



*RICHARDSON*

***IQ***

# [01]

## BACKGROUND

## Years in the making

### 2017

A Task Force led by property owners and the Richardson Chamber of Commerce led an effort to strengthen the overall economic vitality of the East Collins/Arapaho area and create a “game plan” for private sector investment and supportive City action. This area surrounds the DART Arapaho Center Station and is in the heart of Richardson’s Telecom Corridor®. A key action item that resulted from the Task Force work was consensus and support amongst stakeholders for the creation of an innovation district in order to strengthen and foster investment in the area’s economic and physical assets.

### 2018

The City of Richardson developed a visioning study and 10 main strategies for the 1,200-acre area, which included a land use, market, mobility, and open space analysis. As part of this effort, extensive public outreach was conducted with elected leaders, residents, property owners, business owners, employees, and DART transit riders. Staff from DART, UT-Dallas, Richland College, and the Richardson Chamber of Commerce also played an important role in shaping the overall vision for the area. The result of this outreach and analysis has been the development of a unified vision, goals, and strategies to set the stage for the next generation of innovation in Richardson. To view the vision study, please visit [www.cor.net/collinsarapaho](http://www.cor.net/collinsarapaho).

### 2019

Implementation of the visioning study and 10 main strategies begins with a new district name and new zoning entitlements to maximize development potential in the Richardson IQ. In addition, several key infrastructure, mobility, and feasibility projects begin to support the Richardson IQ vision.



# [02]

## COMMUNITY DRIVEN

The vision development and implementation of the Richardson IQ strategies have been community driven. Creative activities to engage stakeholders such as pop-ups in offices and at the DART Arapaho Center Station have been successful in shaping vision and action plan for the Richardson IQ. Demonstration projects and tactical urbanism have also been used to engage a variety of stakeholders and build support for the District.



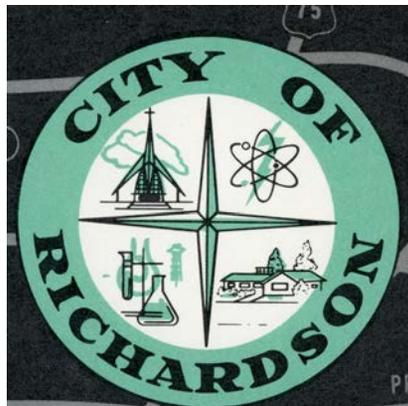


# [03]

INNOVATION  
IS IN OUR DNA

## *A History of Innovation*

The area has a rich history of exceptional enterprises. In 1951, Collins Radio, a well-established electronics company from Cedar Rapids, Iowa, built the first building of what would become a multi-building campus on a 400-acre site near the study area. Collins Radio helped usher in the Information Age with radio equipment used by everyone from ham radio operators to NASA. This attracted engineering talent and eventually spawned several new technology-based enterprises. Other notable innovators include computer graphics pioneers Micrografix and Altsys and supercomputer manufacturer Convex Computers.



(Image: An alternate city logo)

By the 1960s, Arapaho Road became the geographic center of the City's industrial district and heart of the original high-tech center. In the decades that followed, technology and telecommunications continued to form the cornerstone for economic growth and development of the community, creating one of the largest technology centers in the United States known as the Telecom Corridor®.

# Innovation Today

Today, The Richardson IQ is home to video game giant id Software and nano-tech labs operated by LINTEC and Zyvex. Honeywell manufactures sensors here, and Raytheon's EO Innovations makes optical lenses. Digital Realty currently oversees nearly a million square feet of data centers, and Ericsson, Verizon, Siemens, and Argo Data all have offices here, too. Vent-A-Hood, which opened its doors in the Richardson IQ in 1962, has achieved some of the most kitchen ventilation innovative strides in appliance industry.



# [04]

## RICHARDSON IQ VISION

### *The Opportunity*

The Richardson IQ is a **MAJOR DALLAS-FORT WORTH JOB CENTER**. It contains over half of the businesses in Richardson and **20%** of the jobs with an estimated **19,000** people employed in over **1,000** businesses.

The Richardson IQ has its origins as home to major, innovative corporations and their suppliers including Collins Radio, Ericsson and Texas Instruments in north Dallas. This concentration of some of the country's biggest telecommunications firms became nationally known as the **TELECOM CORRIDOR®**.

