

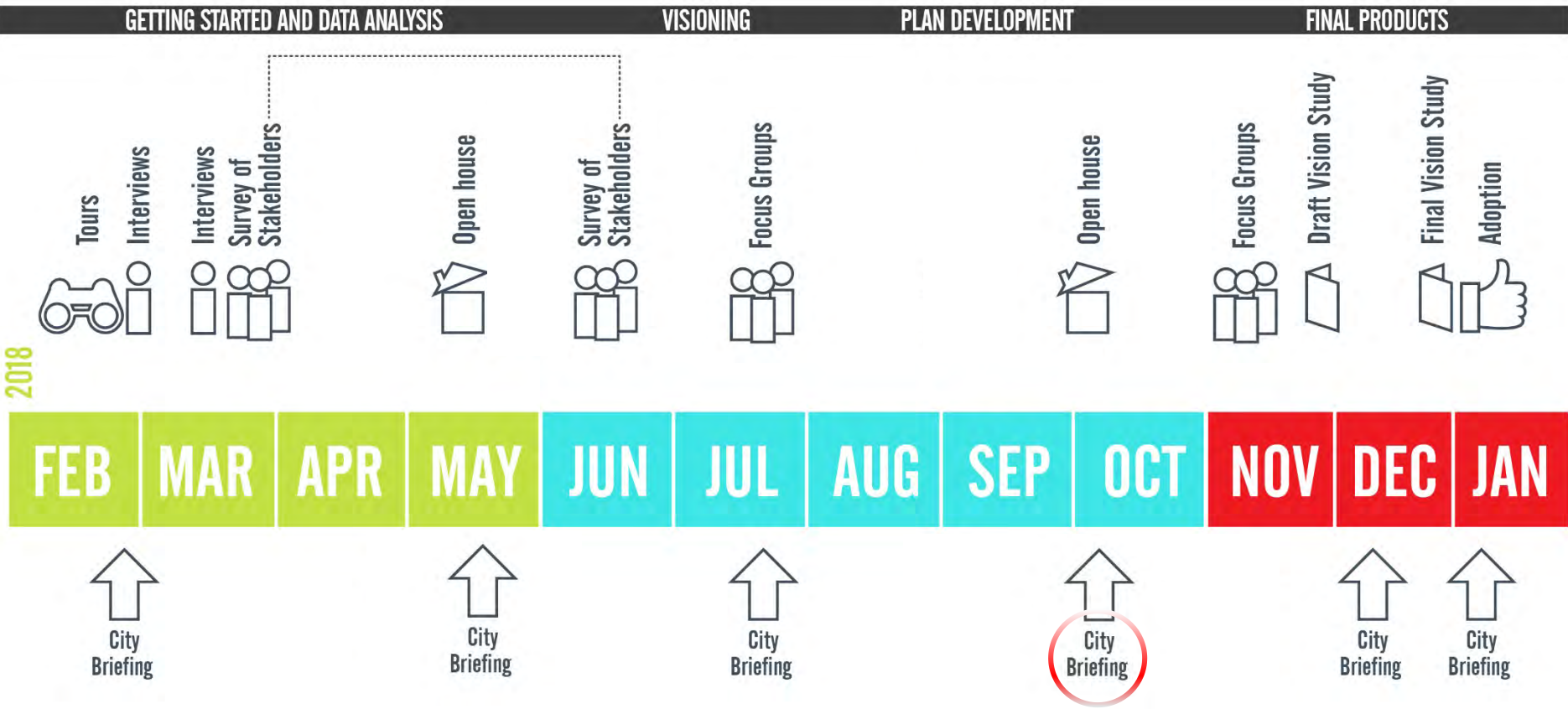


COLLINS / ARAPAHO TOD & INNOVATION DISTRICT STUDY

INTERFACE STUDIO
NINIGRET PARTNERS
BIG RED DOG ENGINEERING

OCTOBER 15, 2018
CITY COUNCIL

SCHEDULE



Today's Presentation

- > Present refined working vision
- > Present ideas, strategies, and alternatives for Council to consider
- > Working vision and strategies being presented represent a wide range of possibilities and ideas
- > Goal: confirmation of the vision and direction on the strategies

Agenda

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 text, and a large arc on the right side. There are also some small white lines and dots scattered around the arcs.

1. Vision
2. Strategies

1

Working Vision

The District will be a premiere 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 lively and active...



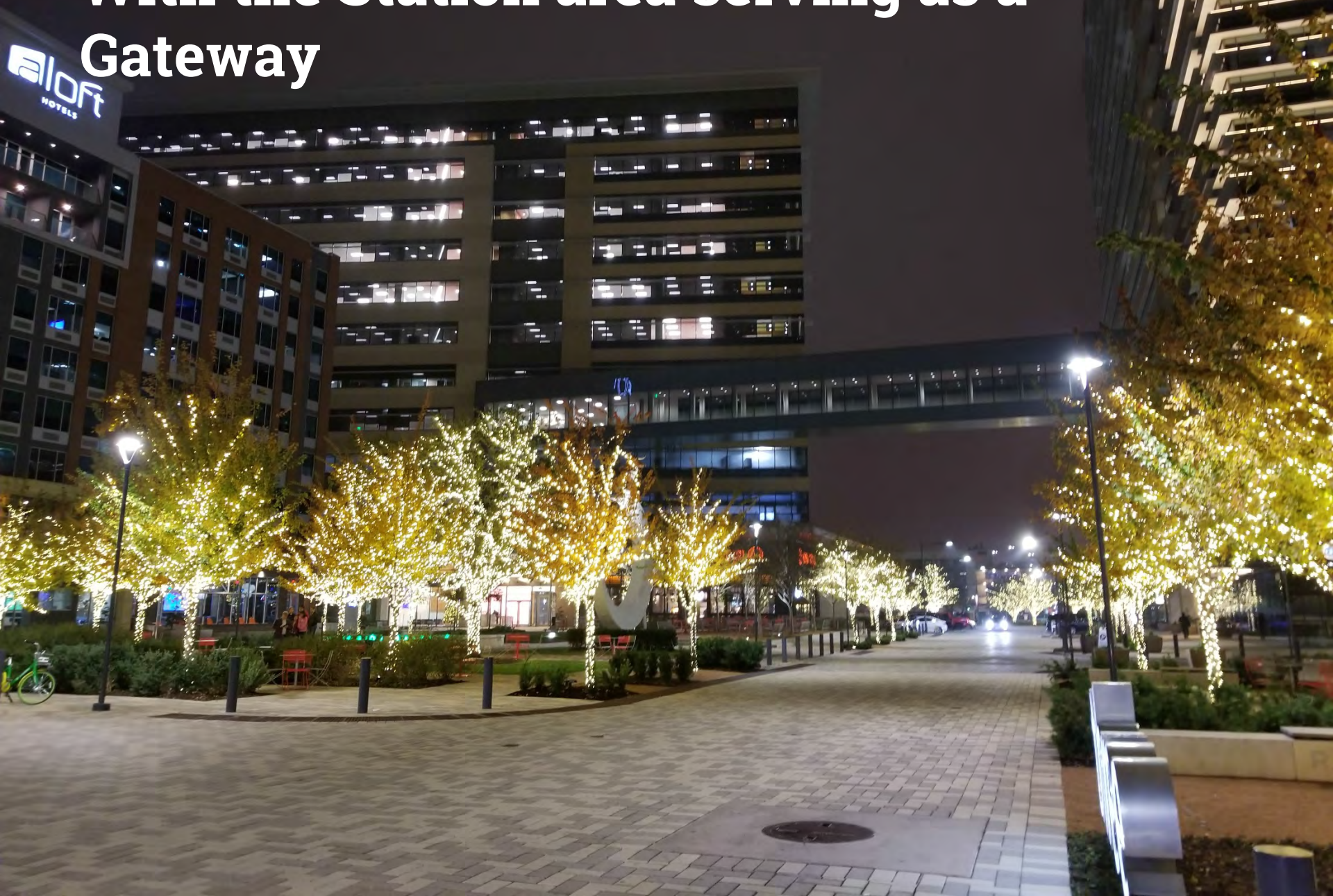
**Be visually unique
& green**



Be walkable & bikeable...



With the Station area serving as a Gateway

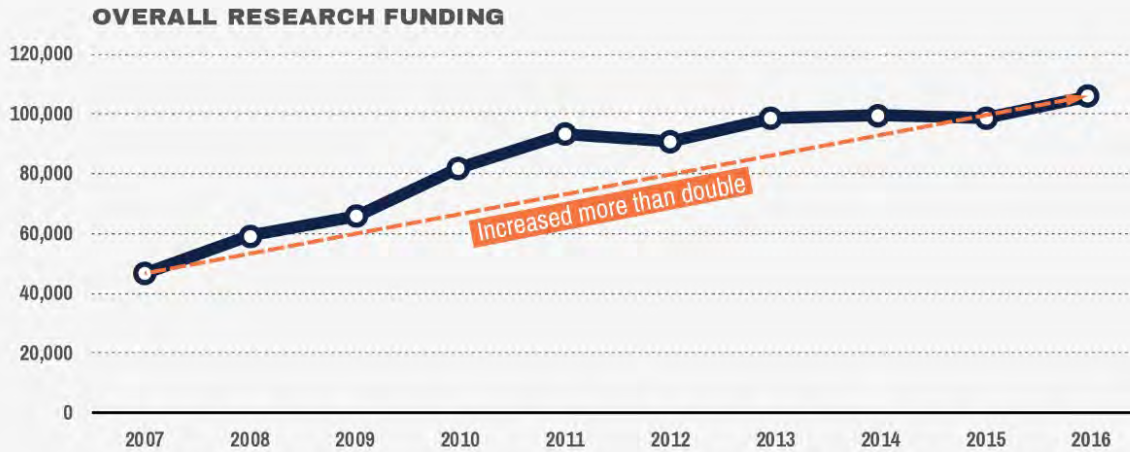


**MARKET CONDITIONS &
COMPETITION WARRANT THE
NEED FOR A RESPONSE FROM
RICHARDSON TO MAINTAIN ITS
LEADERSHIP ROLE IN TECH**

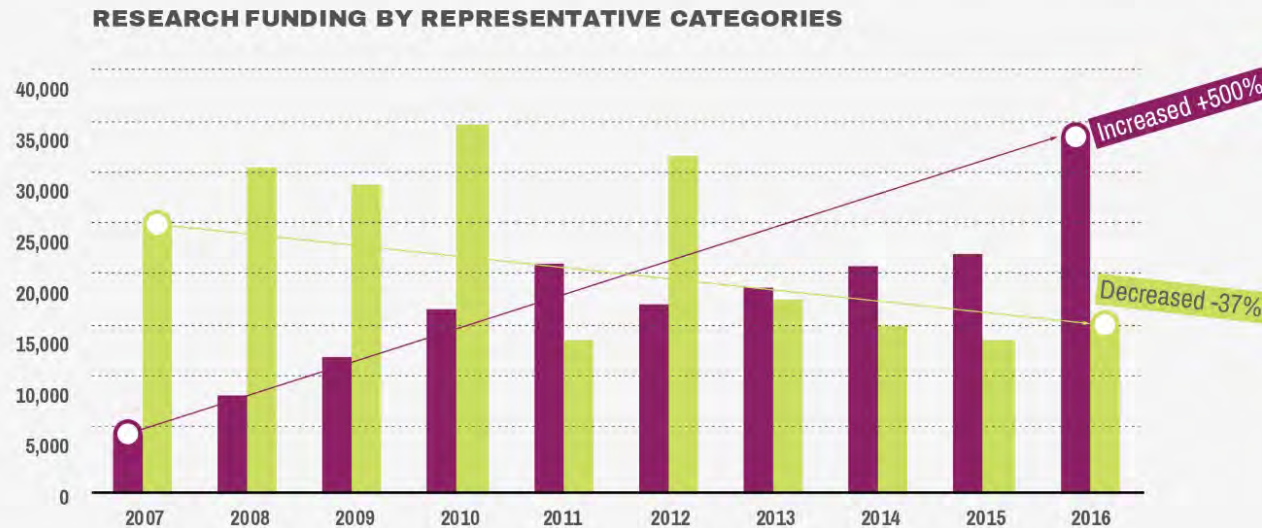
The UTD research portfolio is evolving and continued growth in life sciences creates potential for industry development

