

East Collins Arapaho TOD / Innovation District Project Update



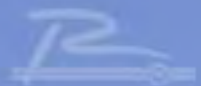
City Plan Commission Briefing
April 17, 2018



Strategic Goals Progress

This study will further three (3) of the City Council's Strategic Goals:

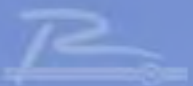
- Enhance the quality of life of our stakeholders
- Protect and strengthen stakeholder investments in the City
- Attract and retain targeted businesses; Increase the number, quality, and variety of job opportunities throughout the City



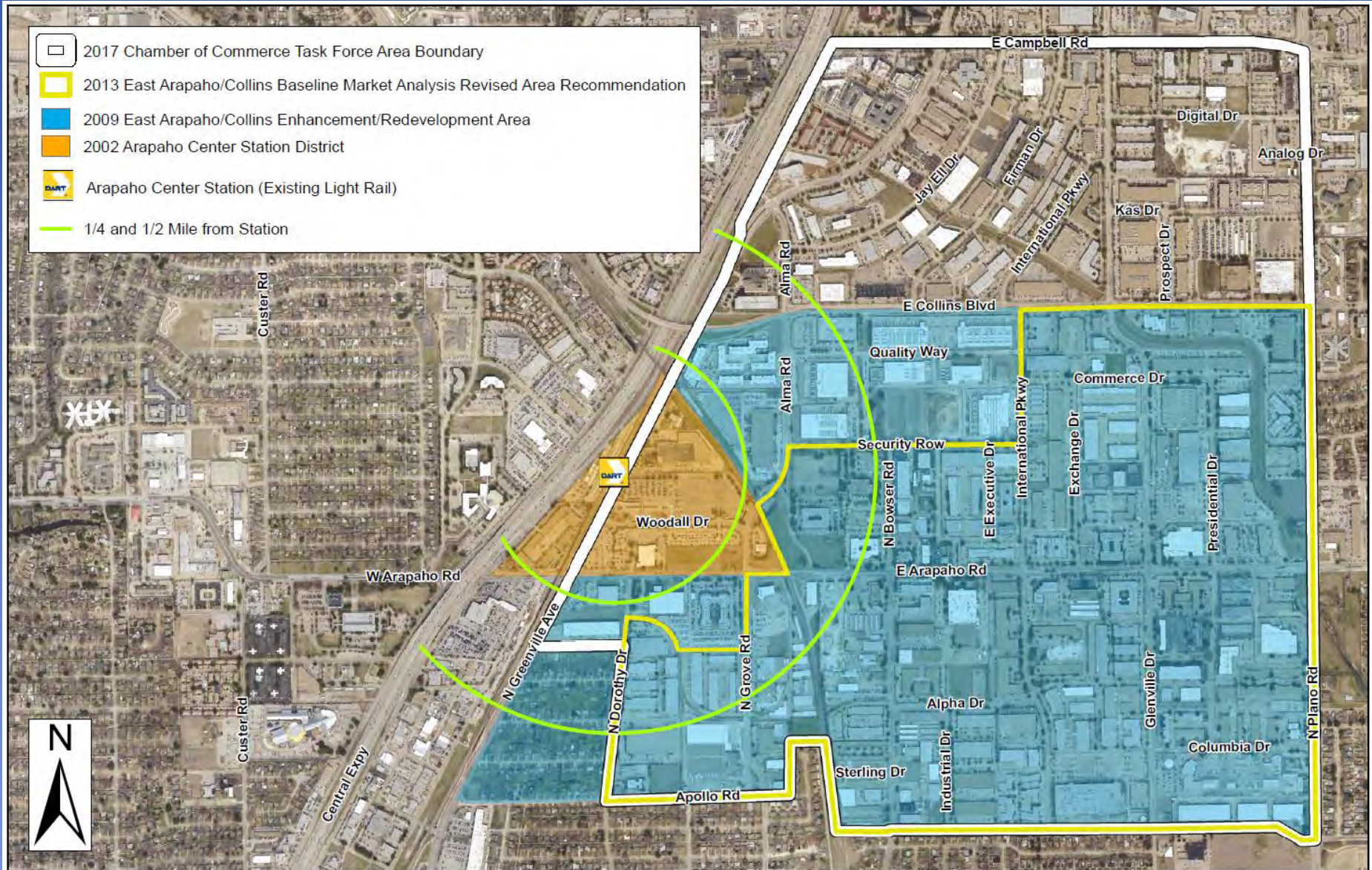
2009 Comprehensive Plan Six Enhancement Areas



1. West Spring Valley (Implementation)
2. Old Town/Main Street (Implementation)
3. Central (Implementation)
4. East Arapaho/Collins – Study Underway
5. West Arapaho – Pending
6. Coit – Pending



Previous Study Boundaries



Campbell Rd.

Collins Blvd.

Plano Rd.

Arapaho Rd.





Why are we here?



