

# Spring Valley and Main Street Station Area Plans City of Richardson, Texas



Spring Valley Station



Main Street Station

Prepared by  
Calthorpe Associates  
Berkeley, California  
March 6, 2003



# Contents

<b>Introduction.....</b>	<b>3</b>
<i>What is Transit Oriented Development?.....</i>	<i>3</i>
<i>Myths About TOD.....</i>	<i>5</i>
<i>Guiding Principles.....</i>	<i>7</i>
<i>Basic Features of TOD.....</i>	<i>10</i>
<i>About the Team.....</i>	<i>13</i>
<b>Public Participation Process .....</b>	<b>15</b>
<i>Inventory and Analysis.....</i>	<i>15</i>
<i>Community Participation.....</i>	<i>16</i>
<i>Station Area Workshops .....</i>	<i>17</i>
<b>Spring Valley Station .....</b>	<b>19</b>
<i>Workshop #1 - Comments and Maps.....</i>	<i>21</i>
<i>Workshop #2 - Comments .....</i>	<i>25</i>
<i>Mark-up Plan.....</i>	<i>26</i>
<i>Consensus Plan.....</i>	<i>27</i>
<i>Maps and Plans.....</i>	<i>28</i>
<i>Synthesis Map .....</i>	<i>29</i>
<i>Illustrative Plan .....</i>	<i>31</i>
<i>Regulating Plan.....</i>	<i>33</i>
<i>Intersection Study.....</i>	<i>35</i>
<i>Street Section.....</i>	<i>36</i>
<i>Current &amp; Proposed.....</i>	<i>37</i>
<b>Main Street Station .....</b>	<b>39</b>
<i>Workshop #1 - Comments and Maps.....</i>	<i>41</i>
<i>Workshop #2 - Comments .....</i>	<i>45</i>
<i>Mark-up Plan.....</i>	<i>46</i>
<i>Consensus Plan.....</i>	<i>47</i>
<i>Maps and Plans.....</i>	<i>48</i>
<i>Synthesis Map .....</i>	<i>51</i>
<i>Illustrative Plan .....</i>	<i>53</i>
<i>Regulating Plan.....</i>	<i>55</i>
<i>Intersection Study.....</i>	<i>57</i>
<i>Street Section.....</i>	<i>58</i>
<i>Current &amp; With Infrastructure Improvements .....</i>	<i>59</i>
<i>Proposed .....</i>	<i>61</i>
<b>Richardson TOD .....</b>	<b>63</b>
<i>Next Steps.....</i>	<i>63</i>
<i>Sample TOD Ordinance.....</i>	<i>64</i>
<b>Appendix.....</b>	<b>67</b>
<i>Appendix A - Definitions.....</i>	<i>69</i>
<i>Appendix B - ERA Data/Conclusions .....</i>	<i>70</i>



# INTRODUCTION

## WHAT IS TRANSIT ORIENTED DEVELOPMENT?

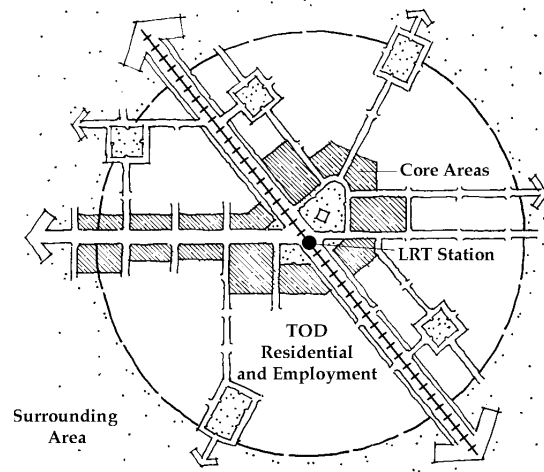
Transit-Oriented Development (TOD) concentrates jobs, housing, and daily conveniences around transit stations. By creating high-intensity, mixed-use land development patterns with pedestrian-friendly design at strategic points along regional transit systems, TOD allows people to use their cars less; walk, bicycle, and ride transit more; and use services within walking distance of their homes and local transit stations.

The basic components of Transit-Oriented Development are:

- Compact development built at greater densities than exclusively auto-oriented development;
- A diversity and mix of uses, with daily conveniences and transit at the center;
- Pedestrian-friendly design that encourages and facilitates walking and bicycling and reduces auto dependency.

Throughout metropolitan areas such as the Dallas region, the vast majority of contemporary development forces people to drive from their homes to access workplaces and daily conveniences. Low-density development isolated by use and roadway systems with frequent dead-ends and cul-de-sacs create long, circuitous routes to destination points. Roadway design and streetscapes that favor the automobile and make walking unsafe or unpleasant further contribute to an environment in which few people will choose to walk. Homes, offices, and shops often face parking areas presenting blank walls to streets; new developments place little emphasis on public space. It is possible to pass from home to car to workplace without stepping outside or encountering neighbors or community members.

TOD presents a community-oriented alternative to conventional suburban development, in which inward-facing development and surface parking lots are eschewed in favor of street-facing retail stores within walking distance of homes, workplaces and recreation, and neighborhoods that contain community amenities and livable streets. Residents, workers and



*TOD consists of compact, mixed-use development within walking distance of a transit station. Surrounding areas provide a critical mass of people to use the station and the neighborhood center.*

visitors can still get around in their cars but the physical structure of the TOD makes walking, bicycling, and using transit pleasant and enjoyable alternatives. While TOD does not eliminate the necessity or preclude the choice of using a car, it provides an alternative to those who cannot drive or prefer not to get in the car for every trip, and balances street design so that it accommodates driving, walking, biking and taking transit.

Interconnected streets offer multiple paths that minimize walking distances and distribute traffic so that every street is walkable. Transit at the center of walkable neighborhoods creates a viable alternative to single-occupancy auto use. Over time, as it becomes a greater part of the region's land use make-up, TOD will enable residents to take fewer trips in and be less dependent on their cars. In this manner, TOD broadens metropolitan living choices for a population that has diverse needs, incomes, and family structures.

TODs create uniquely livable individual neighborhoods. They should also be thought of as part of a regional strategy. Located at strategic points on a region's transit network, TOD enables people to walk to many destinations from their homes and workplaces, and to take transit to and from work or for evening and weekend trips to recreational or entertainment destinations, thereby decreasing pressures on roadway systems. Recent metropolitan development has, to a large degree, spread investment along urban fringes while abandoning urban cores and inner suburbs. TODs can compensate for these conditions by concentrating growth in redevelopment areas that have existing roadway and other infrastructure, or in existing built-up areas as small-scale infill investment.

In summary, TOD is an effective and comprehensive land use, transportation, and urban design strategy that will lead to livable, distinct communities and a sustainable metropolitan region.

# INTRODUCTION

## MYTHS ABOUT TOD

TOD is a new concept for many communities; as a new idea, it may provoke worry. Many of the ideas presented in this document may seem to require an unachievable level of change. Or people may worry that implementing TODs means they will lose many aspects of their lives that greatly contribute to their quality, such as privacy, ease of mobility or their own house and yard.

However, TOD does not mean people will be restricted from living the way they want to live, nor will it cause changes that make communities unrecognizable in their previous forms. Rather, TOD is about choice—TOD expands living options by providing living environments that are for the most part not available among contemporary development—communities that include the option of getting to work without sitting in traffic on the freeway, being able to walk to one’s neighborhood center to sit at a café, go to the library or go shopping, or trading off a large yard for a greater investment in parks and community facilities.

Communities with transit opportunities whose citizens are unfamiliar with TOD should explore these ideas further. As a first step, communities can undertake a planning education process to discuss TOD principles, generate feedback, and refute some common myths about the incompatibility of TOD with existing neighborhoods. Such a process can generate a sense of how TOD might look when applied to a specific neighborhood and what issues are of greatest concern to that community’s citizens. Incorporating and educating citizens early in the planning process will help create a TOD that fits in with the character of a community and does not cause undue worry about applying a new concept to a stable neighborhood.

### ***Myth: There is no place for cars and people who drive in TOD***

TOD does not eliminate driving as a choice, nor does it force people to give up their cars. In today’s metropolitan environments, where destinations are scattered all over the city, that is an unrealistic and undesirable goal. Rather, TOD creates alternatives for people who don’t want to use their cars to access all destinations in addition to those who can’t drive—TOD community-members can walk to nearby stores or friends’ houses, or take transit to work or downtown for events. In so doing, it enables people to own fewer cars, or to spend less time stuck in traffic and more time with their families.

In TOD, streets are balanced for pedestrian, bike, auto and transit needs. There is still plenty of space for cars, but there is the acknowledgement that automobiles must share the right-of-way, and street and site design are changed accordingly. For example, traffic calming techniques allow cars through a neighborhood, but in a way that more equitably shares the street and accommodates pedestrian safety. Arterials, boulevards, and highways can still allow for rapid through traffic across the region in a way that reinforces access to TOD areas and commercial centers and does not cut off pedestrian movement.

***Myth: The compact nature of TOD means it will be out of scale with my community***

Well-designed TOD is harmonious with existing surroundings and enhances, rather than detracts from, the character of a community. The scale of TOD depends on its context. In most cases, TOD will be built more compactly than surrounding areas given the current low intensity character of Richardson development. The highest densities will remain within a 1/4-mile walking radius from the station. This means high-rises will not tower over single-family neighborhoods.

TOD employs a variety of housing types and lot sizes as townhouses, houses on small lots, mixed-use buildings, and ancillary units blend to achieve a population density that supports transit yet blends into its surroundings. Building height and massing step up as one gets closer to the transit station, so that there is no visual gap between lower-density and transit-oriented areas. In compact growth areas, pedestrian-friendly design can create the feel of a small town or an active urban landscape, depending on what a community prefers. In fact, TOD can greatly enhance the design of neighborhoods that currently lack a center by creating a publicly-oriented central neighborhood area.

***Myth: TOD prescribes a mix of uses that will be incompatible with my community***

Although TOD supports a mix of uses in all neighborhoods, as with scale and housing type, this means different things in different areas. Some areas may be appropriate for regional retail and employment opportunities with compatible housing types, while others may contain primarily residential uses, perhaps with some neighborhood shopping or small-scale offices at the center. There is no prescribed use mix for a TOD.

***Myth: TOD will not work in my community because my community is too auto-dependent and low-density***

TOD is a long-term regional strategy; its benefits will increase over time as the region's strategy for growth begins to connect land use policy and transit investment. Neighborhoods that are currently not transit-supportive or pedestrian-friendly can be transformed over time to establish these characteristics. Incremental infill growth and reinvestment, redevelopment sites, and new growth areas can all achieve a transit-oriented pattern given the right incentives and regulatory structure.

The Dallas region has a prevailing low-density auto-oriented pattern that creates many challenges for the implementation of TOD. People living in proposed TOD locations may be concerned that TOD will lead to a greater concentration of people who have no alternatives but to drive and further clog up roads. However, communities that create transit-supportive land use environments can capitalize on existing transit service or future proposed transit investments. Over time, as more and more communities develop in compact, transit-oriented forms, the many TODs will begin to reinforce one another by providing an increasing number and variety of destinations that are accessible without a car.



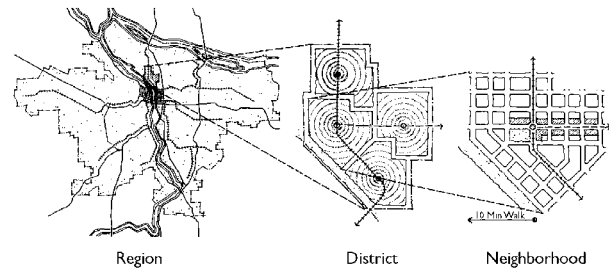
# INTRODUCTION

## GUIDING PRINCIPLES

As a strategy for dealing with urban settlement patterns, Transit-Oriented Development should incorporate a set of guiding tenets as reference points to ensure that new development maximally benefits community life, social and economic systems, and the natural environment. The U.S. Department of Housing and Urban Development's handbook, "Strategies for Community Change" sets out four principles new planning efforts should follow. Keeping these principles in mind, the physical design of TODs can successfully contribute to a socially, economically and environmentally robust metropolis. The four principles are summarized below:

### ***Neighborhood and Region***

Metropolitan regions are increasingly interconnected; people often live in one community, work in another, and drop children off at school in a third. Issues such as air quality, traffic congestion, and loss of open space are not contained within one neighborhood. These issues link regions. When transit systems enter a community, they further highlight the community's connections to the region as a whole. Consequently, TOD physical design should balance neighborhood and community scale and identity with regional needs. For example, while the region might benefit most greatly from dense development around light rail stations, it is important to keep higher-density development in character with the scale of existing neighborhoods through urban design and architectural treatments. Conversely, when a significant regional investment, such as a rail system, comes into a neighborhood, that community should capitalize on the investment towards achieving regional goals, such as air quality improvement, by building compact, mixed-use TODs that encourage use of the transit system.



