



COLLINS / ARAPAHO

TOD & INNOVATION DISTRICT

STUDY

CITY OF RICHARDSON

INTERFACE STUDIO

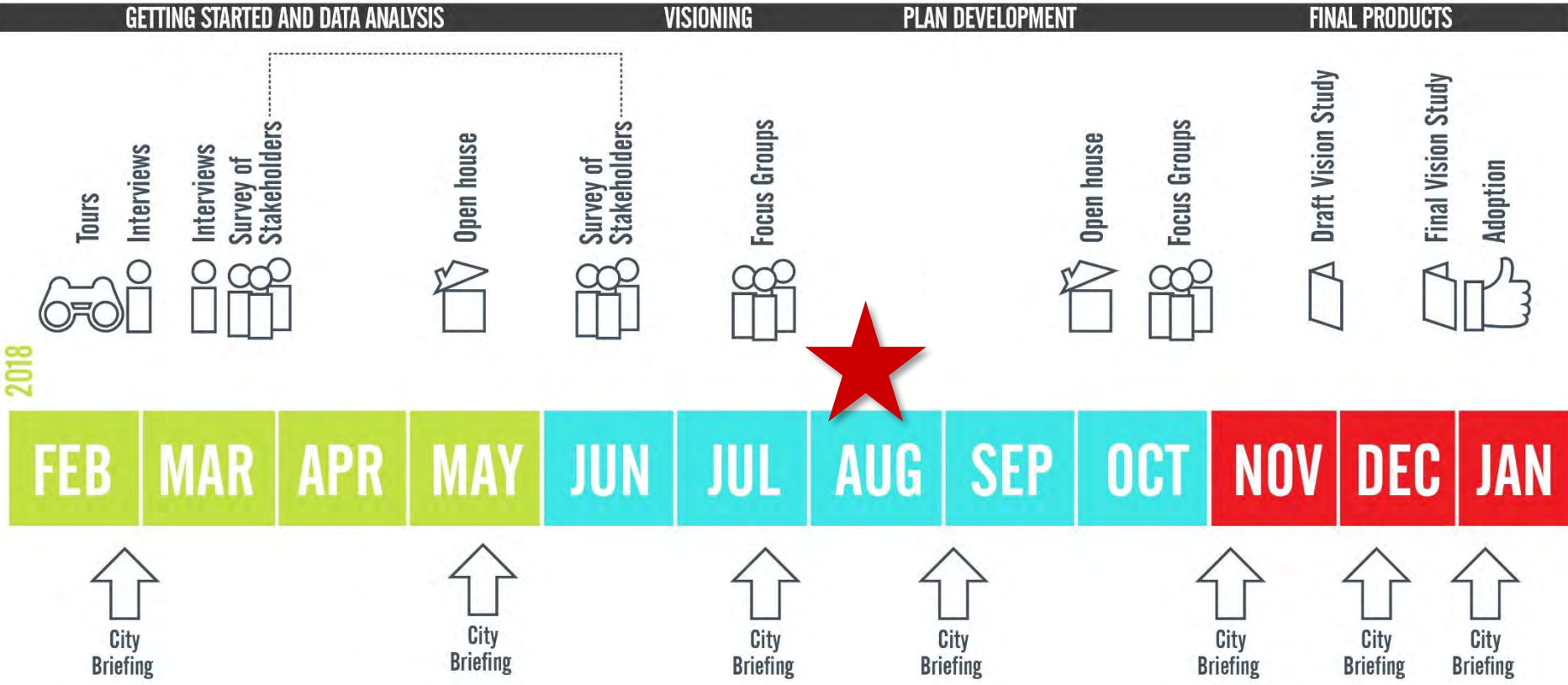
NINIGRET PARTNERS

BIG RED DOG ENGINEERING

AUGUST 7, 2018

CITY PLAN COMMISSION

SCHEDULE



Public outreach by the numbers



4 Tours

7 Announcements in Richardson Today & Week in Review

7 Focus Groups

30 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. Key planning themes
3. 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 above the word 'Public', and a large arc on the right side. Small white dots are placed at the ends of these arcs. There are also some faint, thin white lines and dots scattered across the background.

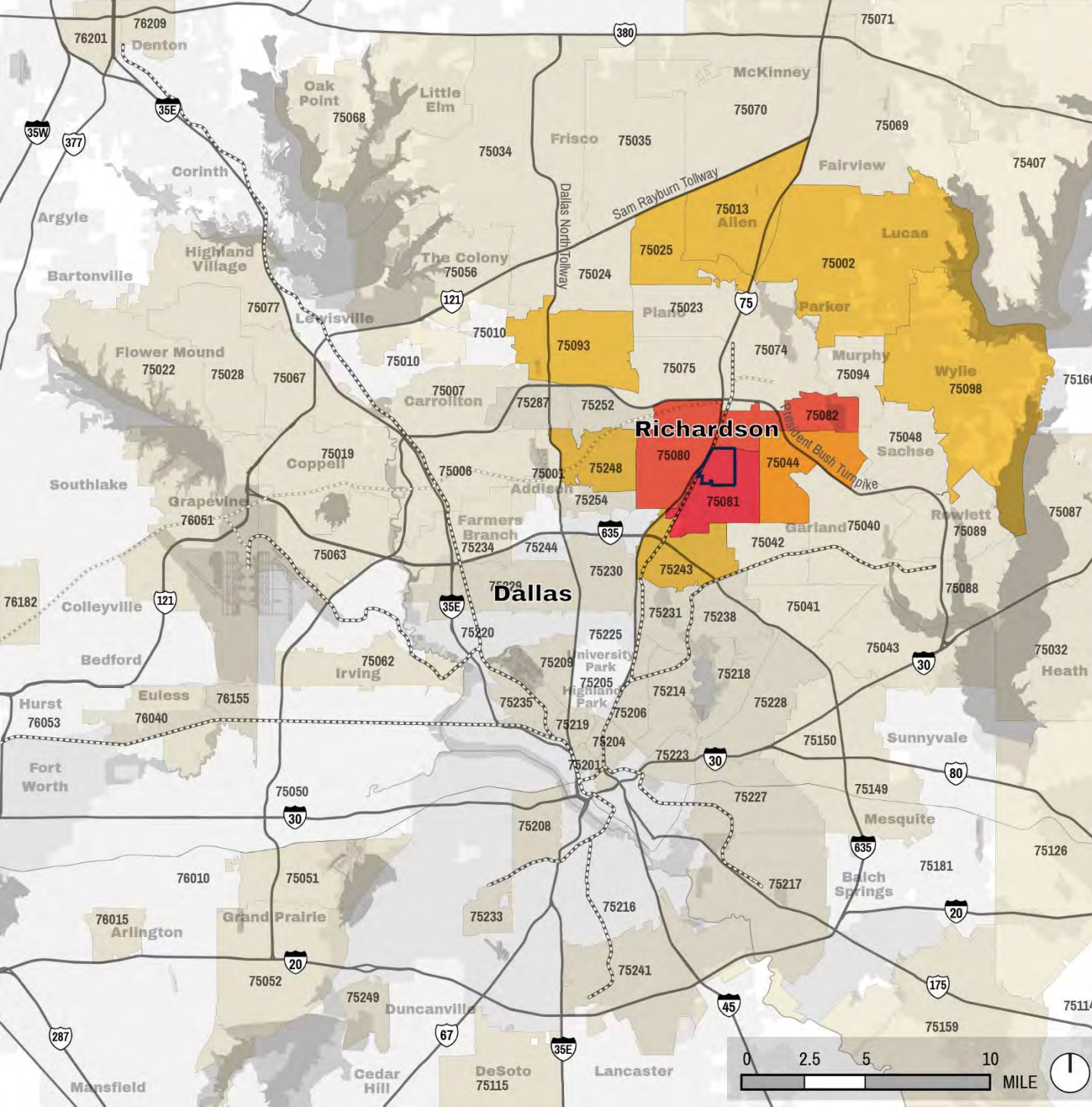
Key takeaways

(from open house, pop-ups and survey)

- > 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, 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

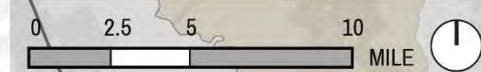
64%
**OF SURVEY PARTICIPANTS
LIVE IN RICHARDSON**

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.**





District Identity



Take a card, fill in the blanks & place your card in the box!

Krispy Kreme
DOUGHNUTS & COFFEE SINCE 1937
JOIN THE FUN AT KrispyKreme.com
GET SWEET E-MAILS FROM US! [Facebook/krispykreme](https://www.facebook.com/krispykreme)
[FACEBOOK.COM/KRISPYKREME](https://www.facebook.com/krispykreme)

Help determine the
FUTURE TELECOM CORRIDOR

Help determine the
FUTURE TELECOM CORRIDOR

District Identity

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?
What would make this trip easier?

Let us know how to help you!



Krispy Kreme
DOUGHNUTS









Design
your own
Street
your ideal street!

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 OWNER / NUMBER OF COMPANIES / BUSINESS DEVELOPMENT
- CONVERT EXISTING BUILDING INTO WORK W/ DUCK CREEK AS A PARTNERSHIP / INNOVATION CENTER

Duck Creek

STARTech is a part of

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

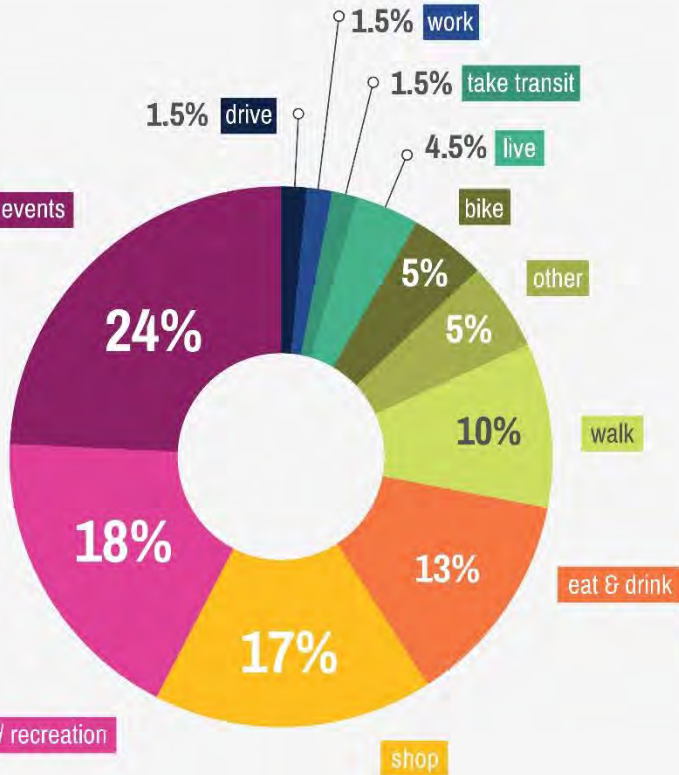


OPEN HOUSE & OFFICE POP-UPS

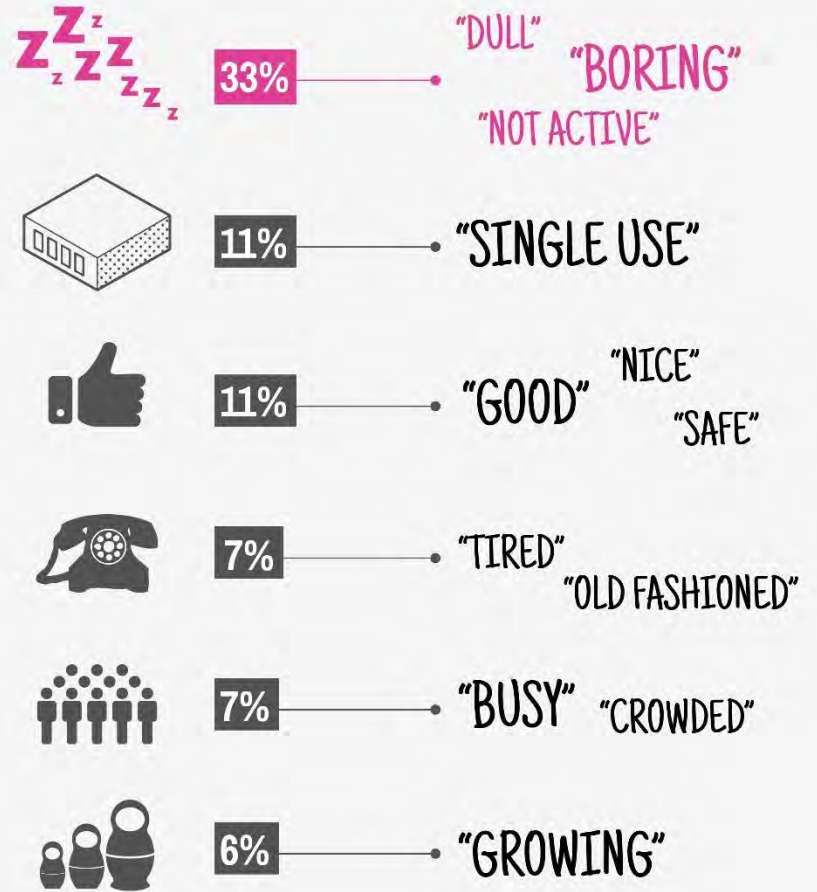
District Identity

Total Responses: 152

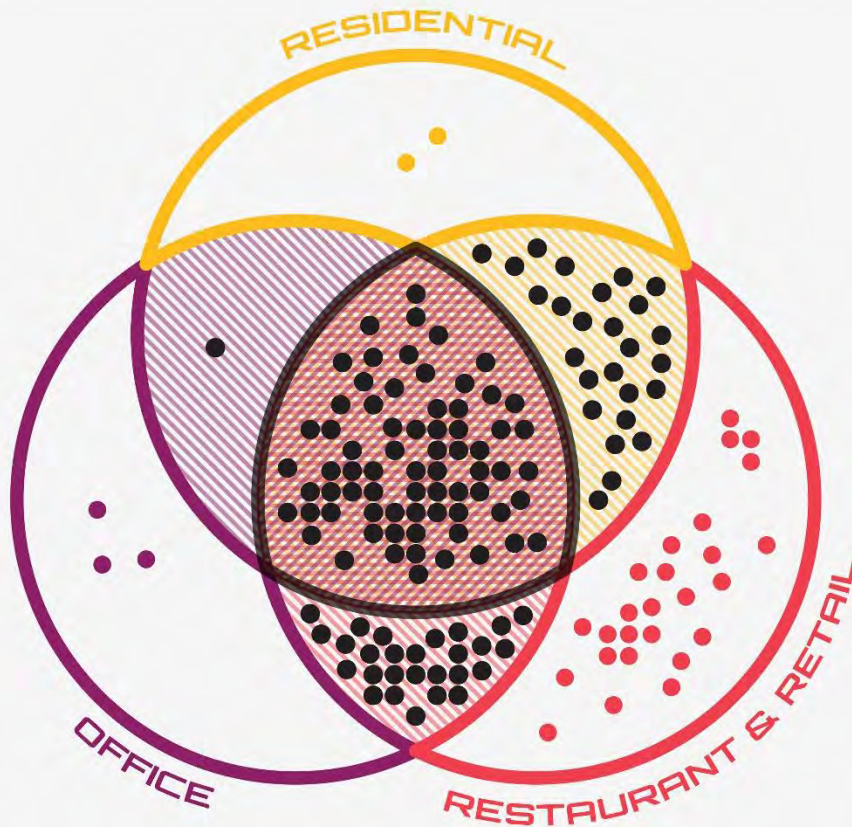
"I WISH I COULD _____ IN THE DISTRICT"



"THE DISTRICT TODAY IS _____"