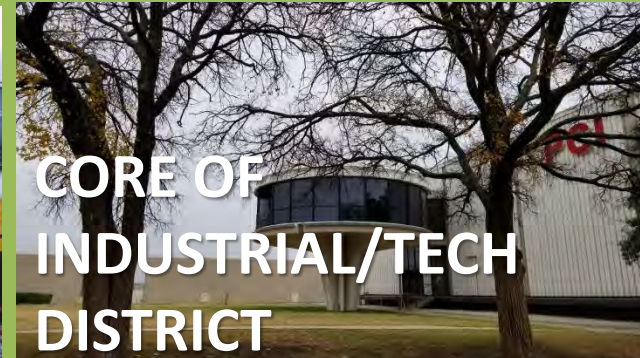
Chamber of Commerce
East Arapaho/Collins
Task Force
Report to the Richardson City Council
April 17, 2017



MARKET CHANGES



DART POTENTIAL



CORE OF INDUSTRIAL/TECH DISTRICT



HIGH VACANCY

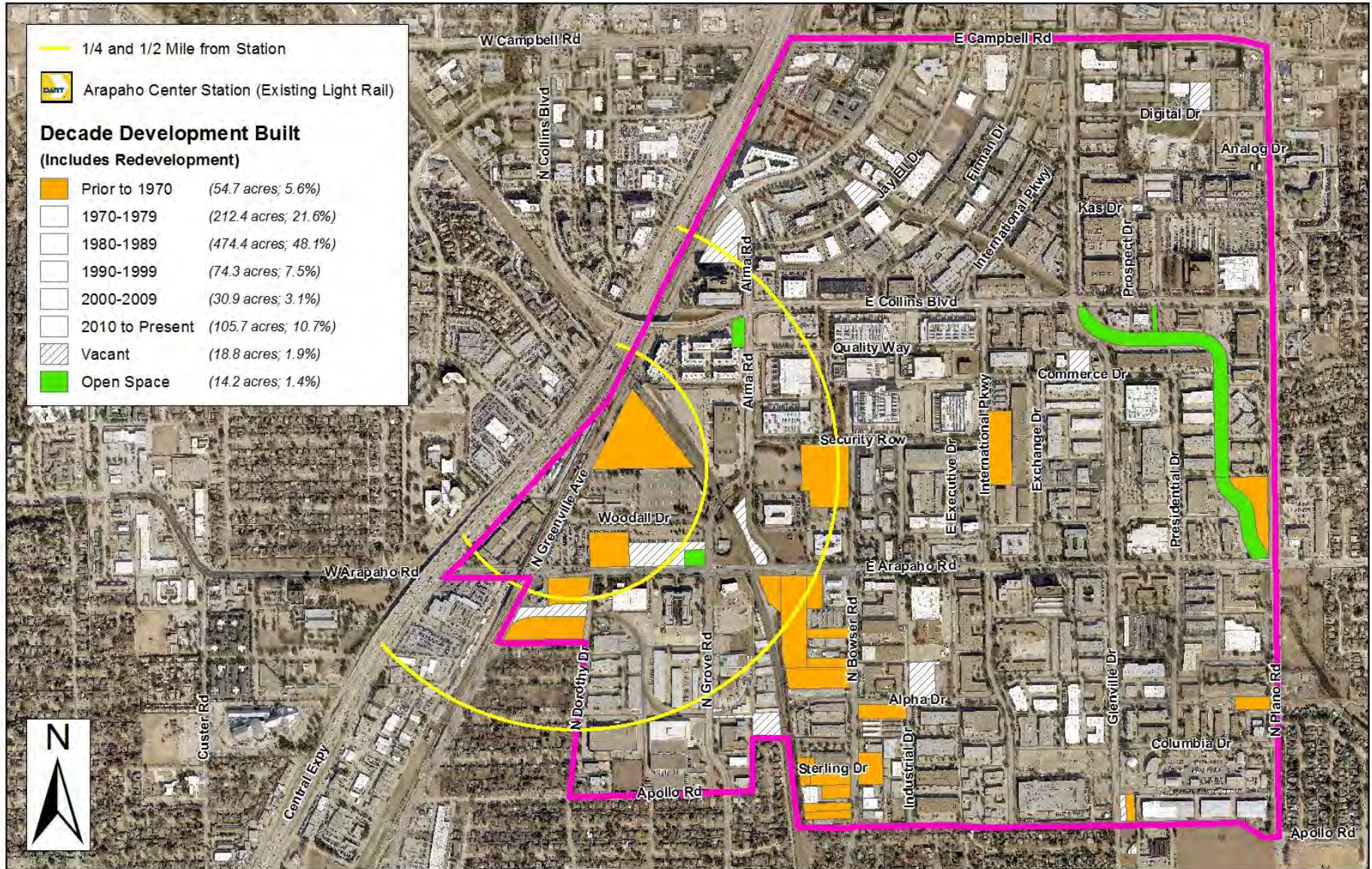


UNIQUE MIX OF USES