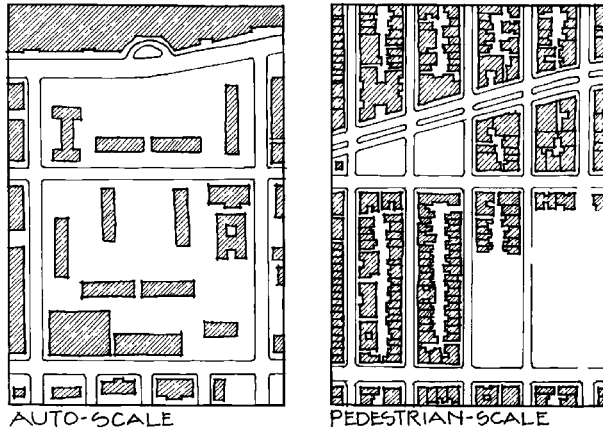
*Planning efforts such as TODs should consider needs at the regional, district, and neighborhood scales and acknowledge the connections between them.*

## ***Human Development and Human Scale***

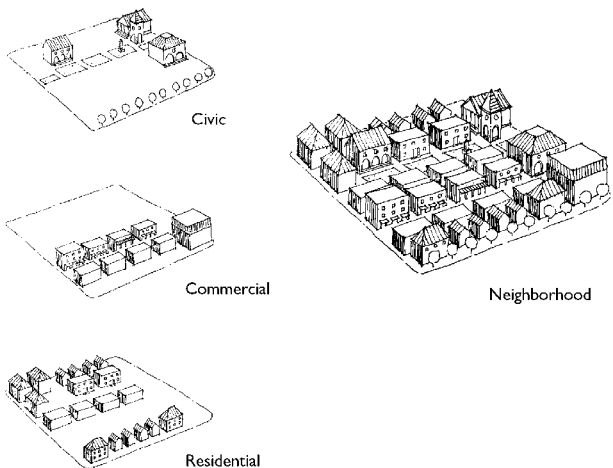
Human scale development creates a physical and psychological connection between people, their surroundings, and their history. In the recent past, the character of many urban environments has lost much of the human scale that it had in the era of the street-car suburbs at the turn of the 20th century. Large, featureless buildings lose their relation to the street, while windswept parking lots and auto-scale roadways create uninviting public environments. In these environments, buildings, roadways, and streetscaping elements such as signage or streetlamps are built to relate to people in quickly moving cars. By contrast, human scale urban design strives to reverse this pattern, by providing architecture that is visually arresting at the street level and fits in with existing historic and urban contexts and by building streets and public spaces that are active and well-used. Most importantly, human-scale environments are safe, comfortable, and stimulating for walking.

## ***Diversity and Balance***

Heterogeneous communities meet the needs of a society that is increasingly diverse in its needs, cultures, demographics, and daily living habits. Diversity can manifest in numerous ways in the built environment. Development that has a mix of uses provides a traditional urban form, a contrast to isolated suburban environments, where shopping, friends' houses, and other destinations are frequently inaccessible without a car. TODs can also enable diversity by creating mixed-income housing, or greater variations of housing types, such as residential units located over commercial uses or 'granny flats' behind single-family homes. Housing choice provides for a range of incomes and a range of family types in an inclusive environment that does not leave out major segments of the population. In turn, this gives all people who may work in or visit a community, such as teachers and single-parent households, affordable living options. Lastly, architectural and streetscape diversity provides aesthetic relief from frequently monotonous suburban environments.



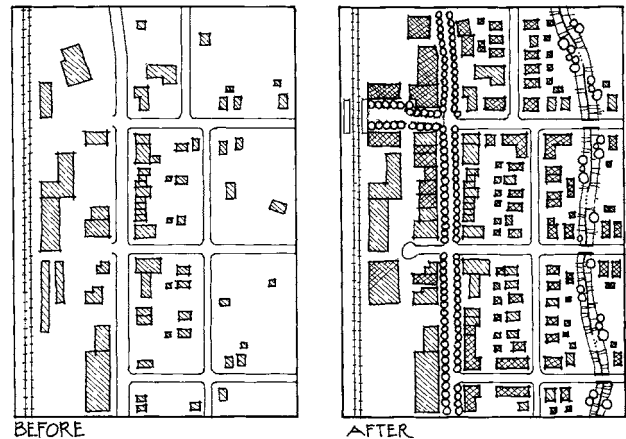
*Neighborhoods at auto scale and pedestrian, or human, scale. Pedestrian scale relies on a fine building grain, small blocks, and buildings oriented to streets.*



*A balanced neighborhood contains a full spectrum of uses.*

## ***Sustainability, Conservation and Restoration***

Sustainable growth takes place at the regional, neighborhood, and site scales. Regionally, sustainable growth takes into account building, transportation, and natural layers, concentrating development and reinvestment in existing built-up areas, valuable natural landscapes, and ecologically precarious lands. Sustainability also comes from creating distinct communities, whether in existing neighborhoods, redevelopment areas or new growth districts, where residents feel pride and have a stake in maintaining and improving their neighborhoods. Bringing usable open spaces and functioning ecological features into metropolitan landscapes provides an oft-needed connection to the natural world and a healing respite for urban dwellers. Redevelopment, by cleaning up contaminated sites or restoring degraded natural features, minimizes environmental impacts and begins to reverse previous environmental destruction. Finally, sustainable urban forms aid air quality by relying on transit, walking, and bicycling for transportation, and minimizing auto use.



*Sustainability includes directing compact new growth into previously developed, transit-accessible areas and away from remote greenfield sites.*

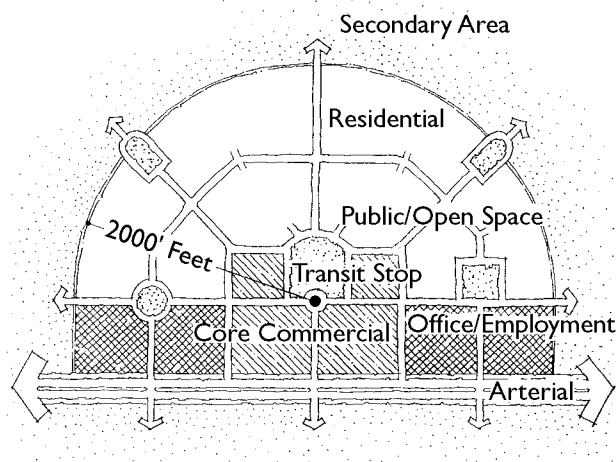
# INTRODUCTION

## BASIC FEATURES OF TOD

A Transit-Oriented Development (TOD) is a mixed-use community within a typical 2,000 foot walking distance of a transit stop and core commercial area. The design, configuration, and mix of uses emphasize a pedestrian-oriented environment and reinforce the use of public transportation, without ignoring the role of the automobile. TODs mix residential, retail, office, open space, and public uses within comfortable walking distance, making it convenient for residents and employees to travel by transit, bike or foot, as well as by car.

### *Compact Development*

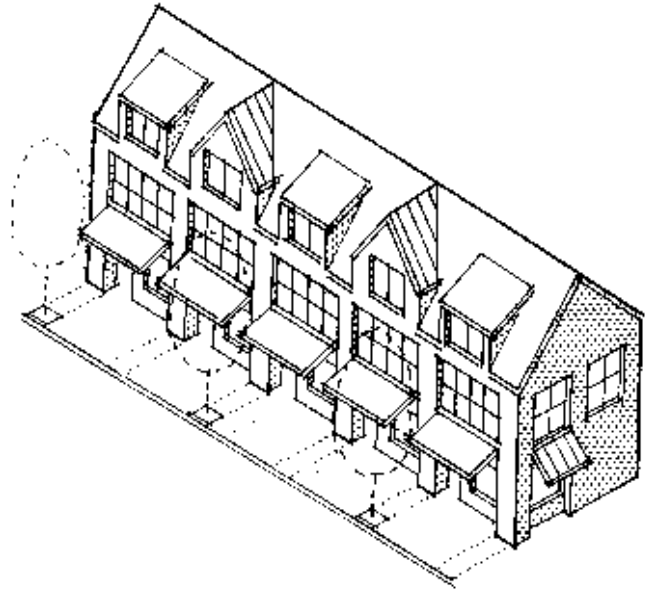
TODs are built compactly within walking distance (approximately 1/4 to 1/2-mile) of transit stations so as to provide a base of riders to support the transit system. To maximize the number of residents and workers within walking distance of transit, TODs contain higher residential and employment intensities but should not be out of context with surrounding areas. For example, a minimum residential net density of 30 units per acre is preferred in more urban areas. In suburban areas, densities may be on the order of 8-12 units per acre. These intensities create a critical mass of people to use streets and public spaces within the TOD environment. Additionally, people are more inclined to use transit if it is within a convenient and comfortable walking distance of where they live, work or shop. Relatively lower intensities, though still higher than typical new suburban density, are appropriate for areas outside the 1/4-mile core of the TOD, enabling people to walk, bike, take the bus, or be dropped off at the transit station. Intensity should increase gradually as the distance to the station diminishes so as to be compatible with the scale of existing neighborhoods.



*TODs have a density gradient, with greatest densities within 1/4 mile of the transit stop, about equal to a 5-minute walk, and lower densities and protected lands in surrounding areas.*

## *Mix of Uses*

Contemporary suburban development frequently divides people and communities into isolated pods. Besides forcing people to drive to all activities and destinations, single-use environments are only used for part of the day—for example, office areas shut-down after working hours and on weekends. By contrast, TODs include diverse and complementary high-activity uses, such as retail, professional services, housing, and employment, adjacent to transit. A mix of diverse activities permits residents and employees to run errands on foot without relying on a car. The center of a TOD contains a diversity of uses, including convenience retail and services, small offices, day care, and civic amenities such as libraries and post offices. Apartments or other multi-family housing options are also appropriate, often over ground-floor retail. A mixed-use environment creates the vitality and round-the-clock activity associated with active urban neighborhoods and reinforces the vibrancy of shopping and employment destinations. Residential uses are vital to TOD cores and promote use of the TOD environment at all times of the day and week.

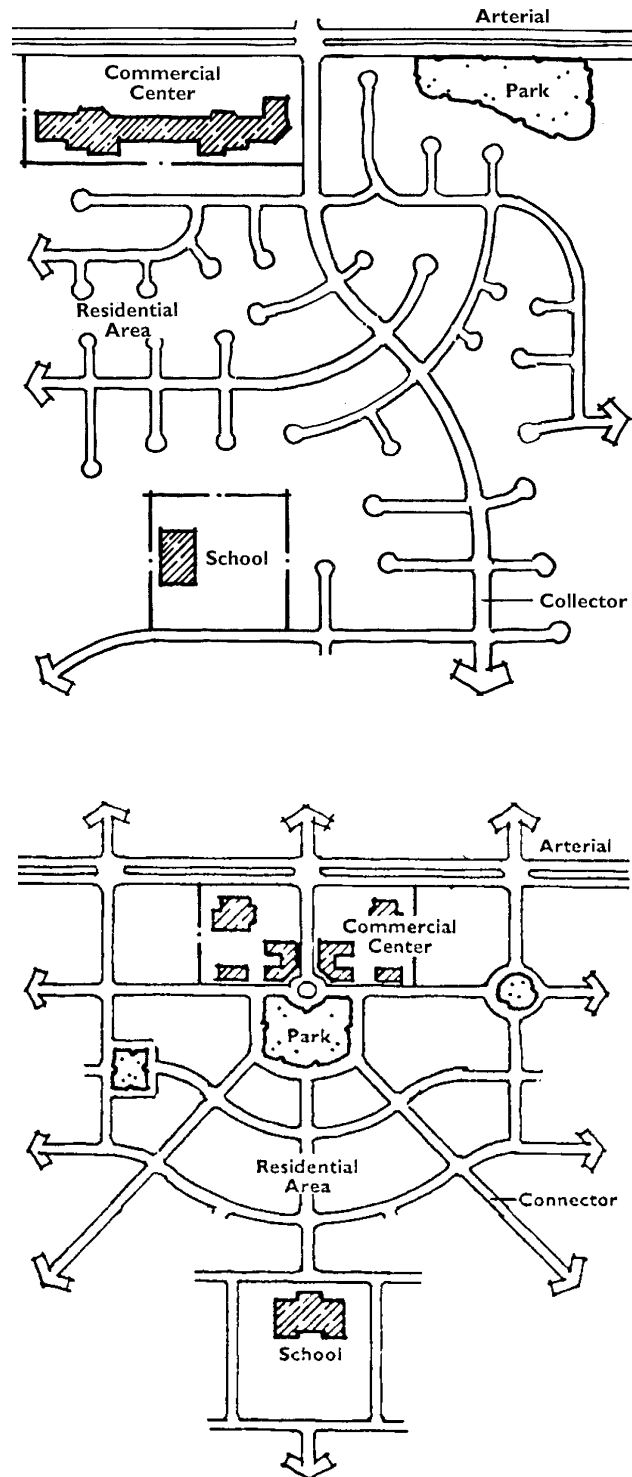


*Mixed use can be vertical (within the same building) or horizontal (buildings within walking distance of one another).*

### *Pedestrian-Friendly Design*

TOD creates a vibrant pedestrian-scale urban landscape, in contrast to much modern development, which has been designed primarily for auto access, and in which pedestrian features, walkable street design, or architecture that is interesting at the pace of a pedestrian are sorely neglected. Building and site design in the TODs should create pleasant and enjoyable urban places that make walking an attractive, preferred travel option. Traffic calming devices, such as curb bulb-outs, can also help to create a feeling of pedestrian safety and comfort, and emphasize pedestrian needs in a way that many contemporary suburbs neglect.

Additionally, TODs contain an interconnected network of streets that enhance accessibility between transit stops or station areas and the adjacent commercial, community, and residential areas. Many modern suburbs require people to drive to access all destinations because streets are not connected and resulting routes are highly circuitous. Interconnected streets minimize walking and cycling distances, and distribute traffic so that cars do not funnel to a single arterial, thereby reducing traffic congestion. Streets with sidewalks and pedestrian paths through the TOD offer direct, quick connections to the transit station and adjacent community areas. In combination with compact development and a mix of uses, pedestrian-friendly design presents a land use/transportation solution that reduces auto dependency and auto use and supports transit systems.



*In contrast to typical suburban layouts (top), the streets in a TOD create an interconnected network that enables short walking distances and multiple route choices (bottom).*

# INTRODUCTION

## ABOUT THE TEAM...

### *Calthorpe Associates*

Calthorpe Associates' design philosophy focuses on creating communities that are diverse, mixed-use, and pedestrian friendly. The firm places a special emphasis on fostering neighborhoods that provide a range of housing in close proximity to shopping, jobs, recreation, and transit—walkable communities that offer realistic housing and transportation choices. Our projects range from urban infill and redevelopment plans to new towns and regional growth strategies.

The challenge of contemporary urban design is in synthesizing the diverse needs of modern households with the timeless need for human scale, civic identity, and ecological sustainability. In addressing this challenge, Calthorpe Associates has been a pioneer in developing the concepts of New Urbanism, Transit Oriented Development (TOD), Urban Villages, and Regional Cities.

