

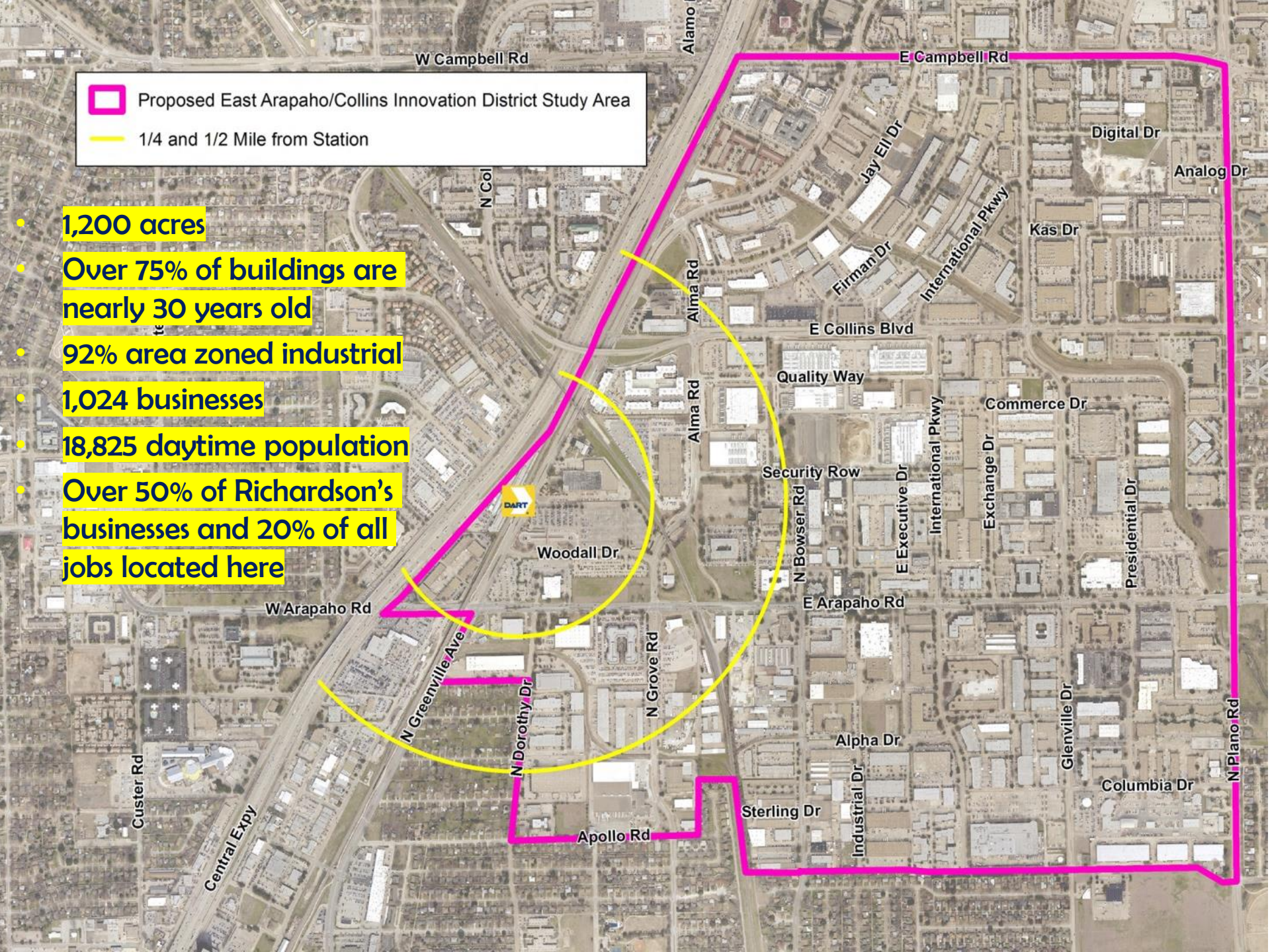


Collins / Arapaho
Transit-Oriented
Development &
Innovation
District Study

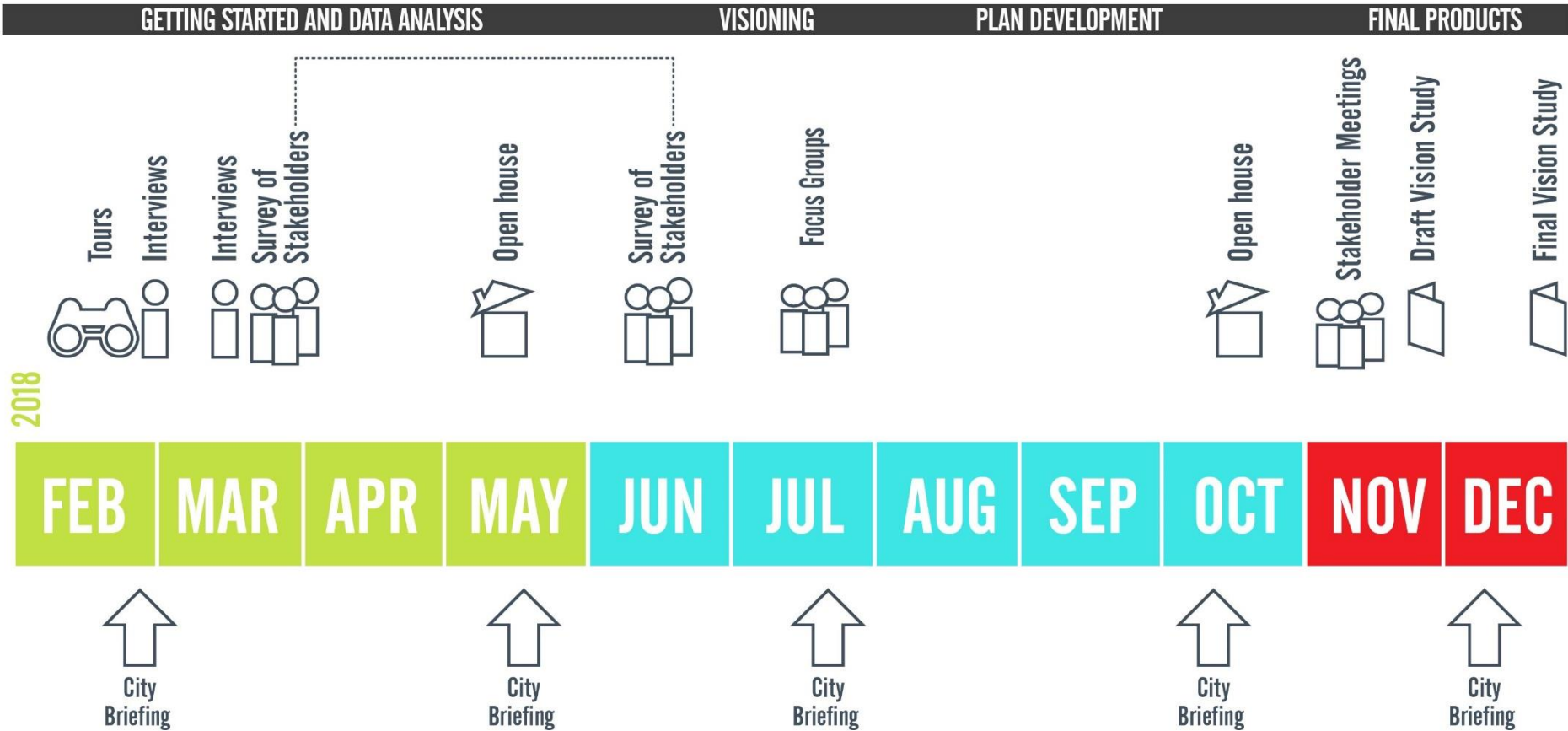
February 5, 2019
CPC UPDATE

 Proposed East Arapaho/Collins Innovation District Study Area
 1/4 and 1/2 Mile from Station

- 1,200 acres
- Over 75% of buildings are nearly 30 years old
- 92% area zoned industrial
- 1,024 businesses
- 18,825 daytime population
- Over 50% of Richardson's businesses and 20% of all jobs located here



2018 Project Schedule



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Public outreach summary

Public outreach

by the numbers



2 Open House Events

8 Focus Groups

(Neighborhood Associations, Business Owners, etc.)

9 Presentations to Stakeholder Groups

(RPD, Neighborhood Leadership, CPC, Chamber)

10 Office and DART Station Pop-Up Events

41 Interviews with Property Owners and Key Stakeholders

587 Event Participants (Open House, Office and DART Station Pop-Ups)

914 Surveys Completed

Brainstorming
TARTech is city-owned and an opportunity for early action. What should we do with it?
Share your thoughts here below!

WE SHOULD...

