Collins / Arapaho Transit-Oriented Development & Innovation District Study
It is the City’s desire 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 DFW region.
Study Area
Characteristics
- 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
Flex space is the dominant typology

58% of the building stock is FLEX SPACE, which amounts to 7.5 million sf or 61% of the total building area.
Richardson is a Regional High Tech Hub.

Study Area
The DART station is an opportunity to inject some activity and bring additional services that support existing business and attract new ones. We will need to ensure strong connections to the rest of the district.
Public outreach summary
Open House Events
Office Pop-Ups
Residential Pop-Up
Online Surveys
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
BUILDING IDENTITY
WAYFINDING FOR FLEX SPACE COMPLEX
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

Cosmetic and use change

Substantial rehab

FAT Village

Complex, Atlanta (Third & Urban)

Menlo Park BioScience Building
Allow zoning flexibility in industrial zones
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.
Improve the District’s edges and gateways

For example: create attractive portals to the District at intersections with US 75 and the rail viaduct
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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
About half the study area is within a 10-minute walk of the station.
Connections are critical. All kinds of connections.

**TRAFFIC VOLUMES IN STUDY AREA**

**Source:** Big Red Dog Engineering

![Traffic Volume Chart]

- 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.
Getting to and from the station is a challenge
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
Richardson is among the state’s leaders in SBIR funding, indicating potential for further tech sector diversification.
Create new open space amenities to attract and retain both new and existing businesses

*For example:* Create an open space amenity along Duck Creek
Duck Creek Linear Park
DUCK CREEK
BETWEEN ARAPAHO & COLLINS

POTENTIAL SCENARIO OPTION

CREEK
TRAIL
STORMWATER GARDEN ALONG THE CREEK
EMPLOYEE REST AREA WITH CANOPY & SEATINGS
PUBLIC ART
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
Land Use Framework

Study Area

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

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

2019

- Refine strategies and options for implementation
- Complete the zoning entitlement process
- Test mobility improvements on Greenville Avenue
- Complete Phase I trail construction along Duck Creek
- Installation of bike lane along Alma Road

- Branding/district name
- Voluntary business association formation
- Continue discussions with institutional partners

- **Building awareness**
Website

WWW.COR.NET/COLLINSARAPAHO