### *PGAL*

PGAL has assembled a team of diversified design professionals that has specialized expertise in data collection, analysis, consensus building, planning, design, documentation, communication, project implementation and program management. As such, PGAL serves as facilitator, designer and planner. The firm's team of architects, interior architects, engineers and planners is able to deliver "high design." But more importantly, PGAL knows how to assist clients, analyze their strategic plan, and uncover their unique facilities planning issues, both qualitative and quantitative.

### *ERA*

Economics Research Associates is an international consulting firm focused on economic analysis for the entertainment and leisure industry, real estate development, public-policy analysis, tourism, and economic development. Since its founding in 1958, ERA has completed over 14,000 assignments yielding unmatched experience in land use economics. In the process, the firm has made important contributions to

some of the world's most innovative and successful development projects. In broad terms, ERA assists private developers and public agencies in assessing the future economics and outcomes of real estate projects and economic development plans. ERA offers a diverse array of economic analysis and tools to answer complex problems.

### *DART*

Dallas Area Rapid Transit (DART) is the public transit authority for Addison, Carrollton, Cockrell Hill, Dallas, Farmers Branch, Garland, Glenn Heights, Highland Park, Irving, Richardson, Rowlett, Plano & University Park. DART provides bus, light rail, paratransit, HOV lanes and vanpool services. The mission of Dallas Area Rapid Transit is to build, establish and operate a safe, efficient and effective transportation system that, within the DART Service Area, provides mobility, improves the quality of life, and stimulates economic development through the implementation of the DART Service Plan as adopted by the voters on August 13, 1983, and as amended from time to time.

### *City of Richardson*

The Development Services Department is composed of three divisions: Development and Engineering, Planning, and Traffic and Transportation. Each division has a unique set of responsibilities and all three work closely together on projects involving transportation and land use issues, such as:

#### *Development and Engineering*

- Review development proposals, including plats, site plans, landscape plans and civil engineering plans
- Coordinate requests for variances to the Subdivision Ordinance and Planning and Development Standards
- Review and process Administrative Approvals of minor site plan and landscape plan changes

### *Planning*

- Review zoning change requests
- Update City's Comprehensive Planning Guide and Master Transportation Plan
- Review requests for variances to the Zoning Ordinance and Fence Ordinance
- Plan and monitor development around Richardson's DART Light Rail Stations
- Review and analyze demographic and census information

### *Traffic and Transportation*

- Coordinate with local, county, regional, state and federal agencies on roadway planning, construction and funding
- Monitor traffic conditions on city streets and surrounding highways and make adjustments as needed to respond to specific situations
- Maintain street signs, traffic signals, regulatory signs and pavement markings
- Collect and make available traffic count data for major City streets



# PUBLIC PARTICIPATION PROCESS

## INVENTORY AND ANALYSIS

Every neighborhood is faced with a different set of challenges. It is crucial that the consultant team accurately identifies the important issues and compiles relevant necessary information. A good working relationship between the consultant team and site stakeholders needs to be established, and fairness and community ownership need to be stressed.

Both the Spring Valley and Main Street station area planning efforts started with a kick-off meeting. This meeting helped clarify project objectives, define likely issues and set the direction of needed analysis.

Existing land use, data on vacant and underutilized parcels, building footprints and orientation, nodes of activity, transit accessibility, circulation constraints and traffic calming efforts were examined in concert with other team members. The findings of these studies are represented in the Land Use Map, Opportunities and Constraints Map, and Human Scale Map. These maps become the base from which the Armature Plan, used in the Icon Game, is created.



*Regional Context and Land Use Maps.*

# PUBLIC PARTICIPATION PROCESS

## COMMUNITY PARTICIPATION

Key to every plan is a thoughtful public involvement strategy that is integrated into the planning process. A successful public involvement strategy includes a wide range of mechanisms for people to share their ideas, questions and concerns. The strategy should: inform a broad variety of citizens; provide ample opportunities for participants to provide feedback; and give more involved citizens an opportunity to interact directly in the process.

### *Stakeholders Meetings*

Stakeholders are members of the public with a particular interest in the site or station area. They usually consist of neighborhood groups and business owners. These meetings give stakeholders an opportunity to identify problems that should be solved, issues that must be factored into future planning, and ideas for land uses, street improvements and other urban design features.

### *Workshop #1*

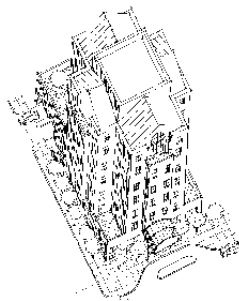
On April 24-25, 2002, the City of Richardson hosted two 3-hour visioning workshops to help determine land use and circulation alternatives for each study area. The purpose of these workshops was to identify a range of options regarding the type and location of land uses and urban design features.

At the workshop, citizens developed rough concept plans for the study areas. The evening started with a presentation from the consultant team describing: 1) the purpose of the planning effort and its methodology; 2) land use and design principles for creating healthy, mixed-use neighborhoods; 3) key findings from the analysis conducted and, 4) an introduction of possible building prototypes which help to illustrate the different land uses.

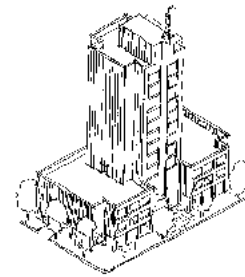
### *Workshop Toolkit*

Participants were broken up into teams that worked together to develop rough concept plans for the areas. Each team was given an “Armature Plan”—an enhanced base map with streets, public spaces, natural features, and existing buildings that are likely to remain for a long period of time-- and a series of land use “icons” which represented different types of activities that could be located within the study area.

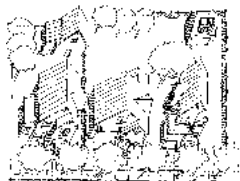
The size of the icons were scaled to match the scale of the base maps. Their size varied depending on the amount of land that would be required to build a minimum-size commercial project or a typical increment of housing. For example, 25 units of apartments requires only an acre of land, while the same amount of single-family housing would need four to five acres. Similarly, a 30,000 square foot supermarket, with an appropriate amount of parking needs at least 2 acres, while a mixed-use building, with ground floor retail and offices above could be built on a much smaller parcel. In this way, the workshop participants began to understand the trade-off of selecting various land use types and the amount of land that would be required to accommodate them.



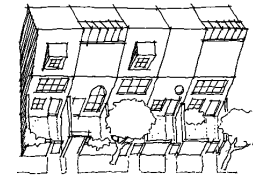
*High-Rise Mixed-Use Residential Over Retail*



*High-Rise Mixed-Use Office Over Retail*



*Single Family Residential*



*Townhouses*

*Sample Icons. Icons similar to these were used in the workshop.*

# PUBLIC PARTICIPATION PROCESS

## STATION AREA WORKSHOPS

### *Working Groups*

With the assistance of a facilitator, teams of approximately 8 people with diverse viewpoints worked together to identify a range of appropriate land uses and placed the land use icons onto the base map to represent their preferred plan. This required a great deal of dialogue and compromise. By the end of the workshop, each team had developed a plan that represented the consensus of the group and presented their design concept to all the other workshop participants. After the presentations, the facilitator summarized the recurring themes of the evening.

### *Workshop #2*

Following Workshop 1, the consultant team created “synthesis” plans that combined the common themes from the variety of scenarios envisioned. These plans were analyzed and information was extracted to create the Illustrative and Regulating Plans. These plans were presented to workshop participants in Workshop 2, on June 19, 2002. At the workshop, participants were given the opportunity to see the results of their earlier efforts.



*Teams work together using the armature map and icons to come to a consensus and develop a preferred plan*



*Teams discuss each issue and come to a consensus.*



*At the end of the meeting, each table nominates a representative to present that table's findings to the larger group.*



# SPRING VALLEY STATION





# SPRING VALLEY STATION

## WORKSHOP #1 - COMMENTS AND MAPS



Table 1.

Table 1

*Protecting the historic neighborhood*  
*Redevelopment in a quality way*  
*Redevelopment of entire apartment complex area around Spring Valley*  
*East of DART – Housing/Retail – maybe apartments*  
*Trail along DART – connect to Greenville Ave. and run along creek*  
*Convert RISD Building into historic building*  
*Trail link to DART*  
*Village green*  
*Senior center*  
*Bike lanes*  
*Office/Retail near station*  
*Housing/Retail/Restaurant further away*  
*DART corridor should be lined with office/retail/hotels/parking structures*  
*Opportunity to take out alleys, etc., and create more usable space*



Table 2.

Table 2

*Lot of the same concerns as group #1*  
*Preserve historic neighborhood*  
*Develop multi-family residential close to rail station*  
*Natural break along creek/natural boundary between residential/business*  
*Multi-family east of DART*  
*Residential/retail west of DART*  
*Office/retail next to NCE*  
*Restaurants/specialty shops buffer between residential and office*  
*Natural green space – natural creek area*  
*Pedestrian ways going to stations from residential areas*  
*Hotels to support office/business needs*  
*RISD complex – like the building*  
*Natural boundary break to residential*  
*Larger office complexes next to NCE*



Table 3.

*Table 3*

*High density between station and NCE  
 Office/retail/maybe duplex or apartments for people commuting downtown  
 Change the area to something different from the norm  
 Older areas could redevelop as bookstores, bakery shops, etc.  
 Parks next to learning centers and churches  
 Strip of office/retail along rail  
 Leave Blue Cross Blue Shield building as is  
 Keep older residential the same  
 Retail shops along Greenville Avenue  
 West side of NCE – new office/retail  
 Upgrade bike trails to streets*



Table 4.

*Table 4*

*Concerns about RISD building – historic appeal  
 More parks, more greenspace  
 Keep spring – important historical site  
 High rise along NCE – mix of housing above retail  
 Mixed-use between NCE and rail line  
 High density residential between the rail line and the creek  
 Single-family to the east  
 Parks and trails distributed throughout the rail corridor  
 Light industrial  
 Senior apartments and townhomes  
 Retail scattered throughout  
 Nice, large-chain grocery and convenience stores to serve area  
 Address crime prevention  
 Capitalize on underground utilities  
 Lighting issues  
 Some comment about this being a flood plain area*





Table 5.

- Table 5
- Widen Greenville Avenue
  - High rise or retail next to station
  - Retail and entertainment along rail
  - Large grocery store to serve area
  - High-rise office complex along rail
  - Greenspace/parks
  - Trails along DART rail



Table 6.

- Table 6
- Buffer housing & retail
  - Linear park along flood plain
  - High-density apartment along rail
  - Grocery store to serve residential area
  - Office/retail
  - Mixed use developments (retail with residential; restaurant with office; etc.) along Spring Valley
  - Fitness center
  - Convenience stores
  - Restaurants
  - Hotel
  - Medical office
  - More retail
  - High-rise along Spring Valley/NCE
  - Large retail department store
  - Retail and shopping areas
  - West of NCE housing/retail—high density
  - Greenbelt



Table 7.

- Table 7
- Preserve oldest residential area – landmark area
  - Trail up and down rail
  - Bank building area could redevelop as 6 to 10 story apartments
  - Store-front police precinct station near DART
  - Like to see upscale development
  - Security doors (like in NY) electronic locks
  - Variety of uses along Spring Valley
  - Ball park
  - Good access across feeder lines to DART from residential



Table 8.

- Table 8
- Key difference – pedestrian bridge to tie residential neighborhood
  - Currently no access to DART
  - Access from residential by trails to DART
  - Preserve greenbelt along flood plain area
  - Higher-density close to station
  - High-rise office along NCE
  - Pedestrian-friendly access along Spring Valley to station
  - East—areas of houses of historic interest—need strategy to preserve
  - Single-family redevelopment—heavily-treed area
  - Make use of existing trees
  - Park area

# SPRING VALLEY STATION

## WORKSHOP #2 - COMMENTS

### **Table 1**

1. Circulation is a concern.
2. Connection across Central Expressway is critical to area around station.
3. Spring Valley has high traffic volumes; need better connections across Spring Valley.

### **Table 2**

1. Traffic flow on Sherman and Spring Valley
2. Historic houses may not like retail and pedestrian activity in such close proximity.
3. Concerned that traffic and people from Plano will come to Spring Valley to take DART.
4. Connections between single-family neighborhood and station.
5. Retail must be appropriate and useful to station.
6. Take into consideration what the station will be like after rush hours. Be sure to have uses that will continue activity after rush hours and businesses that serve the neighborhood.
7. Theme Park. Attractions all day.
8. Redevelop RISD.
9. Potential links between existing neighborhoods.

### **Table 3**

1. Connections from single-family neighborhood to station.
2. Keep single-family neighborhood to the east intact
3. Bring back McKamy Park.
4. Small-scale grocery store, approximately 20,000 sq.ft.

### **Table 4**

1. Liked walkway across Central.
2. Bus/Shuttle service to access station from surrounding neighborhoods.
3. Open space and sun.
4. High-rise office along Central Expressway.
5. Senior housing, grocery, and restaurants around station.

### **Table 5**

*Note: There were no comments from Table 5 because it was empty.*

### **Table 6**

1. Be sensitive to the single-family character to the east.
2. Open space near station as an amenity.
3. More connections to single-family (sug. Maple Street)
4. Redevelop RISD and Athletic Complex.
5. West side of Greenville should be included into study area.
6. Consolidate surface parking.
7. Comerica Bank site may be redeveloped.
8. Restaurants and entertainment continued across Spring Valley.
9. Connections across Central Expressway are good, MORE.
10. Step down density towards neighborhood.

### **Table 7**

1. Create connections that are not so auto-oriented.
2. Comerica Bank and hotel may be good site for gateway project.
3. There may be too much housing around the Wastewater Treatment Facility.
4. Better use of RISD site?

### **Table 8**

1. Walkway across Spring Valley.
2. Upgrade RISD.

### **General Comments At The End**

Create shade from heat (trees, covered walkways, etc.)

# SPRING VALLEY STATION

## MARK-UP PLAN

---

Every icon used in the workshops was recorded and drawn over to create the Mark-up Plan. This map was then analyzed to create a Consensus Map.



*Mark-up Plan.*

# SPRING VALLEY STATION

## CONSENSUS PLAN

This plan showed the ideas generated by the participants with the greatest degree of consensus. This plan was repeatedly referred to by the consulting team when developing the Illustrative Plan.



