

# District Goals

# Strategies



Improve the overall look and feel of the District through property maintenance and public streetscape improvements.



Increase the amount of parks, open space, trails and green space in the District.



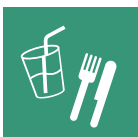
Increase marketing and branding of the District as the premiere tech hub in Texas.



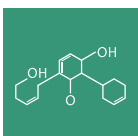
Increase the visibility of the District along US 75 and along major corridors.



Improve mobility in and around the District to make it easier to get around without a car.



Activate the District with new things to do beyond office uses.



Build partnerships with UT-Dallas and Richland College to promote innovation and encourage start-up businesses to locate in the District.



Provide a variety of office and warehouse space where businesses across industries and at different points in their growth can thrive.



Make the DART Station area a destination and front door to the District with a mix of uses that resemble other Richardson DART Stations.



1 Redevelop Arapaho Center Station area as a walkable mixed use front door to the District.



2 Allow for quality residential development along Greenville Avenue.



3 Allow for higher commercial density along Plano Road next to Duck Creek.



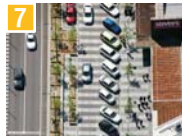
4 Create an open space amenity along Duck Creek.



5 Support building upgrades and modernization throughout the District.



6 Allow more flexibility in building and property reuse.



7 Change the parking requirements to better meet the needs of different businesses.



8 Encourage placemaking activities (like food trucks) in places where there are a lot of employees.



9 Create attractive portals to the district at intersections with I-75.



10 Improve medians on Arapaho, Campbell, Plano and Collins.



11 Use traffic calming measures on nearby neighborhood streets.



12 Redesign Greenville Ave. To better support the DART Station and provide space for walking and bicycling



13 Redesign Glenville Ave. with pedestrian and bike facilities while continuing to meet the needs of nearby businesses.



14 Redesign Alma Road with pedestrian and bike facilities.



15 Explore tools to support public realm improvements, marketing and programs.



16 Explore public/private partnerships to create a shared "innovation space" for new businesses at the DART Station.



17 Develop an updated marketing campaign for the entire District, including signage and public art.