

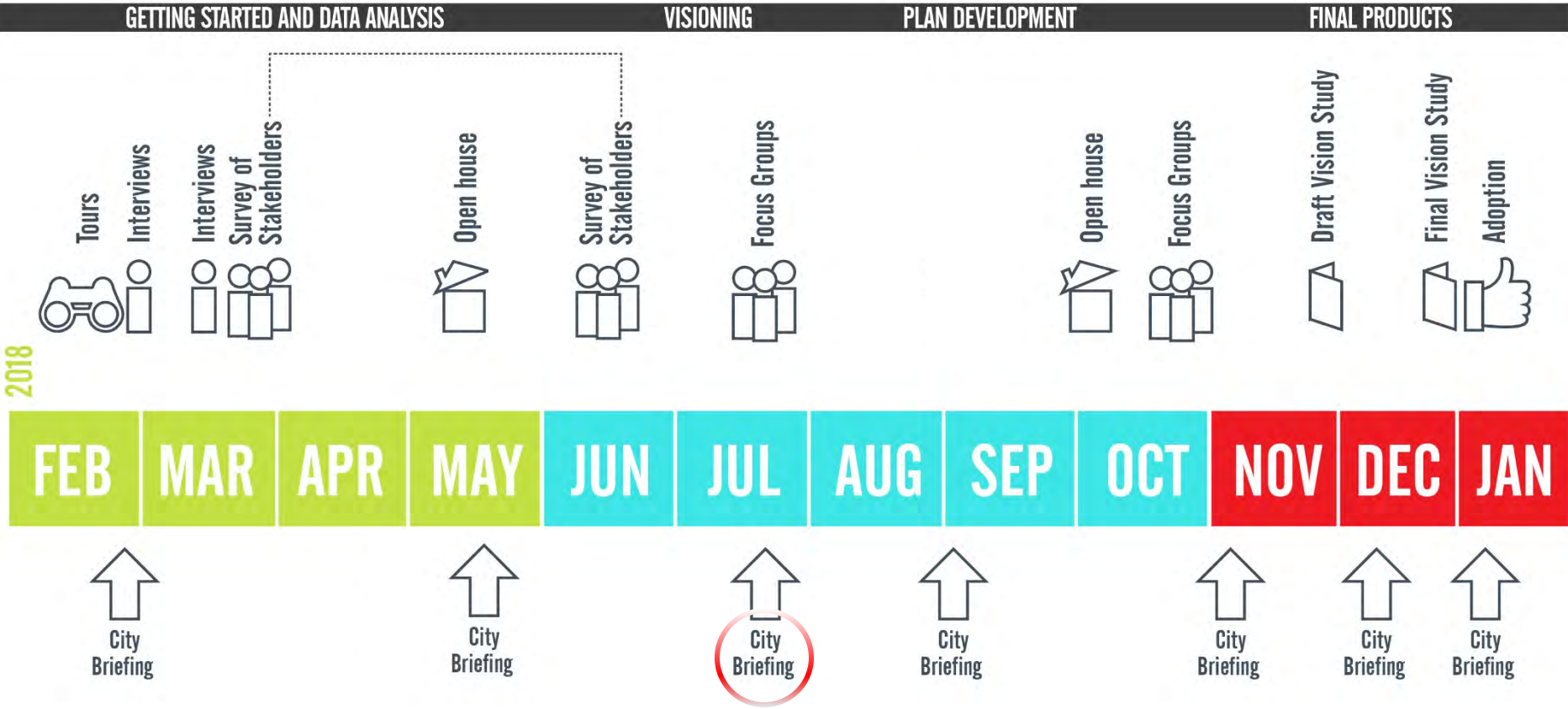


COLLINS / ARAPAHO TOD & INNOVATION DISTRICT STUDY

INTERFACE STUDIO
NINIGRET PARTNERS
BIG RED DOG ENGINEERING

JULY 23, 2018
CITY COUNCIL

SCHEDULE



2018

Public outreach by the numbers

4 Tours

6 Announcements in Richardson Today & Week in Review

25 Interviews

82 Open House participants

135 DART Station Pop-Up participants

154 Office Pop-Up participants

914 Surveys

2,600 Postcards

5,698 Next Door accounts

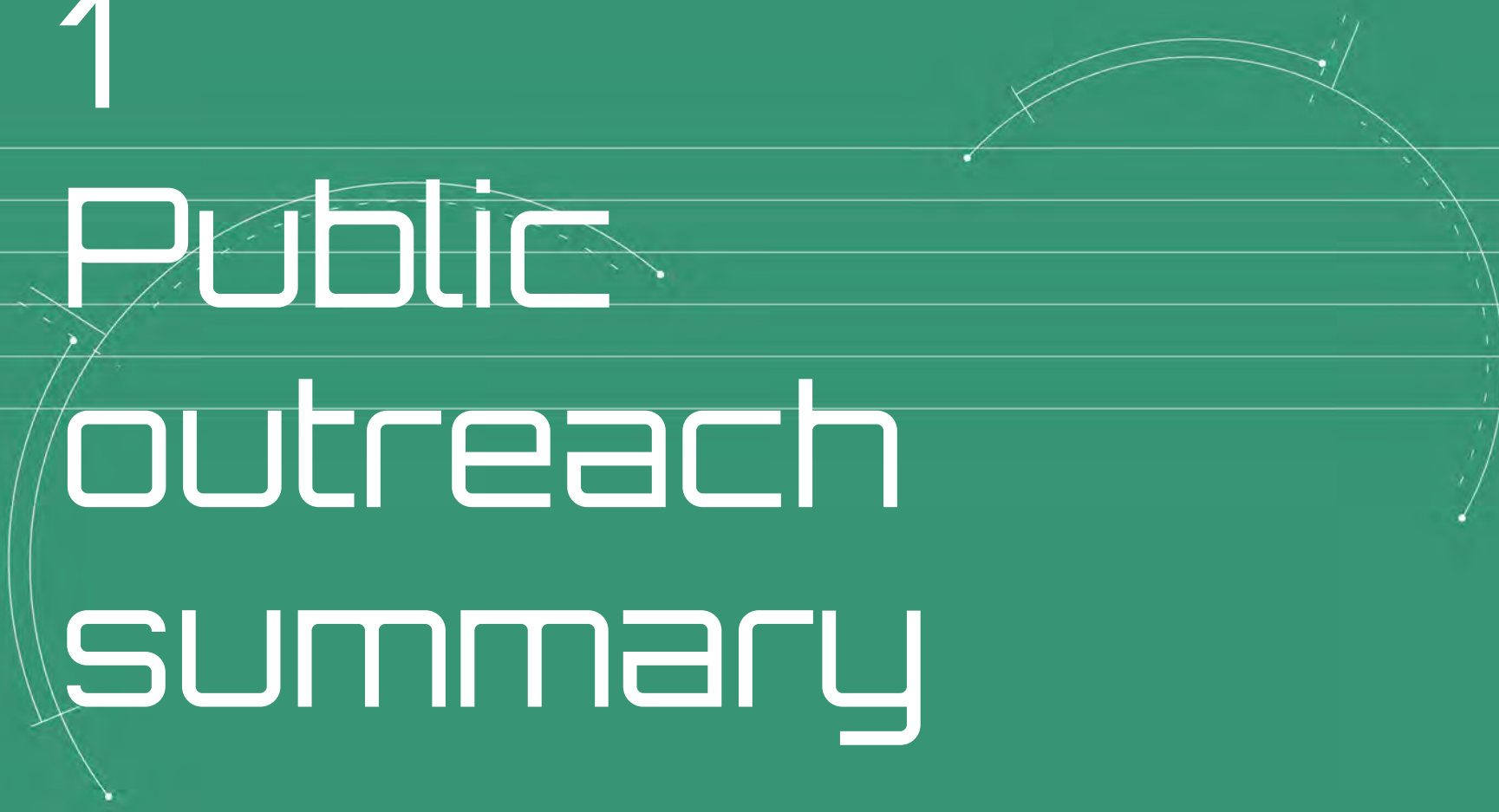
Agenda



1. Public outreach summary
2. Draft vision & initial ideas

1

Public outreach summary

The background is a solid teal color. There are several decorative white elements: a large arc on the left side, a smaller arc on the right side, and several small white dots scattered around the arcs. The text 'Public outreach summary' is written in a white, sans-serif font, stacked vertically in the center-left area.

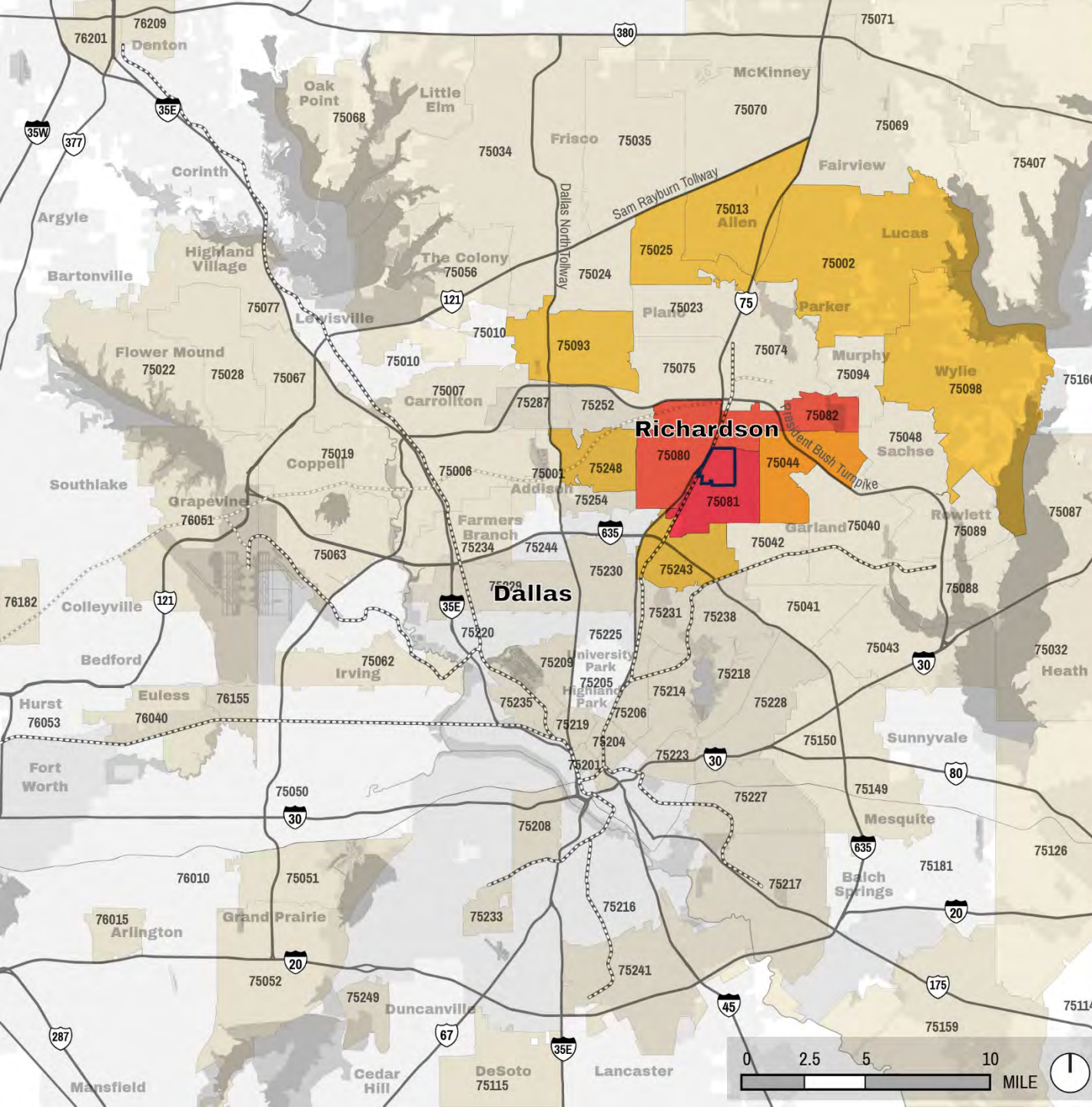
Key takeaways

(from open house, pop-ups and survey)

- > 9 out of 10 residents surveyed moved from somewhere else.
- > Affordability and location (close to home/work) are the top reasons residents and business owners chose to locate in Richardson and the study area.
- > People drive a lot, but walkability is also important for residents and workers, who would like to drive less if it was easier and safer to do so.
- > People want to see MORE things to do and a VARIETY of working spaces. 72% want more things to do, especially through more activities and events, recreation, shopping & dining, and 7 out of the 10 top ideas are related to events and active programming.
- > Greening and open space are desired to improve the look and feel of the District.
- > The Station area is seen as an opportunity for a mix of uses and better transit.

What zipcode do you live in?

Participants: 914



- STUDY AREA
- 1 - 9
- 10 - 25
- 26 - 50
- 51 - 100
- 101 - 200
- 201 - 258

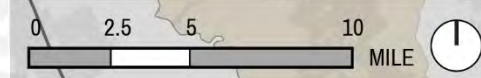
64%
**OF SURVEY PARTICIPANTS
LIVE IN RICHARDSON**

Out of 914 participants:
335
WORK IN THE STUDY AREA.

