An aerial photograph of a city street grid, showing a mix of industrial and commercial buildings, parking lots, and some green spaces. The image is in grayscale, with the text overlaid in bright orange.

# Collins / Arapaho Transit-Oriented Development & Innovation District Study

March 27, 2019  
TOD Task Force



# GOAL

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.



The background is a solid orange color. Overlaid on this are several thin, white, curved lines that resemble arcs or partial circles. Some of these lines have small white dots at their endpoints, and others have short perpendicular tick marks, giving the impression of technical or geometric drawings. The text "Study Area Characteristics" is centered in the upper half of the image in a white, sans-serif font. The word "Study Area" is on the top line, and "Characteristics" is on the line below it.

# Study Area Characteristics



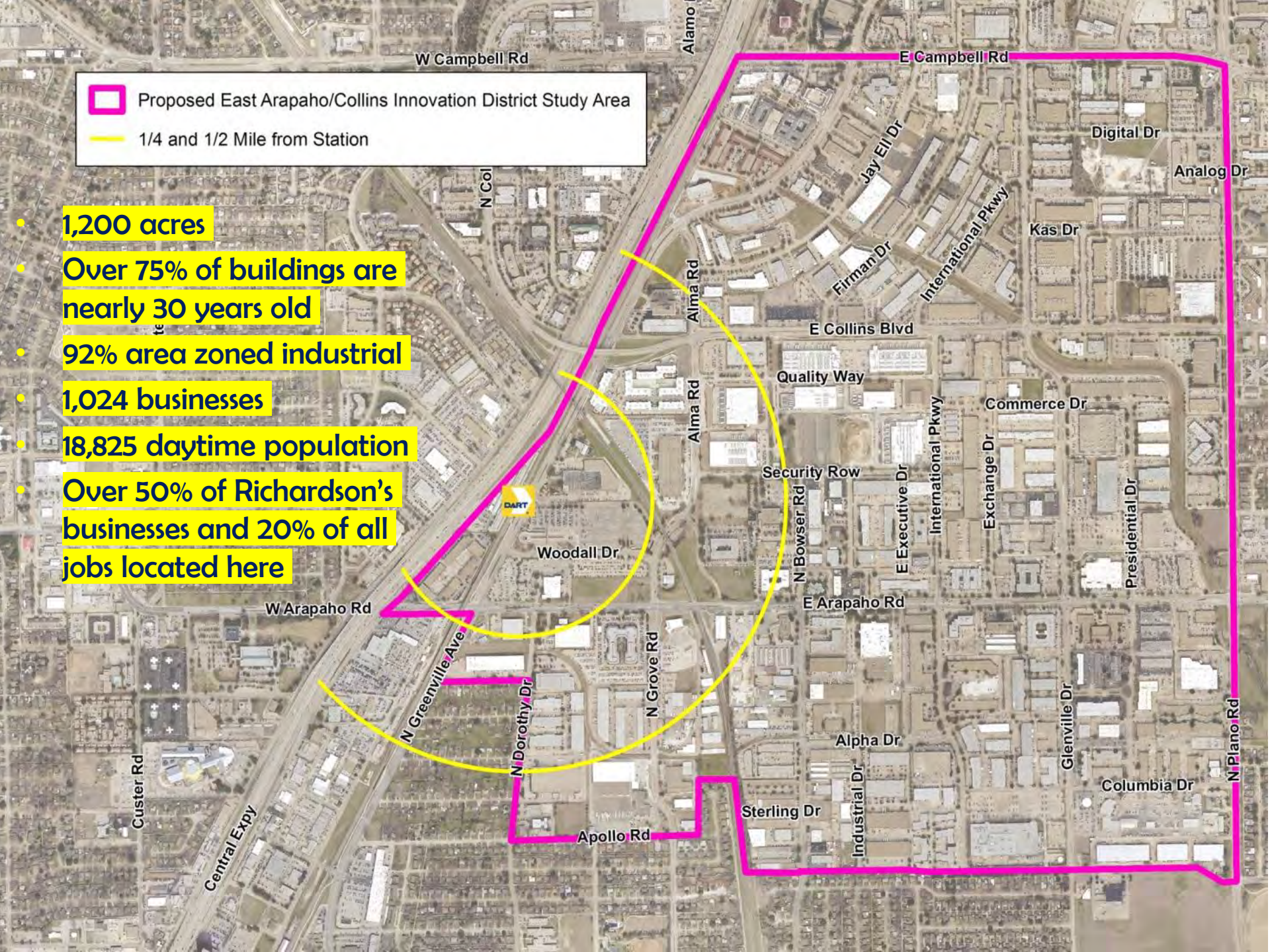


Proposed East Arapaho/Collins Innovation District Study Area



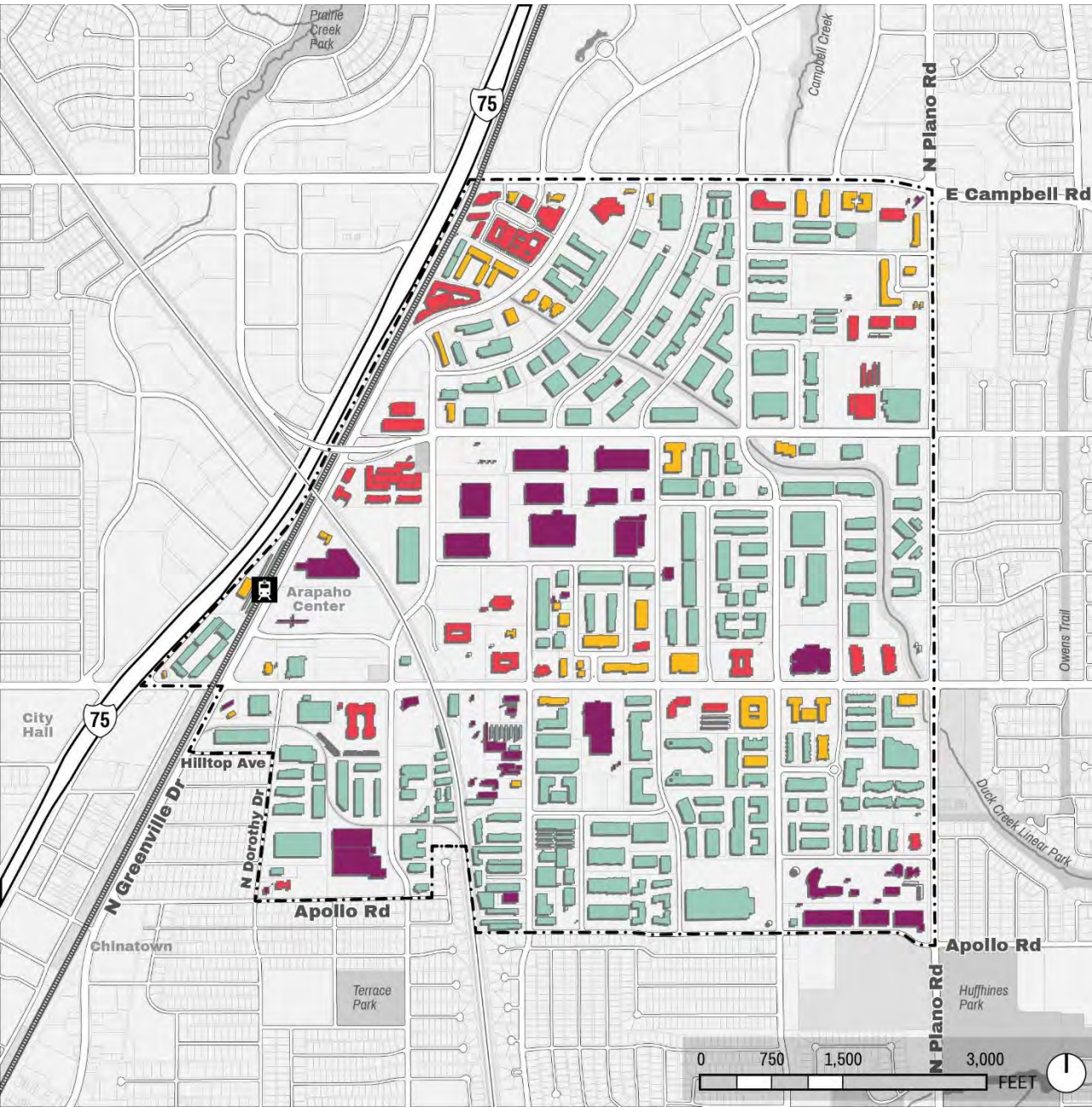
1/4 and 1/2 Mile from Station

- 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





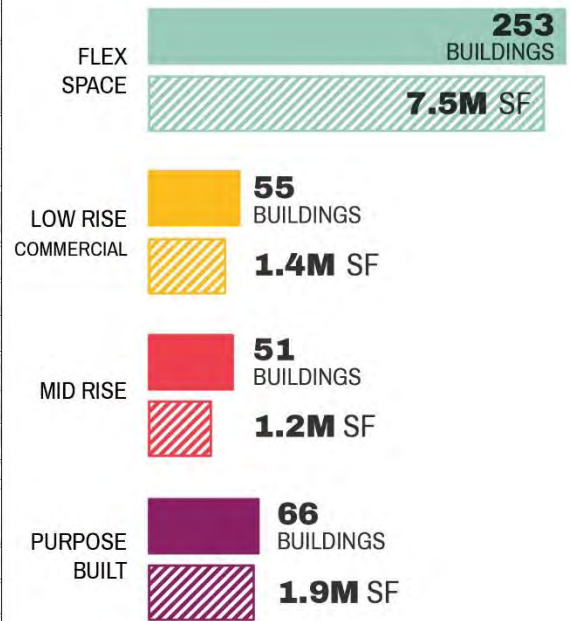