- 1. TRANSFORM DICK CREEK INTO AN AMENITY (Sports space, teaching space, gallery and performance space)
- 2. LEASE SPACE W/ FOOD SERVICE/WIFI/RECREATION ELEMENTS
- 3. SELL TO PRIVATE OWNER
- 4. COMMERCIAL/BUSINESS DEVELOPMENT CENTER
- 5. RE-BUILD/REPAIR MAINT. FACILITY
- 6. WORK W/ DICK CREEK AS AN AMENITY
- 7. REPAIR/W/ INNOVATION CENTER

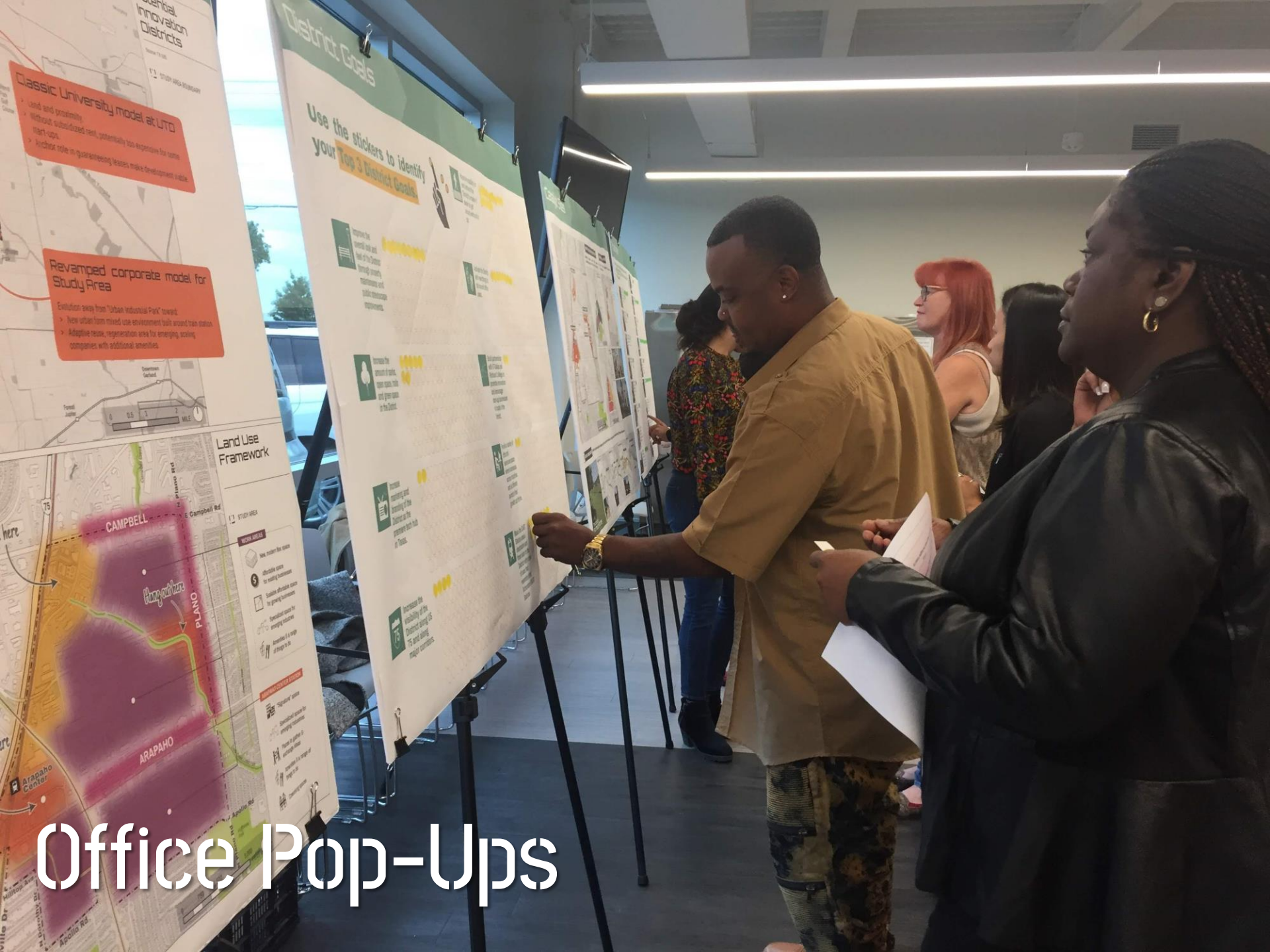


Commercial/Industrial area along Dick Creek

Brainstorming
The Arapaho Center Station is ripe for transit-oriented development, but what is the mix?
Use your sticker to weigh in on the development mix.



Open House Events



Central Innovation Districts

Classic University model at LTO

- Land and proximity
- Without subsidized rent, potentially too expensive for some start-ups
- Anchor role in guaranteeing leases make development viable

Revamped corporate model for Study Area

- Evolution away from "urban industrial park" toward
- New urban form mixed use environment built around train station
- Adaptive reuse, regeneration area for emerging, scaling companies with additional amenities

Land Use Framework



District Goals

Use the stickers to identify your Top 3 District Goals

- Improve the overall look and feel of the Center through streetscape improvements
- Improve the amount of walk, bike and green space in the District
- Improve the visibility of the District as the premier tech hub of Texas
- Improve the amount of walk, bike and green space in the District
- Improve the overall look and feel of the Center through streetscape improvements
- Improve the visibility of the District as the premier tech hub of Texas

Office Pop-Ups



DART Pop-Up

Residential Pop-Up



Strategies

Understand local preferences, identify what should be prioritized

1. Create a mix of housing types and densities	2. Provide a range of housing choices
3. Encourage walkability and transit access	4. Preserve and create open space
5. Support local businesses and services	6. Enhance public safety and security
7. Promote energy efficiency and sustainability	8. Foster a sense of community
9. Address affordability and equity	10. Streamline development processes

Catalyst Sites

1. STATION AREA

2. GREENVILLE

3. CITY PROPERTY

DUCK CREEK

DUCK CREEK AREA

Create an open space amenity along Duck Creek and allow for...

WE CAN BE SO MUCH MORE!



Online Surveys



Your turn
Questions?
Activity

CULTURE

EXIT



Neighborhood Leadership

Key takeaways

(from May and October open houses and pop-ups)

- > People want to see MORE things to do.
- > Greening and open space are desired to improve the look and feel of the District.
- > The Station area is seen as an opportunity for a mix of uses and better transit.
- > The District needs higher visibility from US 75 and major corridors.
- > The District needs better ways to get around, especially without a car.

Vision

The District will be the premier tech hub in Texas. To achieve this the District will...

- > provide a place where a range of businesses across industries and at different points in their growth can thrive
- > support existing businesses while attracting new ones



Building 25, Brooklyn Navy Yard



District Hall, Boston

Continue to be center for innovation & entrepreneurship



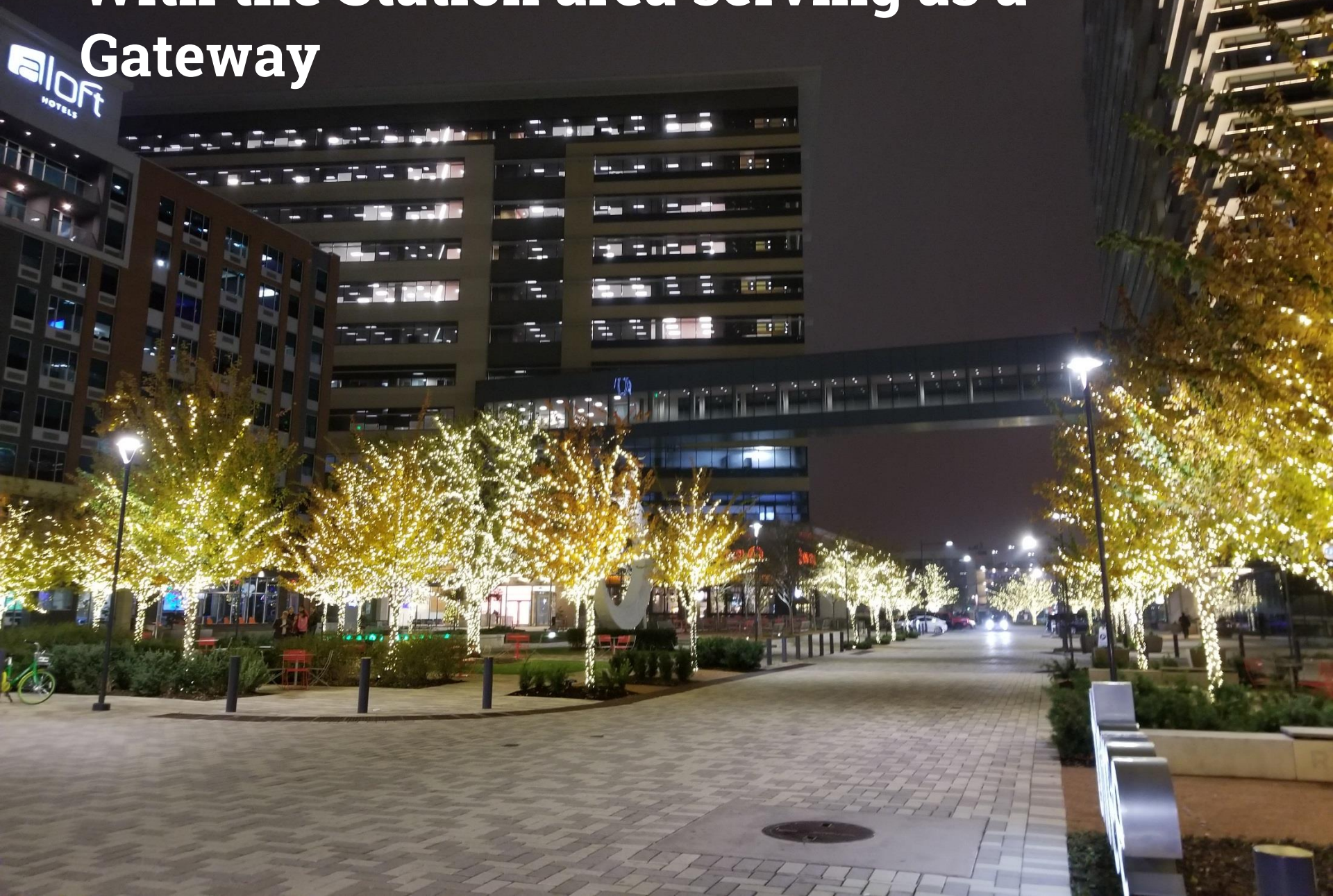
**Be visually unique,
green, lively and
active...**



Be walkable & bikeable...



With the Station area serving as a Gateway



The background is a solid orange color. It features several decorative white elements: a large arc on the left side, a smaller arc above the text, and a larger arc on the right side. There are also some dashed lines and small dots scattered around these arcs.

10 Main Strategies

1


Manage the experience and marketing of the District

For example:

- Organize a voluntary business association
- Identify an “Innovation District Manager”
- Develop District name, branding and signage

YOU ARE ON
Campbell Rd.