52
OWN A BUSINESS IN THE STUDY AREA.

472
LIVE IN RICHARDSON AND DO NOT WORK OR OWN A BUSINESS IN THE STUDY AREA.

55
NONE OF THE ABOVE BUT I'M INTERESTED IN THE STUDY AREA.



SURVEY

Richardson Residents

Total Responses: 560

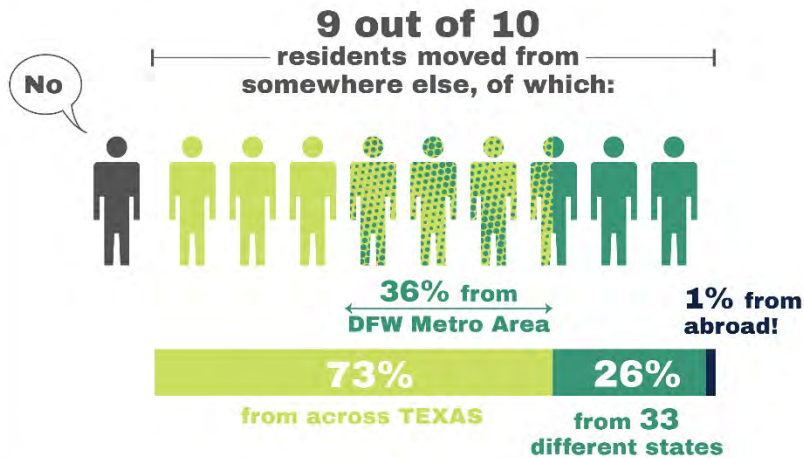
Why did you decide to live in this neighborhood?



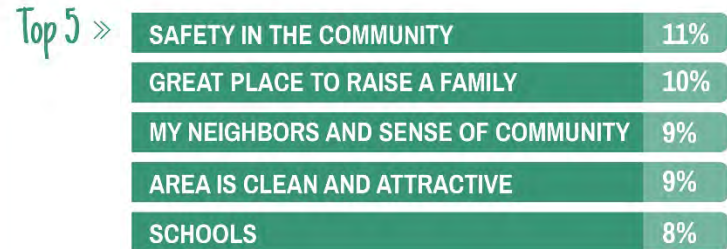
1

Those who work or own a business in the study area, selected being close to work as their top choice.

Did you move from somewhere else?



What do you like best about your neighborhood? (choose 3)



What do you dislike most about your neighborhood? (choose 3)



Krispy Kreme
DONUTS & COFFEE SINCE 1937
JOIN THE FUN AT KrispyKreme.com
GET SWEET E-MAILS FROM US Facebook.com/KrispyKreme
[FACEBOOK.COM/KRISPKREME](http://Facebook.com/KrispyKreme)

Krispy Kreme
DONUTS



District Identity
I WISH I COULD
BE IN THE
DISTRICT
Take a card,
fill in the blanks &
place your card in the box!

Help determine the
FUTURE
of the
TELECOM CORRIDOR

Help determine the
FUTURE
of the
TELECOM CORRIDOR

District Identity

Do you own a better phone or tablet than you have your friends? Do you use it to see things you don't see elsewhere?

How do you get to the station, and how long does it take?

When you get off the train or bus, how far are you from your destination and how do you get there?

What would make this trip easier?

Let the card stand for the best point!



DART Avondale Center Station







Brainstorming



STARTech is city-owned and an opportunity for early action. What should we do with it?

Share your thoughts here below!

WE SHOULD...

- TRANSFORM DUCK CREEK INTO AN AMENITY ARTS FACILITY (studio space, teaching space, gallery and performance space)
- CO-WORKING SPACE W/ FOOD SERVICE/W
- PRIVATIZE IT / SELL TO PRIVATE CHAMBER OF COMMERCE / BUSINESS DEVE
- WOLISH / RE-BUILD DECK
- WORK W/ DUCK CREEK AS A PARTNERSHIP / INNOVATION CENTER

Duck Creek

STARTech is part of a

STARTech

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.

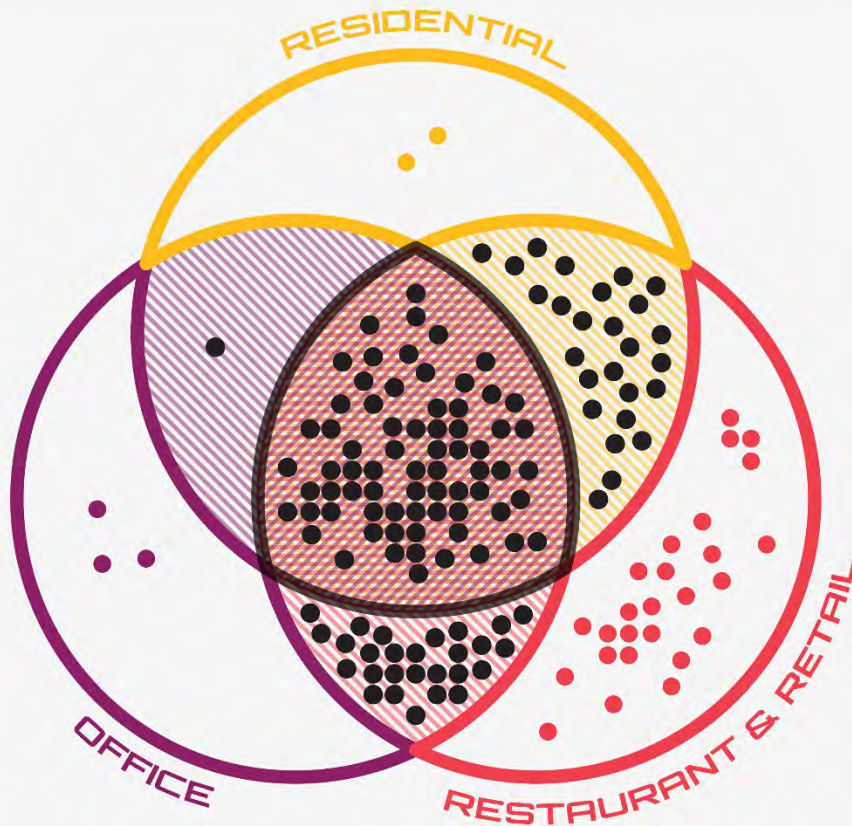


If you
ARTS

Arapaho Center Station



THE ARAPAHO CENTER STATION IS RIPE FOR TRANSIT-ORIENTED DEVELOPMENT, BUT WHAT IS THE MIX?



▶▶ **45%** of participants think the Arapaho Center Station should have a **combination of all uses.**

17% believe the station should be a mix of **office & retail** development, making it the second most voted option.

16% of participants voted for a mix of **retail & residential**, while other **16%** prefer **retail only.**

OPEN HOUSE & OFFICE POP-UPS

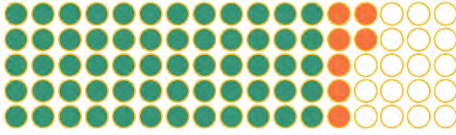
Thumbs Up, Thumbs Down

Total Responses: 158

Top 10 IDEAS



1

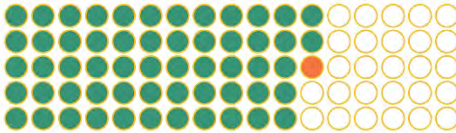


Food Trucks

60
7



2

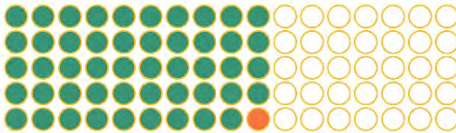


Farmers Market

57
1



3

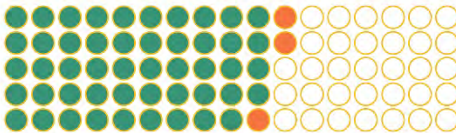


Shade Structure

49
1

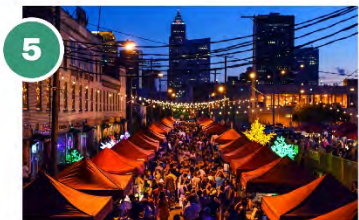


4

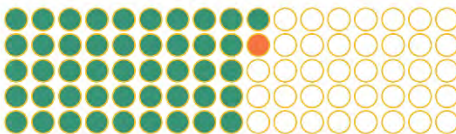


Off-Street Bicycle Path

49
3



5

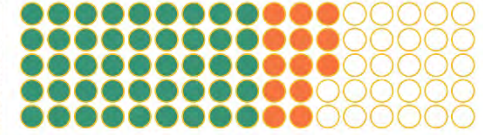


Night Market

46
1



6



Beer Garden

45
13



7

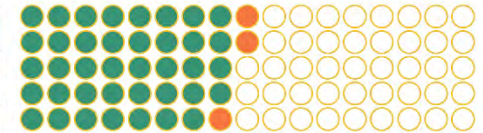


Sidewalk/Median Tree Canopy

41
3



8

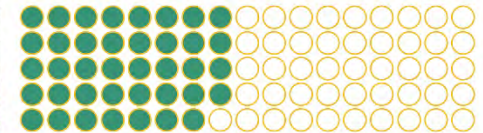


Art

41
3



9

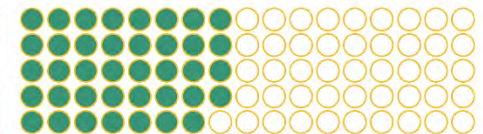


Family-Friendly Activities

39
0



10



Recreation

39
0

2

Working Vision

The District will be a premiere tech hub in Texas. To achieve this the District will...

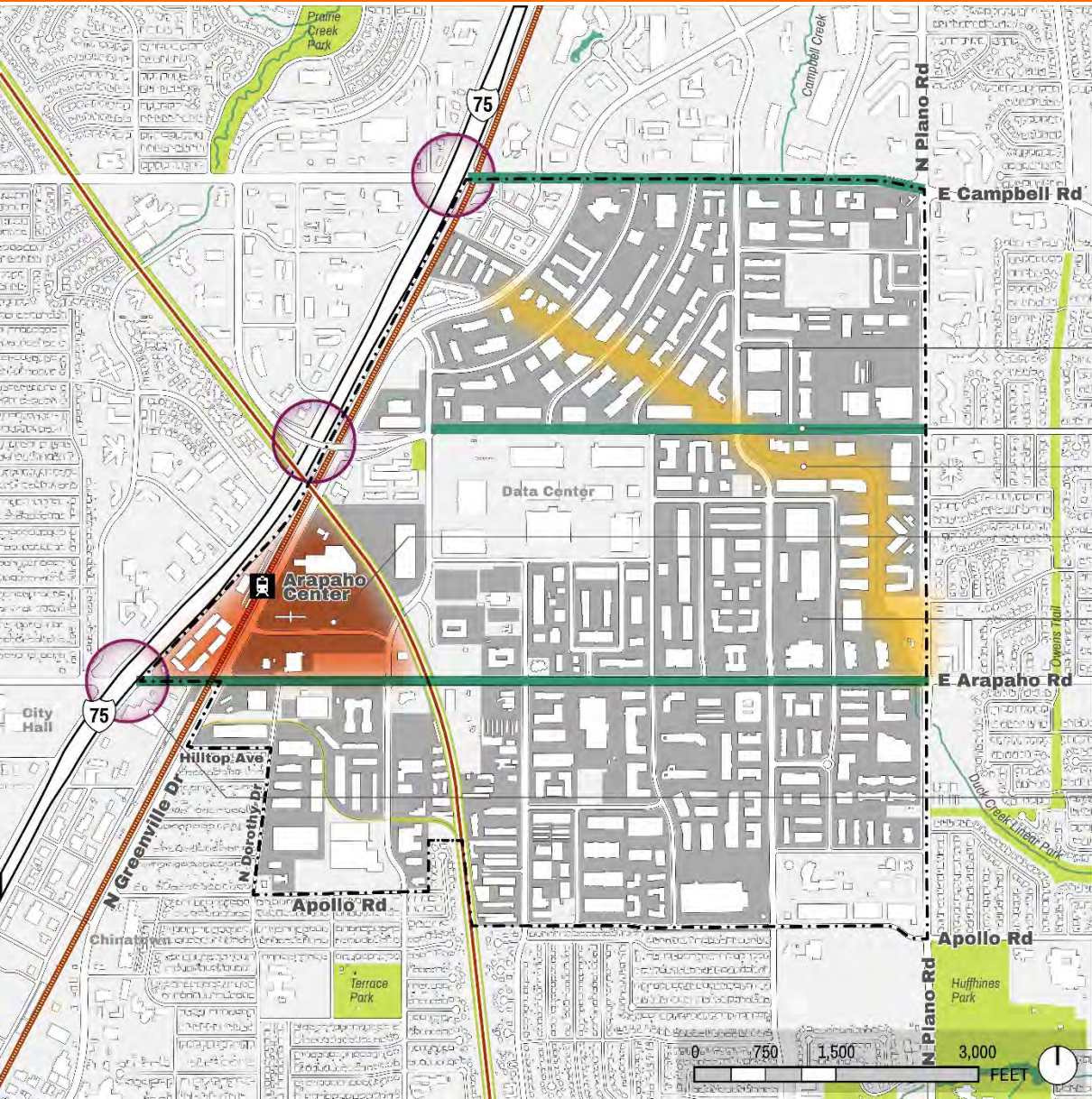
- > continue to be a center of innovation and entrepreneurship
- > provide a place where a range of businesses across industries and at different points in their growth can thrive
- > support existing businesses while attracting new ones
- > be lively and active with a mix of uses and more things to do
- > be visually unique and green
- > be walkable, bikeable and easy to get around without a car
- > develop and activate the station area as the gateway to the District

Initial Ideas

Two primary tactics to help encourage and stimulate the market



We need to create new amenities and experiences to help innovation to thrive.