*Consensus Plan.*

# SPRING VALLEY STATION

## MAPS AND PLANS

---

### *Synthesis Map*

#### **The Spring Valley Station Area Concept Plan**

The Spring Valley study area lies between St. Paul Drive on the west, Greenville Avenue on the east, West Phillips Street on the north, and East Buckingham Road on the south. The plan envisions the area's long-term development, using a twenty-year or greater time horizon. The plan for the Spring Valley Station divides the study area into three distinct sub-areas, the Transit Oriented Development area, the Mixed-Use Pedestrian Corridor, and the Urban Residential Neighborhood.

#### **Transit Oriented Development (TOD)**

Located on Lingco Drive, the Spring Valley Station is the first DART station north of Dallas. A concentration of housing and retail will be clustered around the station, encompassing the areas within a ¼-mile walking radius of the station. The height and size of residential structures will step down as they approach the existing residential neighborhood to the east. A proposed pedestrian loop will provide a dedicated pedestrian connection from the DART station to the existing neighborhood.

#### **Mixed-Use Pedestrian Corridor**

Spring Valley Road is a wide, heavily-traveled street, which makes it challenging to create a safe and active pedestrian environment. The plan proposes a Pedestrian Corridor loop that runs along Sherman Street and connects through the Urban Residential Neighborhood (described below). The corridor will be characterized by continuous street frontage of buildings and wide sidewalks. Parking will be accommodated on-street, and made efficient through the use of shared parking strategies. Additionally, the Pedestrian Corridor will contain mixed-use buildings with ground-floor retail and restaurants with offices or residential above.

#### **Urban Residential Neighborhood**

The plan proposes residential uses between the DART station and the creek. This area will complement the additional residential uses found in the Mixed-Use Pedestrian Corridor.

### *Illustrative Plan*

The Illustrative Plan is a more detailed study into the concepts presented in the Synthesis Plan. The majority of the proposed development is within a ¼-mile walk of the station, with higher intensity uses concentrated along Central Expressway and adjacent to the station. East of the station, the intensity gradually steps down for a smooth transition into the existing neighborhood.

The plan proposes high-rise office buildings along Central Expressway. These buildings will address the street and contain internal courtyards or embedded parking structures. The ground floors will be reserved for retail uses to reinforce the pedestrian edge.

The blocks just east of the office district will house the Mixed-Use Pedestrian Corridor. This area could include an urban grocery store and large-footprint retail uses in mixed-use buildings. Upper floors will contain residential or office uses. As in the Central Expressway office corridor, buildings in this area will relate to the street. Parking will be placed internally, accessible by service alleys.

To the east of the station, the plan proposes townhouses and apartments to complement the residential uses further east. The creek and open space near McKamy Springs create a natural buffer to screen new higher-density buildings from the existing neighborhood to the east.

Many residents noted the lack of pedestrian connections to the station. To provide improved pedestrian linkages, paths and trails will connect the station through McKamy Springs area to the existing neighborhood to the east. Improvements to Sherman Street will also reinforce the area's pedestrian character.

### *Regulating Plan*

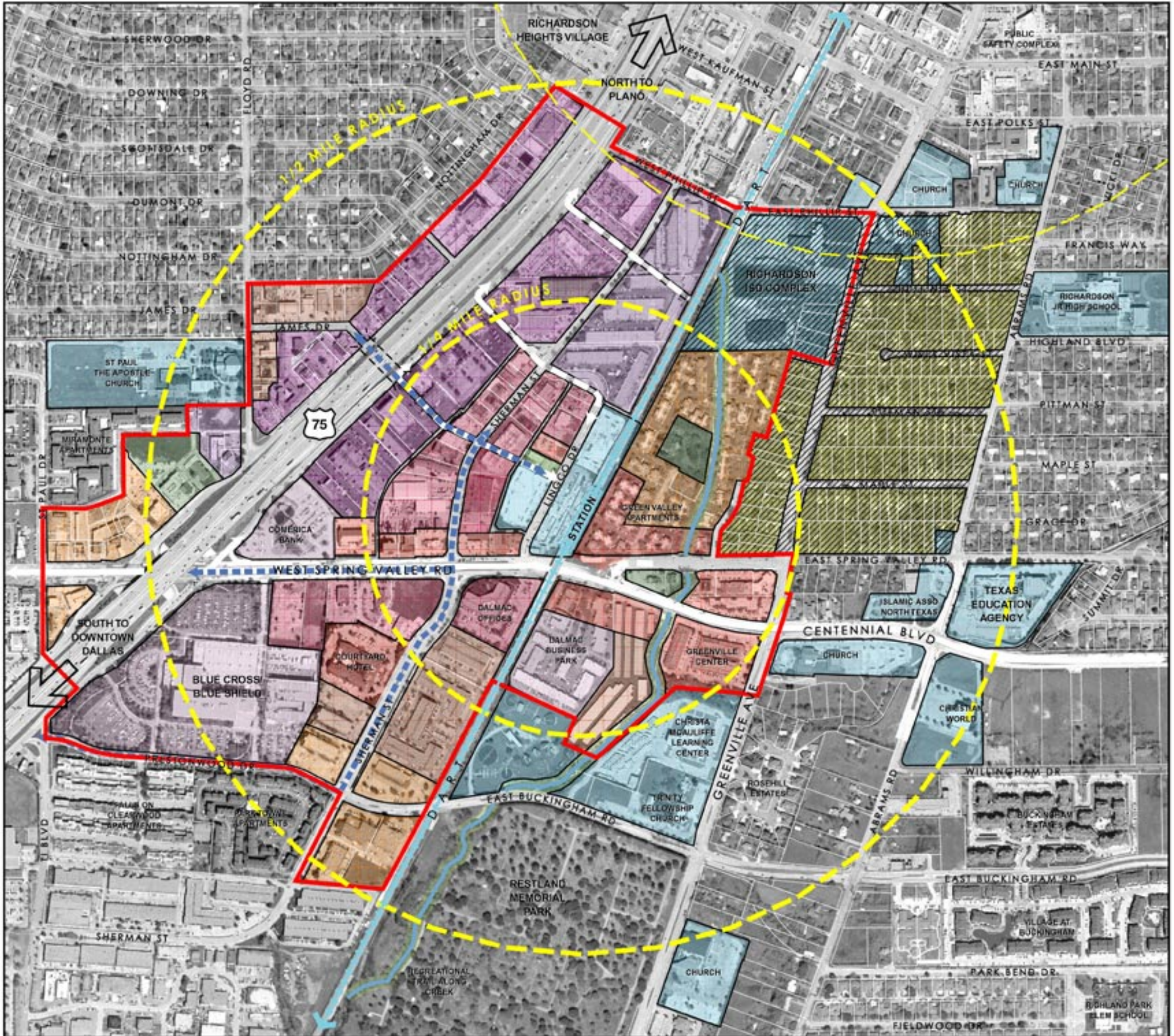
The Regulating Plan is the first step towards implementing the proposed changes in the Illustrative Plan. The plan shows the infrastructure improvements and possible zoning changes needed.

# SPRING VALLEY STATION AREA

## SYNTHESIS MAP

### LEGEND

-  **Mixed-Use (Retail/Residential)**
-  **Retail**
-  **Mixed-Use (Office/Retail)**
-  **Mixed-Use (Office/Flex)**
-  **Office**
-  **Civic**
-  **Multifamily**
-  **Live-Work or Townhouse**
-  **Single Family**
-  **Public Open Space**
-  **Maintain/Rehab Existing Character**
-  **Creek**
-  **Major Traffic Flow**
-  **New Street Connections**
-  **Bike Routes and Walkways**
-  **Site Study Boundary**
-  **DART Rail**



**CITY OF RICHARDSON**  
**TRANSIT ORIENTED DEVELOPMENT**  
 Richardson, Texas  
 June 3, 2002





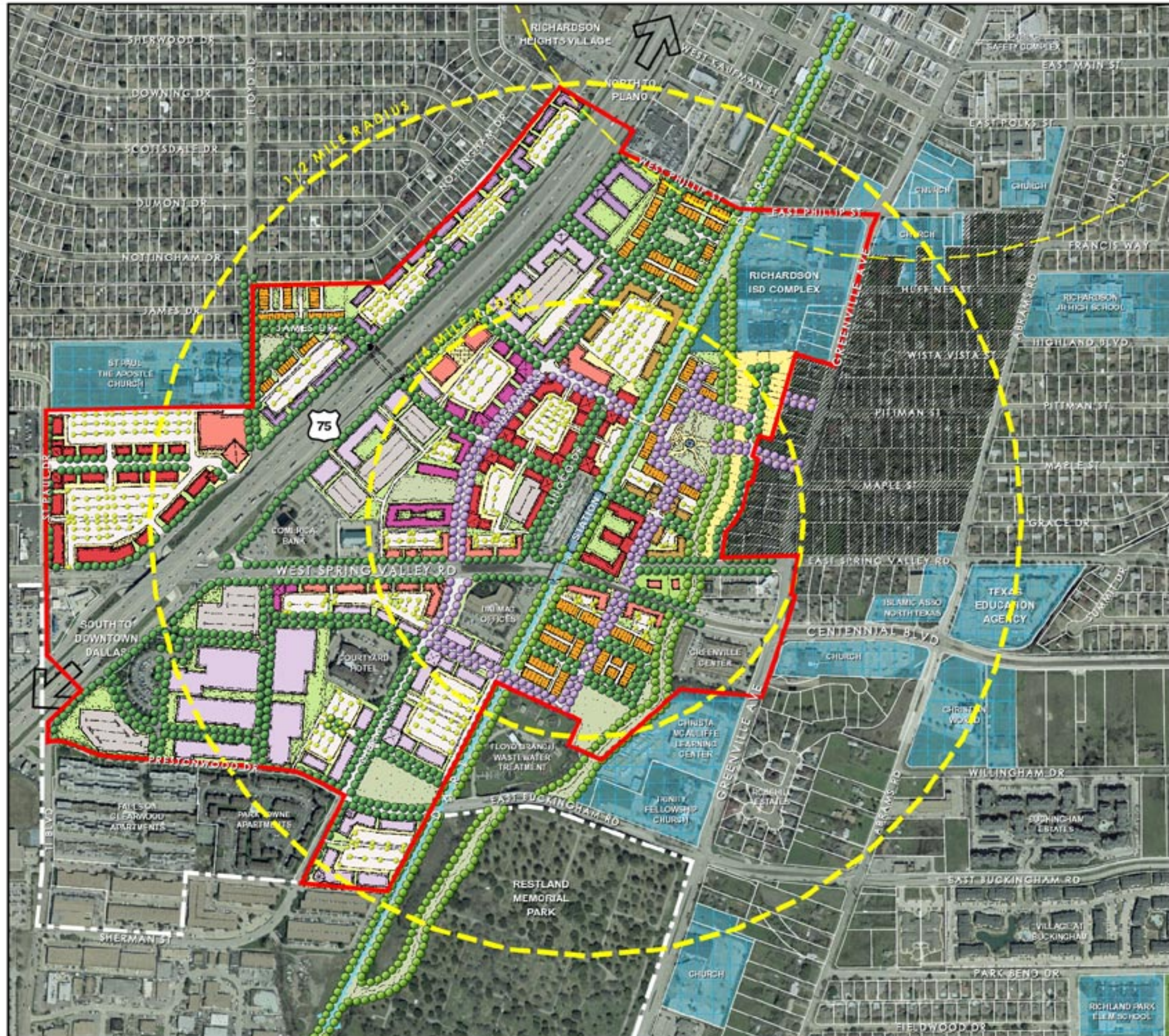


# SPRING VALLEY STATION AREA

## ILLUSTRATIVE PLAN (CAPACITY STUDY)

### LEGEND

-  Mixed-Use (Retail/Residential)
-  Retail
-  Mixed-Use (Office/Retail)
-  Mixed-Use (Office/Flex)
-  Office
-  Civic
-  Multifamily
-  Townhouse
-  Single Family
-  Private Open Space
-  Public Open Space
-  Parking Structure
-  Maintain / Rehab. Existing Character
-  Proposed Pedestrian Loop
-  Site Study Boundary
-  DART Rail

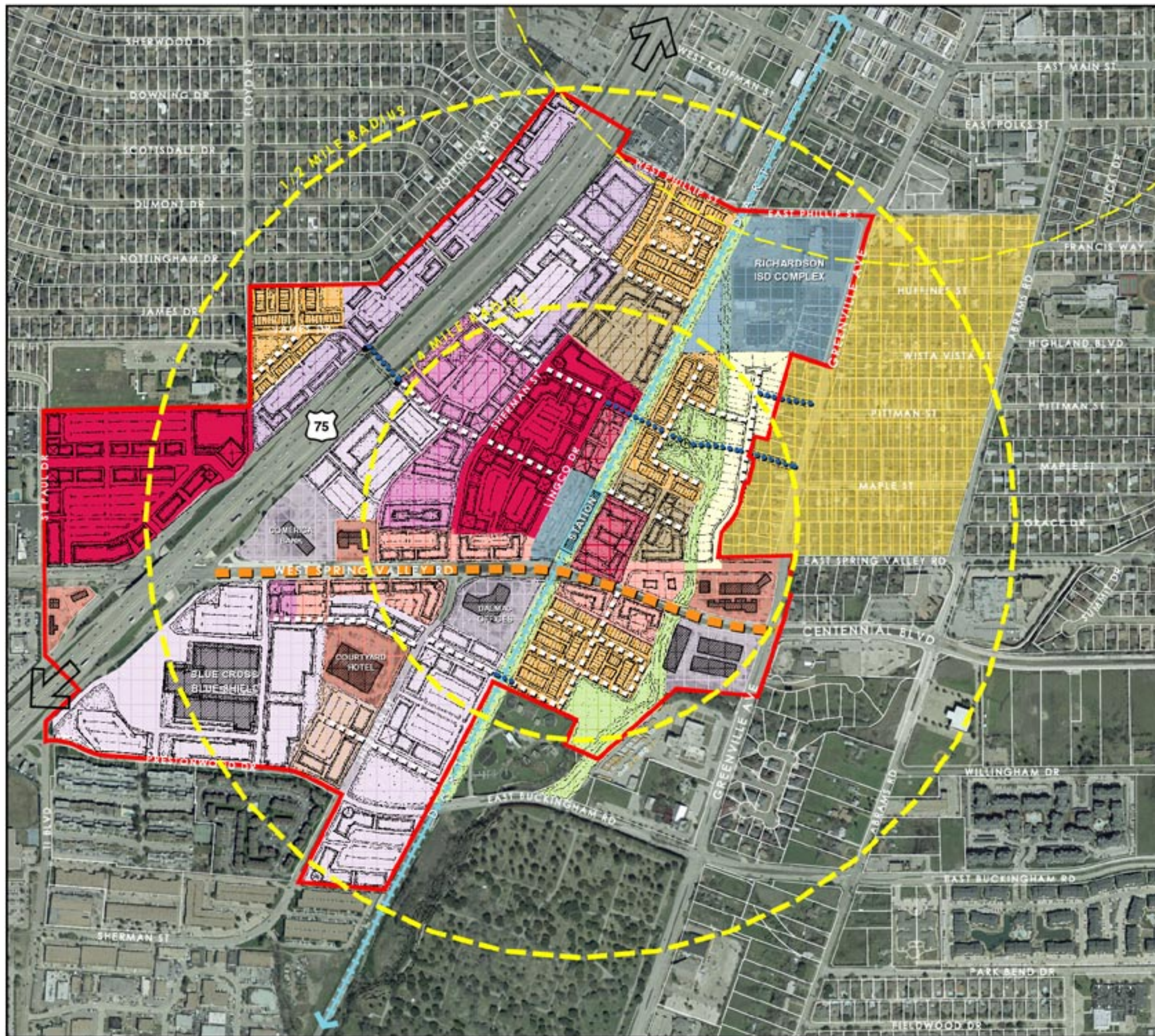


CITY OF RICHARDSON  
 TRANSIT ORIENTED DEVELOPMENT  
 Richardson, Texas  
 August 1, 2002