RESEARCH FUNDING 2007-2016

SOURCE: NP ANALYSIS



RESEARCH FUNDING HAS MORE THAN DOUBLED IN A DECADE



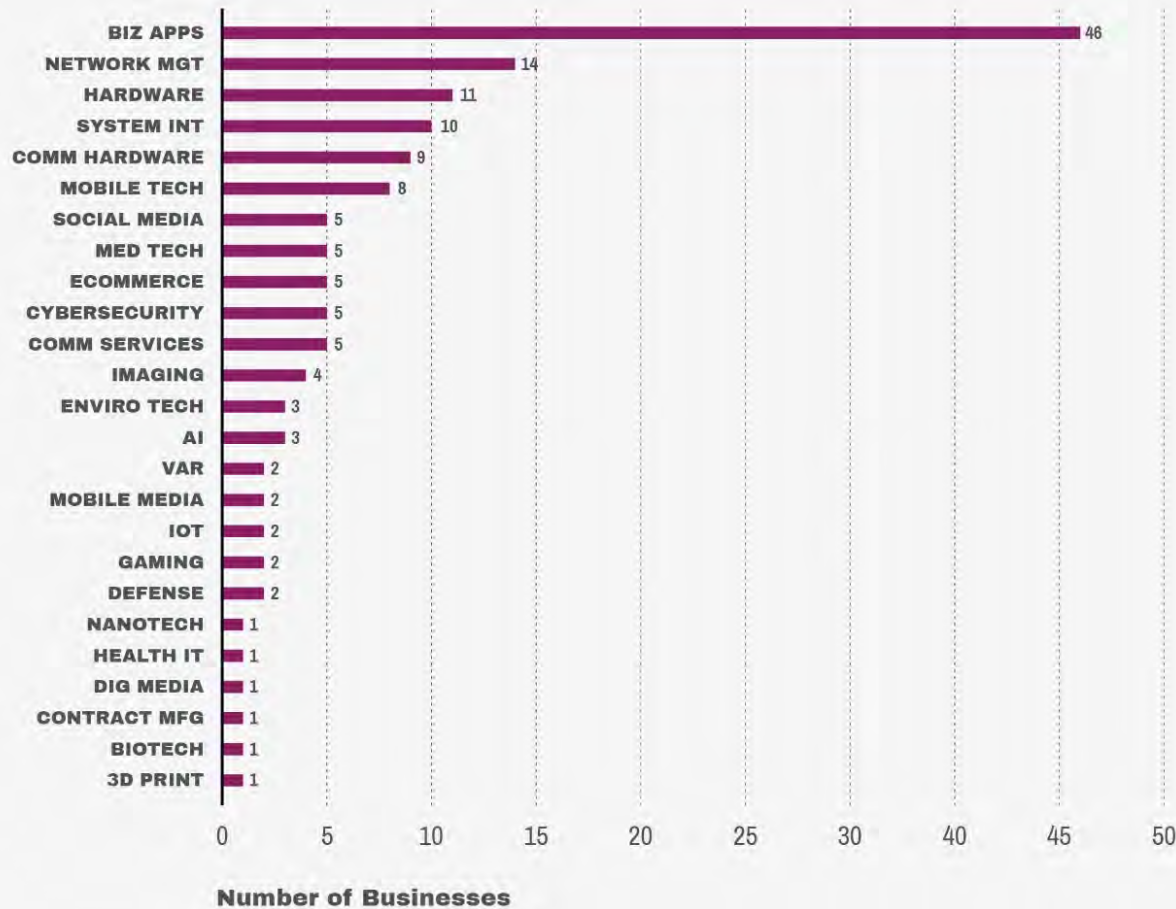
WITH SOME IMPORTANT CHANGES IN THE PORTFOLIO IN THAT TIME

■ LIFE SCIENCES
■ COMPUTER SCIENCE, ELECTRONICS, COMMUNICATIONS

The Richardson tech sector has diversified from its telecom equipment roots

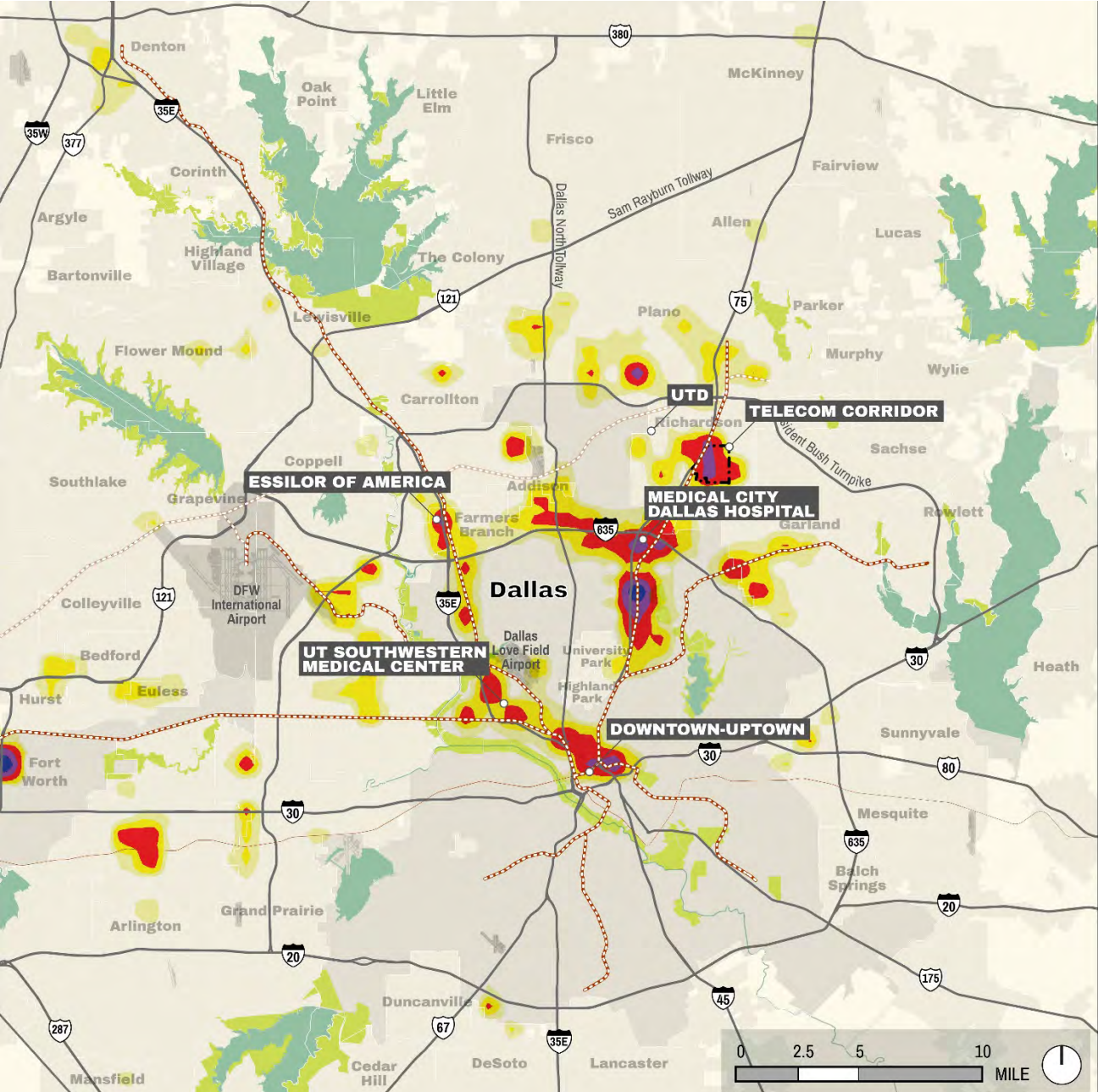
INDUSTRY CATEGORIES

SOURCE: CRUNCHBASE DATA



VAST MAJORITY OF THESE NEED OFFICE SPACE WITH SOME FABRICATION BUT NOT PREDOMINANTLY MANUFACTURING SPACE INTENSIVE

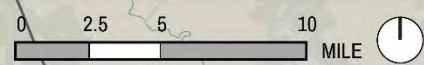
Dallas and Richardson are key locations within DFW for life sciences



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 competition for recruiting targets are creating these types of environments

Kendall Square – university-driven innovation district:

Great vitality of innovation needs to be matched by vitality of life.

Land utilization:

- 36% jobs
- 29% mixed
- 3% residential
- Remainder: open space, roads, parking



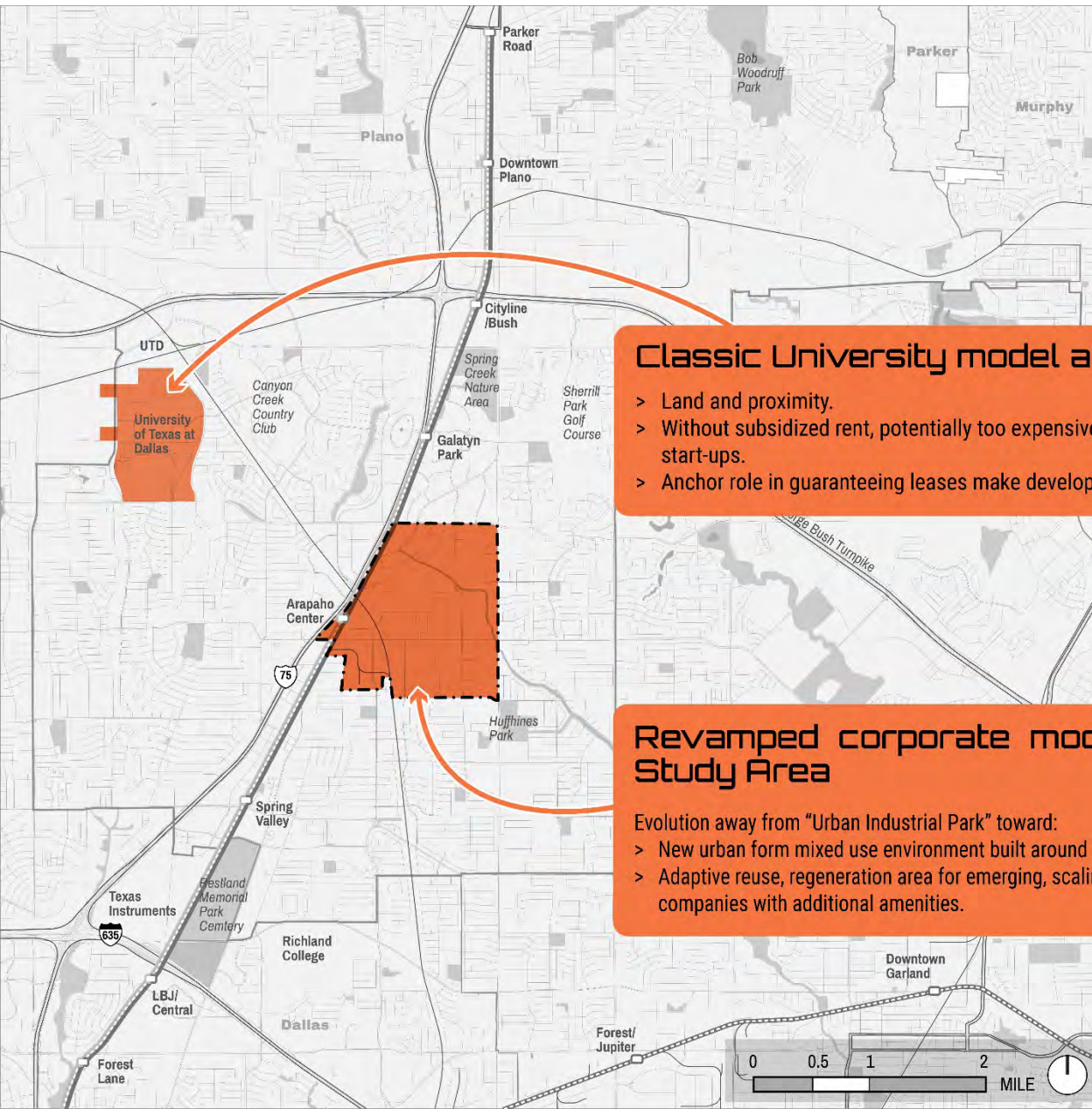
Research Triangle Park Park Center – corporate-driven innovation district add on to existing classic research development park



Other examples include:
South Lake Union, Seattle
Playa Vista, LA
Seaport District, Boston

TOTAL BUILD
771 RESIDENTIAL UNITS
1M SQ FT "OFFICE"
175 & 225 KEY HOTELS
55K SQ FT COMMERCIAL

The market findings show that Richardson could have two kinds of innovation district – university and corporate-driven



Potential Innovation Districts

Source: TX GIS

! STUDY AREA BOUNDARY

Classic University model at UTD

- > Land and proximity.
- > Without subsidized rent, potentially too expensive for some start-ups.
- > Anchor role in guaranteeing leases make development viable.

Revamped corporate model for Study Area

- Evolution away from “Urban Industrial Park” toward:
- > New urban form mixed use environment built around train station.
 - > Adaptive reuse, regeneration area for emerging, scaling companies with additional amenities.

Initial Ideas

Two primary tactics to help encourage and stimulate the market



2

Strategies

Land Use

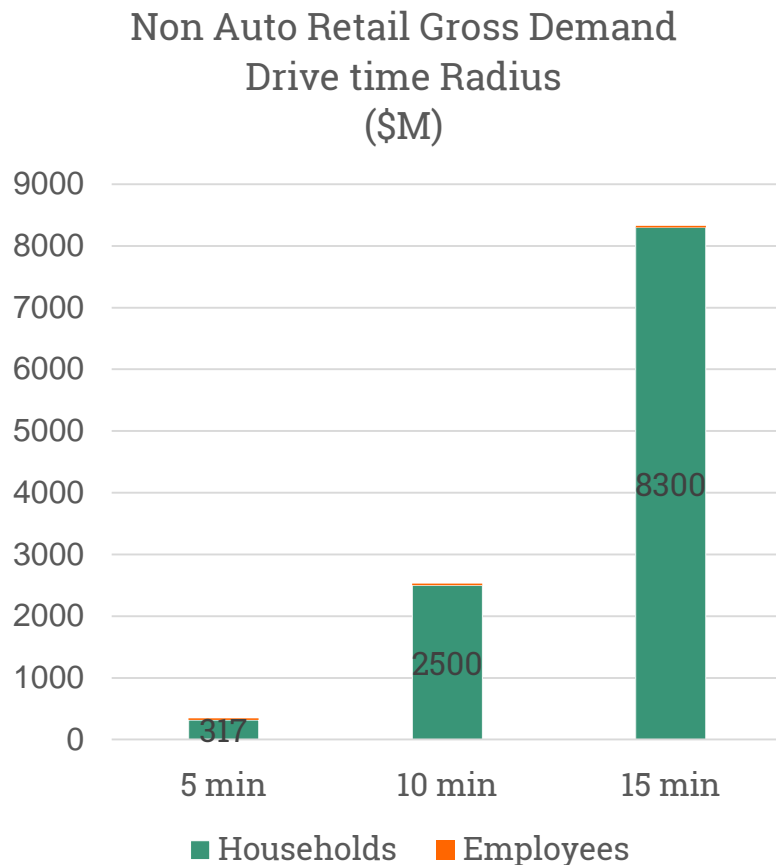
- Opportunities
- Catalyst sites
- District-wide private led change
- Public realm improvements

Soft Infrastructure

- Partnerships
- Marketing/branding

What are our opportunities?

Consider retail as a key amenity and not the driver of the development

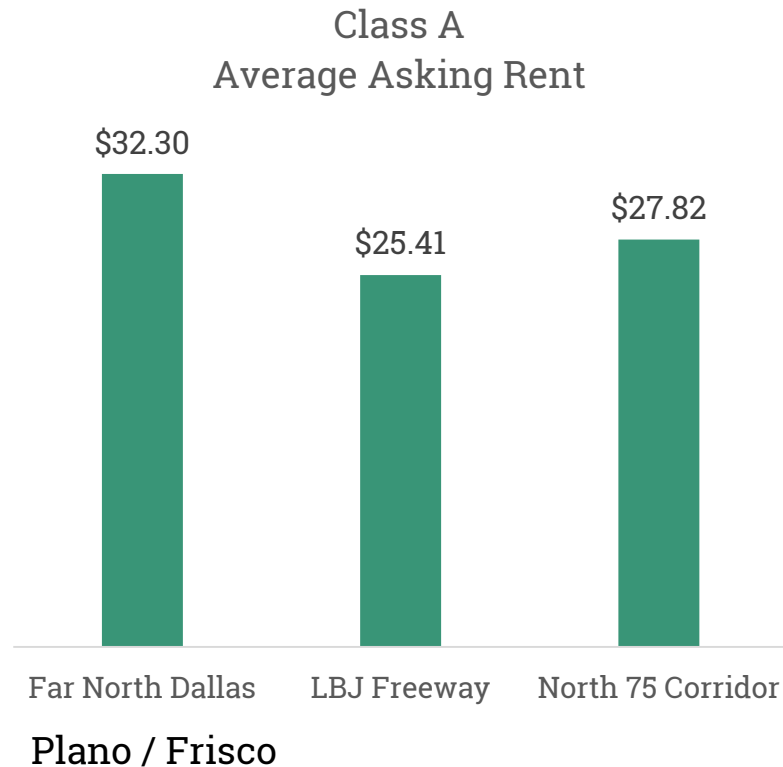


- The capture rate will be the key driver of how much retail can be supported – this becomes a function of how the retail is differentiated from other offerings across the market
- A gap analysis suggests there is little room for additional retail, however, new retail and restaurant concepts can always find a place in the market hence looking at aggregate demand is important
- The most likely market is the workplace of 19k employees coupled with households within 5 minutes – market of \$340m
- 10% capture of that market equates to around 150k to 175ksft of storefront
- Additionally 400 new households at the Richardson median income puts another \$21m in income in the neighborhood or \$8-\$10m in retail spending capacity

Source: NP analysis of ESRI

What are our opportunities?

Dallas market showing signs of this movement by some tenants toward vibrant amenity rich environments



“occupiers are thinking about real estate as a recruiting asset rather than a cost center. This is evidenced by tenants willing to pay more than \$50 per square foot for new builds in the vibrant Uptown submarket and the amenity-rich Legacy area that is commanding all-in rents of \$40-45.” - *Colliers Q2 18 Market report*

What are our opportunities?

Natural market growth coupled with targeted recruitment can support office / R&D development

DFW market averages around 5m to 6msqft in new leasing activity annually

Some of this is new leases, some of this is existing tenants relocating to new locations / properties

North Dallas submarkets represent on average around 2-3 million of this activity

Brokers divide DFW into a series of submarkets – Richardson is sometimes part of the Far North Dallas market which includes Frisco and Plano or the LBJ Market or the 75N Market

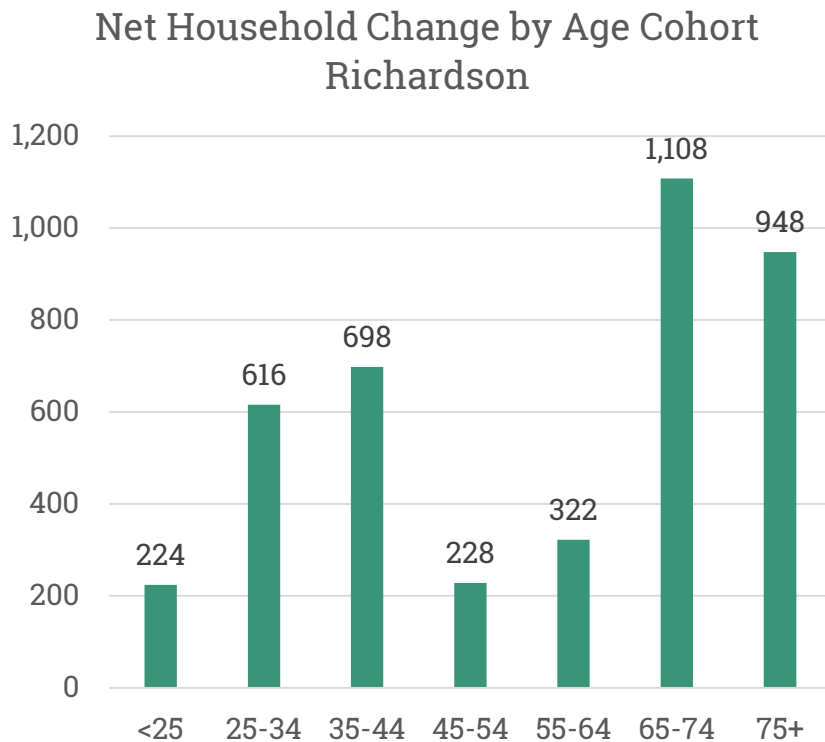
Richardson LBJ is around 10% of this activity annually or 200-300ksft

25% capture rate of the natural market activity translates to up to 75ksft annually in play

This can increase substantially if the location becomes a “destination” offering a range of amenities and other attractive features or as a target recruitment location a la State Farm, Toyota, etc

What are our opportunities?