Hidden Assets

STUDY AREA

wide streets with excess capacity

medians

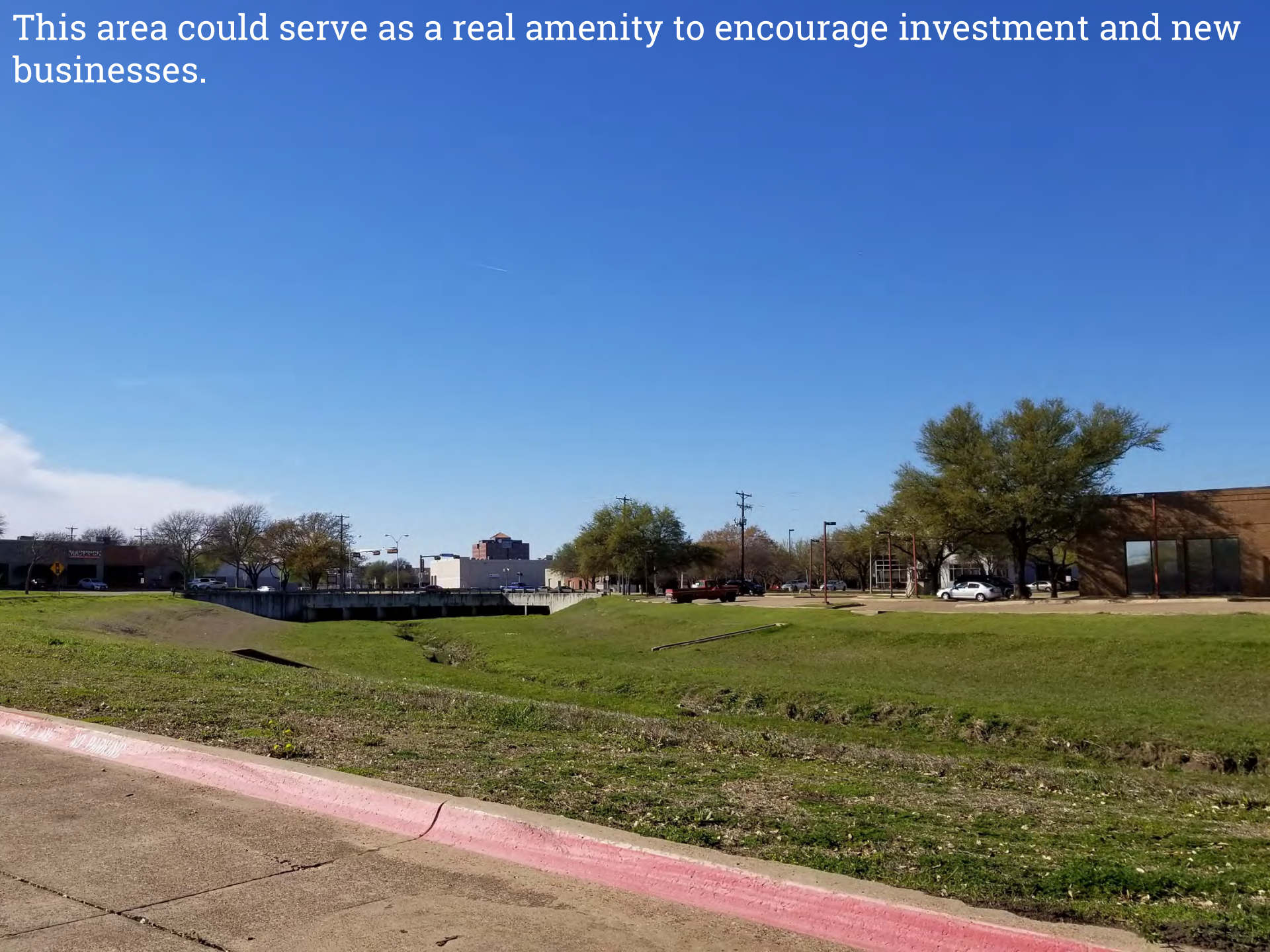
Duck Creek

Station area

a whole lot of parking!
some of it underutilized

gateways

This area could serve as a real amenity to encourage investment and new businesses.





The Plaza, Cambridge



Alewife Stormwater Park, Cambridge



Some parking lots are heavily used but others are not. What if we encourage property owners to activate unused space?



There is space to integrate temporary improvements and uses



Airstream coffee shop – Venice Beach

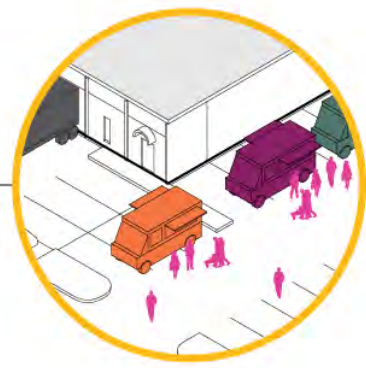
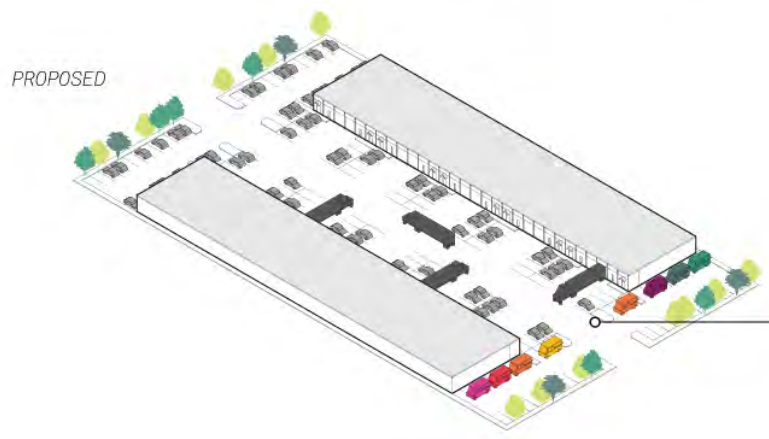
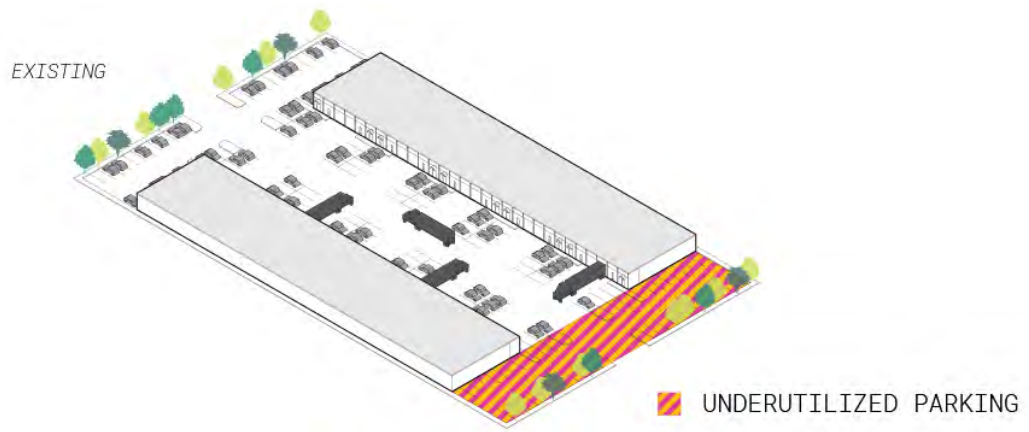


Biergarten – Oklahoma City

For instance, unused parking space below re-purposed as an asset – in this case, a space for food.

UNDERUTILIZED PARKING - FOOD TRUCKS

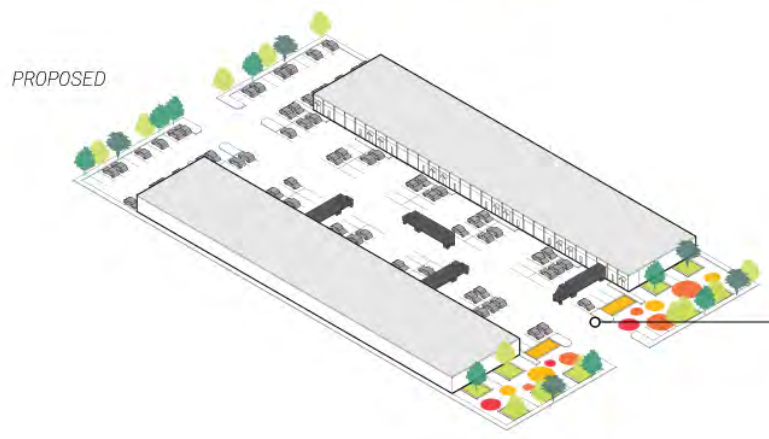
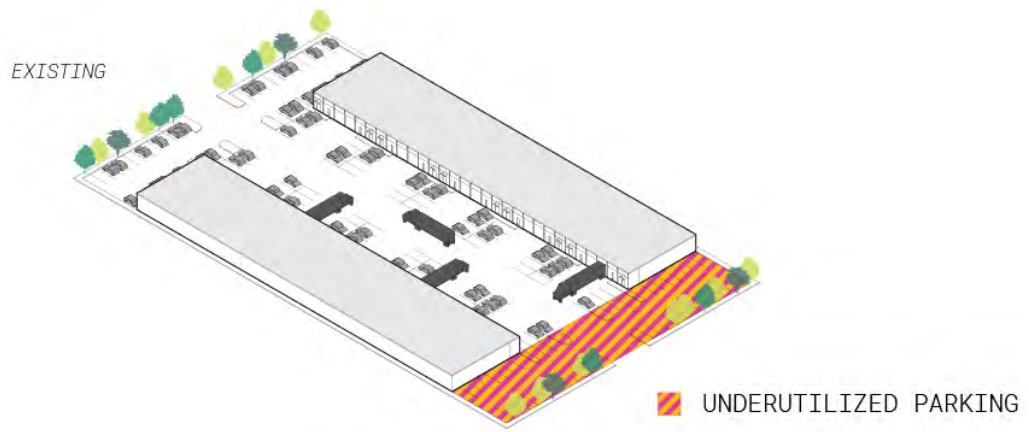
1A FLEX SPACE - FRONT LOADING



For instance, unused parking space below re-purposed as an asset – in this case, a space for a permanent small park.

UNDERUTILIZED PARKING - POP-UP PARK

1A FLEX SPACE - FRONT LOADING



But we also have space for additions, more storage or even more development.

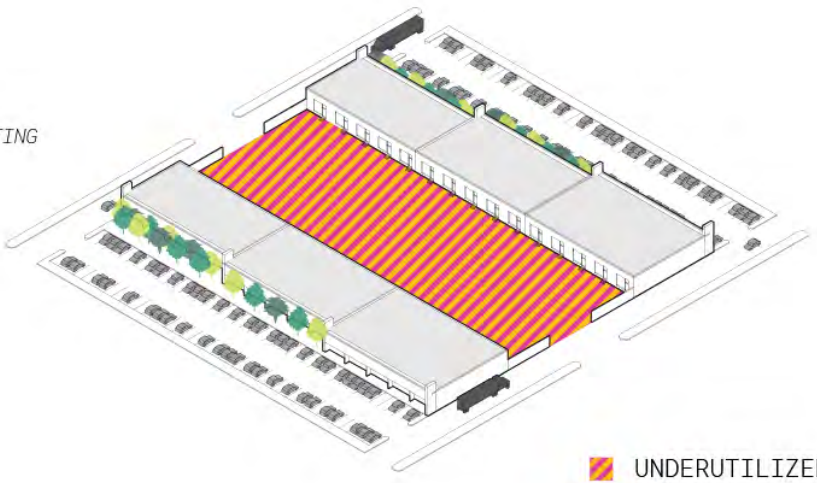


In this case, underutilized loading space could be reused for an addition.

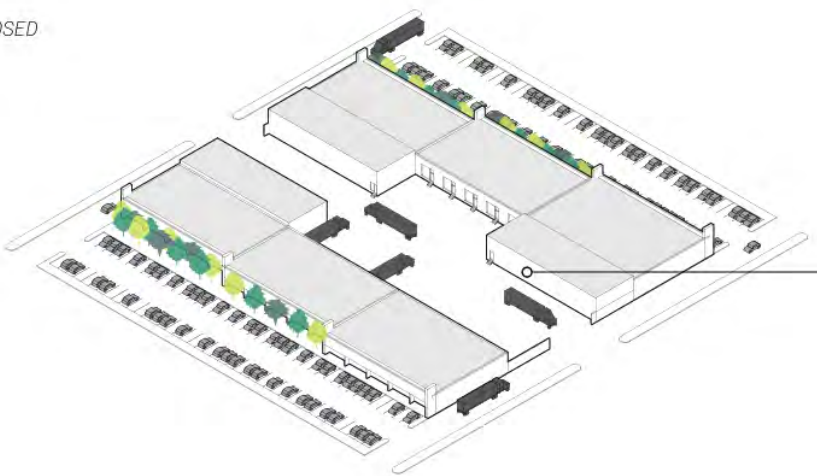
UNDERUTILIZED PARKING - BUILDING ADDITION

1B FLEX SPACE - REAR LOADING

EXISTING



PROPOSED

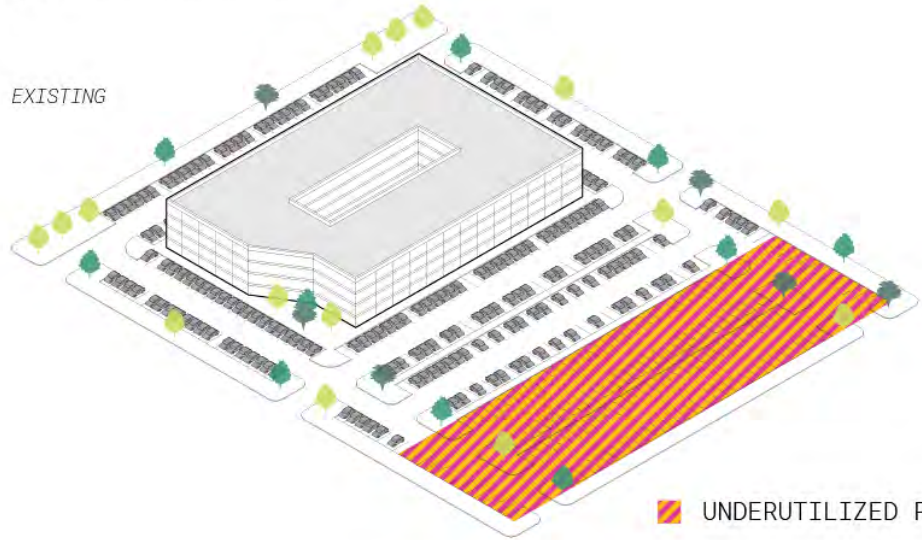



And where the space is large enough, property owners could gain more value by adding a new building.

