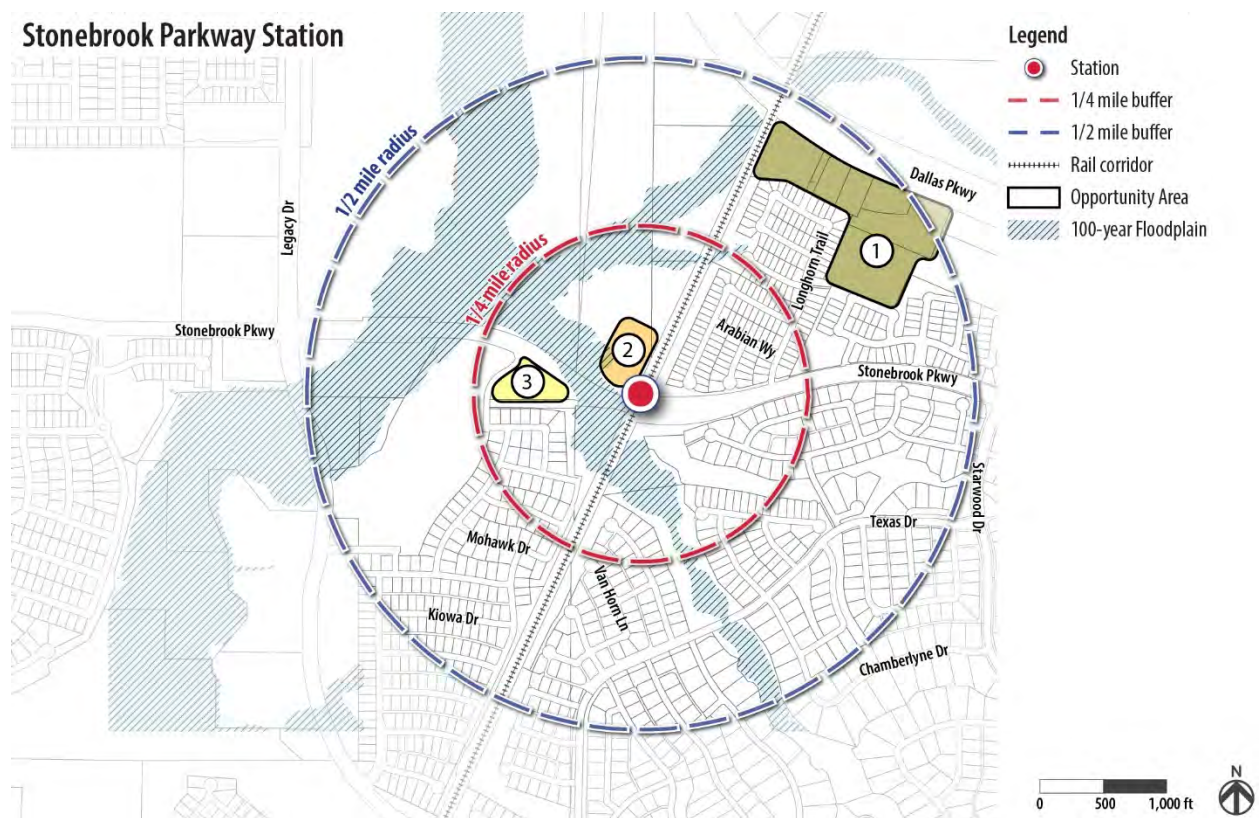




## Transit-Oriented Development Opportunities

The Stonebrook Parkway area does not have many opportunities available for new development in close proximity to the transit station area. Therefore, the primary focus should be on providing stronger connections to the existing communities in order to make transit use more of a possibility for existing and future residents. Opportunity Areas as shown in **Figure 16**, where new development is possible, can focus on making the area more of a complete community with a mix of daily uses or amenities.

Figure 16: Stonebrook Development Opportunities



**Opportunity Area 1:** This area to the northeast of the station site is the only area with larger-scale development potential. This area can be oriented to jobs, retail, and density missing from the remainder of the station area. This mix of uses will make the station more successful by providing increased ridership, reducing car trips, and make daily needs easier to accommodate in close proximity to existing residents. The trail running north from the station area along the tracks should be extended and improved to provide great connectivity to the transit area.

**Opportunity Area 2:** Though parks and open space are not good candidates for commercial redevelopment, this area may provide an opportunity for enhanced community amenity if it is used for transit station access. With the extension of Fighting Eagles Lane to





the north, the existing Grand Park will have much greater access. If park space is used for transit infrastructure, there should be a “give-back” to the community in the form of new amenities and access to a great open space.

**Opportunity Area 3:** This small vacant site sits directly across the street from the Legacy Christian Academy campus. Its future use can be an expansion of community-serving infrastructure such as a recreation center or community hub with shared workspace or other public uses. It may also provide an opportunity for medium density residential building with great access to transit.

Necessary transit infrastructure provides new access and amenities for open space:



Star Lake Light Rail Station – Kent, Washington. Photo courtesy of Sound Transit



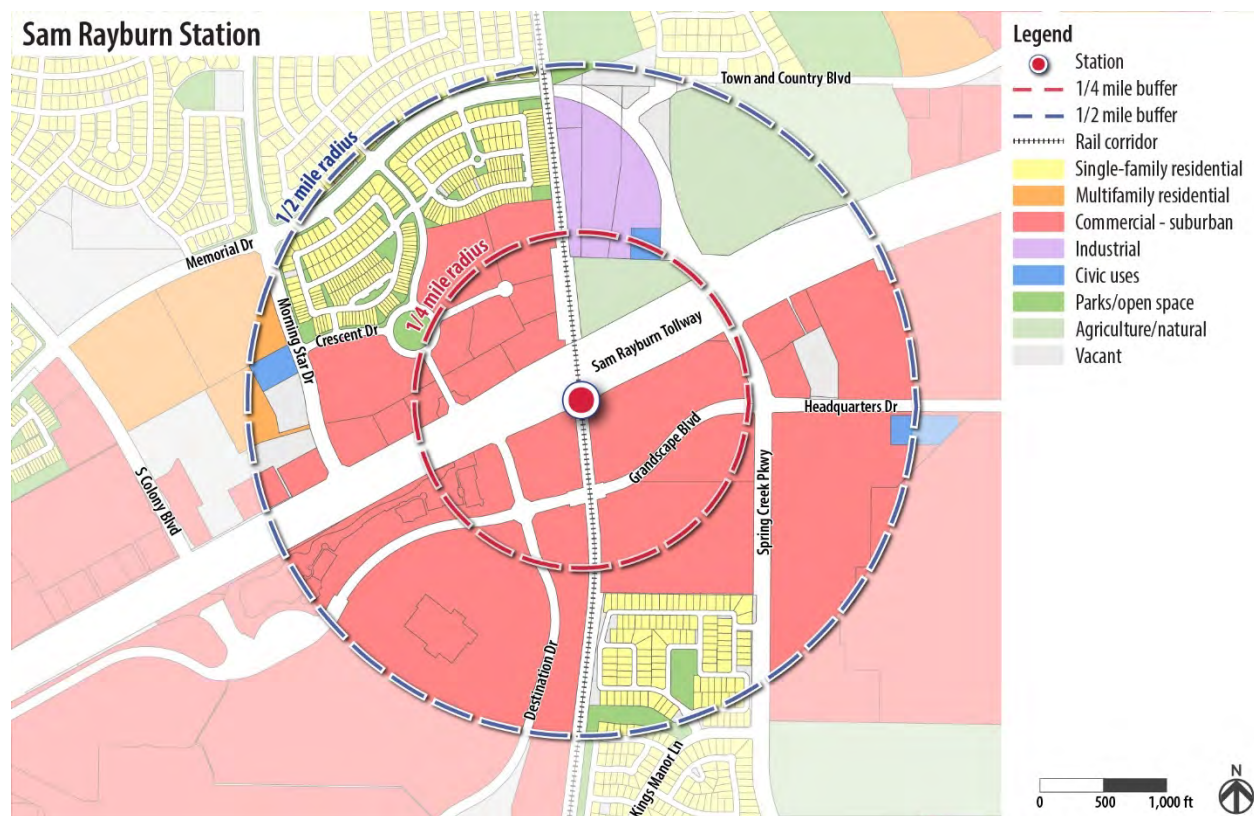


## Sam Rayburn South

### Existing Conditions

As shown in **Figure 17**, the surrounding land uses of the proposed station location are commercial, industrial, agricultural/natural, and a few vacant parcels to the north. Zoning is restricted to PD25 Grandscape, and the location is proximate to major retail such as Nebraska Furniture Mart, Grandscape and more to the west. Large employers and office campuses are located to the east, including Toyota, Frito-Lay, Ericsson and others in the Legacy West area.

Figure 17: Sam Rayburn Existing Land Use



### Long-Range Plans

#### The Colony

- [Subdivision Ordinance](#)
- [Zoning Ordinance](#)

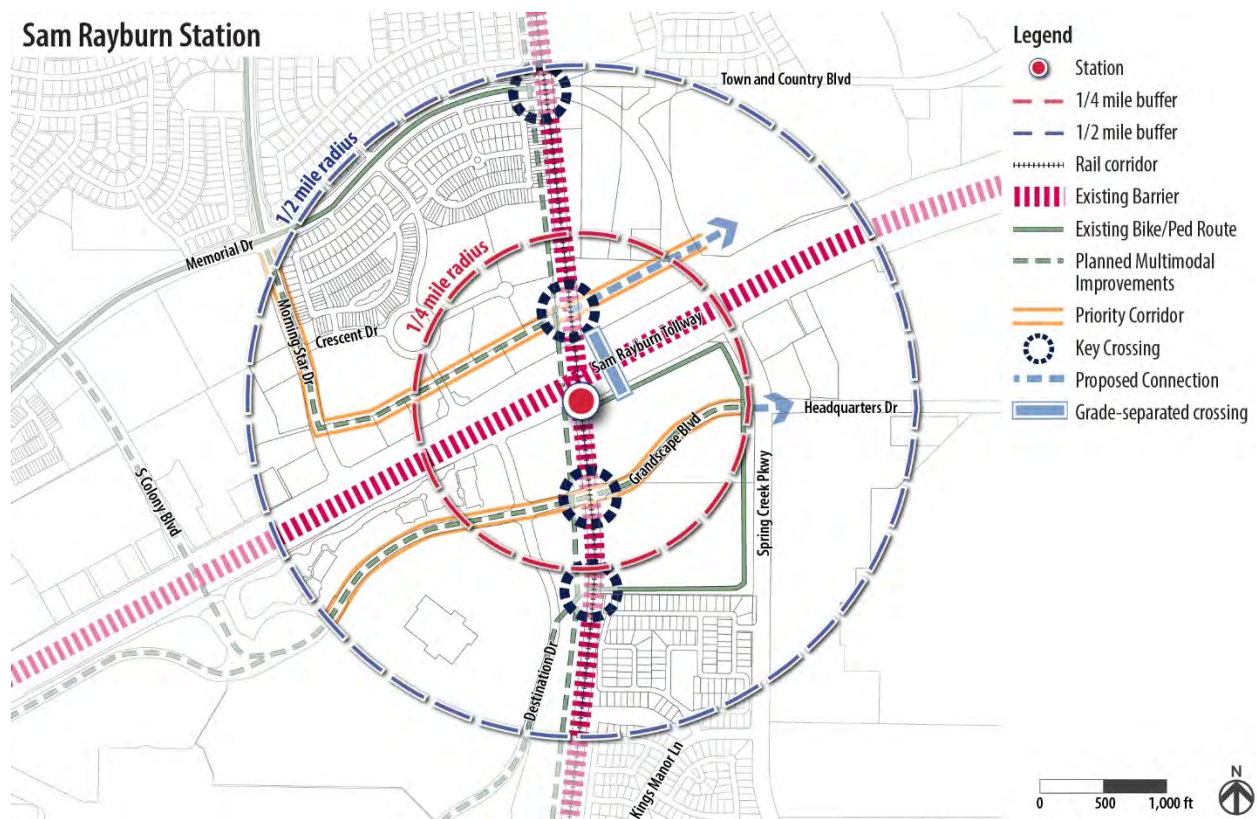
#### The City of Frisco

- [Frisco: Progress in Motion](#) Comprehensive Plan (2015)
- [Hike and Bike Master Plan](#) (2019)
- [Neighborhood Design Strategy](#) (2017)
- [Zoning Ordinance](#) (2013)

## Access and Connectivity

The area around the proposed station is undergoing substantial redevelopment with new roadway connections. As this is not currently a station area and is adjacent to the Sam Rayburn Tollway, much of this new infrastructure is oriented towards vehicle travel. Grandscape Boulevard – a critical connection from the station to developing areas – has minimal pedestrian or bike space but could be considered for shared-use paths as the station is built and development follows. Long term planning efforts are considering connections from the station to nearby developments beyond the ½ mile walkshed, such as Legacy West, through automated transportation services and other micro-mobility options. This will extend the reach of the station’s impact. As shown in **Figure 18** the Tollway is a significant barrier for connectivity north-south, especially for bikes and pedestrians. A trail connection under the Tollway parallel to the rail corridor should be studied to better connect the north and south sides of the area and provide opportunity for transit-oriented development on both sides of the Tollway. All future roadways should consider safe, comfortable multi-modal access and adequate accommodations for first and last mile connections to the future station.