Today, the Richardson tech story continues to evolve in the Richardson IQ. The tech sector has diversified from its telecom equipment roots and now includes companies across a **WIDE RANGE OF INDUSTRIES**, and research and new academic programs at **NEARBY INSTITUTIONS** signal the potential for further diversification.

The Richardson IQ has **UNIQUE REAL ESTATE** that works for start-ups and scale-ups in its flexibility and affordability. Unlike other office parks or industrial parks in the region, the IQ has a combination of both office and industrial space. Flex space, which accounts for 7.5M square feet or 61% of the building area in the Richardson IQ, is mostly leased and extremely valuable in the growing Metroplex. This real estate is essential in providing space for new businesses to start and for established ones to grow.

Richardson's **CENTRAL LOCATION** and **TRANSIT ASSETS** are an advantage in a region where the rapid outward expansion of job centers is creating worsening traffic conditions and longer commutes. Almost half of the workers in the Richardson IQ live within a 20-minute drive and most live within 45 minutes.

Richardson has **TALENT**. As a diverse city with access to tech talent and proximity to top-tier educational institutions, Richardson is an attractive location for international companies. These same qualities are also the building blocks for innovative new businesses to grow.

# Richardson IQ Vision

## Vision:

*The District will be the premier tech hub in Texas. To achieve this, the District will...*



Be a center for innovation and entrepreneurship

Be walkable and bikeable

WITH THE STATION AREA SERVING AS THE PRINCIPAL GATEWAY TO THE DISTRICT.

Be lively and active

Be visually unique and green

## Attributes of the Richardson IQ



## LIVE - WORK - INVENT

# [05]

## A DISTINCT, COHESIVE PLACE

The Richardson IQ has been precision-engineered to foster growth, attract and retain talent, and encourage collaboration. Modeled after highly successful projects in Barcelona, Boston, and other cities around the world, the Richardson IQ is bringing together public and private resources to modernize, revitalize, and promote this part of Richardson as a prime location for businesses — and their employees — to call home.

Key initiatives are underway to position the Richardson IQ as the premier tech hub in Texas.

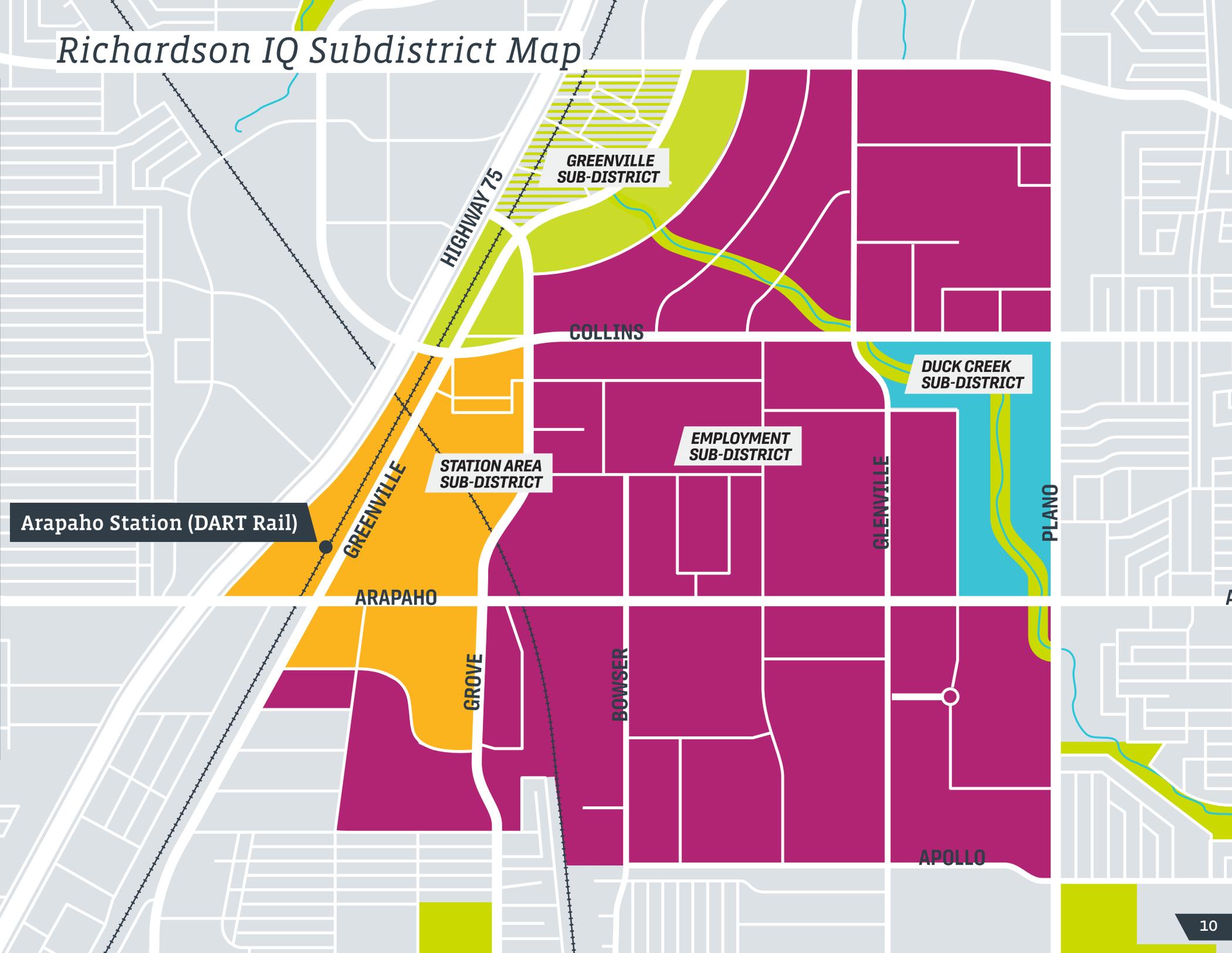
These initiatives include:

