

Collins/Arapaho TOD & Innovation District *Rezoning Initiative*

City Council – City Plan Commission Joint Workshop

7/29/19

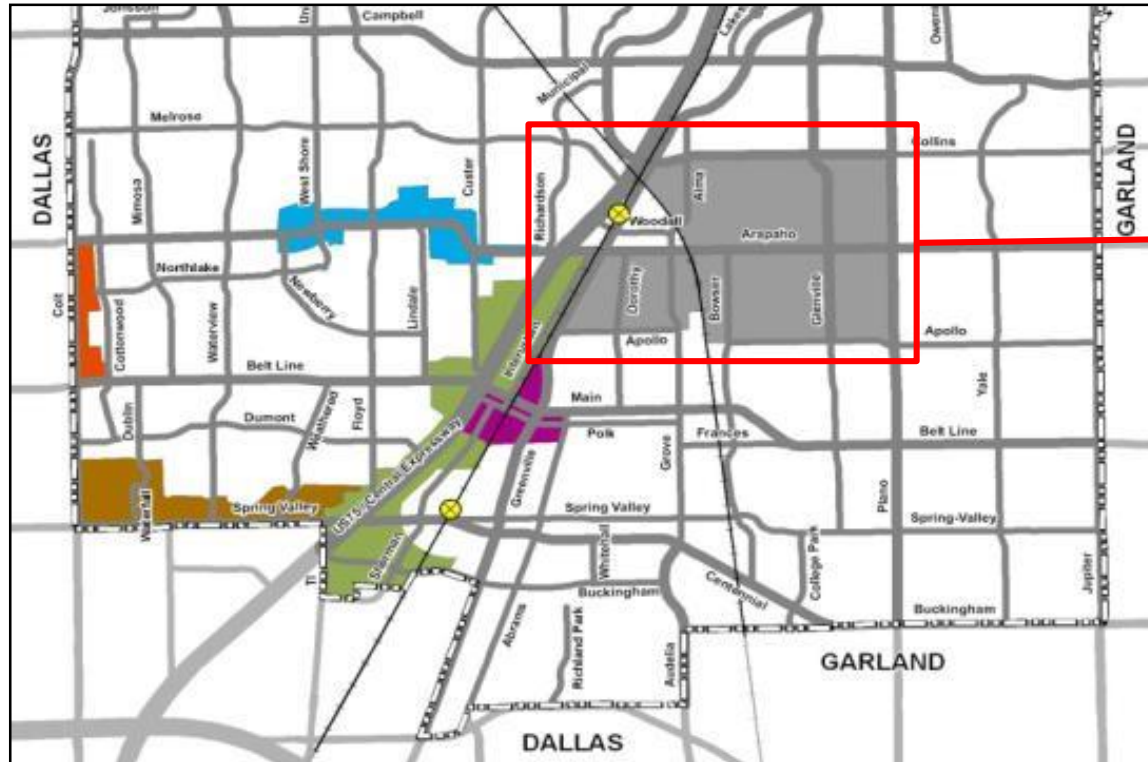


Overview

Vision Study & Rezoning Initiative

2009 Comprehensive Plan – Six Enhancement Areas

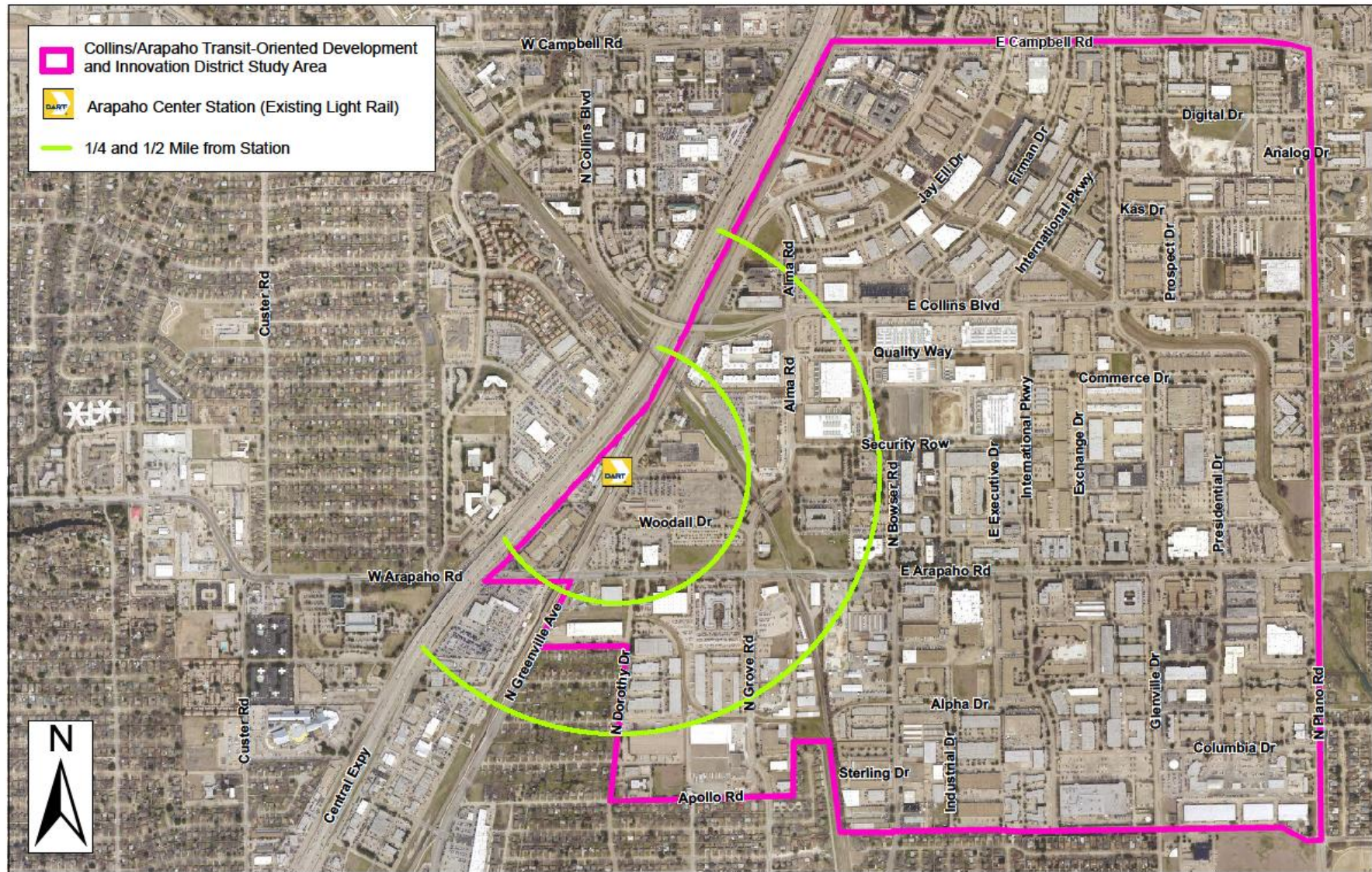
- West Spring Valley (Implementation)
- **East Arapaho/Collins (Implementation)**
- West Arapaho
- Coit
- Old Town/Main Street (Implementation)
- Central (Implementation – portion of corridor)