Figure 18: Sam Rayburn Connectivity

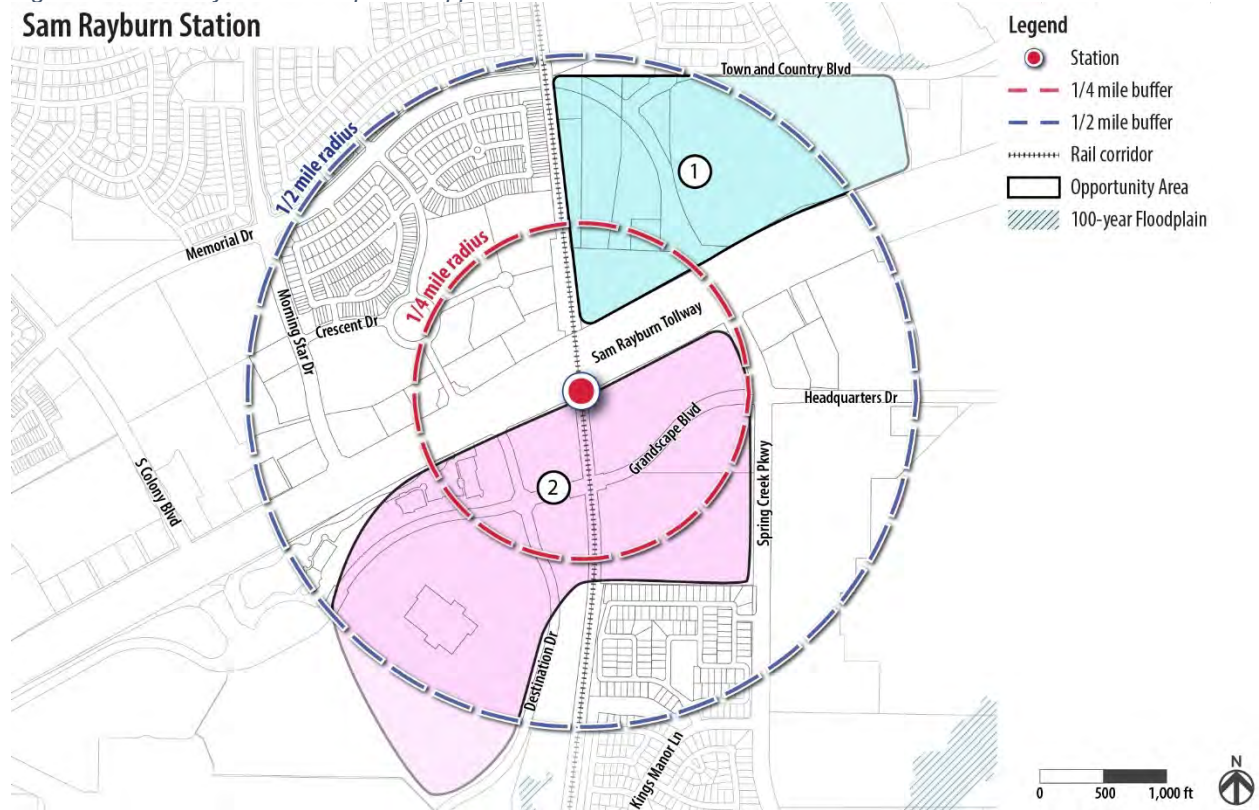




## Transit-Oriented Development Opportunities

The areas closest to the station area are undergoing large scale development as part of the Grandscape project and others. The vision for this area includes a walkable district within Grandscape but surrounding this district will be dominated by large parking fields. This auto-oriented development was planned prior to transit considerations. As a result, opportunities may be limited in the near term for TOD, but the following considerations can be given within opportunity areas shown in **Figure 19**:

Figure 19: Sam Rayburn Development Opportunities



**Opportunity Area 1:** A strong trail connection under the Tollway to the station area will allow for this area to accommodate development that can help drive ridership and provide needed housing and other uses. With existing un- or under-developed land, this area has the opportunity to redevelop as a walkable transit village that provides easy and safe connections to the station. Without additional connectivity, this area does not provide meaningful TOD opportunity.

**Opportunity Area 2:** Though much of the area is under construction or built, remaining parcels – especially those within close proximity to the station area – may be reconsidered for a more pedestrian oriented environment. In the interim, wide shared use paths should be considered to connect the built-out interior area with the station, and help pedestrians and bicyclists navigate through the large parking areas.





Easy and safe connections to a walkable transit village:



*Richmond Transit Center – Richmond, California. Photo courtesy of HDR*

Transit services as an anchor for new development:



*Downtown Garland Station – Dallas, Texas. Photo courtesy of DART*

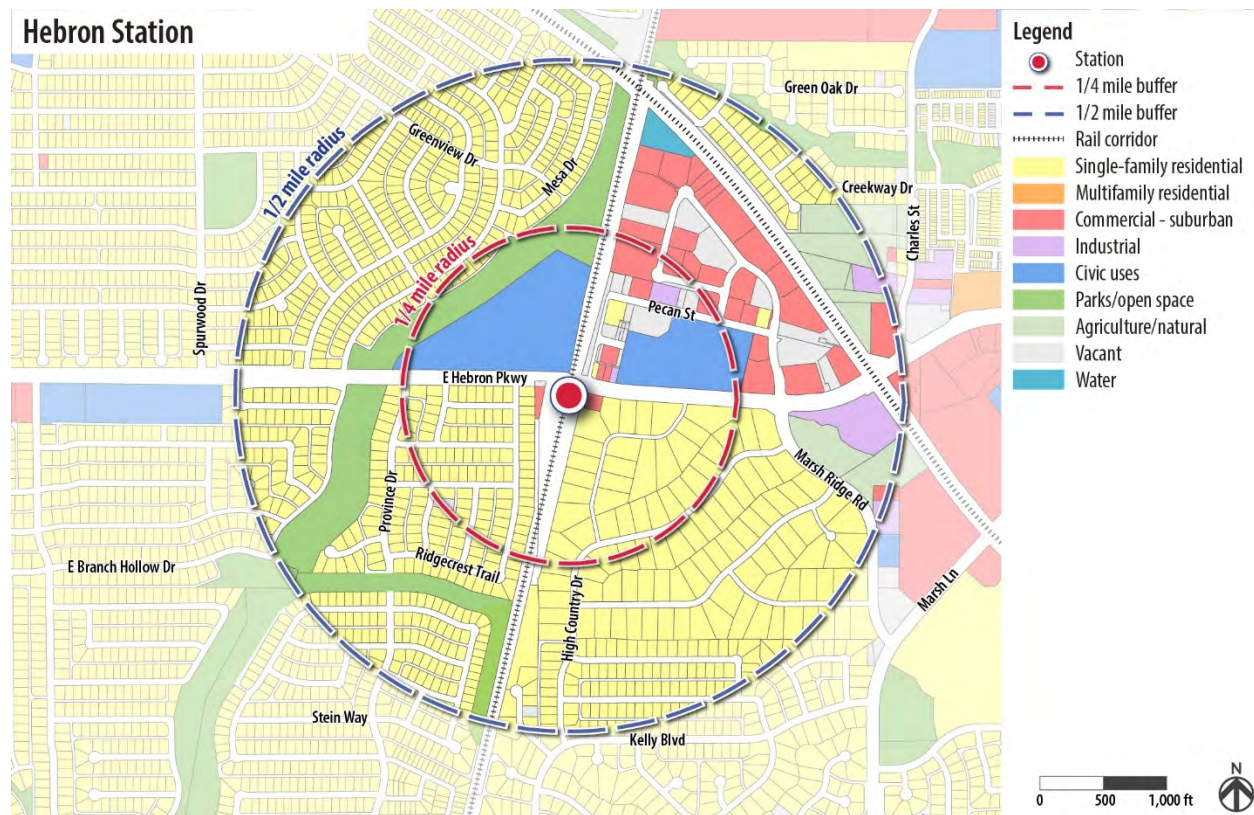


## Hebron Parkway

### Existing Conditions

Surrounding land uses include civic, commercial, residential, and vacant land as shown in **Figure 20**. The civic uses are two large religious centers.

Figure 20: Hebron Existing Land Use



### Long-Range Plans

- [Carrollton By Design Comprehensive Plan](#) (2003)
- [Zoning Ordinance](#)





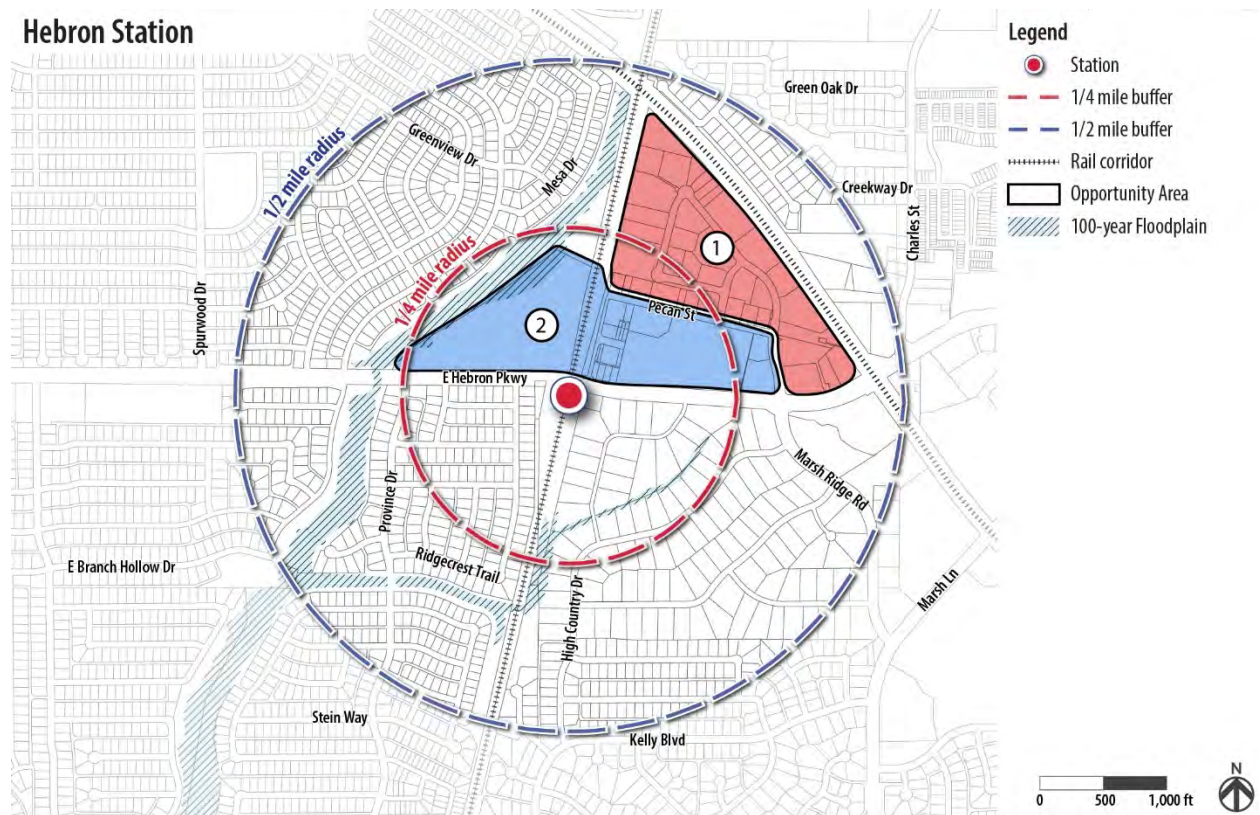




## Transit-Oriented Development Opportunities

The area is a mix of institutional and commercial uses and established residential communities. Each of these areas have varying degrees of potential for TOD. The existing uses – such as local businesses, churches, and schools – may be prioritized, even as the land use pattern may change. Opportunity areas as shown in **Figure 22** can be described as follows:

Figure 22: Hebron Development Opportunities



**Opportunity Area 1:** The commercial district to the north has developed over the past two decades and contains many commercial and light industrial uses that depend on vehicle travel. This area may be studied for near-term strategic infill for transit-supportive uses and, in the long term, may be redeveloped as a significant transit village that may provide replacement space for some of the existing businesses along with new residences and other community-serving uses.

**Opportunity Area 2:** The church, school, and other uses are important community assets that should be preserved. However, they occupy large amounts of land that can be transformed to create more TOD potential while preserving these critical uses. The institutional leaders may be good partners for creating opportunities for TOD and creating a vibrant mixed-use area.

