



COLLINS / ARAPAHO TOD & INNOVATION DISTRICT STUDY

_interface studio
NINIGRET PARTNERS
BIG RED DOG ENGINEERING

OCTOBER 16, 2018
NEIGHBORHOOD LEADERSHIP
MEETING

Agenda

1. The opportunity
2. The process
3. Draft vision & initial ideas

1

The Opportunity:

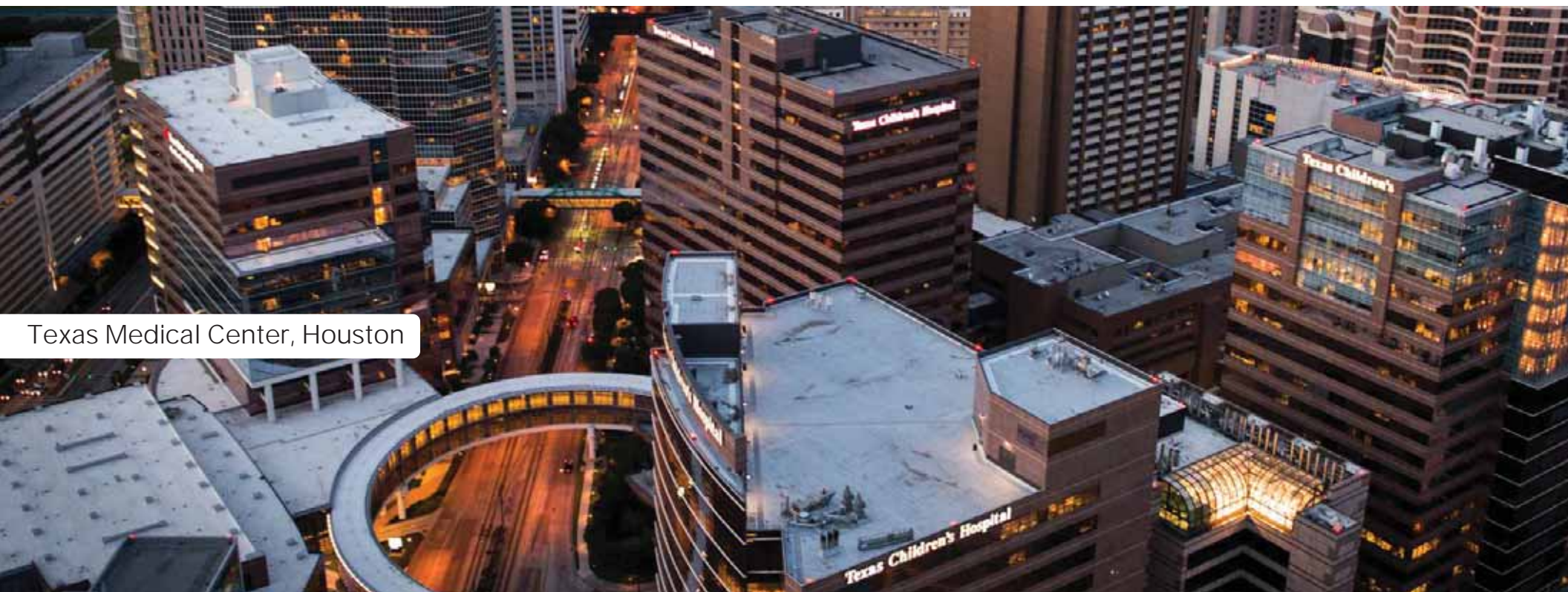
to attract and guide investment in
Richardson that promotes job growth and
maximizes the value of transit



Kendall Square, Boston

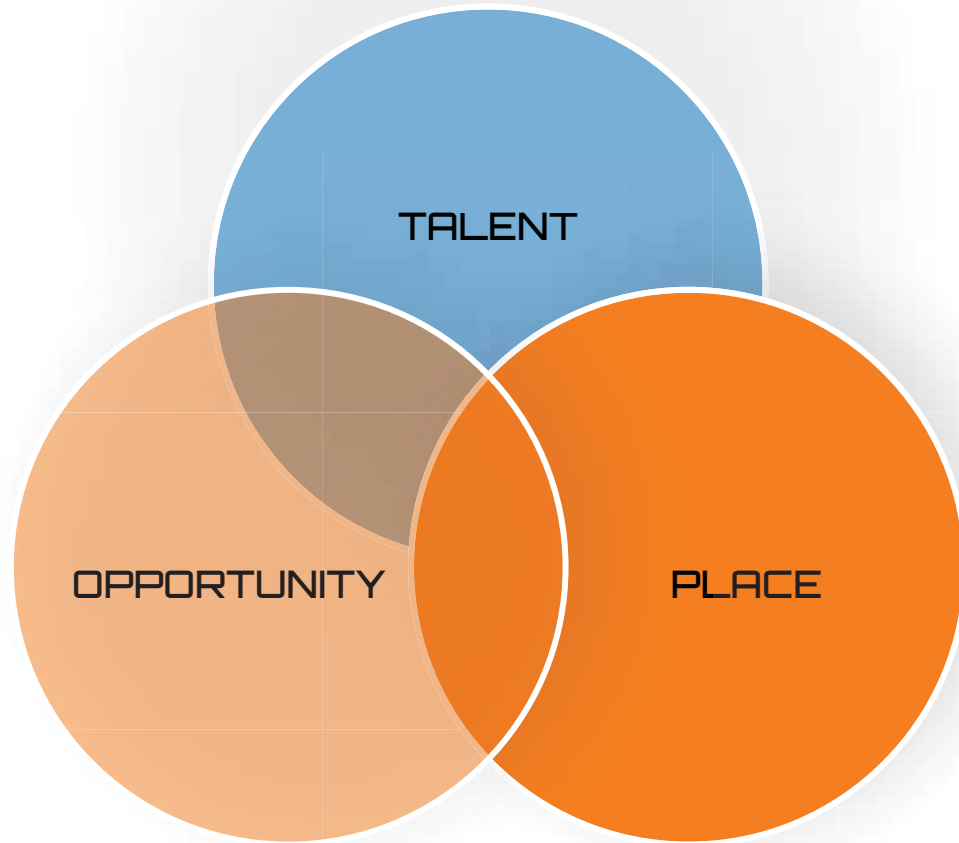


South Lake Union, Seattle



Texas Medical Center, Houston

Innovation Districts: A conversation about three things and their interrelationship



It's really about creating a **PRODUCT** that appeals to investors, talent and companies

This area remains a major job center for business of all shapes and sizes. There has always been and continues to be innovation here. The opportunity is to create a modern-day version of an innovation district here.



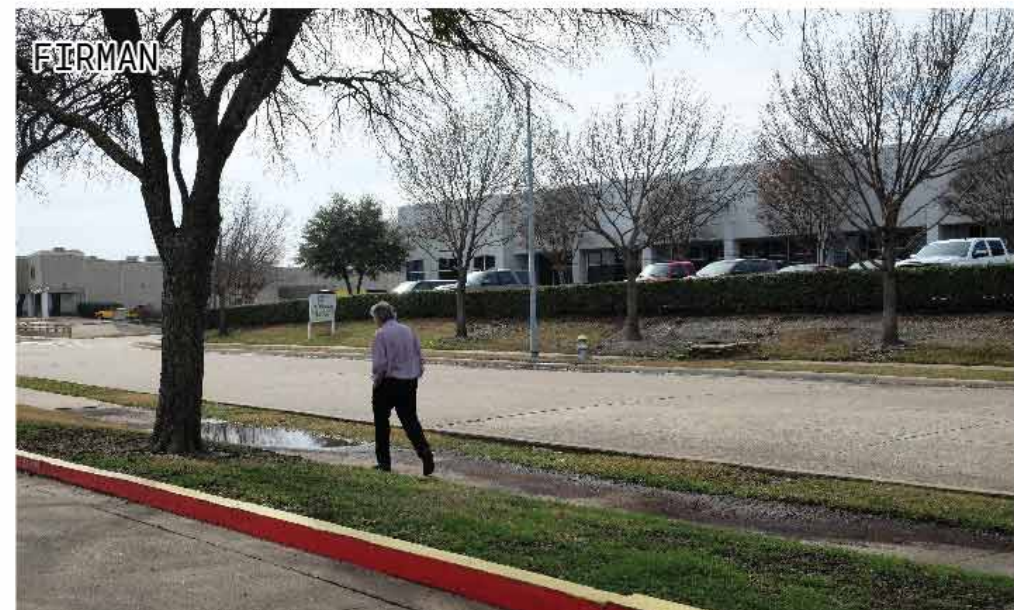
Existing businesses today are more diverse than the past including everything from imaging to hardware and software-based business applications. A changing research portfolio at UTD could provide opportunities to support life science businesses.



