The City of Richardson

- Est. Population: 102,500
- Est. Employment: 110,000
- Home of the Telecom Corridor
Richardson and DART
Part of a Larger System
City’s Relationship with DART

- Long-term, continuous City support for DART
  - City’s DART Board appointee only original board member still serving

- Galatyn Park as DART’s first major public/private partnership
  - Created the template for public participation relative to station design
DART’s Light Rail Stations in Richardson

- **Bush Turnpike**
  - Northern-most Richardson station
  - Light rail extends north into Plano
  - 800 parking spaces beneath turnpike lanes

- **Galatyn Park**
  - Destination station; no parking provided
  - Serves Galatyn Park Urban Center

- **Arapaho Center**
  - 15-acre multi-modal transit center (bus, rail)
  - 1,120 parking spaces
  - Pedestrian underpass connects parking lot to rail station

- **Spring Valley**
  - Southern-most Richardson station
  - Light rail extends south into Dallas
  - 550 parking spaces
  - Brick Row mixed-use development under construction to the east

- **UTD Station**
  - Proposed station on the future Cotton Belt Rail Line
  - Will serve the University of Texas at Dallas and surrounding area
  - Campus-oriented mixed-use development envisioned
ULI Panel Study: TOD Foundation
Urban Land Institute Panel Study

- Hired by the City to study the DART light-rail corridor in June 2000
- 10-member panel of professionals with representatives from across the country
- An in-depth/one week evaluation of the City and the DART light rail corridor
- Offered recommendations for integrating TOD within the community, maximizing development potential of each light rail station
- Included implementation measures
- Report published January 2001
Spring Valley Station District: Public Leadership
Spring Valley Station District
ULI Recommendations

- Commercial development west of the station
- A mix of land uses east of the station (small-scale retail, office, commercial, public, residential)
- Greatest challenge is fragmented landownership
Spring Valley Station District
Station Area Plan (2002-2003)

- Consultants hired to provide specific recommendations
  - Economics Research Associates—City-wide market analysis
  - Calthorpe Associates—Station Area Plan land use, urban design, and implementation

- Reports published March 2003
Spring Valley Station District
Station Area Plan—Vision

Existing Conditions

The Vision
Spring Valley Station District
Plan Implementation/Rezoning—Land Use
Spring Valley Station District Redevelopment—Brick Row

- Approximately 30 acres
  - Eastern half of Spring Valley Station District

- Previous development
  - 337 apartments (built in 1967)
  - 18 single-family homes

- New development
  - 500 Apartments
  - 300 Condominiums
  - 150 Townhomes
  - 44,000 square feet Retail/Restaurant

- Developer: Winston Capital
Spring Valley Station District—Brick Row
Public/Private Investment

<table>
<thead>
<tr>
<th>Initial Value</th>
<th>$10 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Investment</td>
<td>$80 million</td>
</tr>
<tr>
<td>Estimated Development Value</td>
<td>$90 million</td>
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</tbody>
</table>
Galatyn Park Urban Center: Public-Private Convergence
Galatyn Park Urban Center
ULI Recommendations

- Capitalize on public investments
- Ideally situated for mixed-use development
- Establish an urban village that celebrates City’s traditions and looks towards the future
Galatyn Park Urban Center
Public-Private Convergence

- DART’s rail expansion schedule
- Galatyn Park Corporation’s goal-oriented development plans
- Area corporate campus expansion needs
- Community’s need for an additional “Class A” hotel with conference space
- City’s emerging desire for an arts and corporate presentation facility
Galatyn Park Urban Center
Public-Private Convergence

- Approximately 27.5 acres

Development
- 283 Apartments
- 6,813 square feet Retail/Restaurant
- 336 room full-service Hotel
- Corporate Presentation and Performing Arts Center
- 8.3 acre Future Mixed-Use Development

Developer: Galatyn Park Corporation and the City of Richardson
Galatyn Park Urban Center
Eisemann Center and Public Plaza
Galatyn Park Urban Center
Renaissance Hotel and The Venue
Galatyn Park Urban Center
Blue Cross Blue Shield of Texas

- Adjacent to Galatyn Park Urban Center
- 1 million SF headquarters for Blue Cross Blue Shield
- 15-story building, 7-story building, parking garage; additional land for expansion
- Construction started Fall 2007; opening planned early 2010
- Consolidating 3,500 employees from four other locations; potential for 5,000 employment
Galatyn Park Urban Center
Vision to Reality (1995 to Present)