# SPRING VALLEY STATION AREA REGULATING MAP



## LEGEND

-  Mixed-Use (Retail/Residential)
-  Retail
-  Mixed-Use (Office/Retail)
-  Mixed-Use (Office/Flex)
-  Office
-  Civic
-  Multifamily
-  Townhouse
-  Single Family
-  Public Open Space
-  Maintain/Rehab Existing Character
-  Major Street Improvements
-  New Street
-  Pedestrian Connections
-  Study Area
-  Existing Buildings & Uses to Remain
-  DART Rail

CITY OF RICHARDSON  
TRANSIT ORIENTED DEVELOPMENT  
Richardson, Texas

August 1, 2002

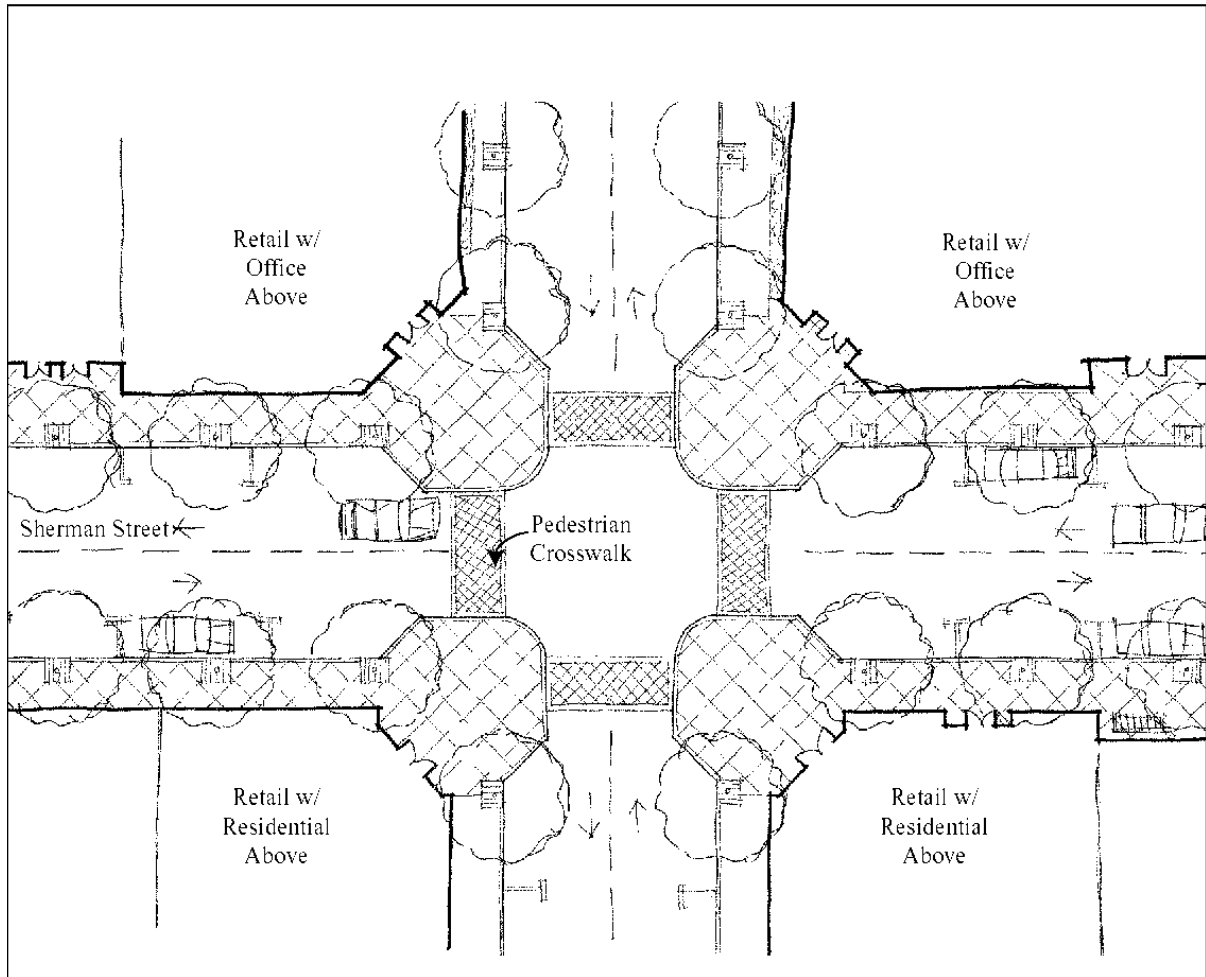




# SPRING VALLEY STATION

## INTERSECTION STUDY

The following is a study of a typical intersection on Sherman Street. Street trees and on-street parking separate pedestrians from moving traffic. Street trees are placed in grated tree-wells in areas of high pedestrian activity. In addition, sidewalk widths should be sized for anticipated pedestrian activity. All buildings should have street-facing entries and windows.



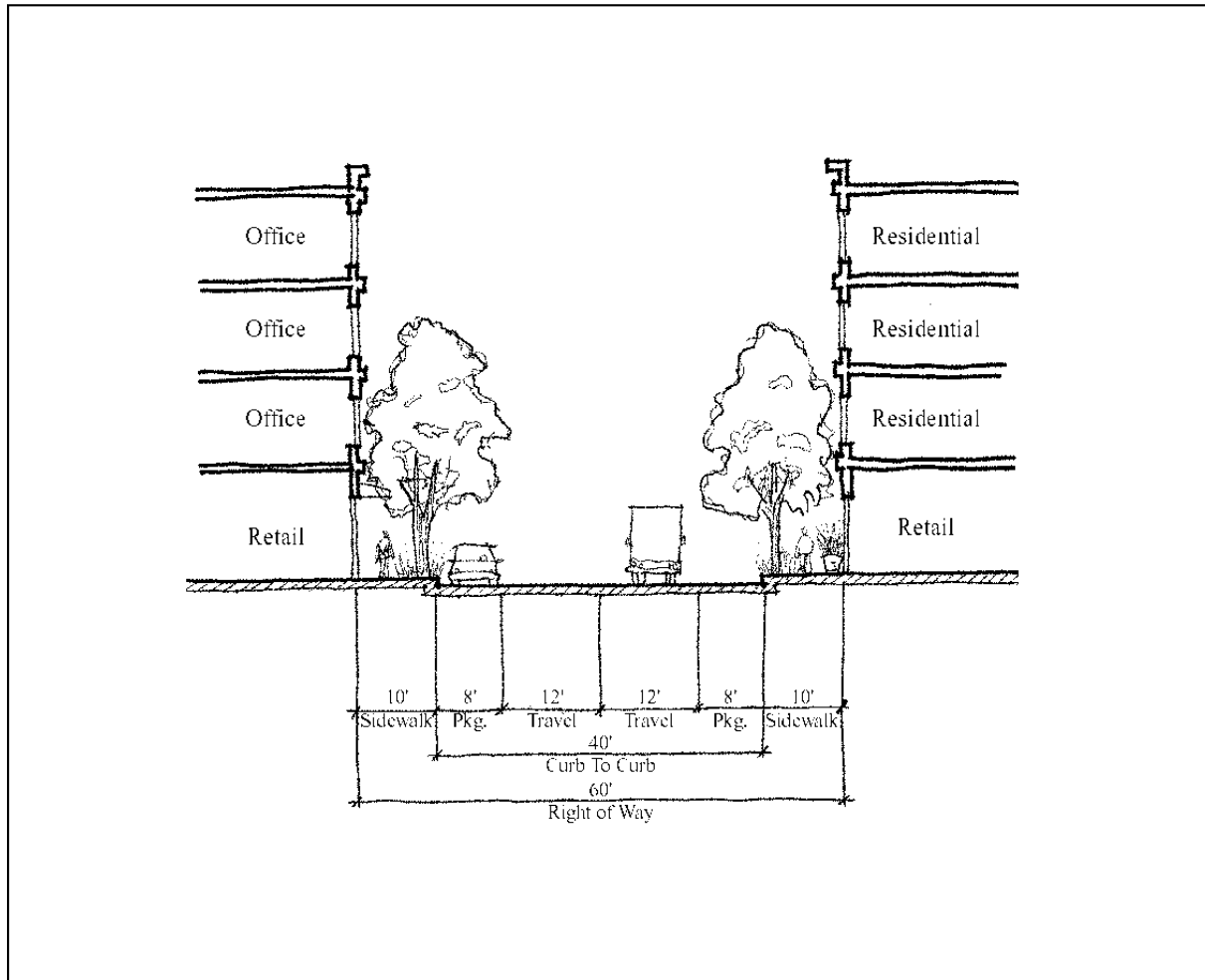
TYPICAL INTERSECTION  
ALONG SHERMAN



# SPRING VALLEY STATION

## STREET SECTION

Sherman Street will have one travel lane in each direction, parallel on-street parking on both sides, and a minimum 10-foot sidewalk to provide for high pedestrian activity. Bringing building entrances close to the edge of the street enhances the continuity, attractiveness and safety of streets.



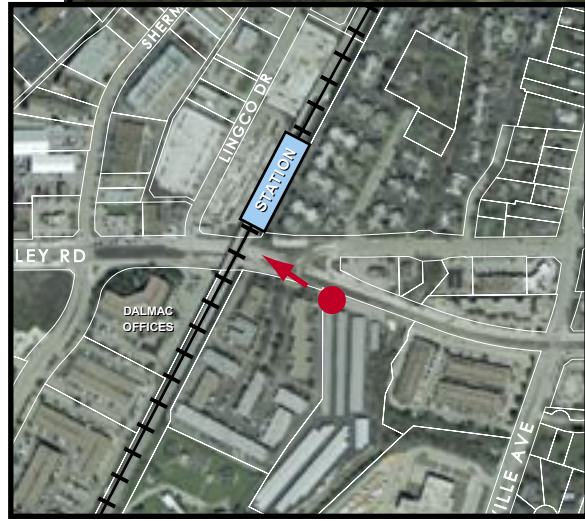
SHERMAN STREET





Spring Valley and Centennial Split

# Spring Valley - Current



Spring Valley and Centennial Split (with Proposed Improvements)

# Spring Valley - Proposed









# MAIN STREET STATION

## WORKSHOP #1 - COMMENTS AND MAPS



Table 1.

Table 1

*Little Manhattan.*

*High-rise (6 to 10 stories) with retail below.*

*Housing 6 to 10 stories w/retail at the bottom to support the neighborhood.*

*Want people to have homes to come to and a fine station to leave from.*

*Lofts & townhouses, residential*

*Movie theater, museums, hotels, more office/retail (like Mockingbird Station).*

*Restaurants, cafes, deli and bakery. Retail places where dinner can be picked up.*

*Lots of trails, trees, bridge over NCE.*



Table 2.

Table 2

*South of Arapaho, offices, cafes, restaurants, high-rises to Jackson Street.*

*Create loft spaces near the stations.*

*East side of Greenville, trails that run parallel to the tracks through town. Link Interurban to DART station area.*

*Medical facility for the area.*

*Sidewalk improvements. Improve/beautify downtown area.*

*Bring back Farmer's Market.*

*Police Department presence along the rail.*

*Community Center South in Old Town.*

*Offices between NCE and Greenville.*



Table 3.

Table 3

*This group was against having a station built here, however, they did participate in the exercise. They felt the stations were too close together and would deter ridership. Maintain Greenville as a barrier to the East residential area.*

*On the North, develop high-quality duplexes or quadraplexes to compliment single-family.*

*No high-density east of Greenville.*

*East of Greenville, hotels, department stores, apartments, high-rise apartments 5 to 10 stories, multi-uses.*

*On Main Street – maintain the integrity of Old Town and develop to increase the value.*

*Parking spaces.*

*Urban plaza adjacent to the proposed station.*

*Greenbelt; hike and bike trail.*



Table 4.

Table 4

*Extend Sherman Street all the way through.*

*Shopping areas with multi-retail developments. (Restaurants, Starbucks, multi-level offices)*

*6-10 story developments at Main Street*

*Main Street grocery tailored to neighborhood – Mockingbird Station-like.*

*Starbucks; multi-purpose. Entrance to the neighborhood walk through with focal point, then older buildings that have been revitalized in the style of the 50's and 60's.*

*Do away with Interurban Street. Other side of Texas Street a tree boulevard.*

*Across Greenville, parking (like the SBC parking garage). Park areas.*

*Beyond Terrace Shopping Center, 3 to 5 story housing and retail close to station and through the entire area. Access to two stations close by.*



Table 5.

