

Catalyst Concepts

During the market study/visioning phase of the planning effort, five different projects were identified as possible “early wins” in the process of Corridor redevelopment. These catalyst projects were chosen based on a specific set of criteria and were intended to:

- Stimulate private investment in the Corridor
- Illustrate the type of future development desired
- Represent prototypes for redevelopment that could occur at other sites
- Encourage, but not require, owner action in the manner illustrated

Concept 1 – Spring Valley Road/Public Realm

- Transportation, pedestrian and urban design/streetscape improvements
- Intended to increase value by changing perception of the Corridor
- Plan includes short-term and long-term improvements



Concept 2 – Continental Inn Site

- Mixed-use environment on the full block (5 acres; 10 parcels)
- Land use mix including retail, office, residential, boutique hotel
- Mid-rise buildings (3 to 6 stories)
- Possible new intersection configuration at Floyd Road/US 75



Concept 3 – Spring Valley/Weathered Site

- Mixed-use environment including retail, office, residential, park/open space
- 2- to 4-story buildings
- New walkable retail street providing frontage and access between Weathered and St. Paul
- Easily expanded to the east in future phases



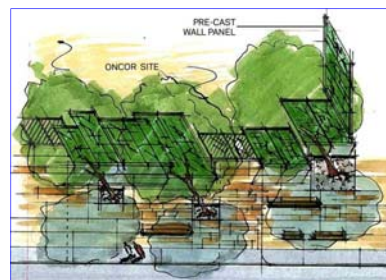
Concept 4 – Spring Valley/Waterview Site

- 40+ new townhomes
- New park/open space with a playground, picnic area, trailhead and scenic area along Cottonwood Creek
- Neighborhood gateway at the West Spring Valley/Waterview intersection
- Link between the neighborhood and the Corridor



Concept 5 – Oncor Substation Site

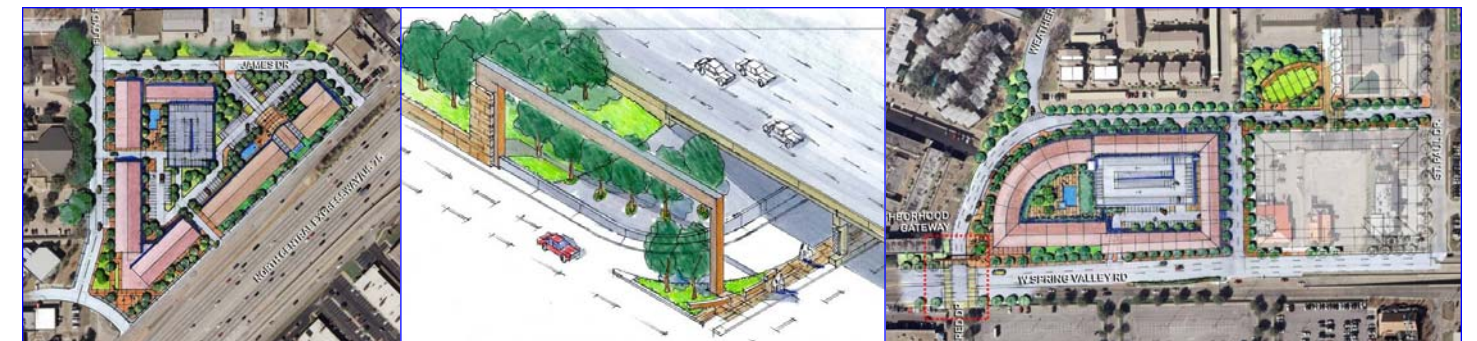
- Urban pedestrian plaza to serve DART patrons and trail users
- Design concept focused on Richardson’s role in the development of modern technology
- Design motif based on the integrated circuit



In January, 2009, the Richardson City Council adopted a new Comprehensive Plan, which identified six “Enhancement/Redevelopment” areas for specific, detailed study. The first area chosen for further evaluation was the West Spring Valley Corridor—north of Spring Valley Road, between Coit Road and Central Expressway and extending northward along the Central frontage road to just south of Dumont Drive. City staff, a consulting team and a group of interested stakeholders spent more than two years on a market study, a vision and a new set of zoning regulations supporting the rebirth of West Spring Valley.