RICHARDSON INNOVATION DISTRICT



> Plano Rd.	10 min	5 min
< Arapaho Center DART Station	10 min	5 min
< Richardson UTD Business Incubator	10 min	5 min
∨ Arapaho Rd. Subdistrict	10 min	5 min

YOU ARE ON
Arapaho Rd.

RICHARDSON INNOVATION DISTRICT



> Plano Rd.	10 min	5 min
< Arapaho Center DART Station	10 min	5 min
< Richardson UTD Business Incubator	10 min	5 min
∧ Campbell Rd. Subdistrict	10 min	5 min

YOU ARE ON
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RICHARDSON INNOVATION DISTRICT



> Plano Rd.	10 min	5 min
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**STREET WAYFINDING ON ARAPAHO RD
MONUMENT SIGNS LOCATED ON MAIN CORRIDORS**



YOU ARE ON
Arapaho Rd.

RICHARDSON INNOVATION DISTRICT



- | | | |
|---|---|---|
| |  |  |
| > Plano Rd. | 10 min | 5 min |
| < Arapaho Center
DART Station | 10 min | 5 min |
| < Richardson
UTD Business
Incubator | 10 min | 5 min |
| ▲ Campbell Rd.
Subdistrict | 10 min | 5 min |



BUILDING IDENTITY
WAYFINDING FOR FLEX SPACE COMPLEX



2

Support building upgrades and modernization throughout the District

For example:

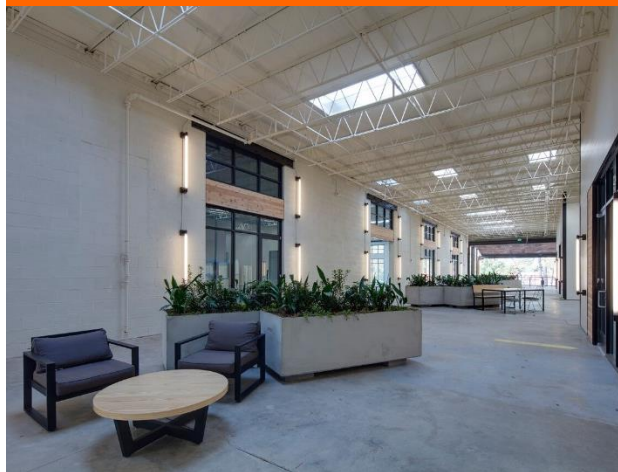
- Exclude value of improvements going forward on assessment
- Waive development and permit fees
- Assist with infrastructure improvements and upgrades
- Develop façade improvement program to encourage cosmetic improvements

Cosmetic



FAT Village

Cosmetic and use change



Complex, Atlanta (Third & Urban)

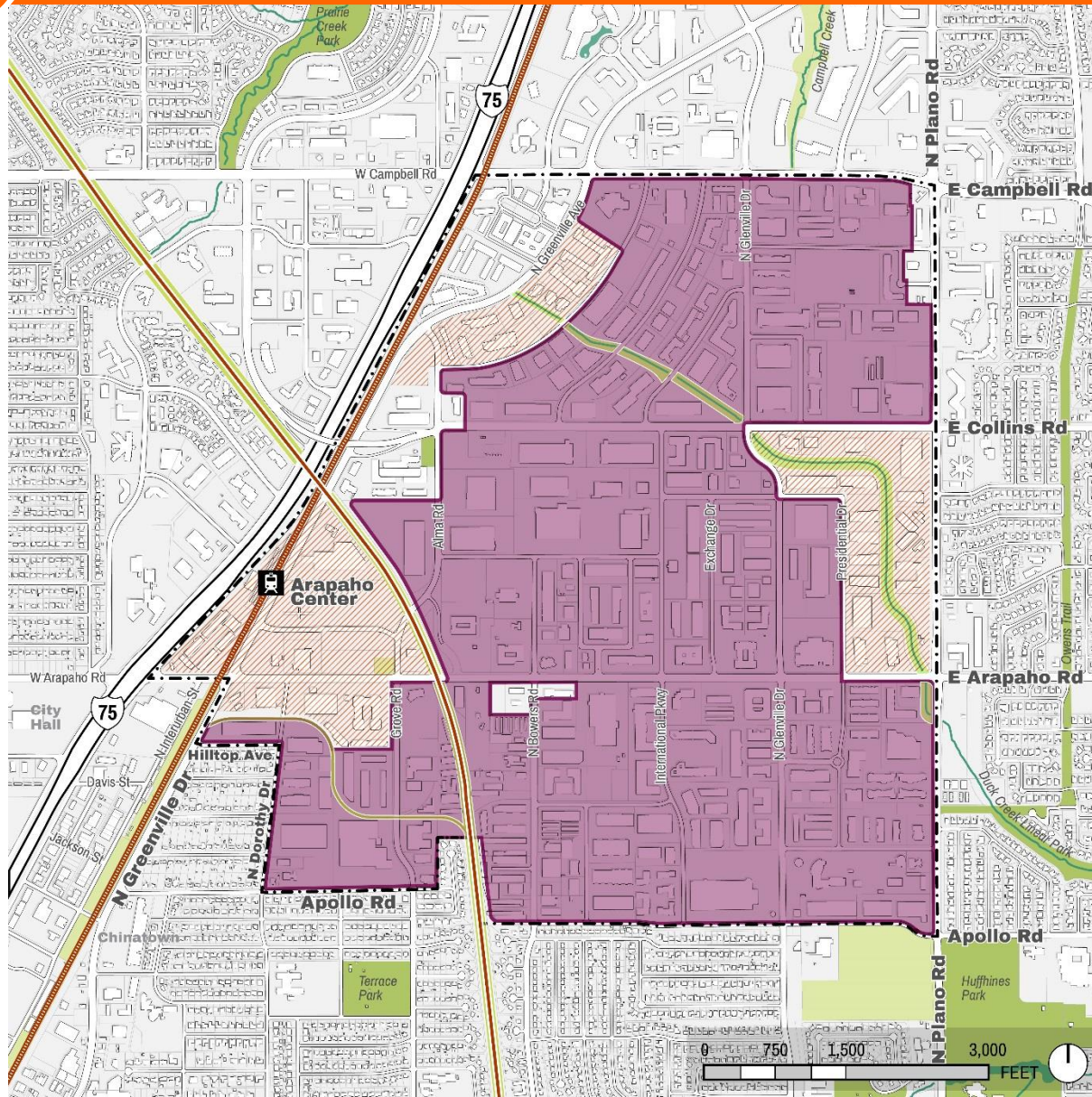
Substantial rehab



Menlo Park BioScience Building

3

Allow zoning flexibility in industrial zones



Industrial Zones

- STUDY AREA
- INDUSTRIAL ZONES
- KEY OPPORTUNITY SITES
(to be addressed as proposed in Strategy 10)

Allow zoning flexibility in industrial zones

For example:

- Change FAR Standards to maximize development potential and building footprint
- Change building height to match needs of modern, industrial buildings
- Adjust parking requirements to better support the needs of different businesses

Parking



FAR Standards



Building Height

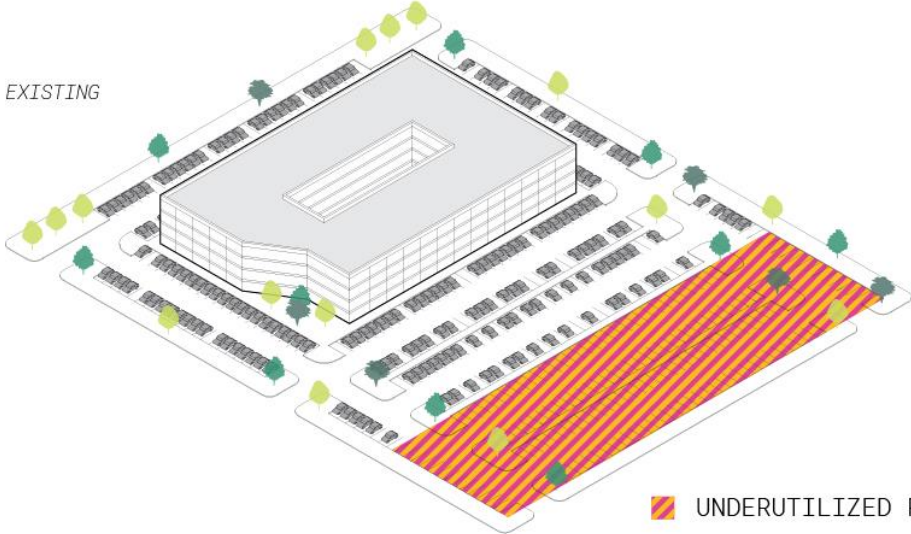


For example: underutilized parking space could be reused for new construction.