# Collin County Transit Study



2021

Creation of business district to the scale of transit-oriented development:



Orenco Station – Hillsboro, Oregon. Photo courtesy of PositivelyPortland.com

Transit village that accommodates new residential density and other community services:



McClintock-Apache Station – Tempe, Arizona. Photo courtesy of Steven Vance/Flickr

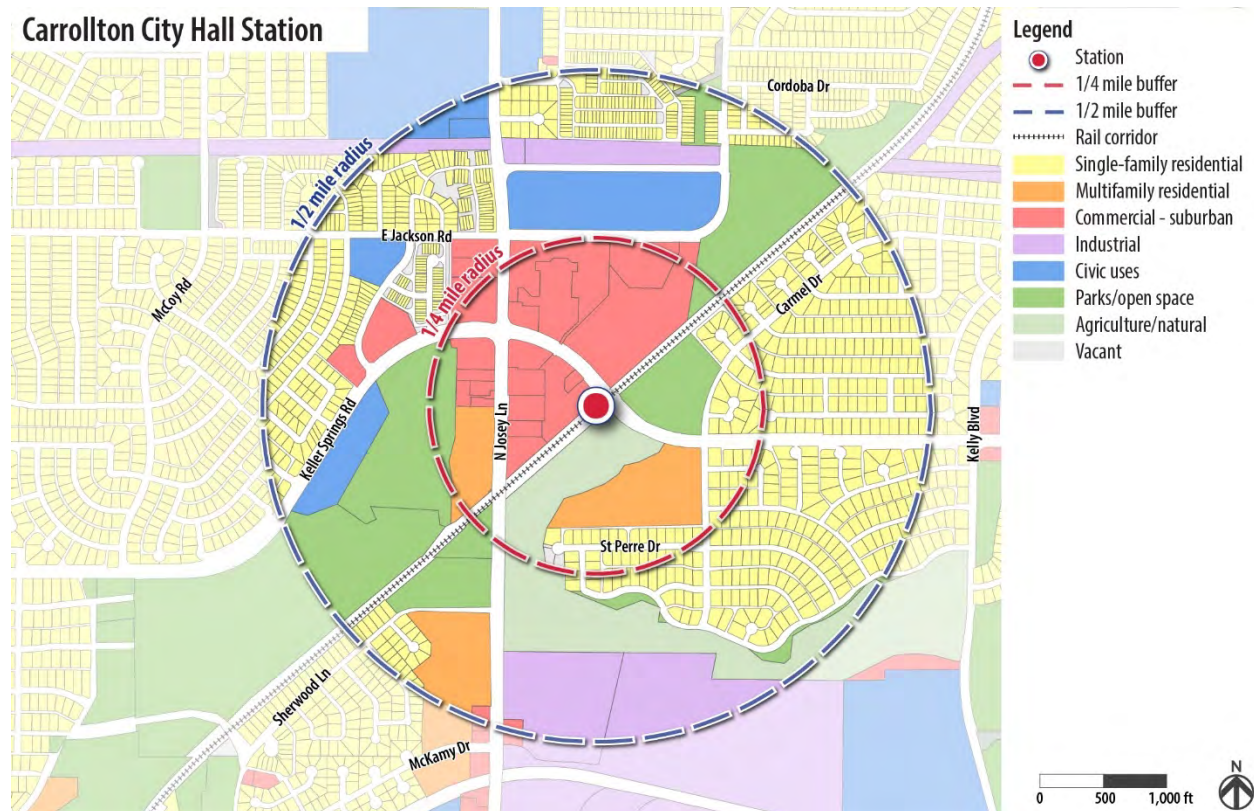


## Carrollton City Hall

### Existing Conditions

The land uses around the proposed station location are commercial, multi-family residential and parks/open space as illustrated in **Figure 23**.

Figure 23: Carrollton City Hall Existing Land Use



### Long-Range Plans

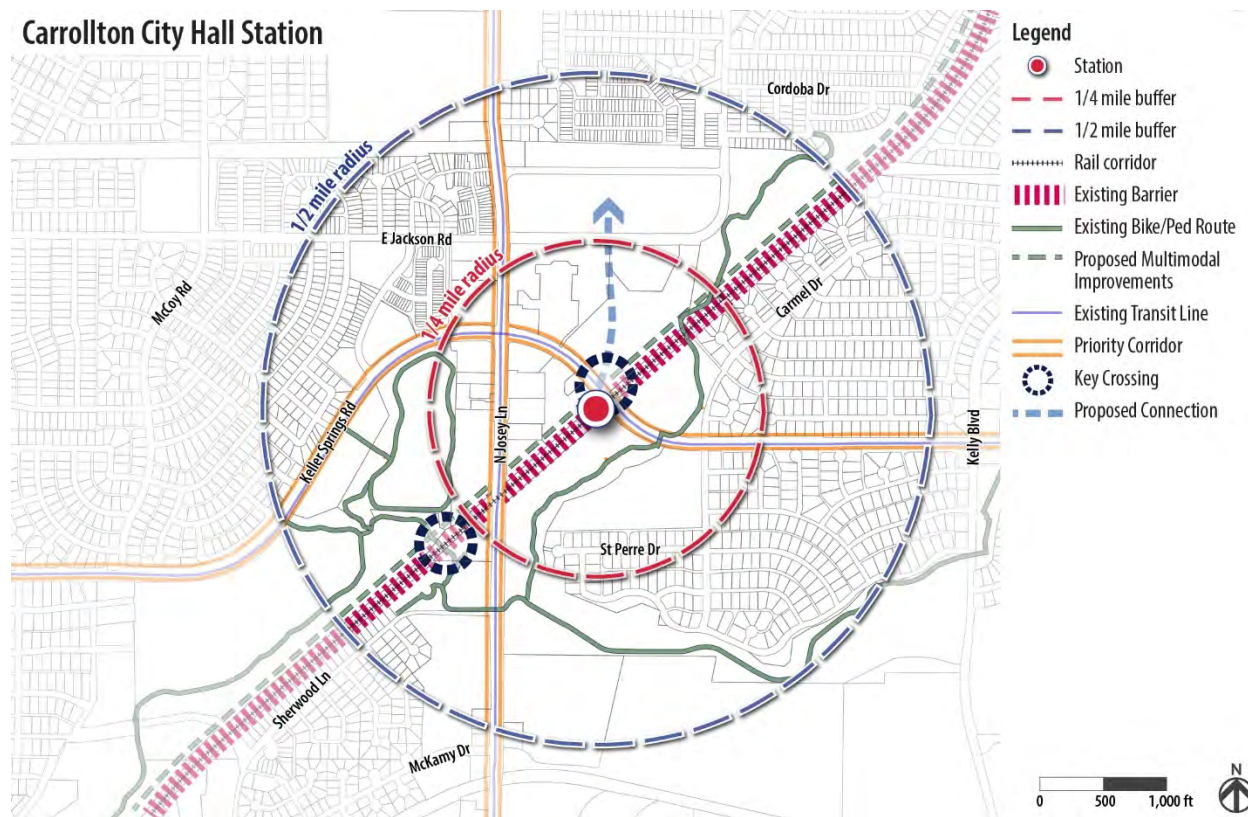
- [Carrollton By Design Comprehensive Plan \(2003\)](#)
- [Zoning Ordinance](#)



## Access and Connectivity

The station area sits near the intersection of two major roadways – Keller Springs Road and Josey Lane - that provide important vehicle connectivity to the area. These roads, however, do not provide a comfortable walking or biking experience and, often, sidewalks have no protection or buffer from car traffic. Furthermore, the areas where these two roads are crossed by the rail corridor do not have safe crossings and will make transit station access more difficult or discourage travel by foot or bike. The station area is also not easily connected to the important civic uses such as City Hall, the police stations, and library. However, as shown in **Figure 24** the Purple and Green Trails are major amenities and provide great connection to the area and region. In addition to these important trails, walkable and safe connections should be prioritized from major institutions to the transit station area on existing or new streets.

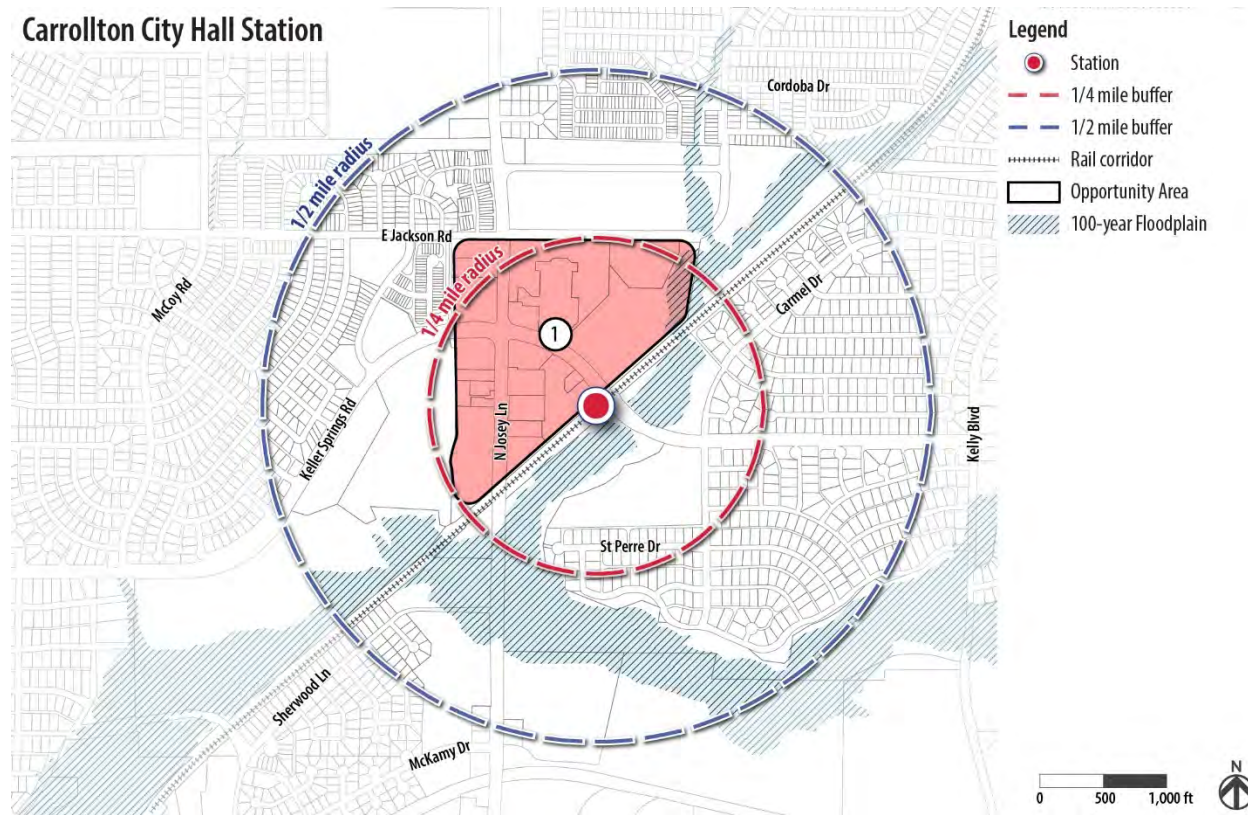
Figure 24: Carrollton City Hall Connectivity



## Transit-Oriented Development Opportunities

Much of the area surrounding the station location is dominated by regional parks and other open spaces. Though great parks can be a destination, they do not tend to promote additional transit ridership and generally cannot be developed for other uses. As a result, the commercial areas north of the station, as seen in **Figure 25**, may be the primary TOD opportunity.

Figure 25: Carrollton City Hall Development Opportunities



**Opportunity Area 1:** The shopping centers east of Josey Lane adjacent to the train tracks are a good opportunity for future strategic infill or full redevelopment. The area south of Keller Springs is made up of smaller parcels and uses. These may be redeveloped individually for residential and other uses but consolidating these parcels for a larger vision will provide greater opportunity for a connected mixed-use transit district. North of Keller Springs, the large shopping centers provide an easier foundation for TOD. Though these centers may be successful in the near-term, they may be great opportunities for a larger-scale redevelopment of a transit village down the line. As that occurs, new street and path connections should be prioritized to better connect the civic uses to the north to parks, trails, amenities, and the transit station.





Mixed-use transit district as a foundation for infill or redevelopment:



Central Park – Denver, Colorado. Photo courtesy of Matthew Lloyd /Flickr

Mixed-use development with an emphasis on pedestrian amenities:



Downtown Bellevue – Bellevue, Washington. Photo courtesy of HDR





## Downtown Carrollton

### Existing Conditions

The area is zoned as a Transit Center District – Downtown Carrollton Transit Center. The goals of this district<sup>6</sup> are:

- To capitalize on the convergence of regional transit, freeways and arterial roadways by creating major urban and village centers which offer a variety of housing, retail and office uses.
- To provide development and land use flexibility within the framework of a form-based development code.
- To provide a mix of residential, retail and office uses in a pedestrian-friendly district.

The intent of this district is:

- To provide a comfortable and attractive environment for pedestrians.
- To construct buildings close to the sidewalk and street.
- To construct continuous building frontage along block faces and provide for pedestrian and auto access to mid-block parking.
- To provide shared parking both on-street and in the center of blocks that will benefit the entire district.
- To contribute to the definition and use of public parks and plazas.
- To design streets and buildings which contribute to the creation of safe environments.
- To build on the existing character reflected in Downtown Carrollton.