- Capital improvement planning for new infrastructure
- Mobility planning and improvements
- Beautification projects
- Feasibility studies for a shared “innovation space”
- Station-area redevelopment
- Evaluation of new resources to support businesses

In 2019, a new form-based zoning code was adopted by City Council to remove barriers and increase zoning flexibility to maximize development potential in the Richardson IQ. This zoning code created four distinct sub-districts with varying uses, activities, and building forms. These sub-districts are summarized on the following pages.



# Richardson IQ Subdistrict Map



# [06]

## STATION AREA SUB-DISTRICT VISION

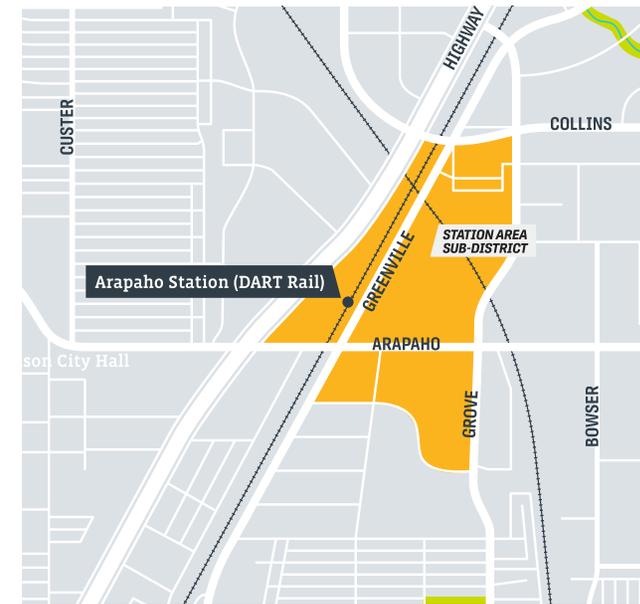
*Develop a walkable mixed-use front door to the Richardson IQ, maximizing development potential around the transit station.*

### CHARACTERISTICS

- 88 Acres
- High Density
- Transit-Oriented Development
- Mixed-Use
- Compact Land Use Patterns
- Reduced Parking Minimums
- Minimum Residential Densities
- No Maximum Building Heights
- Activated Open Space
- Street Activation
- Walkable and Bikeable

### USES

- Residential
- Live/Work
- Retail
- Restaurant
- Entertainment
- Distillery, Winery, Brewery
- Office
- Co-Working
- Innovation Hub



*Allow a wider range of uses, including residential, to create more attractions that complement mixed-uses on the west side of Greenville Avenue at Eastside.*