The DART station is an opportunity to inject some activity and bring additional services that support existing business and attract new ones. We will need to ensure strong connections to the rest of the district.



The 1,200 acre area is not one-size-fits-all. It has many personalities and we'll need to create strategies specific to each area.



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.



2

The process

The background is a solid teal color. It features several decorative white elements: a large arc on the left side, a large arc on the right side, and a smaller arc above the text. Small white dots are placed at the ends of these arcs, and short white tick marks are visible on the arcs.

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

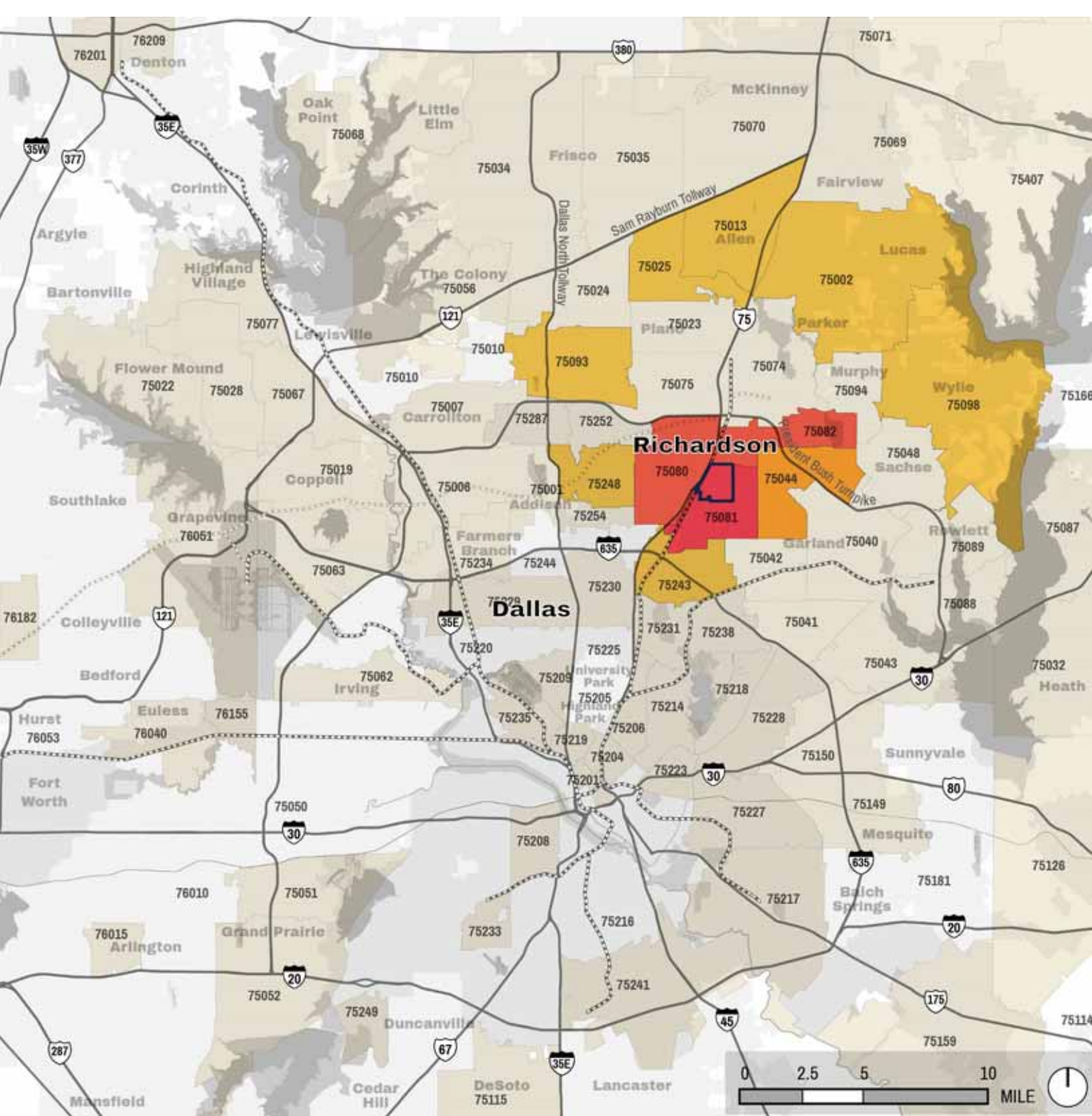
Key takeaways

(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

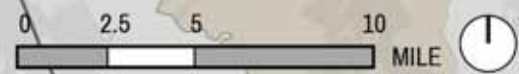
64%
**OF SURVEY PARTICIPANTS
LIVE IN RICHARDSON**

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

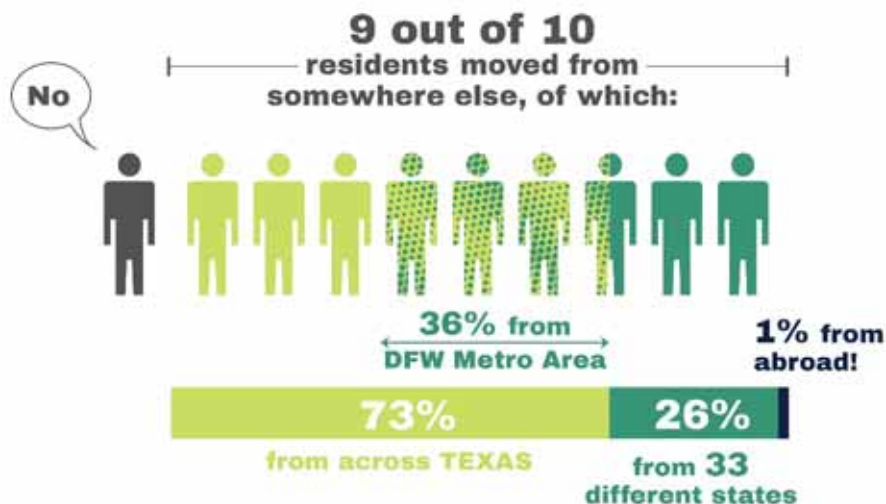
Total Responses: 560

Why did you decide to live in this neighborhood?



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?