# Flex space is the dominant typology



## Building Typologies

Source: Interface Studio Field Survey, 2018

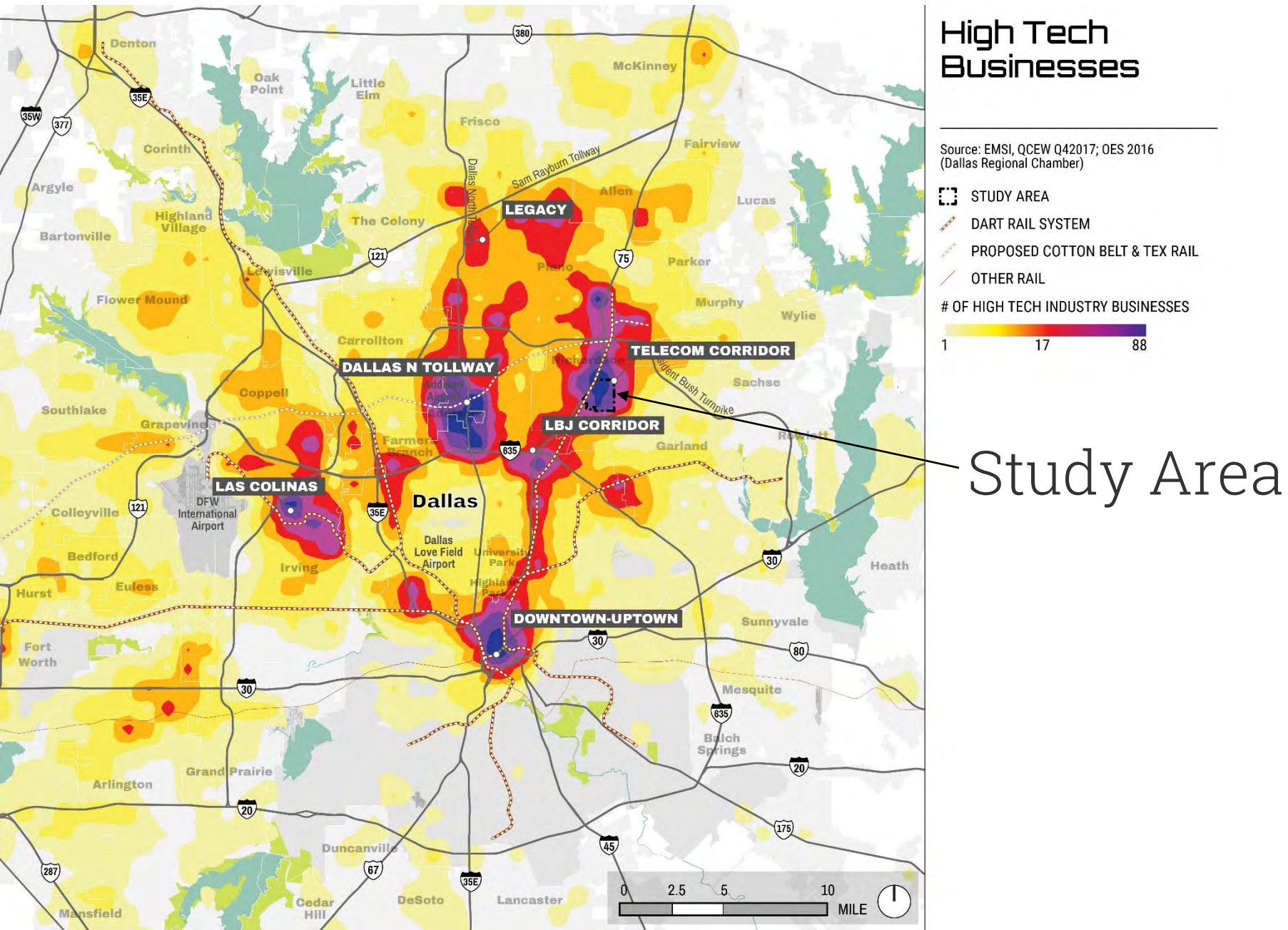
STUDY AREA



**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.





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.





The background is a solid orange color. There are several decorative white elements: two large, thin arcs that sweep across the top and sides of the text, and several small dots placed at various points along these arcs and in the background.

# Public outreach summary



**Brainstorming**  
TARTech is city-owned and an opportunity for early action. What should we do with it?  
Share your thoughts here below!

WE SHOULD...

1. TRANSFORM DUCK CREEK INTO AN AMENITY  
1. AMENITY (small shops, parking zone, walking and  
parking zone)  
2. SPACE W/ FOOD SERVICE/WALK/ recreation  
3. SELL TO PRIVATE OWNER  
4. COMMERCIAL/BUSINESS DEVELOPMENT CENTER  
5. BUILD LEADER  
6. WORK W/ DUCK CREEK AS AN AMENITY  
7. PARTNERSHIP/INNOVATION CENTER



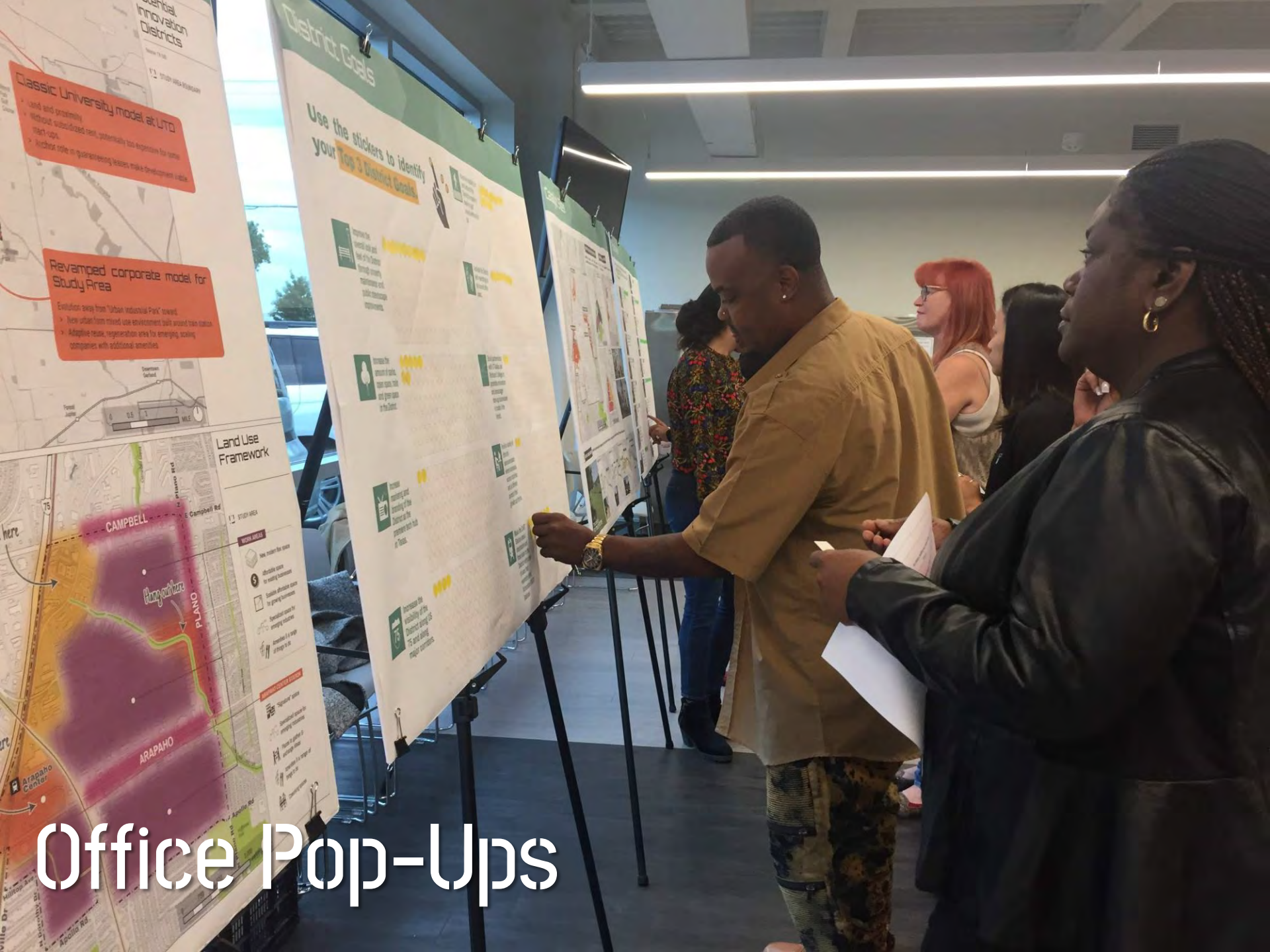
**Brainstorming**

The Arapaho Center Station is ripe for transit-oriented development, but what is the mix?  
Use your sticker to weigh in on the development mix.