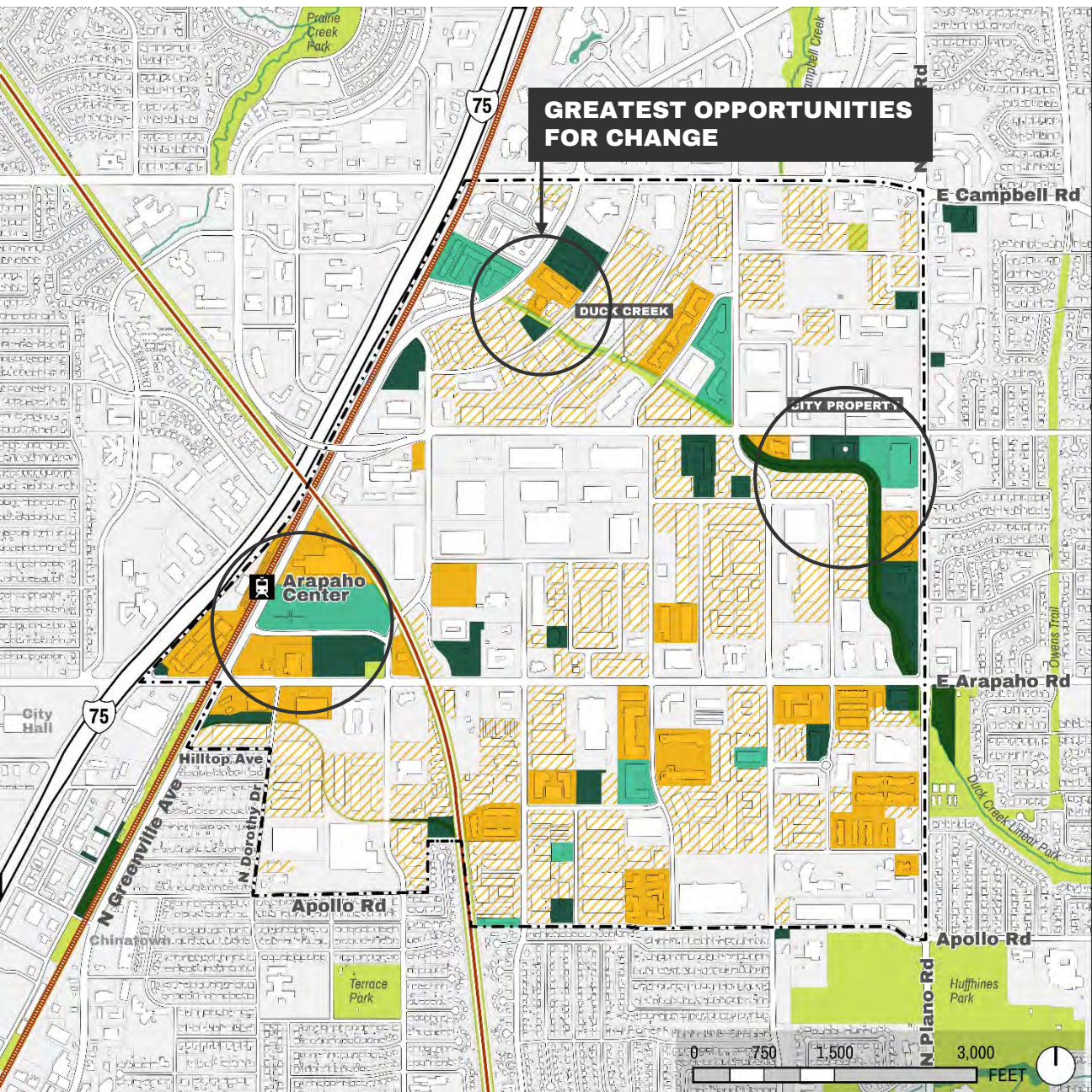
To support longer vibrancy during the day and not have an after work exodus how much residential growth should be targeted to the Station Area



- **Richardson projected to add 4,100 households** over next 5 years
- The age profile suggests a range of housing types needed
 - 2,600 owner units (condo / single family detached / townhouse)
 - 1,500 rentals
- How many should be located in the Station area is an open question
- Station Area 10% capture rate translates to ~400 units

Source: NP calculations based on ESRI forecast

What are our opportunities?

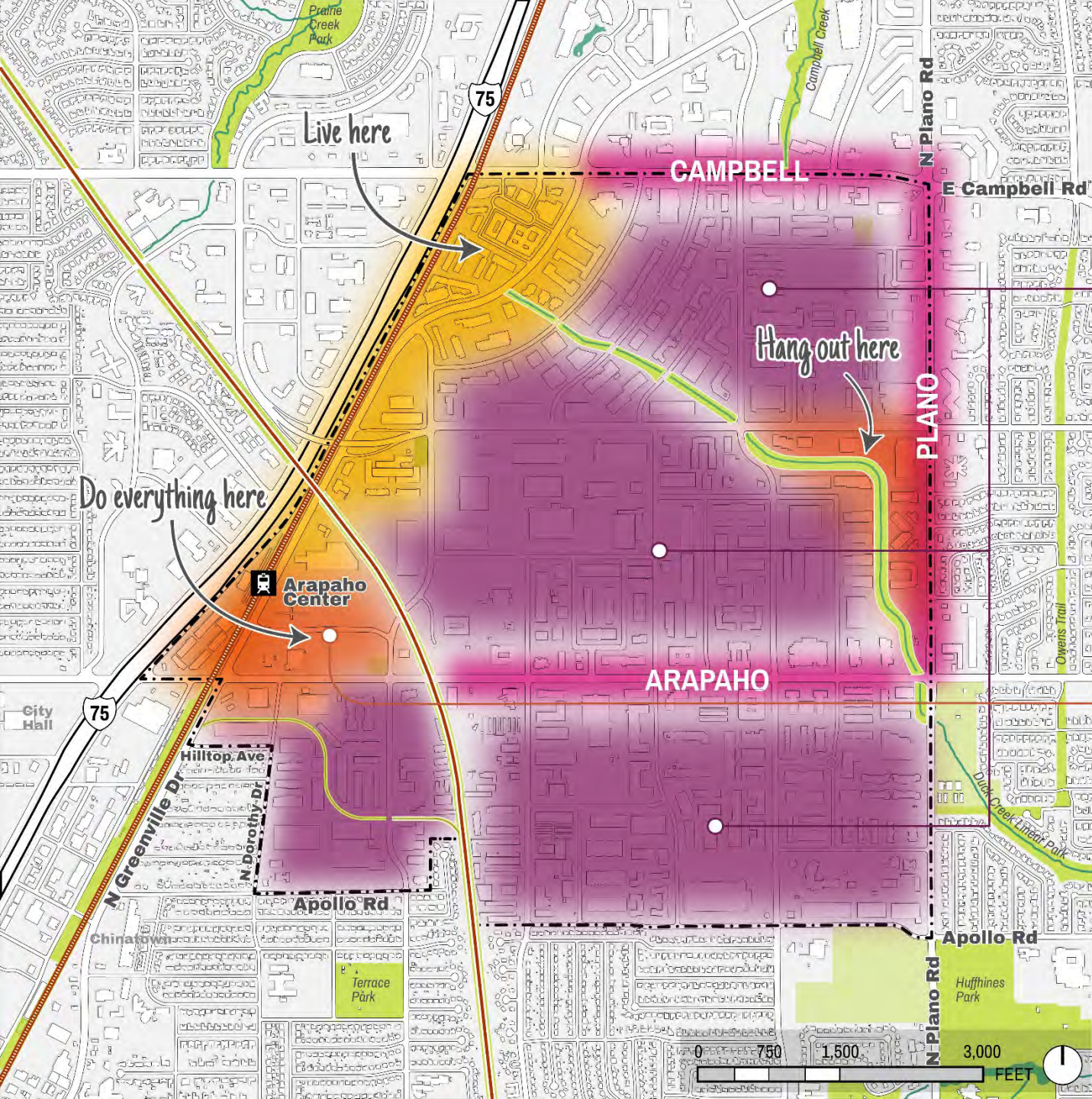


Susceptibility to Change

STUDY AREA

- high**
- TIER 1 - Property fulfills 3 of these conditions:**
 - > Over 25% commercial vacancy
 - > Ceilings below 25'
 - > +35 years old
 - > Vacant property
 - TIER 2 - Property fulfills 2 of these conditions:**
 - > Over 25% commercial vacancy
 - > Ceilings below 25'
 - > Proposed for redevelopment
 - CASE-BY-CASE BASIS**
 - > Mixed susceptibility on a single parcel
 - > Property with potential
 - > Low value property
- low**
- Property fulfills 1 or more of these conditions:**
 - > Major employer (+100 employees)
 - > Purpose-built
 - > Recent construction or renovation (2000 to date)
 - > Mid-rise building (commercial or residential)

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

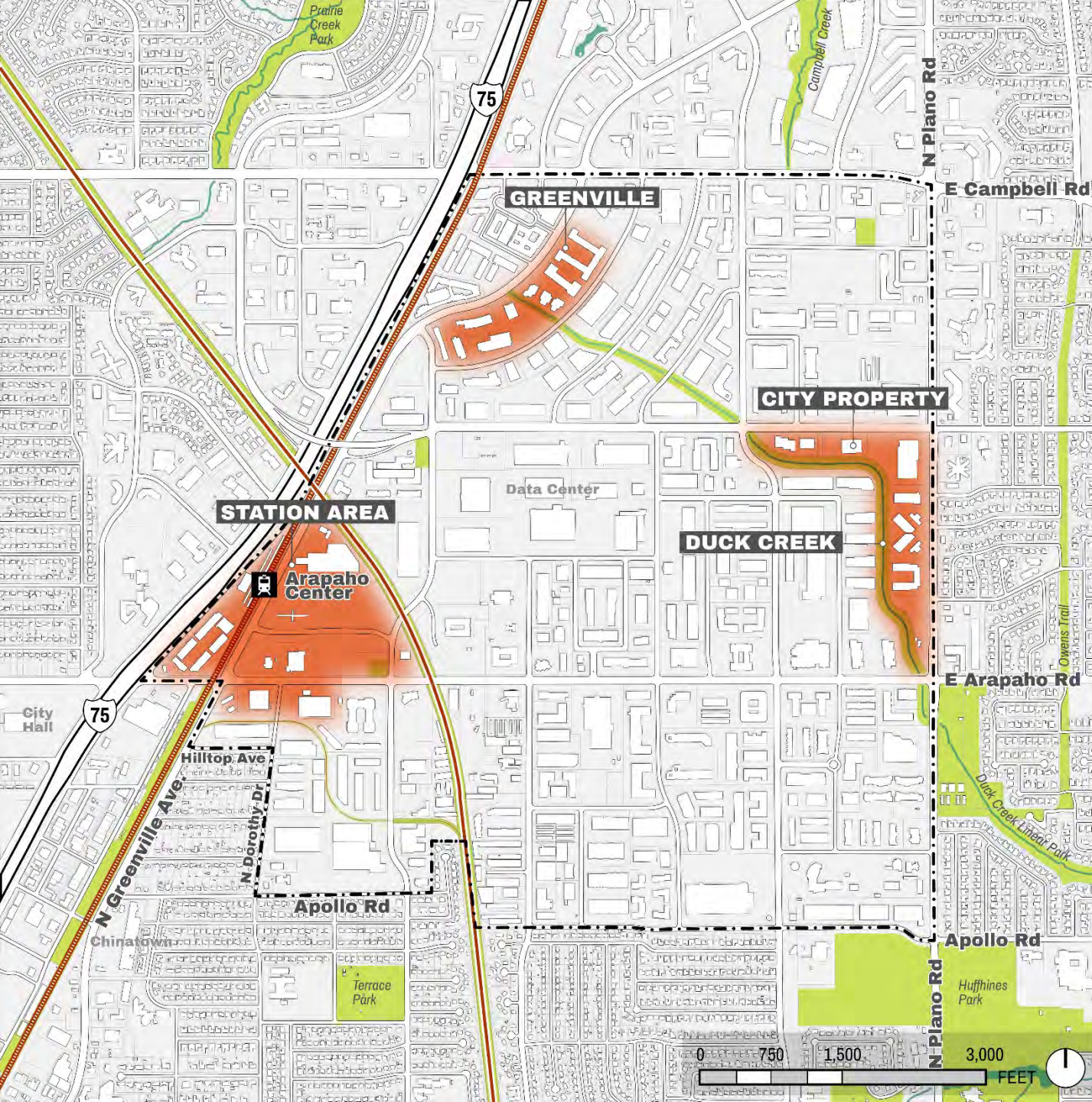
ARAPAHO CENTER STATION


- "Signature" space
- Specialized space for emerging industries
- Places to gather & exchange ideas
- Amenities & a range of things to do
- Coworking spaces