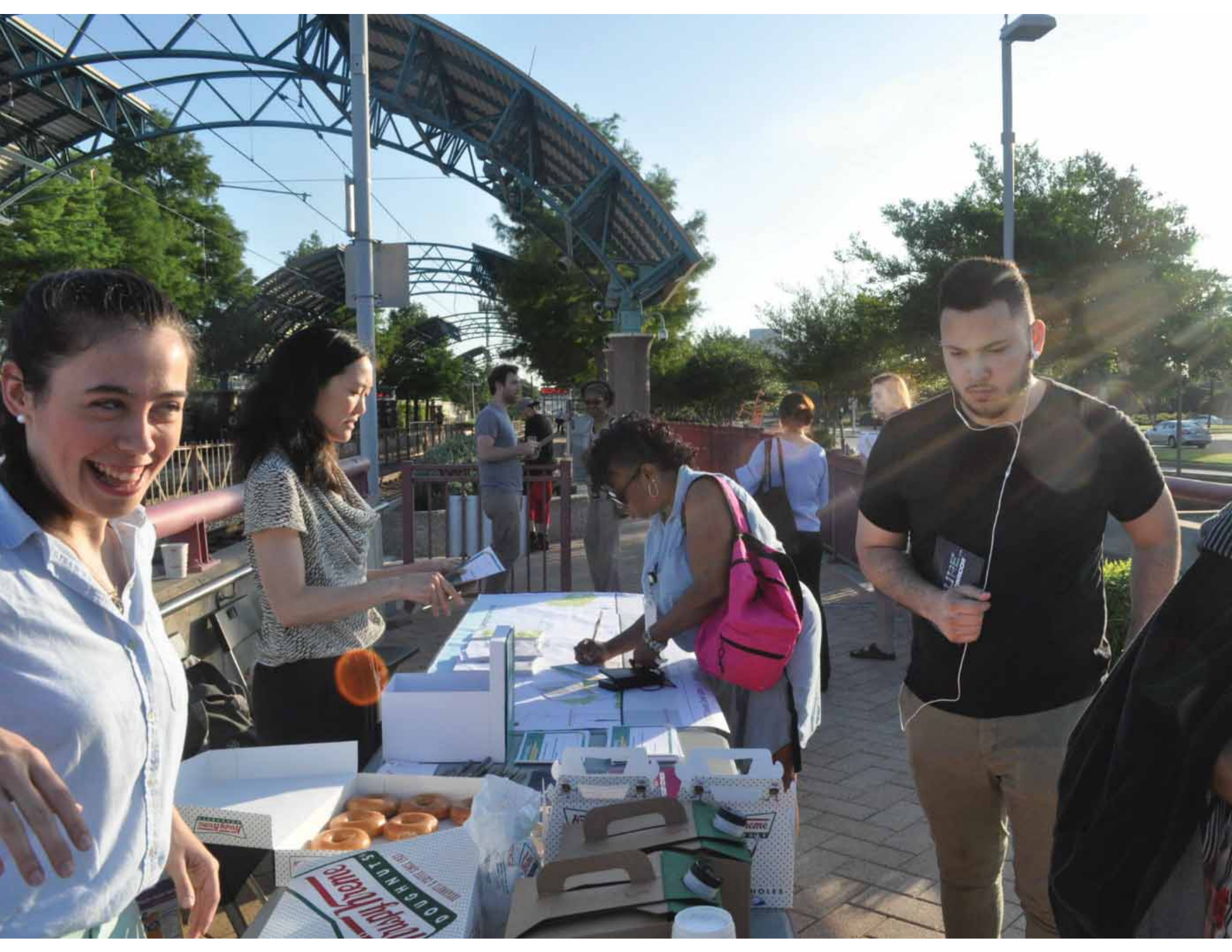


What do you like best about your neighborhood? (choose 3)



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









Design
your own
Street
your ideal street!

Design your own 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...

- 1. TRANSFORM DUCK CREEK INTO AN ARTS FACILITY (Seating space, teaching space, gallery, and performance space)
- 1. CO-WORKING SPACE W/ FOOD SERVICE/WORKSPACE
- 1. PRIVATIZE IT / SELL TO PRIVATE DEVELOPER OR COMPANY / BUSINESS DEVELOPMENT
- 1. COLLABORATE W/ PRIVATE DEVELOPER
- 1. 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

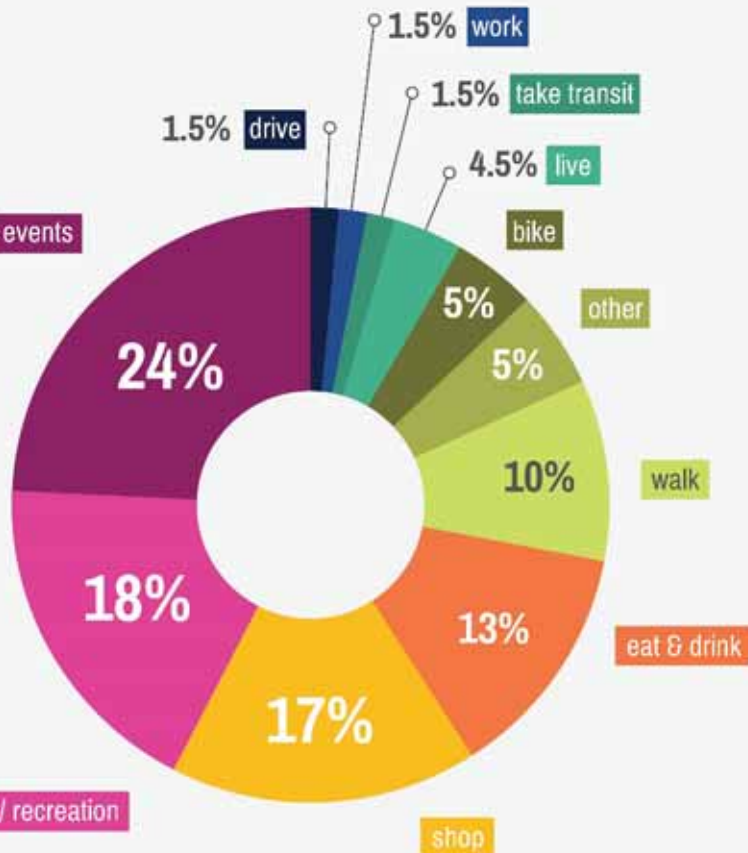
Center Station

OPEN HOUSE & OFFICE POP-UPS

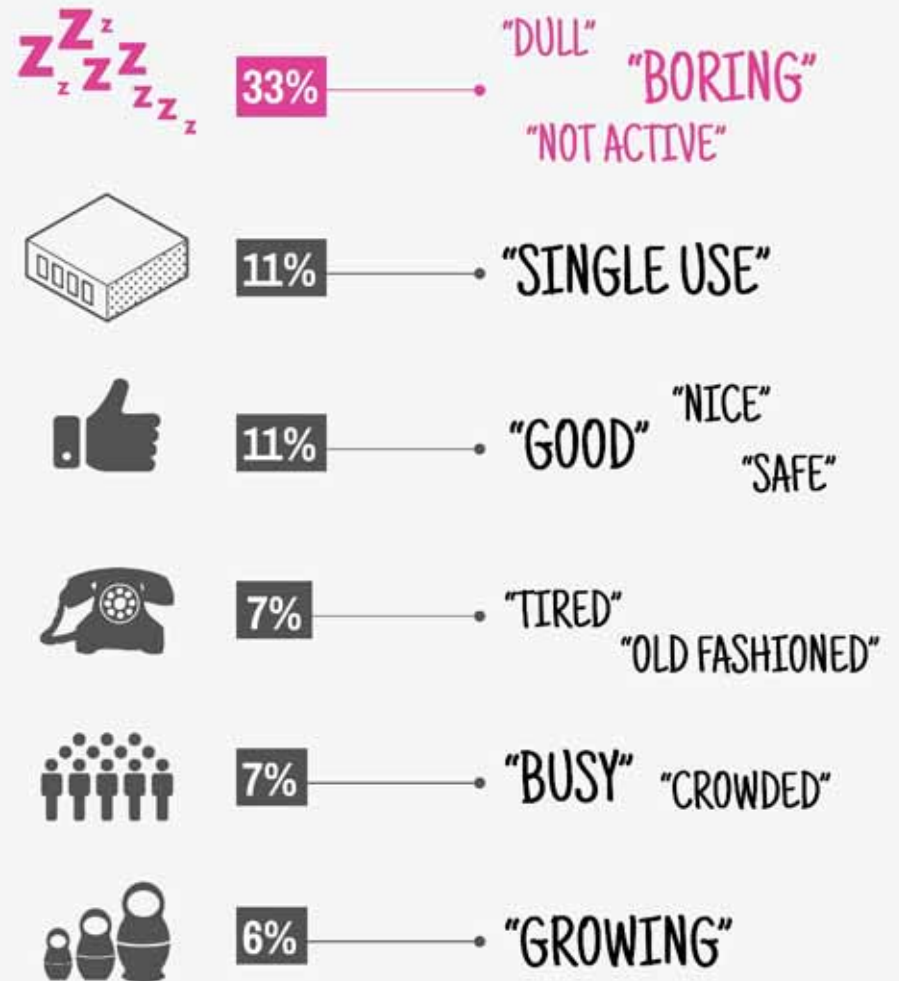
District Identity

Total Responses: 152

"I WISH I COULD _____ IN THE DISTRICT"



"THE DISTRICT TODAY IS _____"