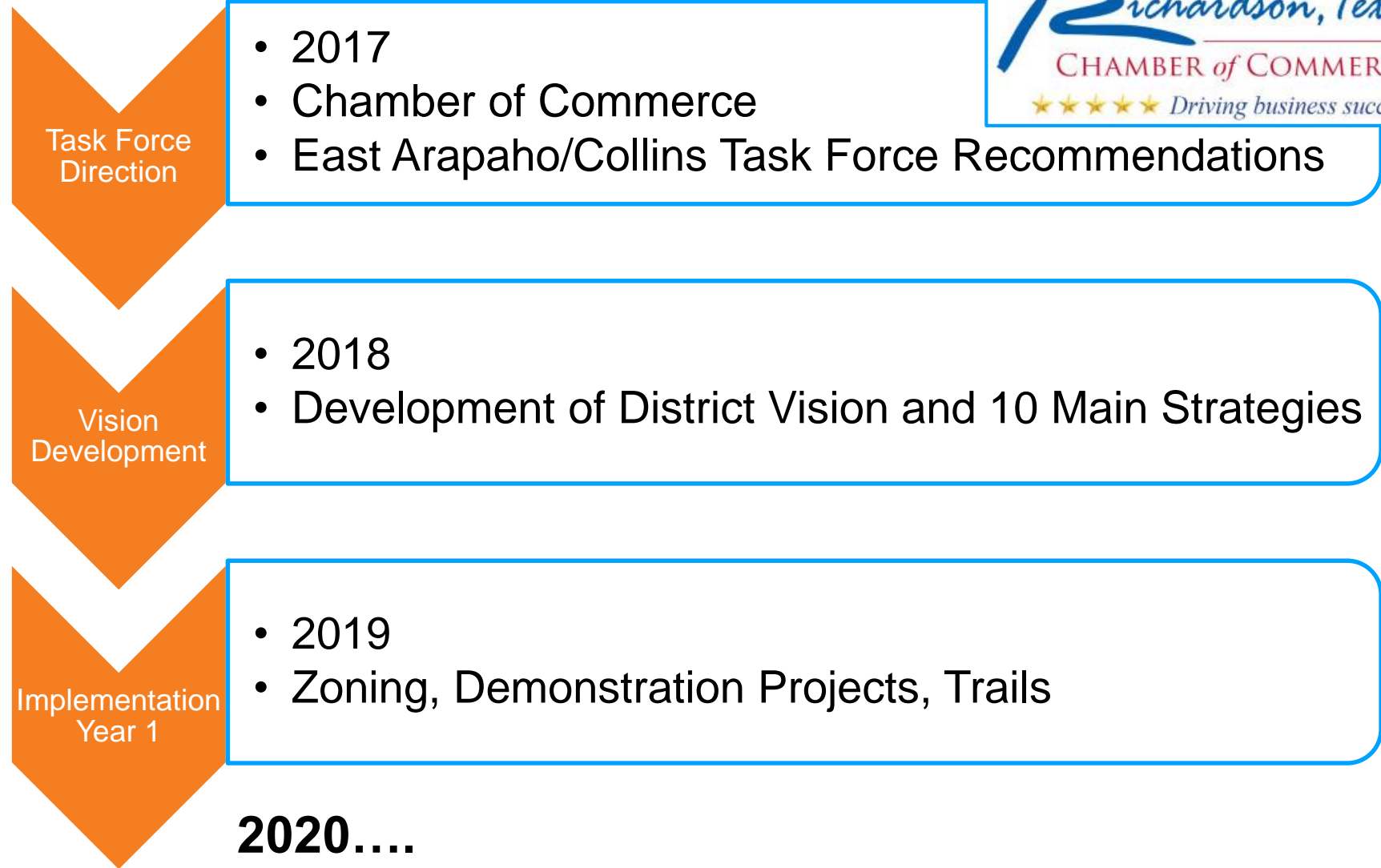
East
Arapaho/
Collins

1,200 acres

District Map



The Path



Vision Study Overview

The Collins / Arapaho TOD & Innovation District Study established:

- An overall vision for the District
- Study goals
- An implementation strategy with a focus on 10 Main Strategies

District 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

Vision

The District will continue to be a center for innovation & entrepreneurship...



Vision

The District will be visually unique, green, lively and active...



Vision

The District will be walkable & bikeable.....



Vision

With the Station area serving as the primary gateway to the District.