# Open House Events





# Office Pop-Ups

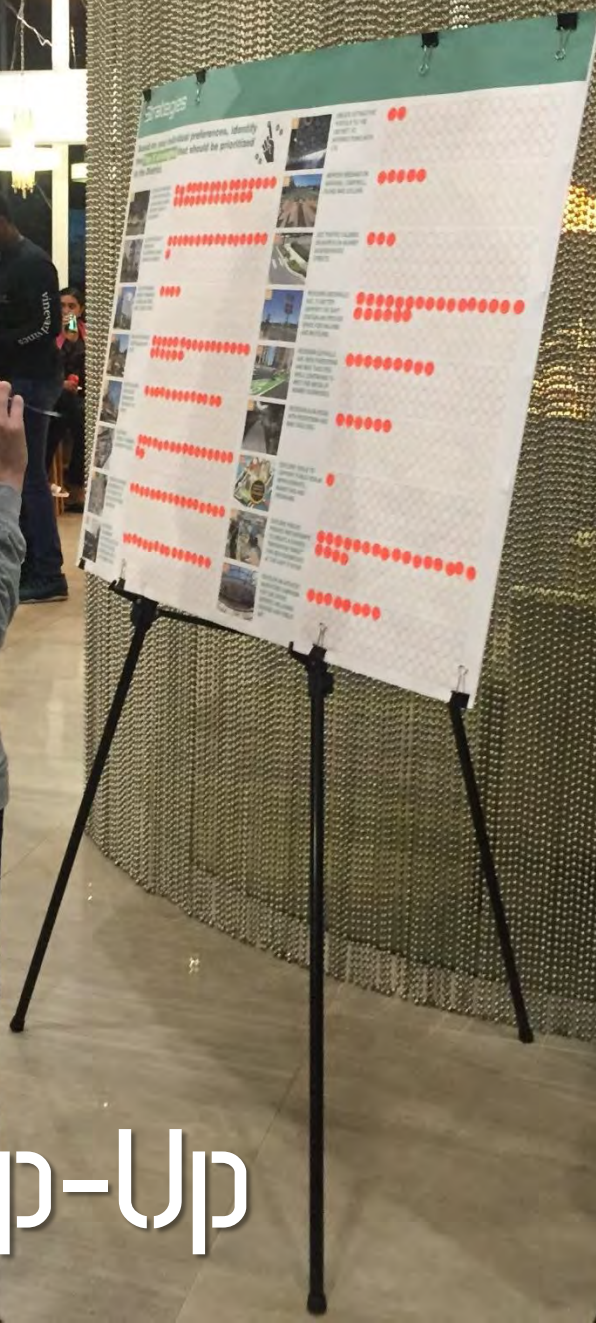




DART Pop-Up



# Residential Pop-Up





# Online Surveys







# Neighborhood Leadership



# Vision

The slide features a solid orange background. In the top right corner, there is a decorative arc with a solid line and a dashed line, both ending in small dots. In the middle left, there is another similar arc, also with solid and dashed lines and dots. These elements appear to be part of a larger graphic or animation.

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





Building 25, Brooklyn Navy Yard



District Hall, Boston

# Continue to be center for innovation & entrepreneurship





**Be visually unique,  
green, lively and  
active...**









**With the Station area serving as a  
Gateway**





The background is a solid orange color. There are several decorative white elements: two large, thin arcs that sweep across the upper half of the image, and several smaller dots and short line segments scattered around these arcs, creating a sense of motion or design sketches.

# 10 Main Strategies

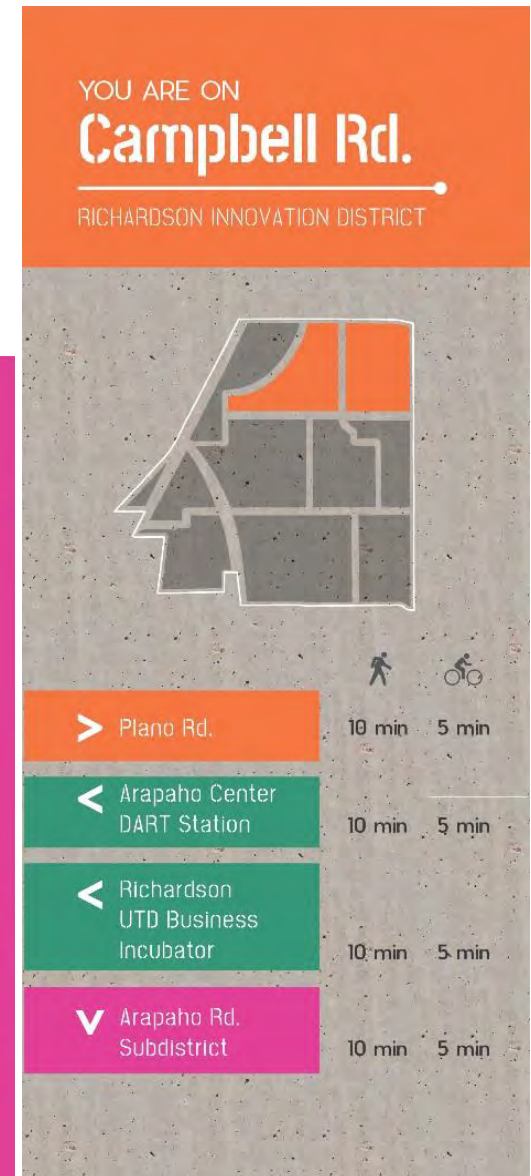
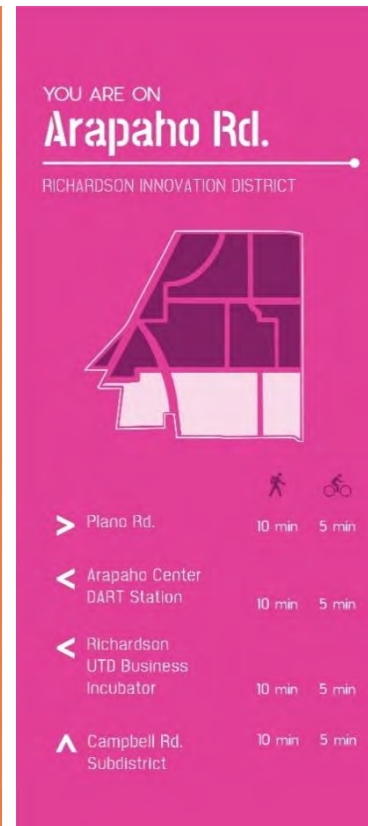
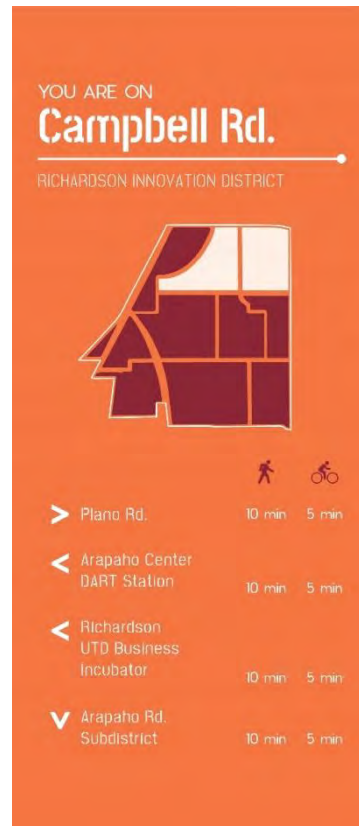