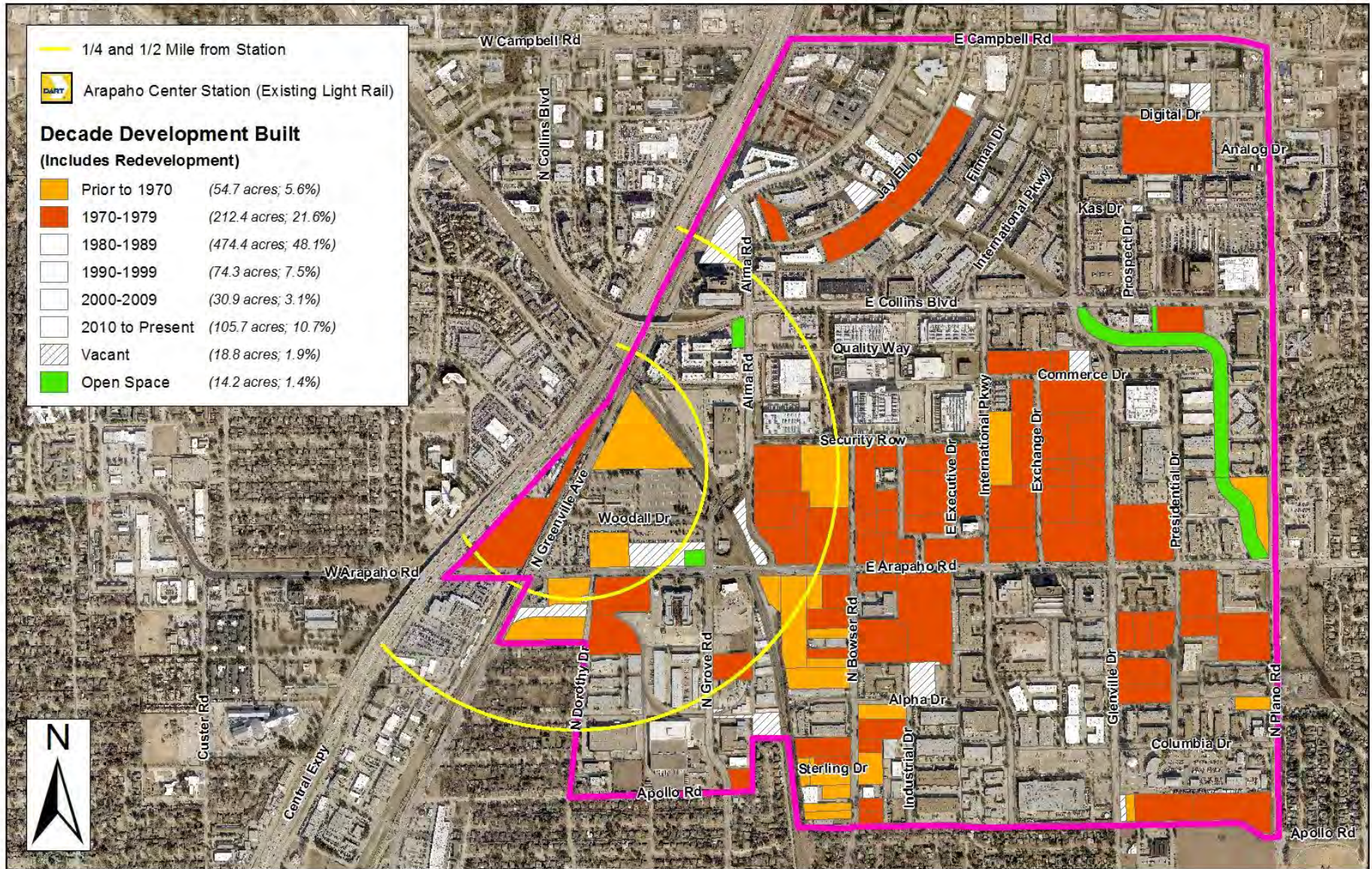


SENSE OF PLACE

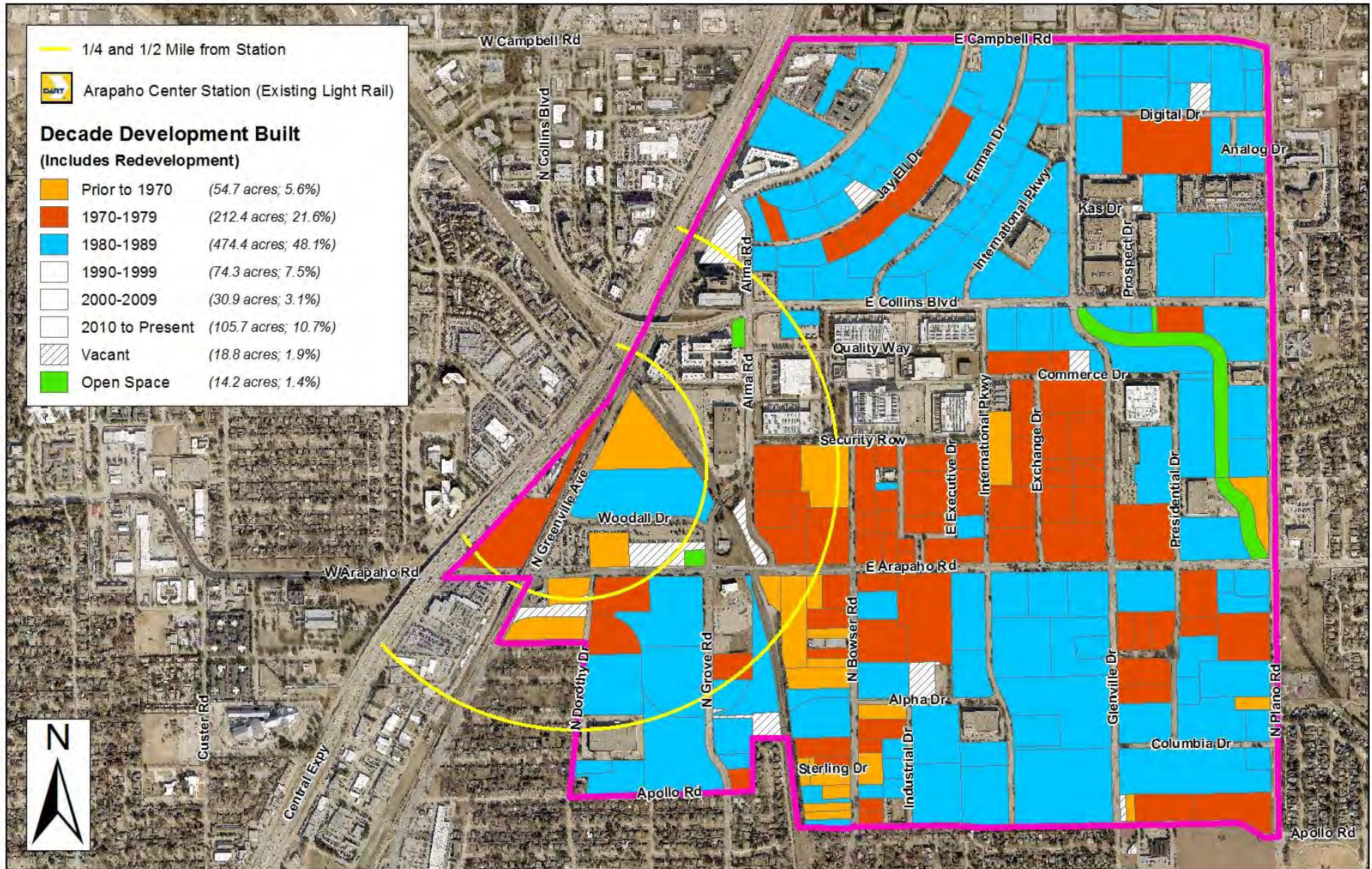
Development by Decade



