

Focus Areas and Catalyst Sites

The Focus Area Plans provide possible future development scenarios for three strategic areas within the Main Street/Central Expressway Corridor, exploring overall character and how redevelopment might occur. Within each Focus Area, Catalyst Sites have been identified where an additional level of study has taken place to determine appropriate uses and potential locations for buildings, parking and open space. This detailed analysis allowed the study team to evaluate the economic feasibility of the envisioned development, potential implementation strategies, and additional value leveraged for each dollar invested in the specific catalysts.



Focus Area A / Catalyst Site 1

- Catalyst Site 1 is located at the northeast corner of the intersection of Central Expressway and Spring Valley Road
- Commercial mixed-use environment
- Catalyst is built around the existing Comerica Bank building



Focus Area B / Catalyst Site 2

- Catalyst Site 2 is located at the northwest corner of the intersection of Central Expressway and Belt Line Road/Main Street
- Focused on retail with some residential and office development
- Goal is to create a distinctive new “address” in Richardson



Focus Area C / Catalyst Site 3

- Catalyst Site 3 includes the Belt Line Road/Main Street roadway and the adjacent public realm
- Pedestrian-oriented environment to help promote and sustain the desired mix of uses
- Higher density development adjacent to Central Expressway, lower density east of DART rail corridor

City of Richardson, Texas • Development Services Department
411 W. Arapaho Road, Richardson, Texas 75080
<http://www.cor.net/msc> • 972-744-4240



Main Street/ Central Expressway Enhancement/ Redevelopment Strategy

The future enhancement and redevelopment of Richardson’s Main Street/Central Expressway corridor is important to the long term success and vitality of the city. During 2009 with the update of the Comprehensive Plan, the City Council identified the “Old Town/Main Street” area, Richardson’s original downtown, and the “Central Expressway” corridor, the city’s primary access to its businesses and residential neighborhoods, as “enhancement/redevelopment areas.” The City recognized that these areas needed further in-depth study and analysis in order to determine the most effective means to leverage reinvestment, foster redevelopment, and protect the city and its property owners’ investment within the community.

Creating a Vision

During 2012, a market analysis and vision study was initiated. Due to these two areas sharing a variety of similarities including land uses, demographics, built environments, and infrastructure needs, they were consolidated as the “Main Street/Central Expressway Corridor.” An extensive public input process was employed seeking input from property and business owners within the corridor, interested residents, and elected and appointed officials. These efforts produced the Main Street/Central Expressway Study, accepted by the City Council in January 2013.

The Study presented a vision for the area comprised of eleven unique sub-districts, each based on existing physical conditions, opportunities, and constraints, anticipated future real estate/market factors, and community desires.

Implementing the Vision

The first step in implementing the vision for these sub-districts was to prepare new development regulations that effectively “code the vision.” During January 2015, four sub-districts located at the heart of the corridor—Interurban, Central Place, Chinatown and Main Street (approximately 162 developable acres)—

were rezoned to the Main Street/Central Expressway Form Based Code. The Code establishes regulations that will deliver the intended form and character envisioned for the corridor; it focuses on creating a high-quality public realm and providing predictability of the built environment consistent with the vision. The Code provides for a well-connected pedestrian, bicycle and street network that builds on existing infrastructure and balances appropriate densities and uses for creating a vibrant urban environment.

The City continued its rezoning initiative during 2016 by rezoning the corridor’s southern portion—the Creative Corporate, Gateway Commercial, Centennial Green (formerly McKamy Spring), and Railside (formerly Trailside) sub-districts (approximately 216 developable acres). City Council directed staff to develop complete new land use and development regulations for this area, incorporating the area into the existing Code. In conjunction with this rezoning effort, refinements were made to the existing Code for the four central sub-districts. The new Code was adopted during November 2016.

Regional Transportation Perspective

The Code is also supportive of regional transportation and mobility objectives by acknowledging that Belt Line Road/Main Street will continue to function as a four-lane, regional thoroughfare while supporting pedestrian oriented needs within the community. Bicycle transportation is further supported by providing a safer, alternate route along Polk Street, as well as additional options in the southern portion of the Corridor. The Code also embraces transit-oriented development principles by transforming the built environment context between the two DART light rail stations that bookend the corridor—the Spring Valley Station and the Arapaho Station—through increased density; diversity of land use types; and provision of safe, comfortable and attractive sidewalks, streets and trails that strengthen connectivity between the stations.