Rezoning Initiative Overview

The Collins / Arapaho TOD & Innovation District – Rezoning Initiative will:

- Establish a rezoning strategy for the study area focused on implementation of the vision
- Create standards for zoning districts
- Standards will focus on the building envelope (setbacks, height), use, architecture and signage

Vision Study Overview

10 Main Strategies to Achieve the District Vision

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**

Rezoning Initiative Structure

Covers four sub-districts in the Collins-Arapaho TOD & Innovation District:

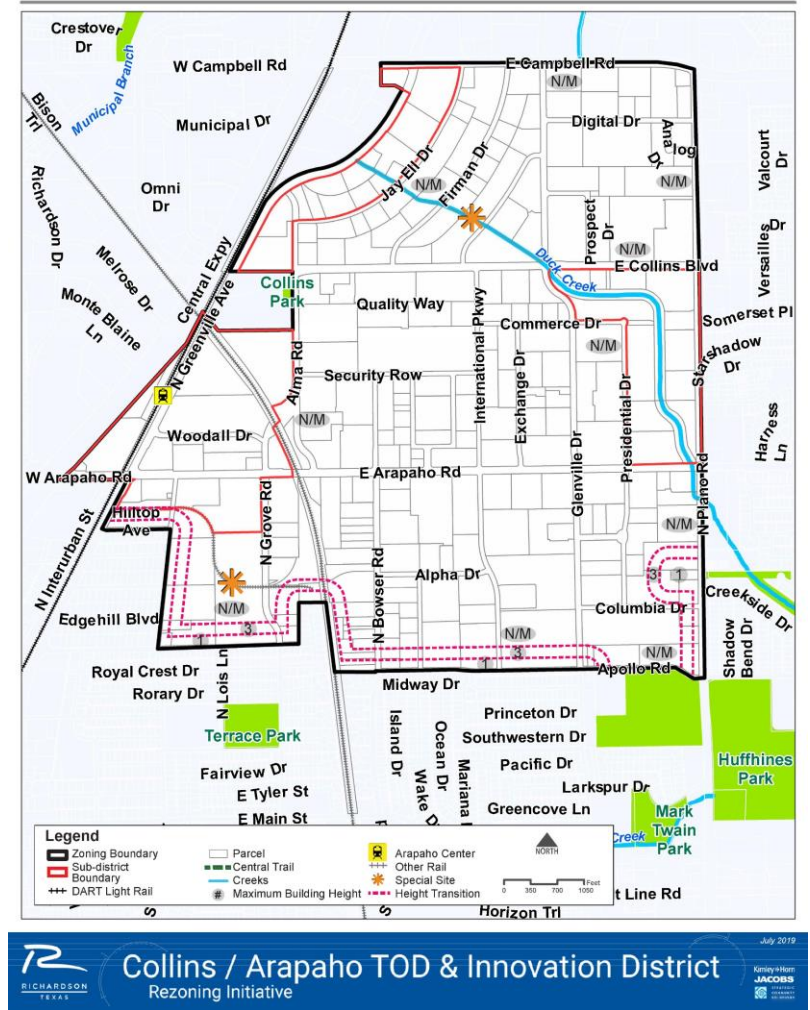
- Duck Creek
- Greenville
- DART Station Area
- Industrial Core