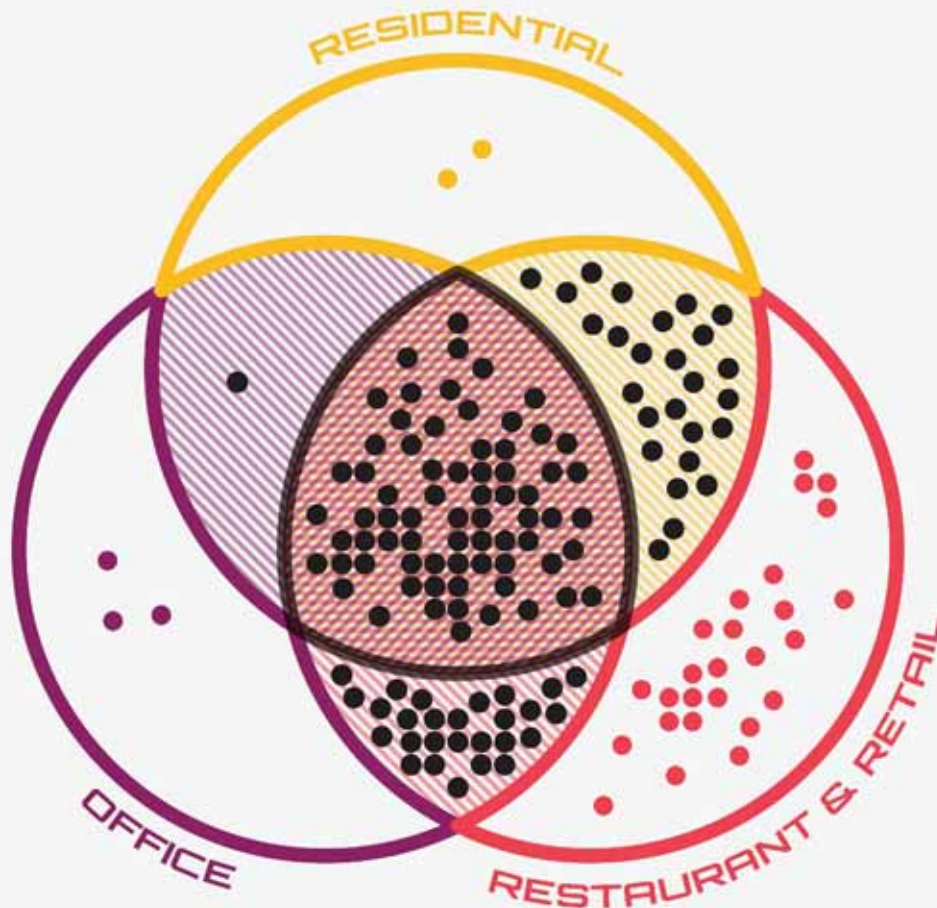


OPEN HOUSE & OFFICE POP-UPS

Brainstorming

Total Responses: 197

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



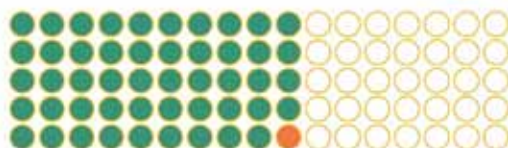
Farmers Market

57

1



3



Shade Structure

49

1



4



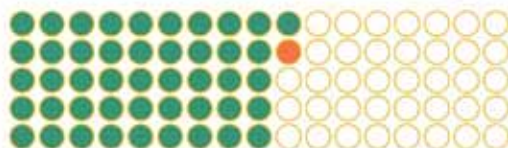
Off-Street Bicycle Path

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

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

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

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



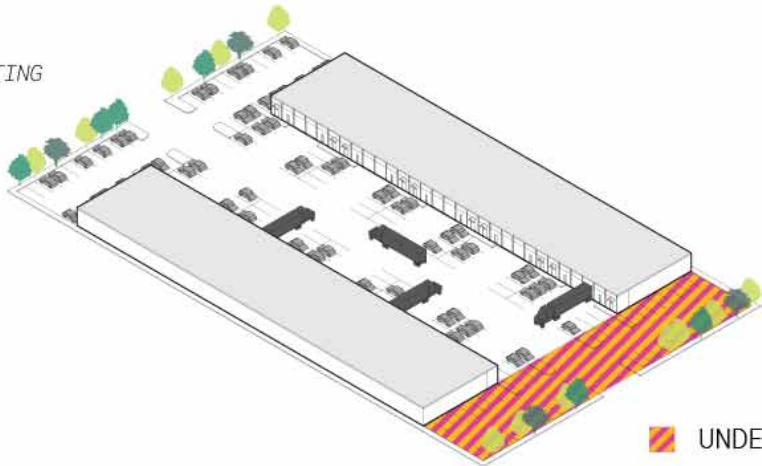
Biergarten – Oklahoma City

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

UNDERUTILIZED PARKING - FOOD TRUCKS

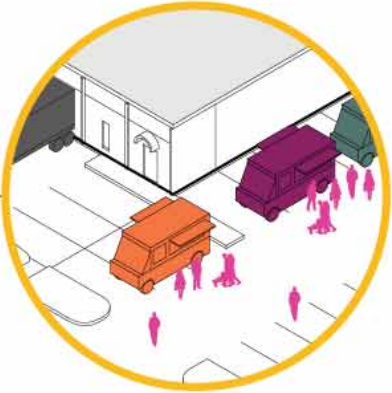
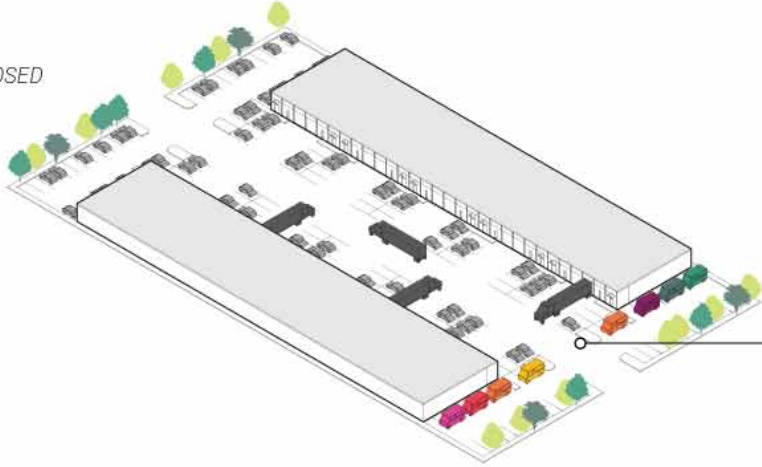
1A FLEX SPACE - FRONT LOADING

EXISTING



UNDERUTILIZED PARKING

PROPOSED

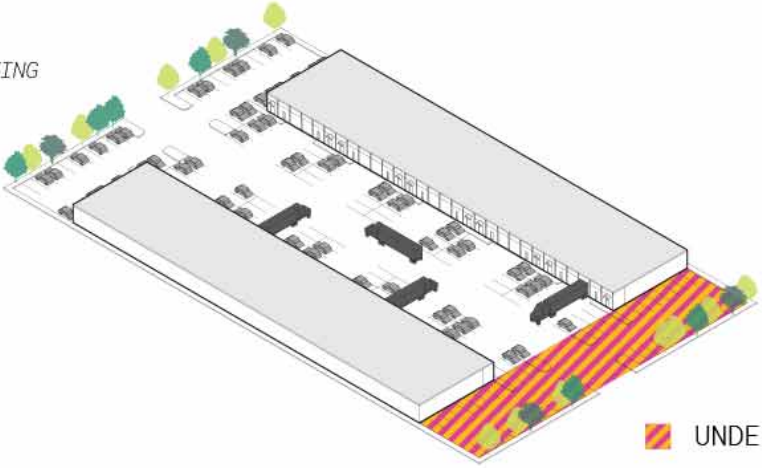


For instance, unused parking space below re-purposed as an asset – in this case, a space for a permanent small park.