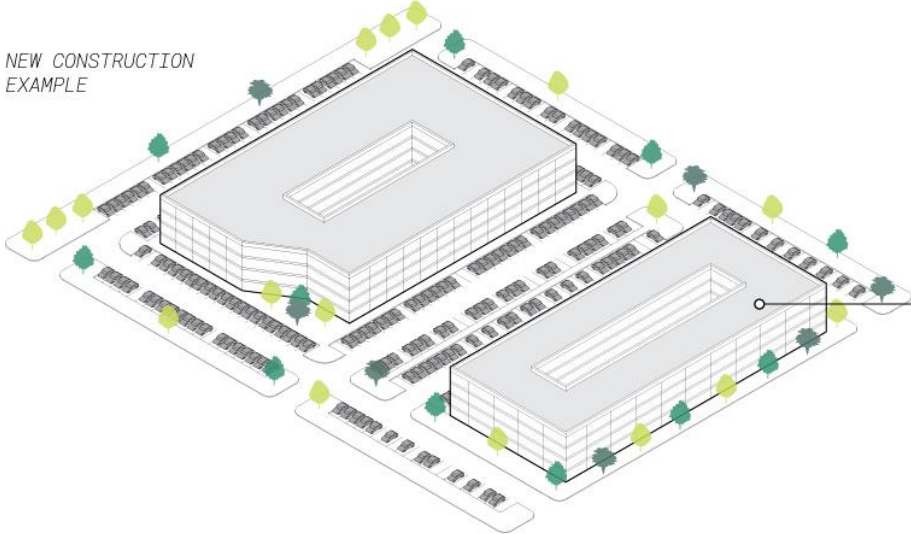
UNDERUTILIZED PARKING - NEW CONSTRUCTION

4A MIDRISE - OFFICE BUILDING

EXISTING

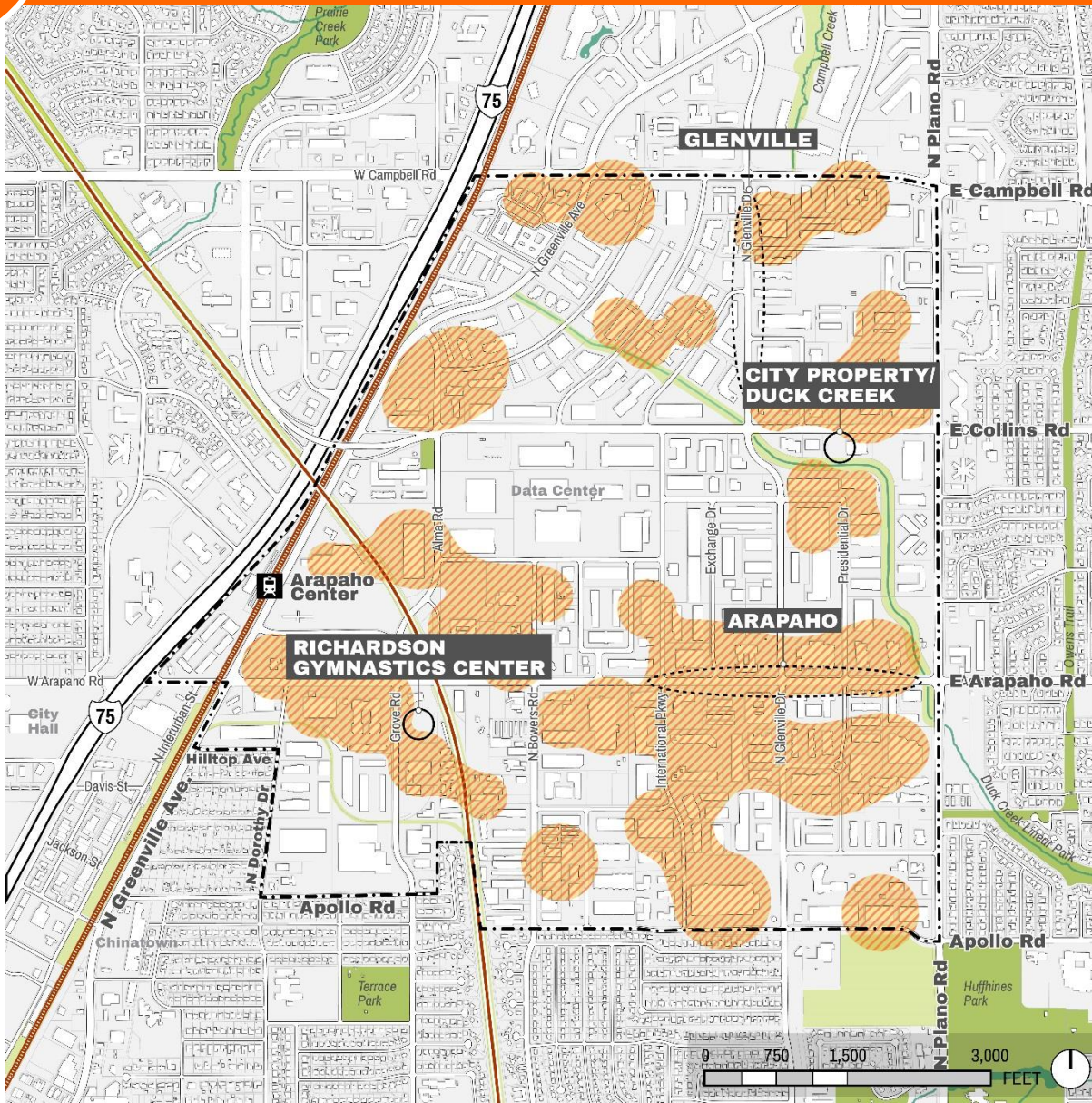


NEW CONSTRUCTION EXAMPLE



4

Encourage vibrancy through placemaking activities in places with a high concentration of workers



Opportunities for Temporary Programming

- STUDY AREA
- TEMPORARY PROGRAMMING - Phase 1
- TEMPORARY PROGRAMMING - Phase 2
- HIGH WORKER CONCENTRATION

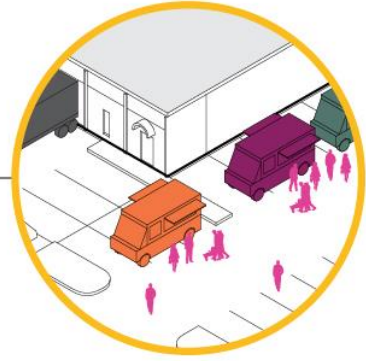
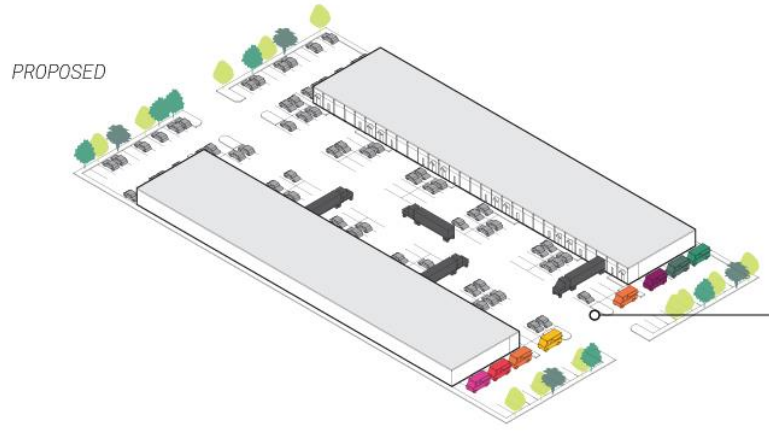
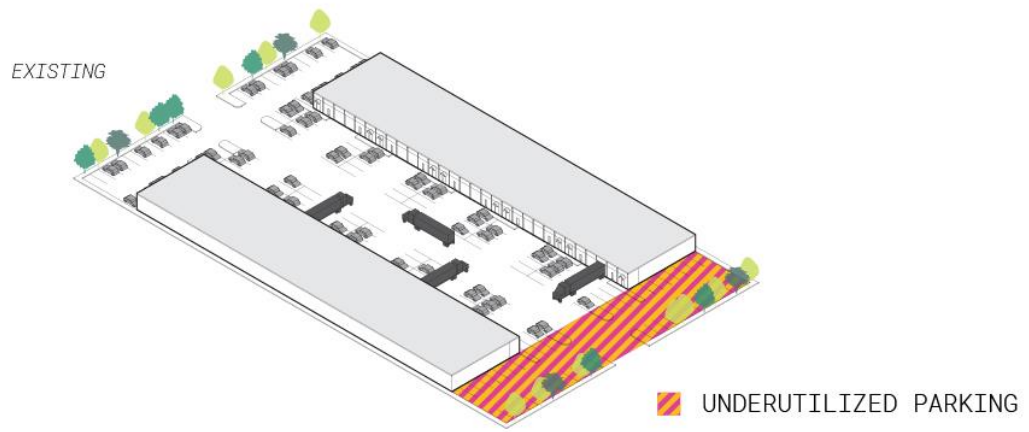
For example:

- Pilot placemaking program on City property
- Allow zoning flexibility and limited permitted for programming

For example: unused parking space could be allowed to be re-purposed for temporary programming such as food trucks.

UNDERUTILIZED PARKING - FOOD TRUCKS

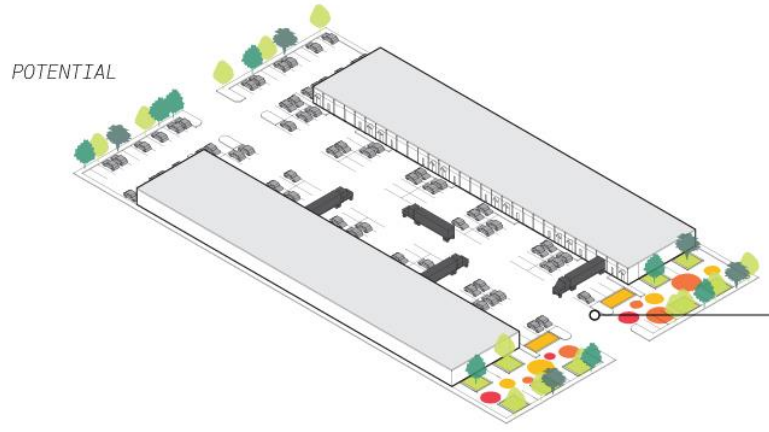
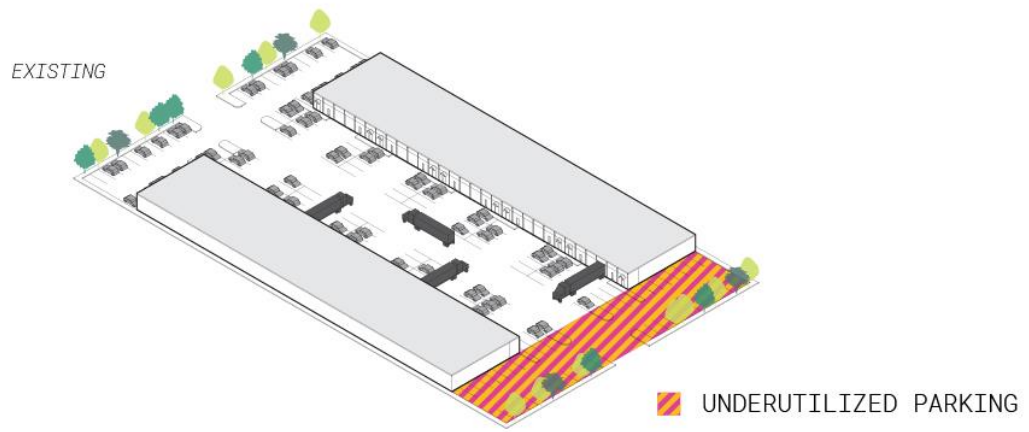
1A FLEX SPACE - FRONT LOADING



For example: use zoning flexibility to encourage property owners to transform unused parking space into open space amenities.