# 1

## 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





**BUILDING IDENTITY**  
**WAYFINDING FOR FLEX SPACE COMPLEX**





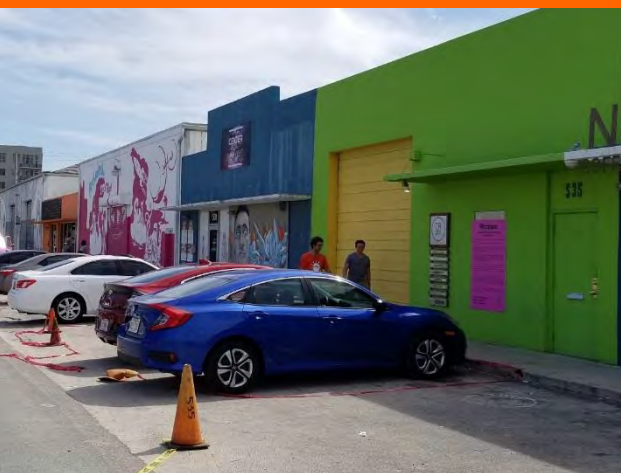
# 2

## 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

## 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

**Parking**



**FAR Standards**



**Building Height**



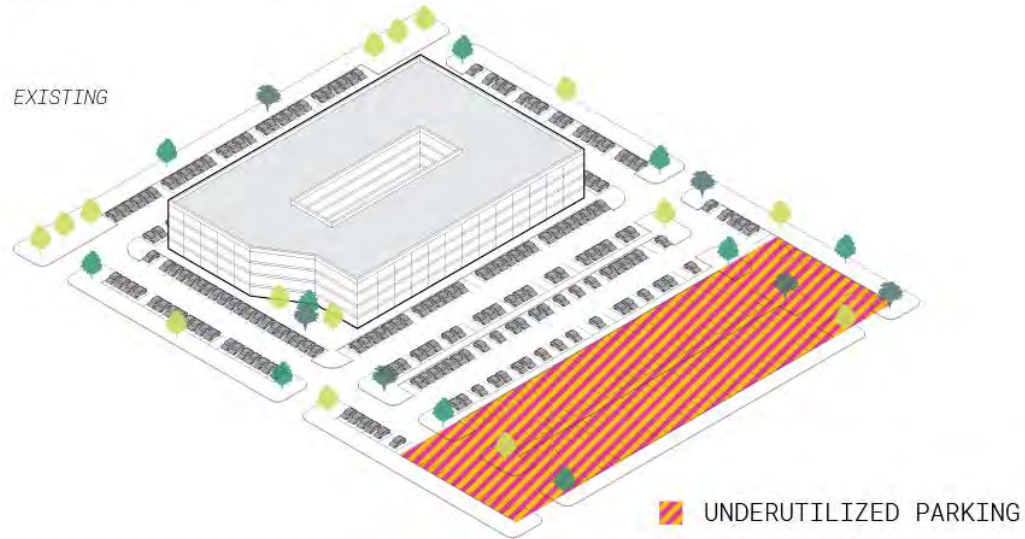


**For example:** underutilized parking space could be reused for new construction.

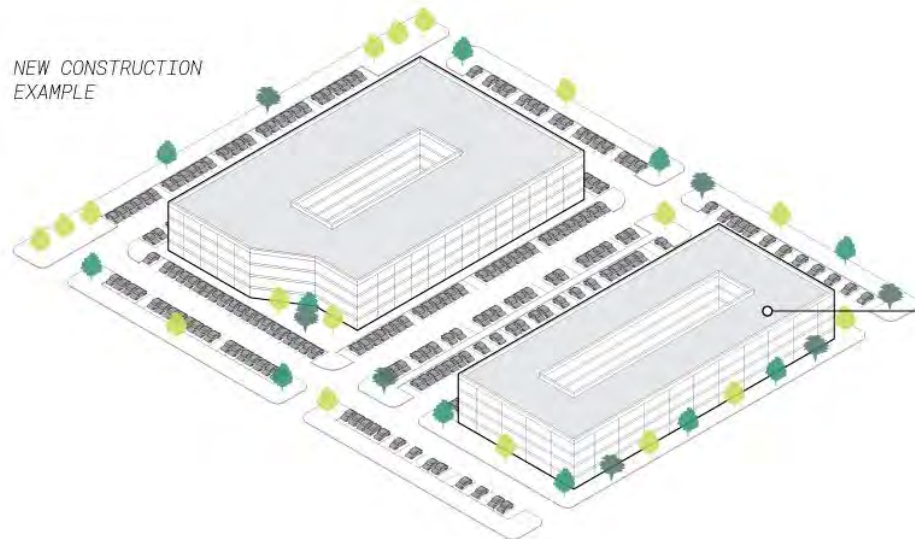
## UNDERUTILIZED PARKING - NEW CONSTRUCTION

### 4A MIDRISE - OFFICE BUILDING

EXISTING



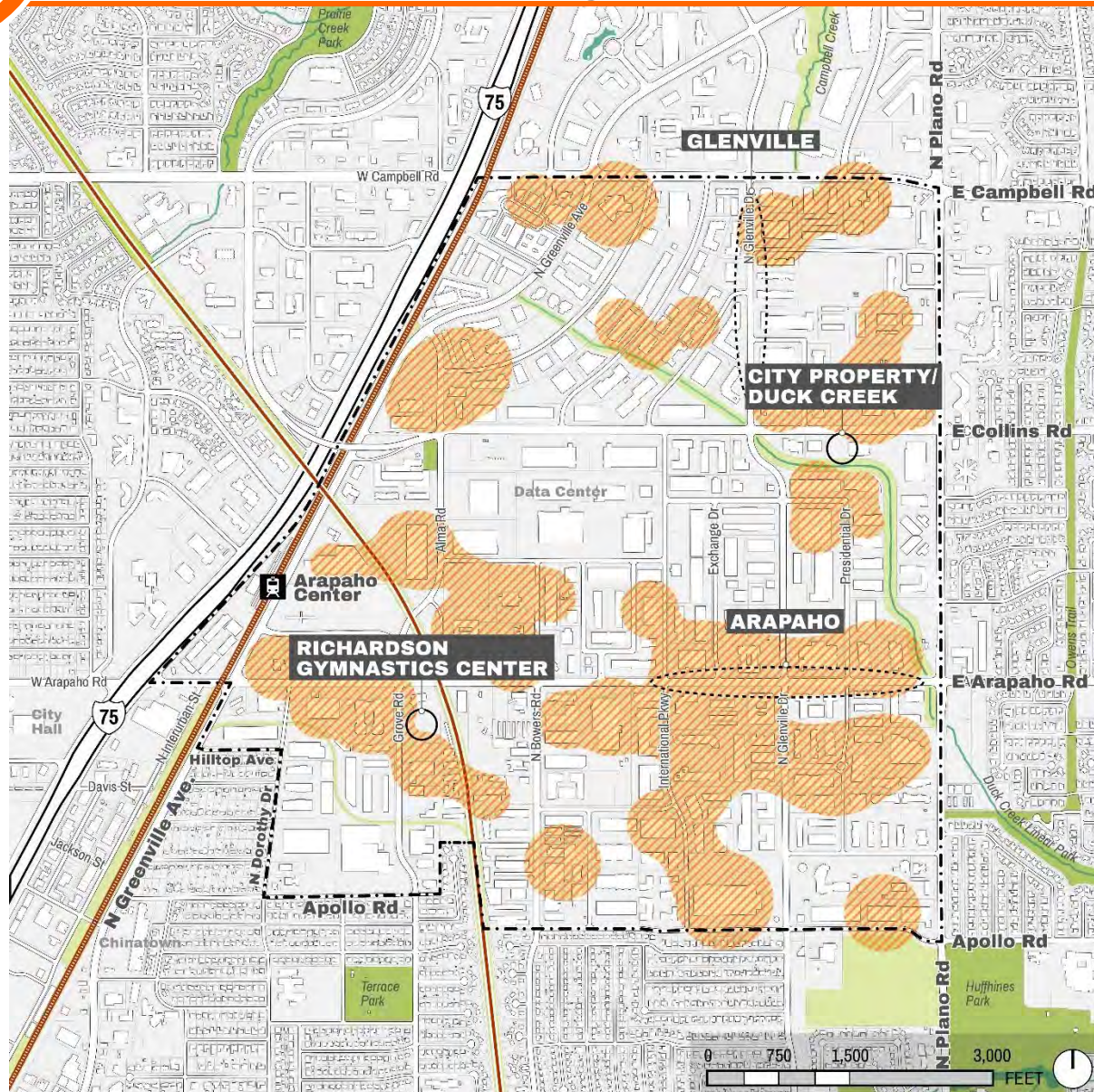
NEW CONSTRUCTION  
EXAMPLE





# 4

Encourage vibrancy through placemaking activities in places with a high concentration of workers



## Opportunities for Temporary Programming

- STUDY AREA
- TEMPORARY PROGRAMMING - Phase 1
- TEMPORARY PROGRAMMING - Phase 2
- HIGH WORKER CONCENTRATION

### For example:

- Pilot placemaking program on City property
- Allow zoning flexibility and limited permitted for programming

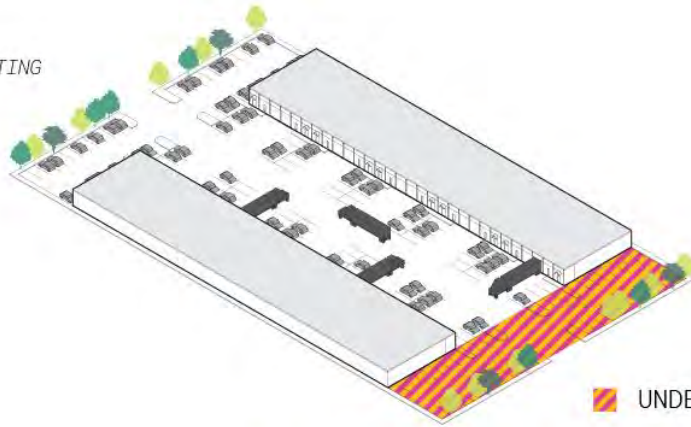


**For example:** unused parking space could be allowed to be re-purposed for temporary programming such as food trucks.

## UNDERUTILIZED PARKING - FOOD TRUCKS

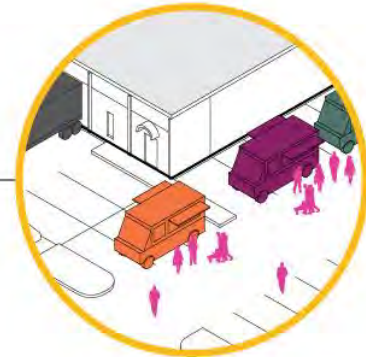
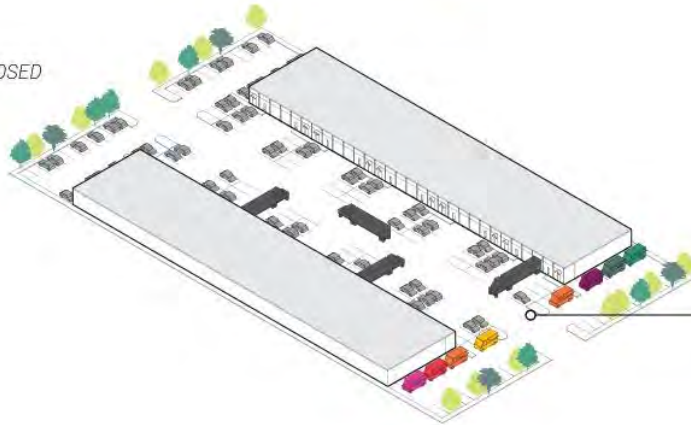
### 1A FLEX SPACE - FRONT LOADING

EXISTING



UNDERUTILIZED PARKING

PROPOSED



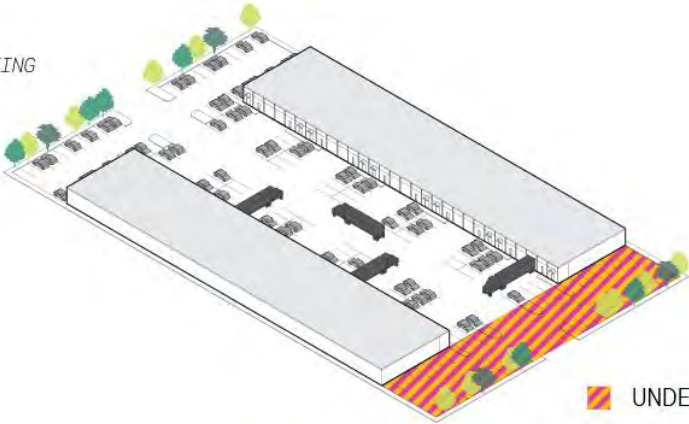


**For example:** use zoning flexibility to encourage property owners to transform unused parking space into open space amenities.