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.**

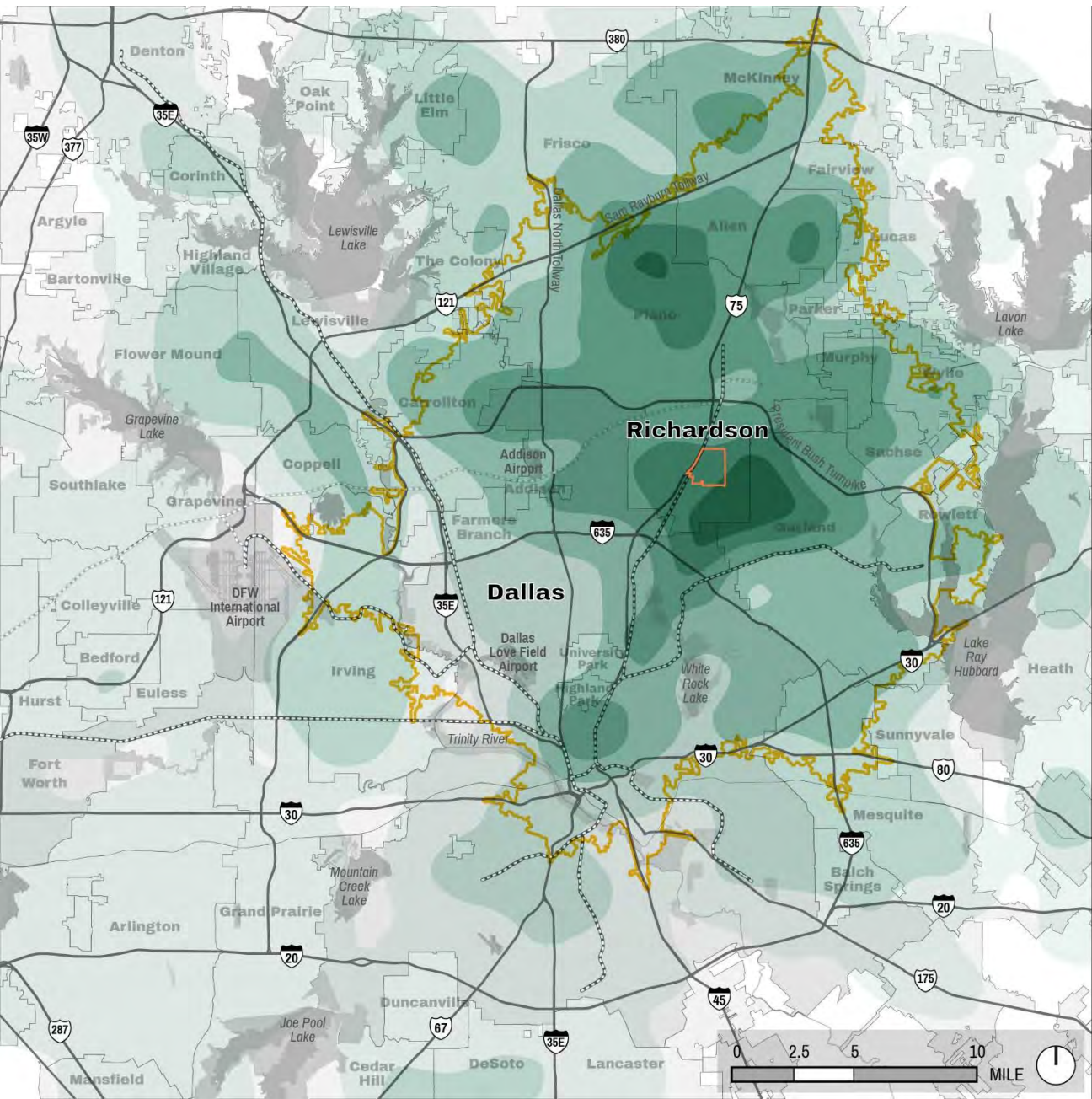
2

Key planning themes

- Growth patterns in North Texas
- Richardson's tech story is evolving
- District space is a challenge and asset
- Creating a place

Growth patterns of North Texas
will influence the redevelopment
of the study area

Most workers in the district live within a 45-minute drive and almost half live within 20 minutes

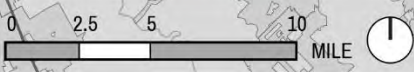
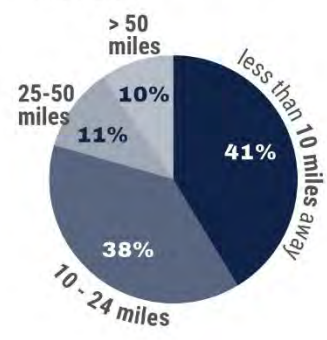


Where People Working in Study Area Live

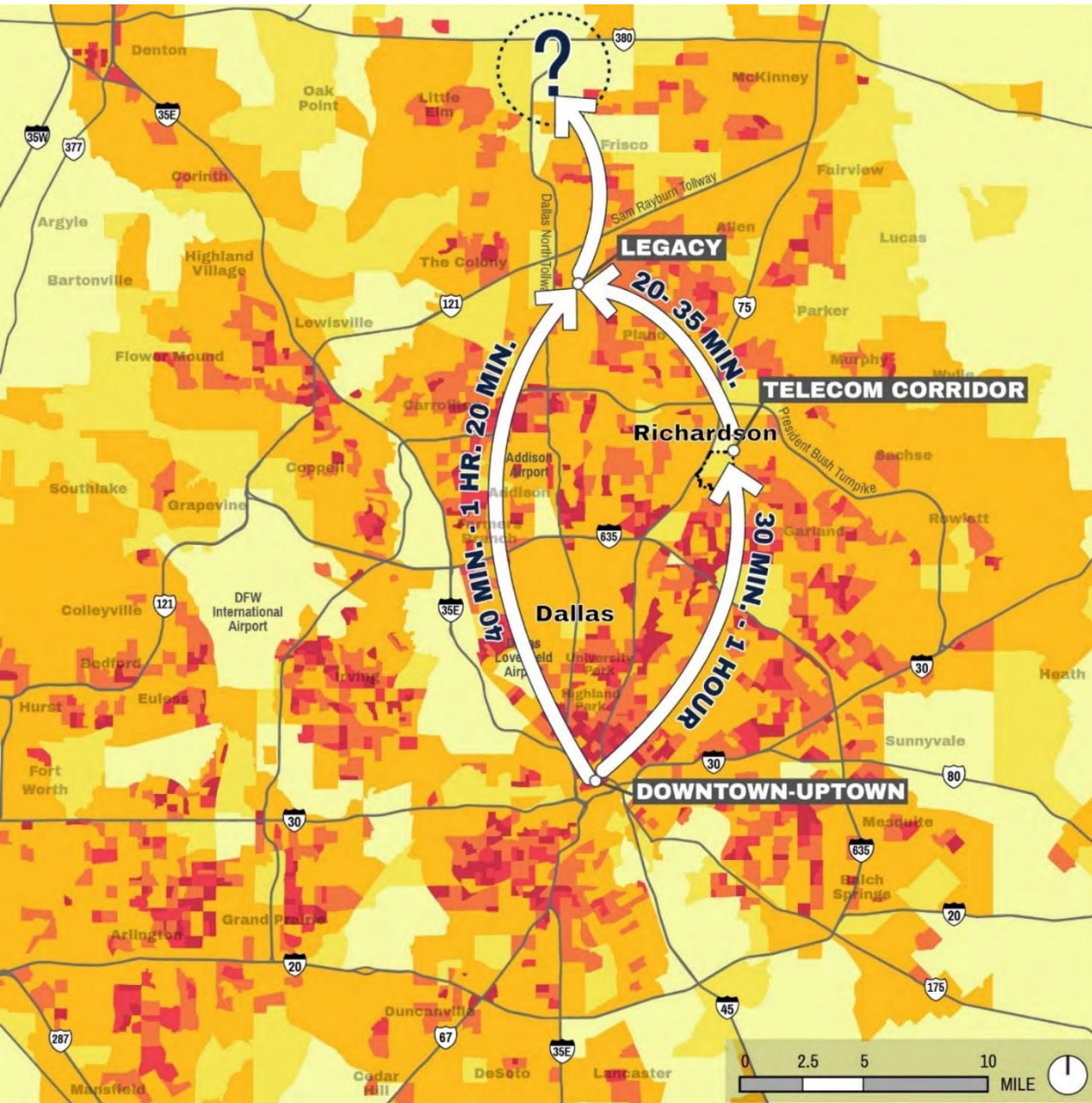
Source: Census, OnTheMap Application And LEHD Origin-Destination Employment Statistics (Beginning Of Quarter Employment, 2nd Quarter Of 2002-2015).

- STUDY AREA
- 0 - 1 WORKERS/SQ. MILE
- 2 - 5 WORKERS/SQ. MILE
- 6 - 15 WORKERS/SQ. MILE
- 16 - 30 WORKERS/SQ. MILE
- 31 - 45 WORKERS/SQ. MILE
- 46 - 60 WORKERS/SQ. MILE
- 61 - 73 WORKERS/SQ. MILE
- 45-MIN RUSH HOUR DRIVE

▶ I WORK IN THE STUDY AREA AND I LIVE...



How far is too far? As traffic worsens, redevelopment becomes more and more attractive.



Population Density 2016 (per sq. mile)

Source: ACS 2016 5-yr est. (By Census Block Groups)

STUDY AREA

- 0 - 500
- 500 - 1,000
- 1,000 - 5,000
- 5,000 - 7,500
- 7,500 - 10,000
- 10,000 +

RUSH HOUR COMMUTE TIME

Dallas North Tollway is an important locational competitor for talent

As job centers continue to expand outward, so will commute times

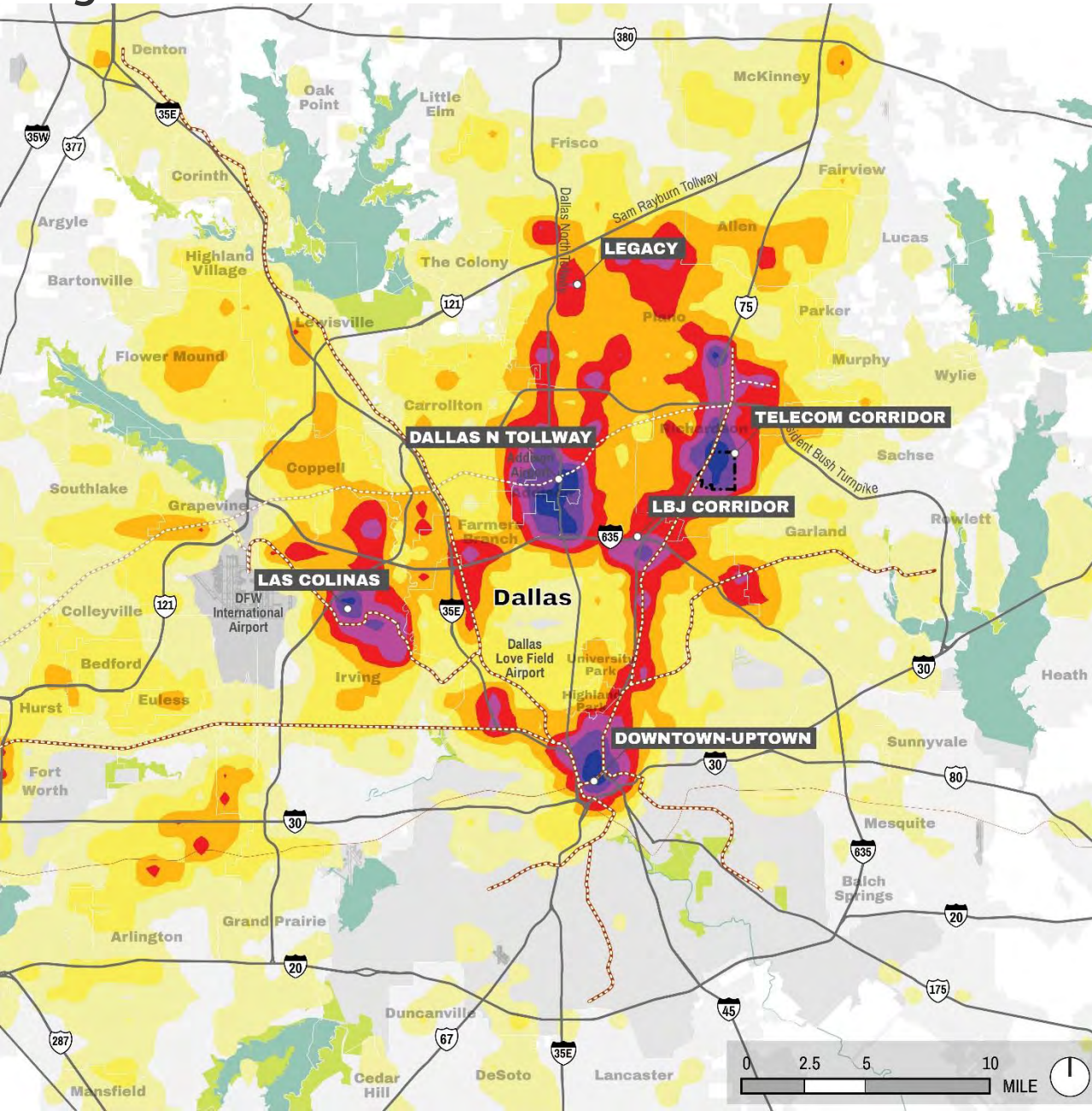
Richardson housing comparison



- > In areas with similar housing and proximity to jobs, the rail in Richardson provides commuting advantages
- > When comparing similar 1st-ring suburbs, Richardson is at the midpoint in terms of price (\$366,840 average listing)
- > But has among the lowest available inventory (239 unit for sale on the market in April)
- > In April, Richardson had 1,120 apartment units on the market with a median rent of \$1,822 (low inventory and midpoint cost compared to other 1st-ring suburbs)

The tech story for Richardson is
evolving

Richardson continues to be an important tech hub in the region



High Tech Businesses

Source: EMSI, QCEW Q42017; OES 2016
(Dallas Regional Chamber)

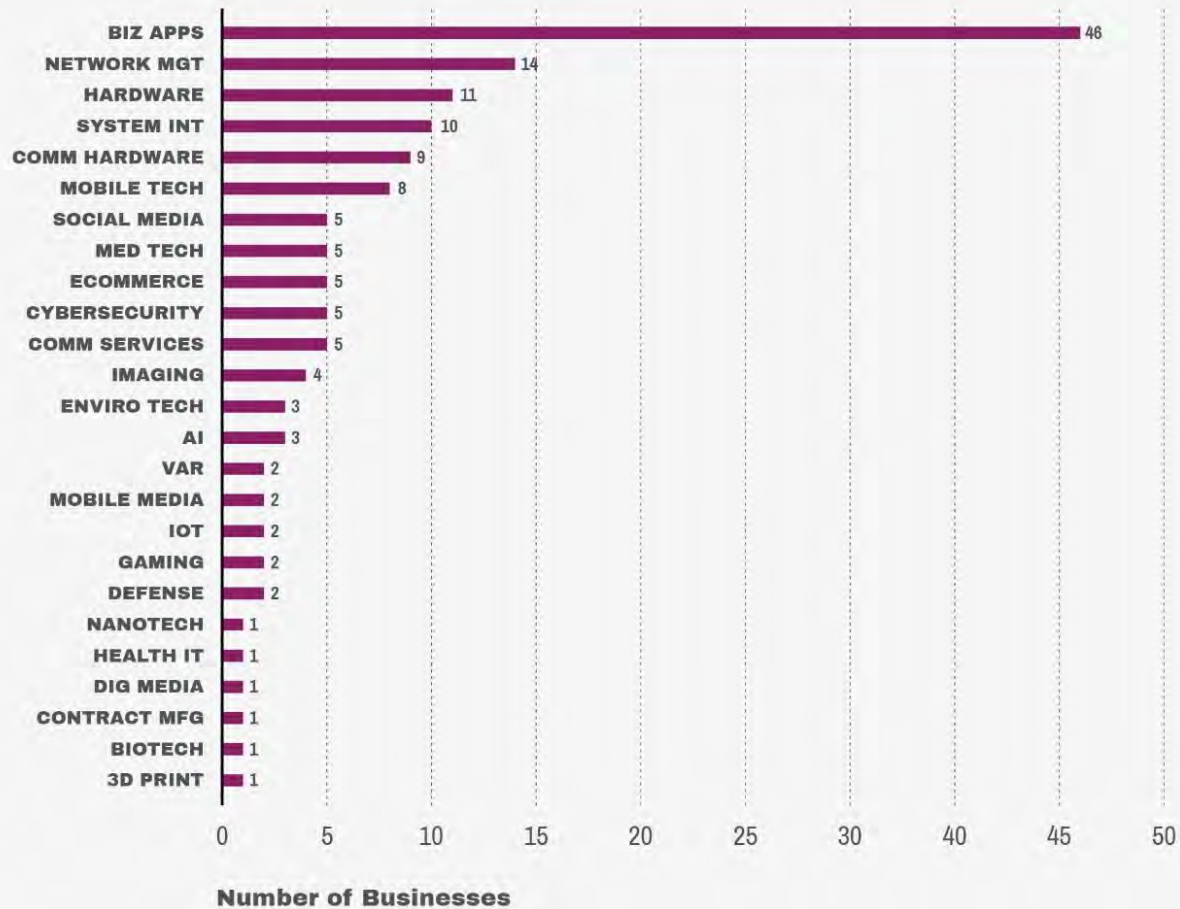
- STUDY AREA
 - DART RAIL SYSTEM
 - PROPOSED COTTON BELT & TEX RAIL
 - OTHER RAIL
- # OF HIGH TECH INDUSTRY BUSINESSES
- 1 17 88