UNDERUTILIZED PARKING - NEW CONSTRUCTION

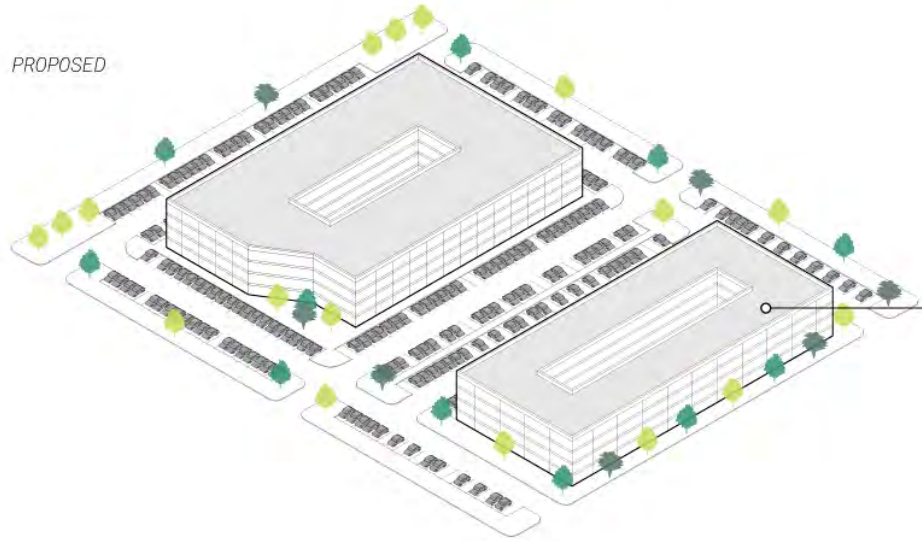
4A MIDRISE - OFFICE BUILDING

EXISTING



 UNDERUTILIZED PARKING

PROPOSED



We need to increase the visibility of the district.









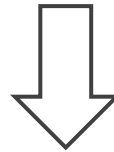
Parking deck, Medical City in Orlando

We need the right economic infrastructure to help support a diverse job base.

What if we expanded the toolkit to encourage property owners to invest and upgrade?

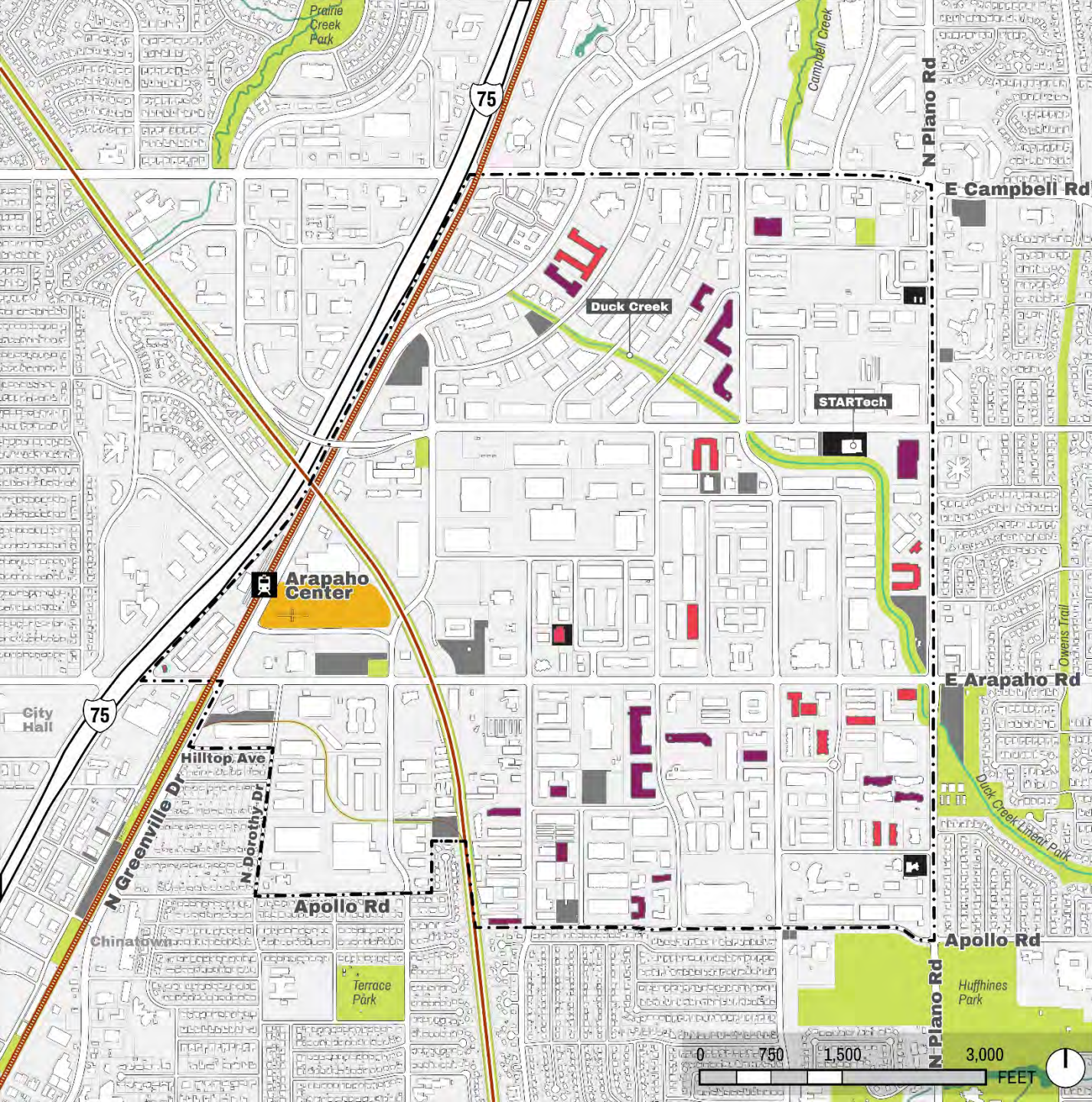
A few ideas

- > **Zoning relief** – to enable a little more flexibility for building / property reuse
- > **Building modernization support** – for better power, to pop the roof, upgrade the exterior, etc.
- > **Public / private partnership** to create shared “innovation space” – wetlabs, bio, maker space, etc.



which reinforce public investment in the public realm

Susceptibility to Change



STUDY AREA

VACANT LAND

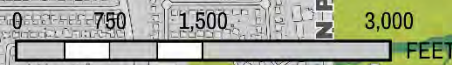
VACANT BUILDING

DART PROPERTY

SOFT SITES

TIER 1 - Property fulfills 3 conditions
> Over 25% Vacancy
> Ceilings below 25'
> +35 years old

TIER 2 - Property fulfills 2 conditions
> Over 25% Vacancy
> Ceilings below 25'



What if we help to create stronger connections to UTD and Richland College?

It's really three kinds of connections:

1. A **physical** presence – a university building that serves as an outpost for the campus
2. A **programmatic** presence – where the institution is providing support, training and other programming in the district
3. A **marketing** presence – where the institution actively helps to promote the district as home to the businesses that emerge from university research



Technology
Incubator
NDSU



Bobcat®

researTECHNOLOGY

1854 NDSU Research Circle North

BOLDER THINKING

C2RENEW

CARGILL

ELINOR
SPECIALTY COATINGS

HQC BIOSCIENCES

LIFT'N BUDDY
HIVE SOCIAL INC.

MEDYTEX

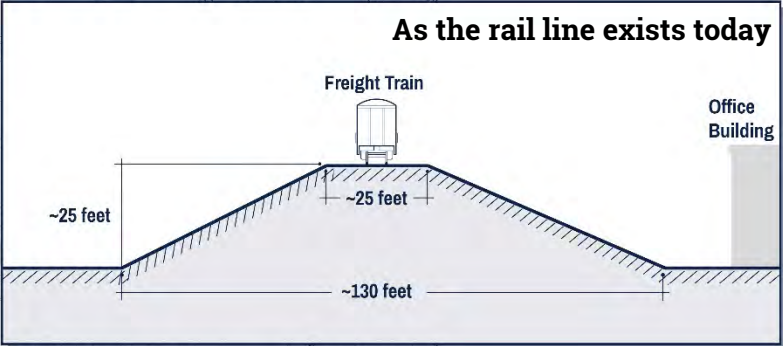
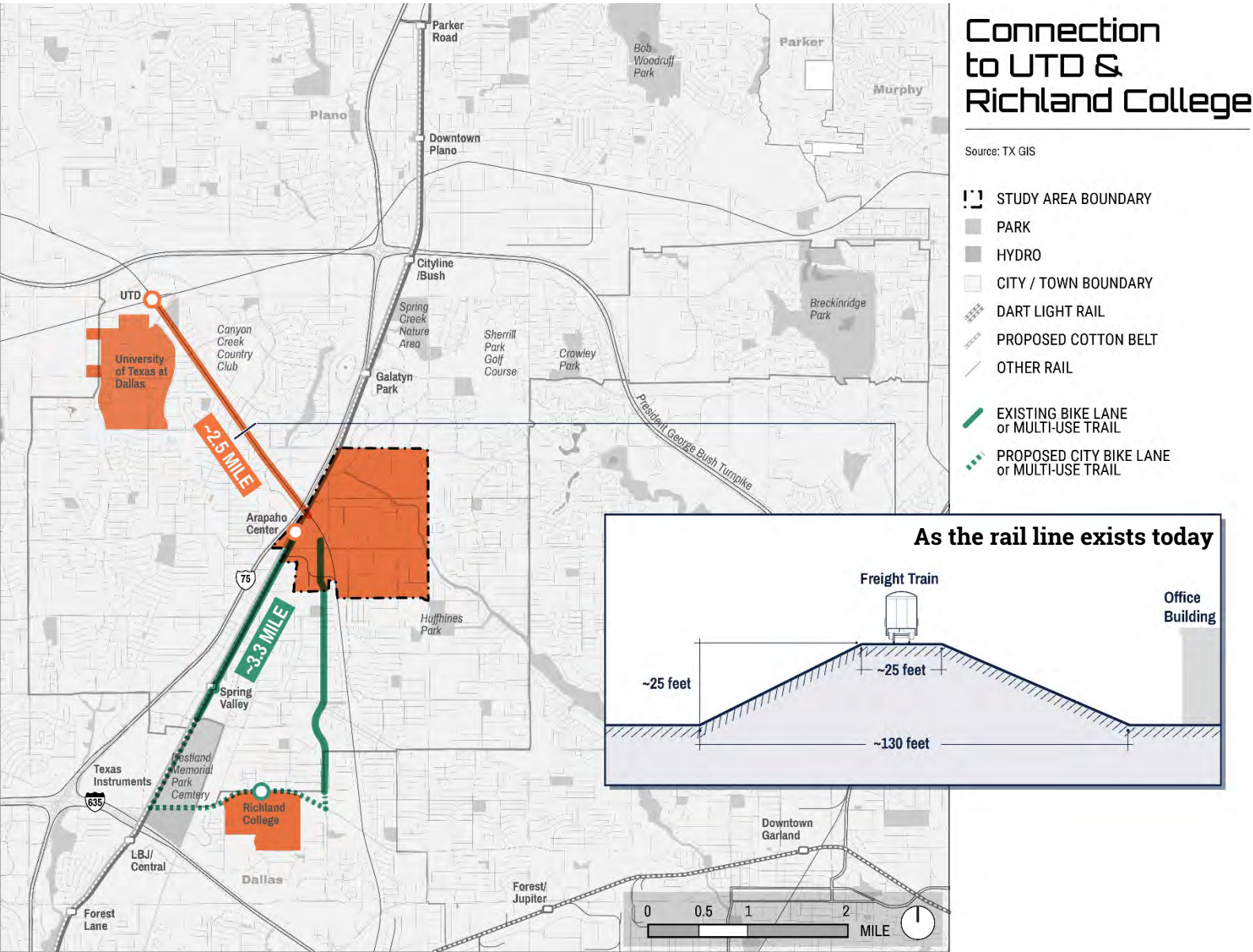
OMNIBYTE
TECHNOLOGY

SMALL BUSINESS
DEVELOPMENT CENTER

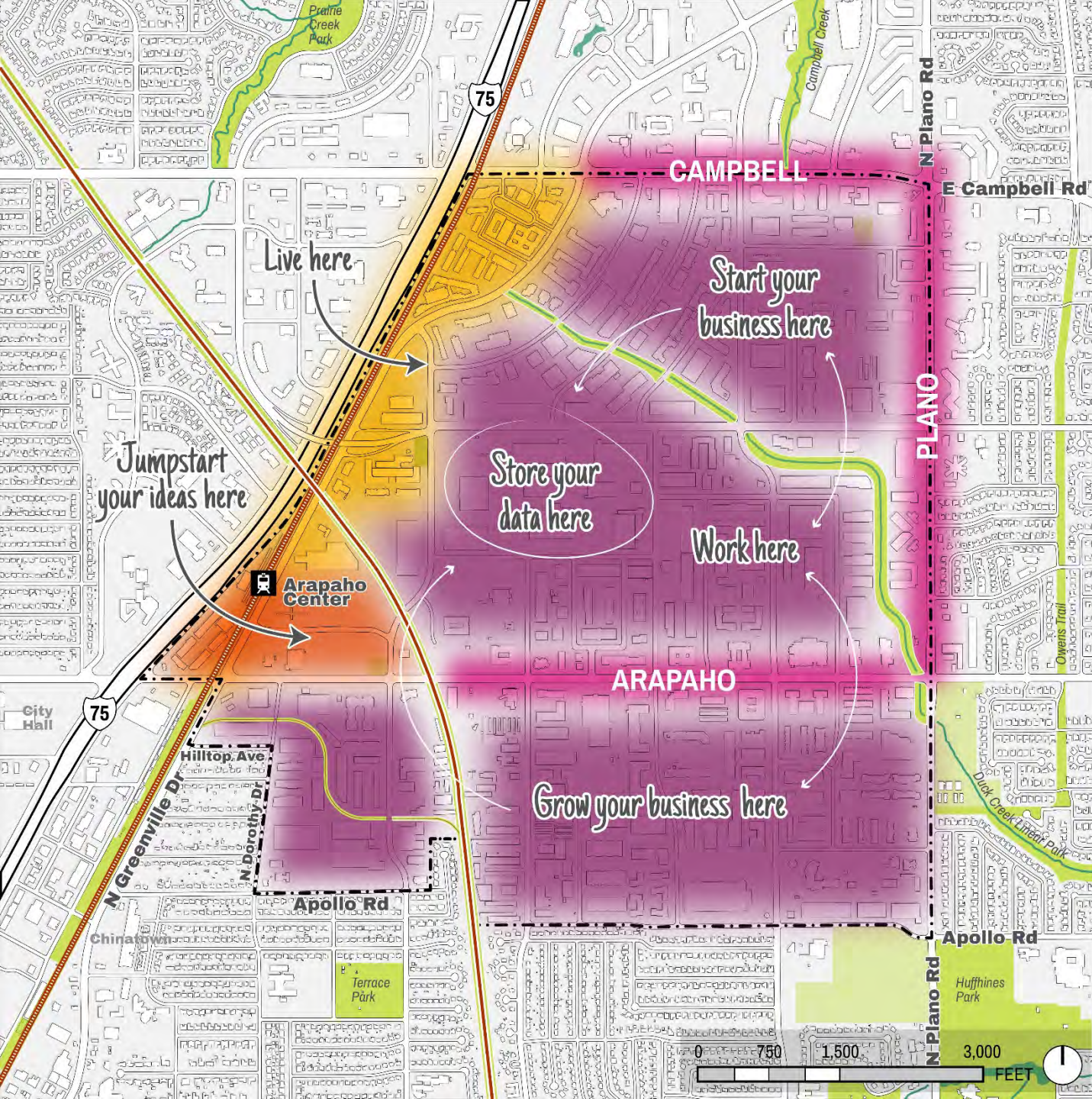
RENUVIX

What if we looked for direct connections to UTD and Richland?