**UNDERUTILIZED PARKING - POP-UP PARK**

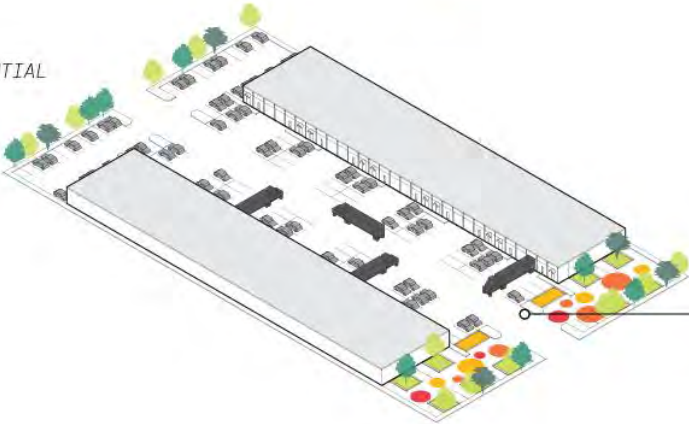
**1A** FLEX SPACE - FRONT LOADING

EXISTING



UNDERUTILIZED PARKING

POTENTIAL





**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

**PORTAL & WAYFINDING**

RAIL BRIDGE UNDERPASS ALONG N GREENVILLE AVE.





**For example:** improve medians and identify unique streetscape design themes along Arapaho Road, Campbell Road, Plano Road, and Collins Boulevard