The tech sector has diversified from its telecom equipment roots

INDUSTRY CATEGORIES

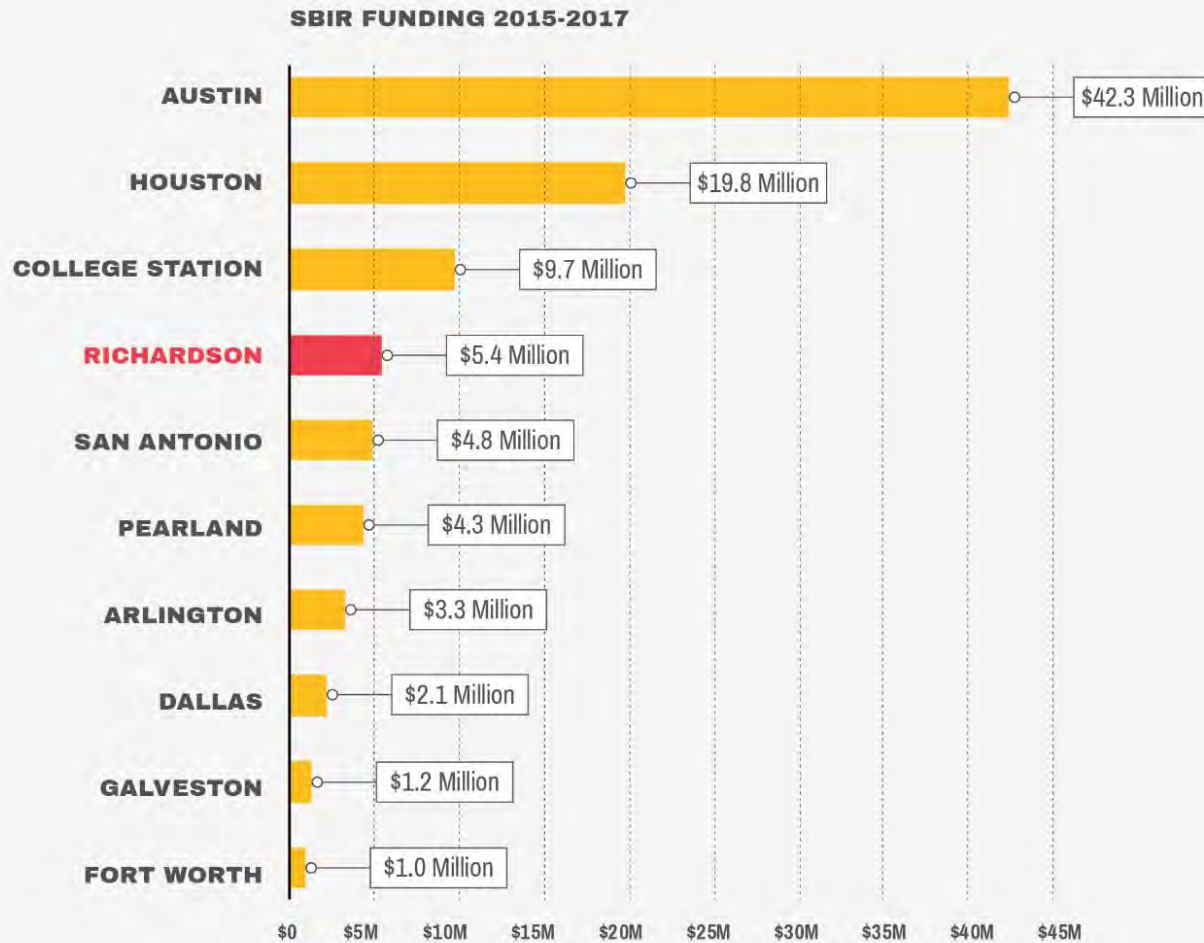
SOURCE: CRUNCHBASE DATA



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

SMALL BUSINESS INNOVATION RESEARCH (SBIR) FUND

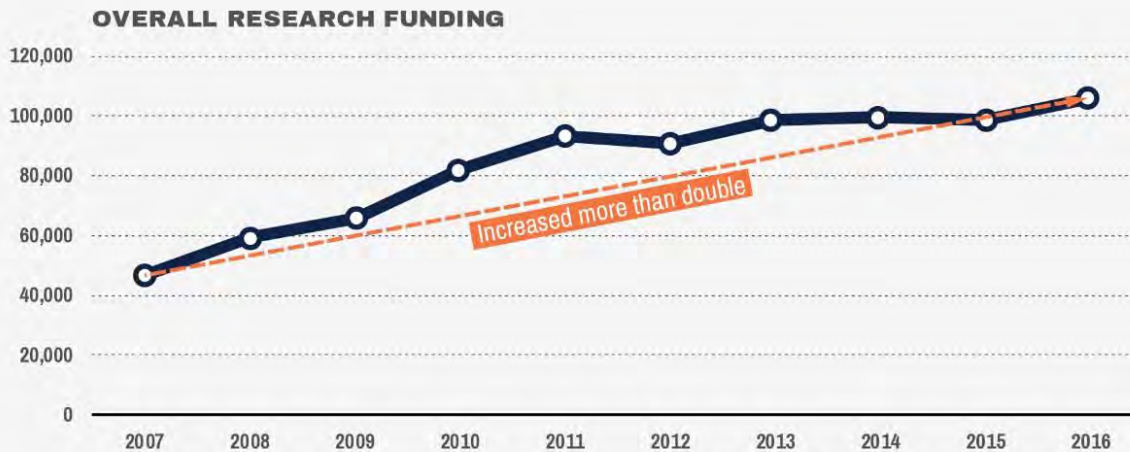
SOURCE: NP ANALYSIS



The UTD research portfolio is evolving and continued growth in life sciences creates potential for industry development

RESEARCH FUNDING 2007-2016

SOURCE: NP ANALYSIS



RESEARCH FUNDING HAS MORE THAN DOUBLED IN A DECADE

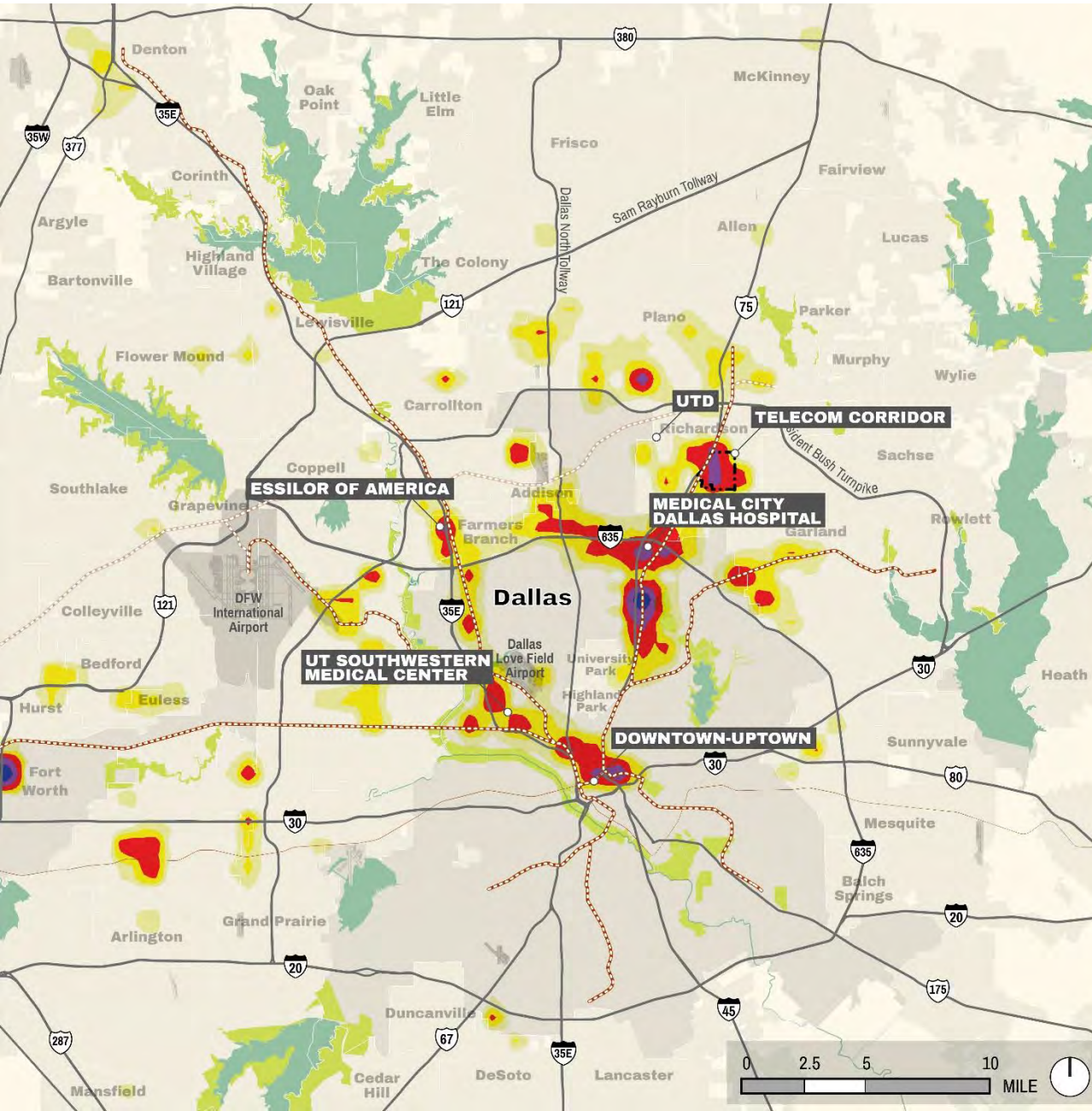
RESEARCH FUNDING BY REPRESENTATIVE CATEGORIES



WITH SOME IMPORTANT CHANGES IN THE PORTFOLIO IN THAT TIME

■ LIFE SCIENCES
■ COMPUTER SCIENCE, ELECTRONICS, COMMUNICATIONS

Dallas and Richardson are key locations within DFW for life sciences



Life Sciences Businesses

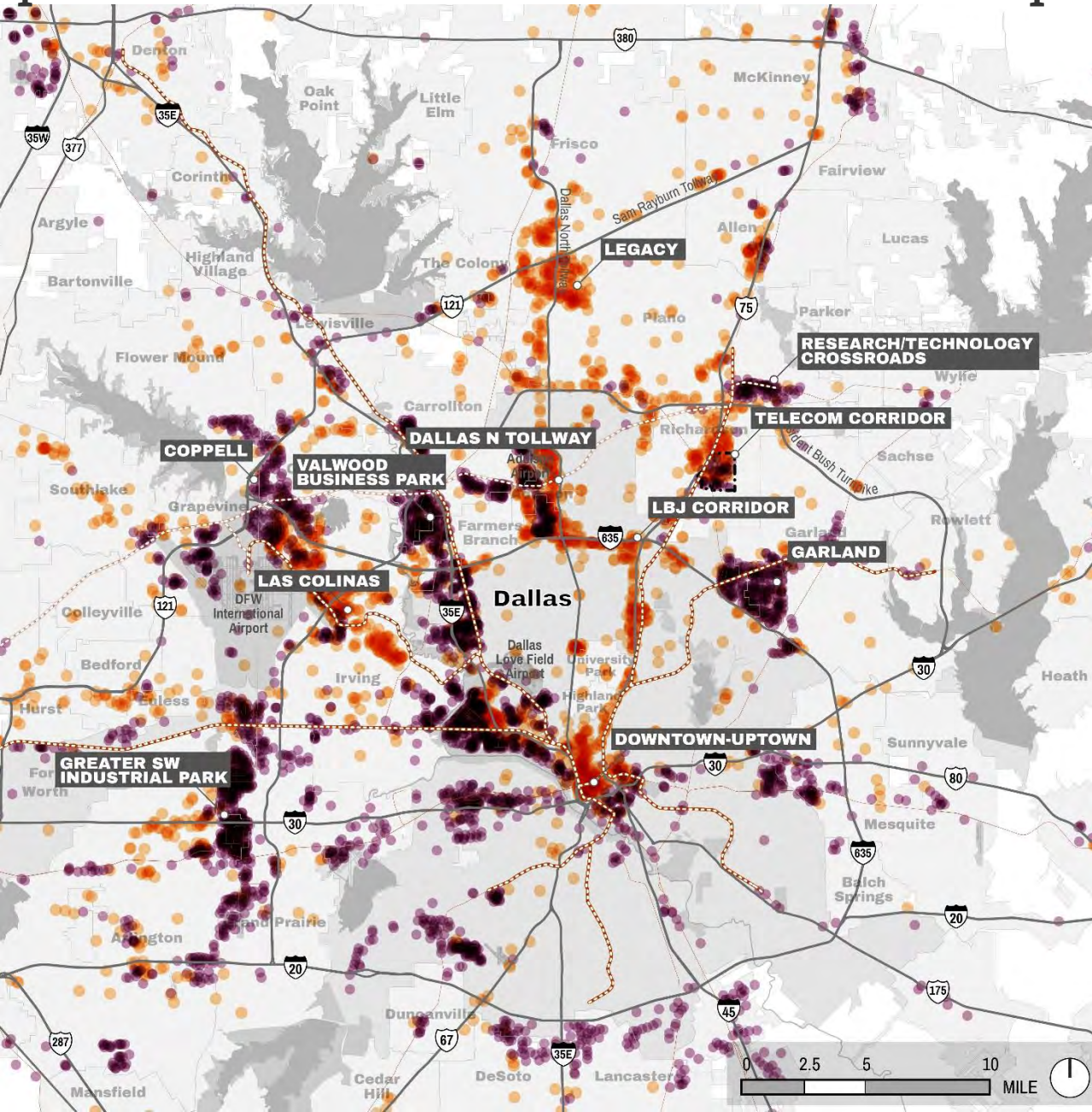
Source: EMSI, QCEW Q42017; OES 2016
(Dallas Regional Chamber)

- STUDY AREA
 - DART RAIL SYSTEM
 - PROPOSED COTTON BELT & TEX RAIL
 - OTHER RAIL
- # OF LIFE SCIENCES BUSINESSES
-
- 1 4 14



The district's space is an asset and
a challenge

Richardson has a lot of competition but is one of the few places with both industrial and office space