Catalyst Sites



Specific Site Opportunities



 STUDY AREA

 OPPORTUNITIES FOR CHANGE





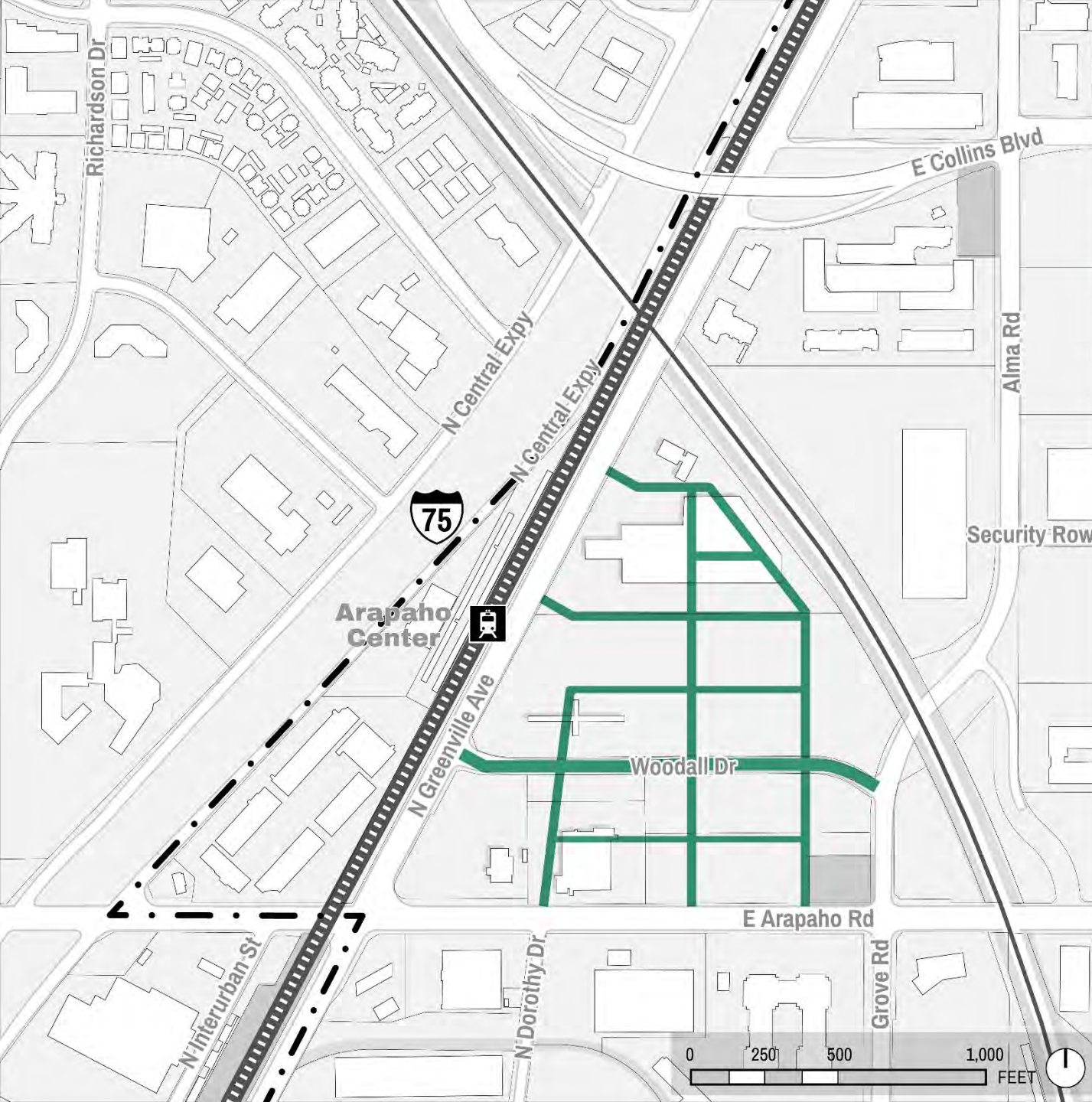
Catalyst Site 1: Station Area



Station Area: Street Grid





Source: TX GIS

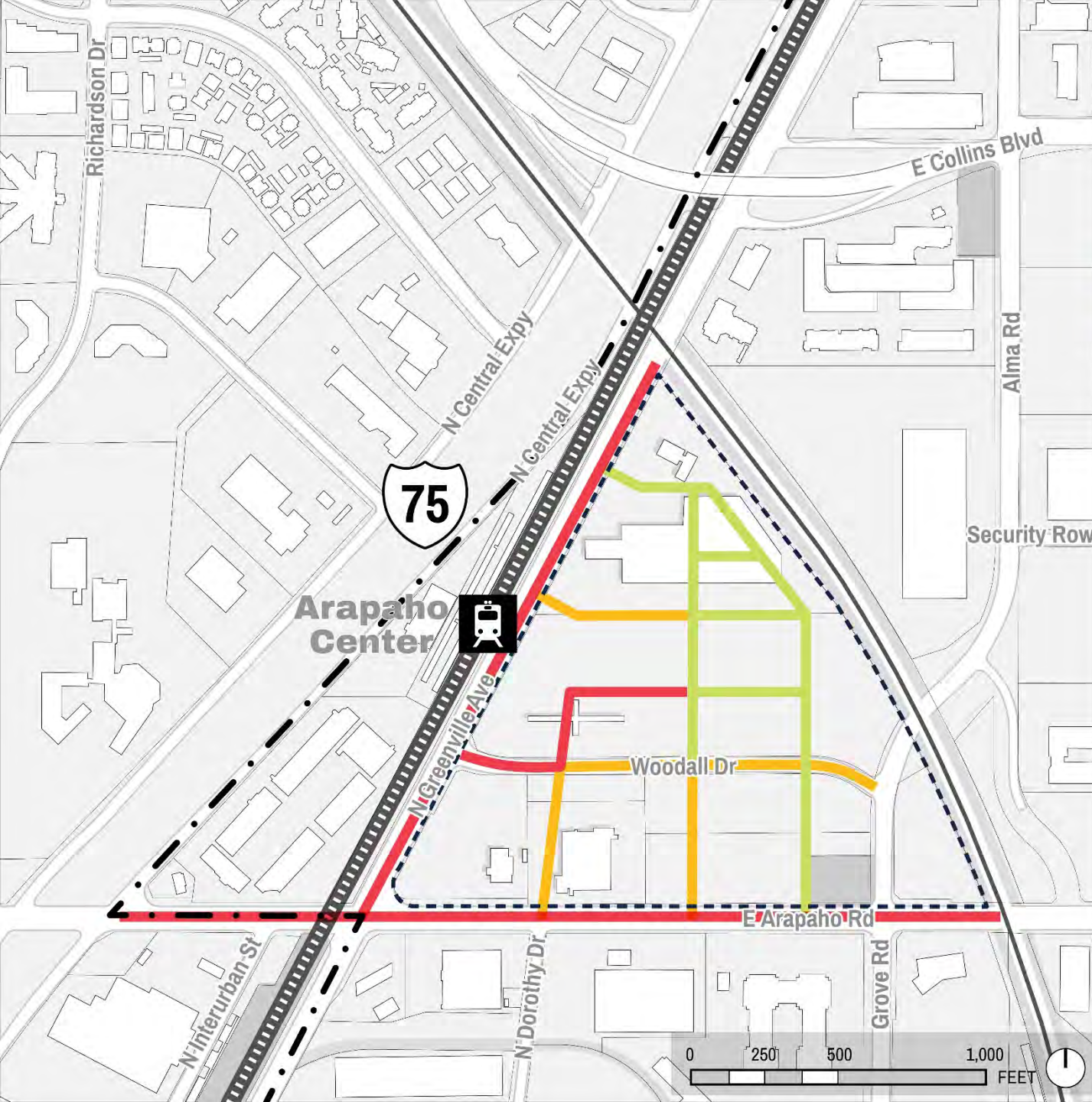
-  STUDY AREA
-  PROPOSED STREET GRID



Station Area: Street Character


Source: TX GIS

-  STUDY AREA
-  MAIN STREET FRONTAGE
-  NEIGHBORHOOD FRONTAGE
-  CONNECTOR STREET



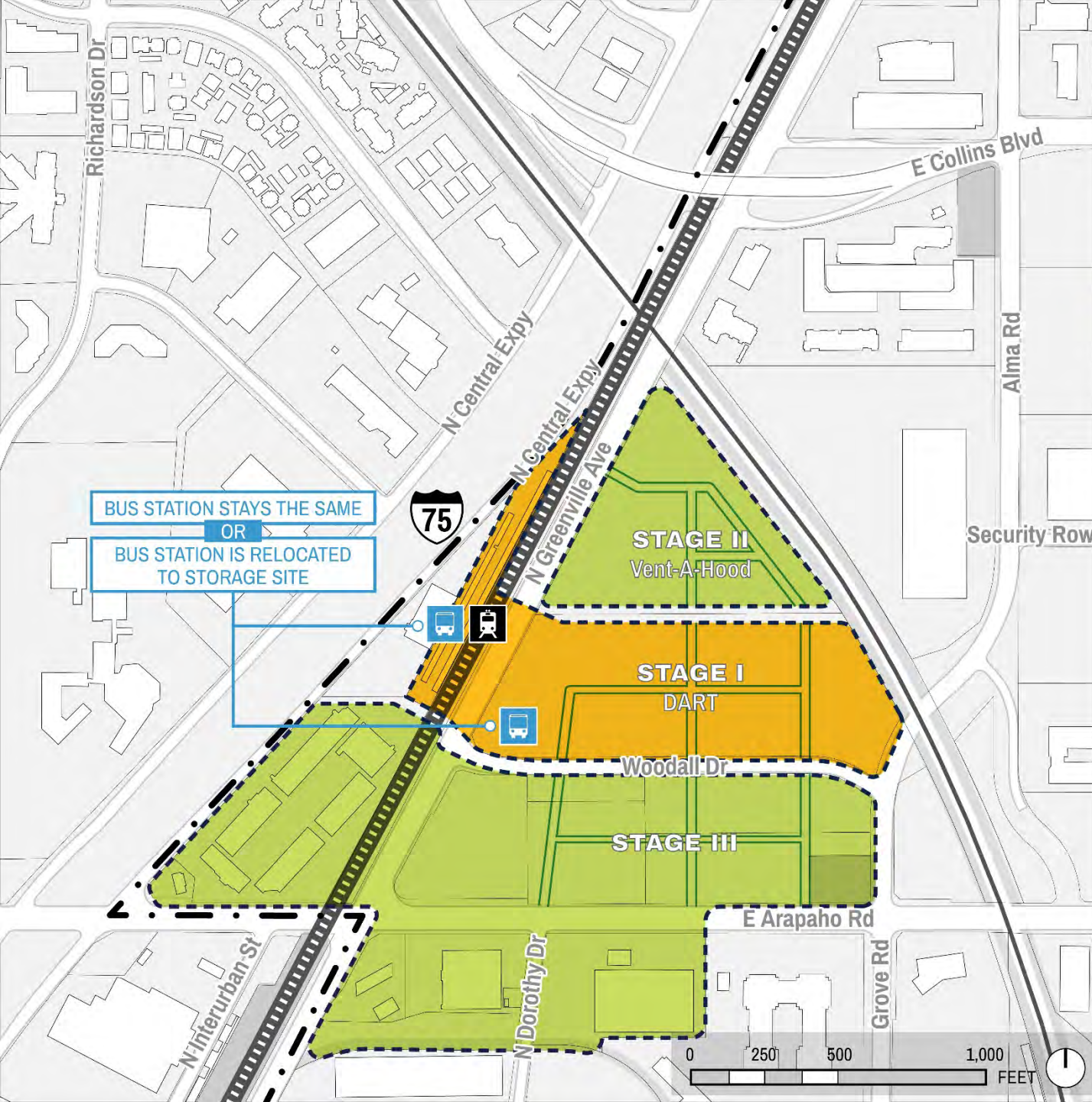
Station Area: Development Stages

Source: TX GIS

 STUDY AREA

 IMMEDIATE DEVELOPMENT

 CONTINGENT UPON
FUTURE PRIVATE DEVELOPMENT



Station area typologies - work

Innovation Center



District Hall, Boston

Industrial-Office Hybrid



Building 25, Brooklyn Navy Yard

Coworking



Coschedule, Fargo

Station area typologies – public space

Bus Station



Bus Station + Plaza



Station area typologies – live (and work and ...)

Live-Work Space



Deloitte, Grand Rapids



Facebook, Menlo Park

Residential mixed used



Townhouse



Station House, West Oakland





Some basic rules for development

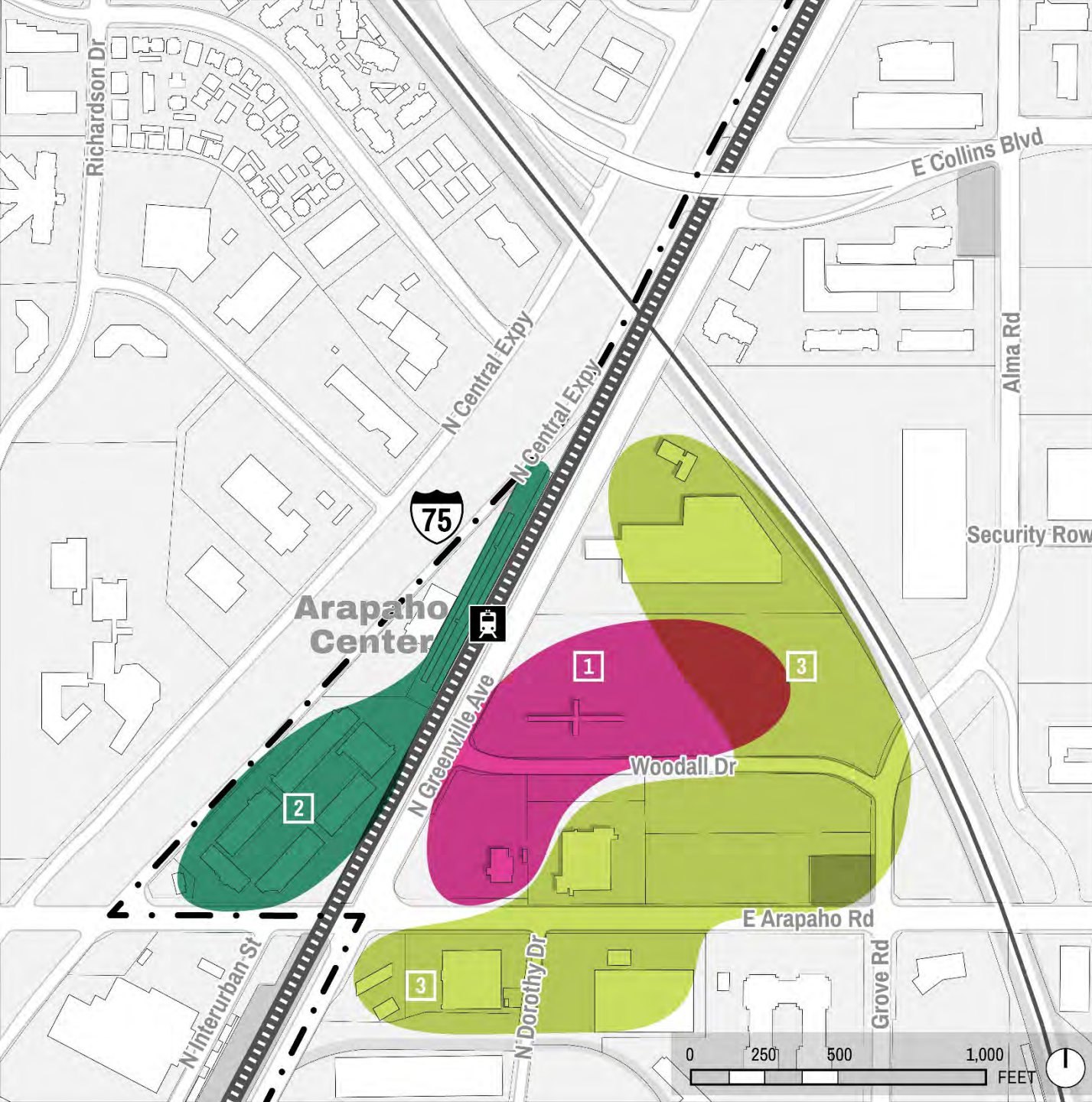
- We need density and **VIBRANCY** to better support retail and activities
- 400 DART parking spaces need to be provided
- The bus station can move but it needs proximity to the DART light rail station – the footprint can be smaller than the existing bus terminal
- Residential development should be allowed when seeking to potentially relocate any existing businesses to maximize land values
- Parcel lines matter – the development approach needs to be flexible in case specific property owners are not interested in redeveloping



Station Area: Work Scenario

Source: TX GIS

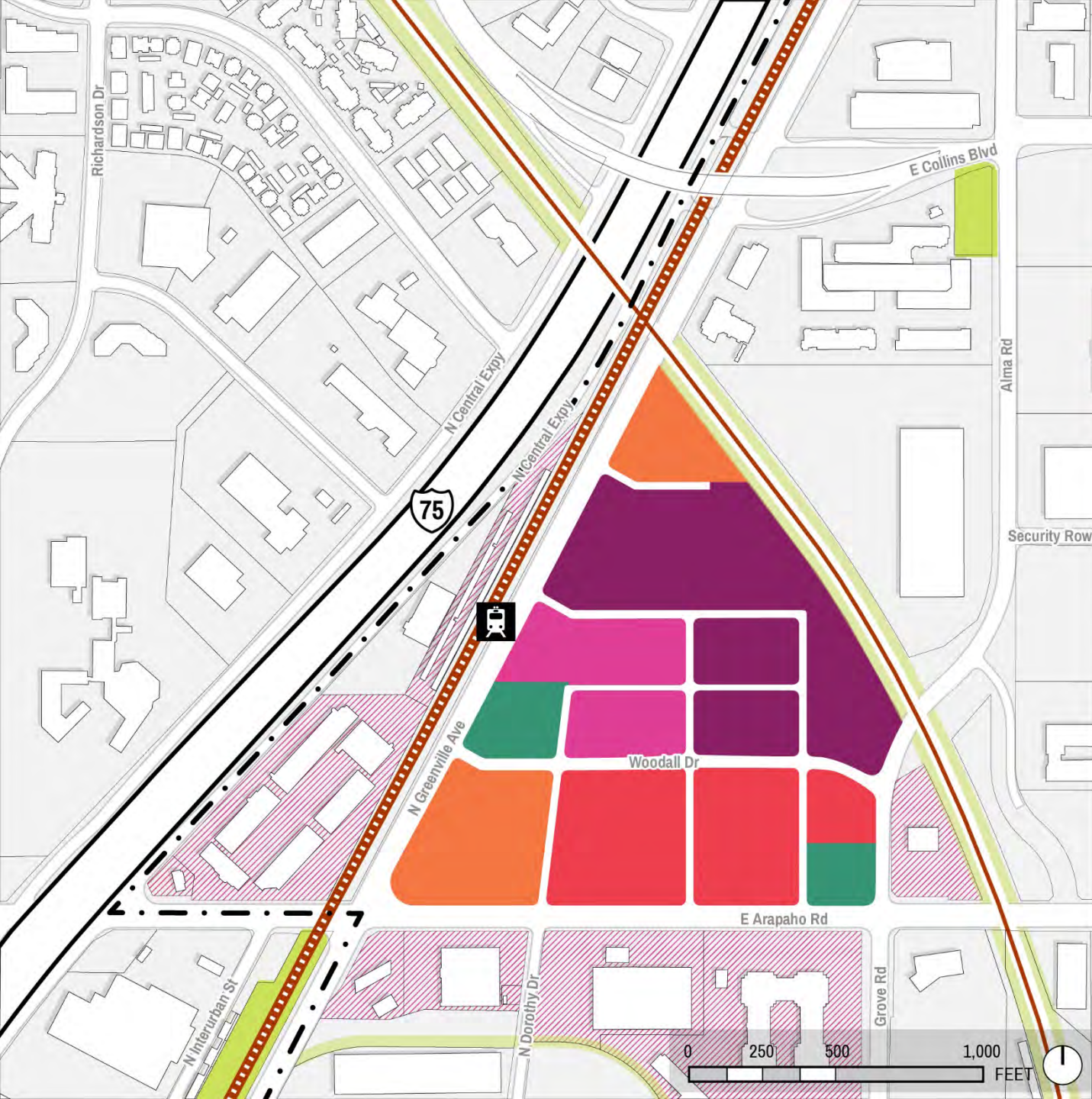
-  STUDY AREA
-  CORE
-  MIXED USE
-  MODERN FLEX / OFFICE SPACE



Key Questions:

- Scale
- Parking – can we take a district approach


Station Area Work Scenario




- STUDY AREA
- NEW OPEN SPACE
- RESIDENTIAL
- RESIDENTIAL / MIXED USE
- OFFICE / MIXED USE
- TECH / MIXED USE
- FLEX / INDUSTRIAL
- PARKING STRUCTURE
- ADDITIONAL DEVELOPMENT OPPS.