UNDERUTILIZED PARKING - POP-UP PARK

1A FLEX SPACE - FRONT LOADING



For example: partner with DART and property owners to transform abandoned freight ROW

**RECLAIMED RAIL PARK
NEAR DOROTHY DR., SOUTH OF ARAPAHO**



**EMPLOYEE REST
AREA & SEATINGS**

TRAIL

WILDFLOWER MEADOW

5

Improve the District's edges and gateways

For example: create attractive portals to the District at intersections with US 75 and the rail viaduct



For example: create attractive portals to the District at intersections with US 75 and the rail viaduct

PORTAL & WAYFINDING

RAIL BRIDGE UNDERPASS ALONG N GREENVILLE AVE.



For example: improve medians and identify unique streetscape design themes along Arapaho Road, Campbell Road, Plano Road, and Collins Boulevard



6

Redesign key streets for better mobility



About half the study area is within a 10-minute walk of the station

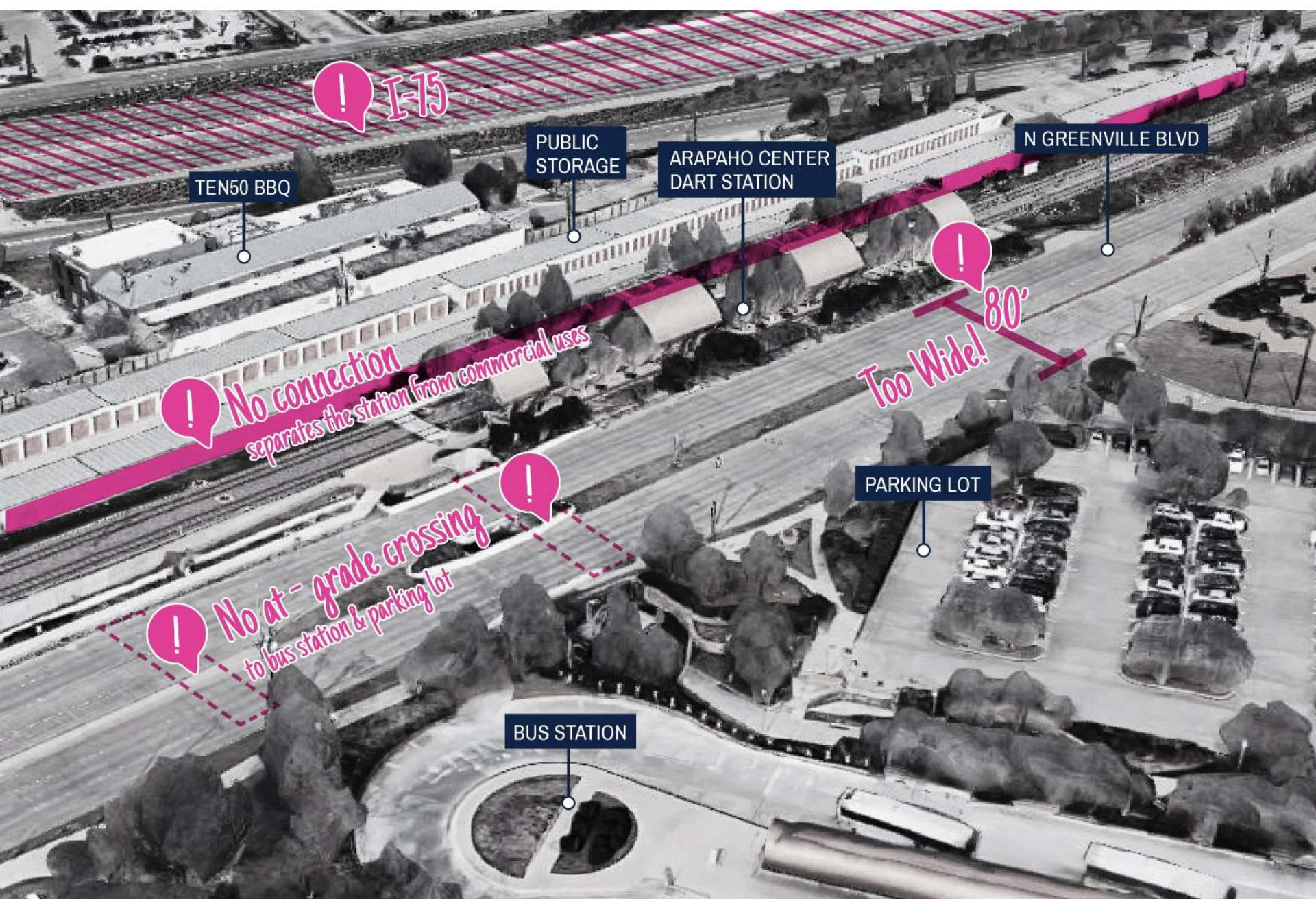


Walkshed

Source: Big Red Dog

-  STUDY AREA
-  DART RAIL SYSTEM
-  OTHER RAIL
-  5-MIN WALK
-  10-MIN WALK

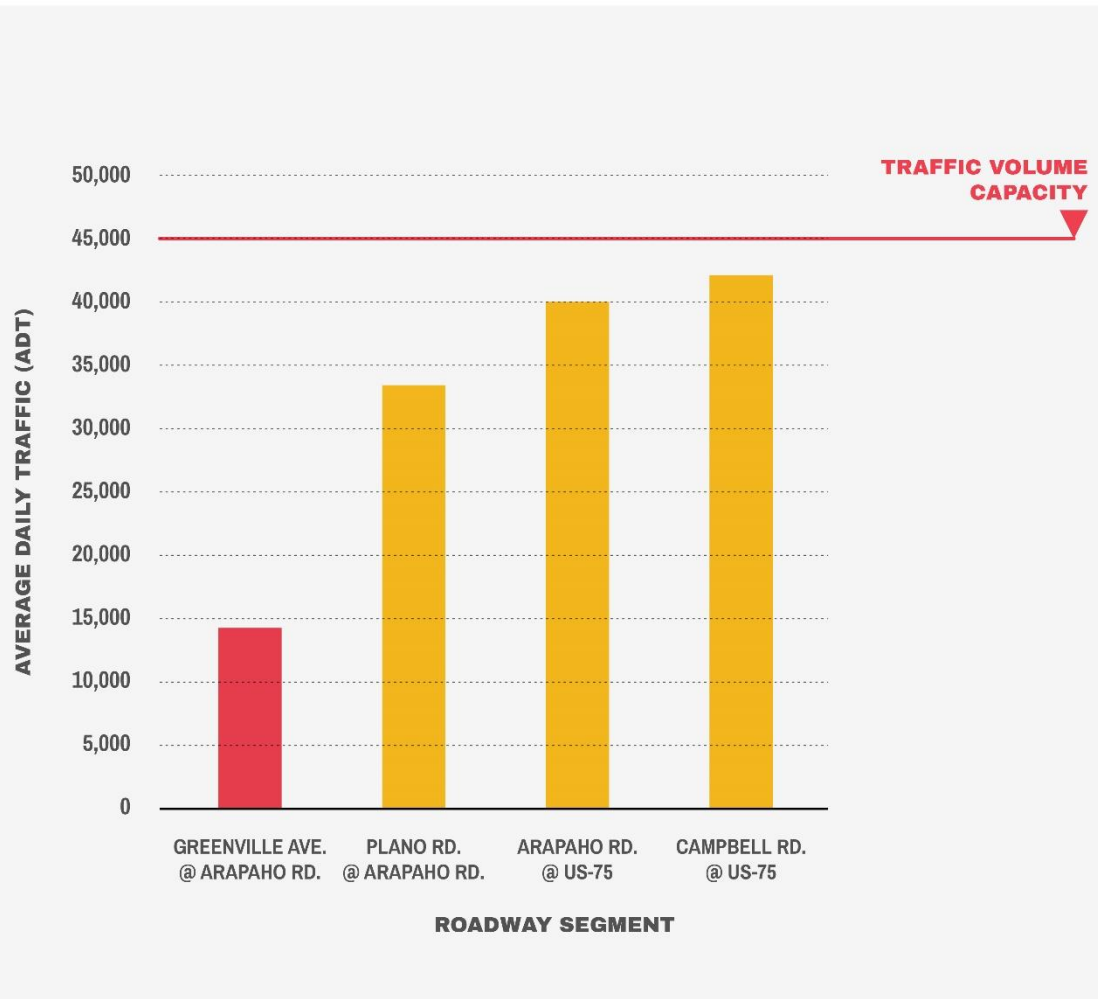
Getting to and from the station is a challenge



Connections are critical. All kinds of connections.