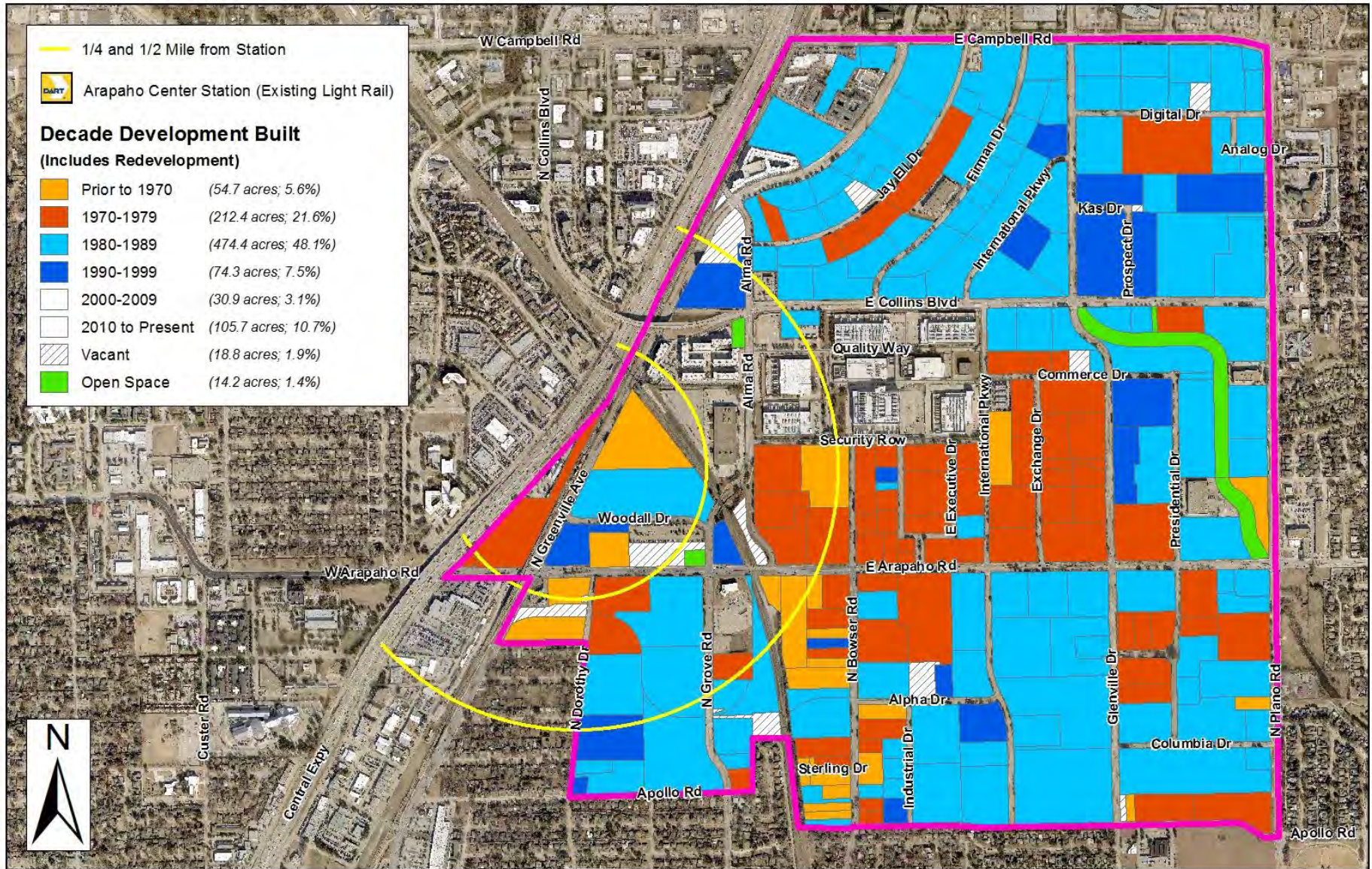
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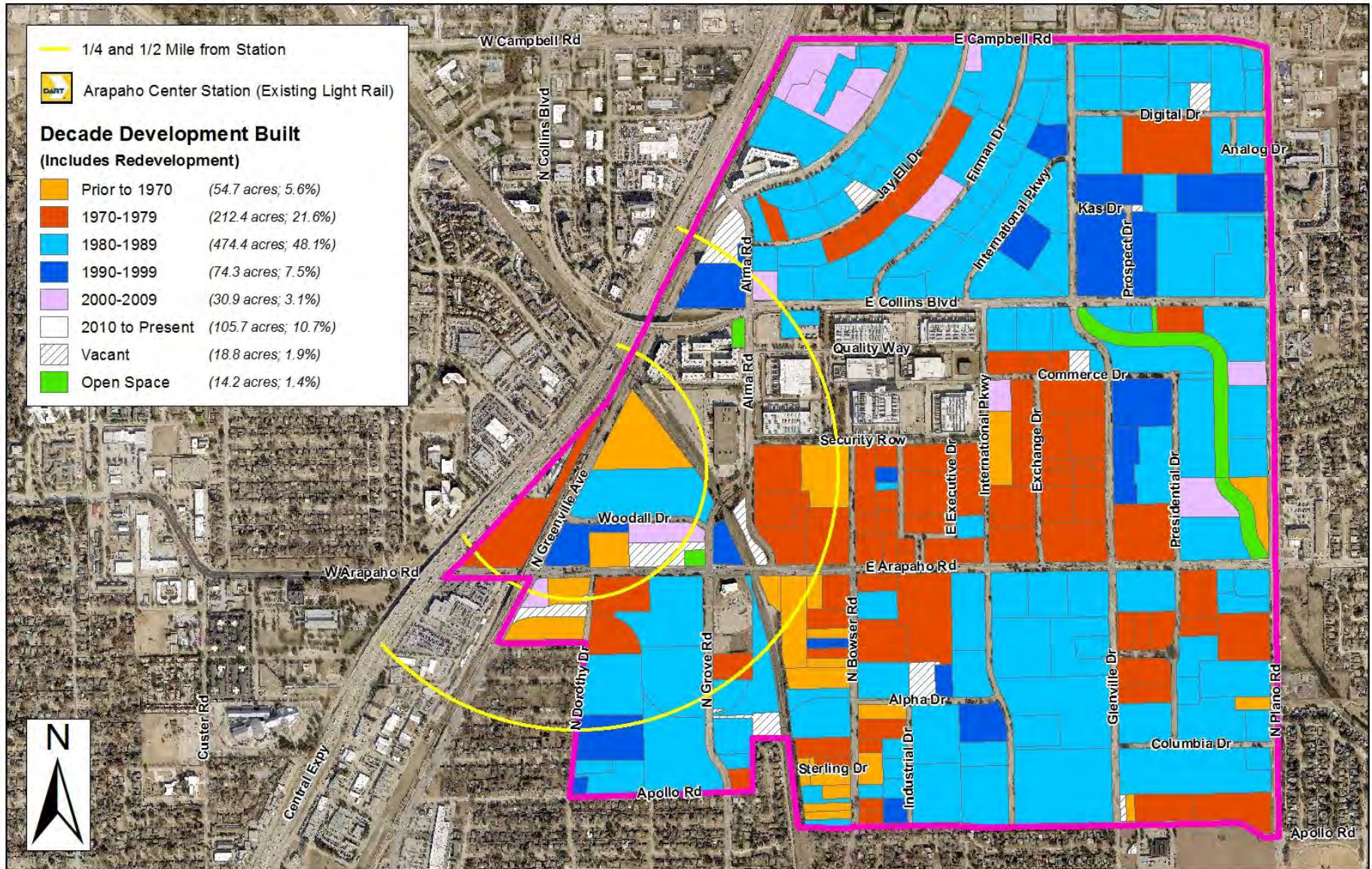
Development by Decade