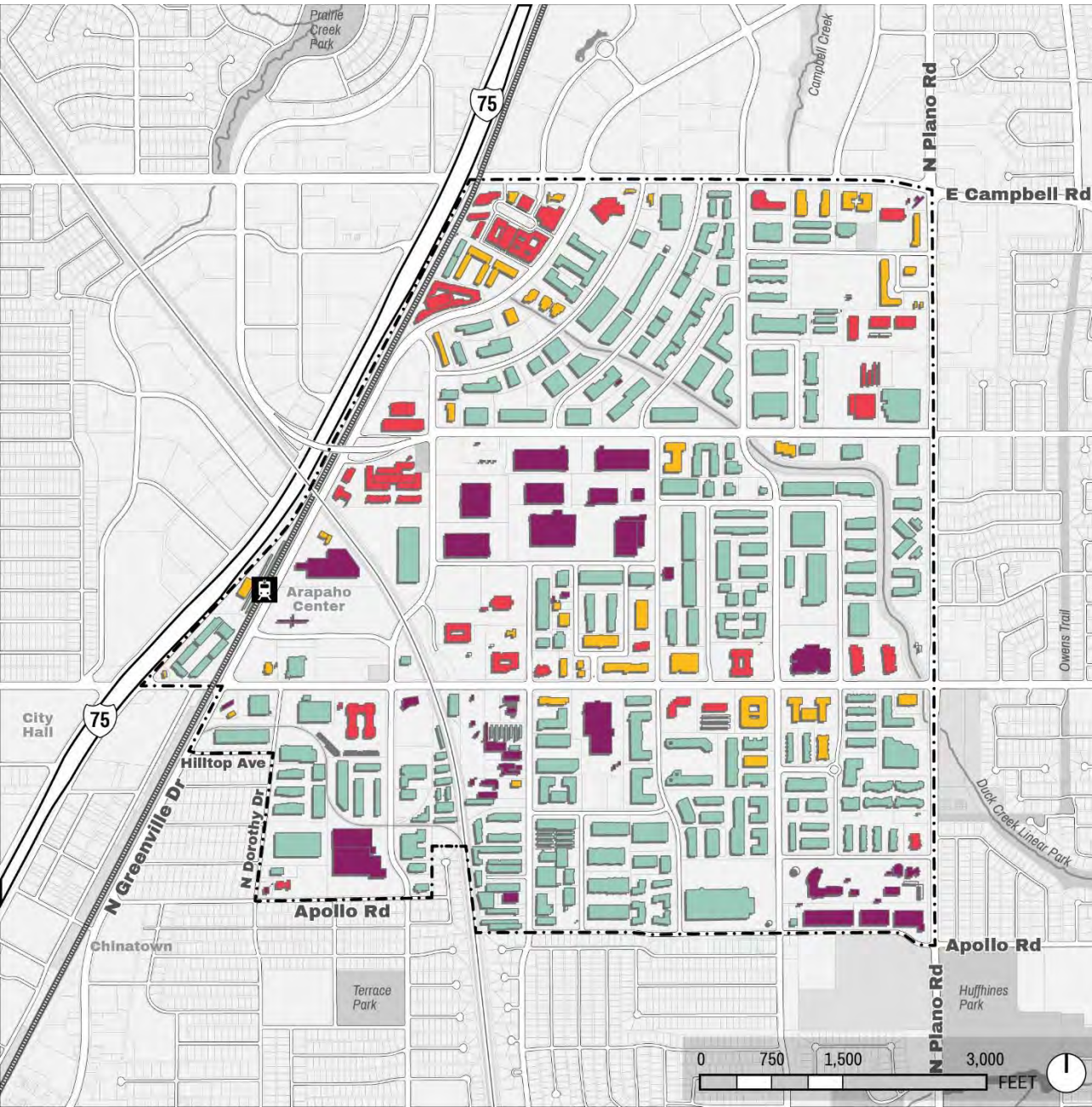


Office and Industrial Clusters

Source: Dallas Business Journal, DRC Research, 2017
(Dallas Regional Chamber)

- STUDY AREA
- DART RAIL SYSTEM
- PROPOSED COTTON BELT & TEX RAIL
- OTHER RAIL
- MAJOR INDUSTRIAL BUILDING / PARK
- MAJOR OFFICE BUILDING / PARK

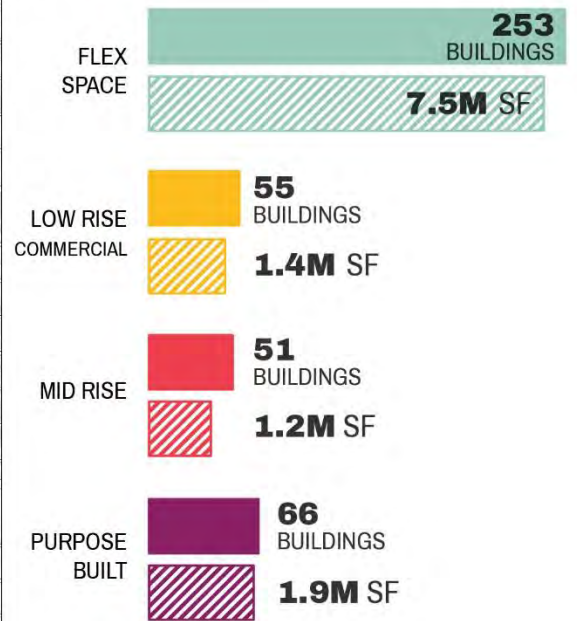
Flex space is the dominant typology



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

Existing flex space is outdated and not easy to replace

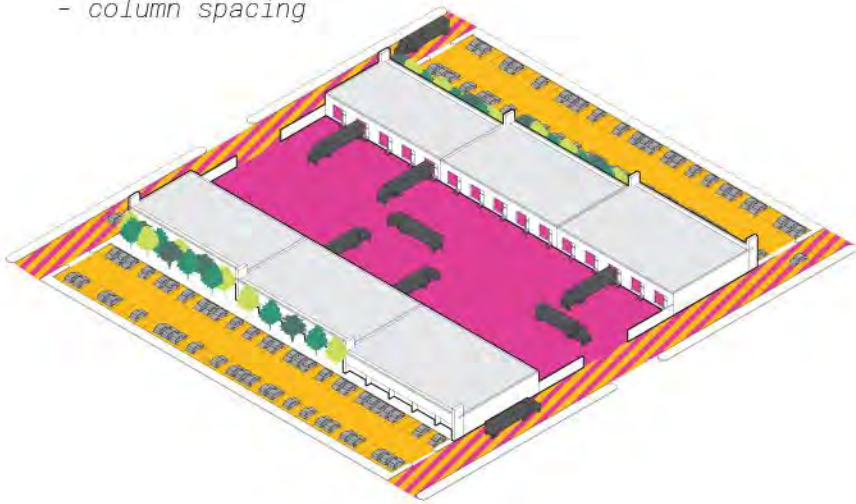
What can you do given the costs and rents? 1 for 1 replacement probably doesn't work.

1. FLEX SPACE

1B REAR LOADING

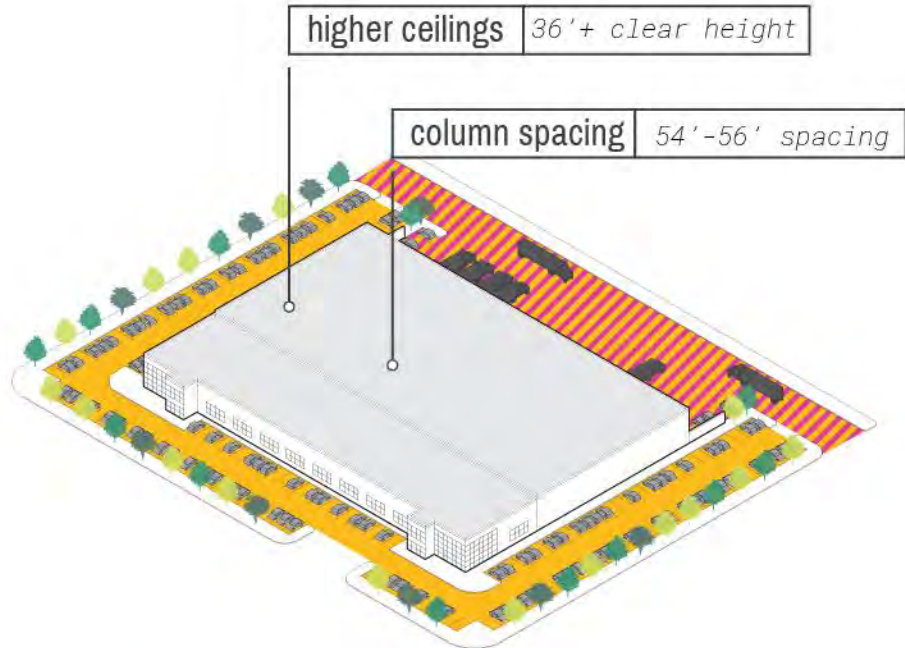
CHALLENGES

- high land costs
- low market rents
- insufficient power capacity
- low ceilings
- column spacing



- LOADING
- PARKING
- SHARED LOADING/PARKING

1C MODERN FLEX



- LOADING
- PARKING
- SHARED LOADING/PARKING

The building stock is aging and there is little financial incentive to replace a one-story building with a one-story building. But, it provides extremely valuable space for cost-sensitive businesses and businesses looking to scale up.








The district will have many different personalities and opportunities

About half the study area is within a 10-minute walk of the station



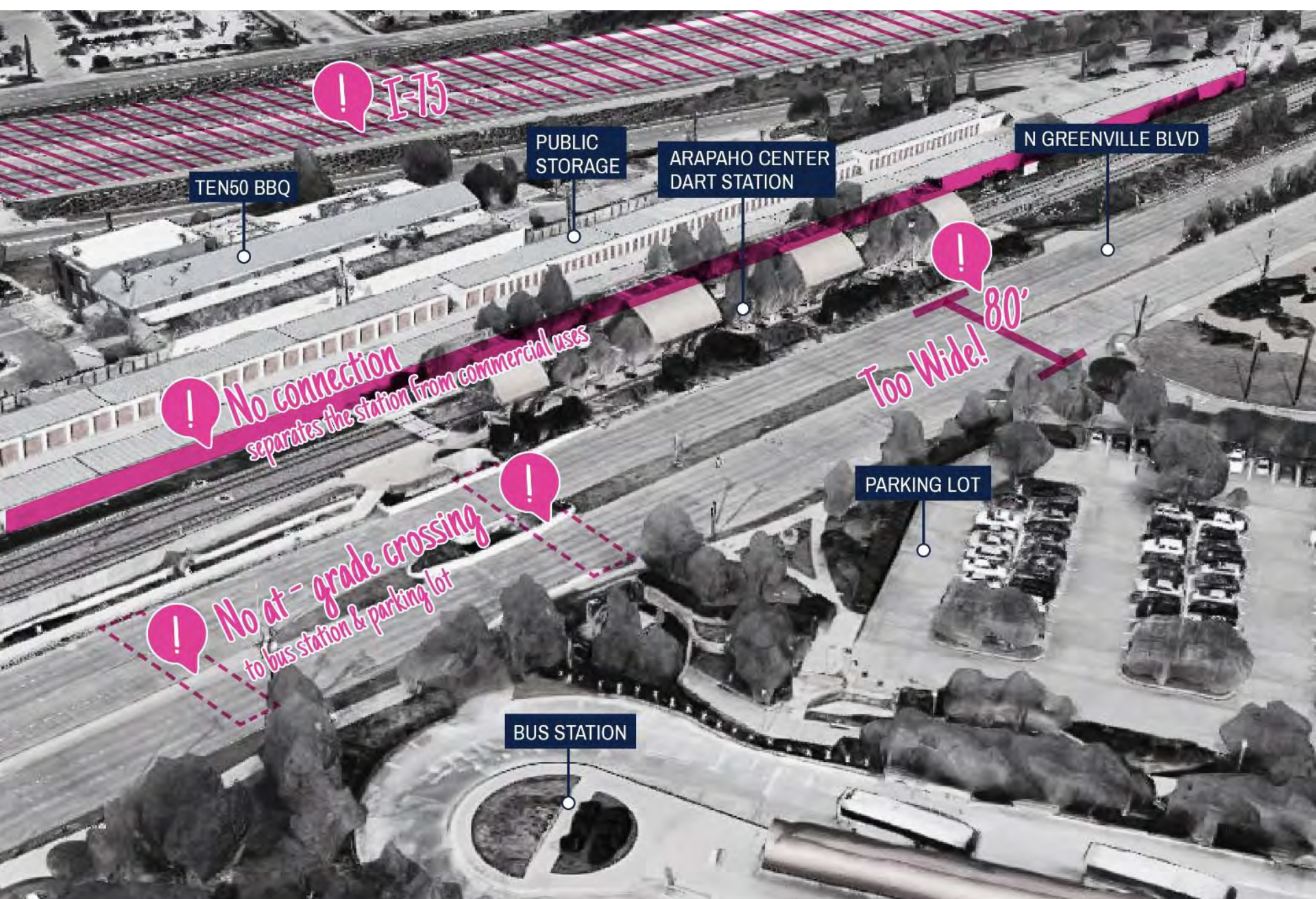
Walkshed

Source: Big Red Dog

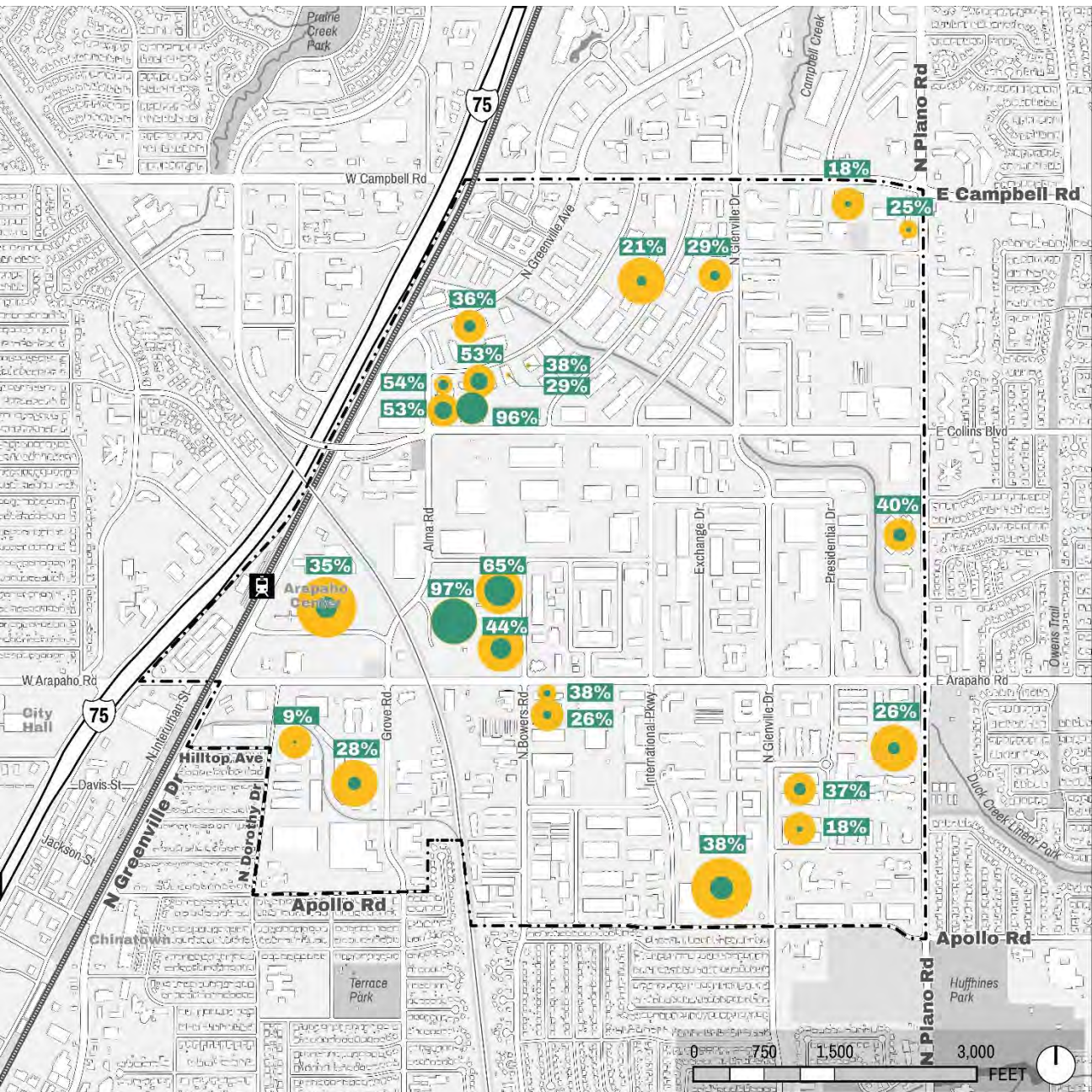
-  STUDY AREA
-  DART RAIL SYSTEM
-  OTHER RAIL
-  5-MIN WALK
-  10-MIN WALK



Getting to and from the station is a challenge



Many existing parking lots are not full during working hours



Parking Utilization

Source: Big Red Dog

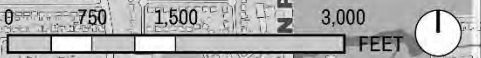
- STUDY AREA
- DART RAIL SYSTEM
- OTHER RAIL

AVAILABLE PARKING SPACE CAPACITY

- 21-50
- 51-100
- 101-250
- 251-500
- 501-1,129

PARKING SPACE UTILIZATION

- %



But the bigger issue is that the combination of the underutilized parking lots....



wide streets....