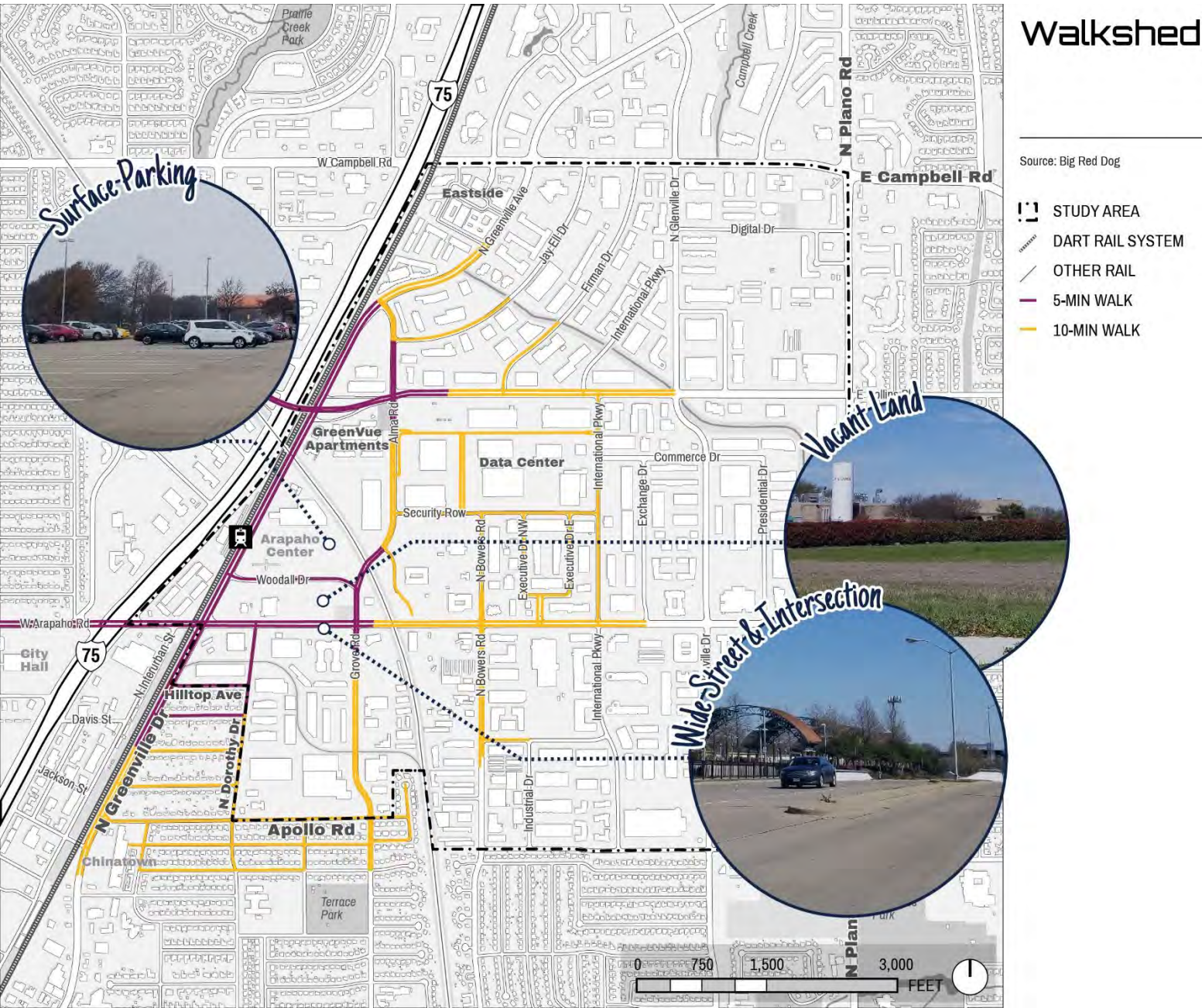
# 6

## 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

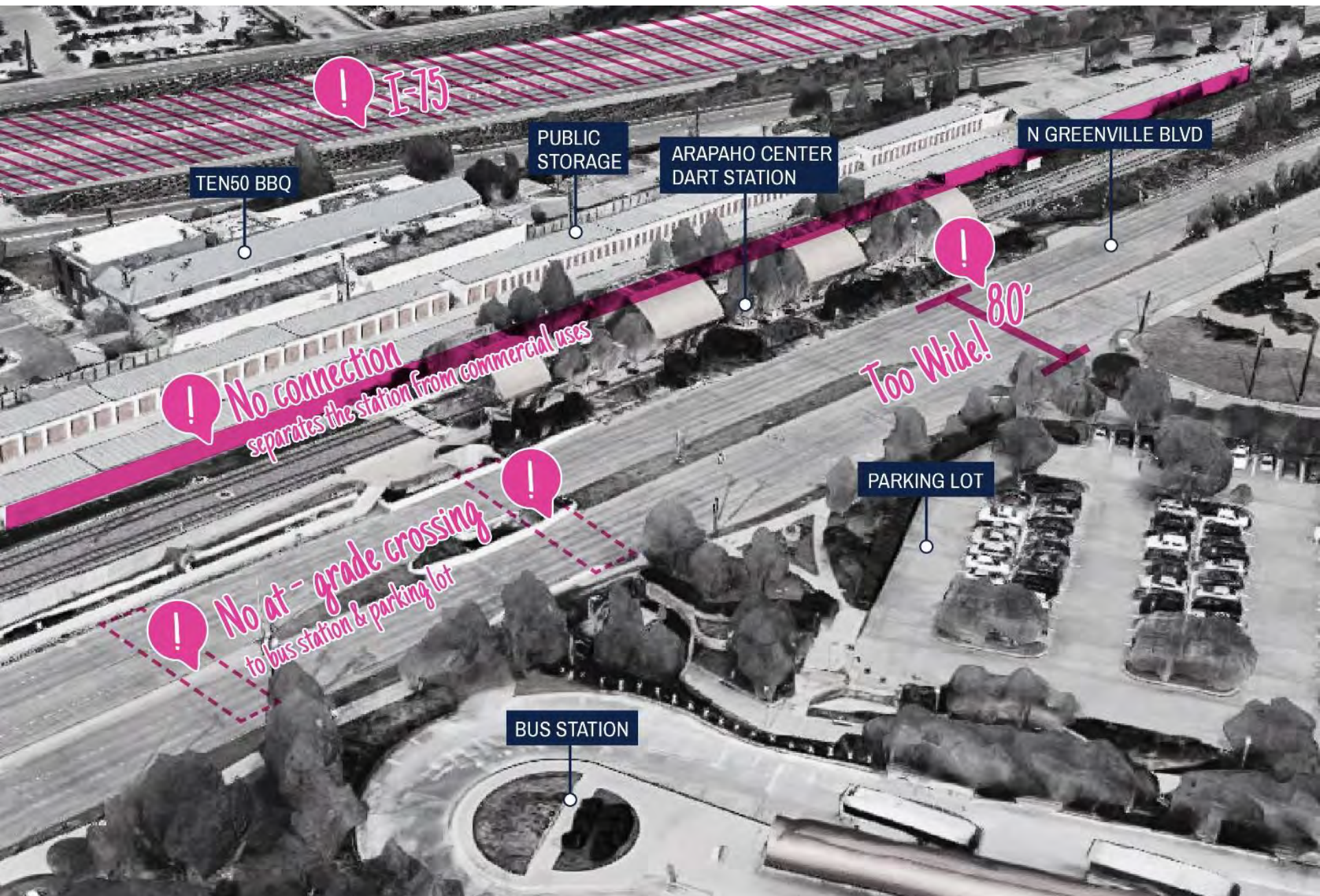
SOURCE: BIG RED DOG ENGINEERING



- ▶▶ **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





# 7

## 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

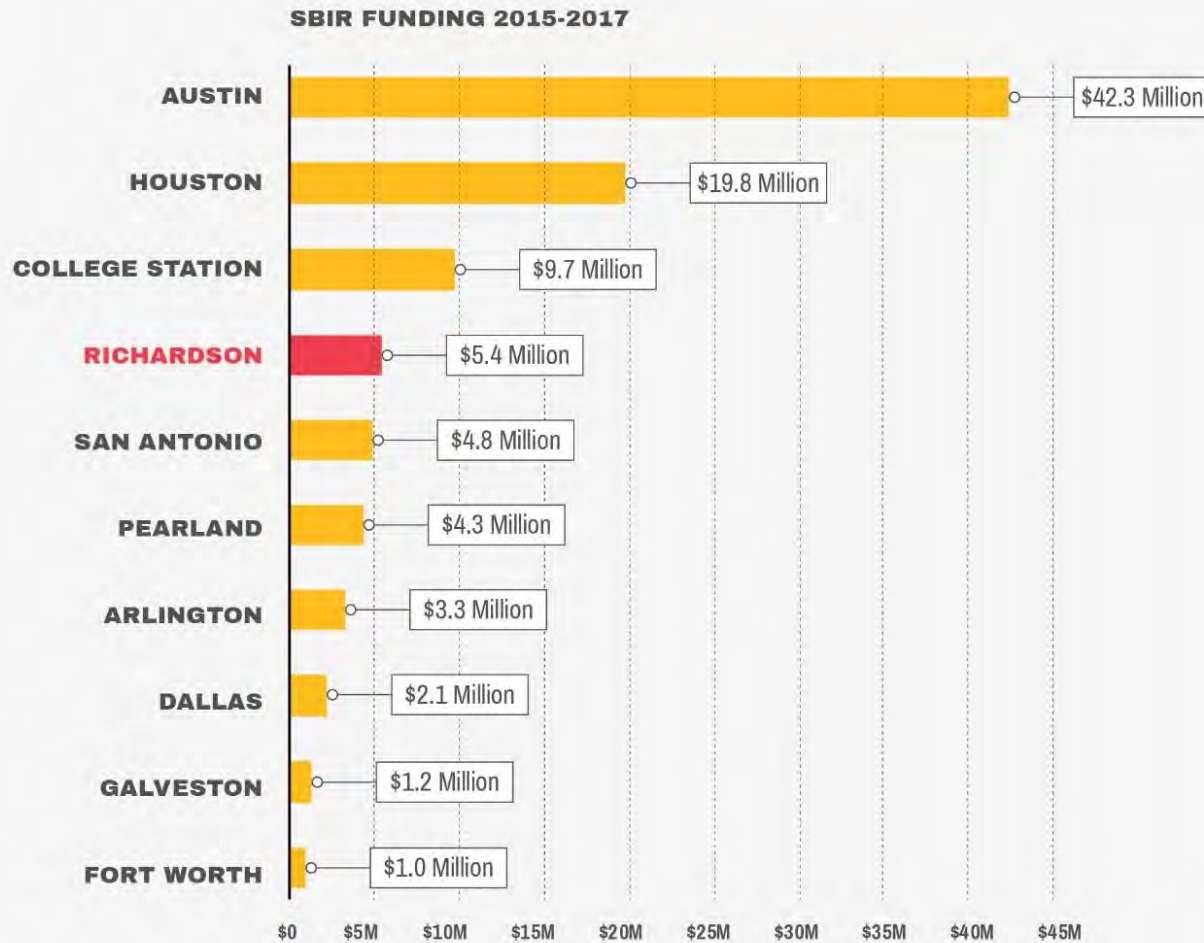




Richardson is among the state's leaders in SBIR funding, indicating potential for further tech sector diversification

## SMALL BUSINESS INNOVATION RESEARCH (SBIR) FUND

SOURCE: NP ANALYSIS







Create new open space amenities to attract and retain both new and existing businesses