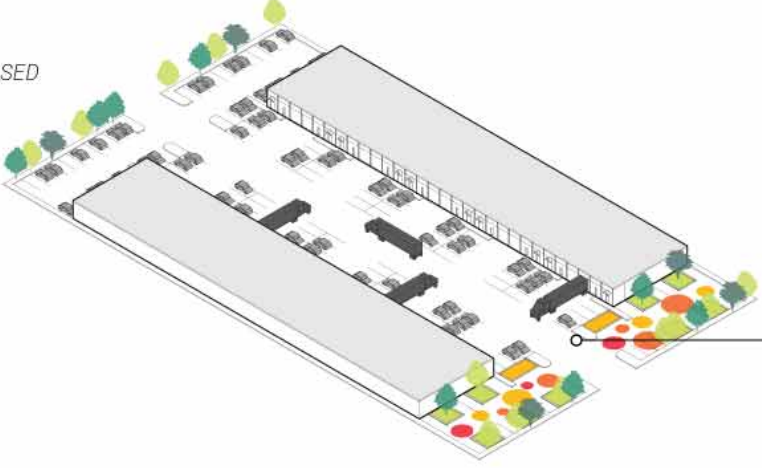
UNDERUTILIZED PARKING - POP-UP PARK

1A FLEX SPACE - FRONT LOADING

EXISTING



PROPOSED

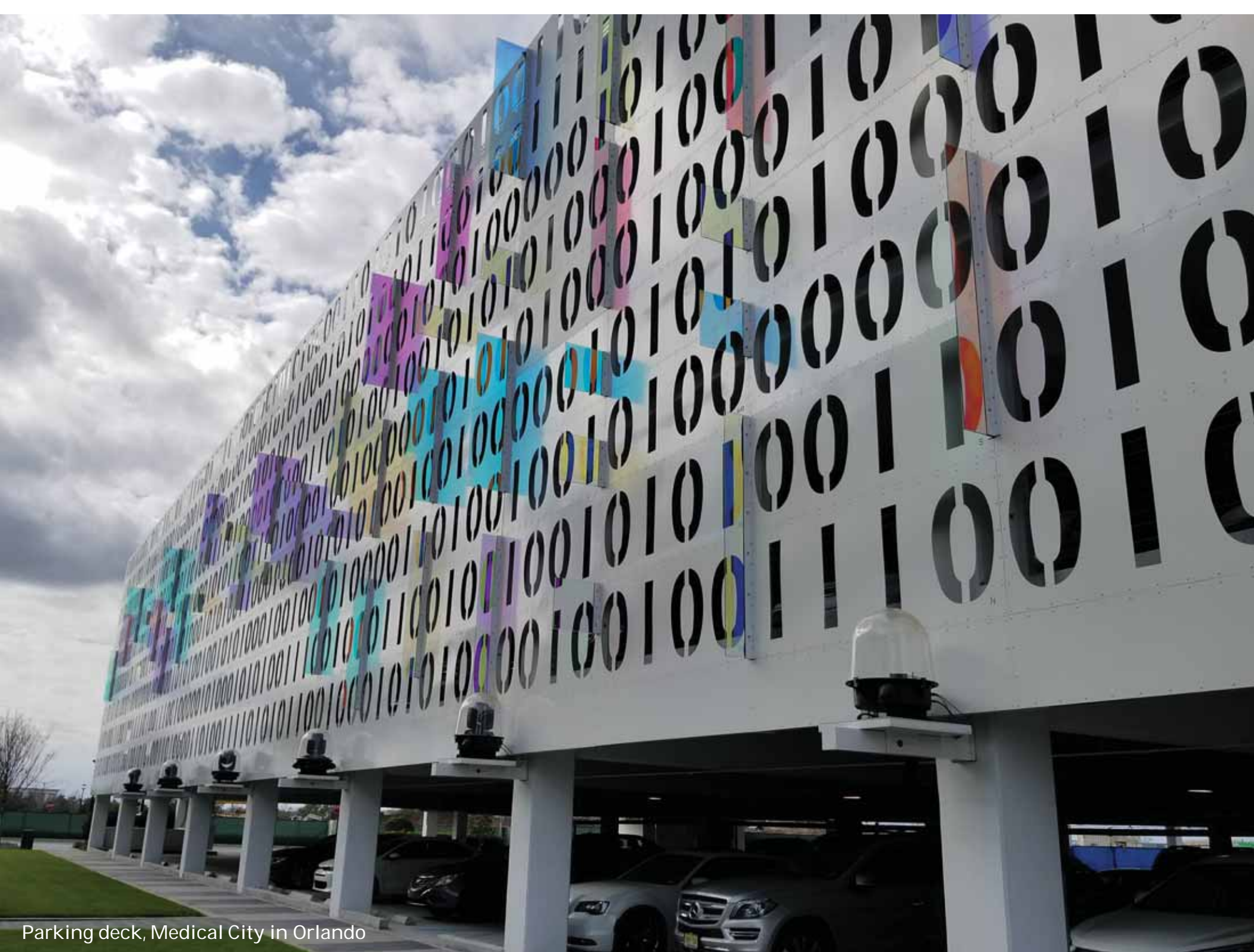


We need to increase the visibility of the district.









Parking deck, Medical City in Orlando

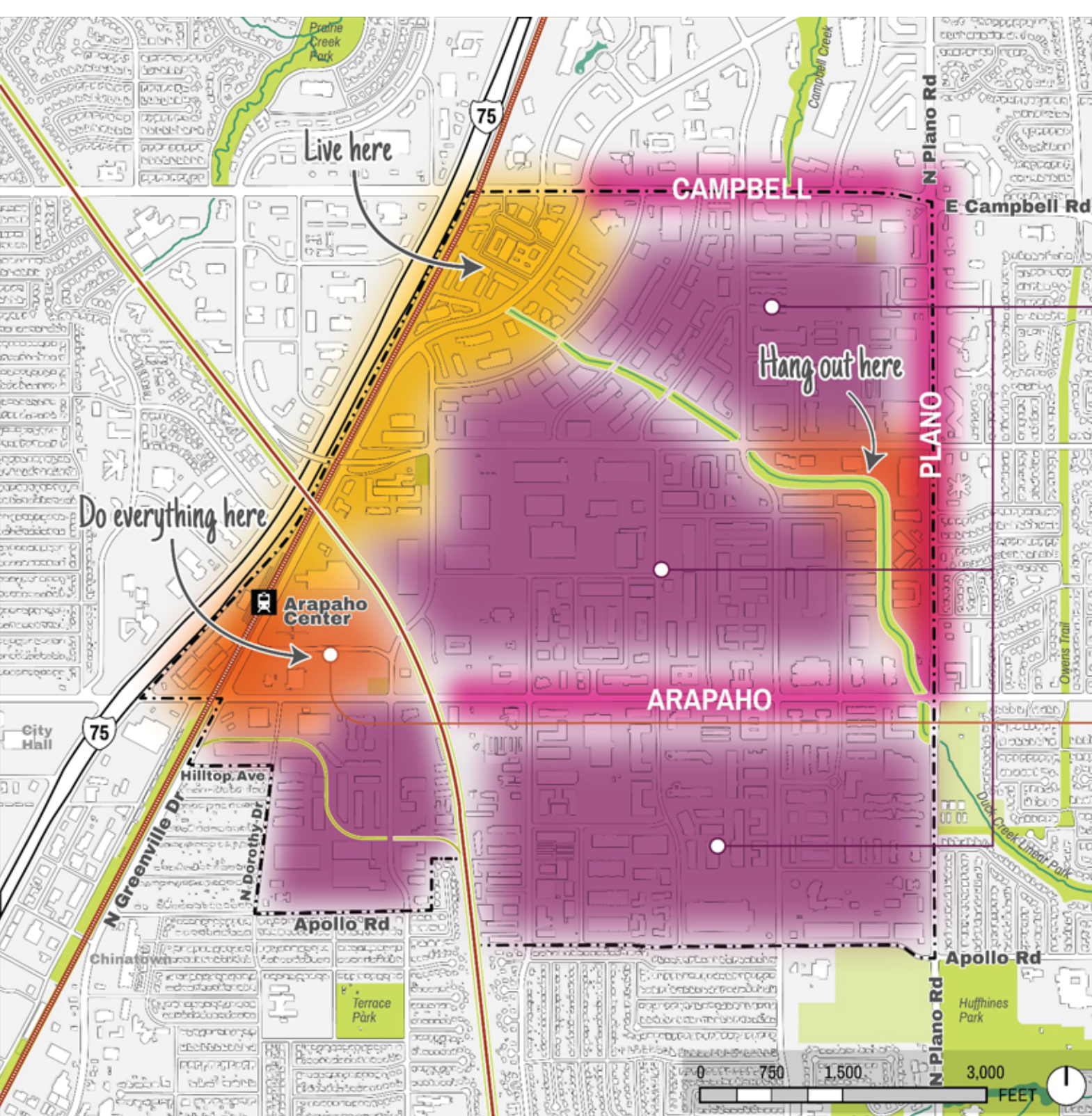
We need to upgrade existing buildings whenever possible.

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.