Each sub-district has:

- Regulating Plan
- Street Typology & Street Standards
- Building & Use Standards

Note to all: this regulating plan is OK as an illustration of these points. But it would be better to have a map of the District showing the four Sub-districts. Ignacio, can you provide that?

Regulating Plan-Industrial Core



Areas of Sub-districts

- Industrial Core – 217 Parcels; 736 Acres
- Arapaho Center TOD – 20 parcels; 88 Acres
- Greenville Avenue – 15 parcels; 43 Acres
- Existing PDs or Park Space removed from this rezoning – 9 parcels; 44 Acres

Note to City: this isn't a slide for the presentation. These are notes for background but I understand you wanted to know what they were, Michael.

Input to Date

Extensive Public & Stakeholder Input

- Stakeholder interviews with major property owners (8 sessions)
- Interviews with Mayor and City Council
- Innovation District Block Party
- Online Survey

Innovation District Block Party – June 13 & 14

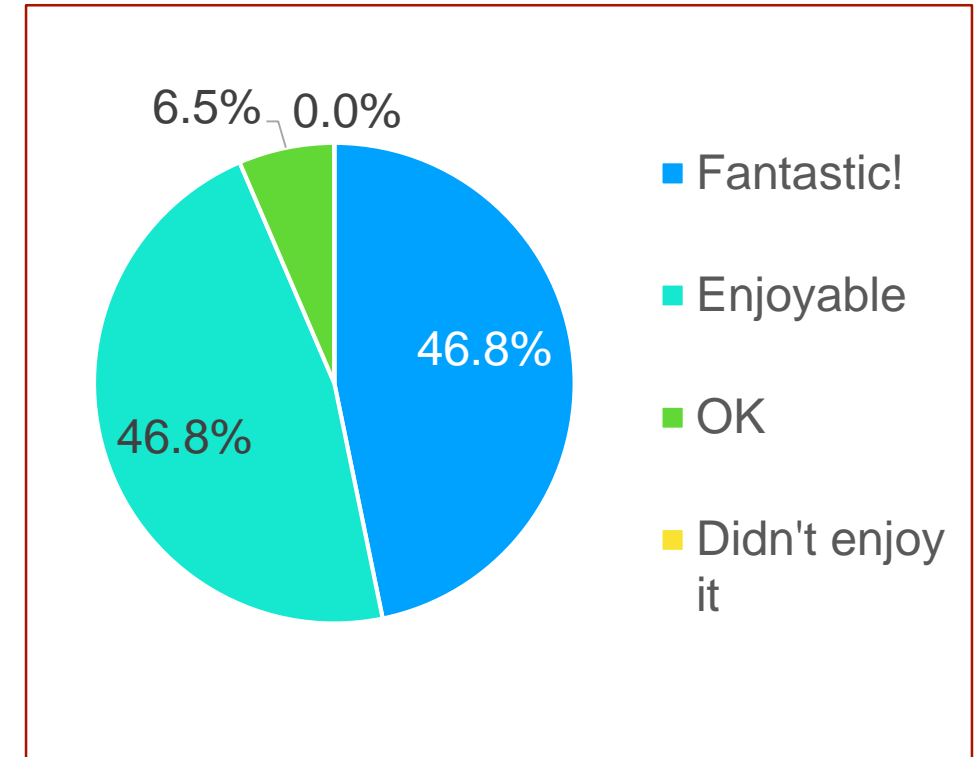
- At City-owned property along Duck Creek
- Thursday evening and Friday at lunch
- Presentation, keypad polling, input stations
- PLUS food, games, music and a Duck Creek pop-up park!
- 373 participants
 - Property owners highly represented; also Richardson residents in walking distance and further
 - Half come here nearly every weekday