Station Area: Residential Scenario


Source: TX GIS

 STUDY AREA

 1 CORE

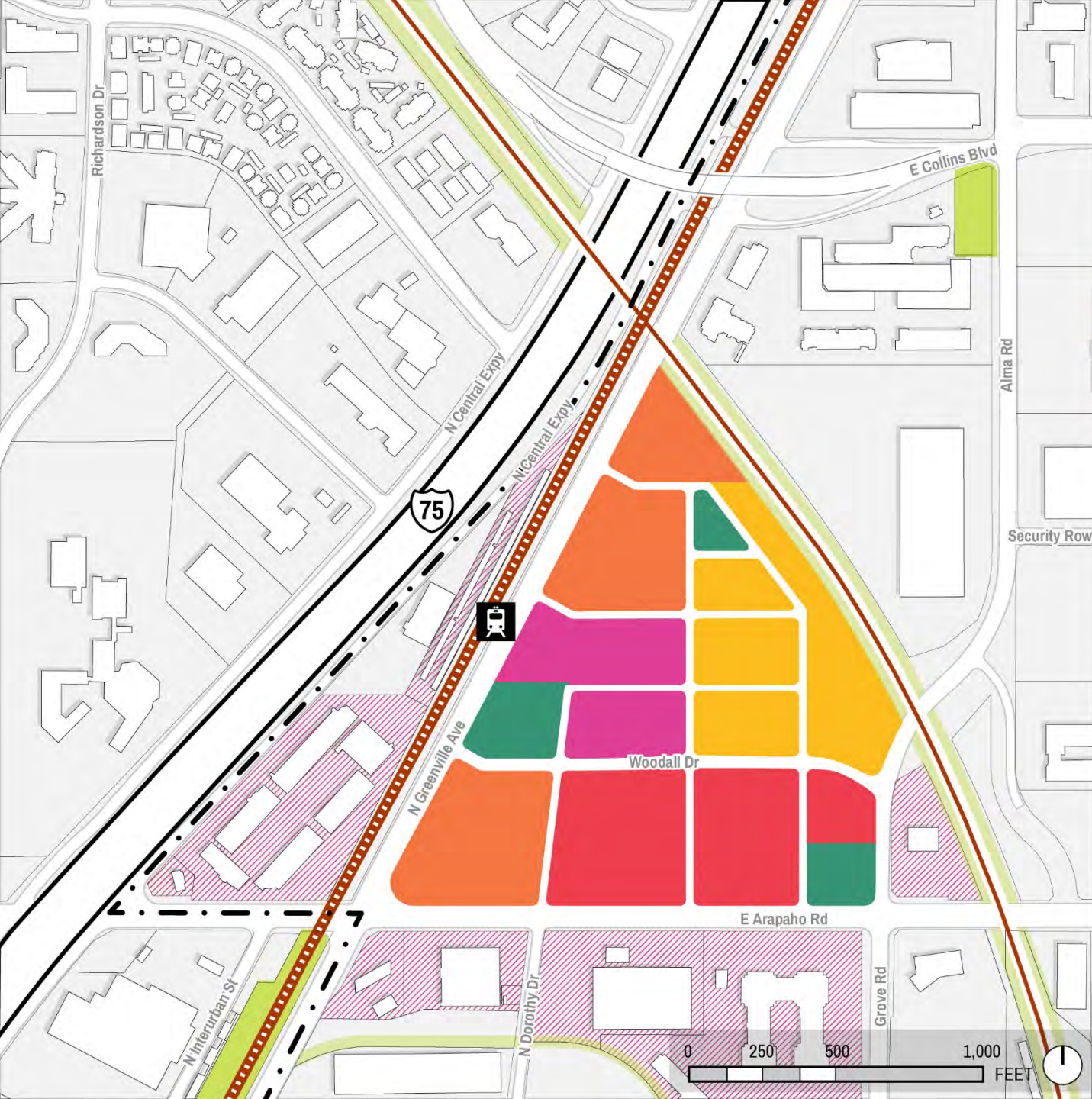
 2 MIXED USE

 3 MODERN FLEX / OFFICE SPACE

 4 HOUSING



Station Area Residential Scenario

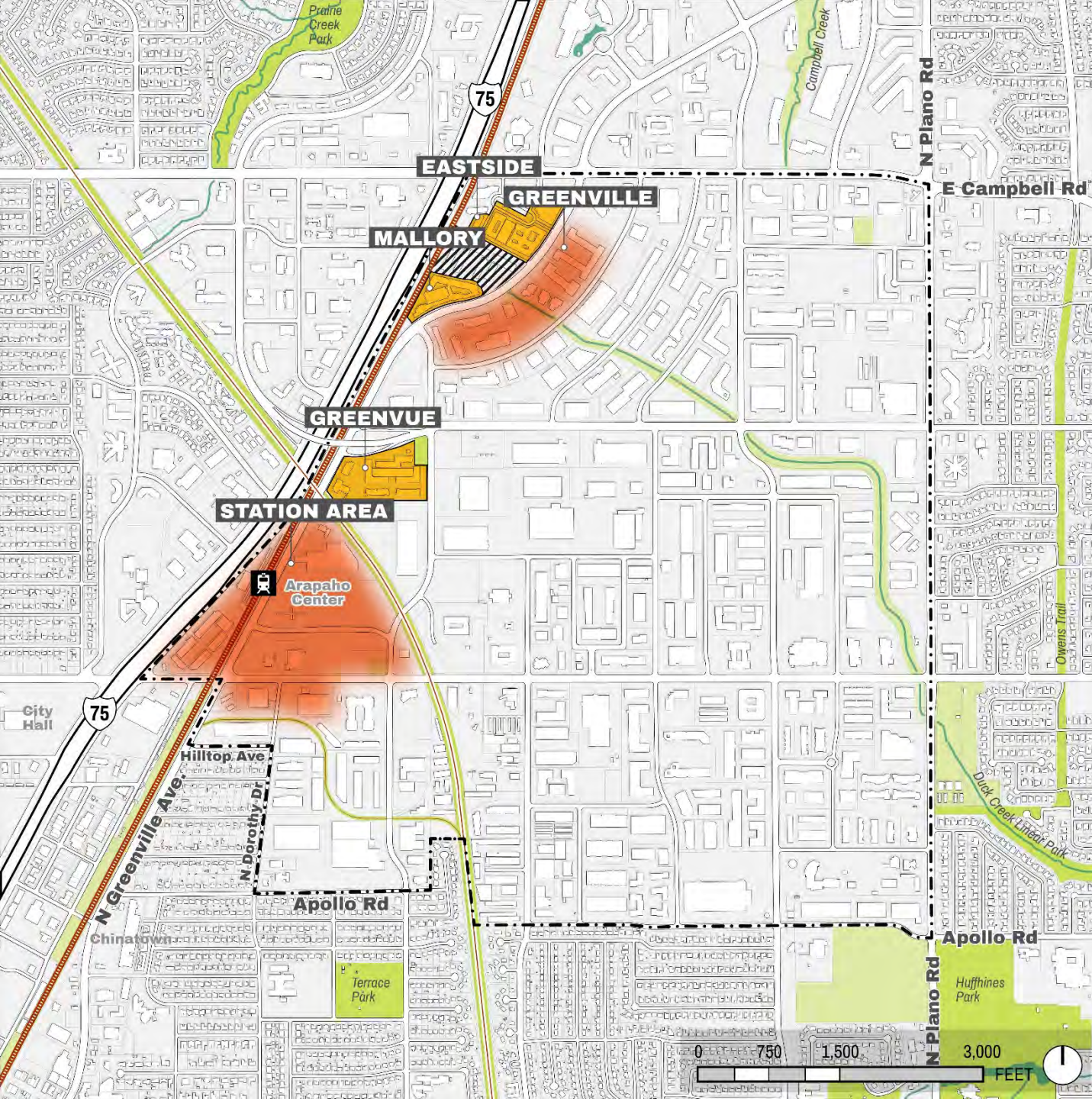






-  STUDY AREA
-  NEW OPEN SPACE
-  RESIDENTIAL
-  RESIDENTIAL / MIXED USE
-  OFFICE / MIXED USE
-  TECH / MIXED USE
-  FLEX / INDUSTRIAL
-  PARKING STRUCTURE
-  ADDITIONAL DEVELOPMENT OPPS.

Catalyst Site 2: Greenville Avenue



Residential on Greenville Avenue



-  STUDY AREA
-  FUTURE RESIDENTIAL / MIXED USE
-  RESIDENTIAL
-  OPPORTUNITIES FOR CHANGE



Rezone east side of Greenville Avenue to allow for residential

Residential typologies: Townhouses integrated with courtyards, public green space



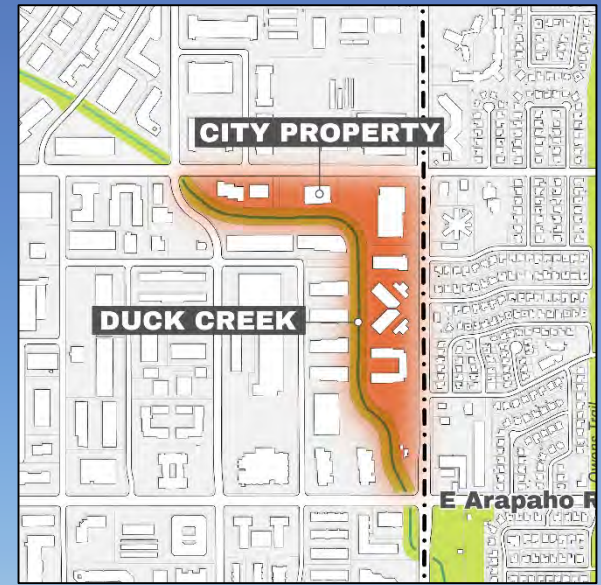
Fremont riverfront trail community, Vancouver region



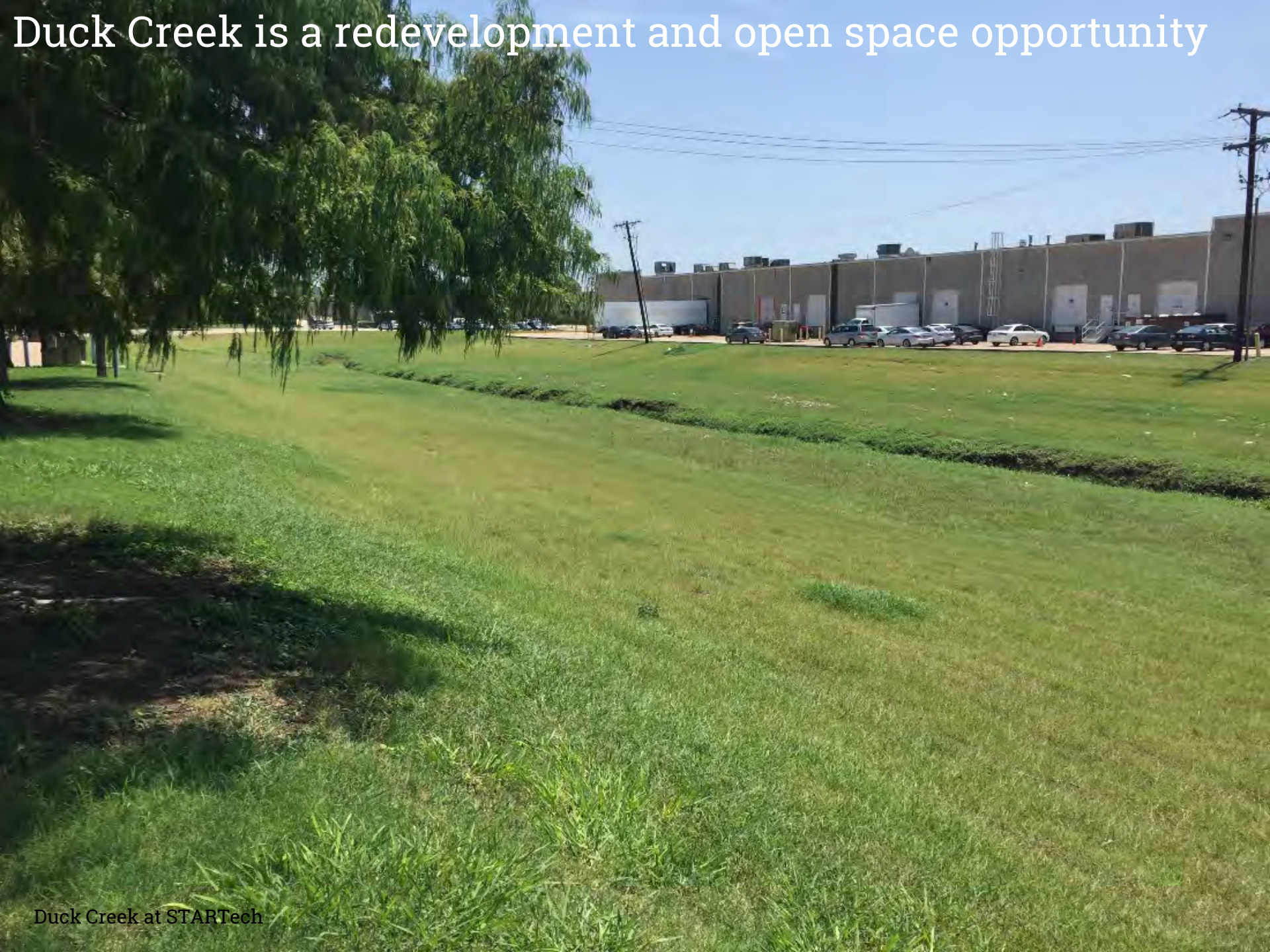
Wallingford Townhomes, Seattle
(b9 architects)