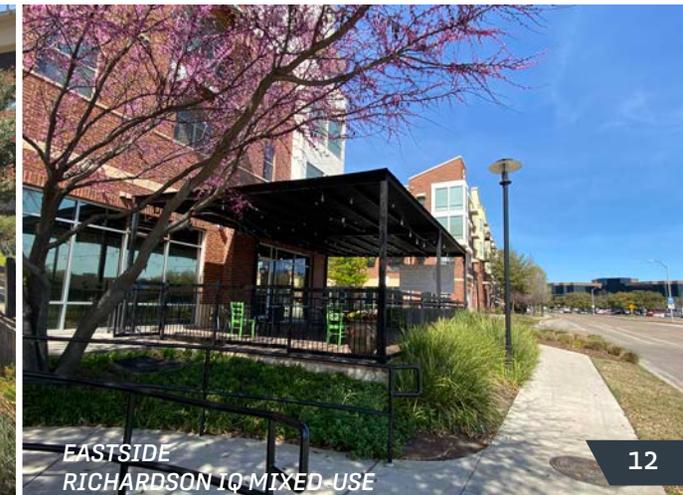
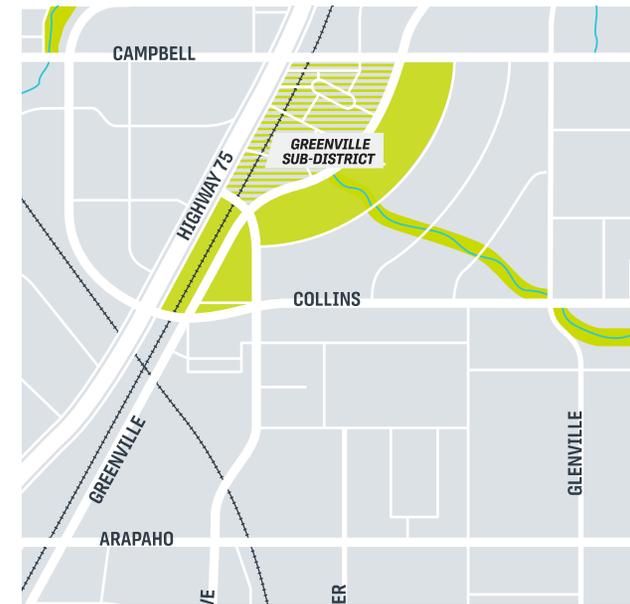
### CHARACTERISTICS

- 43 Acres
- Medium/High Density
- Mixed-Use
- Walkable and Bikeable
- Reduced Parking Minimums
- Activated Duck Creek Amenity
- Street Activation

### USES

- Residential
- Live/Work
- Adaptive Reuse
- Retail
- Restaurant
- Distillery, Winery, Brewery
- Office/Manufacturing
- Co-Working

 -Excluded from Richardson IQ rezoning



# [06]

## DUCK CREEK SUB-DISTRICT VISION

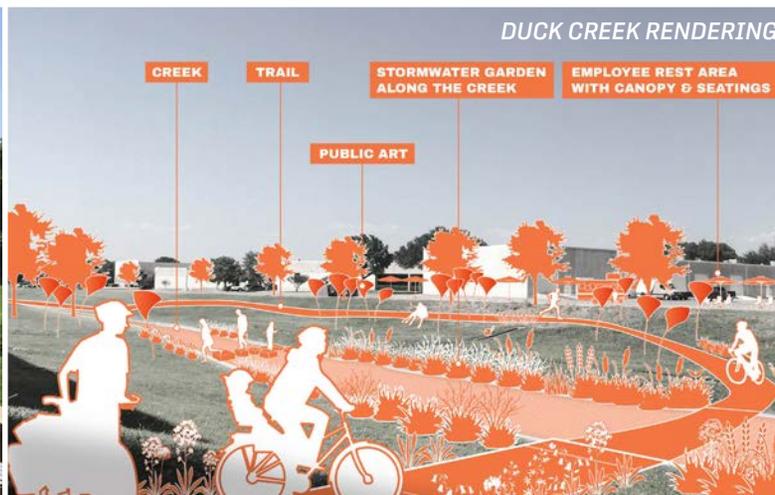
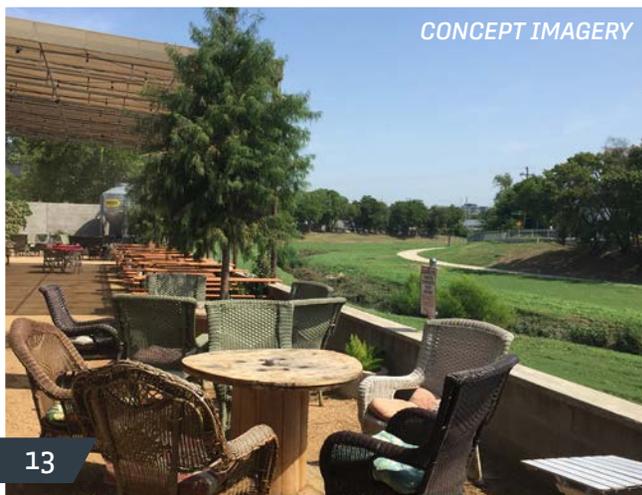
*Encourage trail-oriented uses that face the creek and benefit from the City's open space investments.*