Feedback from Participants

- **Get me to come here more often?** Special events & festivals, followed by places to eat and drink at Arapaho Station and along Duck Creek
- **Better place to work or own a business?** Improve the look & feel of streets and entrances; improve tech infrastructure; create a strong brand
- **Moving around the District?** All major streets need bike & pedestrian routes; extend trails; improve streets

Overall, how did you like the Innovation District Block Party?



Top Attractions Desired Along Duck Creek?



Preferred Development Along Duck Creek?



Preferred Residential Along Greenville?



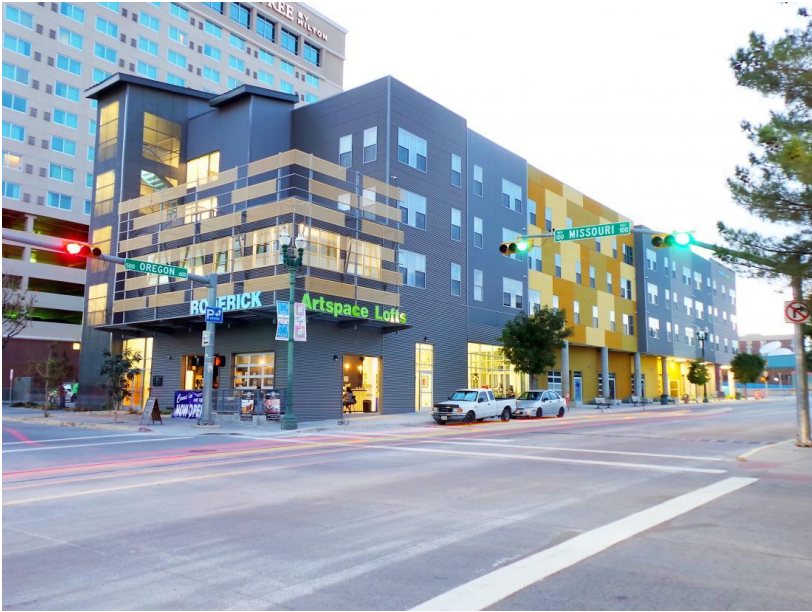
Activities and Development at the DART Station?



Industrial Core Development?



Appropriate Live-Work?



Collins/Arapaho TOD & Innovation District Rezoning Initiative



Discussion and Direction

Format Tonight

- Topics organized by geographic parts of the Innovation District
 - District-wide
 - Industrial Core
 - Duck Creek
 - Greenville Avenue
 - DART Station
- For each topic:
 - Brief presentation by consultants and staff
 - Question on issue needing direction
 - Facilitated discussion leading to agreement on direction for the team

District-Wide

District-wide – Current Direction

- Remove barriers and increase flexibility for innovation
- Emphasize Duck Creek
- Maintain access for trucks where needed but add multi-modal – bike, pedestrian, rideshare, shuttle to DART, etc.
- Use current residential adjacency approach to development near existing neighborhoods

District-wide Discussion Item 1: Parking

- Intent – reduce excess parking & give owners alternatives for that space
- How to changes the parking requirements?
 - A. Reduce or eliminate them entirely?
 - B. Should there be a different approach for different uses (residential, retail, industrial)?
 - C. Should there be different approaches by Sub-district?
 - D. If parking is provided, it must follow design standards

District-wide Discussion Item 2: Inclusion of Residential Uses

- Intent
 - Add flexibility and creativity
- What types of residential are appropriate within the District?
 - A. As part of mixed-use development projects?
 - B. As an option for adaptive reuse or building retrofit?
 - C. In live-work options?
 - D. In new construction of residential buildings?

District-wide Discussion Item 3: Non-conformities

- Intent – expand options, not reduce
- How should non-conforming uses, structures, sites be addressed?
 - A. Handled at the building or tenant space level?