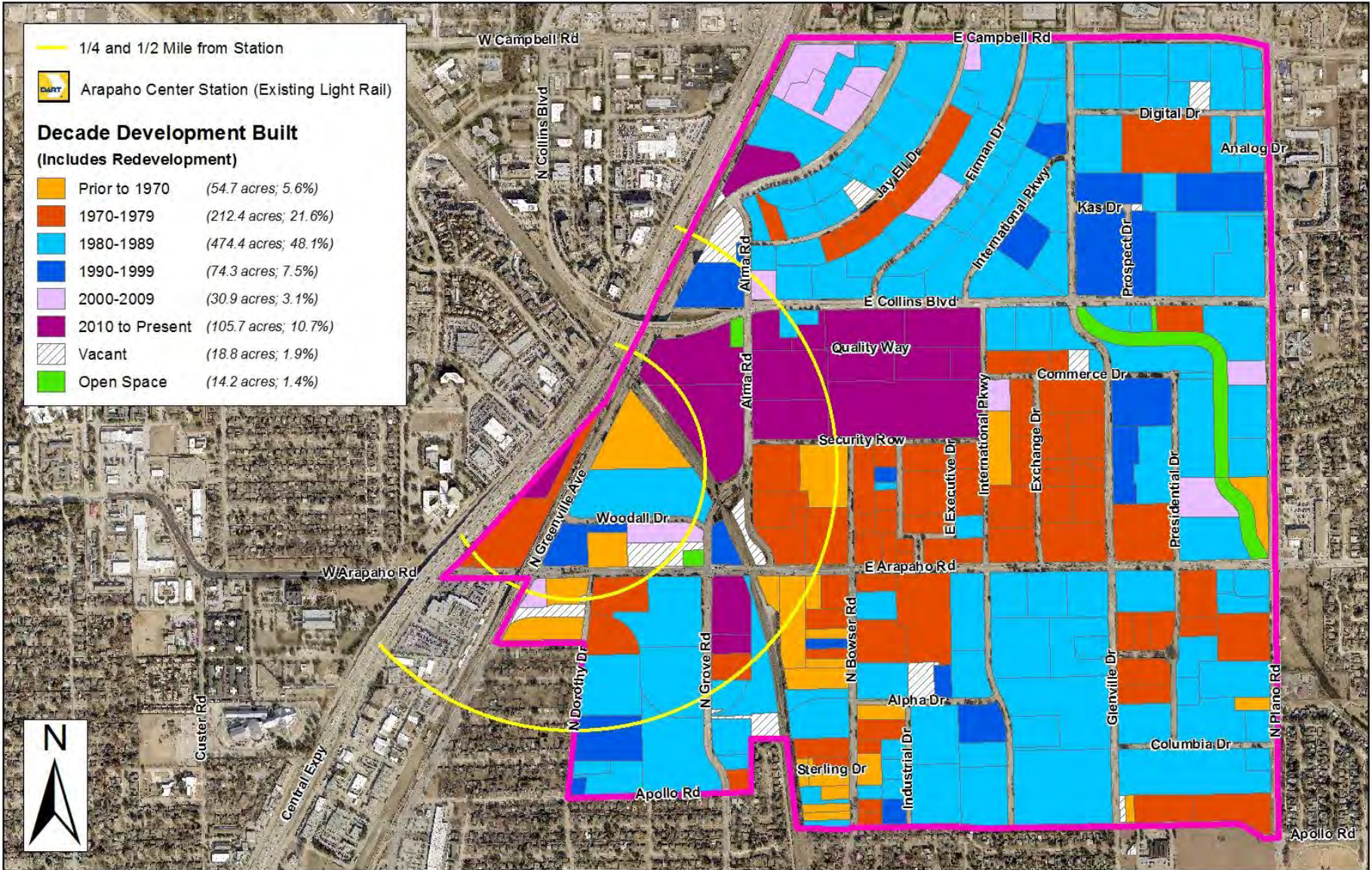
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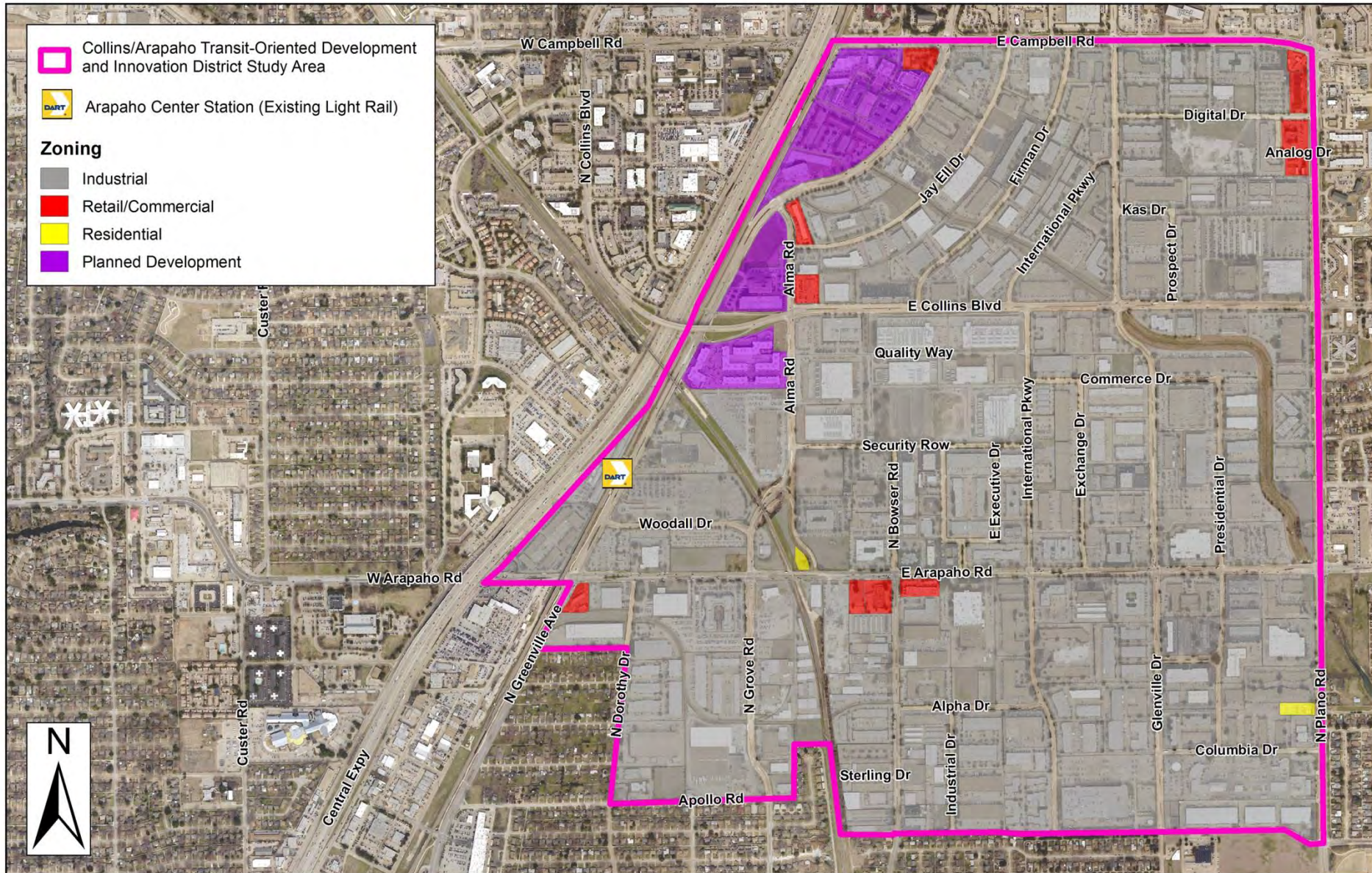
Development by Decade