> Long-term idea: use freight ROW for fast and direct connection



Land Use Framework

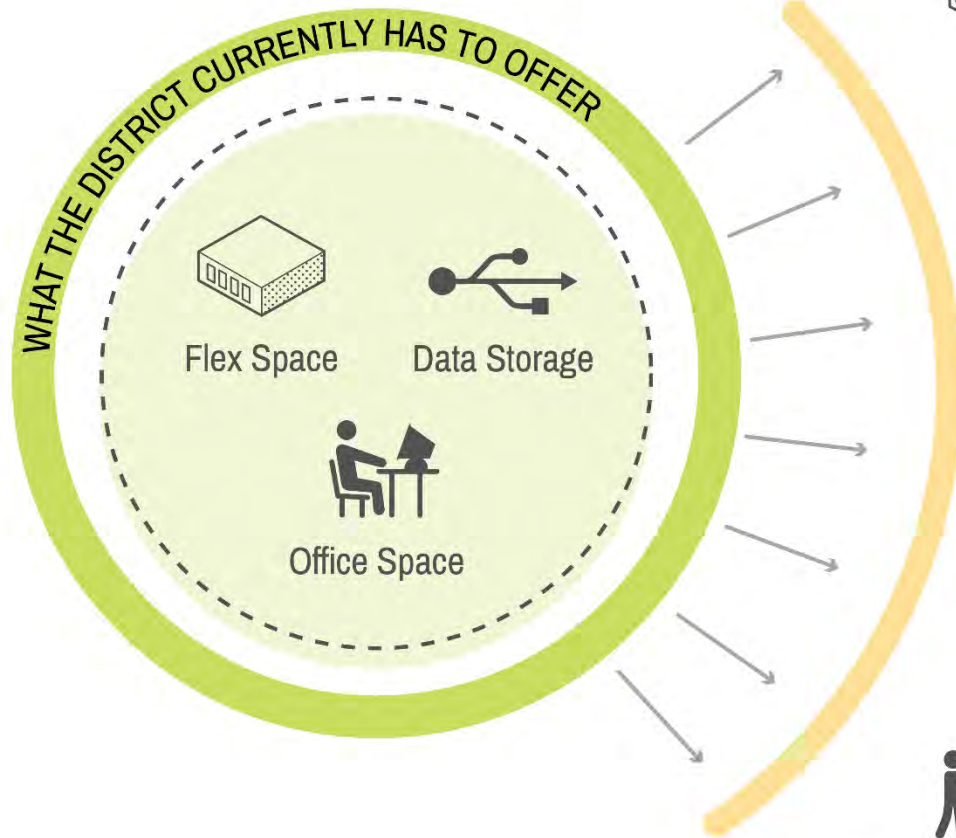


STUDY AREA

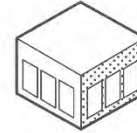
0 750 1,500 3,000 FEET

Economic Infrastructure

Richardson needs infrastructure that supports what's already working, while providing attractive conditions for innovation to take place.



WHAT THE DISTRICT NEEDS TO OFFER



New, modern flex space



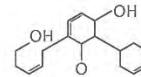
Affordable space for existing & small businesses



Scalable affordable space for growing businesses



"Signature" space



Specialized space for emerging industries



Coworking spaces



Places to gather & exchange ideas



Amenities and a range of things to do

Space for shared resources – an “Innovation Commons”
Biocitech, Romainville, France