*Table 5*

*Envisioned area filled.*

*Downtown parking needed on North side of Main Street Station.*

*Extending South of station lofts, townhomes, parks.*

*Frontage area containing high-rise on North corner of Belt Line to NCE.*

*Office complexes 3 to 5 stories all the way down, with townhomes behind to buffer single-family residential.*

*Movie theaters, playhouses within walking distance of the station.*

*Greenwalk way as a lead in.*

*Terrace Shopping Center; more retail and behind that townhomes.*

*Parks, museums, fill up the entire area.*



Table 6.

*Table 6*

*Improve walking access across NCE and a pedestrian mall area.*

*Upscale to Richardson Heights and townhomes.*

*Need more light in the area. Improve traffic calming.*

*Bike lane on Dorothy Drive that will feed into area trails to Galatyn.*

*Restore Farmer's Market.*

*High-rise along US 75 (4 to 6 stories).*

*Adapted use of historic areas providing monuments.*

*Across from the police station a Starbuck's—important!*



Table 7.

*Table 7*

*Near station covered/shaded walkway to areas of interest to combat heat. Create a safe way to walk to the retail areas.*

*Terrace Shopping Center leave the same.*

*Add Office/Retail 3 to 5 stories.*

*Pocket parks.*

*Some high rises and multi-use (6 to 10 stories). Office space.*

*Retail along NCE.*

*On North side, still within ¼-mile of station, a children's center with pool (Main Event type). Draw families into the area.*

*Create a way to walk under the freeway.*

*Open air market.*



Table 8.

*Table 8*

*Improve and refurbish in and around Belt Line with or without a DART station.*

*Parking concerns. Currently, there is no reason for people to come to the area, walk, shop (coffee shop or bookstore), sit at a café. There needs to be a reason to come; create a draw to the area.*

*Pick-up and drop-off areas at the station. Maybe multi-level parking structures.*

*Consolidate some lots and create some parks, recreation areas, areas to sit and picnic.*

*Some new businesses and maintain those already present.*

*Create a shopping center development.*

*Public Safety Center.*

*Add new multi-purpose area just below multi-level office & retail. Maybe in future, live above retail. For now, multi-level shopping & office space. To create more traffic, there has to be more businesses, and for there to be more businesses there has to be more traffic, etc.*

# MAIN STREET STATION

## WORKSHOP #2 - COMMENTS

### **Table 1**

There are no comments from Table 1 because it was empty.

### **Table 2**

1. Buffer special residential neighborhood from industrial uses to the east.
2. RISD. HISTORICAL! Must preserve.
3. Trails and street improvements on Greenville and Main Street.
4. Walkways finger into neighborhoods.
5. CONNECTIVITY.
6. PARKING!! Make sure to keep Main Street as a neighborhood-serving station.

### **Table 3**

There were no comments from Table 3 because it was empty.

### **Table 4**

1. High-density residential and retail along 75
2. Concerned church (at North Walton) may sell.
3. Traffic congestion leading into residential area.
4. Traffic congestion on Main Street will get worse, need pedestrian overpass.
5. Improve existing “Old Town”.
6. Houses in “Old Town” must be preserved (60 to 80 years).
7. Parking! Parking! Parking!
8. Make sure high-density housing has appropriate parking (2 to 3 spaces/unit).

### **Table 5**

1. PARKING!!!!
2. Maintain it as a destination station.
3. Take advantage of the existing multi-cultural uses.
4. Create something new.
5. Design something with quality and high class.
6. Improve overall value of area.

### **Table 6**

1. There is no Town Square in the “Old Downtown”.

### **Table 7**

1. Liked the plan and the mixed-use designation.
2. Do not displace current business owners.
3. Proposed number of multi-family will have strong impact on schools, public safety and fire.
4. All stations should be well-coordinated.

### **Table 8**

1. Move pedestrian bridge toward Main Street to allow for more foot traffic.
2. Office along NCE with parking under 7 stories.
3. Theatres and cafes.
4. Establish uses that will be able to continue activity after rush hours.
5. Outside seating cafes.
6. Affordable housing in the area.
7. Keep big chains out of the downtown.
8. More shopping and grocery at Richardson Heights.
9. Utilize empty office spaces.
10. 2-stories east of Greenville.

# MAIN STREET STATION

## MARK-UP PLAN

---

Every icon used in the workshops was recorded and drawn over to create the Mark-up Plan. This map was then analyzed to create a Consensus Map.



*Mark-up Plan.*



# MAIN STREET STATION

## CONSENSUS PLAN

This plan showed the ideas generated by the participants with the greatest degree of consensus. This plan was repeatedly referred to by the consulting team when developing the Illustrative Plan.



*Consensus Plan.*

# MAIN STREET STATION

## MAPS AND PLANS

---

### *Synthesis Map*

#### **Main Street Station Area Concept Plan**

The Main Street Station is a proposed DART stop in Richardson between the Spring Valley Station and the Arapaho Center Station. Main Street Station would offer significant potential for compact infill development. Two underutilized retail centers, Richardson Heights Village and Terrace Shopping Center (International Center), provide prime opportunities for infill, renovation and redevelopment. The station would also service Richardson's old downtown located on Main Street. The plan divides the station area into three conceptual sub-areas. A proposed pedestrian loop would link these three centers.

#### **Transit Oriented Development (TOD)**

The Main Street Station is proposed where the DART tracks meet Greer and Jackson Streets, between Central Expressway and Greenville Avenue. Within ¼-mile (typical walking distance) of the proposed station, the plan envisions mixed-use buildings with ground-floor retail and residential uses above. To meet parking demands while retaining a pedestrian-friendly atmosphere and a land-efficient development pattern, the plan proposes multi-level parking structures.

#### **Downtown Infill**

Richardson's existing downtown is located south of the station and spans from Central Expressway to Greenville Avenue. Through the years, the downtown has declined. In this area, the plan proposes small-scale infill development to repair gaps in the urban fabric. Parking structures proposed on Polk Street will consolidate parking, alleviate current parking issues, and allow parcels currently used for surface parking to be redeveloped more compactly.

#### **Terrace Shopping Center/ International Center**

The Terrace Shopping Center located east of the station is useful to the community, but is currently in need of repairs. A grocery anchor and small stores on the site cater to the local Asian community. The shopping center could be redeveloped as an International Center, which would incorporate a mix of uses.

### *Illustrative Plan*

The Illustrative Plan shows the station located at Greer Street near Greenville Avenue. Immediately surrounding the station and up to ¼-mile away are 2 to 3 story mixed-use buildings containing ground-floor retail with housing or office units above. South towards Main Street new development will take the form of small-scale infill investments to complement the character and pattern of existing developments. Additionally, a public plaza at Greenville Avenue and Main Street will provide an open space amenity in downtown for various events.

The area around the station also contains opportunities for larger-scale redevelopment at Terrace Shopping Center, Harwood International and Richardson Heights Village. Terrace Shopping Center and Harwood International are envisioned to be redeveloped with street-fronting mixed-use buildings. By incorporating residential uses above retail at these and other sites, the station area will continue to stay active during non-commute hours. A renovated Richardson Heights Village could retain its commercial character and add a row of new commercial structures at the street edge.

The block immediately to the west of the station will contain additional mixed-use buildings with minimal setbacks. One block further west, adjacent to the freeway, will be a row of high-rise (6 to 8 story) mixed use and office buildings. These buildings will be street-fronting, and will contain internal courtyards or embedded parking structures. The ground floor of these buildings will be reserved for retail uses to absorb any retail which may/must relocate and to reinforce pedestrian activity along the street.

A pedestrian loop street created by relocating and renovating some of existing streets will connect these important projects (described above) with the Main Street and the station.

For the area as a whole, higher-density uses will be located nearest to the station, and in the office buildings lining Central Expressway. Building height and massing will step down as one approaches the existing neighborhood.

### ***Regulating Plan***

The Regulating Plan is the first step towards implementing the proposed changes in the Illustrative Plan. The plan shows the infrastructure improvements, and possible zoning changes needed.

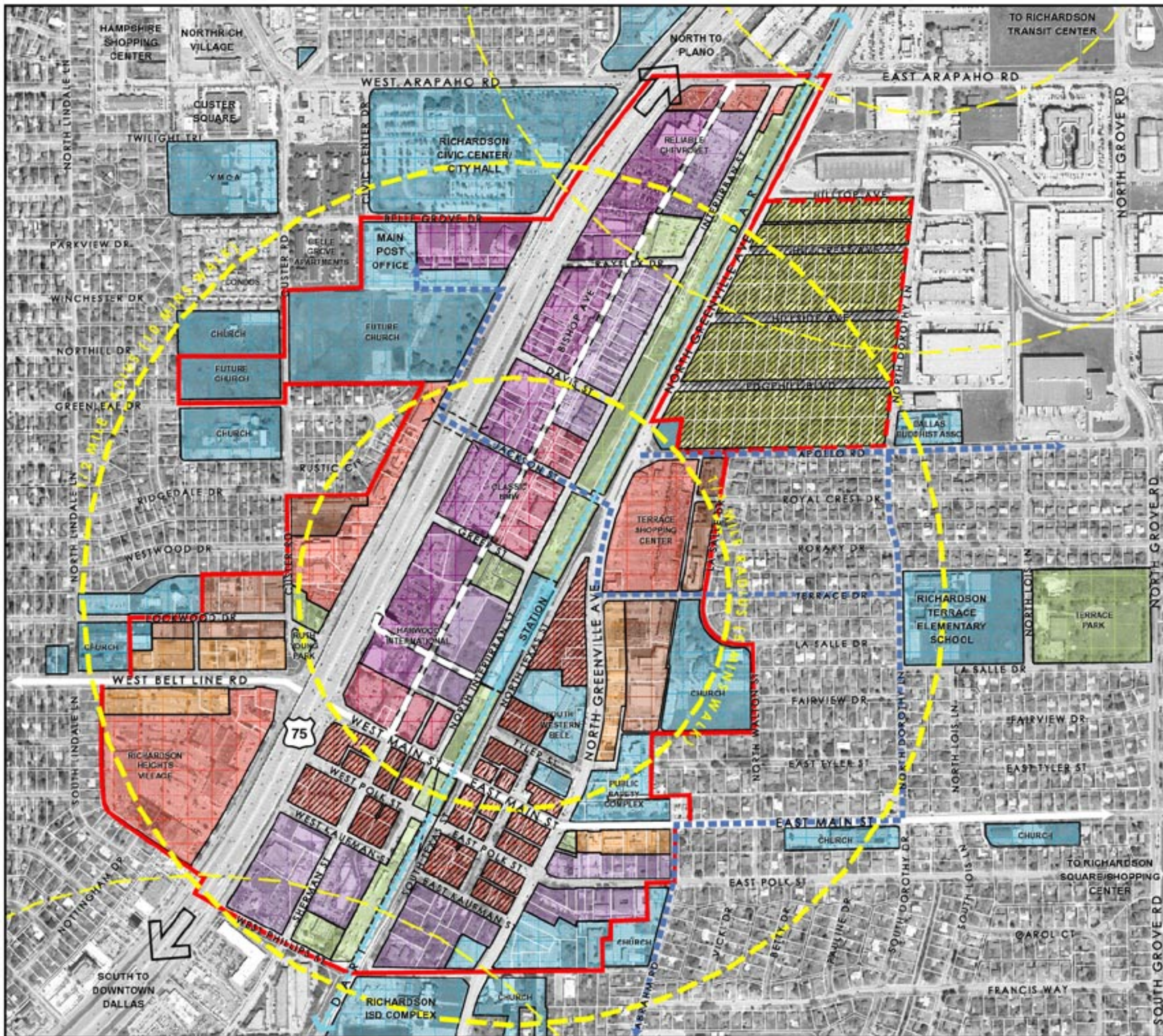


# MAIN STREET STATION AREA

## SYNTHESIS MAP

### LEGEND

-  Mixed-Use (Retail/Residential)
-  Retail
-  Mixed-Use (Office/Retail)
-  Mixed-Use (Office/Flex)
-  Office
-  Civic
-  Multifamily
-  Live-Work or Townhouse
-  Single Family
-  Public Open Space
-  Potential Study/Redevelopment Area (New Use/Continued Study)
-  Major Traffic Flow
-  New Street Connections
-  Bike Routes and Walkways
-  Site Study Boundary
-  Special Study Boundary (New Use/Continued Infill)
-  DART Rail