**For example:** Create an open space amenity along Duck Creek





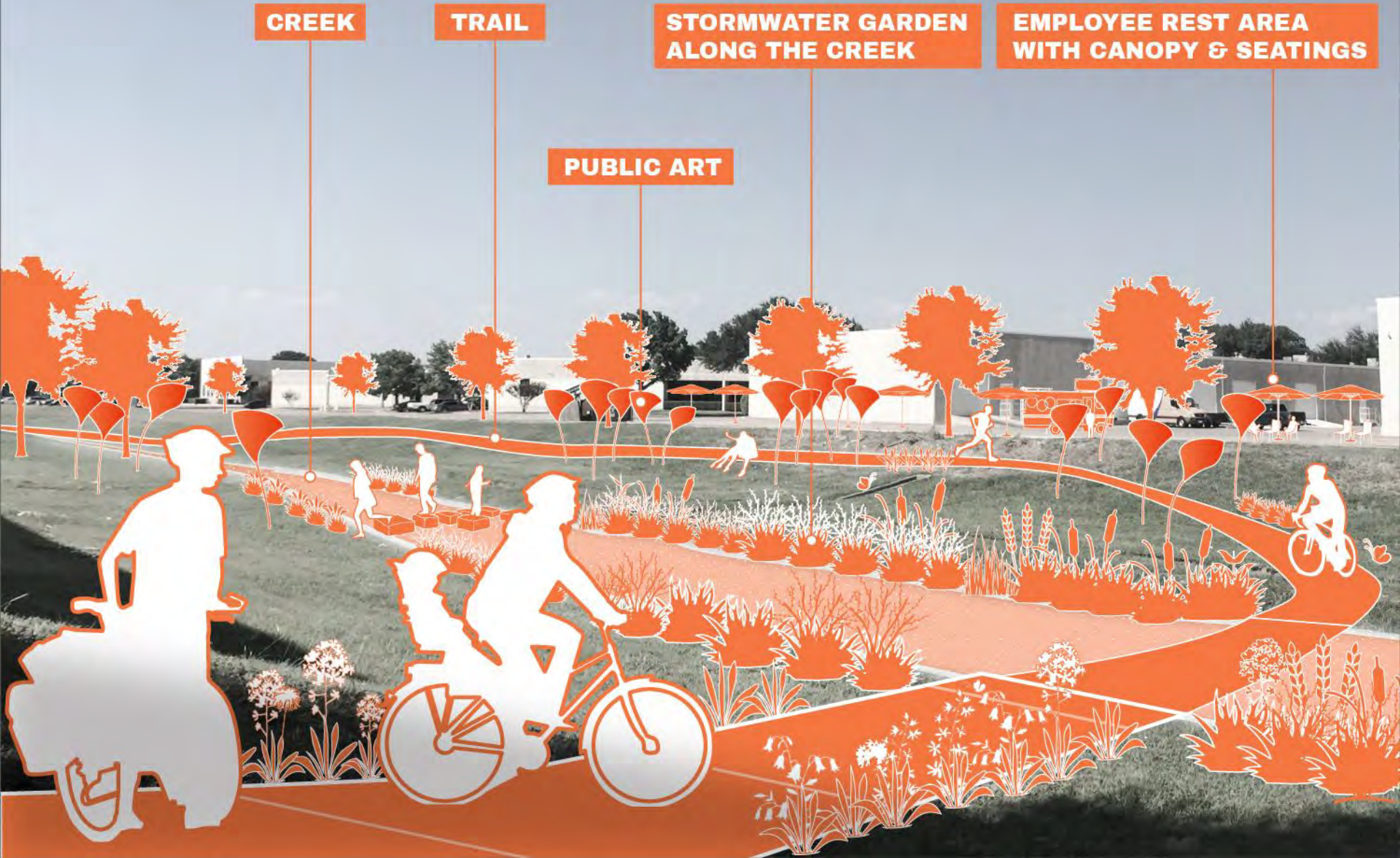


Duck Creek Linear Park



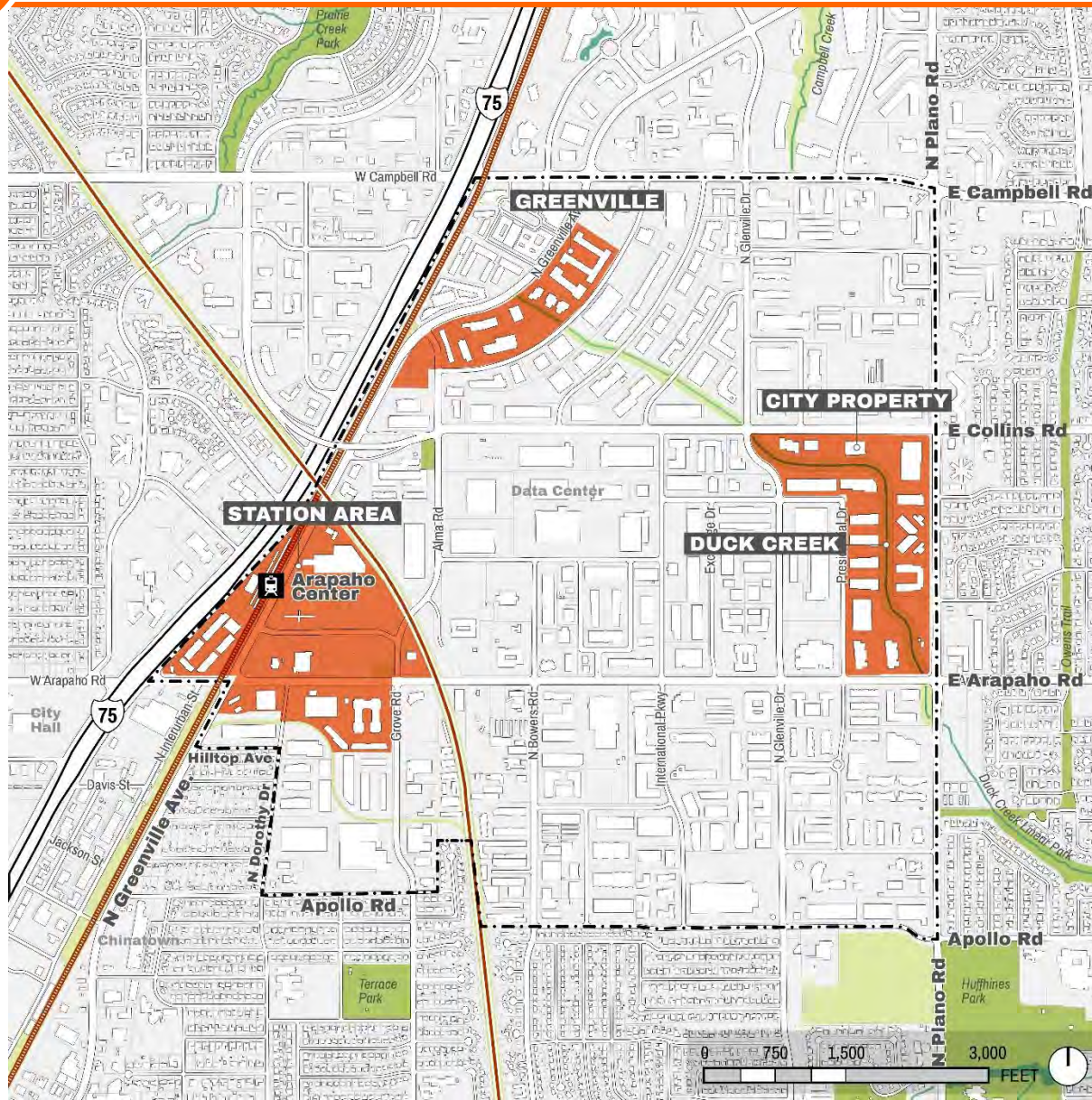
**DUCK CREEK**  
BETWEEN ARAPAHO & COLLINS

POTENTIAL SCENARIO OPTION





## Redevelop key opportunity sites to bring new uses and activities to the District



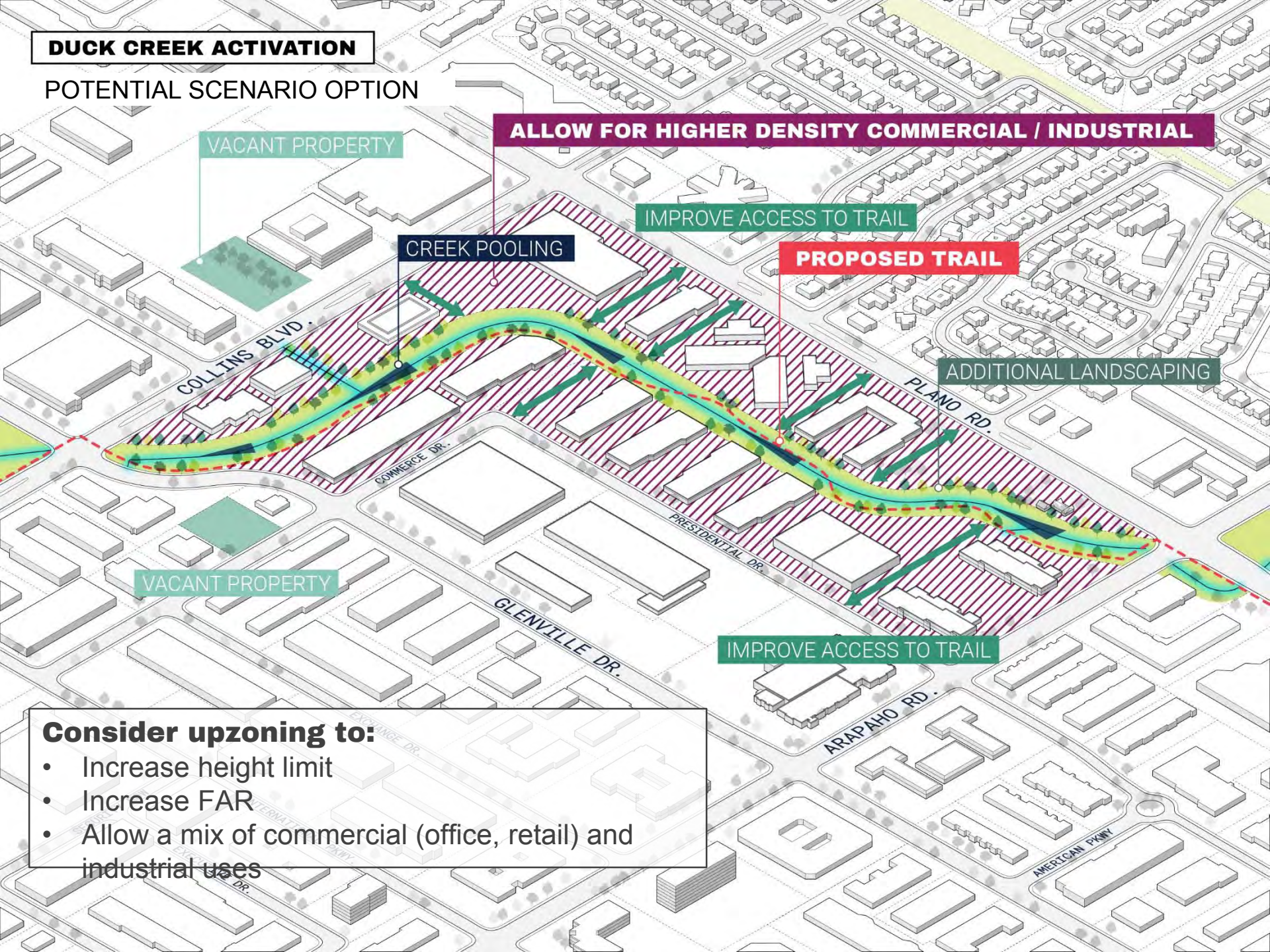
### Key Opportunity Sites

- STUDY AREA
- KEY OPPORTUNITY SITES



## DUCK CREEK ACTIVATION

### POTENTIAL SCENARIO OPTION



VACANT PROPERTY

ALLOW FOR HIGHER DENSITY COMMERCIAL / INDUSTRIAL

IMPROVE ACCESS TO TRAIL

CREEK POOLING

PROPOSED TRAIL

ADDITIONAL LANDSCAPING

VACANT PROPERTY

IMPROVE ACCESS TO TRAIL

#### Consider upzoning to:

- Increase height limit
- Increase FAR
- Allow a mix of commercial (office, retail) and industrial uses

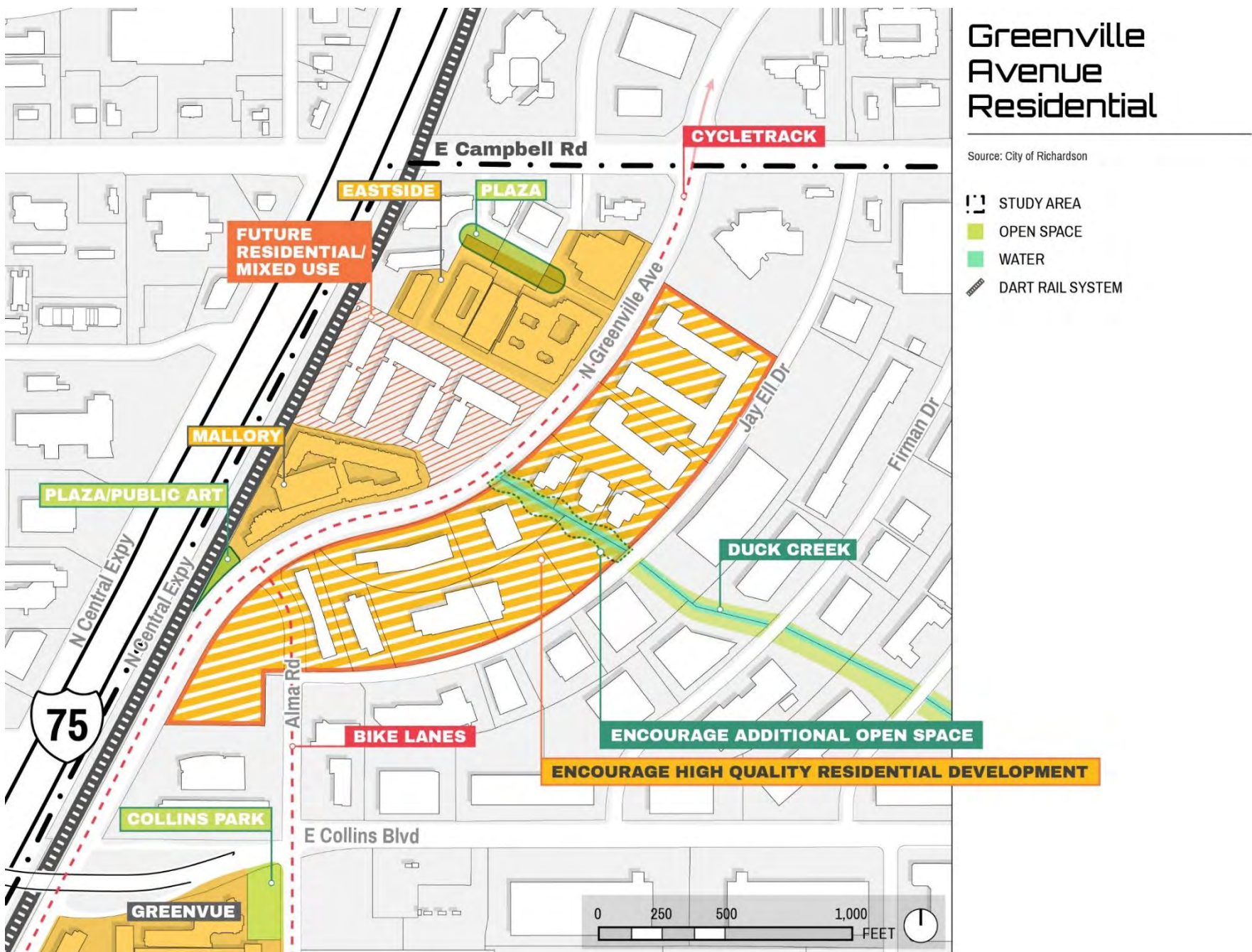




Turtle Creek, Design District



**For example:** Encourage quality residential development along Greenville Avenue





## Residential typologies: Townhouses integrated with courtyards, public green space



Fremont riverfront trail community, Vancouver region



Wallingford Townhomes, Seattle  
(b9 architects)