Space for sharing ideas
District Hall, Boston

District Hall, Boston



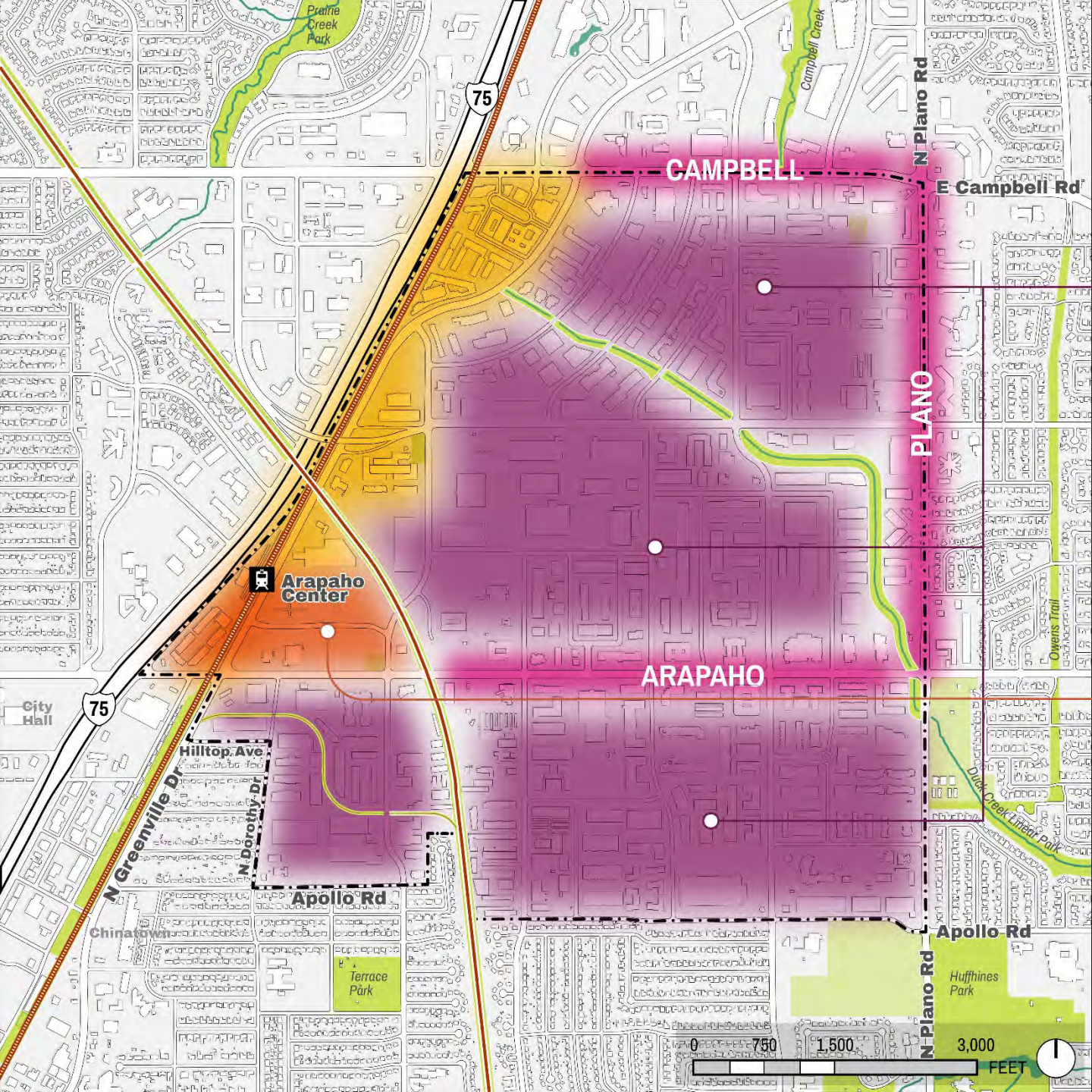
Space for new buildings
Buzzfeed HQ



Space for upgrading existing buildings
SnapChat HQ



Economic Infrastructure



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

CAMPBELL

PLANO

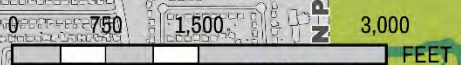
ARAPAHO

Arapaho Center

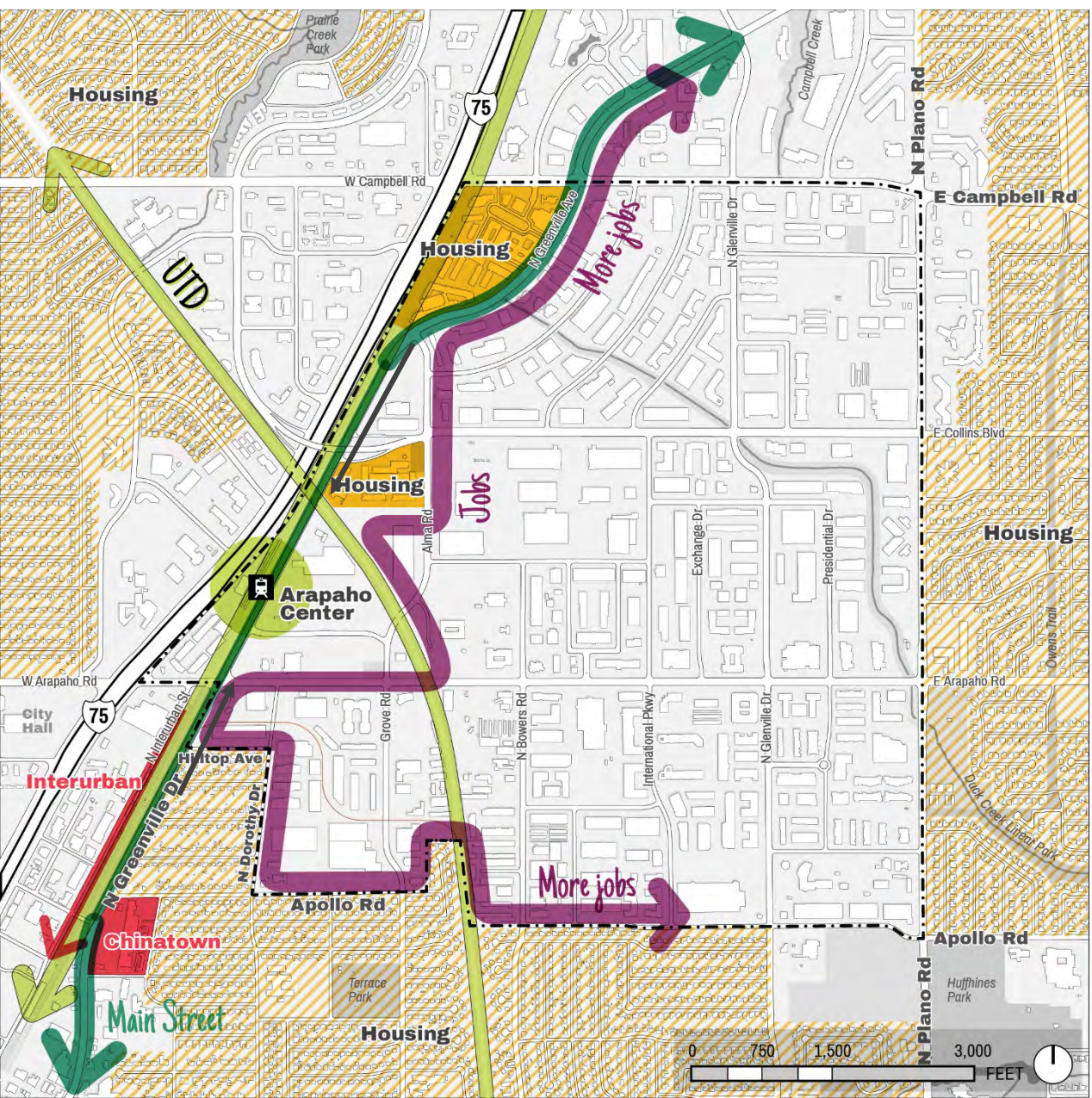
Hilltop Ave

Apollo Rd

Apollo Rd



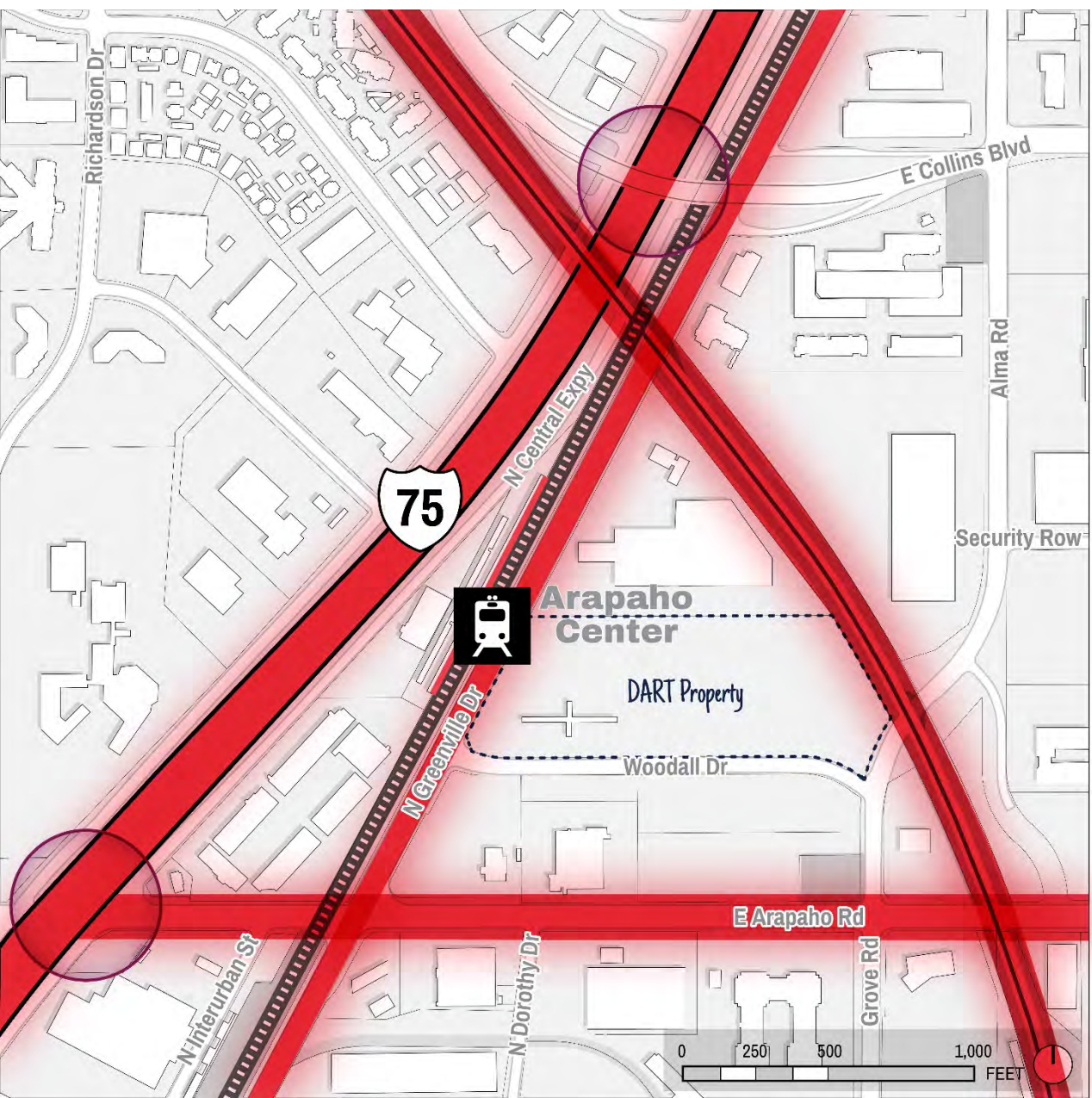
The Arapaho Center Station is clearly an opportunity...



Opportunities Around the Station Area

STUDY AREA

...but the area also faces some constraints.



Station Area: Constraints

- DART RAIL SYSTEM
- OTHER RAIL
- OWNED BY DART
- CONSTRAINT
- CHALLENGING INTERSECTION

Including ownership – some key parcels are privately controlled



Ownership

Source: City of Richardson, Property owners' websites

COLORED PARCELS INDICATE OWNERS WITH MULTIPLE PROPERTIES

OTHER PRIVATE OWNERS

- 1 : Greenvue Apartment
- 2 : FSP Collins Crossing
- 3 : Tess Partners LTD
- 4 : Core Investments LLP
- 5 : DW Properties LP
- 6 : Yang Yueh Sam & Laura Yang
- 7 : Triangle 75 LTD
- 8 : Alpay O Allen Trustee
- 9 : Storage Trust Properties LP
- 10 : Big Diamond Inc
- 11 : Sostecke Real Est Co LTD
- 12 : Colfin Cobalt I li Owner LL
- 13 : General Packaging Corp
- 14 : Richardson Tx15 LLC
- 15 : JLK LTD
- 16 : Espinoza Jesus & Marcella
- 17 : Jerry and Sheila Brown
- 18 : Smeeton Andrew & Marina
- 19 : Kondos Daniel P et al
- 20 : 1585 North Central Expressway Suite 200
- 21 : Richardson Lodging LLC
- 22 : Richardson Mediterranean Fo
- 23 : Tr Commercial Realty LTD
- 24 : Aberfeldy Properties Inc
- 25 : MMR Viking Investment Assoc.
- 26 : Jefferson on Melrose LP
- 27 : Melrose Acquisition LLC
- 28 : RMB Richardson Dr Plaza LTD
- 29 : Richardson Snf Realty LP
- 30 : Mission Plaza J V
- 31 : Mcr Two Mission LTD
- 32 : Hen Kev Real Estate LLC
- 33 : Car Son TX Lute LLC
- 34 : Manuel Tommy J
- 35 : Vantuyt Cecil & Ruby Pauline
- 36 : First Baptist Church of Richardson

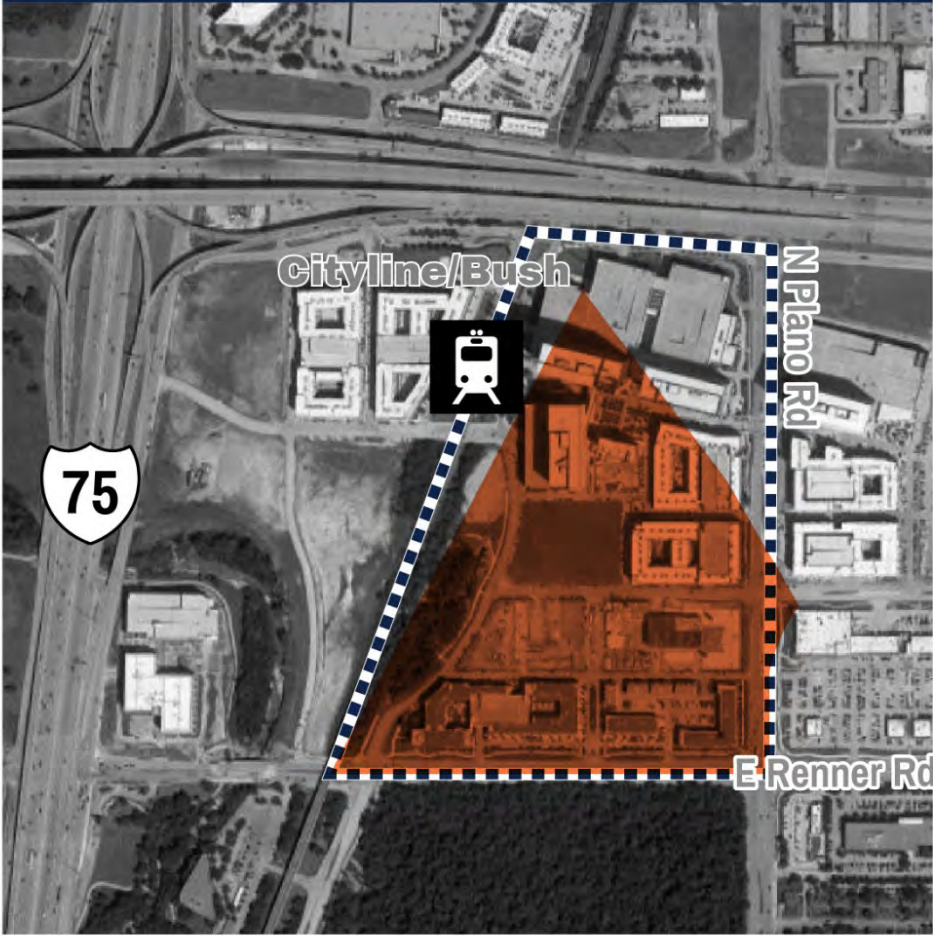
Just to provide a sense of scale.

ARAPAHO CENTER STATION AREA



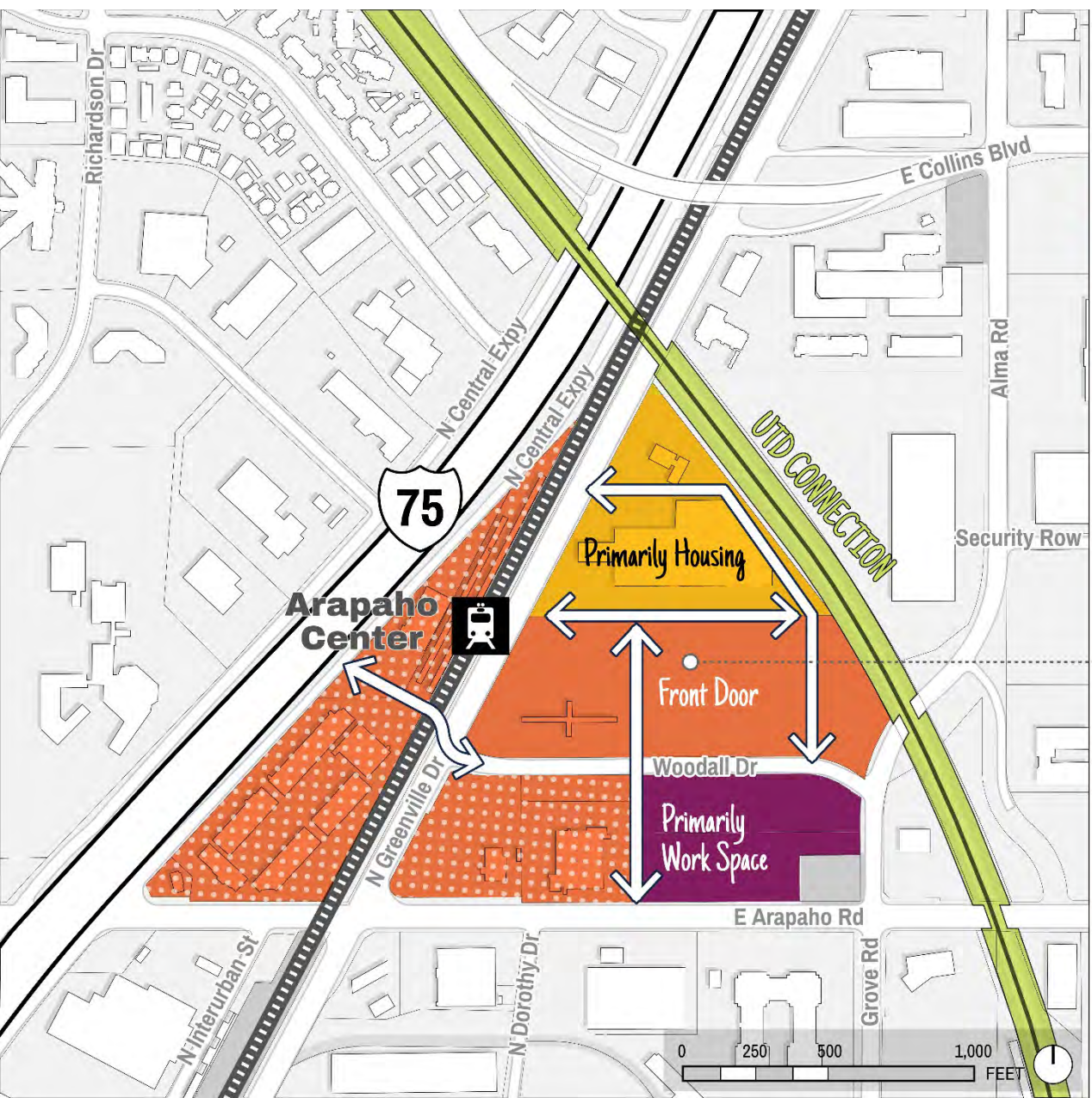
▪ 49 ACRES

CITYLINE AREA



▪ 68 ACRES

An early idea for general programming.



Station Area: Uses & Connections

- PRIMARILY HOUSING
- PRIMARILY WORK SPACE
- POTENTIAL ADDITIONAL FRONT DOOR

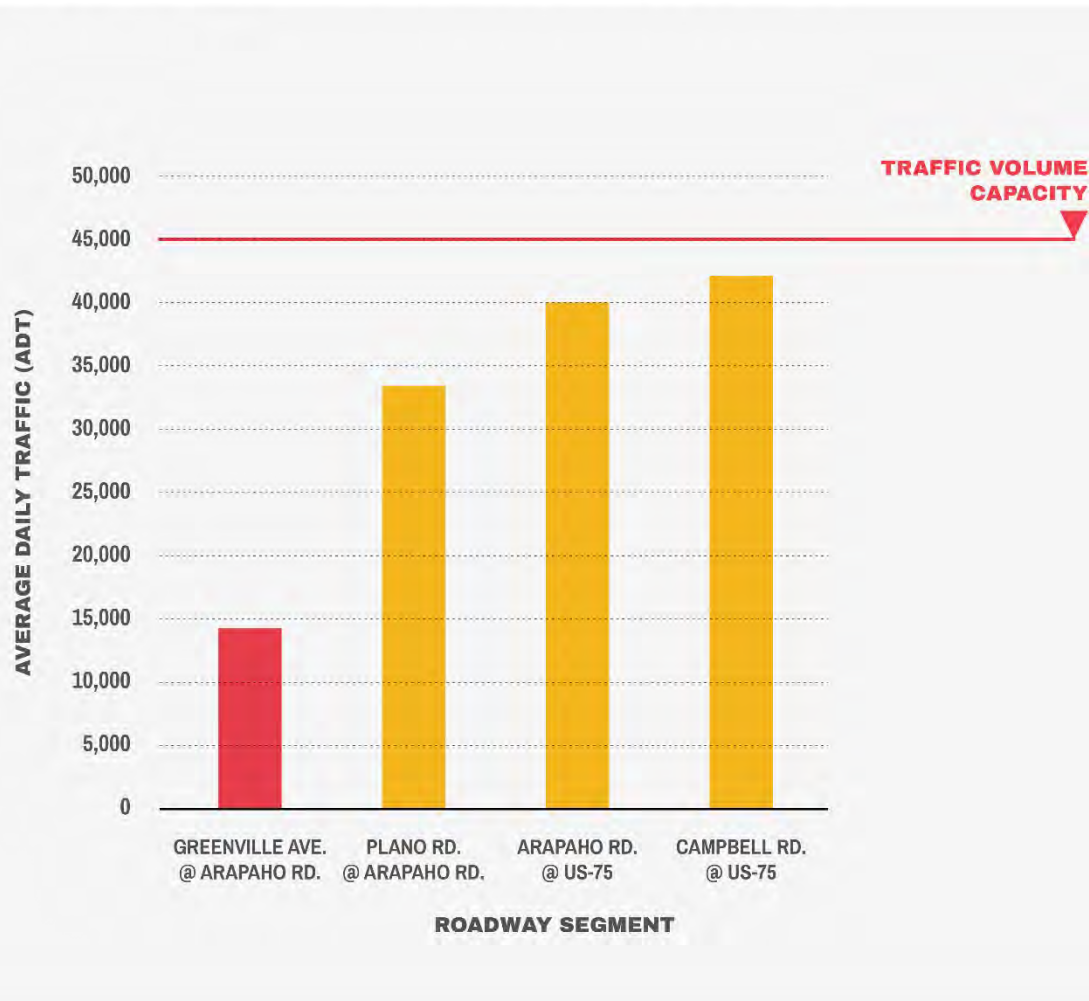
Front Door

OPEN SPACE 	RESTAURANT
PUBLIC ART 	EXHIBIT SPACE
RETAIL 	SPECIALIZED SPACE
HOUSING 	COWORKING
SIGNATURE DEVELOPMENT 	

Connections are critical. All kinds of connections.

