

Collins/Arapaho TOD & Innovation District *Rezoning Initiative*

City Council Briefing

4/15/19

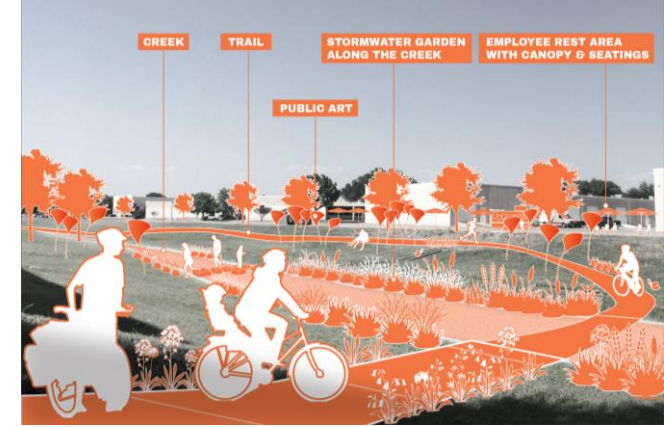


RICHARDSON
TEXAS

City Council Strategic Goals

- 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

Phase 1 Vision Overview



Phase 1 Vision Overview – 10 Study Strategies

1. Manage the experience and marketing of the District
2. Support building upgrades and modernization throughout the District
3. Allow zoning flexibility in industrial zones
4. Encourage vibrancy through placemaking activities in places with a high concentration of workers
5. Improve the District's edges and gateways
6. Redesign key streets for better mobility
7. Create a shared "innovation space" for new businesses
8. Strengthen partnerships with universities and colleges for programming and marketing
9. Create new open space amenities to attract and retain new and existing businesses
10. Redevelop key opportunity sites to bring new uses and activities to the District

Team Introduction

Kimley-Horn and Associates

- Lead Consultant Responsible for:
 - Project Management
 - Community Engagement (Support)
 - Regulating Plans
 - Street Typology and Streetscape Standards
 - Greenville Avenue Demonstration Project



Mark Bowers



Ignacio Mejia

Strategic Community Solutions

- Sub-Consultant Responsible for:
 - Community Engagement (Lead)
 - Online Engagement
 - Strategic Direction Facilitation



Karen Walz

Jacobs

- Sub-Consultant Responsible for:
 - Rezoning Strategy
 - Building Envelope Standards
 - Use Standards
 - Architectural Standards
 - Signage Standards
 - Overall Code Development