### CHARACTERISTICS

- 64 Acres
- Medium Density
- Walkable and Bikeable
- Trail-Oriented Development
- Reduced Parking Minimums
- Activated Duck Creek Amenity

### USES

- Adaptive Reuse
- Live/Work
- Retail
- Restaurant
- Distillery, Winery, Brewery
- Office/Manufacturing
- Co-Working



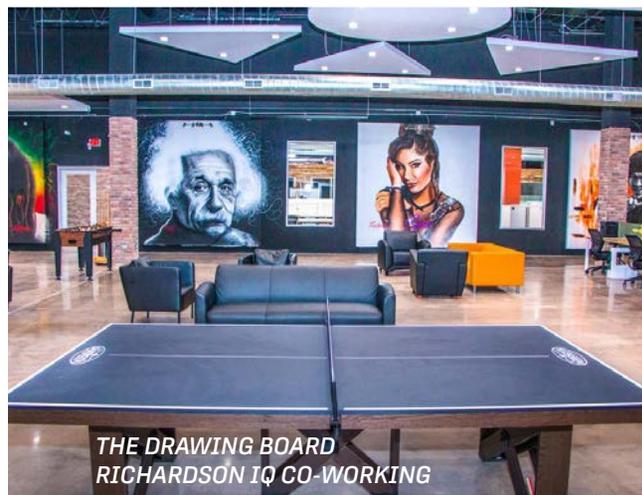
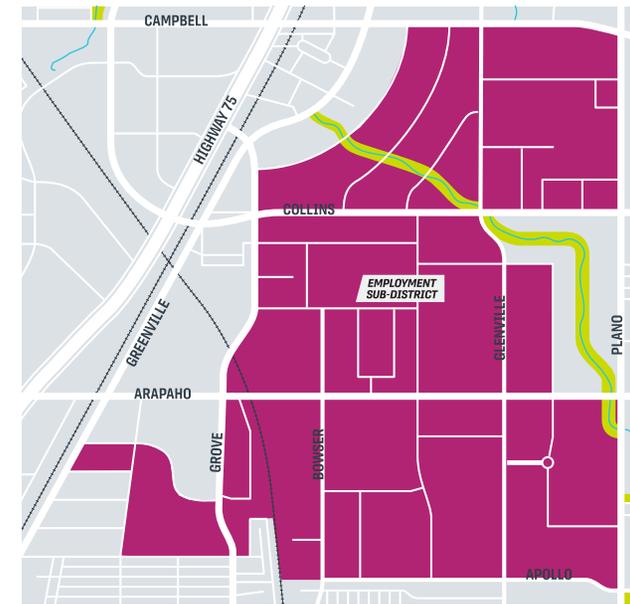
*Promote as the center for business innovation and entrepreneurship and allow a wider range of uses with increased flexibility for building additions and remodels.*

**CHARACTERISTICS**

- 736 Acres
- Low/Medium Density
- Walkable and Bikeable
- Reduced Parking Minimums
- No Maximum Building Heights

**USES**

- Adaptive Reuse
- Live/Work (select locations)
- Retail
- Restaurant
- Distillery, Winery, Brewery
- Office/Manufacturing
- Data Center
- Co-Working



THE DRAWING BOARD  
RICHARDSON IQ CO-WORKING



CONCEPT IMAGERY



BUILDING RENDERING



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[WWW.RICHARDSONIQ.COM](http://WWW.RICHARDSONIQ.COM)