ANY
TIME
→

...and for-lease signs
make the area FEEL
much emptier than it
actually is.

FOR LEASE
2,000- 8,000 SF
**RICHARDSON TECH
VILLAGE**
972-456-9900



Everything from building treatments to landscaping to signage to the quality of the infrastructure shapes the perceptions of existing and potential businesses.



3

Working Vision

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

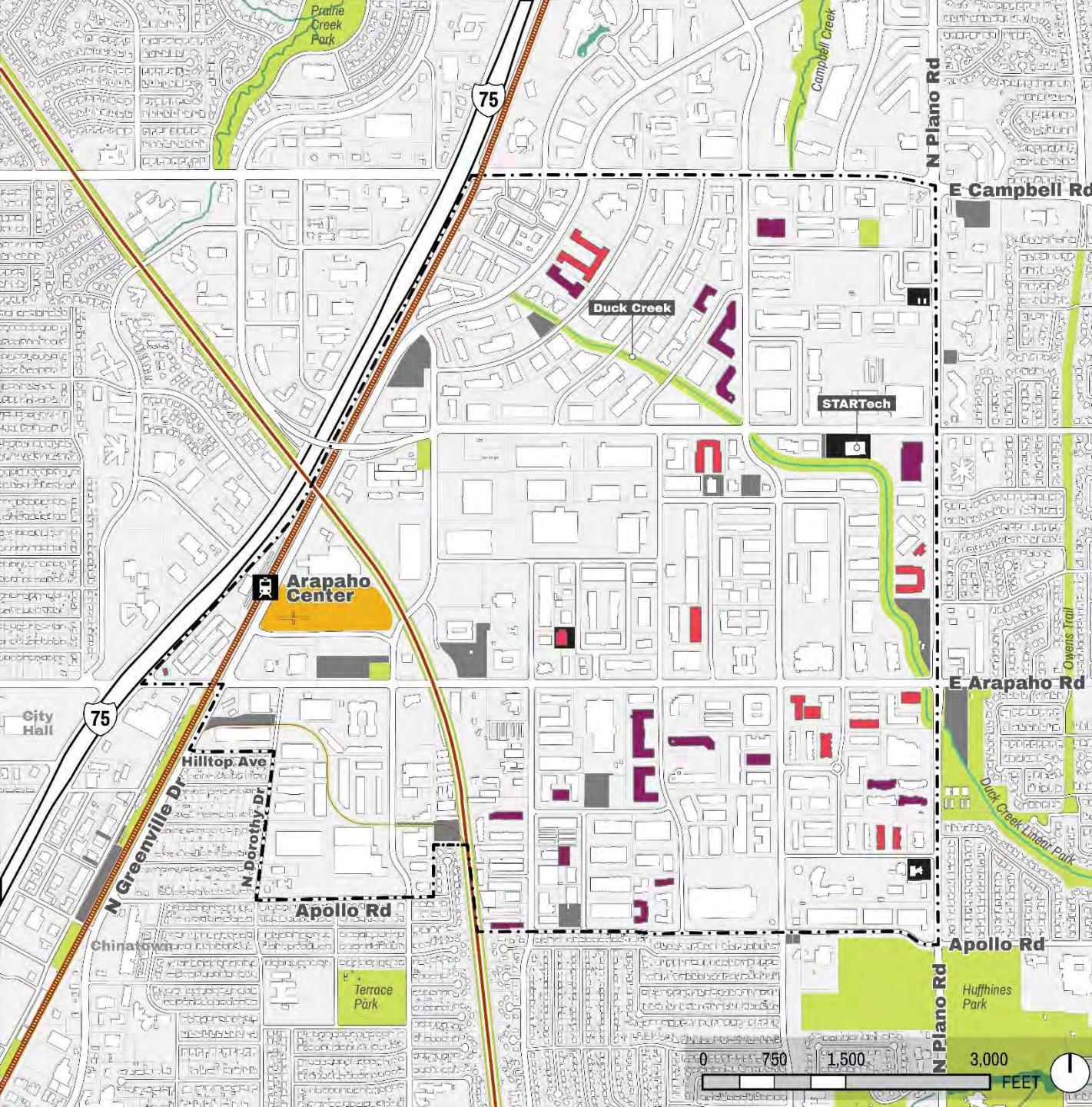
- > continue to be a center of innovation and entrepreneurship
- > provide a place where a range of businesses across industries and at different points in their growth can thrive
- > support existing businesses while attracting new ones
- > be lively and active with a mix of uses and more things to 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



Susceptibility to Change



STUDY AREA

VACANT LAND

VACANT BUILDING

DART PROPERTY

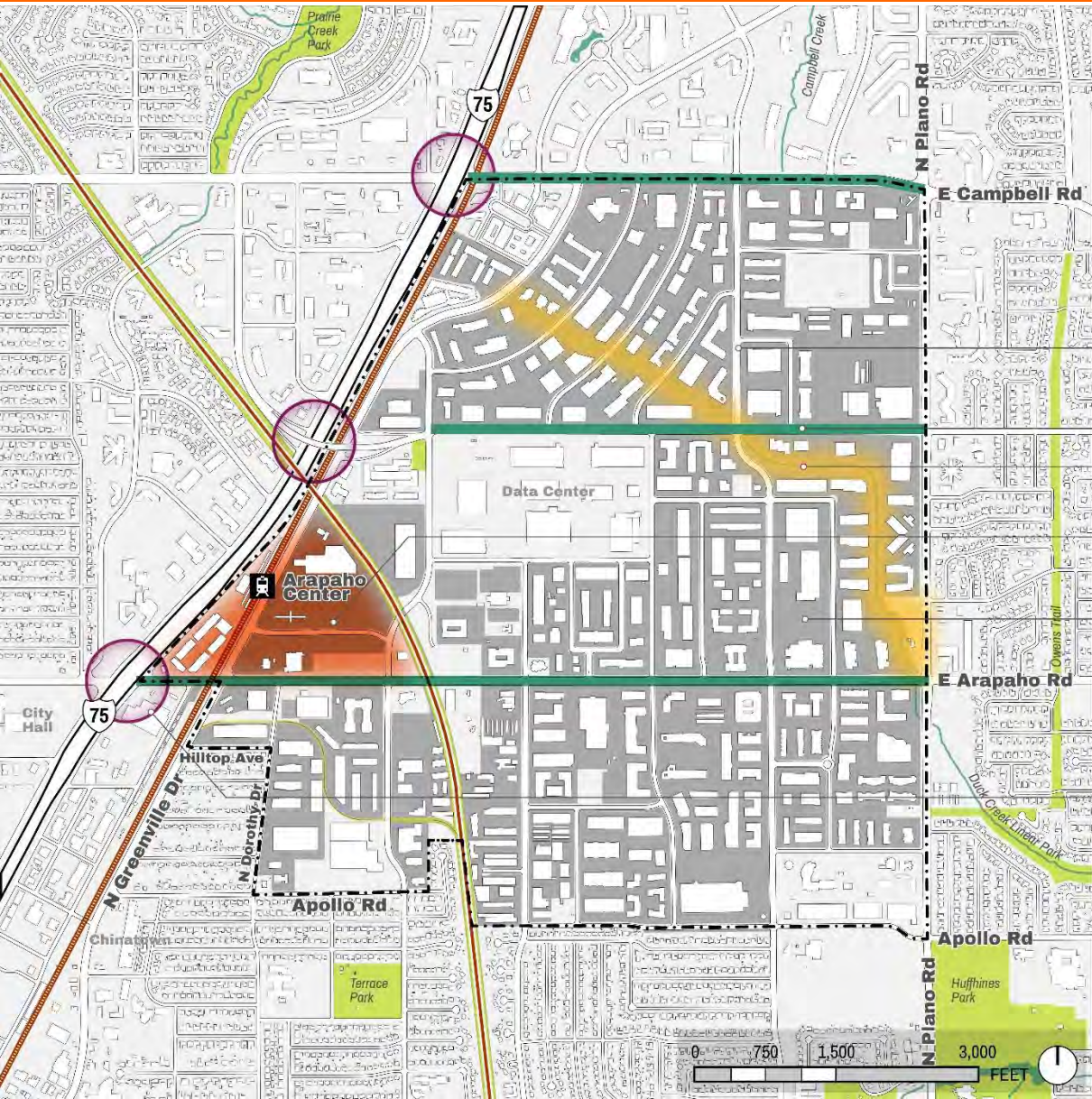
SOFT SITES

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'



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



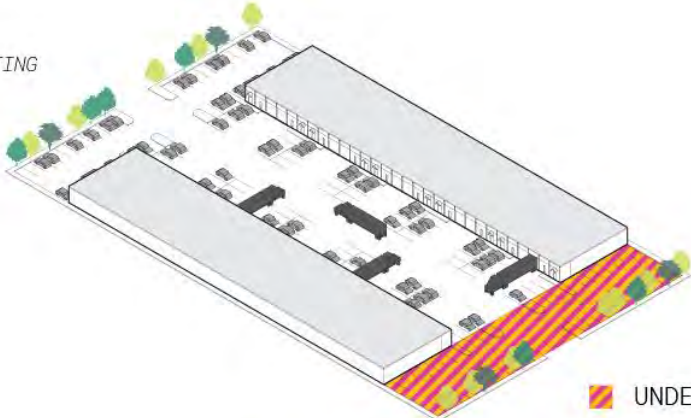
Biergarten – Oklahoma City

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

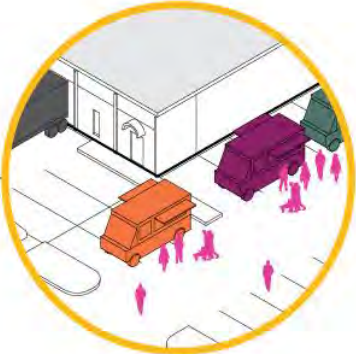
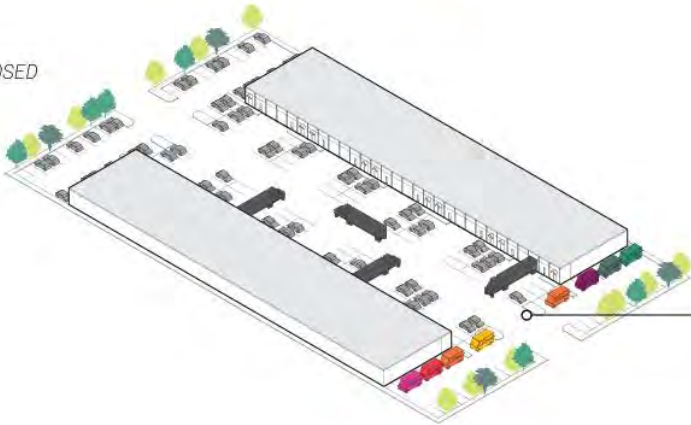
UNDERUTILIZED PARKING - FOOD TRUCKS

1A FLEX SPACE – FRONT LOADING

EXISTING



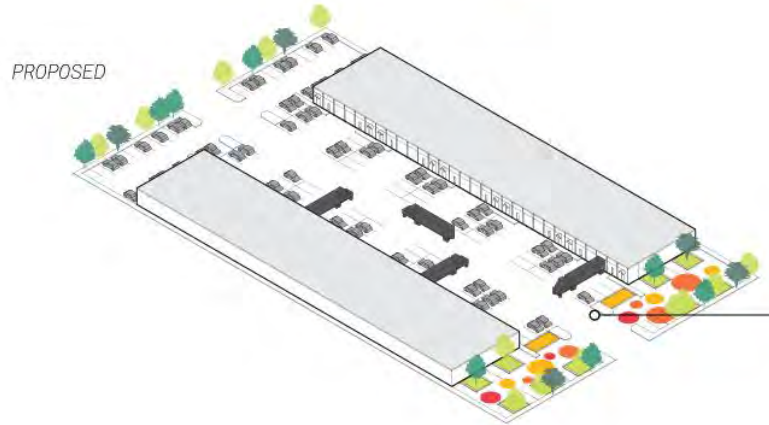
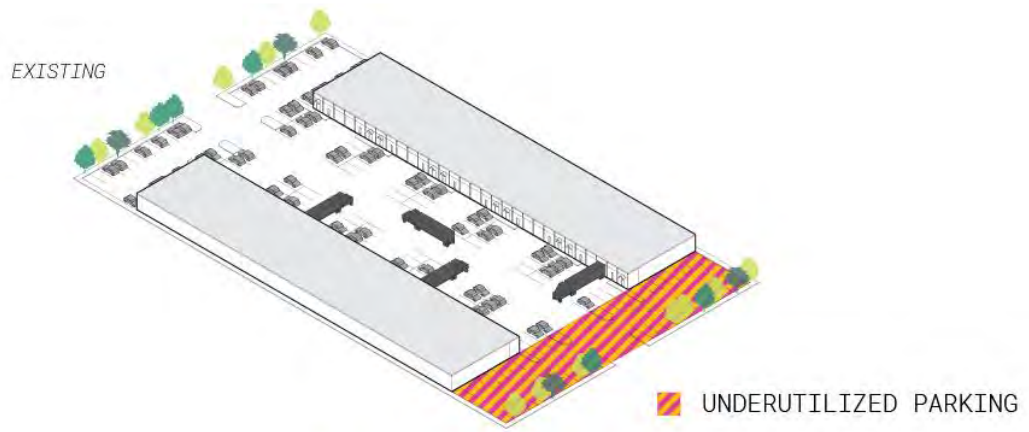
PROPOSED



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.

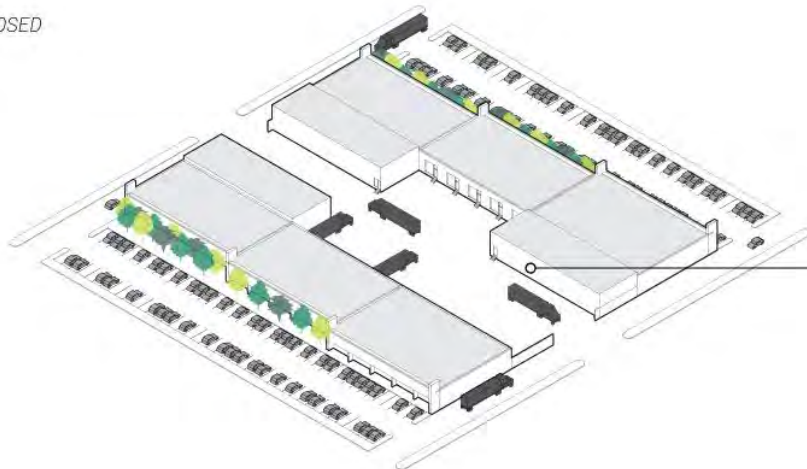
UNDERUTILIZED PARKING - BUILDING ADDITION

1B FLEX SPACE - REAR LOADING

EXISTING



PROPOSED

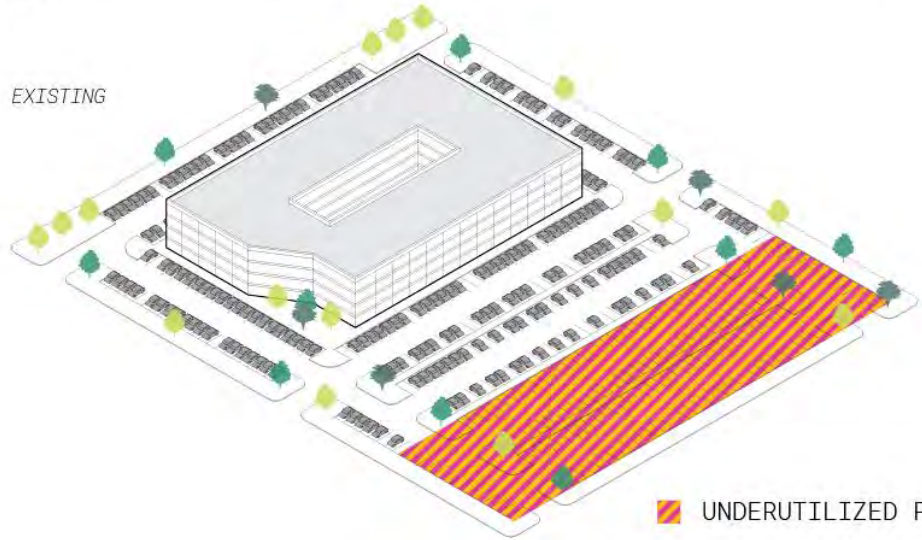


And where the space is large enough, property owners could gain more value by adding a new building.