Paul Culter

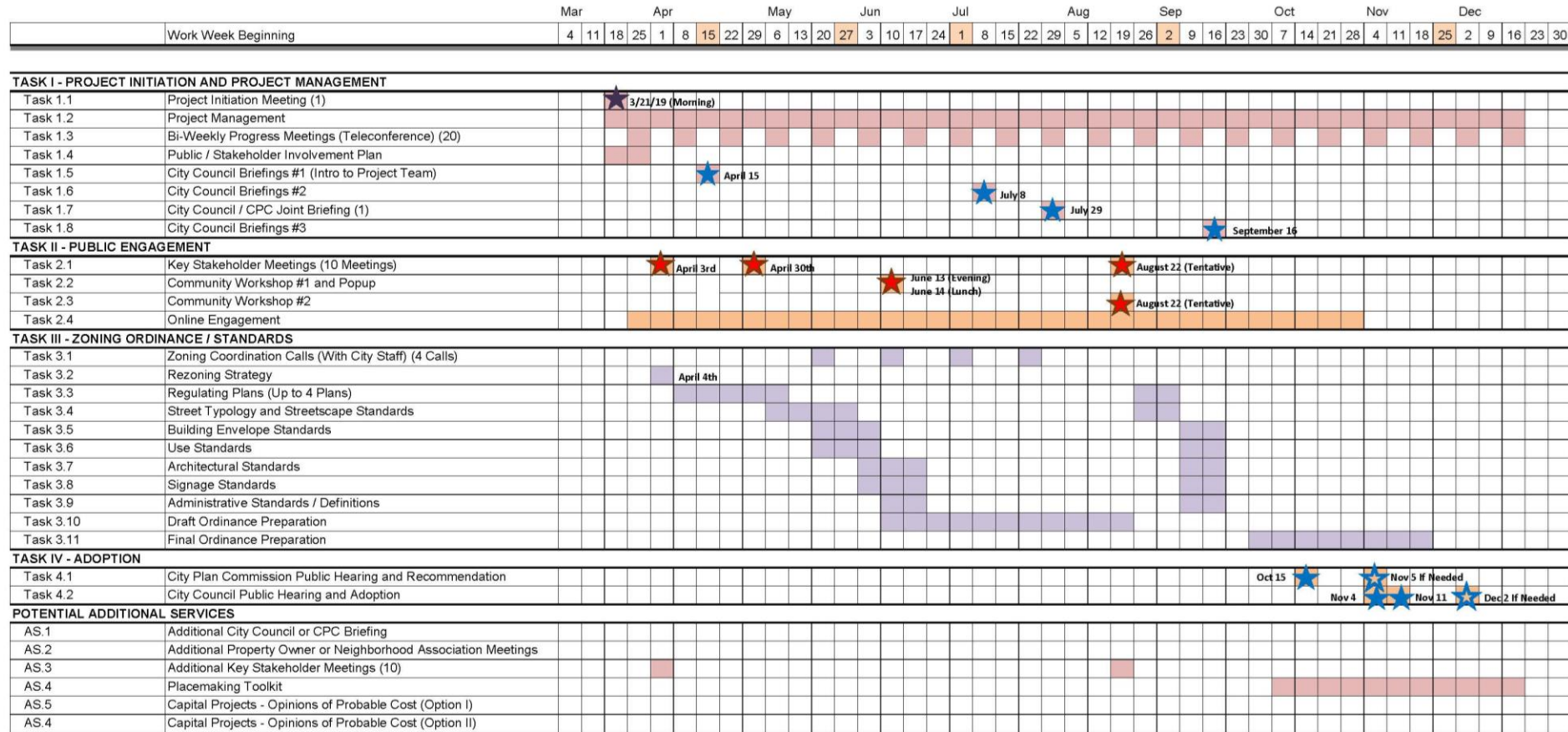
Long-Term Relationship with Richardson

- West Spring Valley Corridor Revitalization Strategy
- West Spring Valley Corridor Rezoning
- Main Street/Central Corridor Vision
- Main Street/Central Rezoning Initiative - Phases I and II



Project Overview

Zoning Initiative Schedule



★ Public Meetings
 ★ City Council or CPC Presentations

Key Dates

- 4/15/19 (Tonight) – City Council Briefing – Introduction to Project
- 7/29/19 – Joint P&Z / City Council Work Session – Strategic Direction
- 9/16/19 – City Council Briefing – Draft Ordinance
- 10/15/19 – P&Z Public Hearing (Possible Recommendation)
- 11/5/19 – (If Needed) Second P&Z Meeting
- 11/4/19 – City Council Work Session
- 11/11/19 – City Council Public Hearing and Consideration for Adoption
- 12/2/19 – (If Needed) Alternate Date for City Council

Public Engagement

- 10 Key Stakeholder Meetings
 - Individual and Small Group Meetings with Key Stakeholders in the Project Area
 - April 3rd, April 30th and Mid-August
- City Council Interviews
 - Mid-May through Mid-July
- 2 Community Workshops
 - Mid-June and Mid-August
- 2 Rounds of Online Engagement
 - Will Coincide with Community Workshop Dates

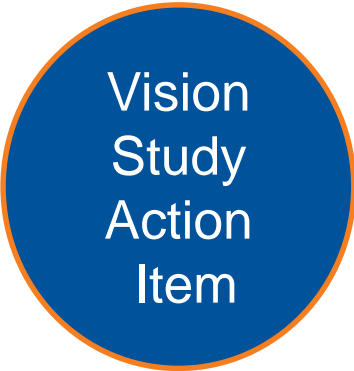
Community Workshop #1 and Popup

- June 13th (evening) and June 14th (lunch focused on daytime population)
- 1302 E. Collins (City Property)
- Workshop will focus on the preliminary Regulating Plans, Street Typology/Streetscape Standards, Building Envelope Standards and Use Standards
- Temporary Pop-up Demonstration by Better Block will focus on potential amenities along Duck Creek



Greenville Avenue Demonstration Project

- Project limits from Campbell Road to Jackson Street (1.85 miles)
- Intended to determine the long-term viability of reducing Greenville Avenue by one lane in each direction and adding on-street bicycle facilities.
- Intended to test at-grade crosswalk to the Arapaho Center DART Station
- Better Block will assist with temporary pop-up demonstration to visualize potential pedestrian and mobility improvements, which will include:
 - Temporary artistic muraled crosswalk at Arapaho DART Station (temporary paint)
 - Temporary bike lanes from Jackson Street to E. Campbell Road (temporary paint)



Next Steps

- Consultant Team will develop Preliminary Code Elements
 - (Regulating Plans, Street Typology/Streetscape Standards, Building Envelope Standards and Use Standards)
- The community will provide feedback on the Preliminary Code Elements in Community Workshop #1, and through Online Engagement
- Greenville Avenue Demonstration Project will begin this summer
- City Council interviews between mid-May and mid-July
- The consultant team will facilitate a joint workshop with the City Council and P&Z on July 29th to receive direction on key code issues raised through the community engagement process

Website

www.cor.net/collinsarapaho