Catalyst Site 3: Creek Area



Duck Creek is a redevelopment and open space opportunity



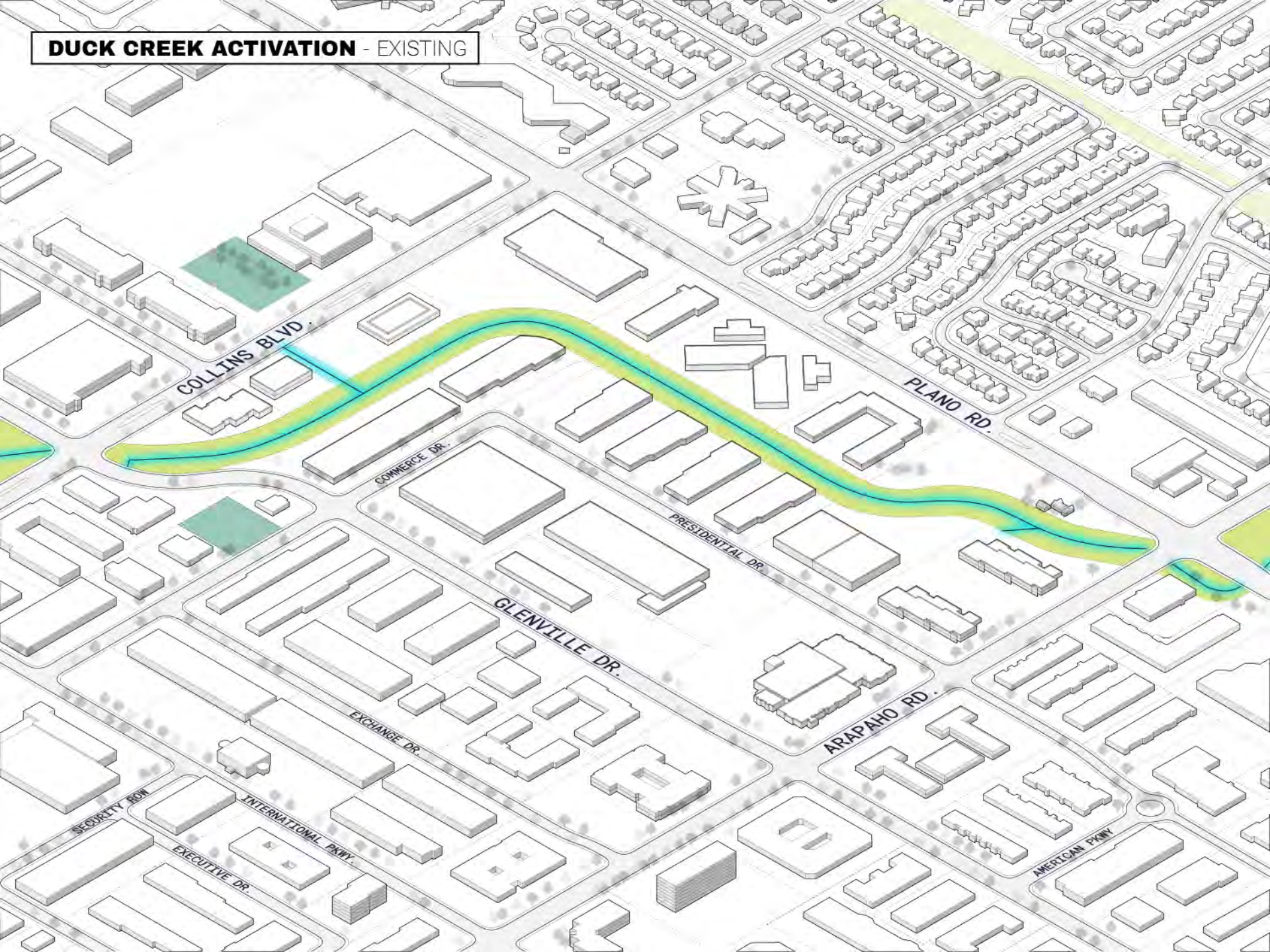


Turtle Creek, Design District



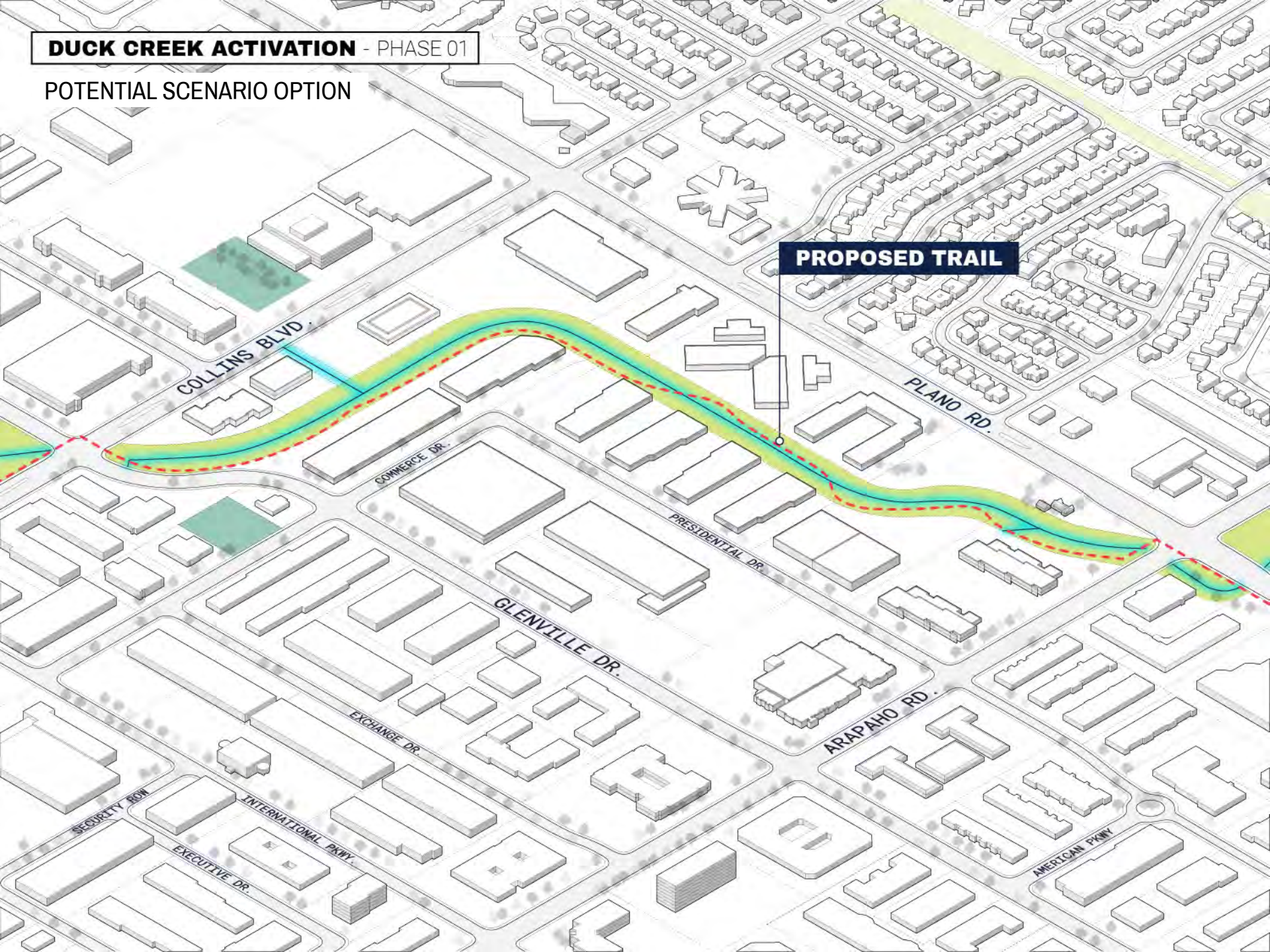
Duck Creek Linear Park

DUCK CREEK ACTIVATION - EXISTING



DUCK CREEK ACTIVATION - PHASE 01

POTENTIAL SCENARIO OPTION



PROPOSED TRAIL

COLLINS BLVD.

COMMERCE DR.

GLENVILLE DR.

EXCHANGE DR.

SECURITY RON

EXECUTIVE DR.

INTERNATIONAL PKWY.

PRESIDENTIAL DR.

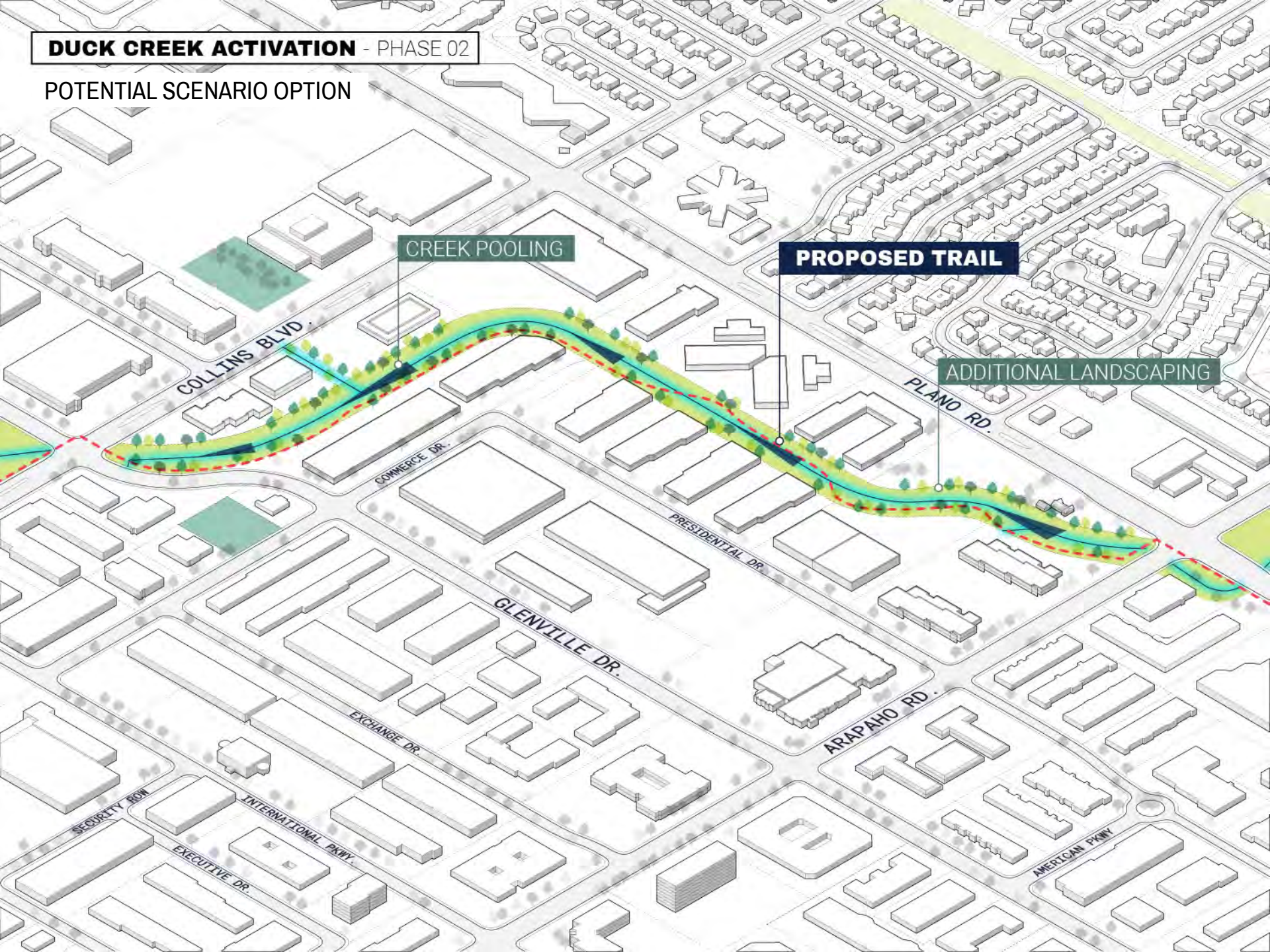
ARAPAHO RD.

AMERICAN PKWY

PLANO RD.

DUCK CREEK ACTIVATION - PHASE 02

POTENTIAL SCENARIO OPTION



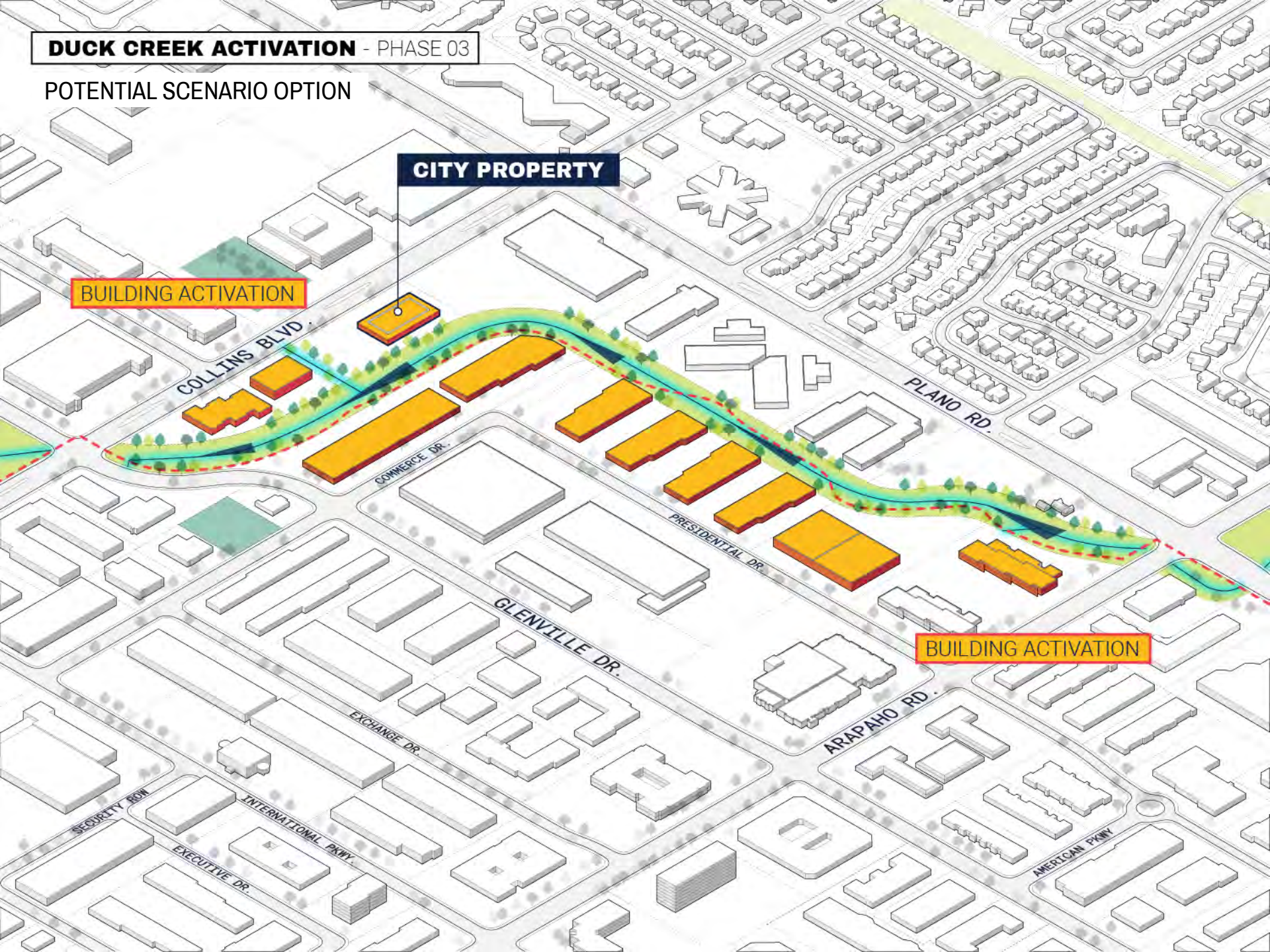
CREEK POOLING

PROPOSED TRAIL

ADDITIONAL LANDSCAPING

DUCK CREEK ACTIVATION - PHASE 03

POTENTIAL SCENARIO OPTION



CITY PROPERTY

BUILDING ACTIVATION

BUILDING ACTIVATION

COLLINS BLVD

COMMERCE DR

GLENVILLE DR

PRESIDENTIAL DR

ARAPAHO RD

PLANO RD

SECURITY RD

INTERNATIONAL PKWY

EXECUTIVE DR

AMERICAN PKWY

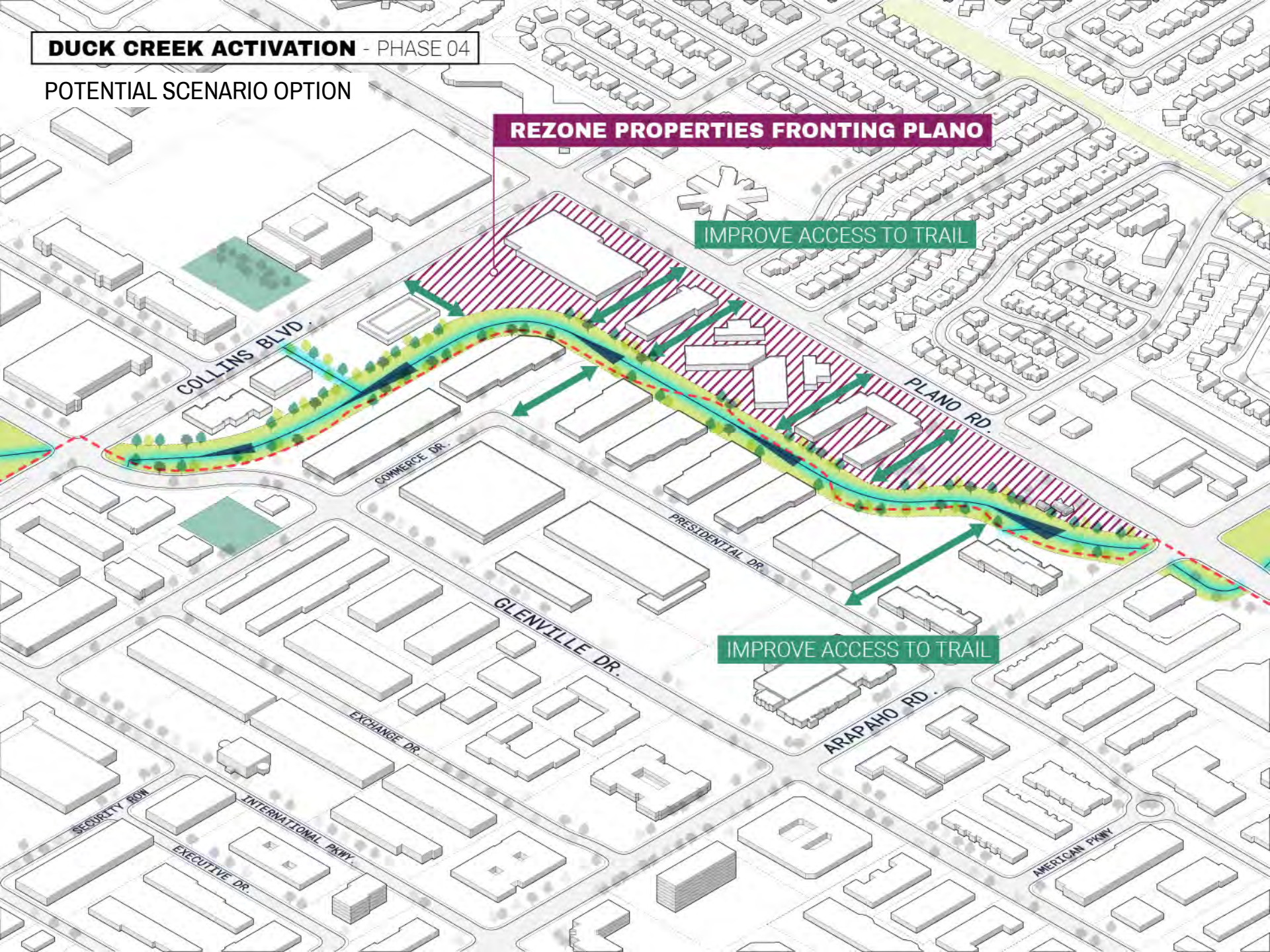
DUCK CREEK ACTIVATION - PHASE 04

POTENTIAL SCENARIO OPTION

REZONE PROPERTIES FRONTING PLANO

IMPROVE ACCESS TO TRAIL

IMPROVE ACCESS TO TRAIL



District-wide private-led change



The District – Telecom legacy area

Two flavors of district

- > **Grow & scale your business** – a place that is affordable but has the amenities and attributes attractive to tech and creative workers
- > **Locate your tech / creative business** – a place with access to talent, new ideas

How do we get there?

Regulatory updates and incentives to encourage investment from the private sector

- - > Encourage redevelopment
 - Upgrade existing buildings
 - New product types
 - > Target place-making & amenities
 - Infill commercial uses
 - Open space

Encourage redevelopment – upgrade existing buildings

Building modernization support – for better power, to pop the roof, upgrade the exterior, etc.