District-wide Discussion Item 4: Landscaping & Street Design

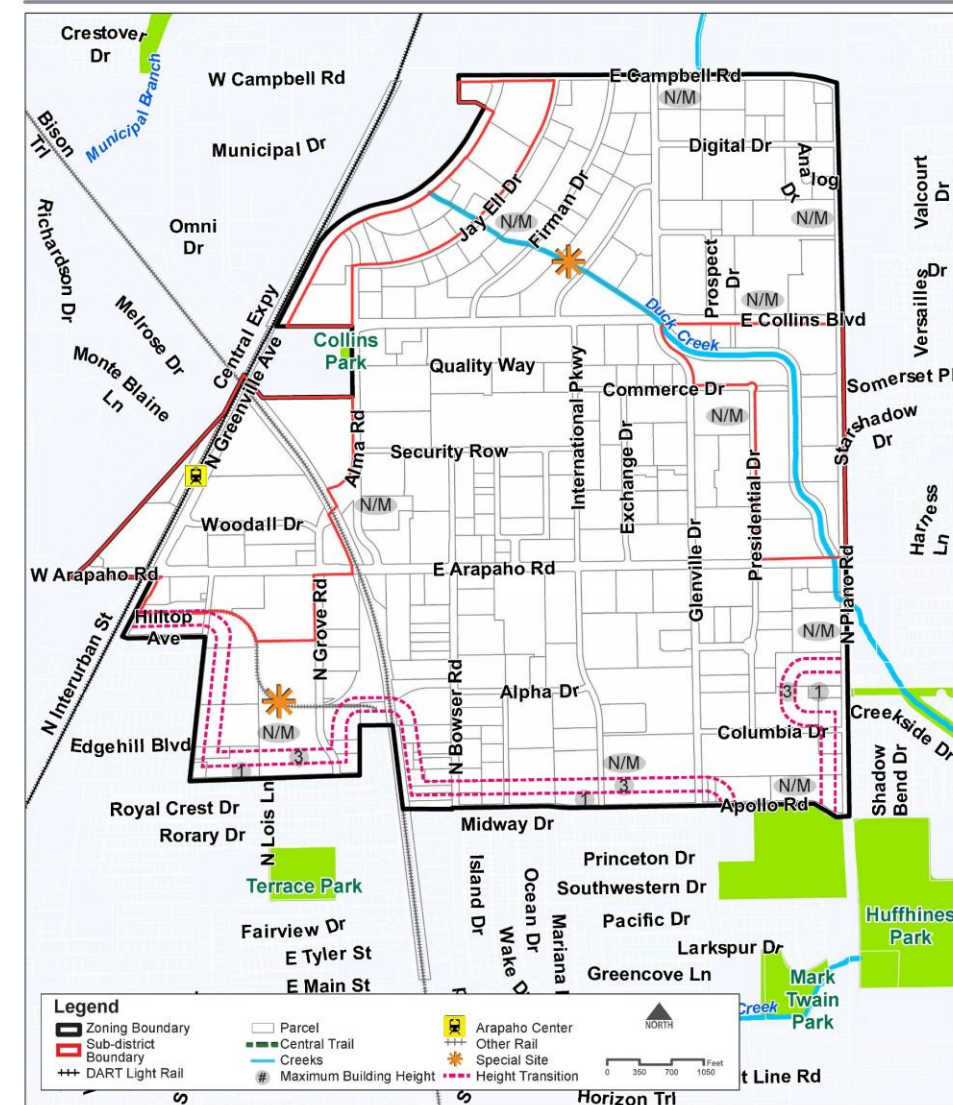
- Intent
 - Help create a distinctive and appealing identity
- Where should landscape & streetscape design be emphasized?
 - A. On public streets based on typology and available right-of-way?
 - B. Just at gateways where there is public land?
 - C. Where and when business association determines?
 - D. Through recommended palette for property owners?
 - E. Through guidelines or standards when significant new development occurs?

Industrial Core

Industrial Core – Current Direction

- Regulating Plan
- Street Typology & Streetscape Standards
- Building Envelope Standards
 - Expand and make more flexible
- Use Standards
 - Expanding the range of allowable uses in general

Regulating Plan-Industrial Core



Industrial Core Discussion Item 1: Heights, FAR's and Setbacks

- Intent – give owners the ability to respond to needs of today's industrial uses and tomorrow's new businesses
- What guidance is provided by the zoning?
 - A. Increase height limits or have no limit?
 - B. Setbacks or build-to lines determined by street typology?
 - C. Land area for parking determined by market and design requirements?
 - D. Can we eliminate the FAR standard?

Industrial Core Discussion Item 2: Live-Work

- Intent – allow live-work options but keep this area as primarily business-focused
- What provisions shape live-work in this Sub-district?
 - A. Only in adaptive reuse?
 - B. In additional structures on existing industrial sites?
 - C. As the primary use of a property?
 - D. At what scale?
 - E. Should the zoning include provisions so live-work does not negatively impact businesses?