- ~Summer 1995 - Visioning Session
- November 1996 – Original Galatyn Zoning
- March 1997 – Design Inception Announcement
- September 1997 – Nortel Networks Construction Starts
- April 1998 – Introduction of Hotel Partner: John Q. Hammons
- March 1999 – Revised Galatyn Zoning
- April 1999 – Ceremonial Groundbreaking
- June 1999 – DART’s NC4 Rail Line Construction Starts
- November 1999 – Hotel Construction Starts
- March 2000 – Auditorium & Parking Construction Starts
- February 2001 – Naming Announcement for Eisemann Center with $2 million gift
- May 2001 – Hotel Opening
- Fall 2001 – Plaza Opening
- November 2001 – Revised Galatyn Zoning
- July 2002 – DART Station Opening
- September 2002 – Eisemann Center Opening
- December 2006 – The Venue Apartments Construction Starts
- November 2007 – Blue Cross Blue Shield Construction Starts
- March 2008 – The Venue Apartments Opening
### Galatyn Park Urban Center
**Public/Private Investment**

<table>
<thead>
<tr>
<th>Project</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Campus</td>
<td>$176 million</td>
</tr>
<tr>
<td>Renaissance Hotel</td>
<td>$45 million</td>
</tr>
<tr>
<td>Eisemann Center and Public Plaza</td>
<td>$75 million</td>
</tr>
<tr>
<td>The Venue</td>
<td>$22 million</td>
</tr>
<tr>
<td>Blue Cross Blue Shield</td>
<td>$250 million</td>
</tr>
<tr>
<td>Remaining 8 acre site</td>
<td>$78 million</td>
</tr>
<tr>
<td><strong>Estimated Development Value</strong></td>
<td><strong>$646 million</strong></td>
</tr>
</tbody>
</table>
Eastside: Rail Corridor Integration
Eastside Location Along Central Trail

- Galatyn Park Station
- Central Trail
- Eastside
- Arapaho Center Station
Eastside Rail Corridor Integration

- Approximately 14.8 acres
- Existing development
  - 191,104 square feet Office
- New development
  - 436 Apartments
  - 19,296 square feet Office
  - 85,933 square feet Retail/Restaurant
- Developer: Greenway Investment Corporation and Post Properties
Eastside
Public Space and Mixed-Use
## Eastside Public/Private Investment

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Initial Value</strong></td>
<td>$25 million</td>
</tr>
<tr>
<td><strong>Additional Investment</strong></td>
<td>$41 million</td>
</tr>
<tr>
<td><strong>Estimated Development Value</strong></td>
<td>$66 million</td>
</tr>
</tbody>
</table>
UTD Cotton Belt Station: Future Campus Connection
UTD Cotton Belt Station
Crosstown Corridor to DFW Airport
UTD Cotton Belt
Station Area Master Plan

- University enrollment
  - Current: 15,000
  - Projected: 25,000

- Joint project between City of Richardson and UTD with assistance by Jacobs Carter Burgess

- Examines station, land use, and circulation based on university and community needs

- 1st phase complete
UTD Dallas DART Station
Bush Turnpike Station TOD Regulations

Project Description

City of Richardson, Texas

2011 Texas Chapter APA Awards Nomination

Current Planning Category

Bush Central Station PD – Applicant’s Vision
Background

- Since 1997, area subject of various land use studies associated with Dallas Area Rapid Transit’s accelerated plan to bring light rail into Richardson.


- 2001 Commissioned Urban Land Institute (ULI) panel study.
  - Recommends growth priorities
  - Reinforced using the property for transit-oriented development.
  - High-quality, master-planned development strategies
  - Mix of land uses, so that the development community can respond to potential future demand.

- 2009 City’s Comprehensive Plan Update
  - Designates area around all current and potential rail transit stations as Transit Village.
2009 Comprehensive Plan

- Transit Village
  - Nodes of mixed land uses
  - Small-scale pedestrian-friendly blocks
  - Vertical format

- Regional Employment
  - Higher density development
  - High-rise office (primary use)
  - Retail center and entertainment venues (secondary uses)
Subject Properties – Location

Caruth Property
31.37 ac

Caruth Property
54.56 ac

Bush Central Station
57.11 ac
Key Components of PD

- The Regulating Plan (zoning map)
- Development Standards (text & graphics)
  - Proposed standards equal to and/or greater than current City standards
- Normal staff review procedure in place
- CPC and City Council oversight
Regulating Plan – Character Zones

Caruth Property:
- Approx. Gross Ac: 85.9
- Approx. Developable Ac: 52.5

Bush Central Station:
- Approx. Gross Ac: 57.2
- Approx. Developable Ac: 28.6
Public Meetings and Input