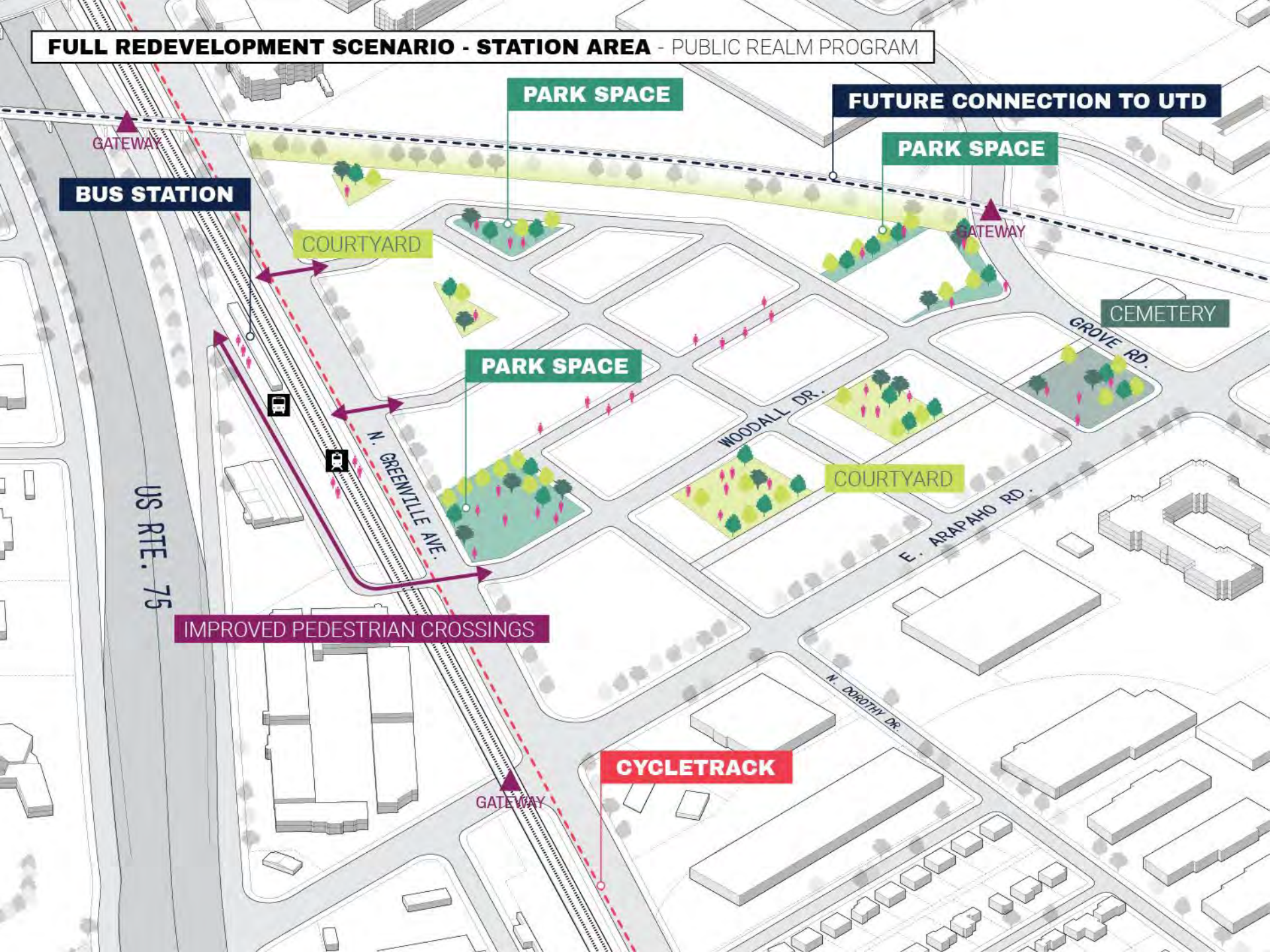


**For example:** Redevelop Arapaho Center Station area as a walkable mixed use front door to the District





**FULL REDEVELOPMENT SCENARIO - STATION AREA - PUBLIC REALM PROGRAM**

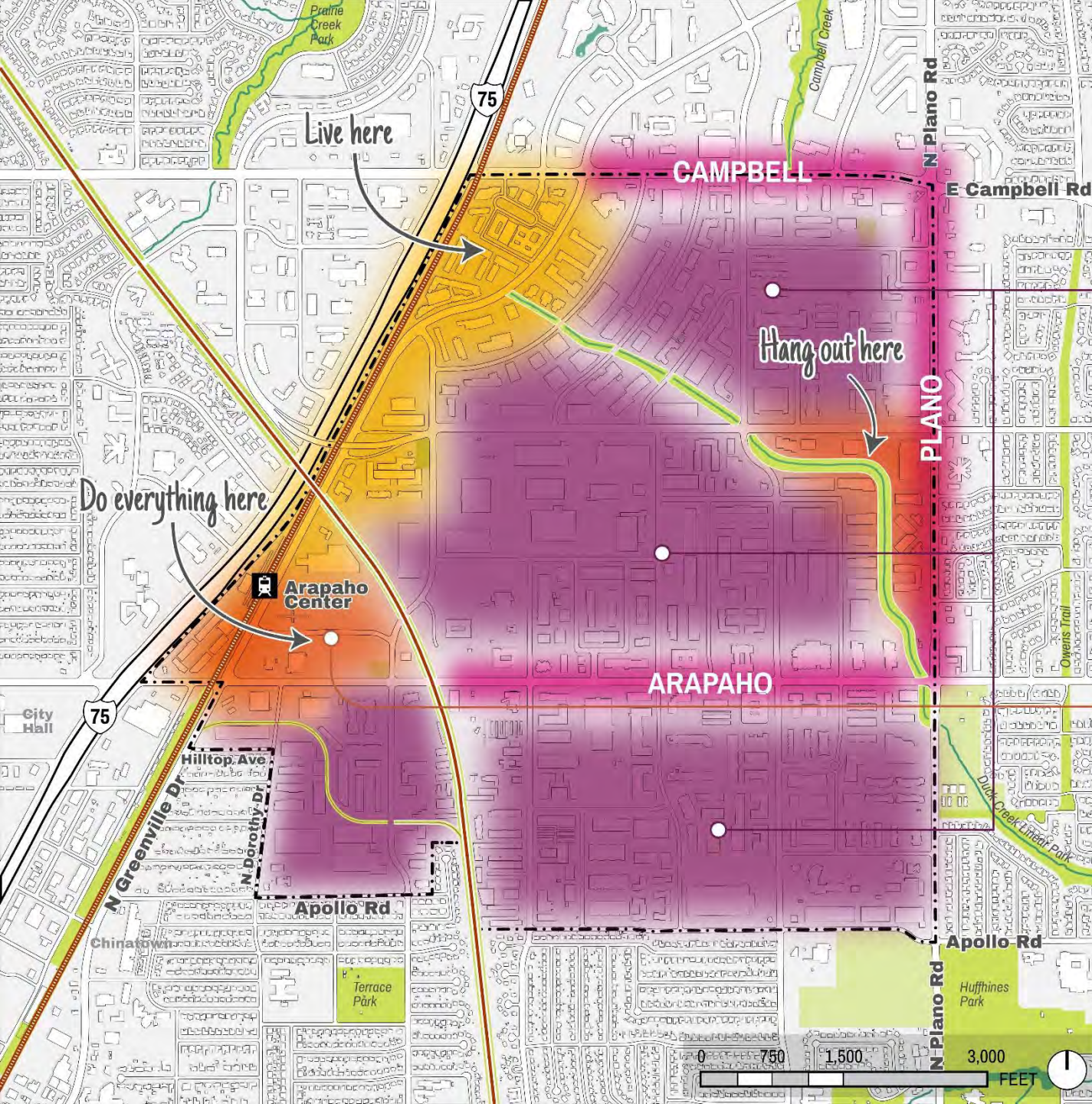








# Land Use Framework



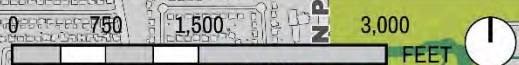
 STUDY AREA

## 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](http://WWW.COR.NET/COLLINSARAPAHO)**