Industrial Core Discussion Item 3: Specific Uses

- Intent –
- How do we address specific uses?
 - A. Call centers
 - B. Motor vehicle service stations
 - C. Drive-throughs

Duck Creek Opportunity Area

Duck Creek – Current Direction

- Encourage development to face the creek
- Area between Duck Creek and Plano Road should be compatible with adjacent neighborhood
- Regulating Plan
- Street Typology & Streetscape Standards
- Building Envelope Standards
- Use Standards

Regulating Plan-Duck Creek Sub-district



Duck Creek Discussion Item 1: Development Concepts Between Duck Creek & Plano Road

- Intent – compatibility with residential and entrance into District; heights according to residential adjacency slope
- What development character is appropriate?
 - A. Uses?
 - B. Entries or gateway?

Duck Creek Discussion Item 2: Uses West of Duck Creek

- Intent – flexibility and connection to the open space
- What development character is appropriate?
 - A. Expansion of uses – retail and restaurant?
 - B. Expansion of uses – live-work?
 - C. Expansion of uses – other residential?
 - D. Issues related to outdoor storage, loading docks, ground-mounted equipment, dumpsters?
 - E. How to encourage connection to Duck Creek?

Duck Creek Discussion Item 3: Future of City-Owned Property

- Intent – support the District’s increased vitality
- What options are possibilities?
 - A. Use the site for a business center/incubator?
 - B. Use the site for development of retail/restaurant and other businesses facing the creek?
 - C. Landbank it for a developer proposal?
 - D. Sell and use proceeds to invest in a business center site near the DART station?

Note to City: we aren’t sure this issue should be part of this agenda. But if it should be discussed, we think this is the place to put it.

Duck Creek Discussion Questions

1. Residential Uses
 - a. Threshold for permitted use versus special use permit?
 - b. Permit live/work unit? If so, what % of building can be live?
 - c. Over X units, require amenity along Duck Creek?
2. Incentives
 - a. Do you believe incentives are necessary to encourage activation and amenities along Duck Creek? If so, what types of incentives are appropriate/acceptable? Expedited permitting
 - b. Waiver of fees
 - c. Other
3. Parking, Loading and Outdoor Storage
 - a. Limit surface parking adjacency to Duck Creek?
 - b. Prohibit new loading docks along Duck Creek?
 - c. Prohibit outdoor storage along Duck Creek?

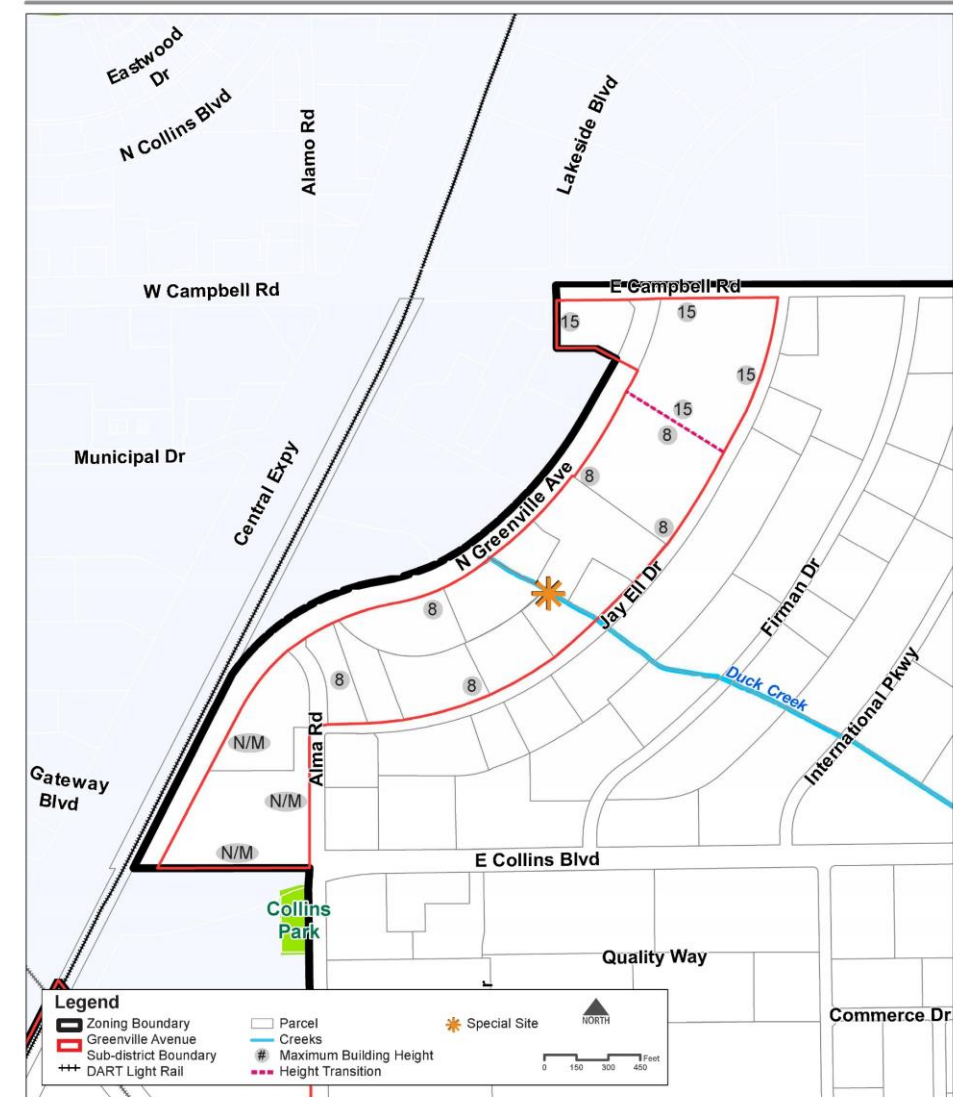
Note to all: Paul suggested these more specific questions. I think #1 and #3 are addressed already but not in this detail. We need to decide if we need this level of direction from CC/CPC. I'm concerned about the time it will take for this level of detail and the open-ended sort of discussion on incentives.