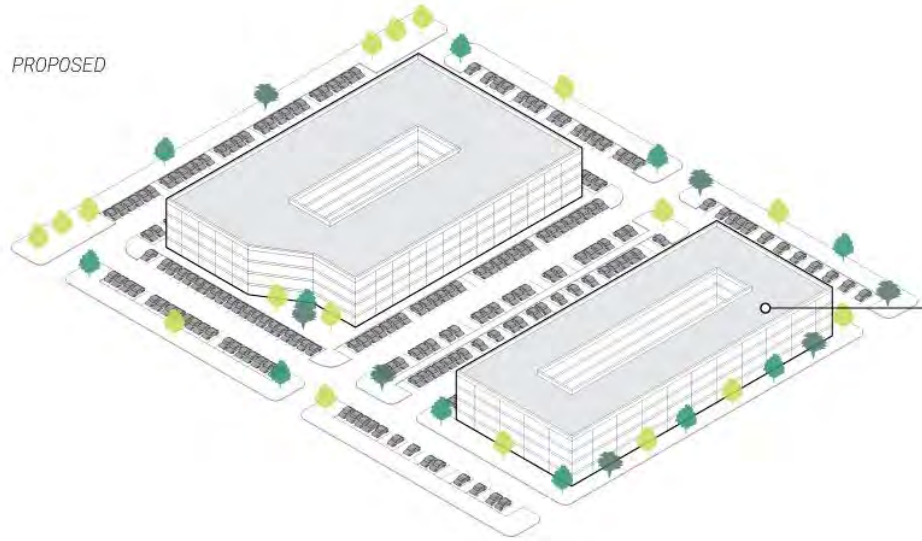
UNDERUTILIZED PARKING - NEW CONSTRUCTION

4A MIDRISE - OFFICE BUILDING

EXISTING



PROPOSED



We need to increase the visibility of the district.







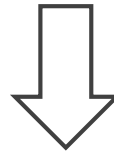


We need the right economic infrastructure to help support a diverse job base.

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

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®

research TECHNOLOGY

1854 NDSU Research Circle North

BOLDER THINKING

C2RENEW

CARGILL

ELINOR
SPECIALTY COATINGS

HQC BIOSCIENCES

LIFT'N BUDDY
HIVE SOCIAL INC.

MEDYTEX

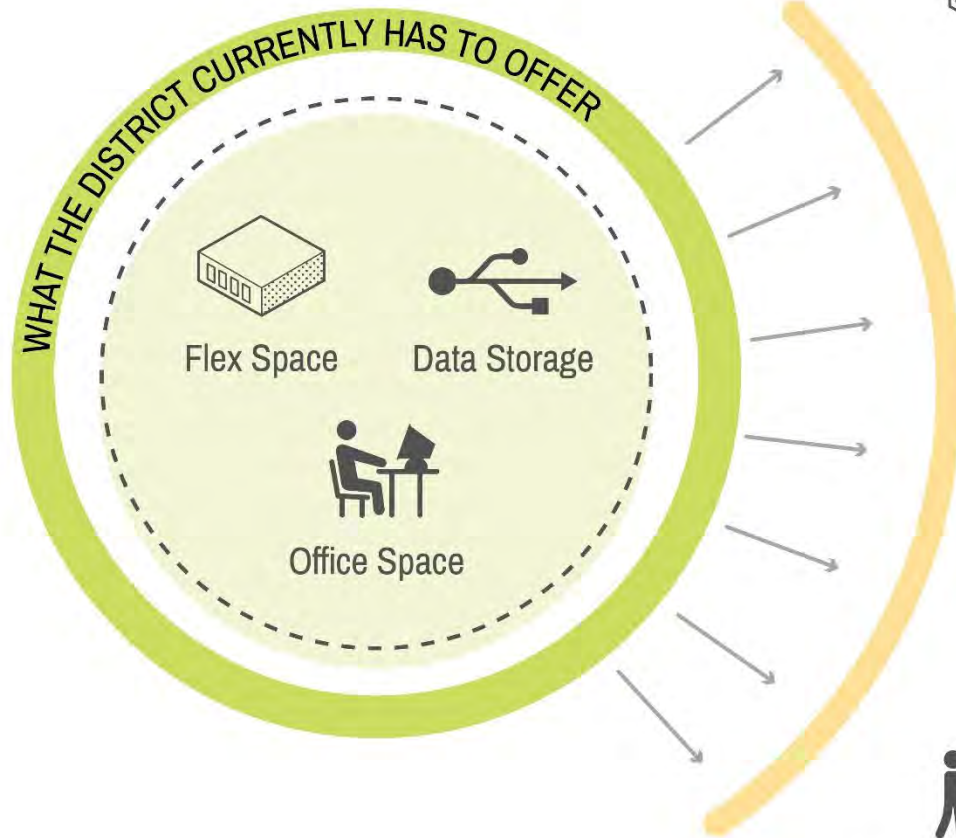
OMNIBYTE
TECHNOLOGY

SMALL BUSINESS
DEVELOPMENT CENTER

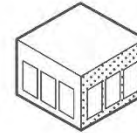
RENUVIX

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



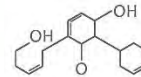
Affordable space for existing & small businesses



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



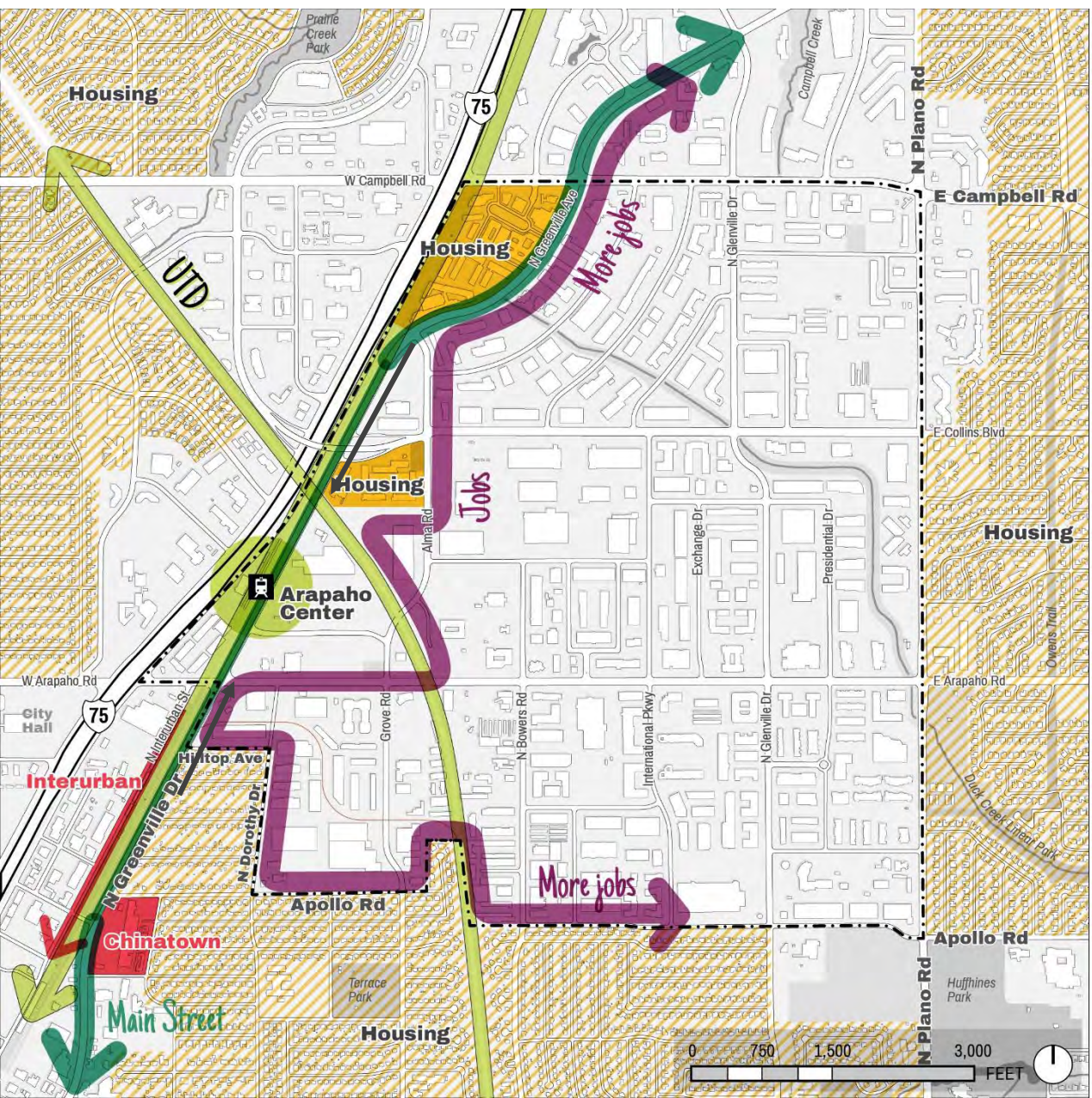
Space for new buildings
Buzzfeed HQ



Space for upgrading existing buildings
SnapChat HQ



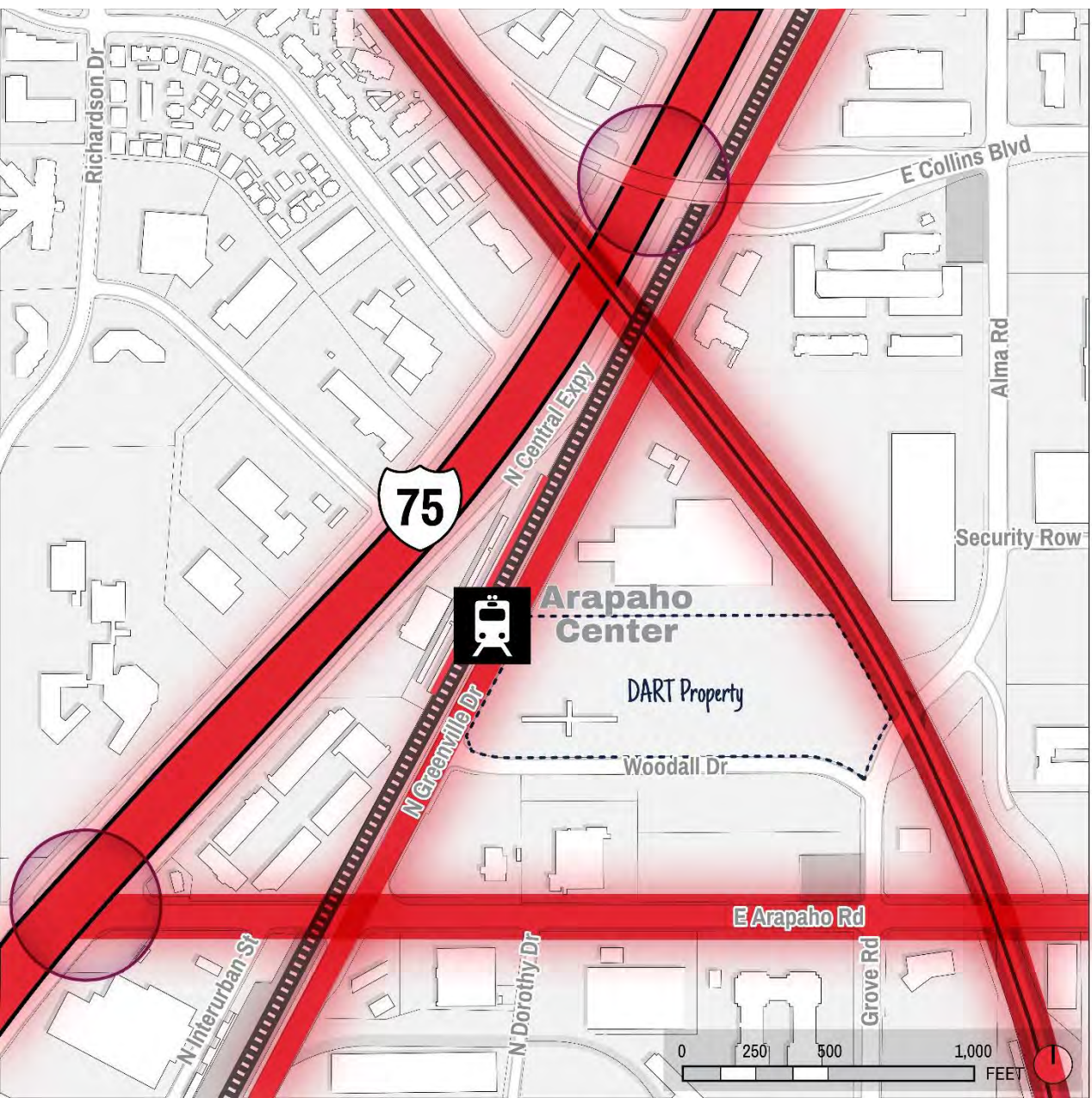
The Arapaho Center Station is clearly an opportunity...



Opportunities Around the Station Area

STUDY AREA

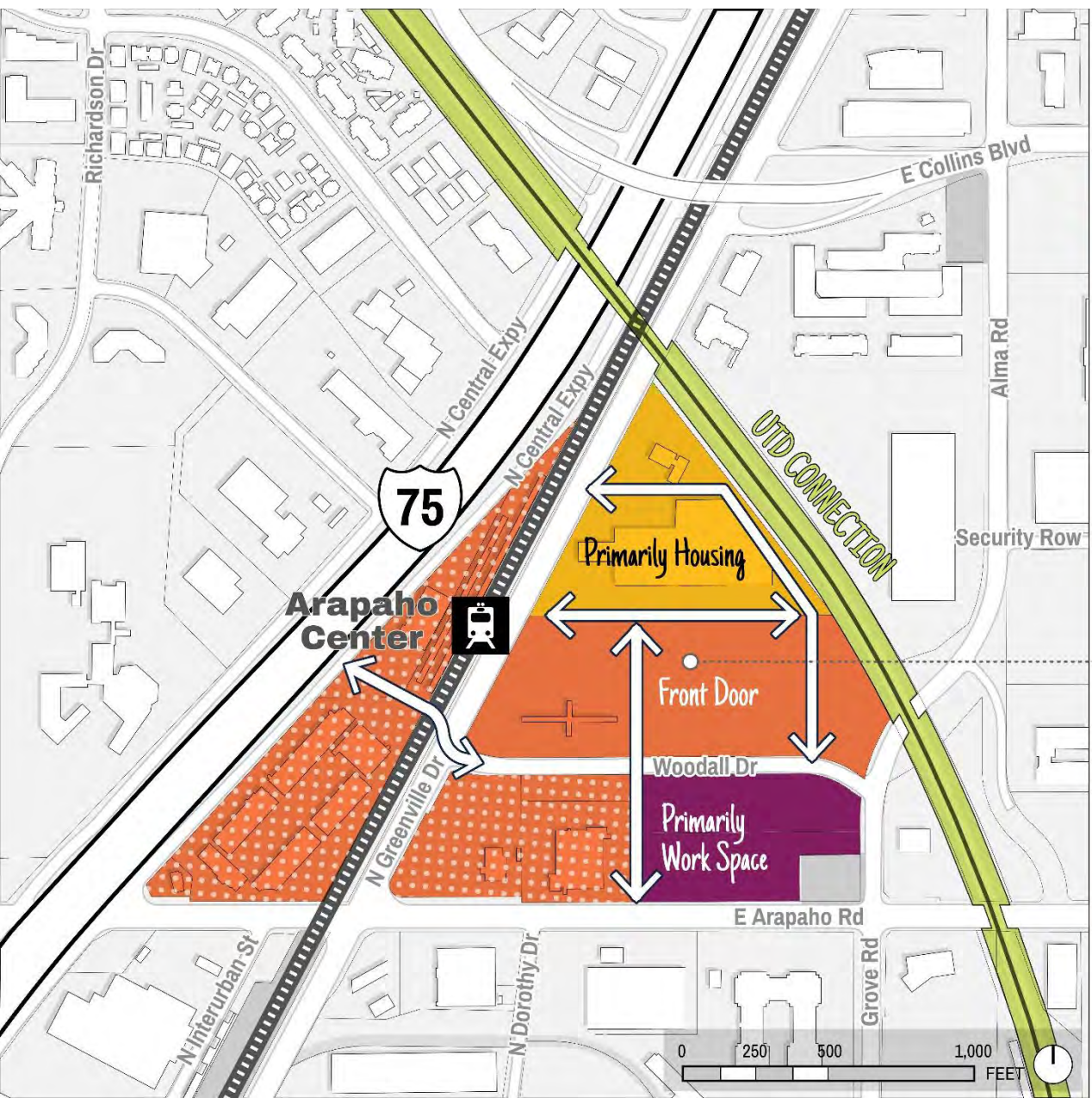
...but the area also faces some constraints.