CITY OF RICHARDSON  
TRANSIT ORIENTED DEVELOPMENT

Richardson, Texas  
June 3, 2012

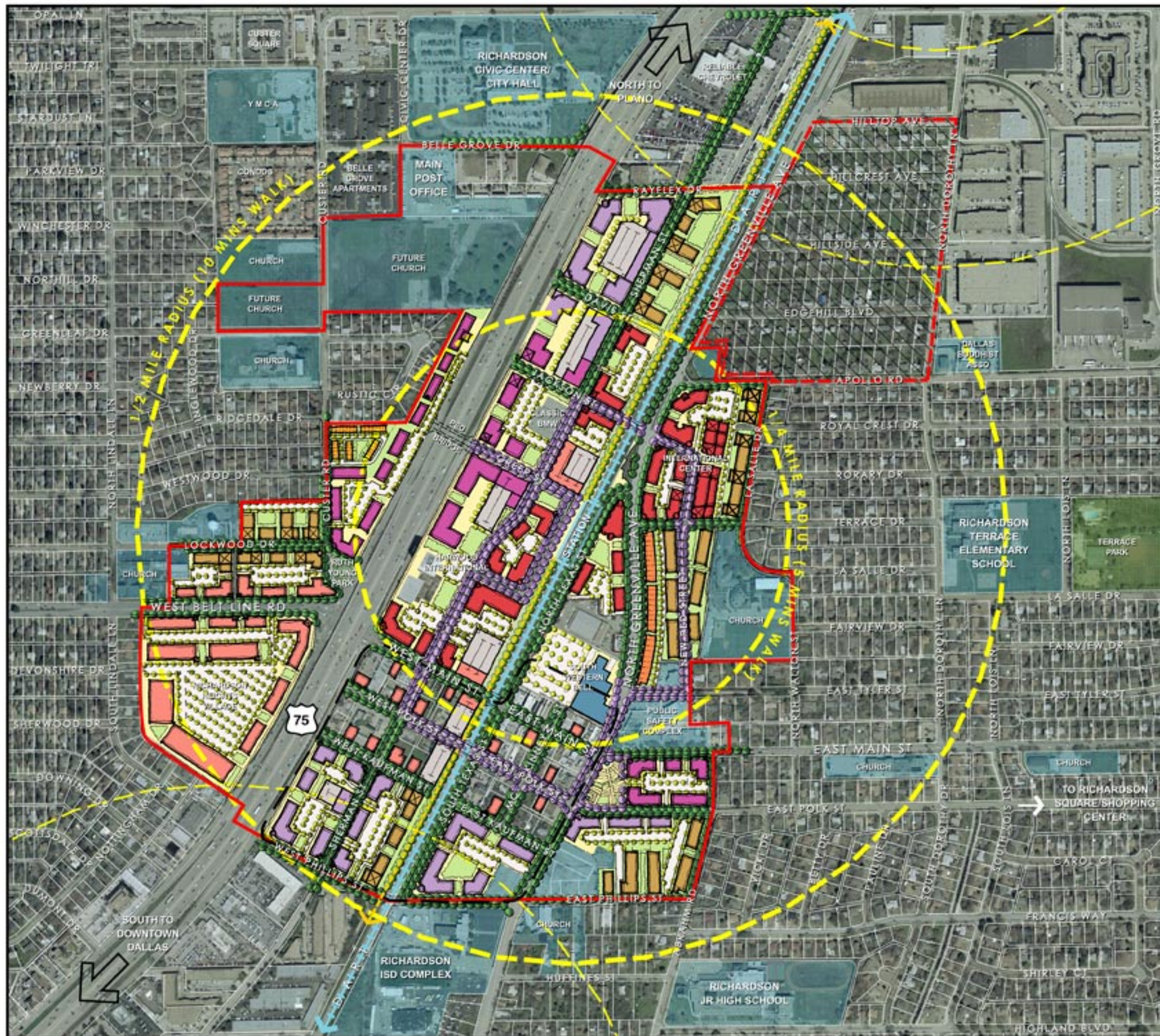




# MAIN STREET STATION AREA ILLUSTRATIVE PLAN (CAPACITY STUDY)

## LEGEND

	Mixed-Use (Retail/Residential)
	Retail
	Mixed-Use (Office/Retail)
	Mixed-Use (Office/Flex)
	Office
	Civic
	Multifamily
	Live-Work or Townhouse
	Townhouse
	Single Family
	Private Open Space
	Public Open Space
	Parking Structure
	Potential Study/Redevelopment Area (New Use/Continued Infill)
	Site Study Boundary
	Old Town Boundary
	Future Multi-use Trailway
	Proposed Pedestrian Loop
	DART Rail



CITY OF RICHARDSON  
TRANSIT ORIENTED DEVELOPMENT  
Richardson, Texas

September 9, 2002







# MAIN STREET STATION AREA REGULATING PLAN

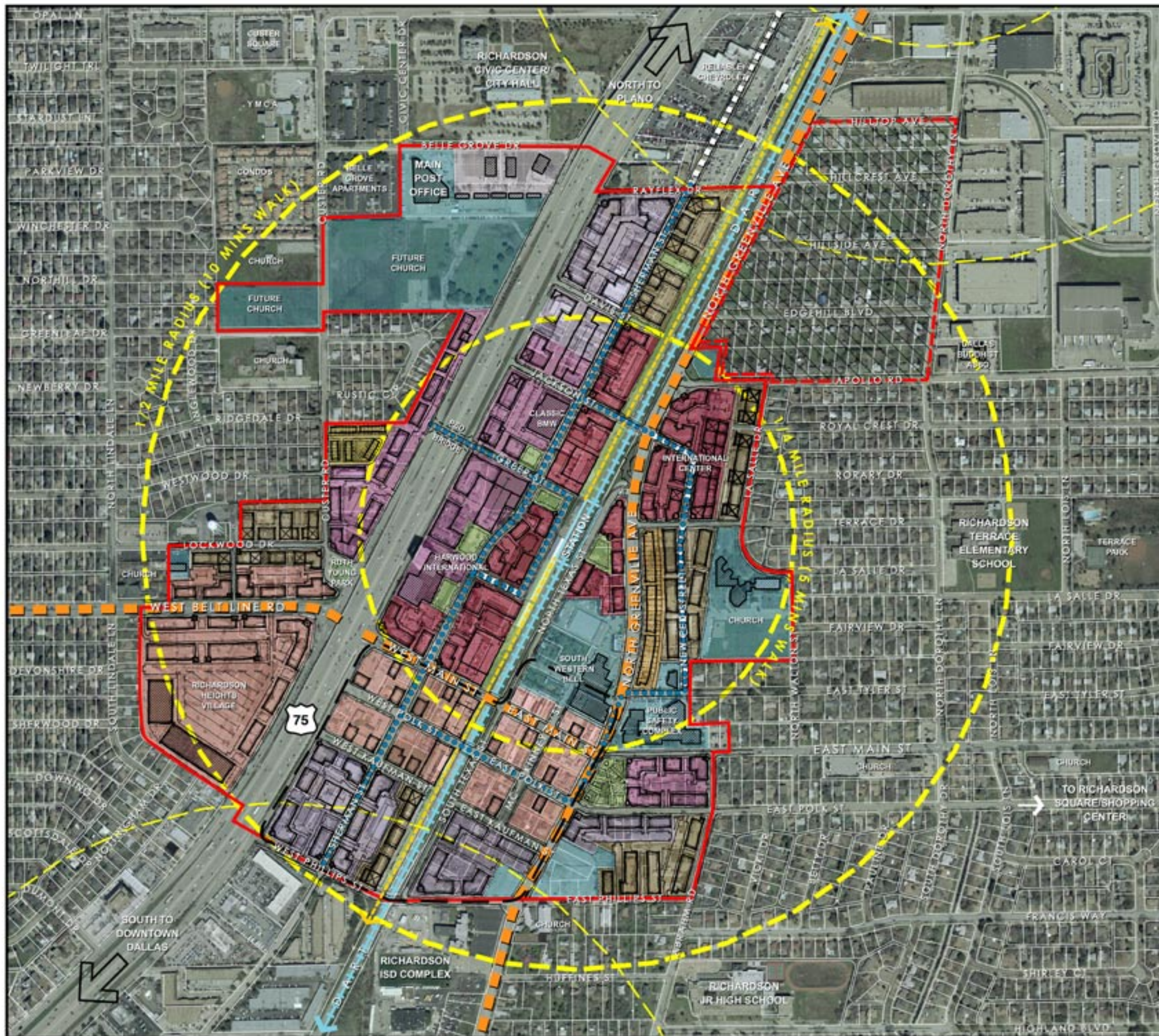
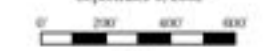
## LEGEND

	Mixed-Use (Retail/Residential)
	Retail
	Mixed-Use (Office/Retail)
	Mixed-Use (Office/Flex)
	Office
	Civic
	Multifamily
	Live-Work or Townhouse
	Townhouse
	Single Family
	Public Open Space
	Potential Study/Redevelopment Area (New Use/Continued Infill)
	Major Street Improvements
	New Street
	Pedestrian Connections
	Site Study Boundary
	Old Town Boundary
	Future Multi-Use Trailway
	Existing Buildings/Uses To Remain
	DART Rail

CITY OF RICHARDSON  
TRANSIT ORIENTED DEVELOPMENT

Richardson, Texas

September 9, 2002

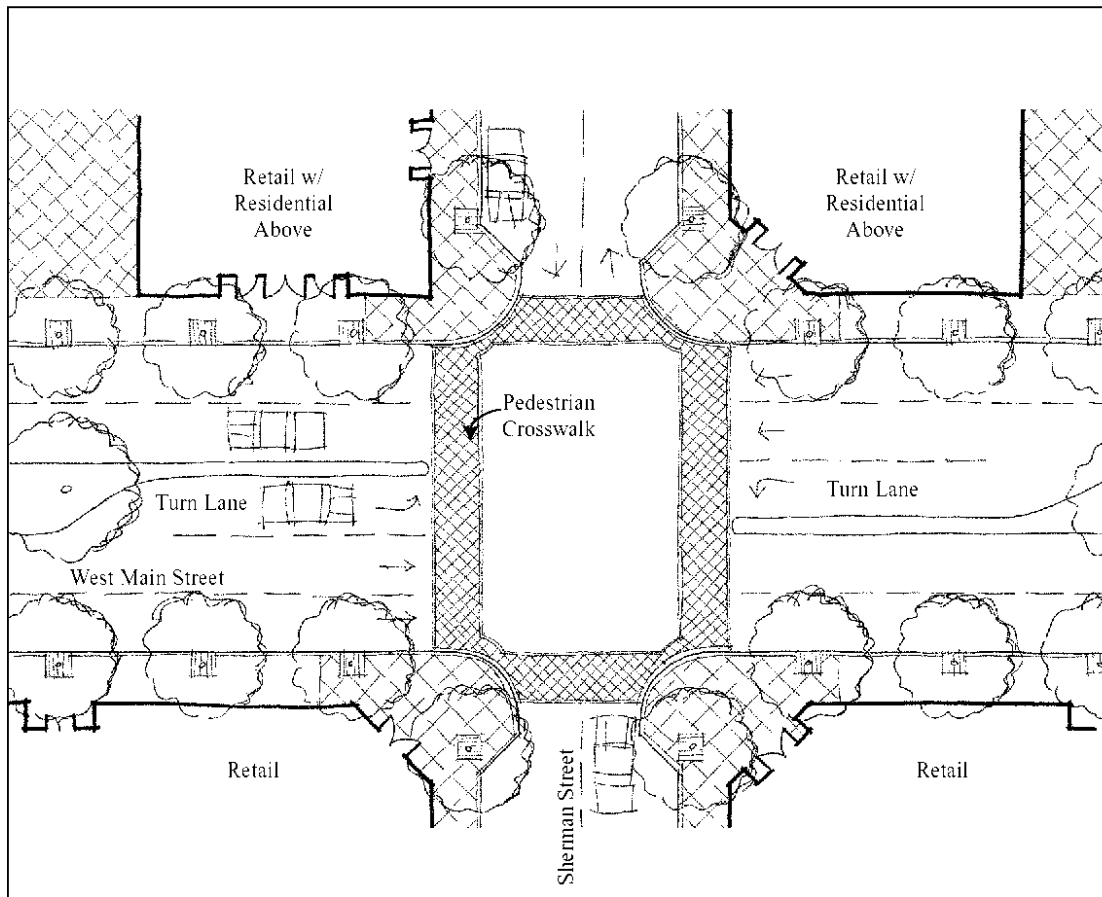




# MAIN STREET STATION

## INTERSECTION STUDY

The following is a study of the intersection of Main Street and Sherman Street. Due to the heavy traffic flow, a turn lane is proposed for easier access to Sherman Street. Street trees line the roadways to allow for a more comfortable walking experience. All buildings should have street-facing entries and windows.



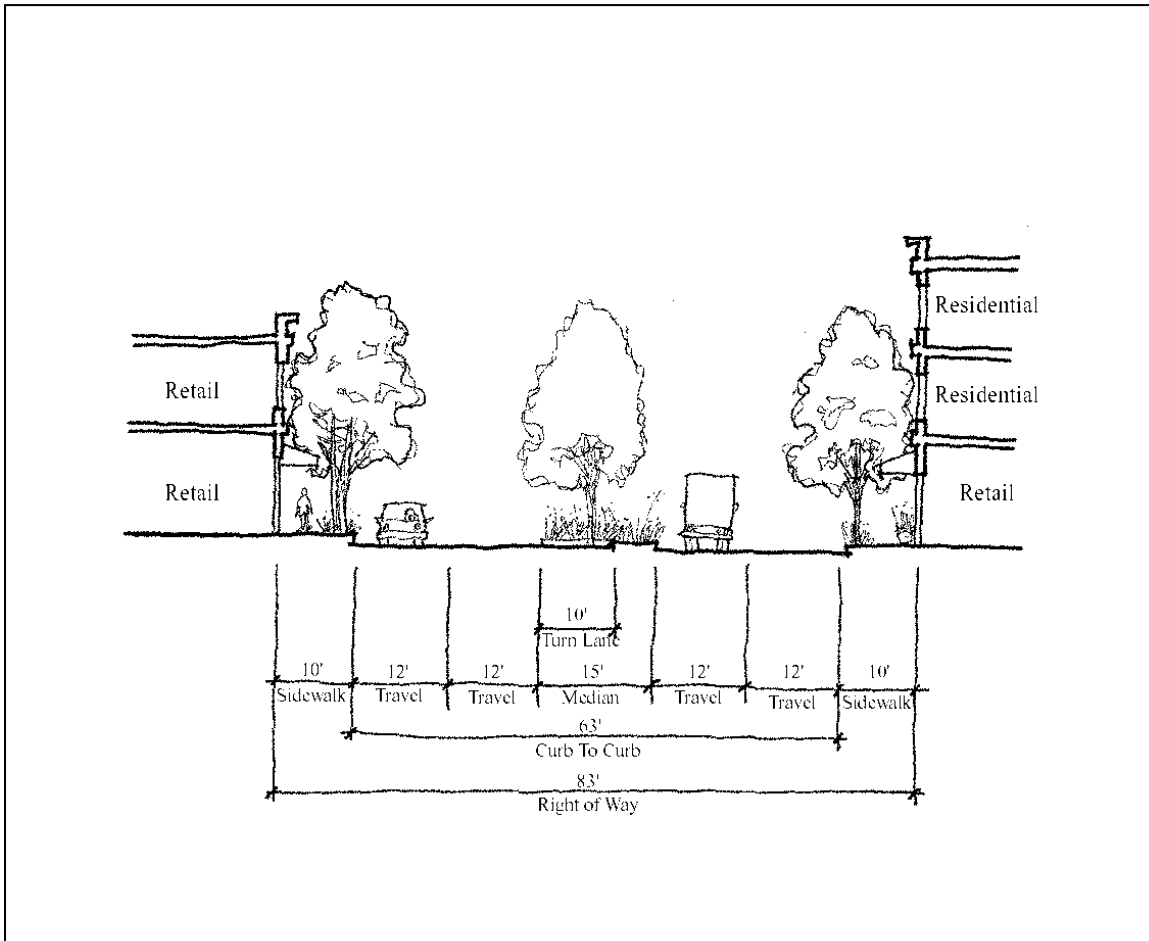
INTERSECTION OF WEST MAIN  
AND SHERMAN STREET



# MAIN STREET STATION

## STREET SECTION

Main Street will have two travel lanes in each direction and a minimum 10-foot sidewalk to provide for a more comfortable and safe walking environment. Bringing building entrances close to the edge of the street enhances the continuity, attractiveness and safety of streets.