Potential sources of funds – utilize future property taxes



Cosmetic

FAT Village



Cosmetic and use change

Complex, Atlanta (Third & Urban)

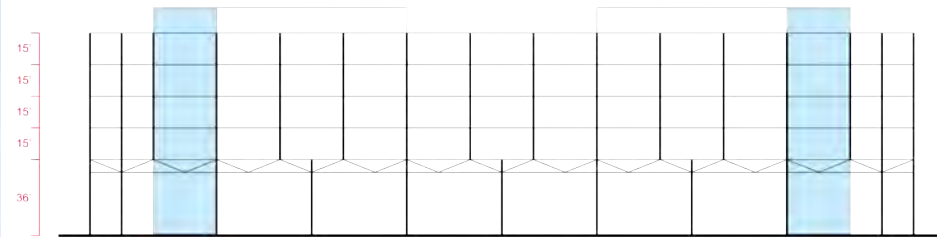


Substantial rehab

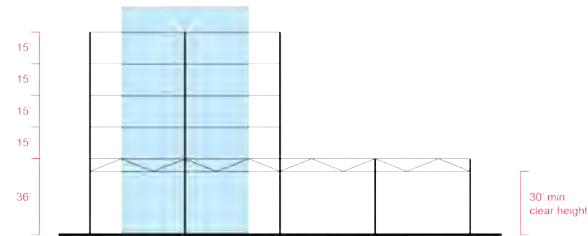
Menlo Park BioScience Building

Encourage redevelopment – new product types

Hybrid buildings | Example – max out Type II building code – utilize office space to support development space



Section A-A



Section B-B

Encourage redevelopment – Zoning flexibility

Zoning relief – to enable a little more flexibility for building / property reuse

- Increase FAR to allow for higher buildings and increased lot coverage
- Allow for more commercial/retail uses in high visibility, high employment areas



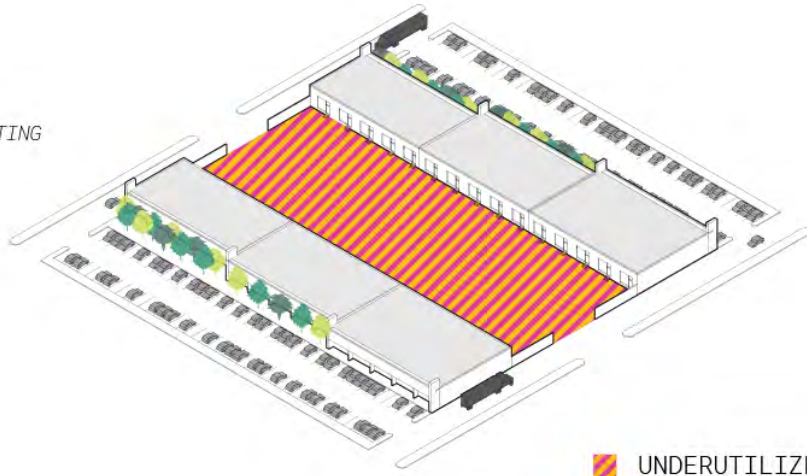
Deep Ellum

For example, underutilized loading space could be reused for an addition.

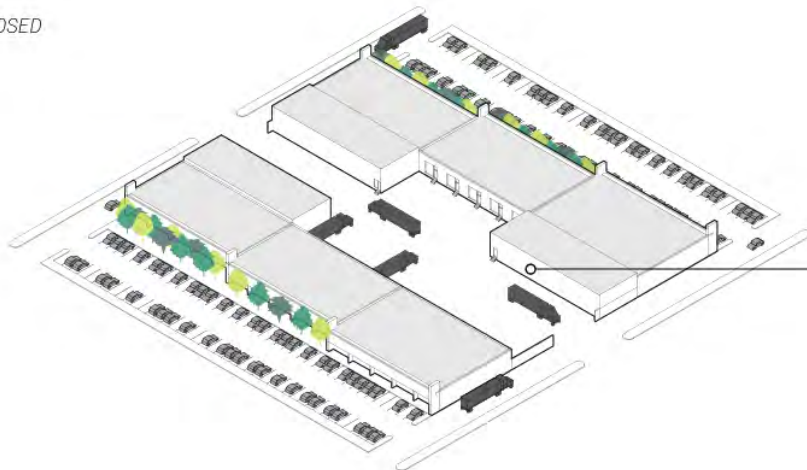
UNDERUTILIZED PARKING - BUILDING ADDITION

1B FLEX SPACE - REAR LOADING

EXISTING



PROPOSED



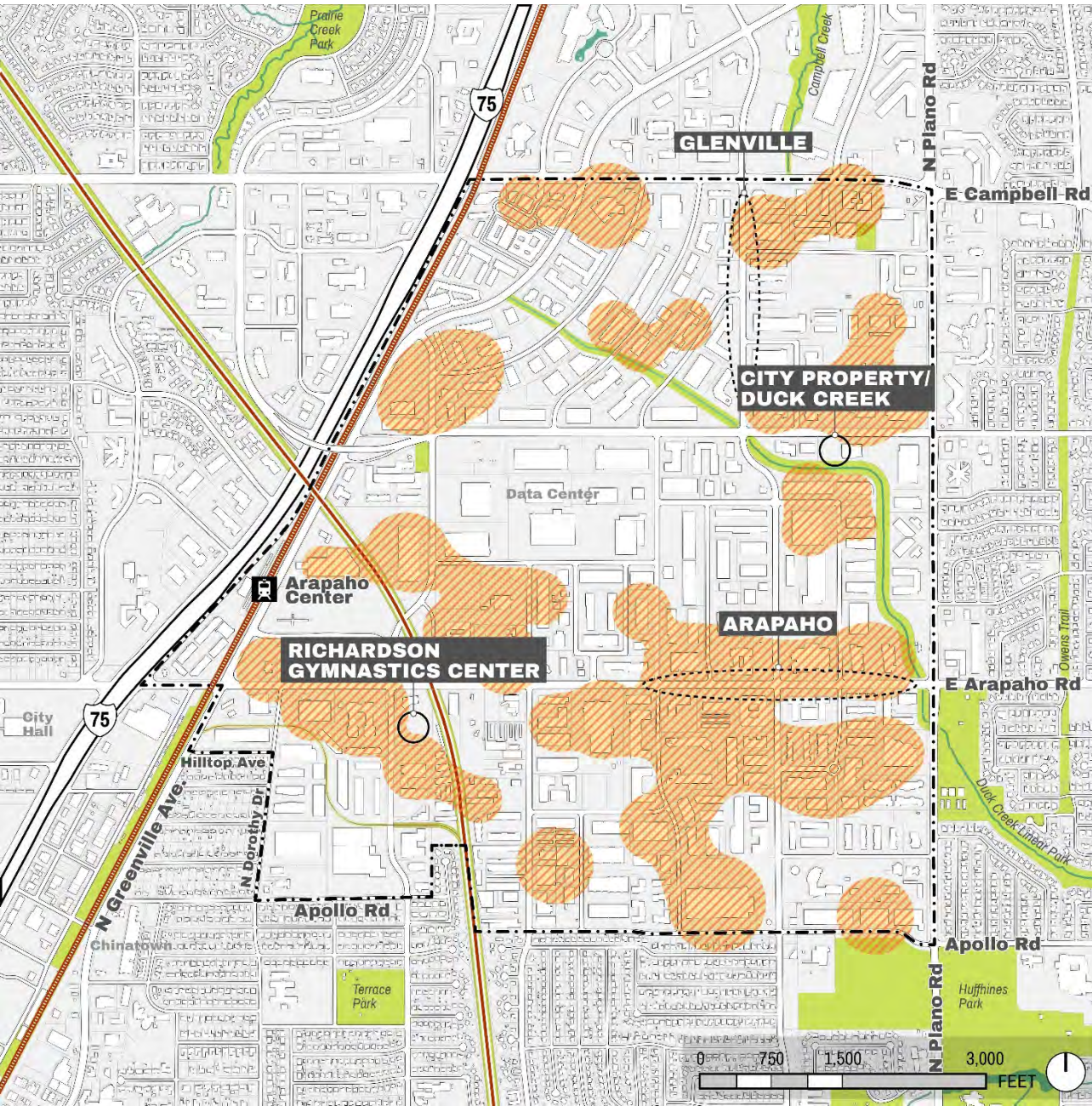
Encourage redevelopment – zoning flexibility

Reduce parking requirements – to enable property reuse

- Average peak hour parking utilization is only 40% (BRD survey of 25 lots)



Target placemaking & amenities – build on where people are



Opportunities for Temporary Programming

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

- Phase 1: Start where you have control
- Phase 2: Seek to influence and encourage where you do not

Target placemaking & amenities – allow infill amenities

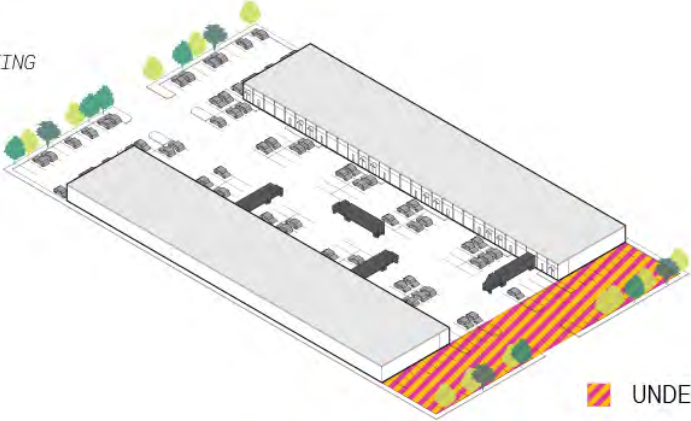


Target placemaking & amenities – allow unused parking space to be repurposed as open space.

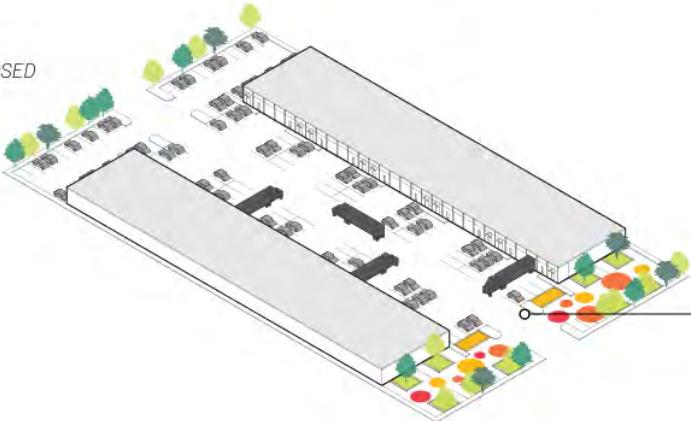
UNDERUTILIZED PARKING - POP-UP PARK

1A FLEX SPACE - FRONT LOADING

EXISTING



PROPOSED



Public realm opportunities



Portals



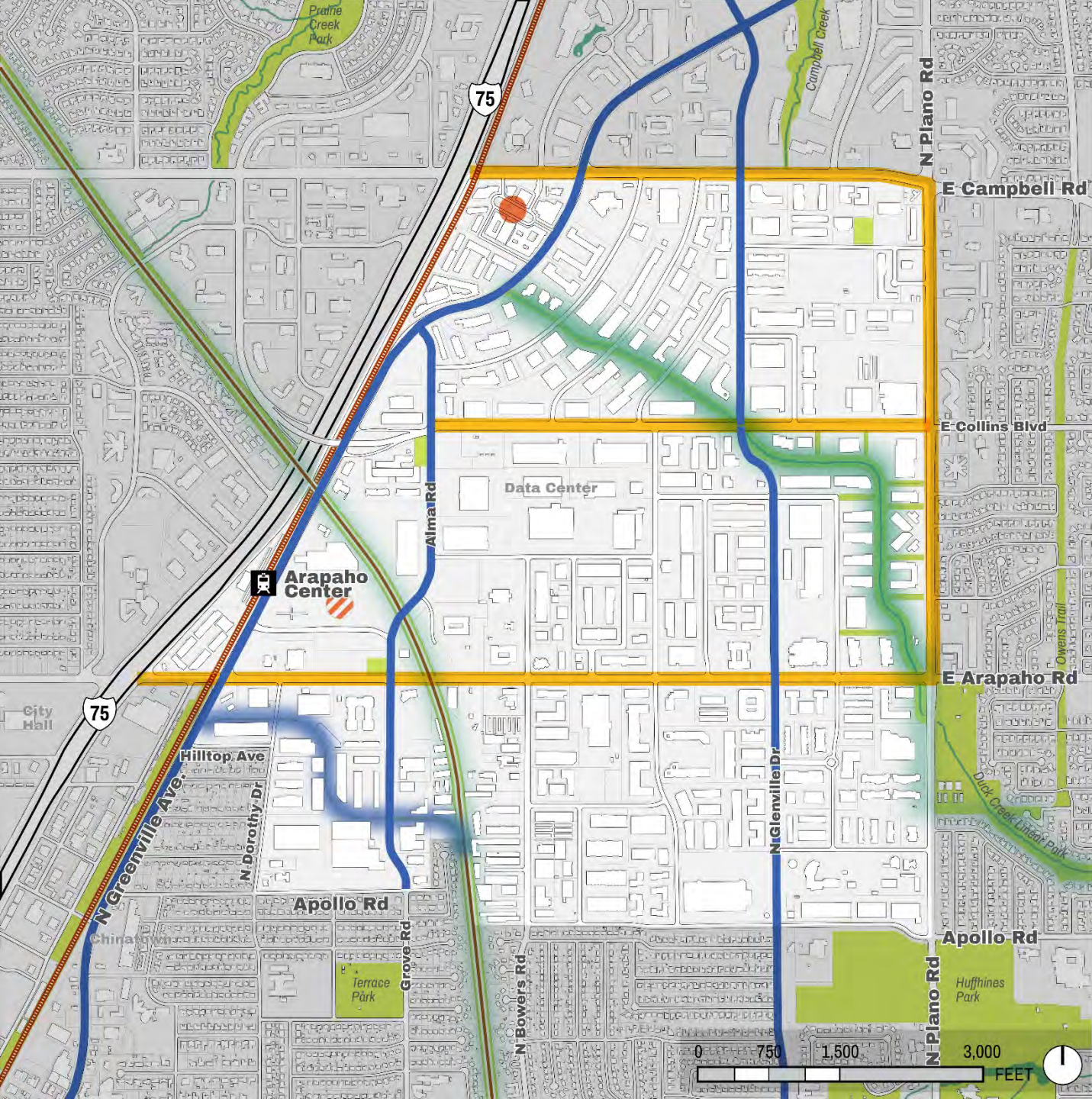
Medians



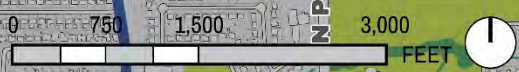
Traffic calming



Proposed Open Space

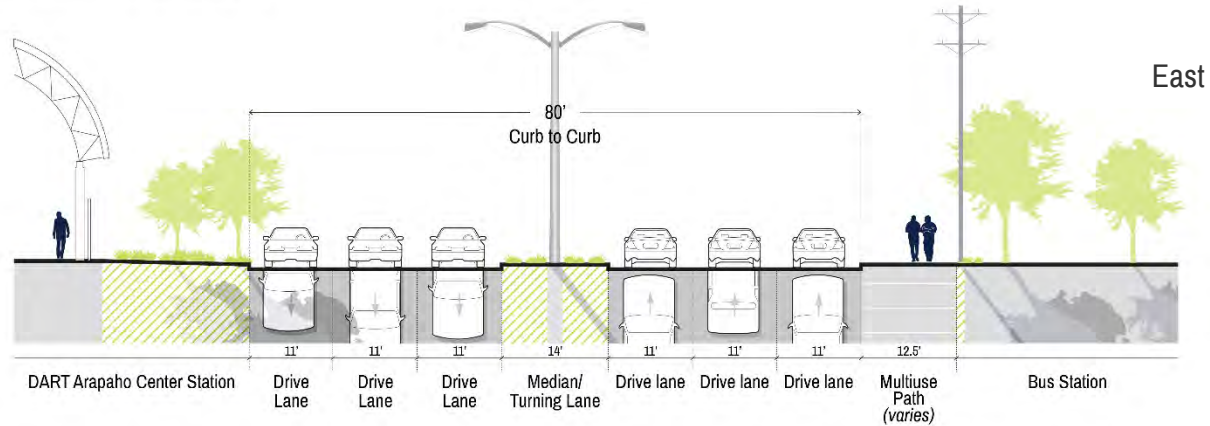


- STUDY AREA
 - DUCK CREEK
 - MEDIANS
 - TRAILS
 - PLAZA
 - PROPOSED PLAZA
 - EXISTING OPEN SPACE
- +
OPEN SPACE ON
UNDERUTILIZED PRIVATE
PROPERTY