Station Area: Constraints

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

An early idea for general programming.



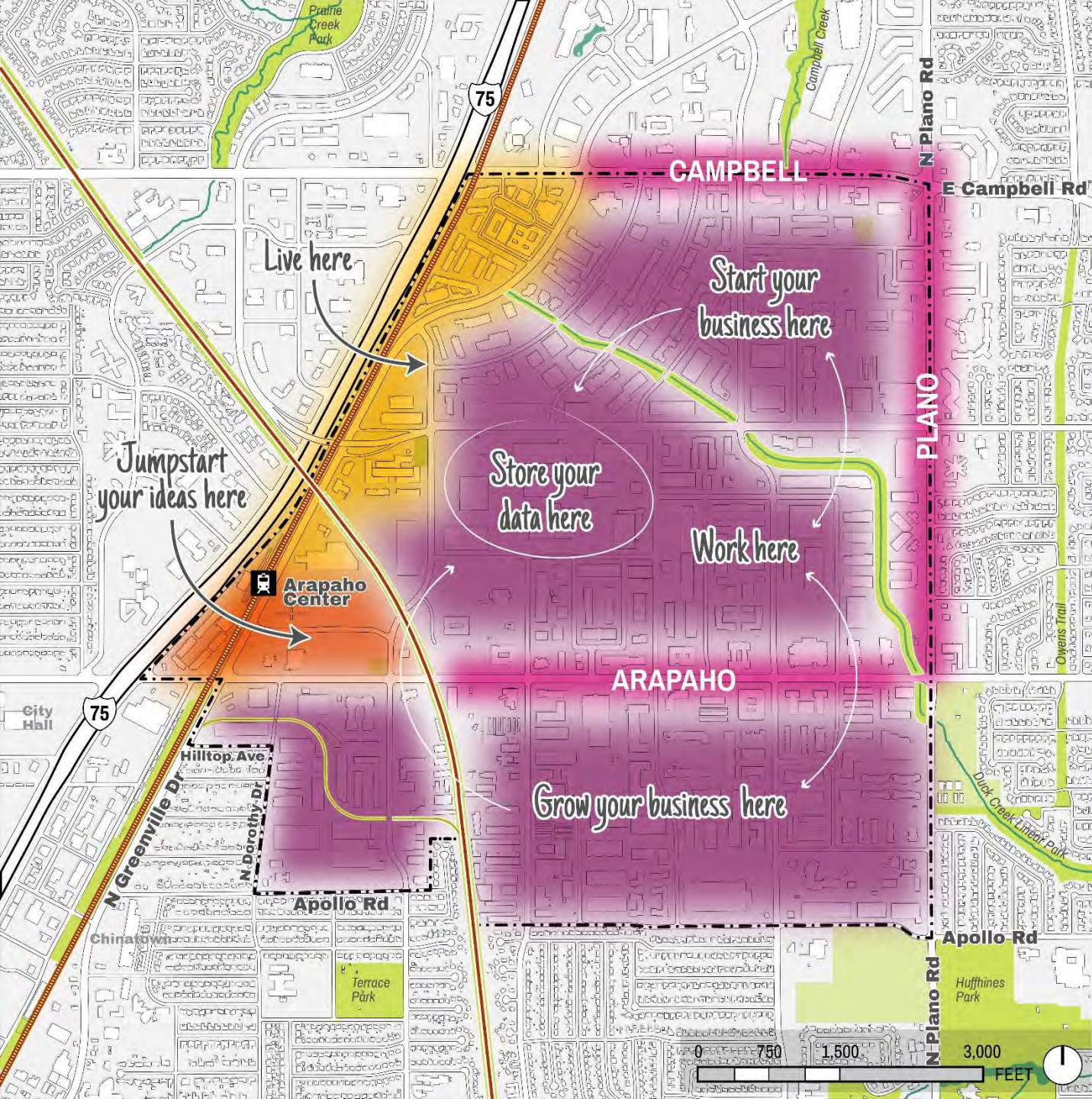
Station Area: Uses & Connections

- 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 	

Land Use Framework



STUDY AREA

CAMPBELL

PLANO

ARAPAHO

Live here

Jumpstart your ideas here

Start your business here

Store your data here

Work here

Grow your business here

Arapaho Center

City Hall

Hilltop Ave

Apollo Rd

Apollo Rd

E Campbell Rd

N Plano Rd

Terrace Park

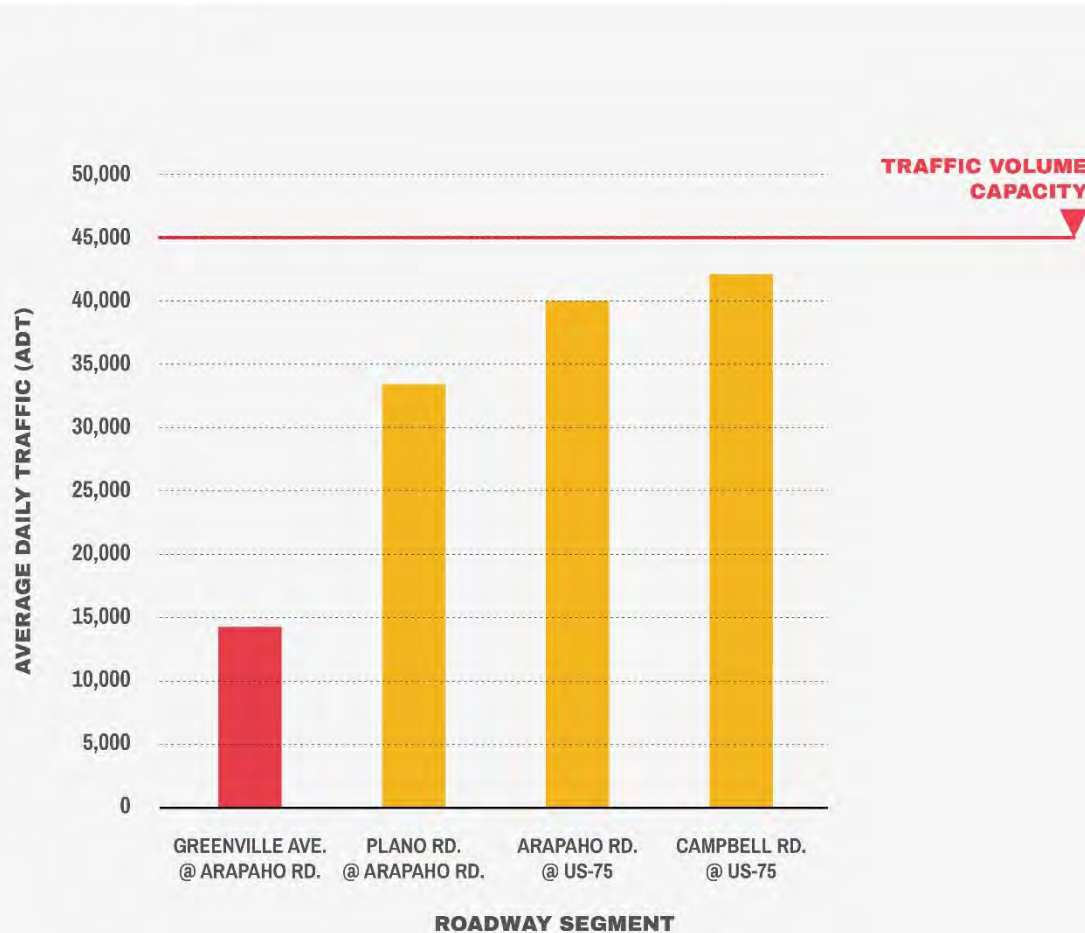
Huffines Park



Connections are critical. All kinds of connections.

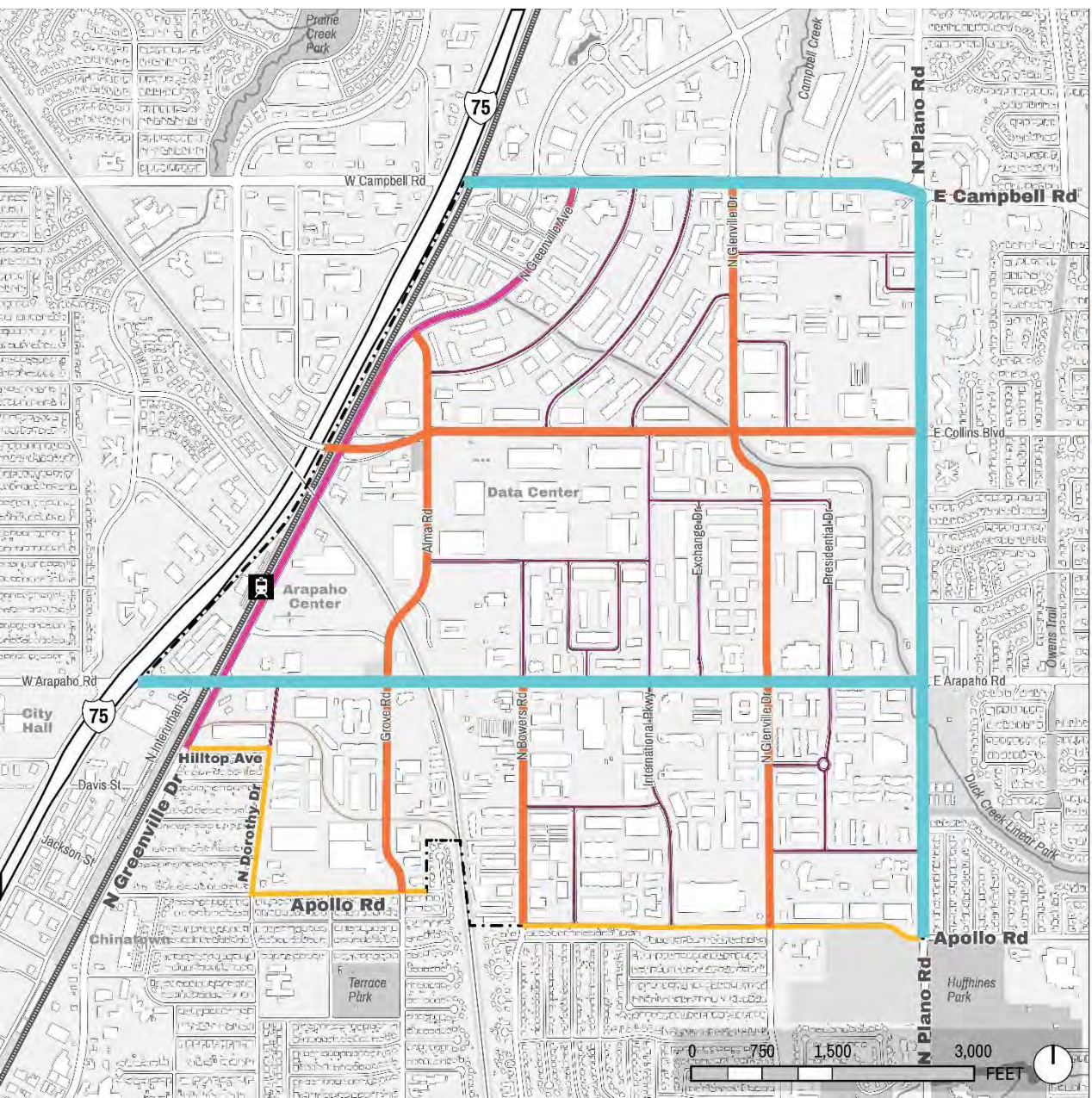
TRAFFIC VOLUMES IN STUDY AREA

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

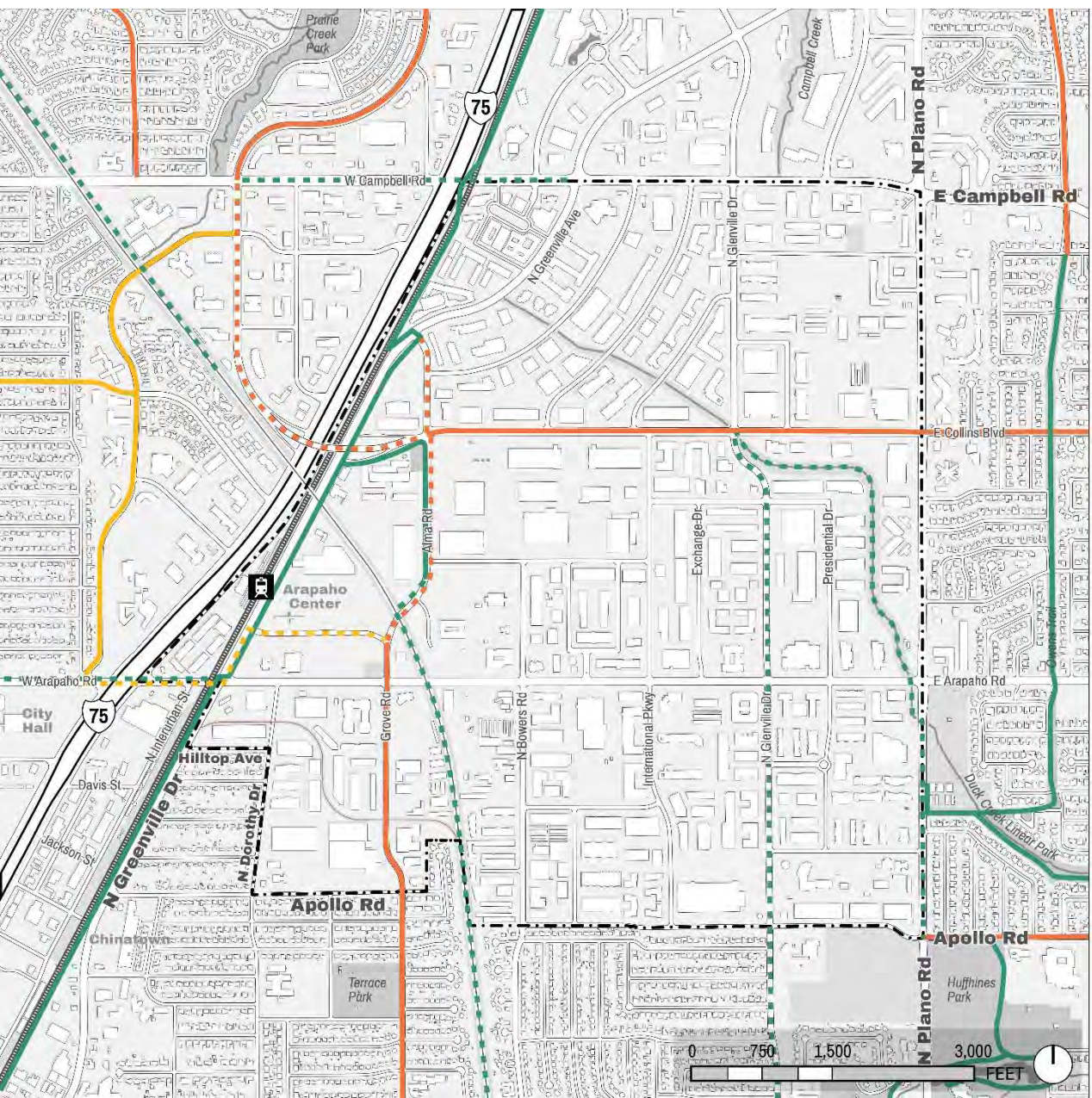


We could connect the dots of the bike network to make this an option for those that choose to bike.