This proposed station location is within TIRZ 1. The City of Carrollton and Dallas County have committed to participate at a 65 percent rate - that is, 65 percent of future revenue increases in the zone will be used to fund infrastructure improvements within the zone.<sup>7</sup> Another economic incentive available is the Public/ Private Agreement Program for Transit-Oriented Development. The purpose of this program to provide assistance only for projects where such assistance is necessary to stimulate private investment to add further value to the project above current zoning requirements.<sup>8</sup> Existing land uses are shown in **Figure 26**.

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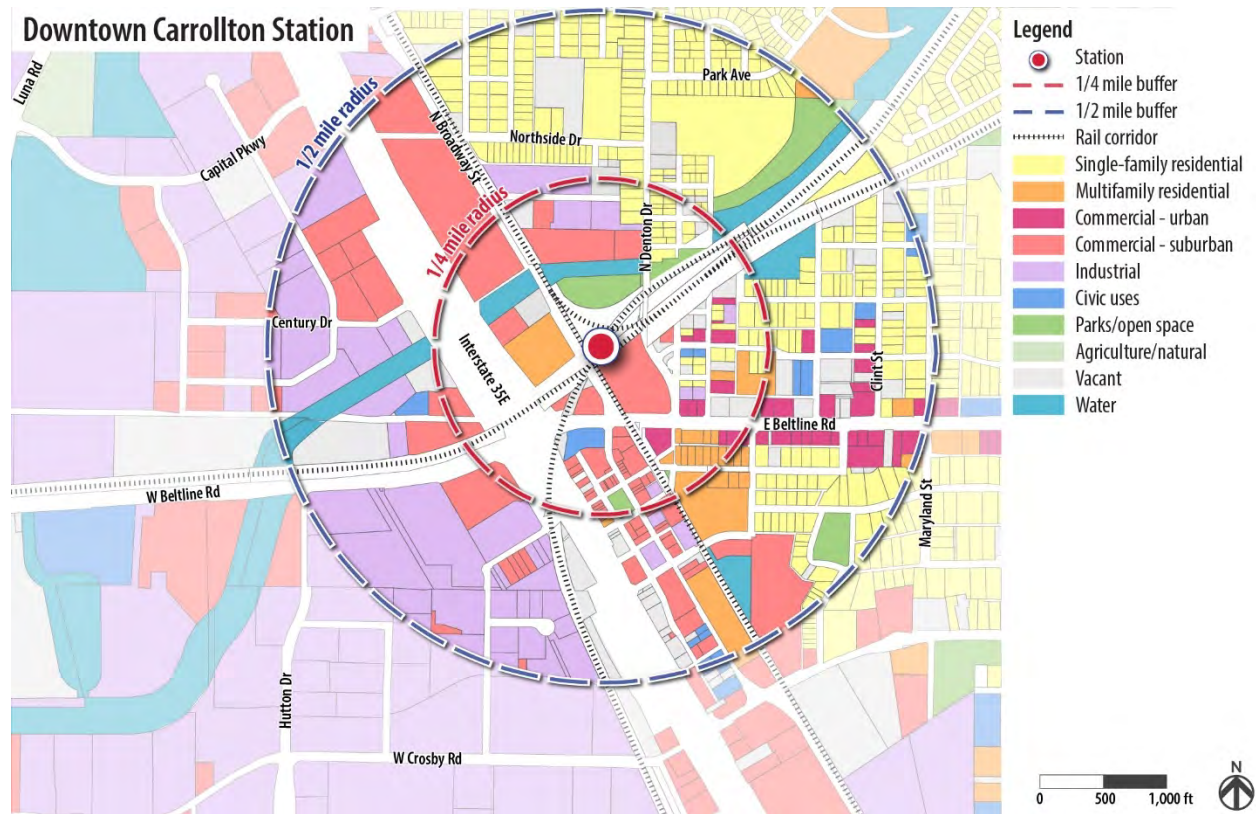
<sup>6</sup> "City of Carrollton, TX." Transit Center Zoning District | City of Carrollton, TX, [www.cityofcarrollton.com/business/carrollton-development/tod/transit-center-zoning-district](http://www.cityofcarrollton.com/business/carrollton-development/tod/transit-center-zoning-district).

<sup>7</sup> "City of Carrollton, TX." Tax Increment Reinvestment Zone (TIRZ) | City of Carrollton, TX, [www.cityofcarrollton.com/business/carrollton-development/tod/tax-increment-reinvestment-zone-tirz](http://www.cityofcarrollton.com/business/carrollton-development/tod/tax-increment-reinvestment-zone-tirz).

<sup>8</sup> "City of Carrollton, TX." Public/Private Agreement Program | City of Carrollton, TX, [www.cityofcarrollton.com/departments/departments-a-f/economic-development/incentives/public-private-agreement-program](http://www.cityofcarrollton.com/departments/departments-a-f/economic-development/incentives/public-private-agreement-program).



Figure 26: Downtown Carrollton Existing Land Use



## Long-Range Plans

- [Carrollton By Design Comprehensive Plan \(2003\)](#)
- [Zoning Ordinance](#)





## Access and Connectivity

The Dallas Area Rapid Transit (DART) Green Line runs perpendicular to the proposed alignment, with the Downtown Carrollton DART Station adjacent to the proposed station location. The addition of another rail line, while complex to design, would create one of the most transit-rich locations in the entire region. This connection will provide access to Farmers Branch, Love Field Airport, Southwestern Medical District, Downtown Dallas, and Baylor University Center as well as Downtown Denton and Lewisville through A-train operated by Denton County Transportation Authority (DCTA). Future plans to extend DCTA's A-Train to this location, as well as current construction of DART's Silver line, would further connect to DFW Airport and Addison Transit Center and provide significant mobility options within the region. From a bike and pedestrian perspective, both the Green and Purple Trails are in the immediate area and provide connectivity to the northeast, east and southwest.

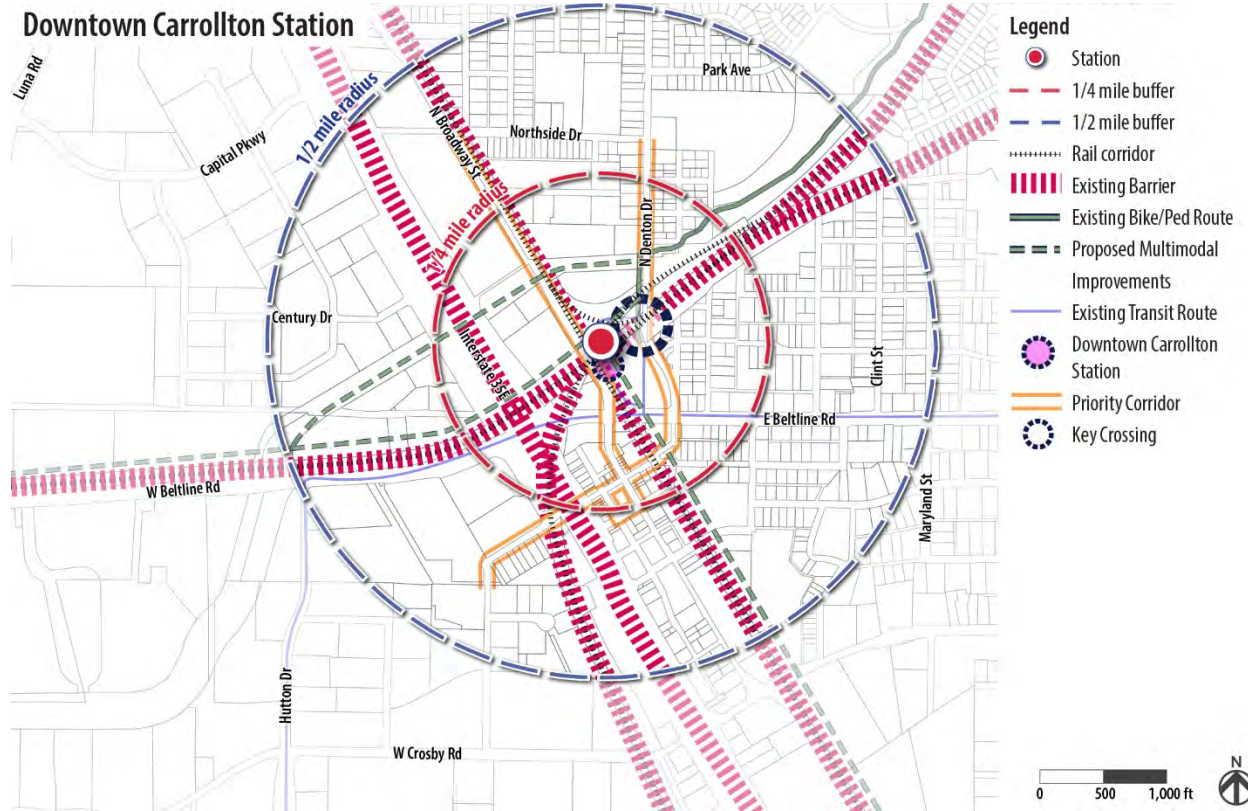
The context of the Downtown Carrollton stations is highly constrained, presenting significant, enduring barriers to connectivity. Interstate 35 restricts east-west connectivity, particularly for people traveling on foot and bike as the few connections across the interstate are fairly hostile places for non-motorized travelers. The major east-west connection—Beltline Road—is in itself a significant barrier for pedestrians and bicyclists traveling north and south and attempting to cross. The existing I-35 underpass over the Beltline and College Avenue is a great opportunity to provide connectivity from the station to the planned extension of the Cotton Belt Trail along Belt Line Road. This connection can happen as an early step or be developed in tandem with the Silver Line construction. As shown in **Figure 27**, three separate rail corridors within the vicinity create further barriers for travel, both east-west and north-south. Within this very constricted and auto-centric environment, improvements should focus on making walking and biking along and across Beltline Road safer and more comfortable to allow for more equitable access to the station from the surrounding areas.

# Collin County Transit Study



2021

Figure 27: Downtown Carrollton Connectivity

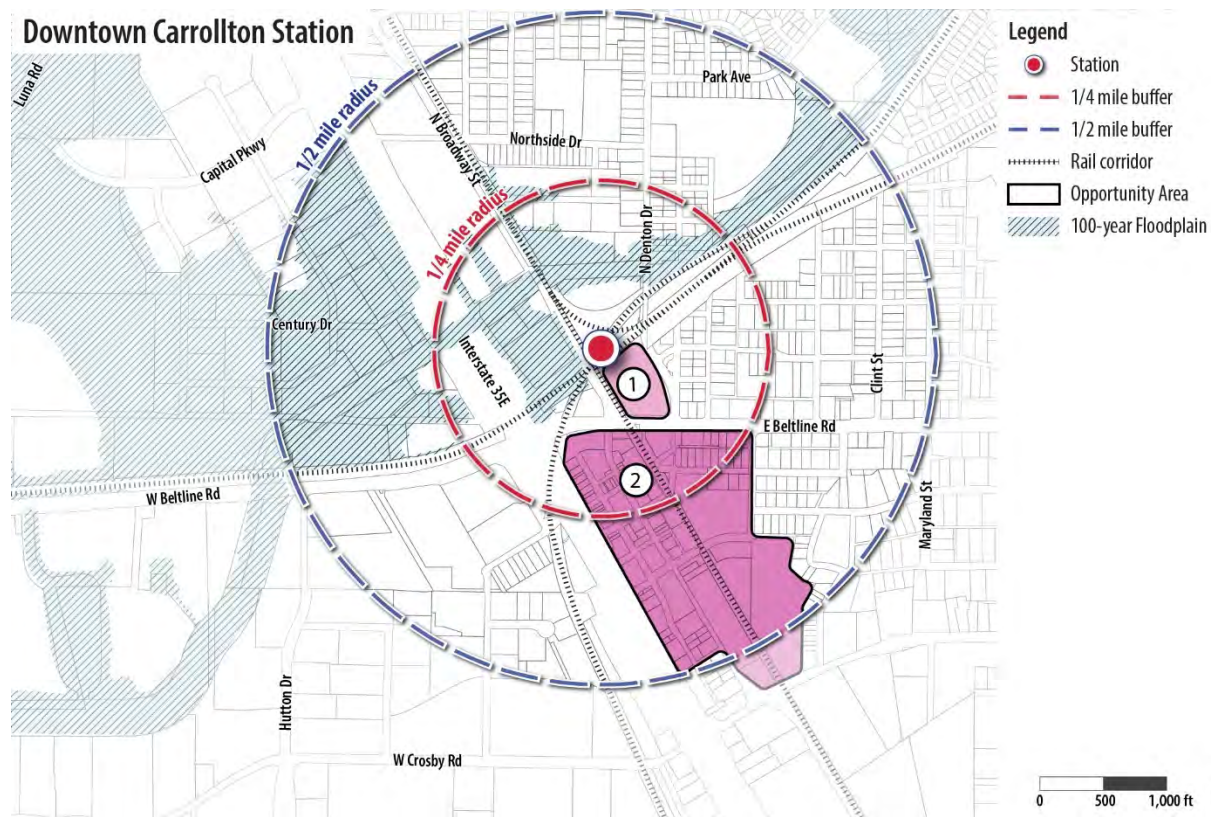




## Transit-Oriented Development Opportunities

The constrained environment of the Downtown Carrollton station provides few opportunities for additional transit-oriented development. Two areas within the vicinity of the station as shown in **Figure 28**, however, present opportunities for strategic infill or redevelopment and can be described as follows:

Figure 28: Downtown Carrollton Development Opportunities



**Opportunity Area 1:** The existing park-and-ride lot at the station is ripe for redevelopment, which should combine required parking (adjusted to reflect the actual demand) with commercial and residential uses to both generate ridership and provide services to riders. As a publicly owned lot, opportunities for Joint Development or other public-private-partnerships should be explored to provide needed uses and services immediately adjacent to transit, such as attainable housing or other community resources.

