The Heart of Richardson's Telecom Corridor®

Collins-Arapaho Transit-Oriented Development and Innovation District
Presenters

• Doug McDonald, AICP, Planning Projects Manager - City of Richardson
  – President - American Planning Association - Texas Chapter

• Shawn Poe, P.E., CFM, Director of Engineering - City of Richardson
  – Vice President - American Public Works Association – Texas Chapter
- 1,200 acres
- Over 75% of buildings are nearly 30 years old
- 92% area zoned industrial
- 1,024 businesses
- 18,825 daytime population
- Over 50% of Richardson’s businesses and 20% of all jobs located here
Our Path

Task Force Direction
- 2017
- Chamber of Commerce East Arapaho/Collins Task Force Recommendations

Vision Development
- 2018
- Development of District Vision and 10 Main Strategies

Implementation Year 1
- 2019
- Zoning, Demonstration Projects, Trails

2020....
To maximize the potential for transit-oriented development in proximity to the Arapaho Center Station and reposition the area as a successful innovation district that is an economic driver within the City and region.
Public outreach by the numbers

- **2** Open House Events
- **8** Focus Groups
  (Neighborhood Associations, Business Owners, etc.)
- **9** Presentations to Stakeholder Groups
  (RPD, Neighborhood Leadership, CPC, Chamber)
- **10** Office and DART Station Pop-Up Events
- **41** Interviews with Property Owners and Key Stakeholders
- **587** Event Participants (Open House, Office and DART Station Pop-Ups)
- **914** Surveys Completed
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
Continue to be center for innovation & entrepreneurship
Be visually unique, green, lively and active...
Be walkable & bikeable...
With the Station area serving as a Gateway
10 Main Strategies
1. Manage the experience and marketing of the District

For example:

- Organize a voluntary business association
- Identify an “Innovation District Manager”
- Develop District name, branding and signage
STREET WAYFINDING ON ARAPAHO RD
MONUMENT SIGNS LOCATED ON MAIN CORRIDORS
Support building upgrades and modernization throughout the District

For example:

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

**Cosmetic**

- FAT Village

**Cosmetic and use change**

- Complex, Atlanta (Third & Urban)

**Substantial rehab**

- Menlo Park BioScience Building
Allow zoning flexibility in industrial zones

For example:

- Change FAR Standards to maximize development potential and building footprint
- Change building height to match needs of modern, industrial buildings
- Adjust parking requirements to better support the needs of different businesses
For example: underutilized parking space could be reused for new construction.
Encourage vibrancy through placemaking activities in places with a high concentration of workers.

For example:

- Pilot placemaking program on City property
- Allow zoning flexibility and limited permitted for programming
For example: unused parking space could be allowed to be re-purposed for temporary programming such as food trucks.
For example: use zoning flexibility to encourage property owners to transform unused parking space into open space amenities.
For example: partner with DART and property owners to transform abandoned freight ROW.
5

Improve the District’s edges and gateways

For example: create attractive portals to the District at intersections with US 75 and the rail viaduct
For example: create attractive portals to the District at intersections with US 75 and the rail viaduct.
For example: improve medians and identify unique streetscape design themes along Arapaho Road, Campbell Road, Plano Road, and Collins Boulevard.
Redesign key streets for better mobility
STATION AREA
EXISTING VIEW OF GREENVILLE AVENUE LOOKING SOUTH
STATION AREA
POTENTIAL STATION AREA DEVELOPMENT AND GREENVILLE AVENUE REDESIGN
Create a shared “innovation space” for new businesses

For example:

• Designate areas as living test beds and providing necessary innovation infrastructure, such as 5G and embedded sensor technology

• Develop physical space that includes wet lab space, clean room capability for precision technology, and air handling for biomedical and materials research
Strengthen partnerships with universities and colleges for programming and marketing

For example:

• Work with UT-Dallas on migration programs
• Work with Richland College to develop training facilities
• Develop partnerships with UT-Southwestern, Southern Methodist University and Collin College to market the District for new businesses
Create new open space amenities to attract and retain both new and existing businesses
For example: Create an open space amenity along Duck Creek
Redevelop key opportunity sites to bring new uses and activities to the District
Consider upzoning to:

- Increase height limit
- Increase FAR
- Allow a mix of commercial (office, retail) and industrial uses
For example: Encourage quality residential development along Greenville Avenue.
Residential typologies: Townhouses integrated with courtyards, public green space.
For example: Redevelop Arapaho Center Station area as a walkable mixed use front door to the District.
Potential Bike Network

Land Use Framework

STUDY AREA

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

ARAPAHO CENTER STATION
- "Signature" space
- Specialized space for emerging industries
- Places to gather & exchange ideas
- Amenities & a range of things to do
- Coworking spaces
2019 | Begin Zoning Entitlement Process
Road Diet Demonstration testing on Greenville Avenue
Glenville Drive Rebuild Study
Construction of Duck Creek Trail
Construction of Alma Road Bike Lane
Rezoning Initiative

• Create an additive layer of flexibility with minimum non-conformities in industrial zones

• Enable more flexibility for industrial properties:
  – Uses
  – Signage
  – Building Materials
  – Floor-to-Area Ratio
  – Building Height
  – Setbacks
  – Parking

• Creation of new comprehensive development regulations of key opportunity sites identified in the Vision Study, such as the Arapaho Center DART Station, to anchor the District and bring new diverse activities.
Community Workshop #1 and Popup

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

• Streets
• Water/Sewer
• Trails/Bike Lanes
• Public Realm/Medians
• Wayfinding/Signage
Upcoming Projects

- **Alma Road Bike Lane – Greenville Avenue to Arapaho Road**
  - Installation in May
  - Connects existing Bike Lane south of Arapaho to Central Trail

- **Glenville Drive**
  - Evaluating Paving, Drainage, Water, Sanitary Sewer Replacement based on Future Uses/Density
  - Potential Incorporation of Study’s Cross-Section

- **Greenville Road – Campbell Road to Jackson Street (just north of Beltline)**
  - Road Diet Testing
Mobility Challenges with Greenville Avenue

- No connection separates the station from commercial uses.
- Too wide: 80'
- No at-grade crossing to bus station & parking lot.

Locations:
- TEN50 BBQ
- PUBLIC STORAGE
- ARAPAHO CENTER DART STATION
- N GREENVILLE BLVD
- PARKING LOT
- BUS STATION
Traffic Volumes in Study Area

TRAFFIC VOLUMES IN STUDY AREA
SOURCE: BIG RED DOG ENGINEERING

<table>
<thead>
<tr>
<th>ROADWAY SEGMENT</th>
<th>AVERAGE DAILY TRAFFIC (ADT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREENVILLE AVE. @ ARAPAHO RD.</td>
<td>10,000</td>
</tr>
<tr>
<td>PLANO RD. @ ARAPAHO RD.</td>
<td>25,000</td>
</tr>
<tr>
<td>ARAPAHO RD. @ US-75</td>
<td>40,000</td>
</tr>
<tr>
<td>CAMPBELL RD. @ US-75</td>
<td>50,000</td>
</tr>
</tbody>
</table>

TRAFFIC VOLUME CAPACITY

Arapaho, Plano and Campbell are designed for cars. They move people across the city.

Every other street has excess capacity to provide for other modes:

- 24% of survey respondents said they'd drive less with better bike and pedestrian infrastructure.
- Another 17% of survey respondents said they'd drive less with better transit service.
Greenville Avenue Demonstration Project

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

WWW.COR.NET/COLLIINSARAPAHO