Land Use Framework



STUDY AREA

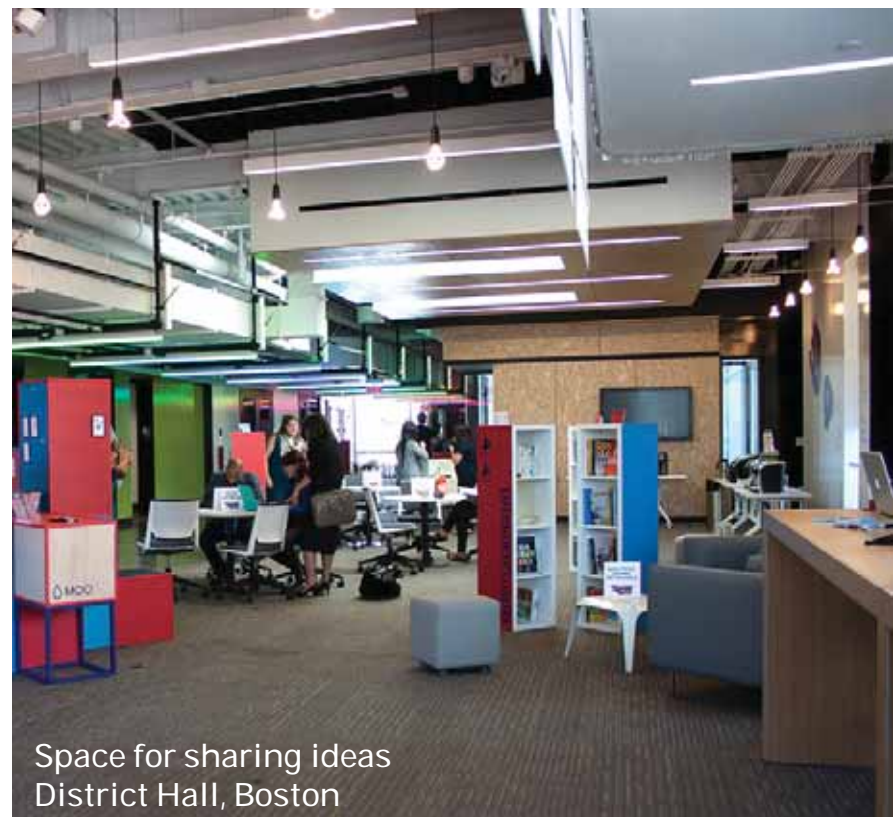
WORK AREAS

- 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

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



Space for sharing ideas
District Hall, Boston

District Hall, Boston



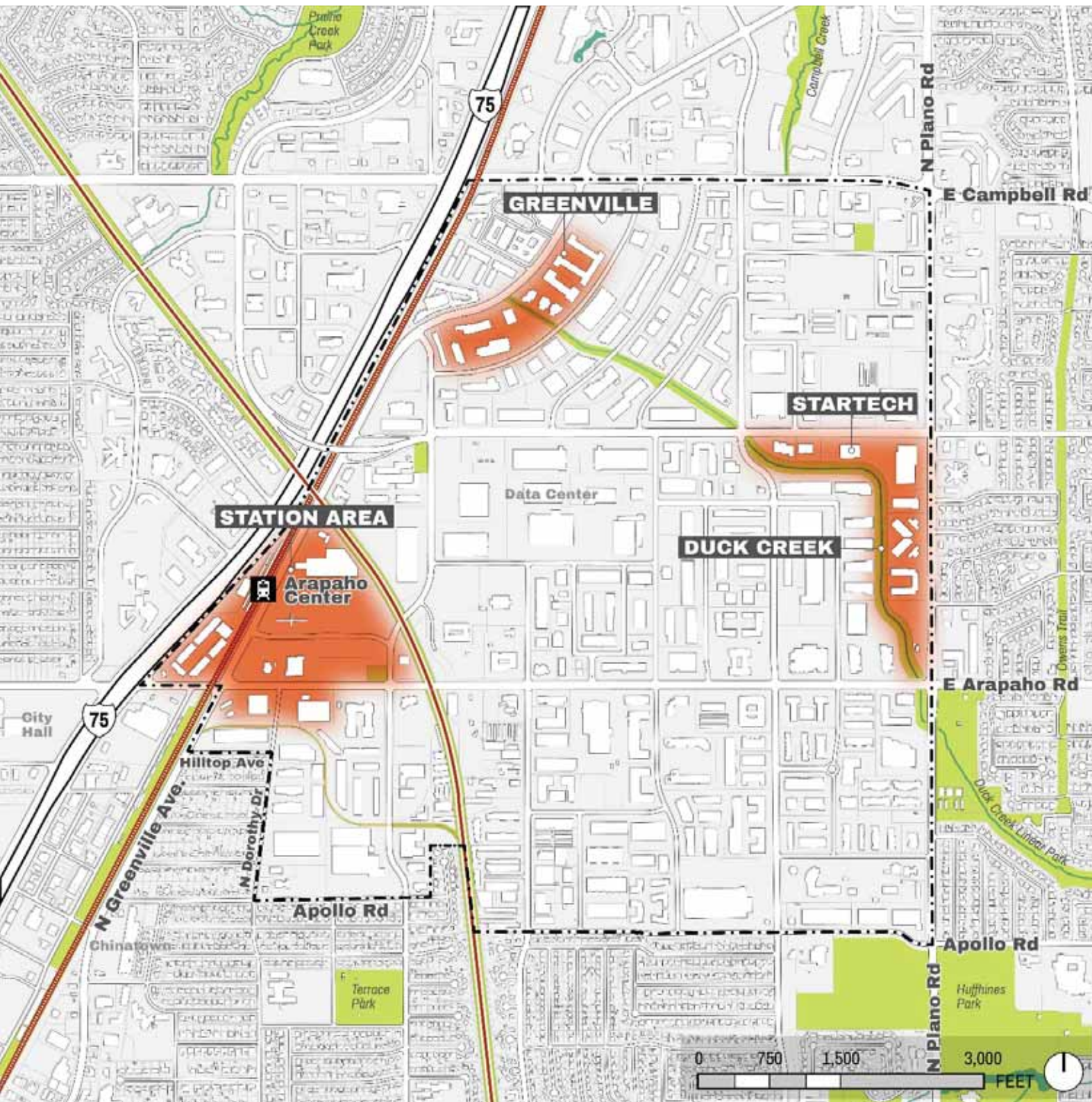
Space for new buildings
Buzzfeed HQ



Space for upgrading existing buildings
SnapChat HQ



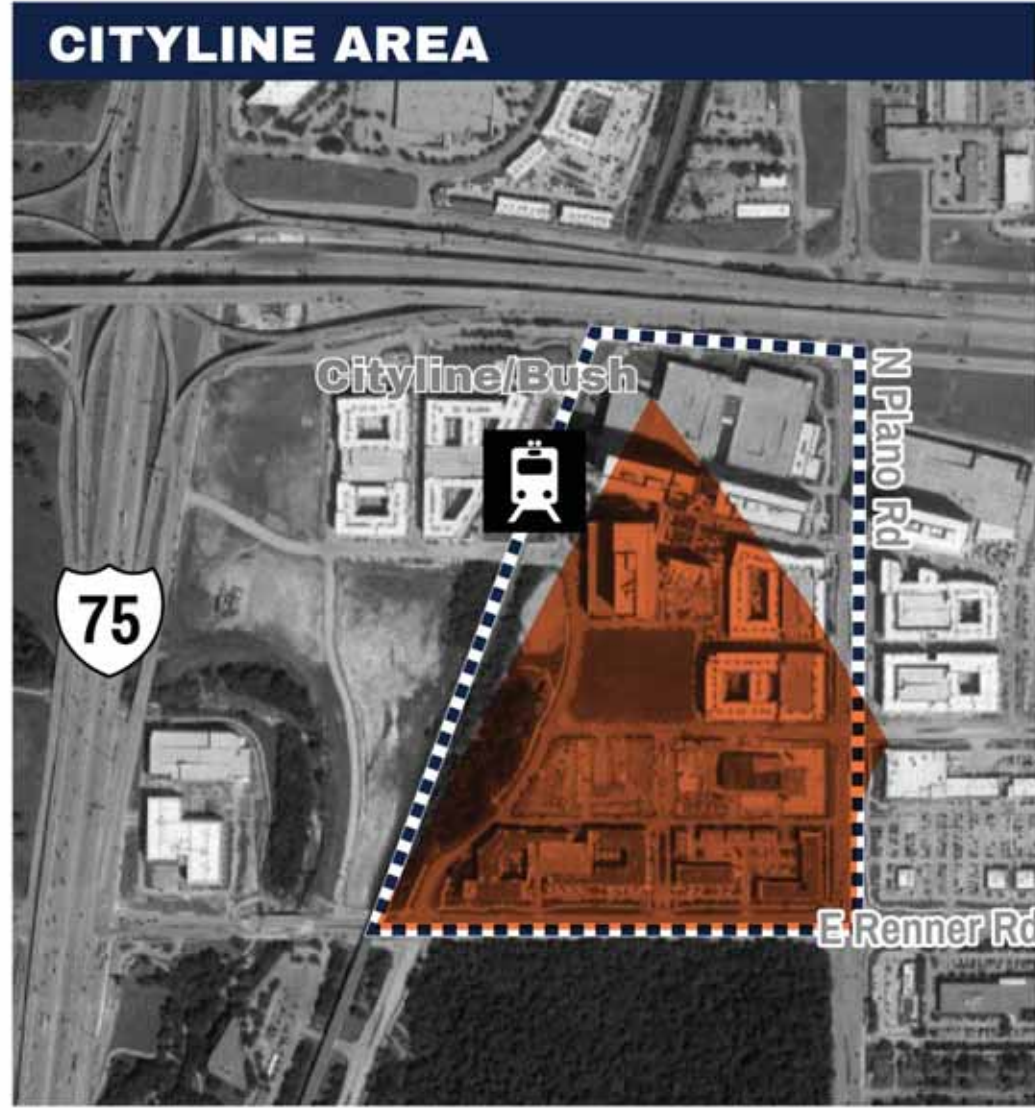
Specific Site Opportunities



Just to provide a sense of scale.