**Opportunity Area 2:** The area south of Beltline Road has begun to urbanize, with recent high-density mixed-use developments and walkable streets. As the area continues to mature, this pattern of quality urban development should spread west to densify and intensify the established blocks along Broadway Street. Future development in this area should reflect the existing character of the old town core while allowing for context-sensitive density.



Expansion of existing institutions as station-oriented growth:



*DART Downtown Carrollton Station – Carrollton, Texas. Photo courtesy of Jeffrey Wood/Flickr*



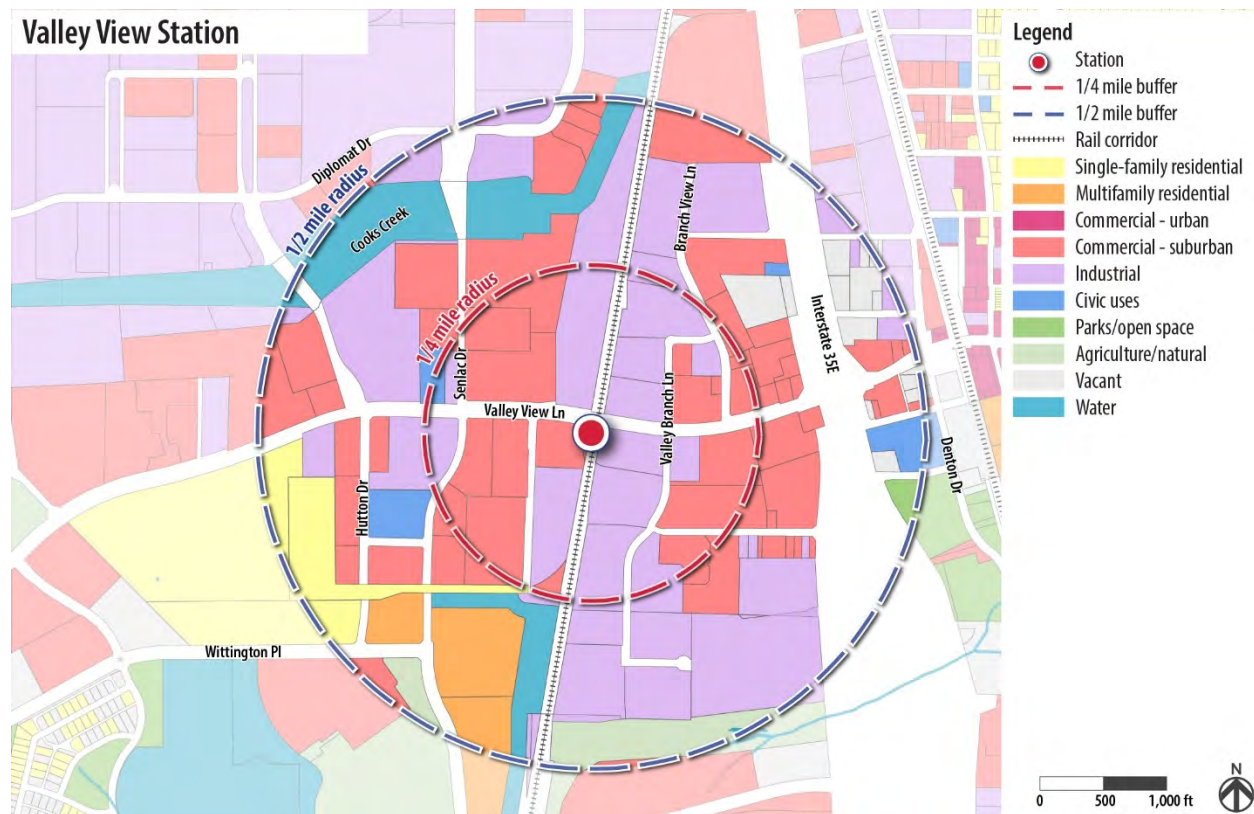


## Valley View Lane

### Existing Conditions

Land uses around the proposed station location include commercial and industrial as shown in **Figure 29**. The area is predominantly filled with distribution warehouses. The zoning is PD77 PD25. These zoning districts allow for commercial, educational, entertainment, institutional, recreational, retail, transportation, and utility uses. The building setbacks vary depending upon street frontage, typical of suburban development, and will want to be revisited to support transit-oriented development types.

Figure 29: Valley View Existing Land Use



### Long-Range Plans

- [Trails Master Plan](#) (2015)
- [Westside Plan](https://content.civicplus.com/api/assets/60f38369-d985-4ea1-a8ca-9bc5aa65eec2) - https://content.civicplus.com/api/assets/60f38369-d985-4ea1-a8ca-9bc5aa65eec2
- [IH-35 Corridor Study](https://content.civicplus.com/api/assets/8d811698-684f-44b2-8c71-e416c23959dd) - https://content.civicplus.com/api/assets/8d811698-684f-44b2-8c71-e416c23959dd

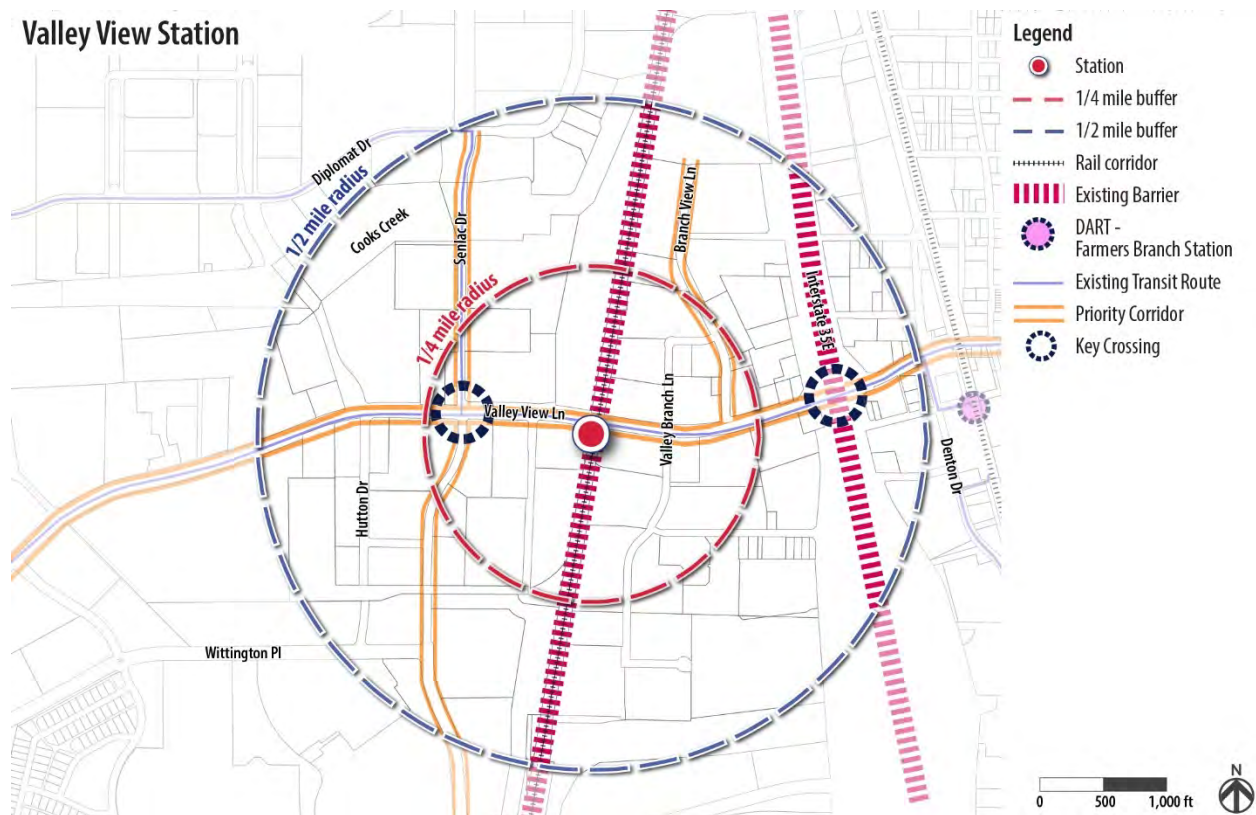


## Access and Connectivity

DART operates three bus routes along Valley View Lane, the 400, 533 and 535 routes, with bus stops accessible from the proposed station area. Bike and pedestrian access, however, is limited with interrupted sidewalks and little to no bike infrastructure. The city's adopted IH-35E Corridor Vision Study recommends improving bike and pedestrian east/west connectivity along Valley View Lane and at the intersection with IH-35E. The study also recommends developing new sidewalks to create continuous connections with a focus along Valley View Lane and surrounding area. Additionally, the city has worked with TxDOT to redesign the intersection of Valley View Lane at IH-35E to improve east/west bike and pedestrian connectivity under the IH-35E bridge with the upcoming highway widening project.

Significant barriers to connectivity in the vicinity of Valley View station are shown in **Figure 30** and include Interstate 35E and the rail line, restricting east-west travel. Valley View Lane, the main east-west thoroughfare, is a major roadway that can be daunting to cross for non-motorized travelers. Cooks Creek, which runs parallel to Valley View Lane, presents additional restrictions to north-south connectivity. Improvements should focus on improving the environment of the major corridors to make them more attractive to people on foot or bike. Where redevelopment occurs, new local streets or walkways should provide additional routes for non-motorized travelers accessing the station.

Figure 30: Valley View Connectivity

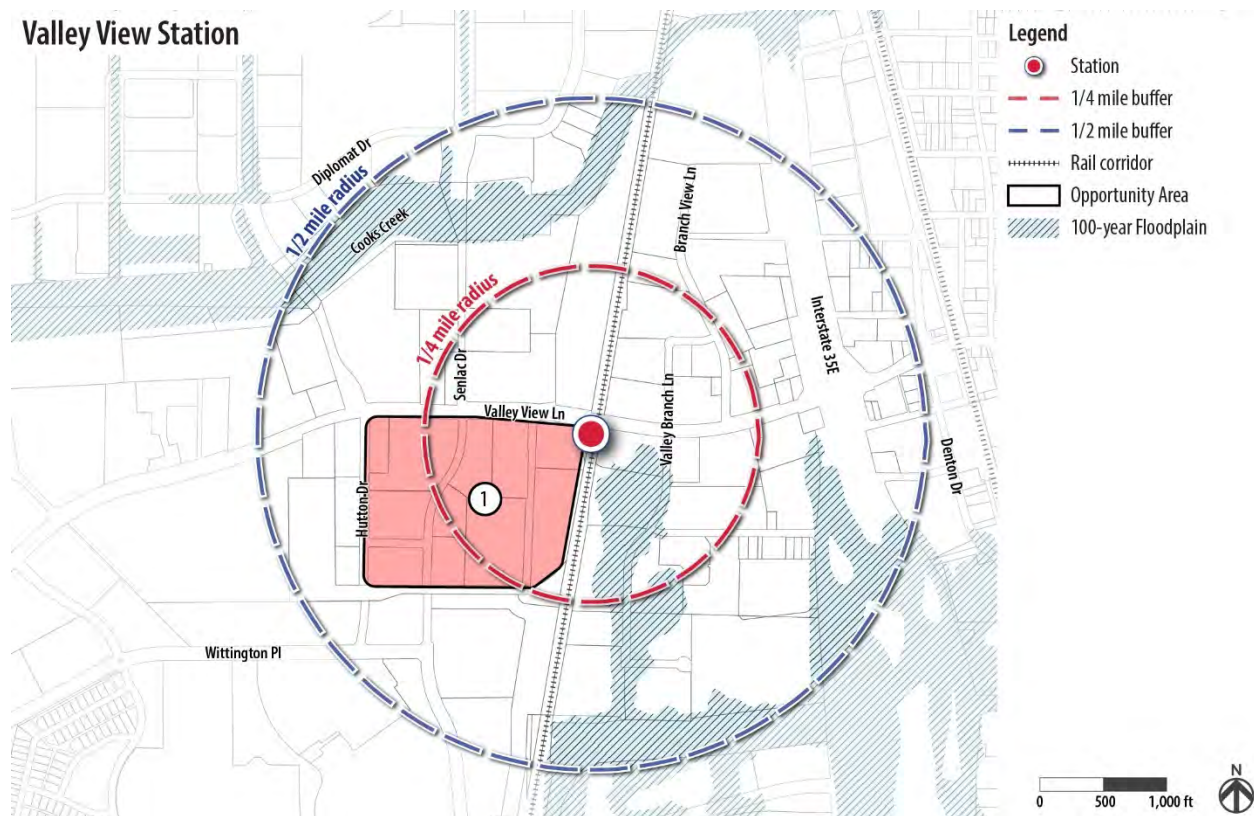




## Transit-Oriented Development Opportunities

The area surrounding the Valley View station is dominated by auto-oriented commercial and employment uses. While the development intensity is fairly low, significant redevelopment of employment uses in the near term is unlikely. There are two larger recent/ongoing residential developments in the southwest quadrant, separated from the station by an aging area of low-intensity commercial and employment uses, which present an opportunity area (**Figure 31**) for intensification and/or redevelopment:

Figure 31: Valley View Development Opportunities



**Opportunity Area 1:** The existing commercial and employment uses should be intensified and redeveloped as a mixed-use area to provide a transition between the station and the new residential districts. With the minimal infrastructure in the area, this zone should be studied further for the potential to attract development while retaining valuable jobs housed in the existing uses.