Development by Decade



Existing Land Use



THE PURPOSE: TO CREATE A REDEVELOPMENT AND REINVESTMENT STRATEGY, THAT REFLECTS:

- COMMUNITY GOALS**
- MARKET REALITIES**
- PHYSICAL CONSTRAINTS**
- PUBLIC AND PRIVATE FINANCIAL RESOURCES**



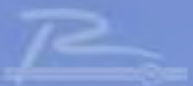
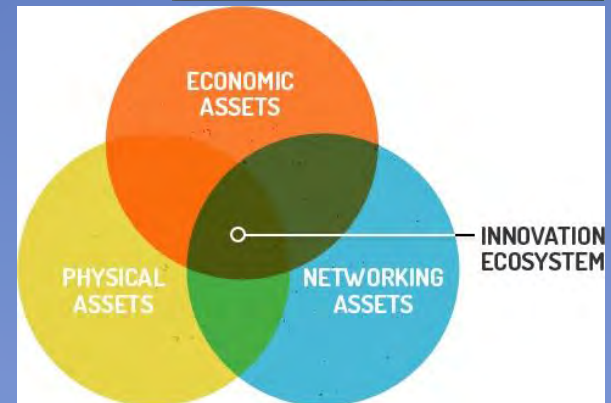
THE OPPORTUNITY: TO ATTRACT AND GUIDE
INVESTMENT IN RICHARDSON THAT
PROMOTES JOB GROWTH AND MAXIMIZES
THE VALUE OF TRANSIT



What is an Innovation District?

“...geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators. They are also physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office and retail.”