TRAFFIC VOLUMES IN STUDY AREA

SOURCE: BIG RED DOG ENGINEERING



- ▶▶▶ **Arapaho, Plano and Campbell are designed for cars. They move people across the city.**
- ▶▶▶ **Every other street has excess capacity to provide for other modes:**
 - ▶ **24% of survey respondents said they'd drive less with better bike and pedestrian infrastructure.**
 - ▶ **Another 17% of survey respondents said they'd drive less with better transit service.**

STATION AREA

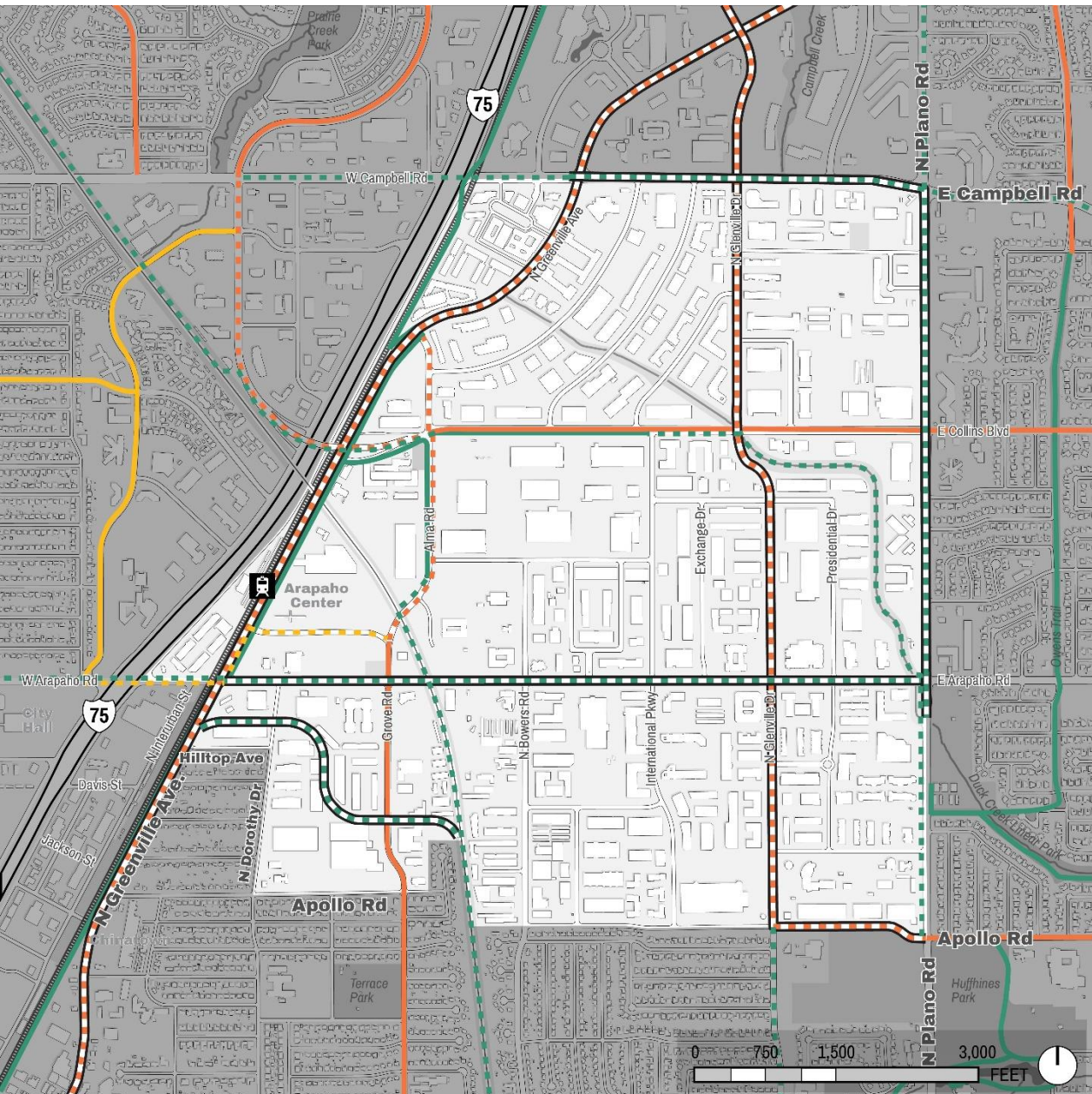
EXISTING VIEW OF GREENVILLE AVENUE LOOKING SOUTH



STATION AREA
POTENTIAL STATION AREA DEVELOPMENT AND GREENVILLE AVENUE REDESIGN



Connecting the dots of the bike network make this an option for those that choose to bike.



Proposed Bike Network

Source: Big Red Dog

- STUDY AREA
- DART RAIL SYSTEM
- OTHER RAIL
- EXISTING MULTIUSE TRAIL
- FUTURE MULTIUSE TRAIL
- EXISTING BIKE LANE
- POTENTIAL BIKE LANE
- EXISTING SIGNED ROUTE
- FUTURE SIGNED ROUTE
- PROPOSED ADDITIONAL NETWORK**
- PROPOSED MULTIUSE TRAIL
- PROPOSED BIKE LANE



7

Create a shared “innovation space” for new businesses

For example:

- Designate areas as living test beds and providing necessary innovation infrastructure, such as 5G and embedded sensor technology
- Develop physical space that includes wet lab space, clean room capability for precision technology, and air handling for biomedical and materials research



8

Strengthen partnerships with universities and colleges for programming and marketing

For example:

- Work with UT-Dallas on migration programs
- Work with Richland College to develop training facilities
- Develop partnerships with UT-Southwestern, Southern Methodist University and Collin College to market the District for new businesses
- Partner with UT-Dallas to strategically deploy Global Environment for Network Innovations (GENI) technology throughout the District



9

Create new open space amenities to attract and retain both new and existing businesses

For example: Create an open space amenity along Duck Creek





Duck Creek Linear Park

DUCK CREEK
BETWEEN ARAPAHO & COLLINS

POTENTIAL SCENARIO OPTION

CREEK

TRAIL

STORMWATER GARDEN
ALONG THE CREEK

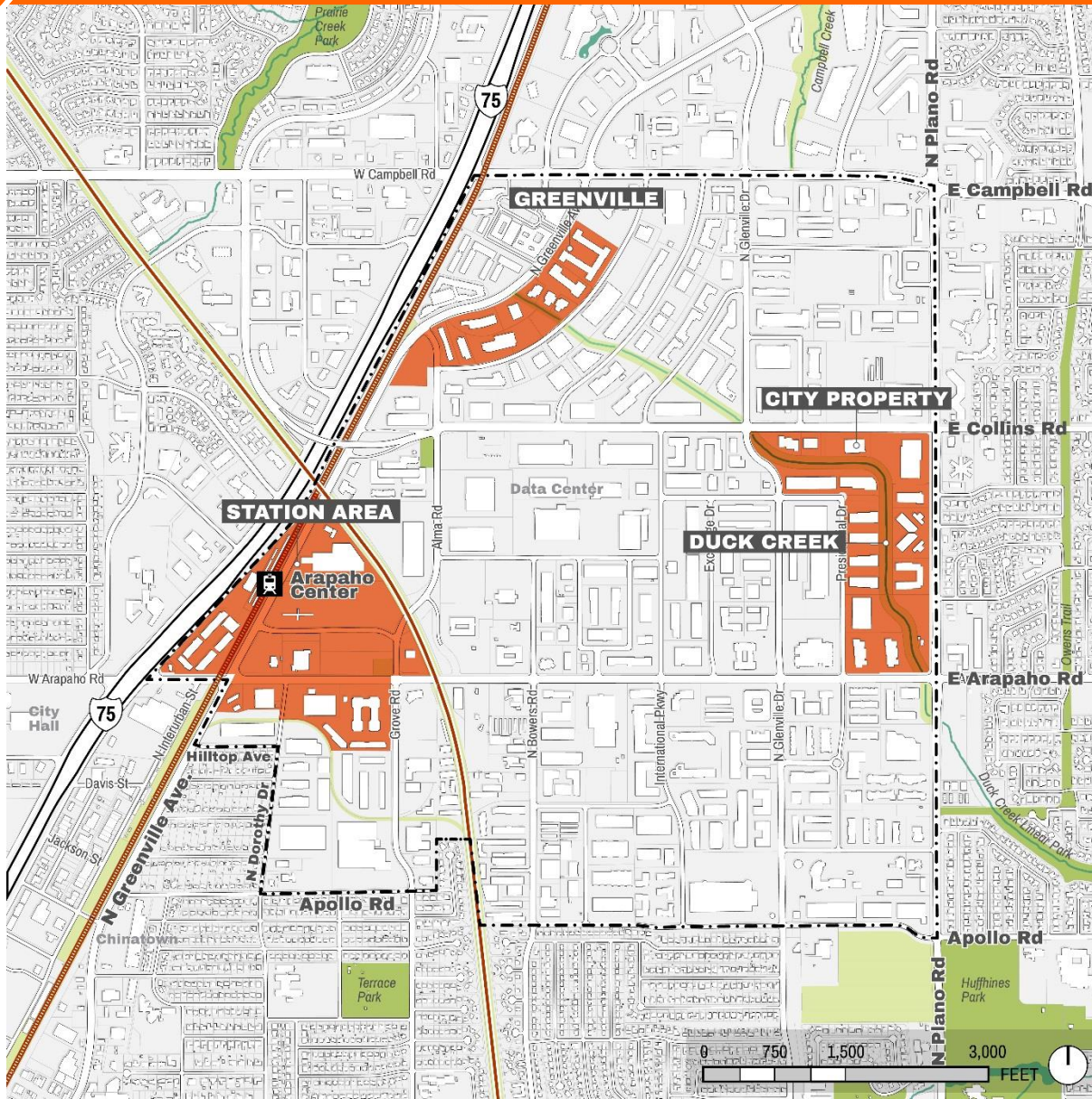
EMPLOYEE REST AREA
WITH CANOPY & SEATINGS