The existing Corridor is anchored by retail and commercial uses on either end and along the Expressway frontage road, with a large concentration of apartments and condominium units, duplexes and a few miscellaneous uses in between. The majority of the development is aging and underperforming, especially given the potential for the Corridor identified in the market study.

Under the community’s new vision, the redeveloped Corridor will include residential, retail and employment uses along with new open space areas. While the general mix of permitted uses is not unlike the current mix, the new ordinance, approved in 2011, requires a higher quality of construction and places more emphasis on building design and the streetscape than traditional zoning regulations. In exchange, developers have the potential for increased density and reduced parking requirements.



“The West Spring Valley Corridor of the future is a place that draws people of all backgrounds and ages with its many quality housing choices, desirable shops and restaurants, attractive natural areas, easy transportation connections and a distinctive people-oriented urban character that connects Richardson’s past with its vibrant and sustainable future.”
 —West Spring Valley Corridor Vision Statement

The West Spring Valley Corridor consists of approximately 197 acres of land (including 10 acres of right-of-way) and 141 pieces of property. The Corridor stretches approximately 1.3 miles east to west along Spring Valley Road. Because the area displays different physical and market characteristics in various locations, for purposes of the visioning process and the creation of the new zoning regulations, the Corridor was divided into seven subdistricts, each with a specific intent and set of market opportunities. Each of these seven smaller areas has the potential to make a significant contribution to a redeveloped Corridor, but in combination, they will create an attractive and distinctive new destination in southwest Richardson.

Subdistrict A

Intent: To encourage a variety of uses, developed at a low- to mid-rise intensity and providing an appropriate transition between nearby single-family neighborhoods and Central Expressway.

Opportunities: Freeway frontage enhances the potential for a boutique hotel, retail and restaurant uses; Live/Work units could serve as a good transitional use between Central Expressway and the surrounding neighborhoods.

Subdistrict B

Intent: To create a gateway to the City and the Corridor by allowing a broad array of commercial and residential uses with the opportunity for a landmark building near the high-profile intersection of Spring Valley Road and Central Expressway.

Opportunities: High traffic counts, good access, Central Expressway frontage and proximity to the Spring Valley light rail station provide significant benefit to this site; the proposed mixed-use street will open up new opportunities and additional access; parcel size and location suggest a major structure or user.

Subdistrict C

Intent: To create a pedestrian-scale, mixed use development focused on a unique new street and an urban park for area residents, visitors and employees.

Opportunities: Relatively few parcels and owners could expedite redevelopment; the new pedestrian-oriented street and urban park will redefine the area and provide much-needed access.

Subdistrict D

Intent: To attract a variety of quality housing types in buildings that respect the proximity of single-family neighborhoods to the north and to encourage the expansion of Blue Lake as a major new open space.

Opportunities: The enhancement of Blue Lake and the creek present great possibilities for the transformation of this section of the Corridor, with particular benefit to the adjacent property.

Subdistrict E

Intent: To create opportunities for high-quality housing in a variety of styles and types, including the possibility of senior-oriented housing and additional options for homeownership.

Opportunities: Recent duplex development suggests this area may be a prime target for owner-occupied housing.

Subdistrict F

Intent: To provide the opportunity for a mix of residential unit types built around a network of interior streets and taking advantage of existing creeks, potential trail connections and a proposed central open space.

Opportunities: Large parcel size, the ability to utilize existing private streets as the basis for a new roadway network and planned open space features could bring particular advantages to the redevelopment of this portion of the Corridor

Subdistrict G

Intent: To create a commercial-oriented corner offering a unique blend of retail, restaurant, and service uses attractive to residents in the Corridor and surrounding neighborhoods, as well as visitors from a broader trade area.

Opportunities: The configuration of Area G provides good retail/restaurant exposure to both arterial streets; Cottonwood Trail and its regional connections have the potential to increase traffic to the site.

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