▪ **49 ACRES**




▪ **68 ACRES**

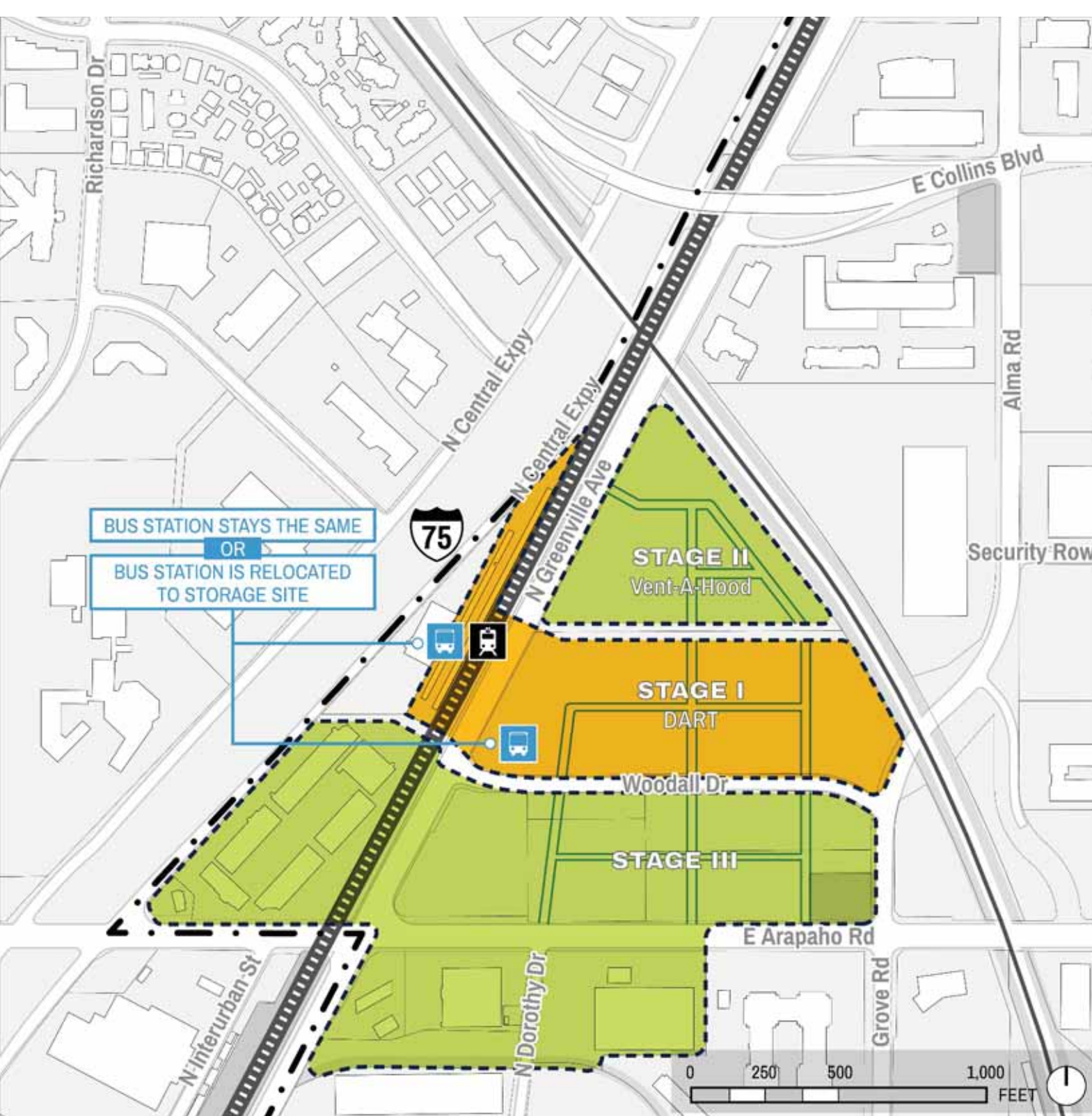
Station Area: Development Stages

Source: TX GIS

 STUDY AREA






 IMMEDIATE DEVELOPMENT

 CONTINGENT UPON
FUTURE PRIVATE DEVELOPMENT



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

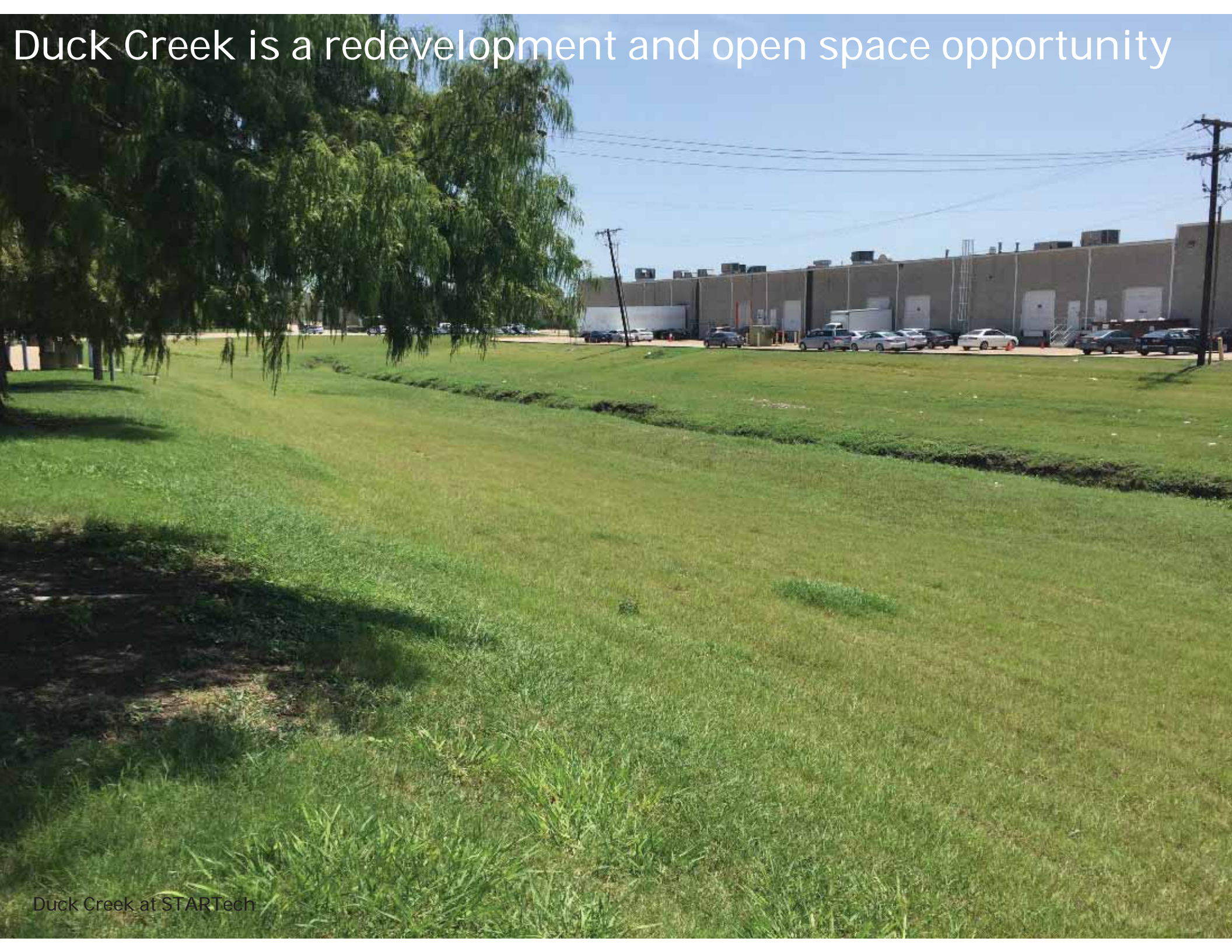


- STUDY AREA
- NEW OPEN SPACE
- RESIDENTIAL
- RESIDENTIAL / MIXED USE
- OFFICE / MIXED USE
- TECH / MIXED USE
- FLEX / INDUSTRIAL
- PARKING STRUCTURE
- ADDITIONAL DEVELOPMENT OPPS.