- Two joint work sessions with City Council and City Planning Commission held well in advance of application
  - Briefing on Form Based Codes, benefits, process, application, implementation and administration
  - Input and direction from officials on CC and CPC
- Provided Advanced information to public
- Numerous Community Meetings
- HOAs
- Community Stakeholders
- Individual citizens
Public Hearings and Input

- **City Plan Commission Public Hearings**
  - December 7, 2010
  - December 21, 2010

- **City Council Public Hearings**
  - January 17, 2011
  - January 31, 2011
  - February 14, 2011 (Ordinance Adopted)
Development Standards – Elements

• Schedule of Permitted Uses, Permitted with Design Criteria, and Accessory Uses

• Building Form and Development Standards

• Building Design Standards and Guidelines establish a coherent urban character and encourage enduring and attractive development

• Street and Streetscape Design Standards

• Civic/Open Space Standards
## Development Standards – Schedule of Permitted Uses

### Land Use

#### Residential Uses

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Character Zone</th>
<th>TOD Core</th>
<th>TOD Mixed Use</th>
<th>Arterial Mixed Use &amp; Highway Mixed Use</th>
<th>Special District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Occupations</td>
<td>P/A</td>
<td>P/A</td>
<td>P/A</td>
<td>NP</td>
<td></td>
</tr>
<tr>
<td>Multi-family Residential</td>
<td>P/C</td>
<td>P</td>
<td>P/C</td>
<td>NP</td>
<td></td>
</tr>
<tr>
<td>Ground Floor</td>
<td>P/C</td>
<td>P</td>
<td>P/C</td>
<td>NP</td>
<td></td>
</tr>
<tr>
<td>Upper Floors</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>NP</td>
<td></td>
</tr>
<tr>
<td>Residential Lofts</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>NP</td>
<td></td>
</tr>
<tr>
<td>Townhome</td>
<td>P/C</td>
<td>P/C</td>
<td>P/C</td>
<td>NP</td>
<td></td>
</tr>
<tr>
<td>Accessory residential unit</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NP</td>
<td></td>
</tr>
<tr>
<td>Live-work unit</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>NP</td>
<td></td>
</tr>
</tbody>
</table>

**Legend:**
- **P** = Permitted by Right
- **NP** = Not Permitted
- **P/C** = Permitted with Design Criteria
- **P/A** = Permitted Accessory Use
- **NA** = Not Applicable

Accessory use not to exceed 25% of the primary use building square footage
Development Standards – Building Form and Development Standards

- Building Placement
  - Street-Setback Line
  - Build-To Zone
  - Setback
  - Building Frontage
- Block Standards
- Building Height
- Commercial Frontage Requirement
- Special Frontage Requirements
- Parking & Service Access
  - Parking Location
  - Required Off-Street Parking
  - Driveways and Services
- Encroachments
- Applicability
Development Standards – Building Design Standards

■ General to all Character Zones
  • Building Orientation
  • Design of Parking Structure
  • Design of Automobile Related Building Site Elements
  • Roof Form
  • Façade Composition
  • Windows and Doors
  • Commercial and Mixed Use Building Materials
  • Standards Specific to the Urban Neighborhood
## Development Standards – Street & Streetscape – TOD Main Street

<table>
<thead>
<tr>
<th>Code</th>
<th>R.O.W.</th>
<th>Pedestrian Easements (both sides)</th>
<th># of Vehicular Lanes</th>
<th>Vehicular Lane Widths</th>
<th># of Bike Lanes</th>
<th>Bike Lane Width</th>
<th>On-Street Parking</th>
<th>Sidewalk Width</th>
<th>Parkway/Tree Well</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCS-PD</td>
<td>90’</td>
<td>16’</td>
<td>4</td>
<td>10.5’</td>
<td>2</td>
<td>6’</td>
<td>Reverse angled (both sides)</td>
<td>16’</td>
<td>Tree Well (5’ X 5’)</td>
</tr>
</tbody>
</table>

**Public Realm**

- **PARKING**
- **SIDE WALK**
- **BIKE LANE**
- **ROADWAY**
- **BIKE LANE**
- **SIDE WALK**

- **PUBLIC REALM**
- **ROADWAY**
- **PUBLIC REALM**
Development Standards – Streetscapes & Landscape

- Street Trees and Landscaping
  - 40’ on center
  - 3’ behind curb
  - 12’ in height
  - Species from the Planting List in Appendix B

- Street Furniture, Lighting, and Materials
  - Pedestrian scale lighting
  - Trash receptacles and bike racks required along Type ‘A’ Streets
  - Street furniture and pedestrian amenities (e.g. benches) are recommended

9.5 Streetscape & Landscape Standards: Streetscape standards shall apply to all streets within the Bush Central Station. Streetscape standards shall address all elements between the building face and edge of the curb. Typical streetscape elements addressed are street trees, lighting, street furniture and pedestrian amenities, and materials. Maintenance of all streetscape and landscape shall be by the property owner’s association established for the Bush Central Station. All dedicated public rights-of-way and landscaping within them shall be maintained by the City of Richardson.