PUBLIC ART





10

Redevelop key opportunity sites to bring new uses and activities to the District

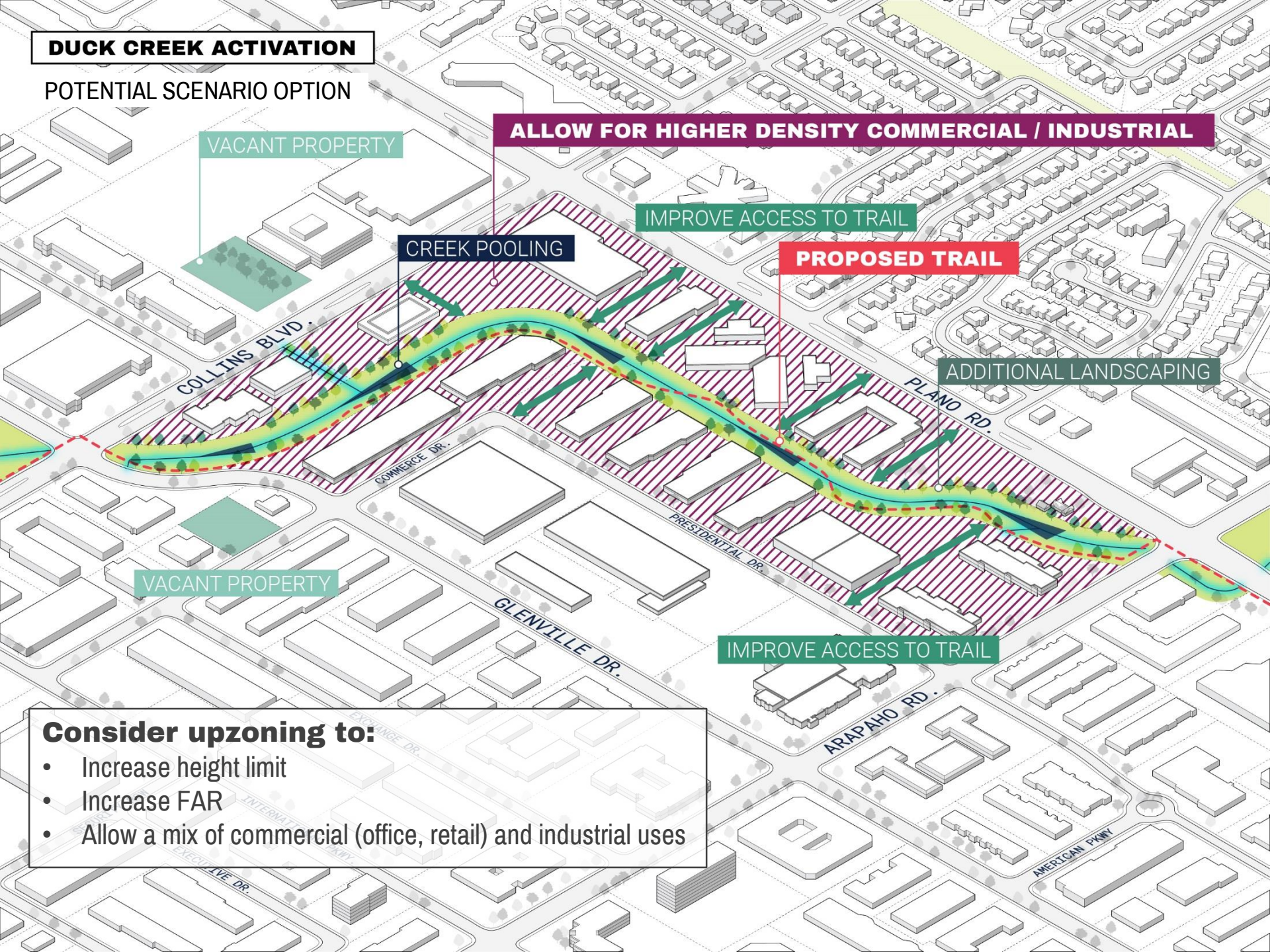


Key Opportunity Sites

-  STUDY AREA
-  KEY OPPORTUNITY SITES

DUCK CREEK ACTIVATION

POTENTIAL SCENARIO OPTION



VACANT PROPERTY

ALLOW FOR HIGHER DENSITY COMMERCIAL / INDUSTRIAL

IMPROVE ACCESS TO TRAIL

CREEK POOLING

PROPOSED TRAIL

ADDITIONAL LANDSCAPING

VACANT PROPERTY

IMPROVE ACCESS TO TRAIL

Consider upzoning to:

- Increase height limit
- Increase FAR
- Allow a mix of commercial (office, retail) and industrial uses



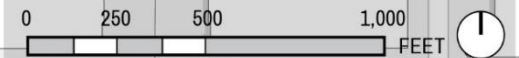
Turtle Creek, Design District

For example: Encourage quality residential development along Greenville Avenue

Greenville Avenue Residential

Source: City of Richardson

- STUDY AREA
- OPEN SPACE
- WATER
- DART RAIL SYSTEM



Residential typologies: Townhouses integrated with courtyards, public green space



Fremont riverfront trail community, Vancouver region



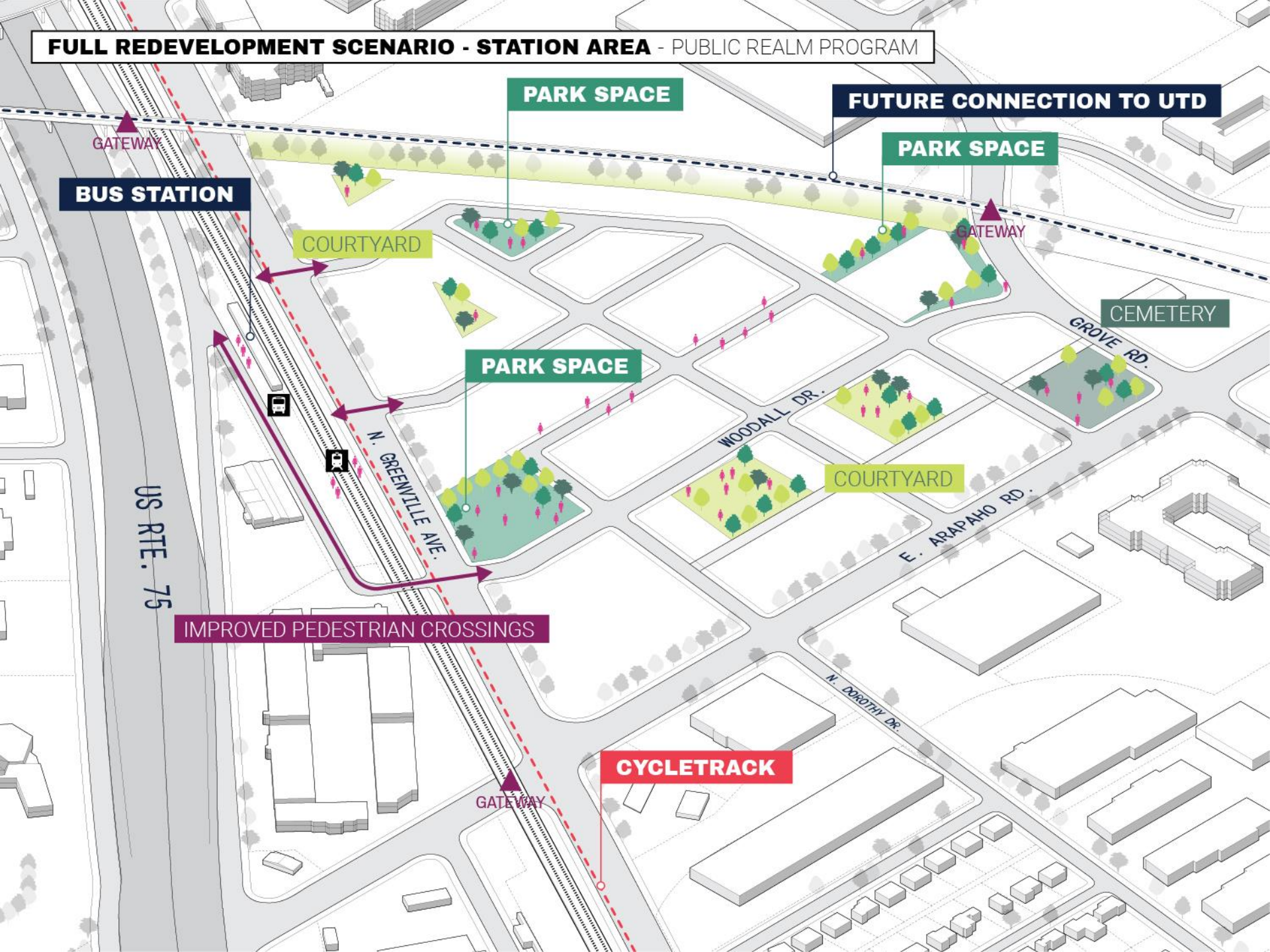
Wallingford Townhomes, Seattle
(b9 architects)



For example: Redevelop Arapaho Center Station area as a walkable mixed use front door to the District



FULL REDEVELOPMENT SCENARIO - STATION AREA - PUBLIC REALM PROGRAM



PARK SPACE

FUTURE CONNECTION TO UTD

PARK SPACE

BUS STATION

COURTYARD

PARK SPACE

CEMETERY

COURTYARD

IMPROVED PEDESTRIAN CROSSINGS

CYCLETRACK

US RTE. 75

N. GREENVILLE AVE.

WOODALL DR.