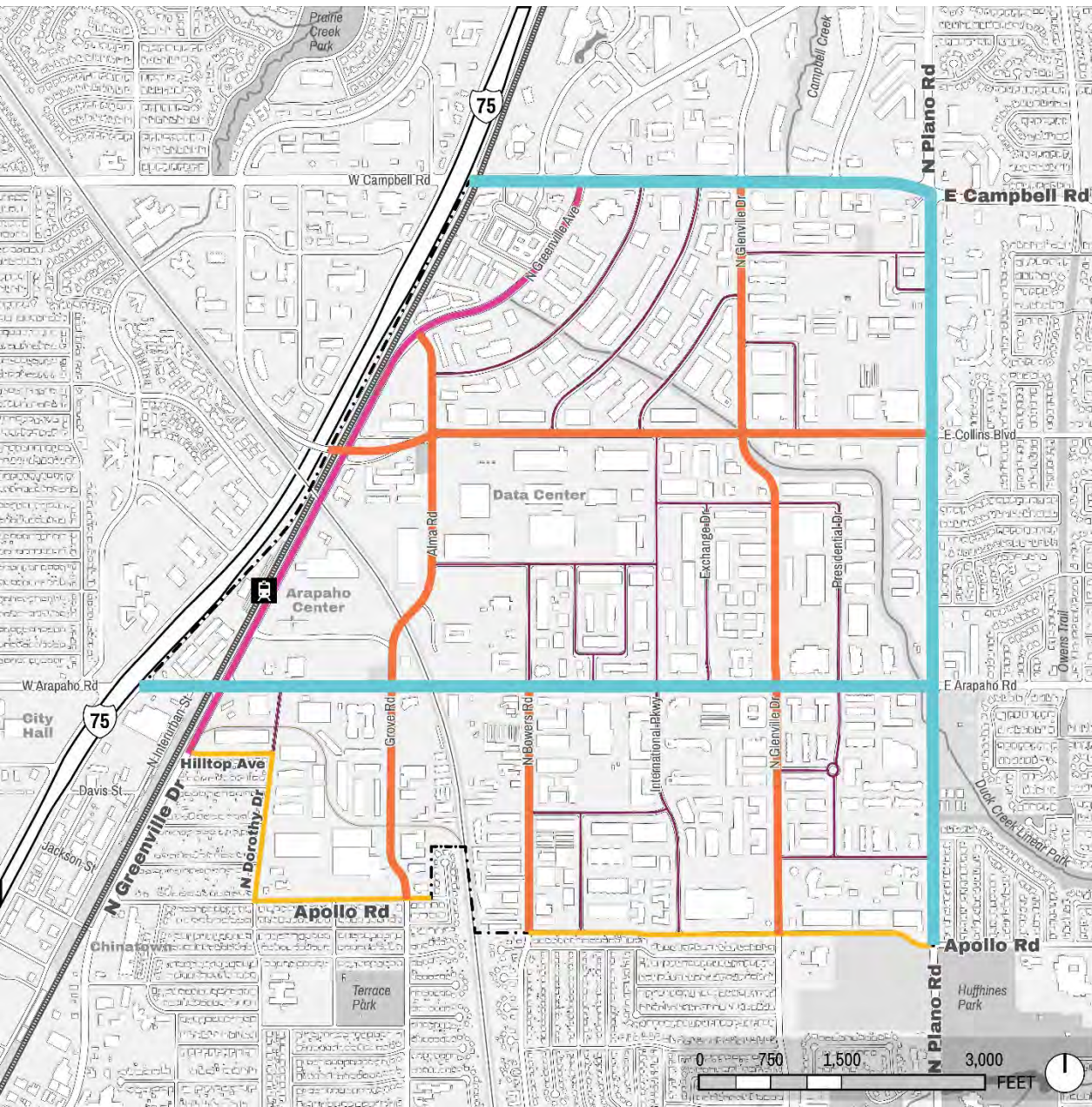
TRAFFIC VOLUMES IN STUDY AREA

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.**

What if the street network was defined to support a variety of land uses and users?

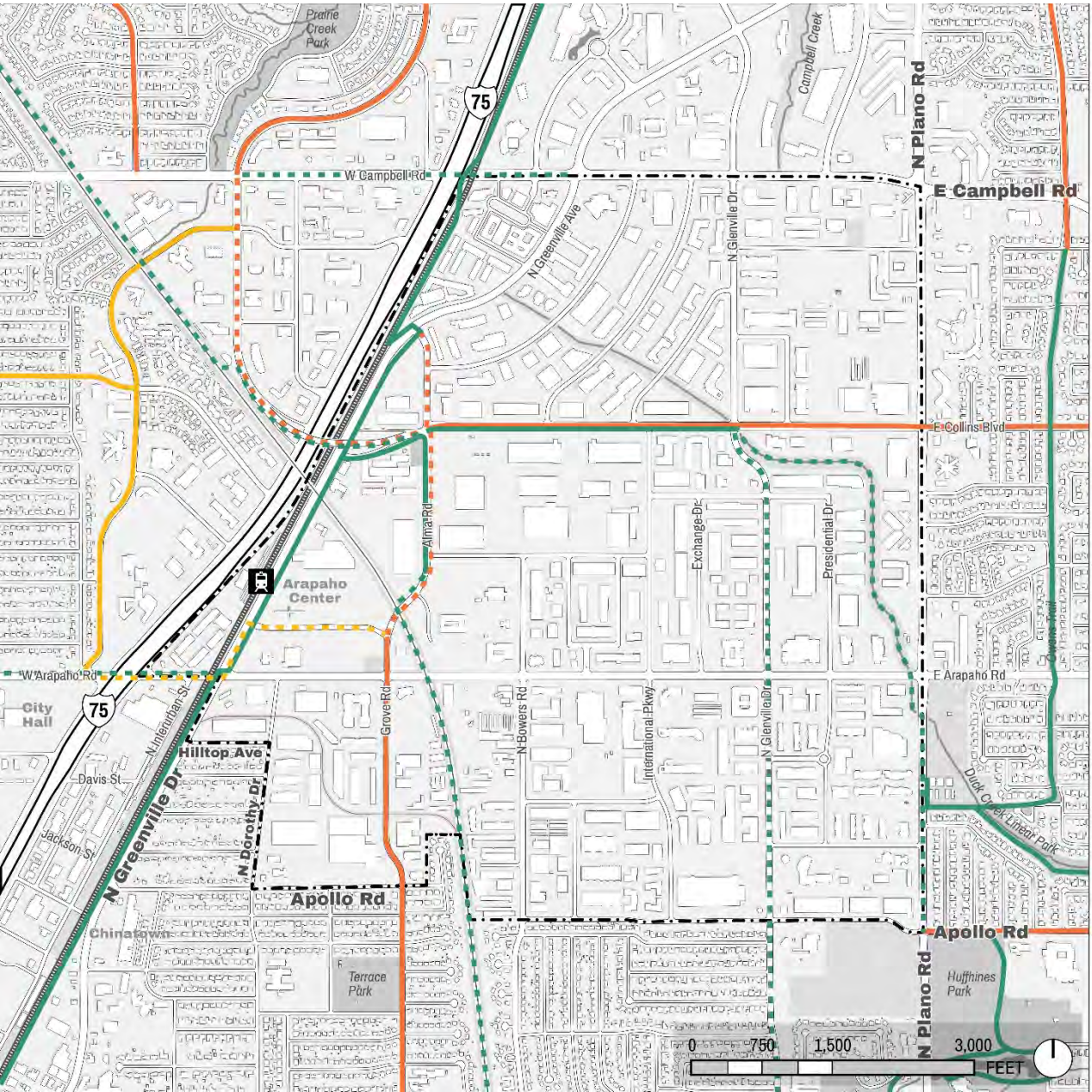


Street Hierarchy

Source: Interface Studio, Big Red Dog

-  STUDY AREA
-  DART RAIL SYSTEM
-  OTHER RAIL
-  ACCESS CORRIDOR
-  NEIGHBORHOOD CONNECTOR
-  PARKWAY
-  TRANSITIONAL
-  INTERNAL

We could connect the dots of the bike network to make this an option for those that choose to bike.

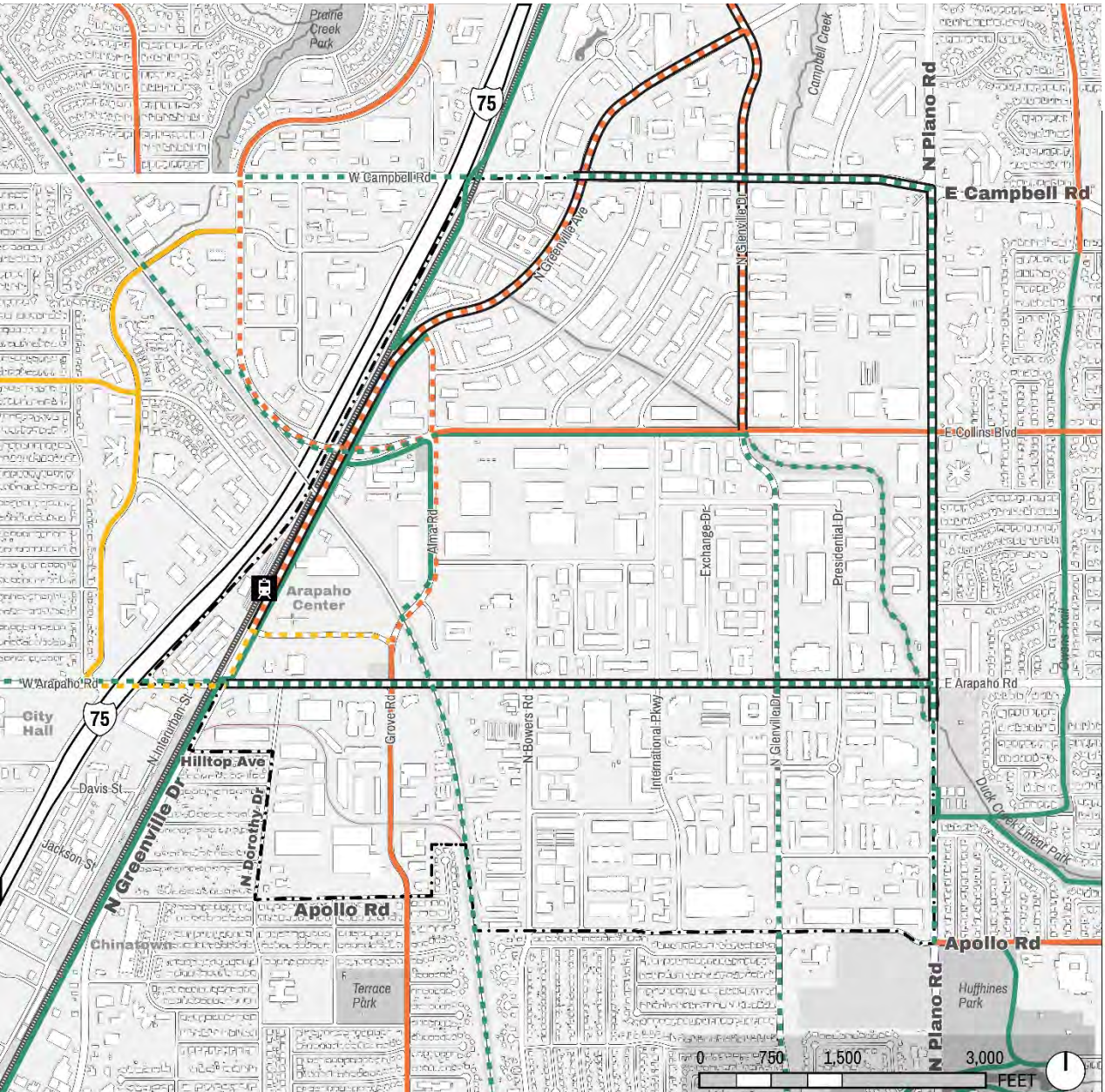


Bike Network

Source: City of Richardson

- STUDY AREA
- DART RAIL SYSTEM
- OTHER RAIL
- EXISTING MULTIUSE TRAIL
- FUTURE MULTIUSE TRAIL
- EXISTING BIKE LANE
- POTENTIAL BIKE LANE
- EXISTING SIGNED ROUTE
- FUTURE SIGNED ROUTE

We could connect the dots of the bike network to make this an option for those that choose to bike.