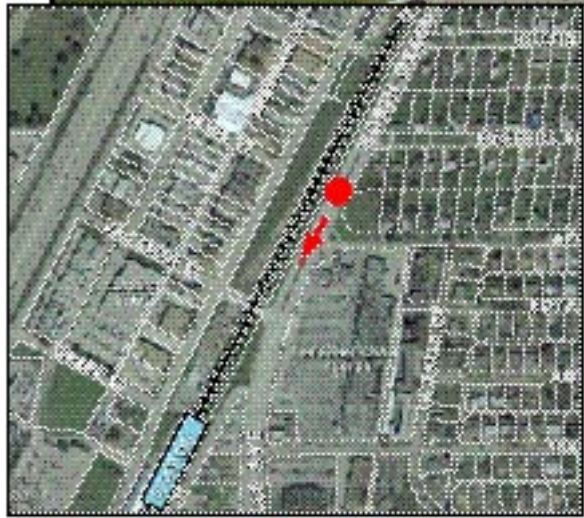
MAIN STREET





Greenville at Apollo

## Main Street - Current



Greenville at Apollo (with Proposed Infrastructure Improvements)

## Main Street - With Infrastructure Improvements





Greenville at Apollo (with Proposed Improvements)

## Main Street - With All Proposed Improvements







Implementation of the DART Station Plans will occur over a long period of time and require ongoing cooperation between property owners and a wide range of public agencies. Every level of planning and construction will be affected, from design of individual projects to construction of public facilities and streets. DART will also be asked to maintain an ongoing role to ensure that their facilities are well-integrated into the larger community. While this level of coordination is unusual, it is essential given the complexity of issues facing the sites and the magnitude of changes expected once the DART stations open.

The City of Richardson should carefully consider how their zoning and development codes either limit or accommodate station area development activities. Often, existing zoning does not permit the very development types that create a successful TOD district, such as mixed-use areas, dimensional requirements that allow for compact, pedestrian-friendly development, or lowered parking requirements.

Many local codes unwittingly discourage transit-oriented development through regulations designed to support automobile-oriented, single-purpose, suburban-scale development. Identifying and eliminating these regulatory barriers is a necessary first step for creating successful transit station communities. Land use regulations that are not specifically tailored to a transit-oriented environment may allow development that is not desirable. New regulations should not serve as a disincentive to TOD development.

Some common ways that zoning and development regulations can achieve station area objectives include:

- Development of new zoning category(s);
- Creating a transit overlay zone;
- Application of new regulations—either City or Applicant/Owner Initiated.

TOD regulations typically encourage higher densities near transit stations and a wider mix of land uses within a given area. They are spatial in that they attempt to minimize the distance between highly-developed areas and public transit facilities.

Additional regulations and policies should be instituted to provide a vehicle for development approval and to ensure that obligations to the public and private sector are fulfilled. Specific plans provide the link between the community's comprehensive plan and implementing regulations for a specific area such as a TOD district. Development agreements protect private development rights while providing contractually for the enforcement of transit regulations. Joint development and capital improvement programs provide the structural framework for financing and constructing the infrastructure needed to support these land-use patterns.

# RICHARDSON TOD

## SAMPLE TOD ORDINANCE

---

This section provides a model to aid in the development of a TOD ordinance. Ordinances often share many of the same elements but are not universally applicable; exact code language, allowable uses, dimensions and other standards vary depending on the context. For this reason, this section presents an outline of the steps involved in the development of a TOD ordinance and an outline of the elements that should be considered within the language of the actual ordinance.

Ordinance development may include a public involvement process and several brainstorming workshops. Local governments, the general public, developers, and key opinion leaders should all be involved in the ordinance development process. Ordinance adoption will be more successful if all interested parties have been involved from the beginning of the process.

### *The Ordinance Development Process*

#### *I. Identify Purpose and Goals of TOD Ordinance Development*

Goal setting session – what should the TOD ordinance accomplish?

Brainstorming types of standards

#### *II. Identify Areas for Potential TOD Designation*

Where would a TOD designation make sense and why?

Define draft boundaries of areas for TOD designation

Identify unique qualities and characteristics of each potential TOD location

#### *III. Inventory Existing Zoning*

Does a new category need to be created or should an existing zone be modified to incorporate TOD concepts?

What other existing regulations/codes/guidelines apply to the areas being considered for TOD?

#### *IV. Identify Appropriate Uses and Standards*

What uses should be encouraged and considered permitted uses? What uses should be prohibited?

What uses should be allowed by special permit and under what conditions?

What standards are necessary to accomplish the goals and objectives?

#### *V. Research Other Ordinances*

Obtain ordinances from other jurisdictions with successful TOD programs

Choose ordinances from other places that meet the objectives and sensibilities of the project

#### *VI. Formal Adoption Process with Local Governmental Bodies*

## ***Model TOD Ordinance Outline***

A TOD ordinance is most commonly developed as an overlay over existing zoning. In an area defined on a land-use map, special provisions apply that may alter the standards or provide incentives for certain types of development. The purpose of a TOD ordinance is to encourage types and styles of development that support transit use and a walkable neighborhood. In a TOD ordinance, special standards are developed that pertain particularly to transit within a defined area around a transit center.

### *Section I. Purpose/Goals and Objectives*

This section states the purpose of the ordinance and the goals which it is designed to meet. This section may be a list of objectives or a brief discussion. It is important in providing guidance to property owners, the general public, and others who review and consult the ordinance.

### *Section II. Definitions*

Ordinances often use terms that readers may be unfamiliar with or terms which can be interpreted in different ways. By providing definitions for the terms used within the ordinance, the intent of certain language is clear and the potential for misunderstanding is decreased.

### *Section III. Process*

This section lays out the process through which development proposals are approved under the new TOD ordinance. The process may include a site plan or plat application, staff review, planning commission review, and/or city council review. The approval process may differ for each proposed development type.

### *Section IV. Uses*

Certain types of land uses complement and enhance a TOD, while others detract from it. Defining desired and allowed uses for the TOD area eliminates the development of incompatible land uses. TOD ordinances aim to encourage a mix of complementary uses. Complementary uses are those that offer goods and services at different times of day and provide a consolidated area for people to live, work, shop, and recreate. Within most ordinances, two types of uses are specified which may occur within the planned area: uses allowed by right and uses allowed by permit. An overlay TOD district may allow uses that are prohibited in the base, underlying district.



# **APPENDIX**

Appendix A: Definitions

Appendix B: ERA Data/Conclusions



# APPENDIX A

## DEFINITIONS

**Civic:** Buildings and open spaces that contain uses that are public in nature, either through public ownership, use, access, or symbolism. Examples of civic uses include government office buildings, libraries, churches, community centers, or plazas.

**Incremental Infill:** Areas where individual parcels may be redeveloped over time.

**Live/Work:** Residential units that also contain office, workshop, or studio space. Typically non-residential portions of the unit will be located on the ground floor, often with a publicly-oriented façade.

**Maintain/Rehab Existing Character:** One of the oldest residential areas in the City of Richardson, the character of the current uses within the area should continue with infill development/redevelopment and improvements to existing structures.

**Mixed-Use (Office/Flex):** A building that contains space for more than one type of use, in this case a building with office space and other spaces that may be used for office, retail or residential, and can be easily transitioned between these uses.

**Mixed-Use (Office/Retail):** A building that contains space for more than one type of use, in this case ground-floor retail with office space above.

**Mixed-Use (Retail/Residential):** A building that contains space for more than one type of use, in this case ground-floor retail with residential units above.

**Multi-family:** Multi-unit residential buildings with two or more dwellings in which units are stacked vertically. Some buildings may be street fronting while others may not. Heights range from two story through high-rise.

**Office:** Buildings that contain uses devoted to professional services. Office buildings may also contain auxiliary office uses, such as a café or health club.

**Potential Study/Redevelopment Area (New Use/Continued Use):** Area which may present an opportunity for redevelopment due to its transitional nature and a trend towards the accumulation of parcels by a few property owners.

**Private Open Space:** Private open space is exclusive to individual units. These spaces include courtyards, gardens, lawns, porches or balconies.

**Proposed Pedestrian Loop:** A multi-modal corridor characterized by continuous street frontage of buildings and wide sidewalks.

**Public Open Space:** Publicly accessible lands that are either in a natural state or are developed for active or passive recreation.

**Retail:** Any establishment engaged in selling goods to the general public in small quantities and rendering services incidental to the sale of such goods.

**Single Family:** Detached or attached units that do not stack dwellings on a single parcel. Involves a “fee simple” arrangement, in which the unit owner also owns the lot. Typically each unit has a private parcel that has street frontage and contains its own parking.

**Townhouse:** An attached single-family housing type. Based on traditional townhouse or rowhouse forms, with shallow setbacks, individual unit entries oriented to the sidewalk, and parking accessed from the rear of the unit.

# APPENDIX B

## ERA DATA/CONCLUSIONS

As an integral part of Richardson's station area planning effort, Economics Research Associates (ERA) was retained to provide a real estate market assessment of development potential around three of Richardson's DART light rail stations—Spring Valley, Main Street, and Arapaho Center. ERA's analysis focused on the land area within approximately one-half mile of each station and looks out to the year 2020. ERA began by looking at city-wide development potential, examining current development levels and projected demand. The team then narrowed their focus to development along the light rail corridor, and more specifically the three southerly stations, dividing potential development between the three stations based on development patterns and area character. Following is an excerpt from the report *Richardson DART Station Area Market Analysis* with information specific to the Spring Valley and Main Street stations.

### ***Economic and Market Outlook***

The Dallas regional economy has performed exceptionally well over the past ten to 15 years with employment growth rates consistently above the national average. Rapid growth of the Telecom Corridor, which has been the dominant driver of the Richardson economy, contributed mightily to the region's success. However, burdened by too much capacity and too much debt, the telecommunications sector has been undergoing retrenchment during the past two years. This retrenchment period for the telecom sector is affecting Richardson's near term economic outlook.

Buoyed by supportive government policies, an abundance of land, a productive labor force and a \$200 billion Department of Defense contract to build the new joint-strike fighter at Lockheed-Martin in Fort Worth, the Dallas regional economy is already resuming its expansion. Once it has weathered this difficult period for the telecom sector, Richardson will also resume its forward progress. The DART line and its five Richardson stations will provide long-term stimulus for development, particularly as automobile traffic congestion builds with regional

growth. By 2020, ERA projects that Richardson will have 116,000 in total population and 125,000 in total employment. The city's current population is approximately 95,000 and current employment is estimated at 97,000. Based upon these forecasts and considering the current excess capacity in the office and hotel sectors, ERA's citywide market demand forecasts for Richardson are as follows:

<b><i>Citywide Market Demand</i></b>	<b><i>2002-2020</i></b>
Office Development (SF)	1.5 to 3.0 million
Retail/Restaurant Space (SF)	1.5 to 1.7 million
Cinema Screens	20 to 25
Hotel Rooms	900 to 950
Apartment Units	5,000
Condominium/Townhouse Units	1,500

### ***Spring Valley Station Opportunities***

The market potential for this station area is as follows:

<b><i>Spring Valley Station New Demand</i></b>	<b><i>2002-2020</i></b>
Office Development (SF)	250,000 to 350,000
Retail/Restaurant Space (SF)	80,000 to 120,000
Cinema Screens	3 to 4
Hotel Rooms	150 to 200
Apartment Units	300
Condominium/Townhouse Units	100

The type of development most likely to succeed in the short term and to induce upgrading of this area in the longer term is multi-family housing over ground level retail and restaurant uses. The creation of a new pedestrian scale street, either through new construction or the alteration of an existing street, which has the appropriate dimensions and adequate on-street parking, would facilitate the success of this type of development.

Ideally, this district would offer a wide variety of restaurants, many with international cuisine. The uniqueness of this district and its resulting competitive advantage would be lost if chain restaurants and retailers, which can be easily found elsewhere, became overly abundant.



The apartment development should primarily target younger professionals, and their presence would add vitality to the district and enhance Richardson’s ability to attract high technology companies over time. The condominiums and townhouses should be designed to appeal to two different markets. The first would be Richardson empty nesters that are ready to shed the responsibility of a large home with a large yard but would like to remain in the community and enjoy the urban amenities not previously available. The second would be active professionals, either singles or couples with few children.

***Main Street Station Opportunities***

The City has secured a federal grant for more than six million dollars to participate with DART to build the Main Street station. The market potential for this station area is as follows:

***Main Street Station New Demand 2002-2020***

Office Development (SF)	250,000 to 350,000
Retail/Restaurant Space (SF)	50,000 to 100,000
Hotel Rooms	150 to 200
Apartment Units	350
Condominium/Townhouse Units	50

ERA’s recommended strategy for the Main Street station area is the same as for the Spring Valley station area. The two station areas would over time create a vibrant mixed-use district that has housing, shops, restaurants, hotels, offices and well-designed public spaces and amenities. The key to the success of this strategy, which capitalizes on the presence of the two DART stations and the off-peak parking they provide, is the creation of several blocks of a new pedestrian scale circulation system with ample on-street and off-street public parking.