# Collin County Transit Study



2021

High density residential directly adjacent to transit line:



Farmer's Branch Transit Station – Farmer's Branch, Texas. Photo courtesy of DART

Transition from station to adjacent communities:



Downtown Plano – Plano, Texas. Photo courtesy of David Wilson/Flickr





## Royal Lane

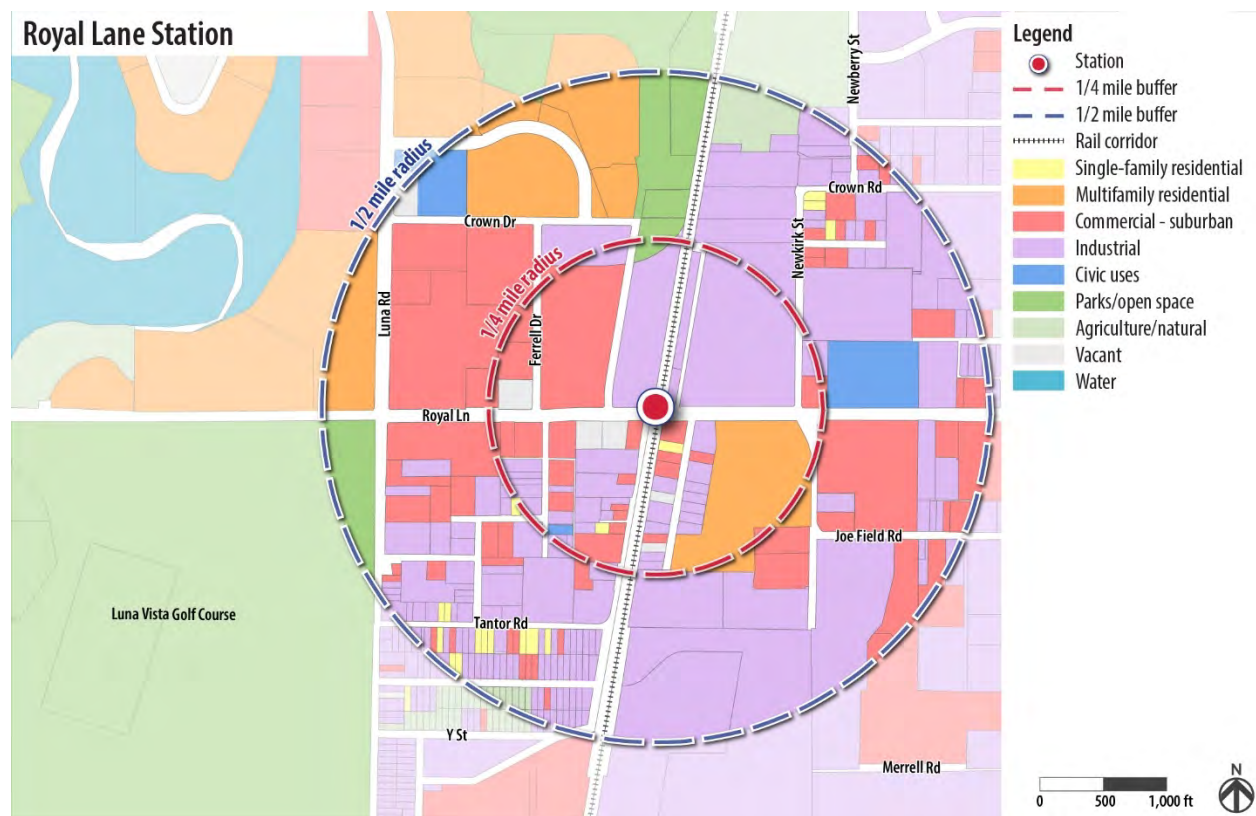
Although this station location was originally identified as an alternate location to the Valley View station and included in this land use analysis, this station is no longer recommended given the station spacing between the Valley View station and the South Las Colinas station.

### Existing Conditions

The existing land use around the proposed station location includes commercial, industrial, and vacant as illustrated in **Figure 32**. The area is mostly filled with distribution warehouse and storage yards. There are some areas of redevelopment with multifamily.

The area is zoned PD22<sup>10</sup> within Farmers Branch and Industrial Research District (IR) within the City of Dallas. PD22 allows for light industrial land uses. Building setbacks vary from 25-50 feet depending on frontage. Consider revisiting zoning to support transit-oriented type development.

Figure 32: Royal Lane Existing Land Use



<sup>10</sup> Planned Development District 22: <https://www.farmersbranchtx.gov/DocumentCenter/View/451/PD-22-Ordinance-1162?bidId=>



## Long-Range Plans

The northwestern portion of Royal Lane is within the City of Farmers Branch.

- [Comprehensive Plan](#) (1989)
- [East Side Comprehensive Plan](#) (2016)
- [Trails Master Plan](#) (2015)

The remainder of the area is within the City of Dallas.

- [Complete Streets Design Manual](#) (2016)
- [Comprehensive Housing Policy](#) (2018)
- [Connect Dallas Strategic Mobility Plan](#) (2021)
- [Dallas Area Rapid Transit Light Rail Project Design Criteria](#) (2003)
- [Dallas Bikeway Plan](#) (2011)
- [Dallas Development Code](#)
- [Dallas Trail Network Plan](#) (2008)
- [forward Dallas!](#) Comprehensive Plan (2006) – currently being updated
- [Urban Design Guidelines for Projects Located in City of Dallas Tax Increment Financing \(TIF\) Districts](#) (2015)
- [Urban Transit Design Guidelines](#) (2017)

## Access and Connectivity

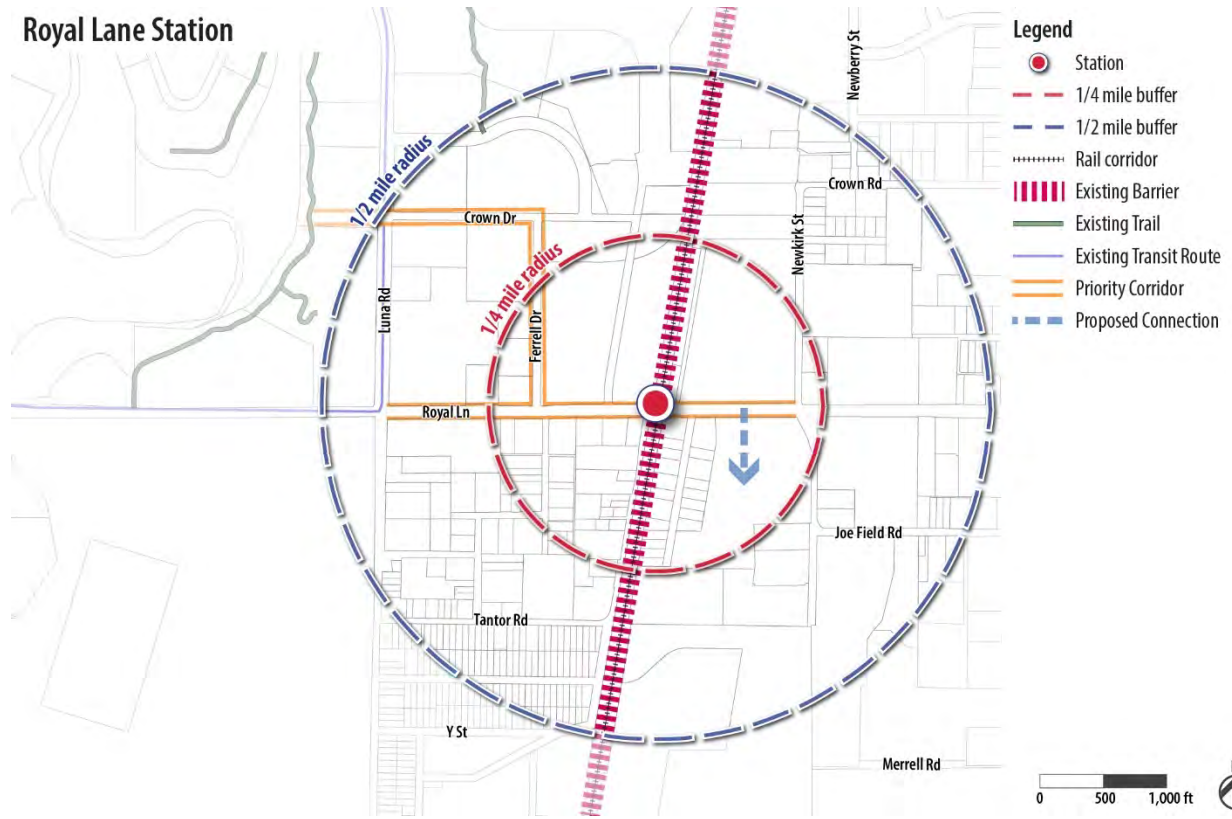
In part due to the industrial nature of this station area, bike and pedestrian access are limited with incomplete sidewalks and little to no bike infrastructure. DART's Royal Lane Station served by the Green light rail line, lies about 1.6 miles to the east of the proposed station area, suggesting a possible connection in the future between the two lines. DART also operates bus route 403 on Royal Lane to the west of the proposed station area, providing access to the North Irving Transit Center and Farmers Branch Green Line Station.

Proposed connections extend out from the station location as shown in **Figure 33** and connect to existing trails on the west, and emphasize the need to connect to adjacent residential and commercial uses to the east.





Figure 33: Royal Lane Connectivity

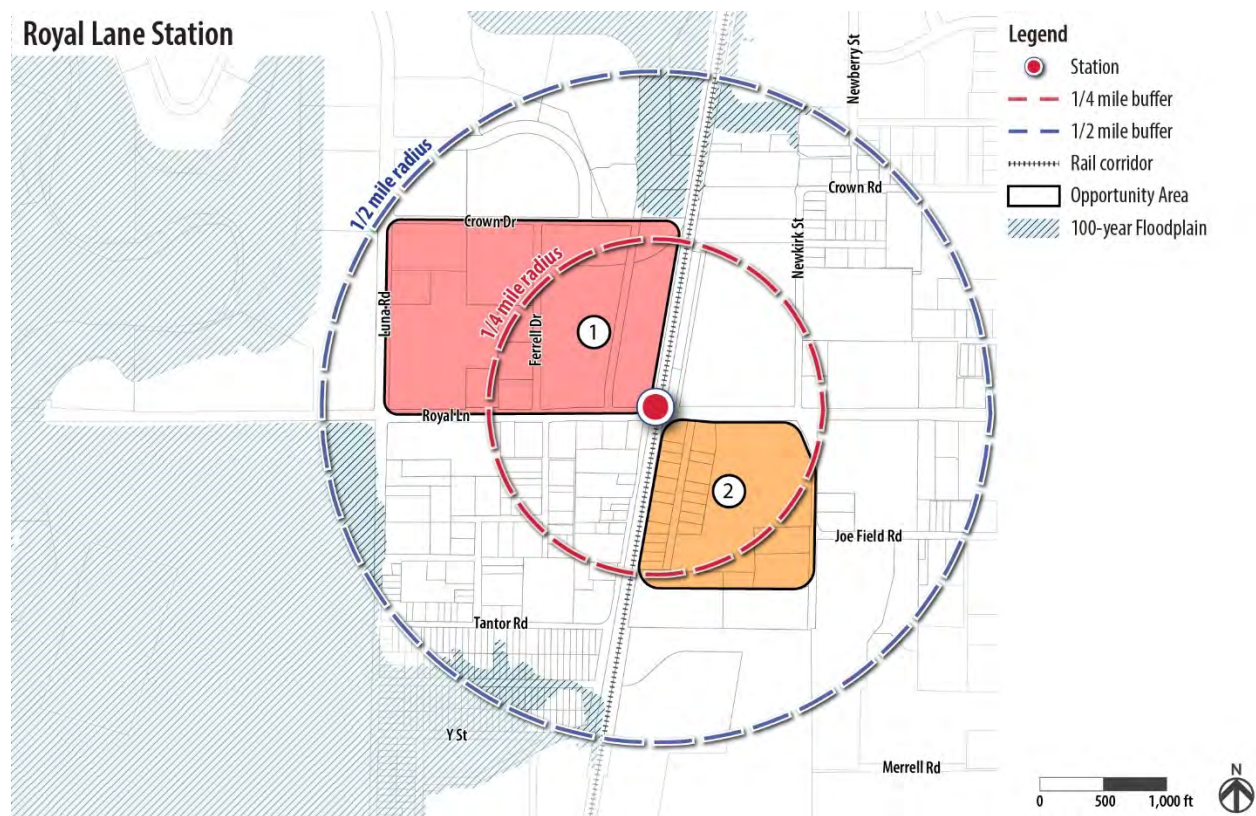




## Transit-Oriented Development Opportunities

The station location is situated along the Royal Lane thoroughfare, which is an important connection for existing multi-family residential and light industrial land uses. Unfortunately, the existing environment prioritizes driving over walking or bicycling. The area may not have the infrastructure present to support large transit-supportive development but can be phased in over time. Existing jobs in the area are important and should be considered and offset as future development converts this area to other uses. Opportunity areas as shown in **Figure 34** can be described as follows:

Figure 34: Royal Lane Development Opportunities



**Opportunity Area 1:** Infill development within the area to the north-west can help make a more pedestrian friendly environment – with a tighter development footprint, and direct connections to the station. With existing high-density multi-family residences already in this area, there is an opportunity to develop a mixed-use district that provides greater density, jobs, retail, and community amenities and provide better access to the transit station for the residents of the existing homes.