Greenville Avenue Opportunity Area

Greenville Avenue – Current Direction

- Regulating Plan
- Street Typology & Streetscape Standards
- Building Envelope Standards
- Use Standards
 - Allow existing uses to continue but include and support the transition to residential

Regulating Plan-Greenville Avenue Sub-district



Greenville Avenue Discussion Item 1: Appropriate Residential

- Intent – Create additional options that support market direction
- What type and intensity of residential is appropriate?
 - A. Do we need maximum limits on height or density?
 - B. Do we need minimum heights or densities?
 - C. Are there any housing types that we need to address specifically?

Greenville Avenue Discussion Item 2: Existing Non-residential Uses

- Intent – Avoid creating non-conformities
- What existing uses should remain as allowable?
 - A. Should these uses still be allowable: Manufacturing Uses, Warehouse/Distribution/Wholesale Uses, Contracting Operations, Major Print Shop?
 - B. Should drive-through uses still be allowed?
 - C. Should 'limited service hotels' still be allowed?

DART Station Opportunity Area

DART Station— Current Direction

- Support and encourage development that will benefit from and support the transit station
- Regulating Plan
- Street Typology & Streetscape Standards
- Building Envelope Standards
- Use Standards

Regulating Plan-DART Station Sub-district



DART Station Discussion Item 1: Heights, FAR's and Setbacks

- Intent – encourage and support the market around the DART station
- What guidance is provided by the zoning?
 - A. Do we need a height limit here?

DART Station Discussion Item 2: Existing Non-residential Uses

- Intent – Avoid creating non-conformities
- What existing uses should remain as allowable?
 - A. Should these uses still be allowable: Manufacturing Uses, Warehouse/Distribution/Wholesale Uses, Contracting Operations, Major Print Shop?
 - B. Should motor vehicle sales and motor vehicle service stations still be allowed?
 - C. Should smoking establishments still be allowed?

DART Station Discussion Item 3: Connectivity to DART station

- Intent – make it easier for the District to benefit from the DART station
- What assistance is provided by the zoning?

Note to City: this is a more general issue and involves more than just the zoning. But if we want to get into it, it should go here.

Other Issues?

Possible Discussion Issues – Do We Want to Include Any of These?

- Greenville Avenue Demonstration Project
- Impact of State Legislation
- Infrastructure Improvements (streets, bike, ped., trolley, etc.)

Note to City: let's talk about whether or how much of any of this is needed at this point.

Next Steps

- Consultant Team drafting Code Elements
 - Regulating Plans
 - Street Typology/Streetscape Standards
 - Building Envelope Standards
 - Use Standards
- Greenville Avenue Demonstration Project will begin this summer
- 2nd Community Workshop on August 21st; 5:30 to 7:30; Travelers' Insurance Building
- Potential CPC and City Council action in Fall 2019

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