9.6 Street Trees and Landscaping (within the pedestrian easement):
9.6.1 Street trees shall be required on all Bush Central Station Streets (except on alleys and PGBT access road.)
9.6.2 Street trees shall be planted approximately 3 feet behind the curb line.
9.6.3 Spacing shall be an average of 40 feet on center (measured per block face) along all streets except alleys.
9.6.4 The minimum caliper size for each tree shall be 3 in. and shall be a minimum of 12 feet in height at planting. Each tree shall be planted in a planting area no less than 36 sq. feet. However, the tree well area may be no smaller than 25 sq. ft.
9.6.5 Along the TOD Avenue and Park Avenue trees shall be required in the median and spacing and species shall be the same as the trees in the parkway.
9.6.6 Turf and groundcover: When clearly visible from the street and alleys, all unpaved ground areas shall be planted with low growing shrubs or ground cover, ornamental grasses, or a combination thereof. Turf grass must be installed as solid sod and not seeded on.
9.6.7 Species shall be selected from the Bush Central Station Planting List in Appendix B of this ordinance.
9.6.8 Maintenance of all landscape materials shall meet the requirements of the City of Richardson Landscape Ordinance Requirements.
9.6.9 Along arterials and highway access roads, street trees shall be planted within the required landscape parkway as per the City of Richardson Landscape Ordinance/Policies.

9.7 Street Furniture, Lighting, and Materials:
9.7.1 Pedestrian scale lighting shall be required along all Bush Central Station streets (except on alleys and PGBT access road). They shall be no taller than 20 feet.
9.7.2 Street lights shall be placed at 50 feet on center, approximately 3 feet behind the curb line.
9.7.3 The light standard selected shall be compatible with the design of the street and buildings.
9.7.4 Trash receptacles and bike racks shall be required along all Type ‘A’ Streets. A minimum of one each per block face shall be required.
9.7.5 Street furniture and pedestrian amenities such as benches are recommended along all Type ‘A’ Streets.
9.7.6 All street furniture shall be located in such a manner as to allow a clear sidewalk passageway of a minimum of 6 feet.
9.7.7 Materials selected for paving and street furniture shall be of durable quality and require minimal maintenance.
Development Standards – Signage Standards

**Sign Types**

- Window
- Building Blade
- Tenant Blade
- Marquee
- Temporary
- Banner
- Sandwich Board
- Light Pole Banner
- Directory
Development Standards – Civic/Open Space

*Civic/Open Space* network of open spaces providing a range of both passive and active recreational opportunities.

- Mandatory Plazas
- Mandatory Greens
- Mandatory Parks
- Mandatory Squares
- Mandatory Multi-Use Trails
- Non-Mandatory Plazas
Administration

- Special Development Plans (City Council after City Plan Commission recommendation)
  - Major modifications to PD standards

- Minor Modifications (City Manager or designee) those that do not:
  - Materially change the circulation and building location
  - Increase the building area permitted
  - Change the relationship between the building and streets
  - Allow a prohibited use
  - Increase building height or reduce required parking
  - Change a street cross section and Street and Streetscape Design Standards

- Appeals of a denied minor modification or denial of an interpretation on a use not listed (forwarded directly to the City Council)
Administration – Development Process

Submittal of Development Plan Application

Complies with the PD or minor modification

Development Plan Approved by the City Manager

Plat Reviewed by CPC

Plat Denied by CPC

Plat Approved by CPC

Building Permit Application

Minor Modification Denied by City Manager or designee

Appeal to City Council

City Council Approval

City Council Denial

Special Development Plans

CPC Recommendation

CC Approval

CC Denial
Lessons Learned
Richardson’s TOD Experience
Lessons Learned—Planning

- ULI Panel Study provided solid foundation for transit-oriented development planning
- Station area plans, private/public partnerships created focused vision
- Regulations and plans must be flexible to react to development proposals
- Expectations should be based on market realities
- Benefits of transit-oriented development need to be continually promoted
- Keep community involve in process with frequent reminders of history
Richardson’s TOD Experience
Lessons Learned—Developer Relations

City must act to:

- Become educated on TOD and mixed-use development
- Convene the parties
- Encourage high degree of cooperation
- Discuss mutual development objects of all parties
- Support key studies and site preparation efforts
- Promote City objectives for site as one element of the overall community
- Consider non-standard development standards
- Determine appropriate incentives, if any