E. ARAPAHO RD.

N. DOROTHY DR.

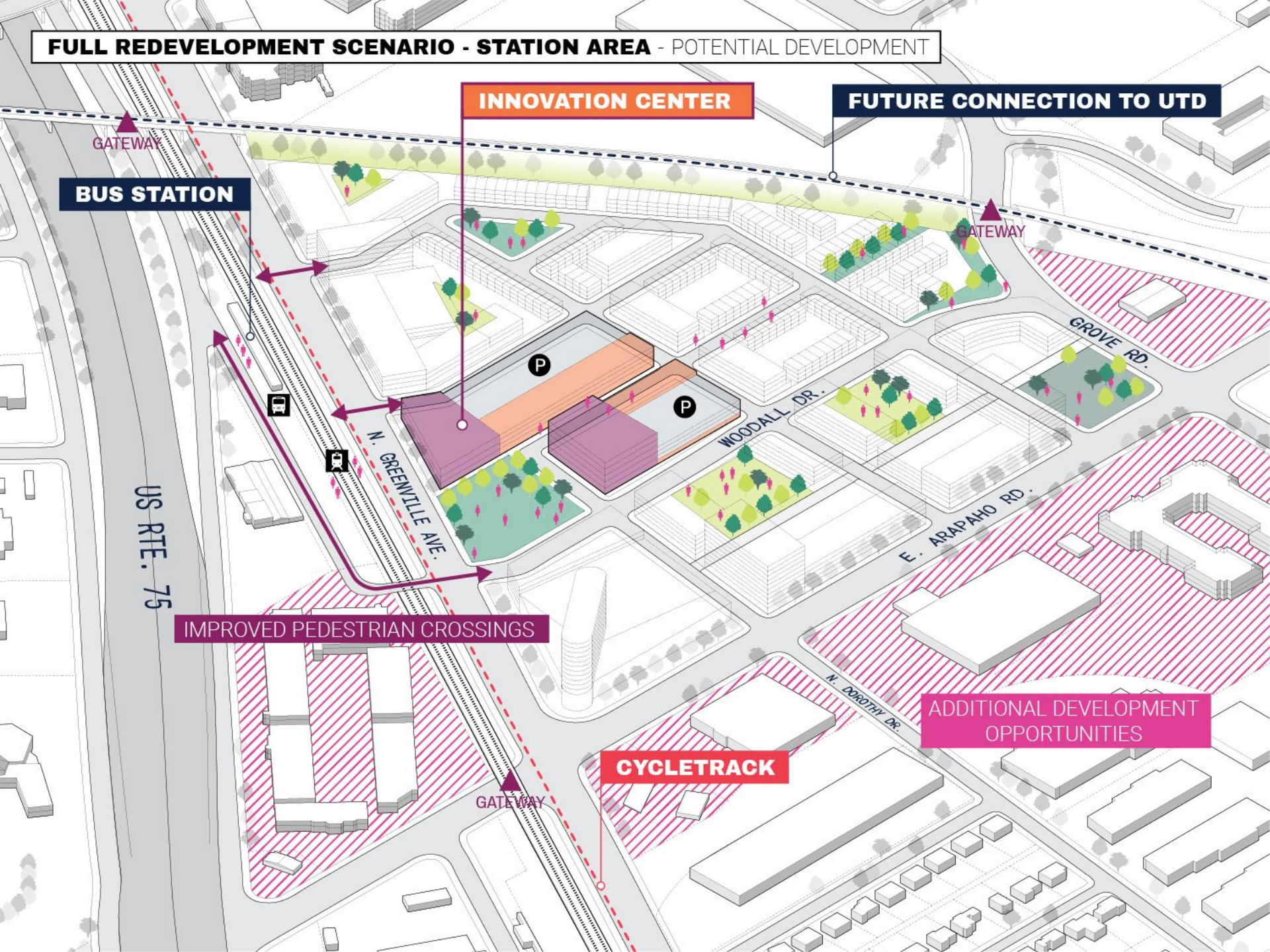
GROVE RD.

GATEWAY

GATEWAY

GATEWAY

FULL REDEVELOPMENT SCENARIO - STATION AREA - POTENTIAL DEVELOPMENT



INNOVATION CENTER

FUTURE CONNECTION TO UTD

BUS STATION

GATEWAY

GATEWAY

GROVE RD.

WOODALL DR.

E. ARAPAHO RD.

IMPROVED PEDESTRIAN CROSSINGS

US RTE. 75

N. GREENVILLE AVE.

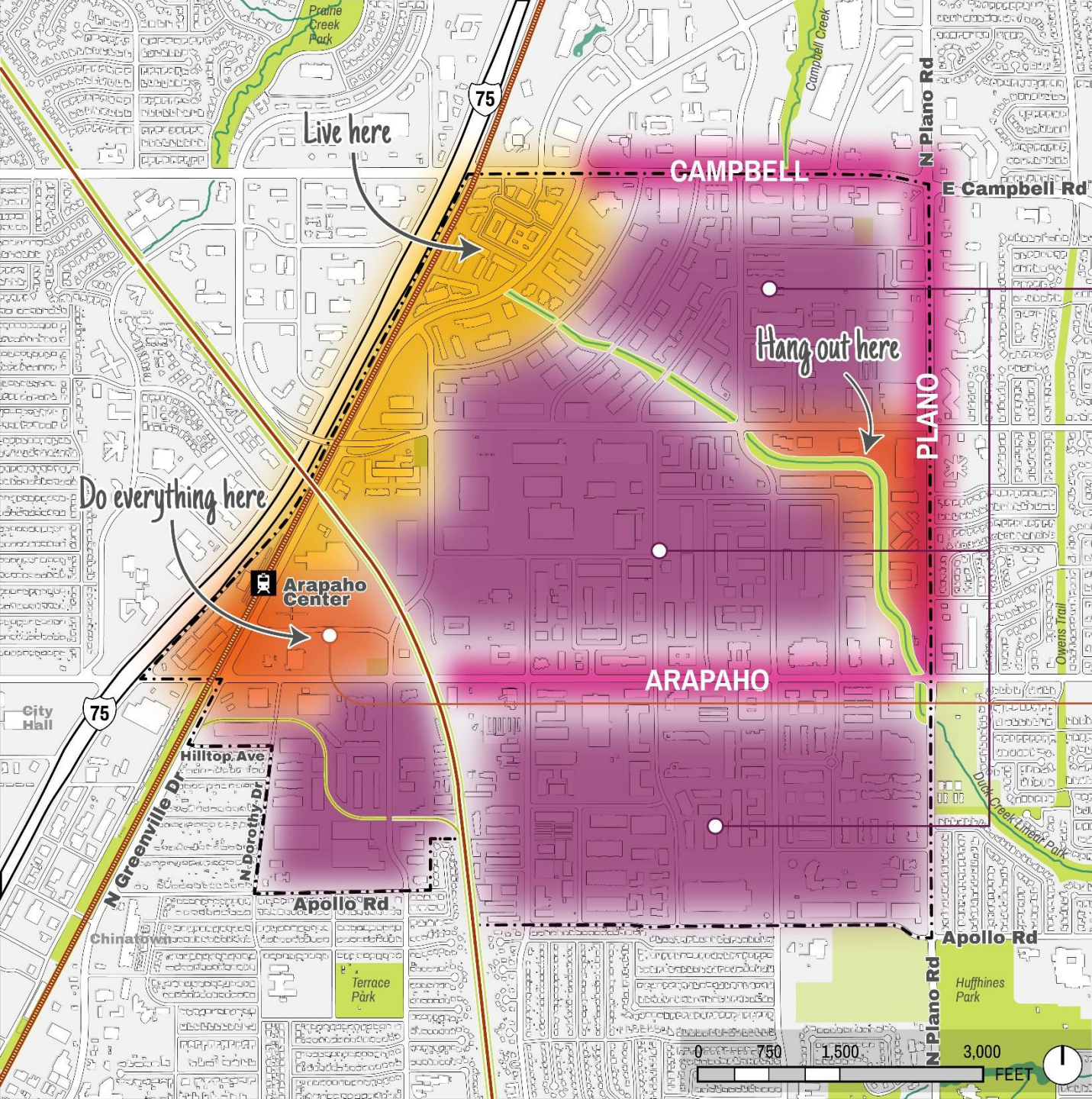
N. DOROTHY DR.

ADDITIONAL DEVELOPMENT OPPORTUNITIES

CYCLETRACK

GATEWAY

Land Use Framework



STUDY AREA

WORK AREAS

- New, modern flex space
- Affordable space for existing businesses
- Scalable affordable space for growing businesses
- Specialized space for emerging industries
- Amenities & a range of things to do

ARAPAHO CENTER STATION

- "Signature" space
- Specialized space for emerging industries
- Places to gather & exchange ideas
- Amenities & a range of things to do
- Coworking spaces

Moving forward

2019 | Refine strategies and options for implementation
Continue building awareness
Continue discussions with institutional partners
(UTD, Richland College, DART, Chamber)
Provide assistance to businesses/property owners
Begin zoning entitlement process



Study/Vision



Zoning/Entitlements



Public Improvements



Private Sector Participation



Advancing the Vision – Zoning Entitlement Process

Zoning Entitlement Process

- Advances 2 of the 10 Strategies identified in Vision
- Many potential ideas identified in the Vision are dependent on the entitlement process

In the next few months, staff will provide an update on remaining 8 Strategies.

- Strategies need further refinement on responsibilities, partnerships, budgets, and staff resources
- Some actions will be better defined after the entitlement process

Zoning Entitlement Process

- Begin 1st Quarter of 2019
- Working with Mark Bowers with Kimley-Horn, Karen Walz of Strategic Community Solutions, and Paul Culter of Jacobs
- Continuous feedback loop planned with CPC and City Council throughout the process
- Approximately 12 months to complete

Zoning Entitlement Process

1st Quarter – Background Work

- Project initiation
- Review Study recommendations and research with code writing team
- Ongoing property owner engagement

Zoning Entitlement Process

2nd Quarter – Development of Zoning Ordinance Standards

- Entitlements undertaken as part of one process
- Continued discussion on zoning plan for three opportunity sites
- Existing industrial zoning envisioned to have greater flexibility in:
 - Uses
 - Signage
 - Building Materials
 - Floor-to-Area Ratio
 - Building Height
 - Setbacks
 - Parking

Intention

- Create an additive layer of flexibility with minimum non-conformities in industrial zones
- Create new development regulations for key opportunity sites, including the Arapaho Center DART Station

Zoning Entitlement Process

3rd Quarter– Refinement of Zoning Ordinance Standards and Draft Ordinance Preparation

- Public engagement throughout 2nd and 3rd quarters
- Property owner engagement
- Key stakeholders engagement
- Community workshop(s)

4th Quarter– Final Zoning Ordinance Preparation

- Joint City Plan Commission/City Council Worksession
- Public hearings and adoption with City Plan Commission and City Council

Next Steps



Project Initiation

Spring Council and CPC Update

- Project scope and schedule
- Game plan for concurrent and future strategy implementation related to the Vision

Website

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