**Opportunity Area 2:** This area has a mix of smaller scale light-industrial and commercial uses and affordable residential areas. The areas that run along the track make a good opportunity for denser redevelopment while using the opportunity to provide better connections for the existing residents.

Increased density along rail corridor:



*Del Mar Station – Pasadena, California. Photo courtesy of LA Wad/Flickr*

## South Las Colinas

### Existing Conditions

The existing land use around the proposed station location includes civic, residential, and vacant land as shown in **Figure 35**.

To the north-west is the Las Colinas Urban Center, which serves as a mixed-use regional destination. There are established institutional uses to the east and south of the station, such as the Cistercian Abbey and Preparatory School, and the University of Dallas campus.

Figure 35: South Las Colinas Existing Land Use



### Long-Range Plans

- [Urban Center Master Plan](#) (2013)
- [Economic Development Strategic Plan](#) (2017)
- [Imagine Irving Comprehensive Plan](#) (2017)
- [Land Bank Properties](#)
- [Unified Development Code](#) (updated 2020)
  - [Subdivision Design and Improvements](#)
- [Zoning Ordinance](#)

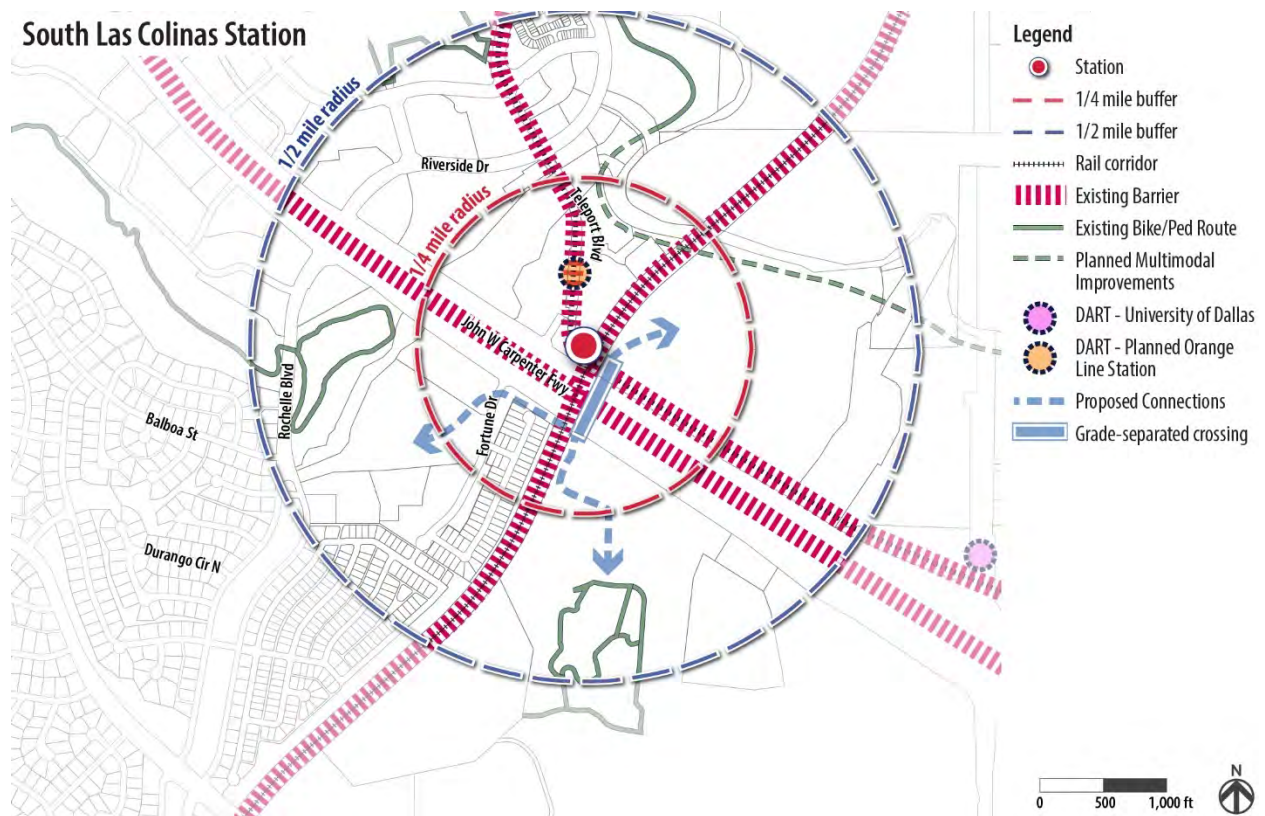


## Access and Connectivity

The DART Orange Line runs perpendicular to the BNSF rail line and includes a planned station in proximity to the proposed alignment. The Orange Line provides a direct connection to DFW Airport, the Irving Convention Center, North Lake College, Las Colinas, University of Dallas, Love Field Airport, Southwestern Medical District, Downtown Dallas, the City of Richardson, and Downtown Plano. Future planning efforts also consider automated transportation systems as a connection between the Las Colinas Area Personal Transit system and the Orange Line/Irving-to-Frisco junction.

John Carpenter Freeway and regional railway lines are connectivity barriers at this station. This poses a challenge for station connectivity to the south of John Carpenter Freeway, as barriers will have to be strategically mitigated in order to properly connect the station. Proposed connections, as shown in **Figure 36**, imply grade-separated crossings that will greatly enhance opportunities for station use and access. To the south, connections to the University of Dallas will be important in creating well-used and reliable access for the institution's staff, students, and visitors. Connections to the north should be studied to better connect the station area with the Las Colinas Urban Center.

Figure 36: South Las Colinas Connectivity

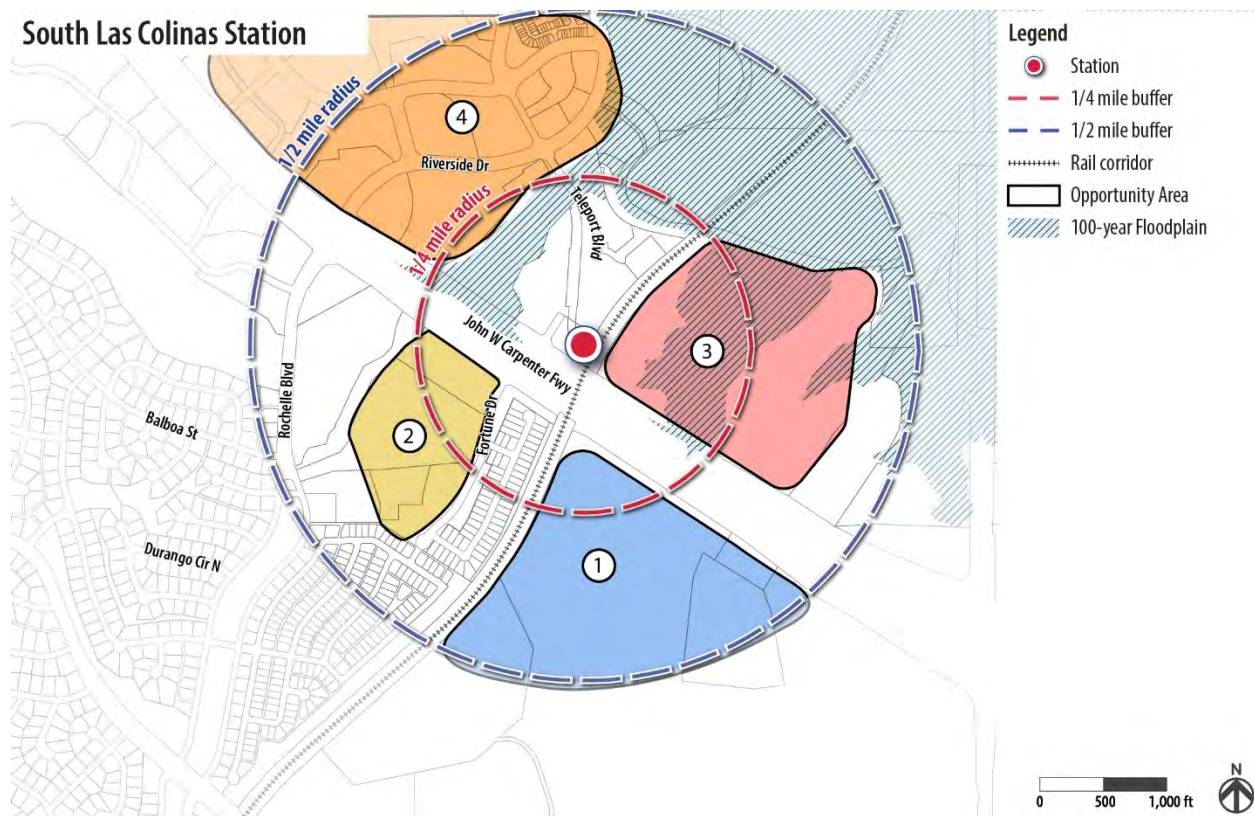




## Transit-Oriented Development Opportunities

Proximity to the Las Colinas Urban Center, and potential development around the future Orange line station exhibit an opportunity to maximize transit-oriented development adjacent to this proposed station. Although the surrounding institutional uses may not pose substantial development opportunities, strategic partnerships may allow for additional planned growth oriented to the station. Opportunity areas (**Figure 37**) to the south of John Carpenter Freeway are:

Figure 37: South Las Colinas Development Opportunities



**Opportunity Area 1:** The University of Dallas, which provides an important institution and desirable destination in proximity to the station. As the university grows, student housing and daily amenities and services should be prioritized near the station to connect the student body and staff to the region. Strategic station-oriented growth may offer increased campus density and a steady flow of users for the proposed station.

**Opportunity Area 2:** The Dallas County Utility site offers an opportunity to add a greater mix and intensity of uses to complement the existing civic institution. As transit is brought on line, the large amounts of surface parking may be reconsidered for infill development to bring additional office space, retail, and other uses to broaden the available





services and amenities to the area. Additional shared-use paths would also be considered an amenity to the area, creating a more transit-friendly and walkable development pattern.

**Opportunity Area 3:** The Cistercian Abbey and Preparatory School site is a well-established campus immediately adjacent to the proposed station location. Even though much of the site is undeveloped, its development potential is limited by a 100-year floodplain occupying a sizable swath of the site. However, the area offers a potential for the development of grade-separated landings and/or station services. Partnerships may be possible with the school to allow for strategic infill of the remaining site outside of the floodplain. This development can be used – like hospitality or residences – that equally benefit the school and its users.

**Opportunity Area 4:** The Las Colinas Urban Center is well-developed so far, with a variety of civic uses, campus settings, corporate office destinations, and the Las Colinas APT service. Remaining vacant parcels offer an opportunity to reinforce a more walkable development pattern by providing a network of shared-use paths and pedestrian accommodations oriented towards the proposed station location. While the majority of the Las Colinas Urban Center is more than a half-mile from the proposed station, the additional planned Orange Line stop at South Las Colinas Station would allow for easy transfers between trains at multiple locations along the service lines; thus making the entirety of Las Colinas accessible by train.