Potential Bike Network

Source: Big Red Dog

- STUDY AREA
 - DART RAIL SYSTEM
 - OTHER RAIL
 - EXISTING MULTIUSE TRAIL
 - FUTURE MULTIUSE TRAIL
 - EXISTING BIKE LANE
 - POTENTIAL BIKE LANE
 - EXISTING SIGNED ROUTE
 - FUTURE SIGNED ROUTE
- PROPOSED ADDITIONAL NETWORK**
- PROPOSED MULTIUSE TRAIL
 - PROPOSED BIKE LANE

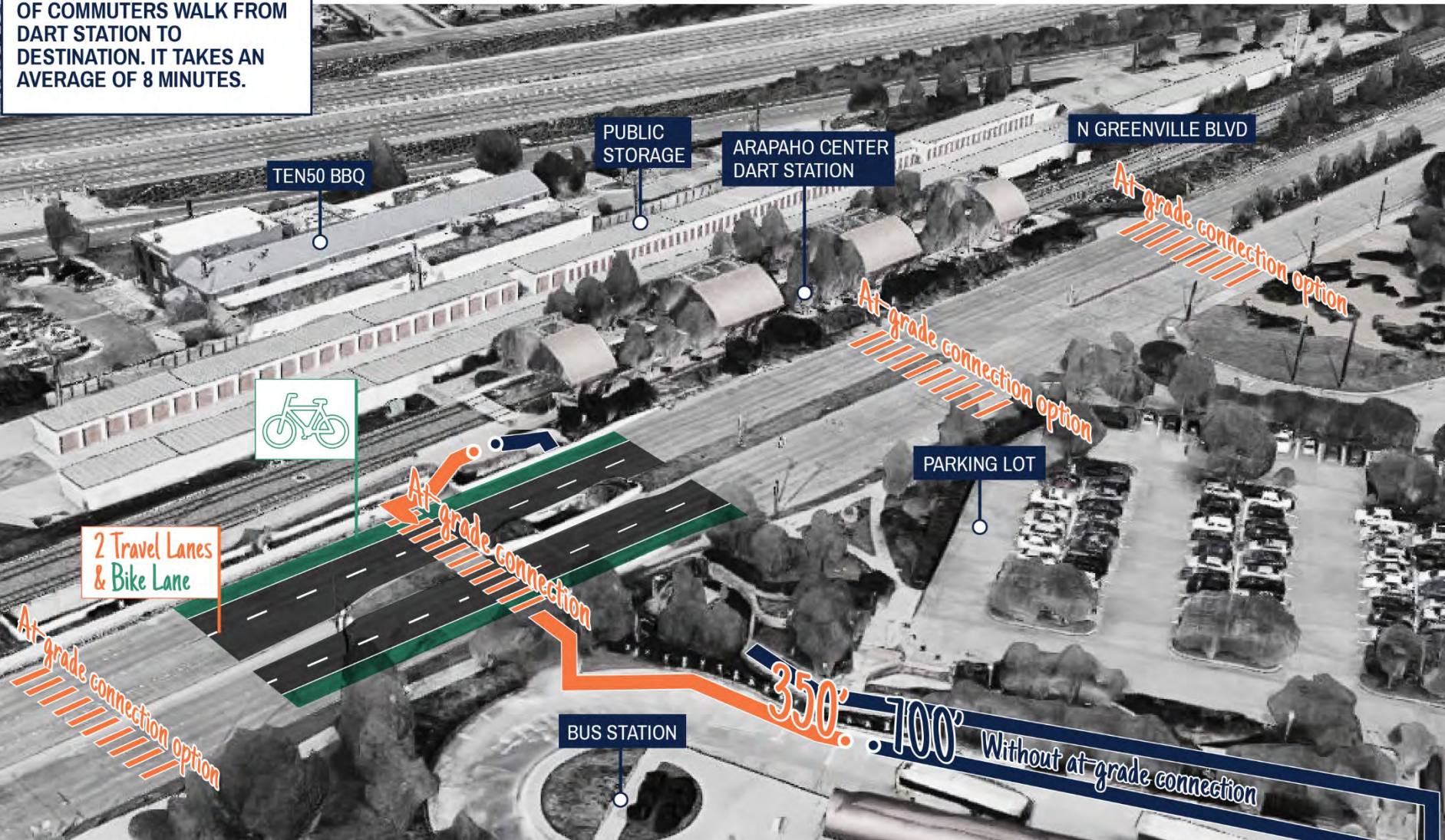
How can the Arapaho Center Station be better connected to the District?

- > Last mile connections
- > Re-design Greenville Ave



What if getting to and from the station was quick and easy?

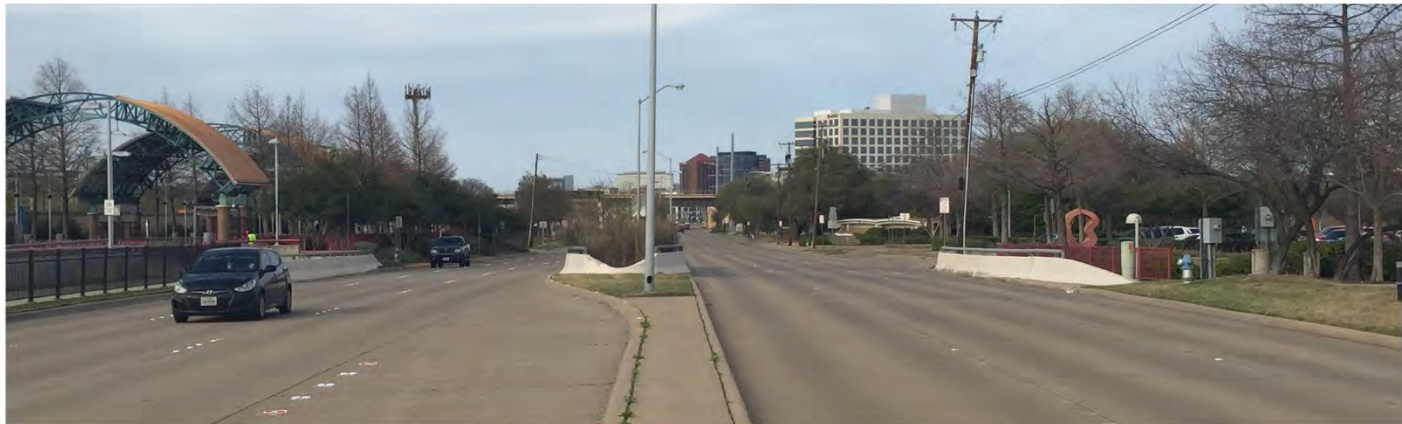
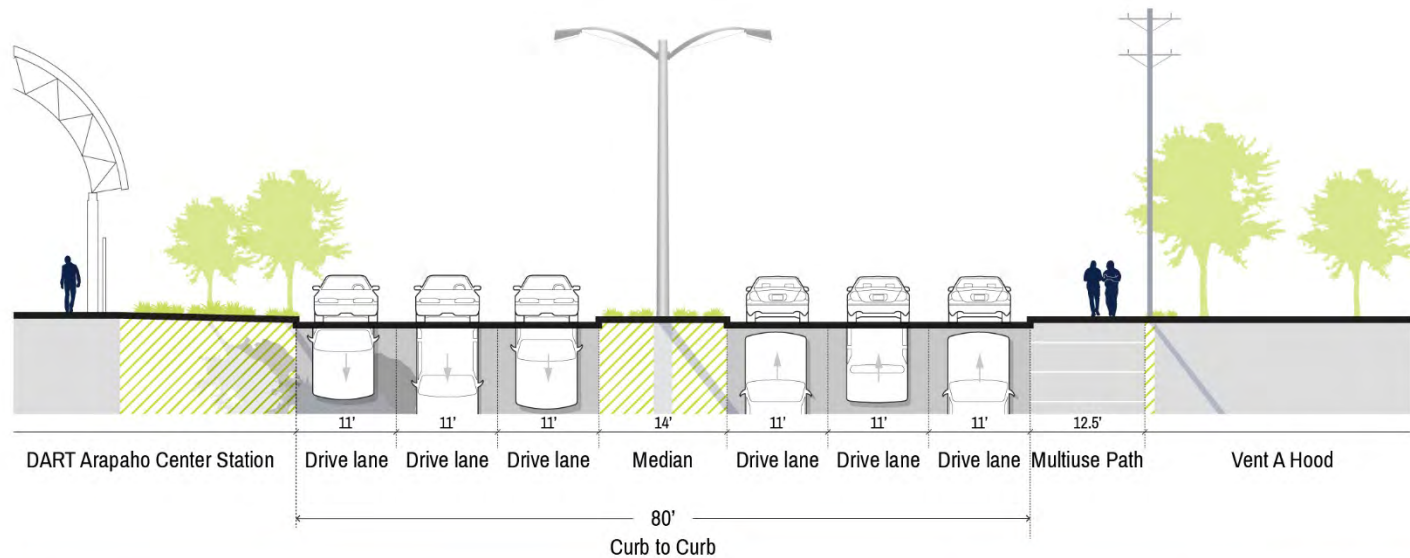
72% OF COMMUTERS WALK FROM DART STATION TO DESTINATION. IT TAKES AN AVERAGE OF 8 MINUTES.



Greenville Avenue is critical to the transformation of the District and Arapaho Center Station.

N Greenville Boulevard

TODAY

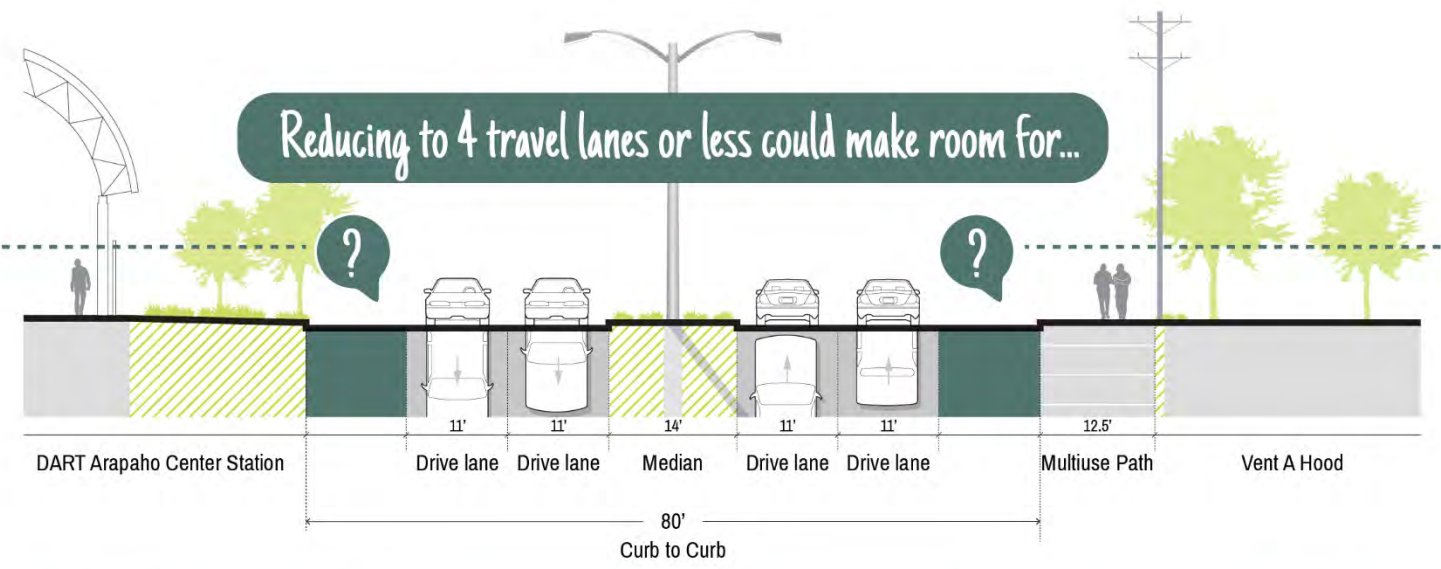


What if Greenville Avenue was designed to improve connections to transit and support a mix of land uses?

[detailed traffic operations analysis will be conducted to determine appropriate cross-section for Greenville Avenue]

N Greenville Boulevard

POTENTIAL



1 AT-GRADE PEDESTRIAN CROSSING

5 FT

2 BIKE LANES

5 FT

3 SIDEWALKS

5 FT

4 BUS LANE

11 FT

5 KISS-AND-RIDE

10 FT

6 PARKING

8 FT

A few takeaways

1) Invest in what you can control – City-led, site-specific investments to set a better stage for job growth

- > Partner to develop DART station area as a destination and the front door to the District with a mix of uses
 - > **Why?** This is the opportunity to provide a visible anchor to the District
- > Forge physical and programmatic connections with UTD and Richland College in the District
 - > **Why?** These are key drivers of innovation that can seed start-ups in the District
- > Invest in critical public realm improvements
 - > **Why?** Visibly vibrant open spaces and streets are an essential part of creating a place where people want to work and invest
- > Expand bike network and improve the transit experience
 - > **Why?** This expands last mile options to get from the Station to destinations around the district

A few takeaways

2) **Seek to influence what you can't control** – Tweak existing policies and establish new tools to encourage investment from the private sector

- > Use zoning relief for more flexibility in the reuse of buildings and property
 - > **Why?** To activate unused space with temporary and built improvements
- > Consider building modernization support to help with upgrades such as power, ceiling heights, exteriors.
 - > **Why?** The costs and rents make it difficult to make the numbers work
- > Create shared “innovation space” through public-private partnerships
 - > **Why?** Specialized space is expensive to build, but once you do, it's sticky and attracts related investment

What's next



July 23-26 | Focus groups

- > Residents
- > Housing
- > Transportation/green infrastructure
- > Employers/business owners
- > Office/industrial
- > TOD
- > High tech businesses

September | More detail on land use and the public realm based upon market findings

October | Public events