- Brookings Institute



Key Aspects: Open & Transparent

- Citizen Survey
- Open Houses
- Project Webpage
- Project Social Media Page
- Nextdoor
- Postcards



Key Aspects: Collaborative & Analytical

TRANSIT / BICYCLING / WALKING /
TDM / PARKING

**TRANSPORTATION
& PARKING**



LOCAL KNOWLEDGE / EXPERTISE /
IDEAS / INSIGHTS

**PUBLIC
PARTICIPATION**



**LAND
ANALYSIS**

REAL ESTATE / NEIGHBORHOODS /
INFRASTRUCTURE



**MARKET
ANALYSIS**

BUSINESS TRENDS /
LOCAL MARKETS / WORKFORCE



PRIORITY SITES / TEST FITS / OPEN SPACE FRAMEWORK
TRANSPORTATION FRAMEWORK



IMPLEMENTATION STRATEGY /
FUNDING SOURCES

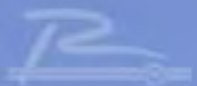
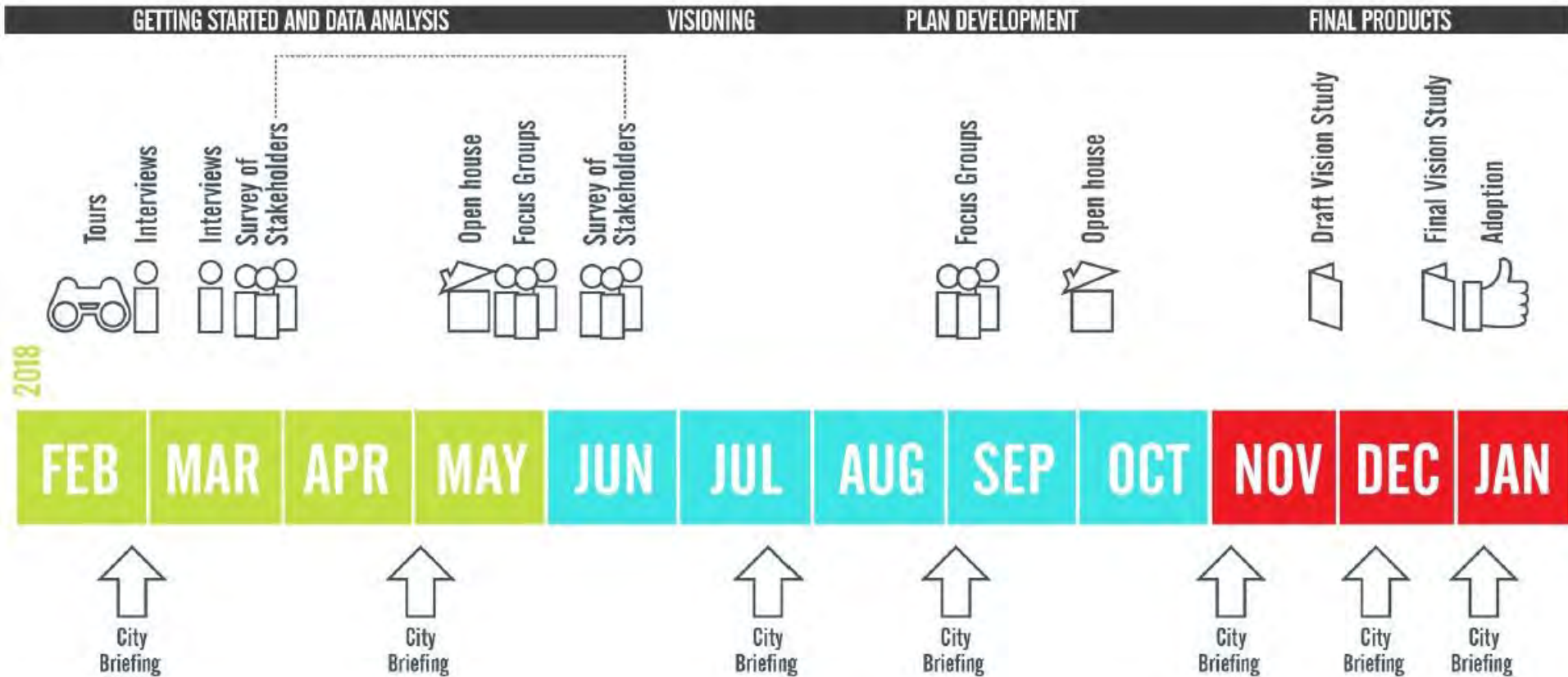
**TOD &
INNOVATION
DISTRICT
STUDY**

What will this process produce?

- The study:
 - Does not change the zoning
 - Does not permit specific types of development
 - Does not determine the number or types of housing or jobs
 - Is not a site-specific development plan for the area
- The study will:
 - Guide redevelopment efforts, mobility improvements, placemaking enhancements, and other physical improvements
 - Inform the evaluation of zoning requests
 - Communicate the vision, district identity, and economic strategy for the area



Prospective Timeline





Public Open House

800 E. Campbell Road
(Building Lobby)

Wednesday, May 23, 2018

5PM – 8PM

Come anytime between 5-8pm
and stay as long as you'd like!

East Collins Arapaho TOD / Innovation District



Consultant Team

Interface Studio (Lead Consultant)

urban design, planning & public outreach

Ninigret Partners

economic & market analysis

Big Red Dog Engineering

transportation planning, traffic
& parking analysis



East Collins Arapaho TOD / Innovation District



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