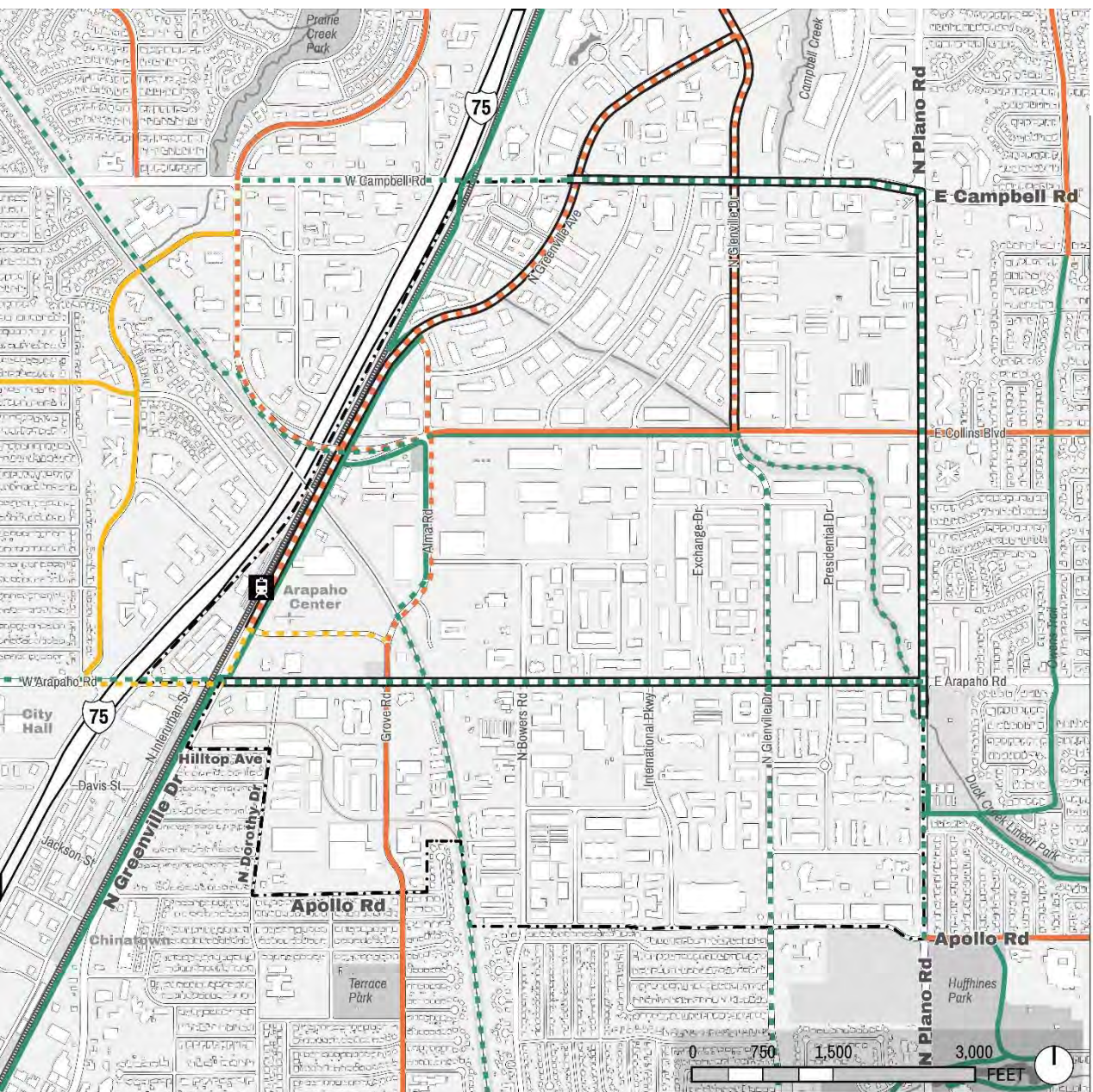
Bike Network

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

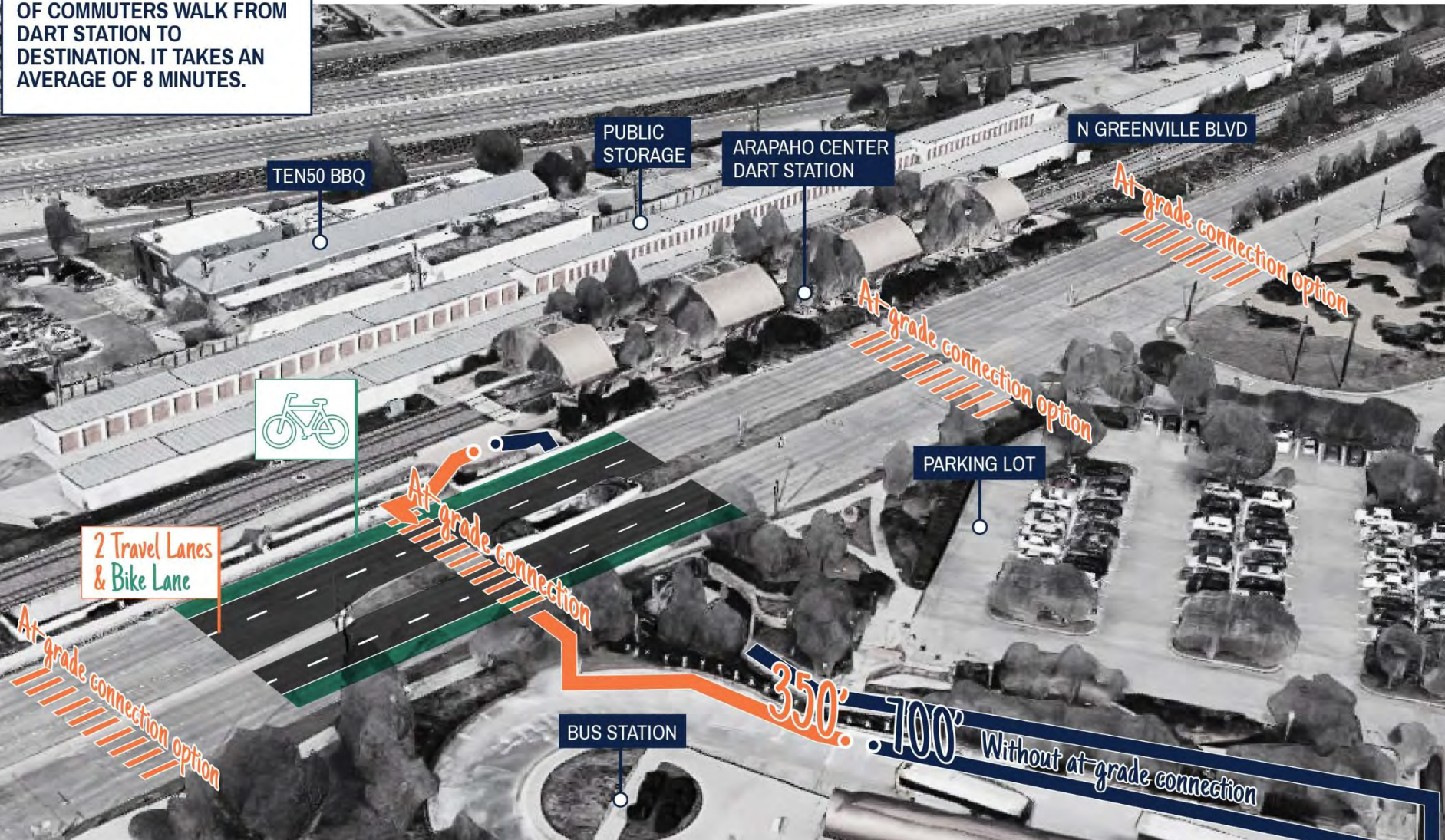
How can the Arapaho Center Station be better connected to the District?

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



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

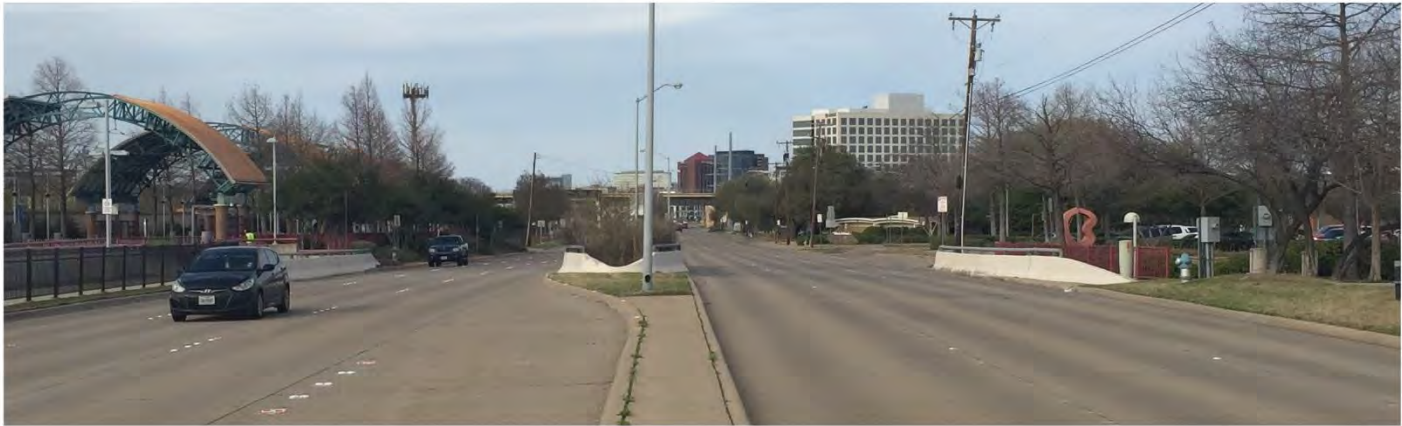
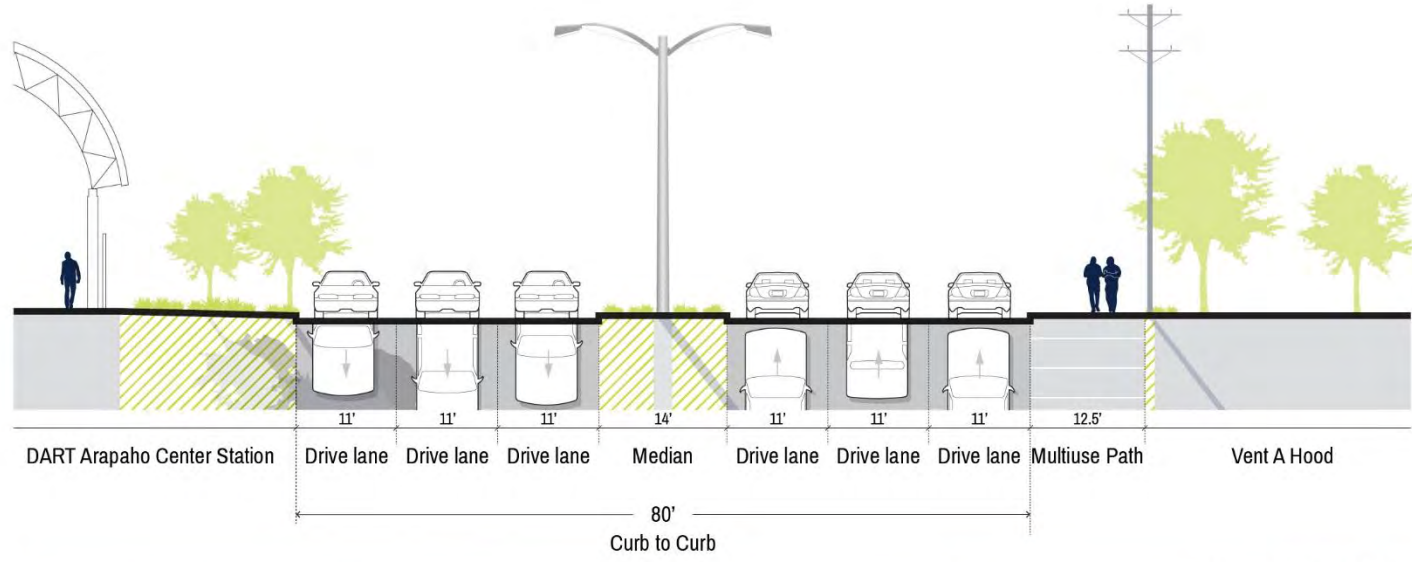
72% OF COMMUTERS WALK FROM DART STATION TO DESTINATION. IT TAKES AN AVERAGE OF 8 MINUTES.



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

N Greenville Boulevard

TODAY

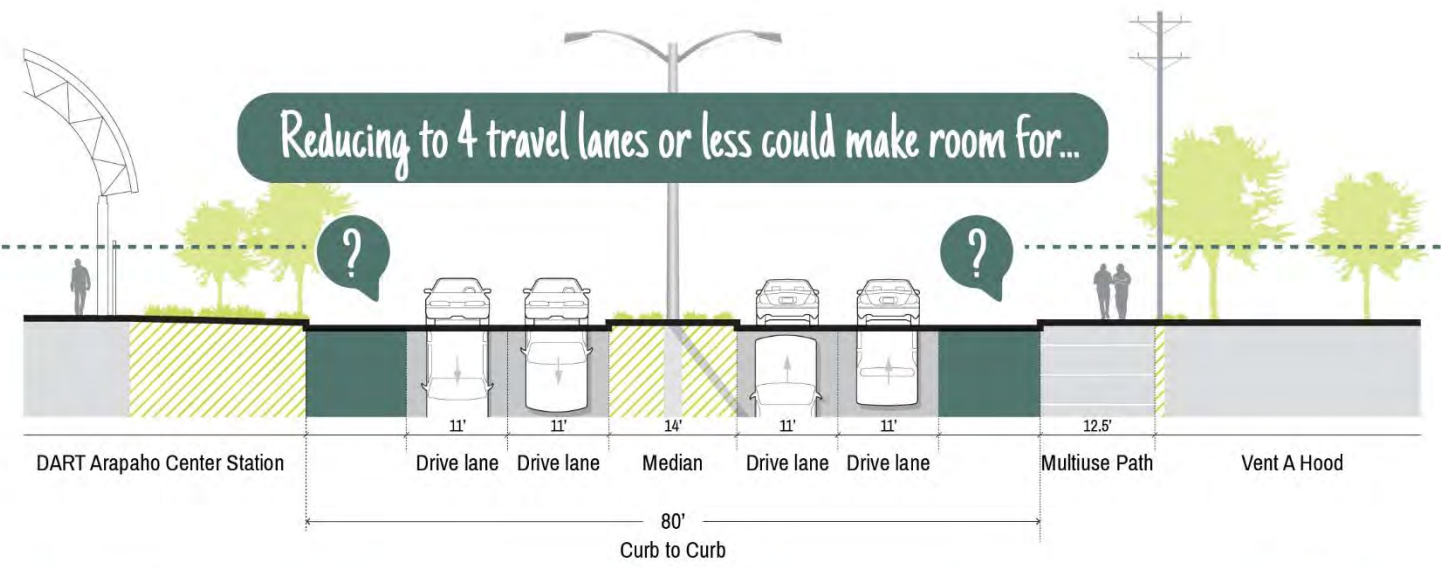


What if Greenville Avenue was designed to improve connections to transit and support a mix of land uses?

[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 a building modernization fund 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

October 15 | City Council Presentation - more detail on land use and the public realm based upon market findings

October/November TBD | Public events