Open spaces and civic uses anchor TOD:



*Star Lake Light Rail Station – Kent, Washington. Photo courtesy of Sound Transit*

Mixed-use development with character defining features that reflect the existing community:



*Downtown Rowlett – Rowlett, Texas. Photo courtesy of DART*





## Downtown Irving

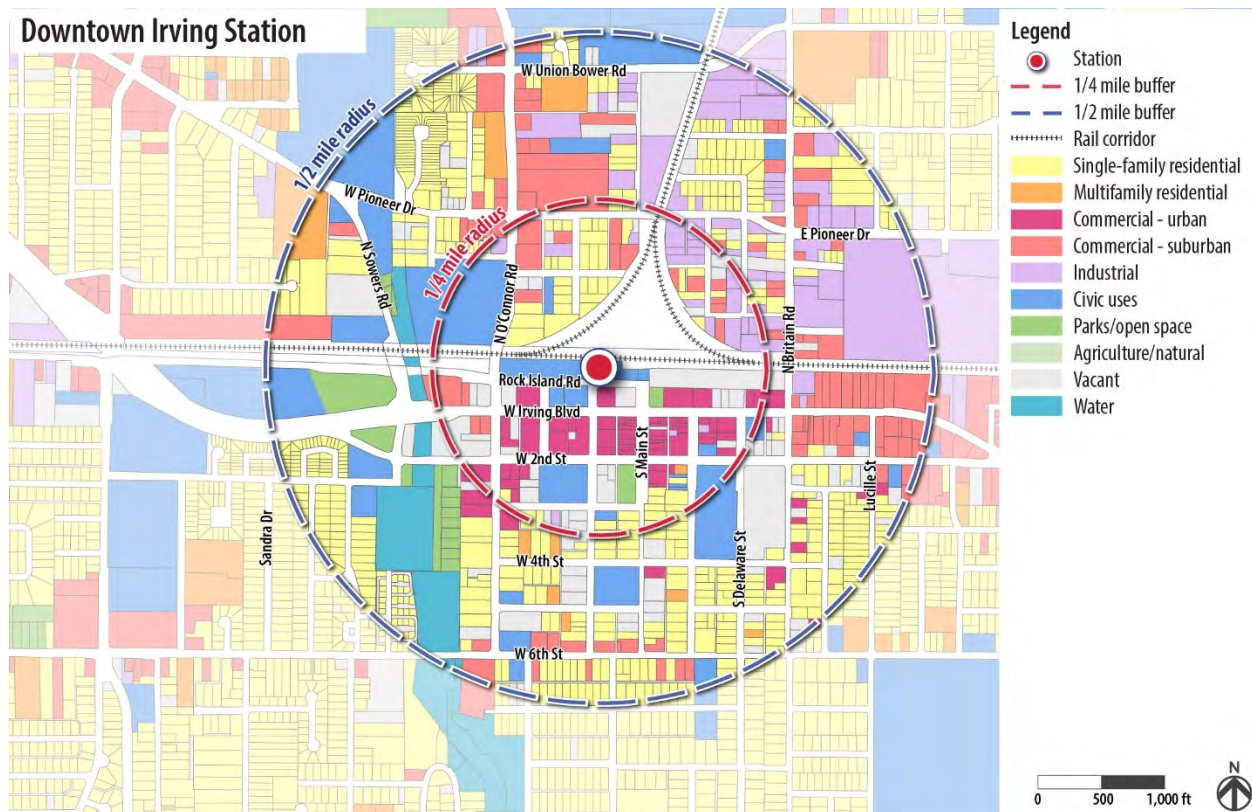
### Existing Conditions

The existing land use around the proposed station location is a mixture of civic, commercial, industrial, residential, and vacant land as shown in **Figure 38**.

The existing zoning for the proposed station area is Heritage Crossing District (HCD). The HCD is a pedestrian oriented, mixed-use, urban infill redevelopment, providing shopping, employment, housing, and business and personal services. The HCD supports economic development, a sustainable tax base, and job creation/retention by:

- Providing a streamlined and simplified city approval process
- Establishing adjacency predictability in the built environment
- Offering flexibility to changing market conditions
- Reducing risk to private investment/development
- Synchronizing private investment/development with public capital investment policies
- Calibrating zoning regulations with a vision for redevelopment within the HCD

Figure 38: Downtown Irving Existing Land Use



## Long-Range Plans

- [Economic Development Strategic Plan](#) (2017)
- [Imagine Irving Comprehensive Plan](#) (2017)
- [Land Bank Properties](#)
- [Unified Development Code](#) (updated 2020)
  - [Subdivision Design and Improvements](#)
- [Zoning Ordinance](#)

## Access and Connectivity

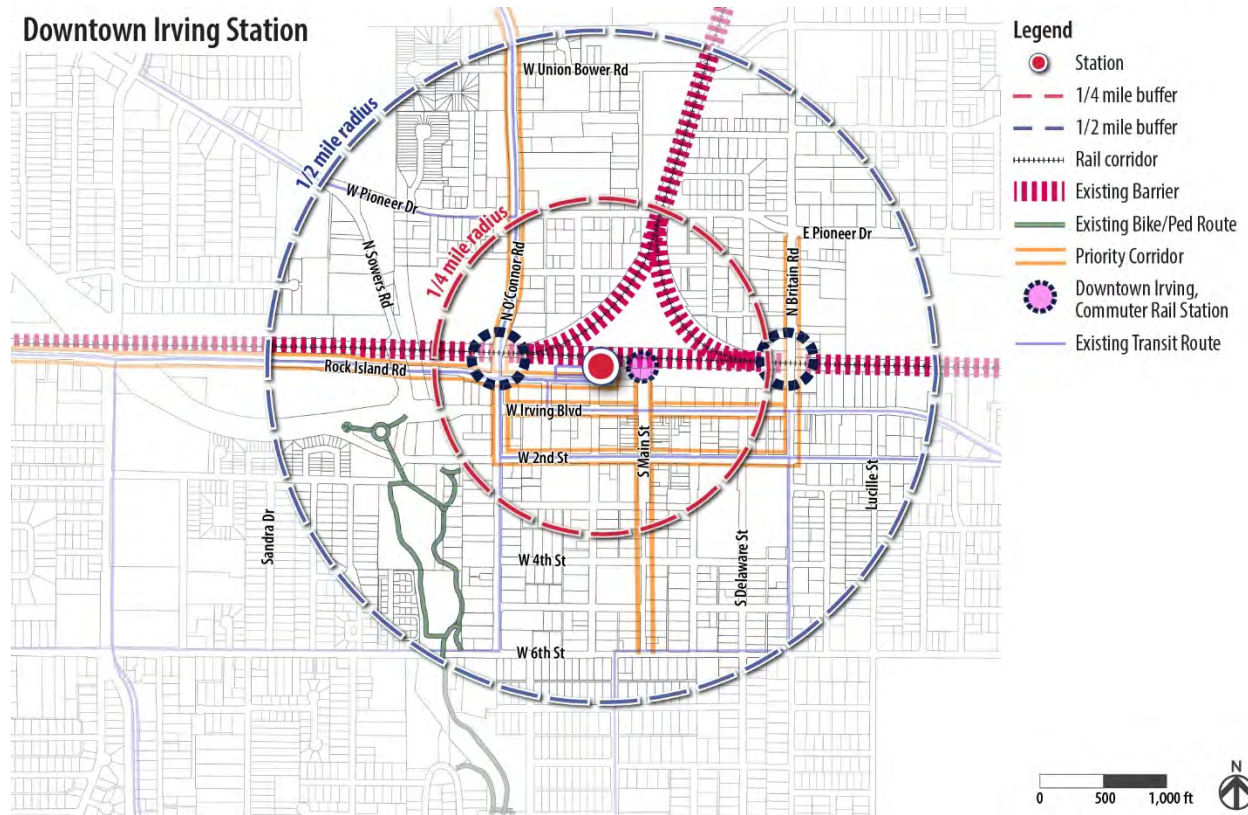
For purposes of this land use analysis, it is assumed that the South Irving Station for the Trinity Railway Express (TRE) commuter rail is located adjacent to the proposed station location. The TRE commuter line serves Downtown Fort Worth, DFW Airport, Downtown Irving, and Downtown Dallas; and with multiple local bus routes also serving this station, the addition of another rail line would create a transit hub that has the potential to connect the entire region.

The area around the Downtown Irving station site is made difficult to navigate as a result of the rail lines, storage yards, and other large scale uses. A transformation of the pedestrian corridors that lead to and from the existing and proposed stations - along Main Street, Irving Boulevard, and Rock Island Road - into comfortable and safe pedestrian experiences is critical in making a great transit-oriented district (**Figure 39**). The well-established, multi-modal transit network in the area make this a strong opportunity for TOD.





Figure 39: Downtown Irving Connectivity

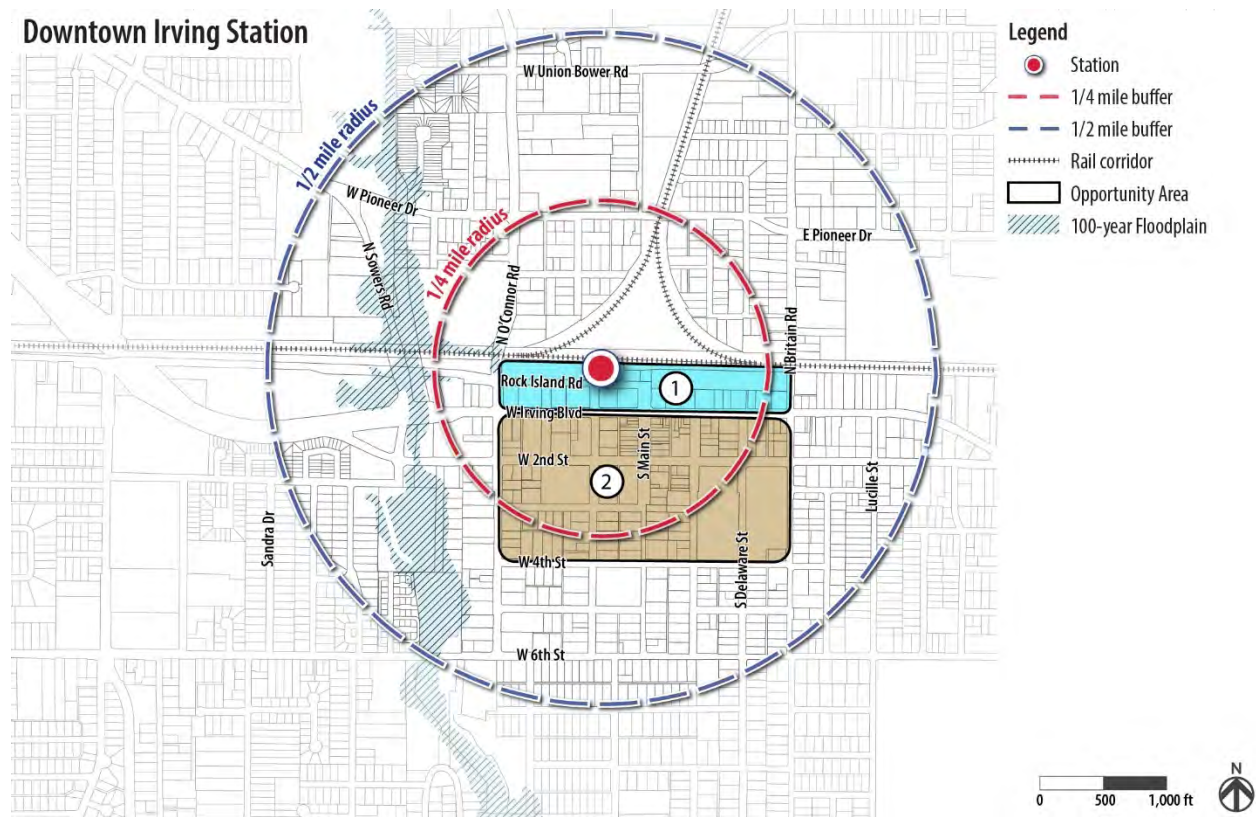




## Transit-Oriented Development Opportunities

With proximity to a bus and transit station, the Downtown Irving district is ideal for future transit-oriented development. District parking is currently available but can be consolidated further to replace surface parking with mixed-use commercial or main street retail. Two primary opportunity areas, as shown in **Figure 40**, become apparent:

Figure 40: Downtown Irving Development Opportunities



**Opportunity Area 1:** There are various vacant and underused parcels from O’Conner Road to Britain Road, between Rock Island Road and Irving Boulevard, that are at the “doorstep” of the transit station and serve as opportunities for transit-oriented infill development. These parcels can be developed to increase mixed-use residential density around the station and may be the best opportunity to promote a vibrant, well-connected, transit-oriented environment that will generate increased ridership and make this location a destination from other areas along the line.

**Opportunity Area 2:** Surface parking lots and other underused or vacant parcels are abundant in the downtown core. Finding opportunities for infill development that can both support the character of downtown as well as add needed housing and other amenities within walking distance of the station will help build a thriving district and provide access and housing choices to those who are likely to use transit the most.





Intensified commercial and employment uses in the form of a mixed-use district:



*Englewood Station –Englewood, Colorado. Photo courtesy of HDR*

Large-scale development to support transit ridership:



DART Downtown Carrollton Station – Carrollton, Texas. Photo courtesy of DART



## Station Area Land Use Analysis Summary

The twelve station areas detailed above represent a diversity of land uses, development patterns, street networks, demographic characteristics, accessibility and more. While the twelve sites are connected by the common thread of the rail corridor, there is no single approach or plan that can be effectively applied to help these locations become transit supportive and “rail-ready.” Instead, station area planning will need to occur at each site that recognizes and builds upon the unique characteristics of the community and residents and that reflects their values and priorities, balanced with a focus on the regional connectivity that the new passenger rail service can deliver.