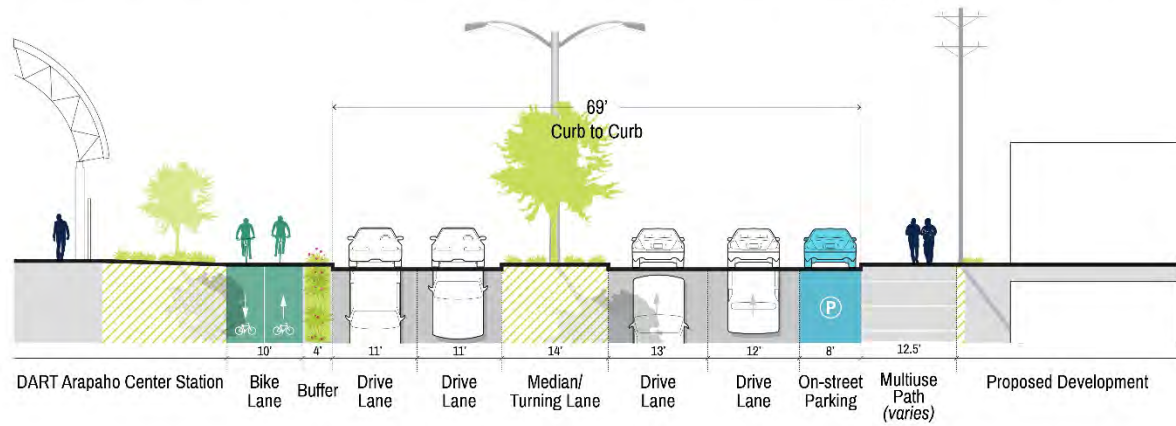


N Greenville Avenue

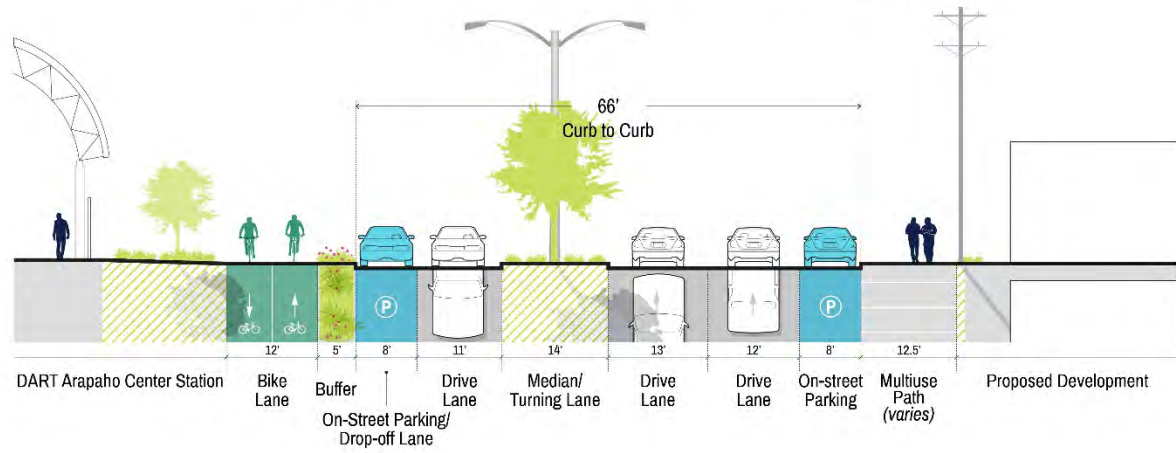
EXISTING
West



POTENTIAL
Option A



POTENTIAL
Option B

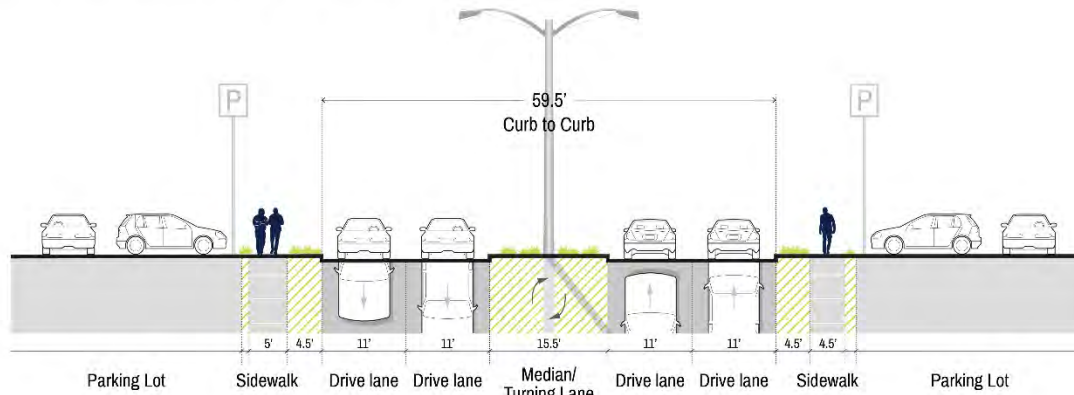


N Glenville Dr (South of Columbia)

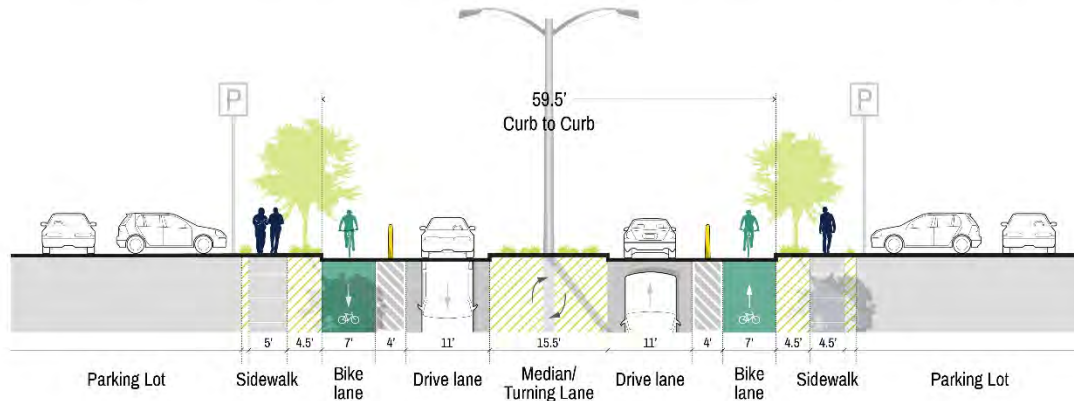
EXISTING

West

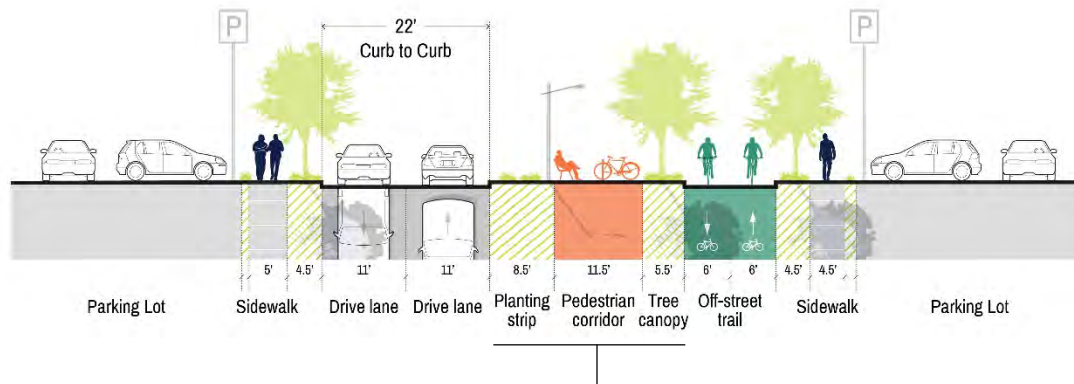
East



POTENTIAL Option A



POTENTIAL Option B

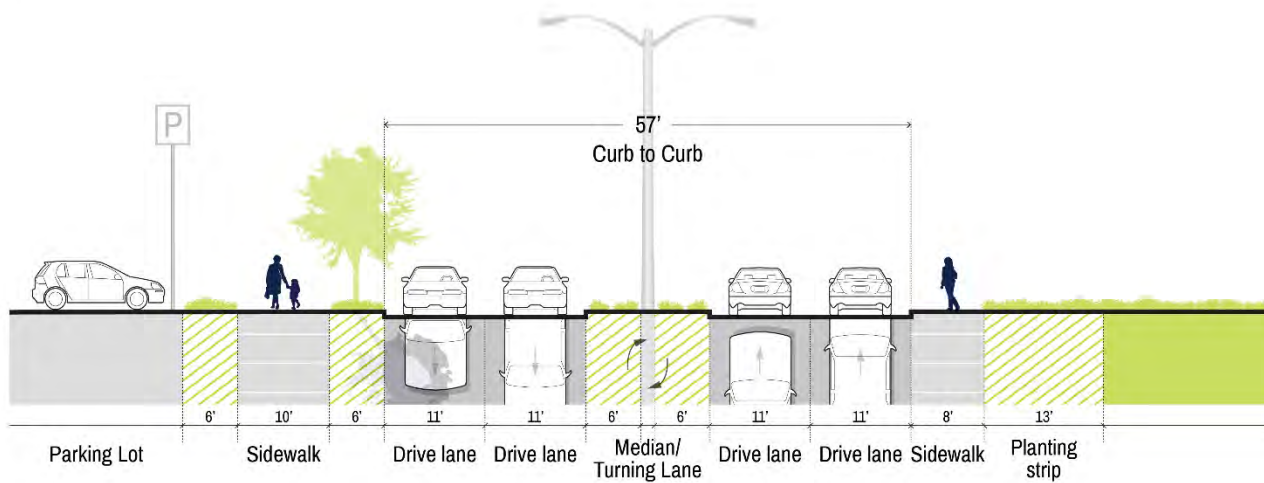


Alma Rd

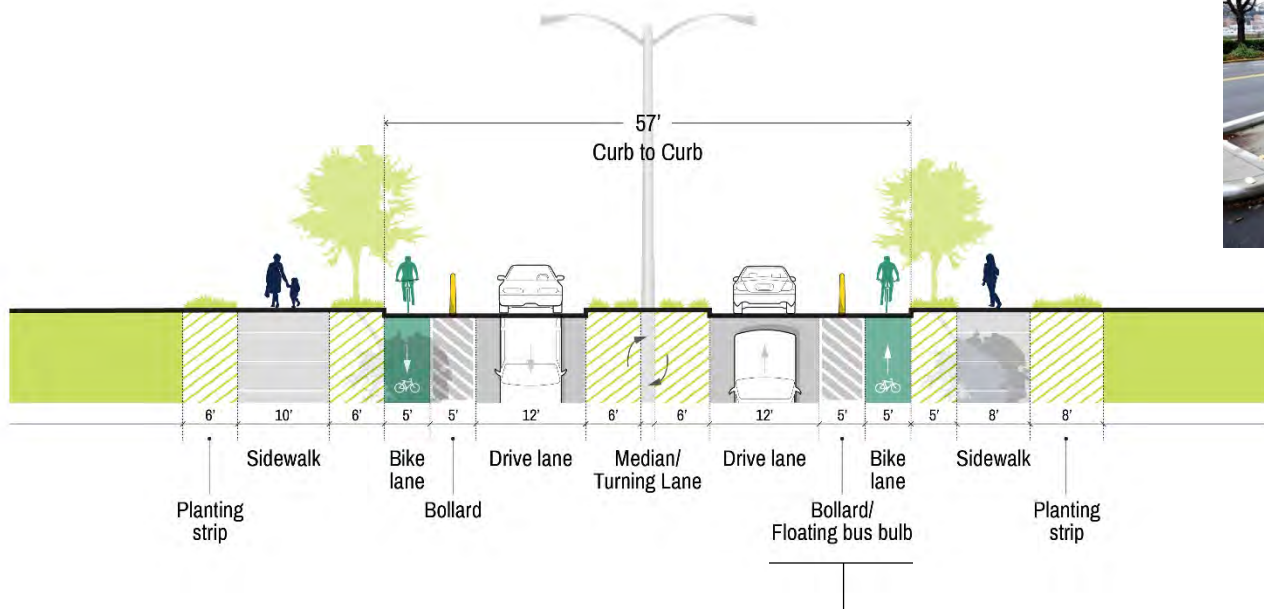
EXISTING

West

East



POTENTIAL



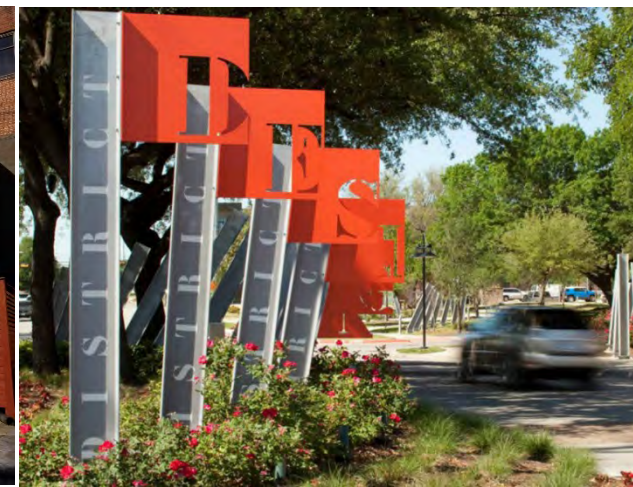
Soft Infrastructure

Partnerships

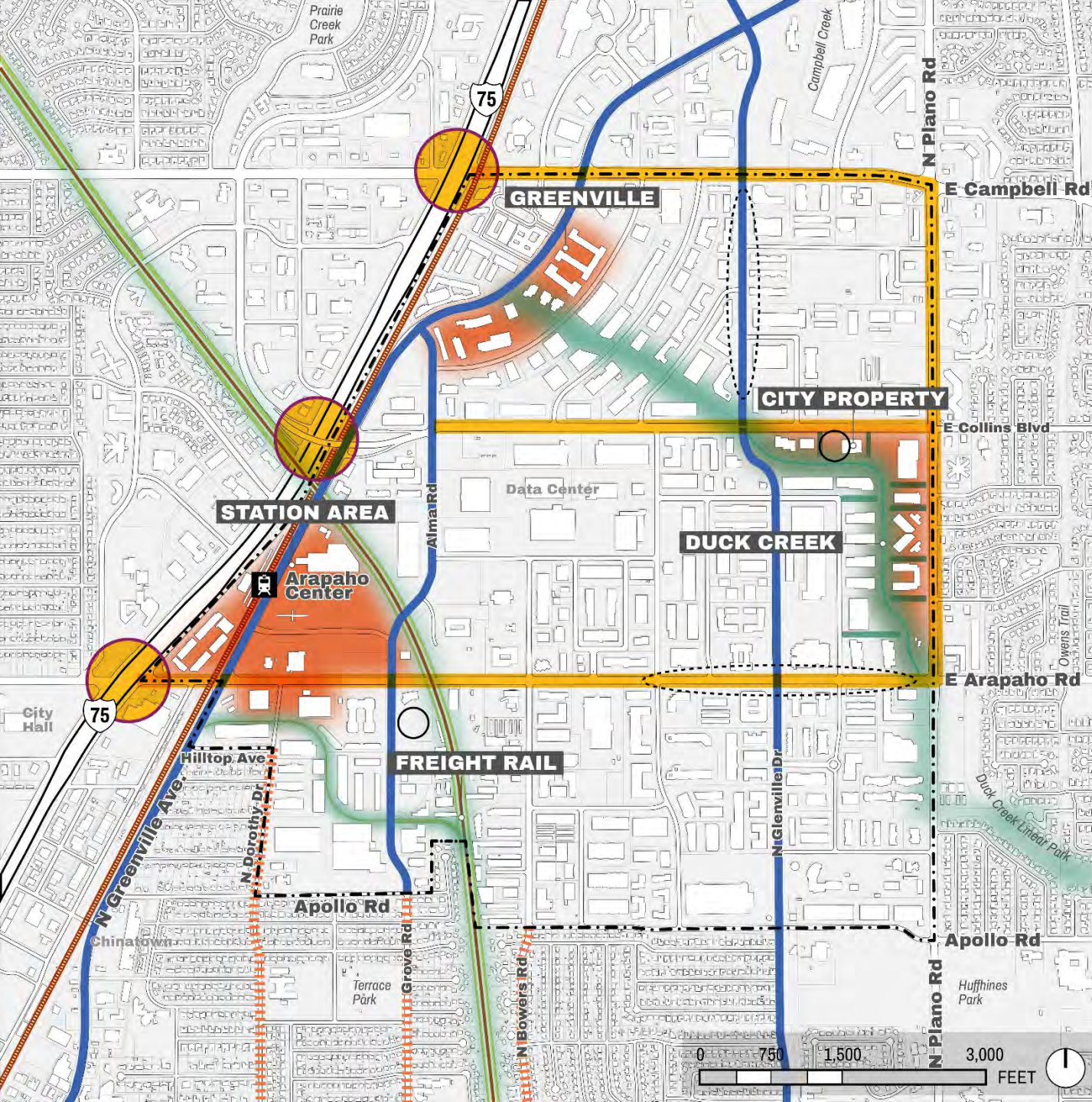
- Explore tools to support public realm improvements, marketing, and programs
- Public/private partnerships for shared “innovation space”

Marketing

- District name
- Signage
- Public art



Opportunities



STUDY AREA

SITES

OPPORTUNITIES FOR CHANGE

TEMPORARY PROGRAMMING - Phase 1

TEMPORARY PROGRAMMING - Phase 2

PUBLIC REALM

TRAIL AND OPEN SPACE

STREET IMPROVEMENTS

MEDIAN IMPROVEMENTS

TRAFFIC CALMING

PORTAL IMPROVEMENTS



What's next

October 15-17 | Follow-up stakeholder meetings

- > Chamber of Commerce, DART, UTD, Richland College, property owners of key parcels, Neighborhood Leadership workshop

October 22-25 | Follow-up public events

- > Pop up events at Associa, Aprima, Argo, Travelers
- > Oct 24 | 5-7:30 pm: Big Community Open House at Eastside Plaza

November | Additional stakeholder engagement

December 3 | Presentation to Council