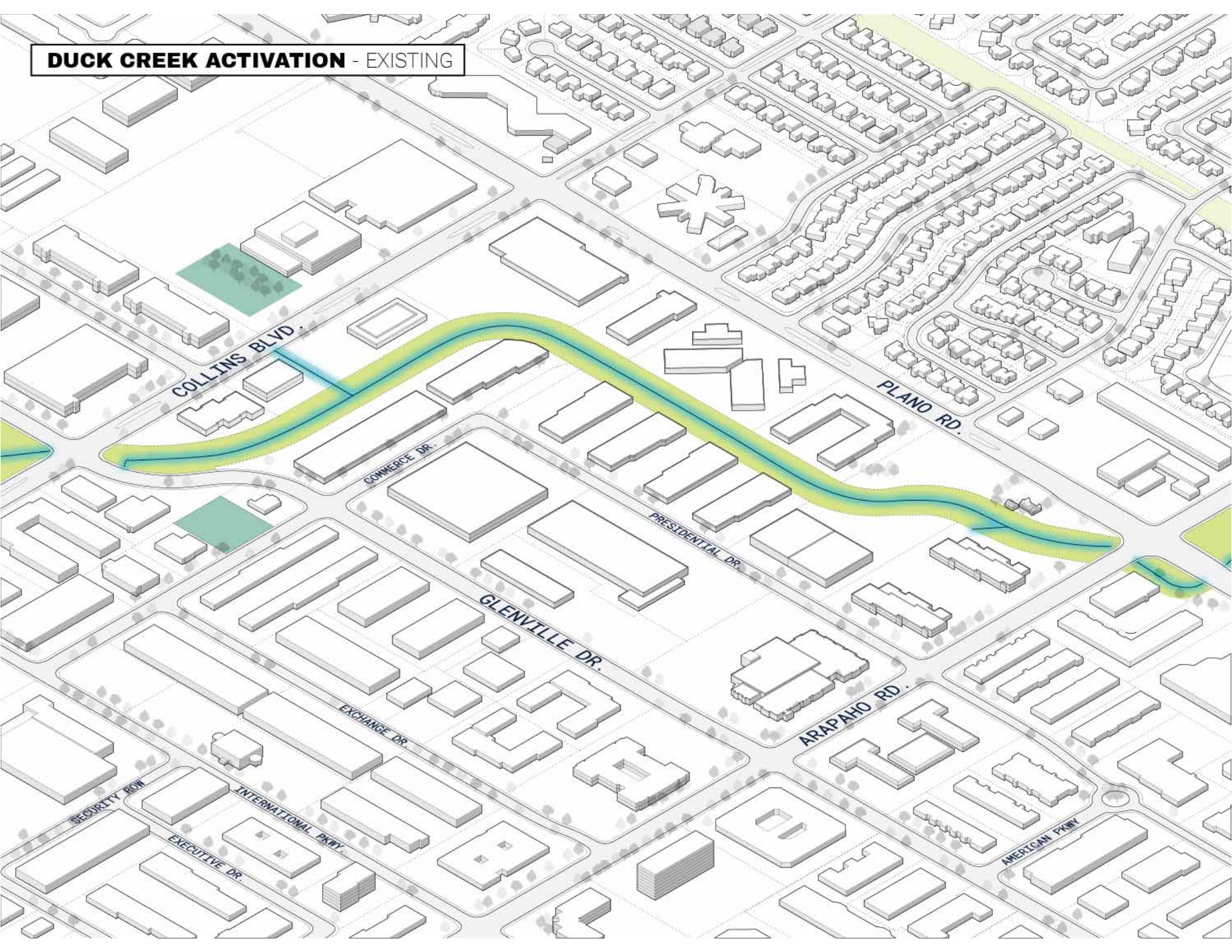
Catalyst Site 3: Creek Area



Duck Creek is a redevelopment and open space opportunity

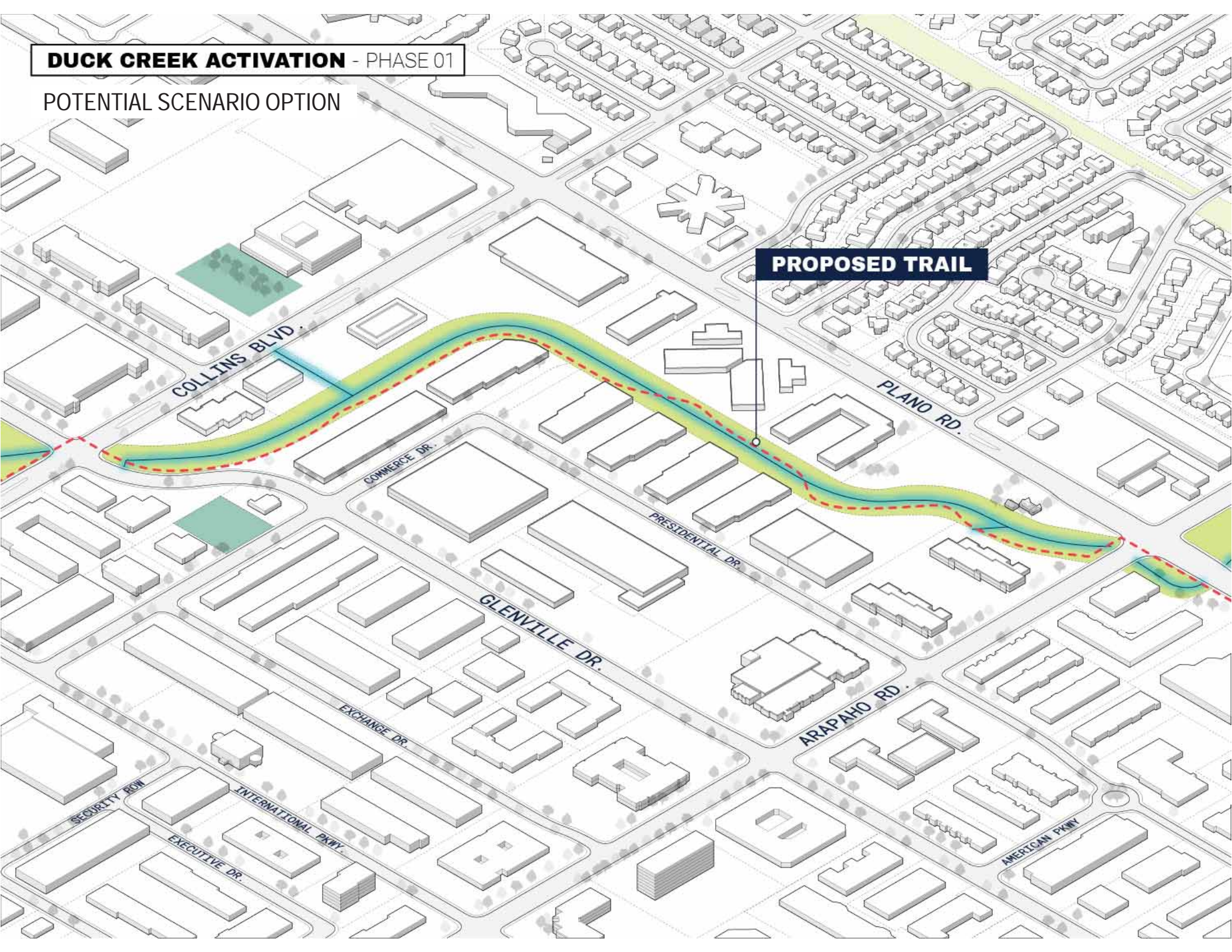


DUCK CREEK ACTIVATION - EXISTING



DUCK CREEK ACTIVATION - PHASE 01

POTENTIAL SCENARIO OPTION



PROPOSED TRAIL

COLLINS BLVD

COMMERCE DR

GLENVILLE DR

EXCHANGE DR

SECURITY ROW

INTERNATIONAL PKWY

EXECUTIVE DR

PRESIDENTIAL DR

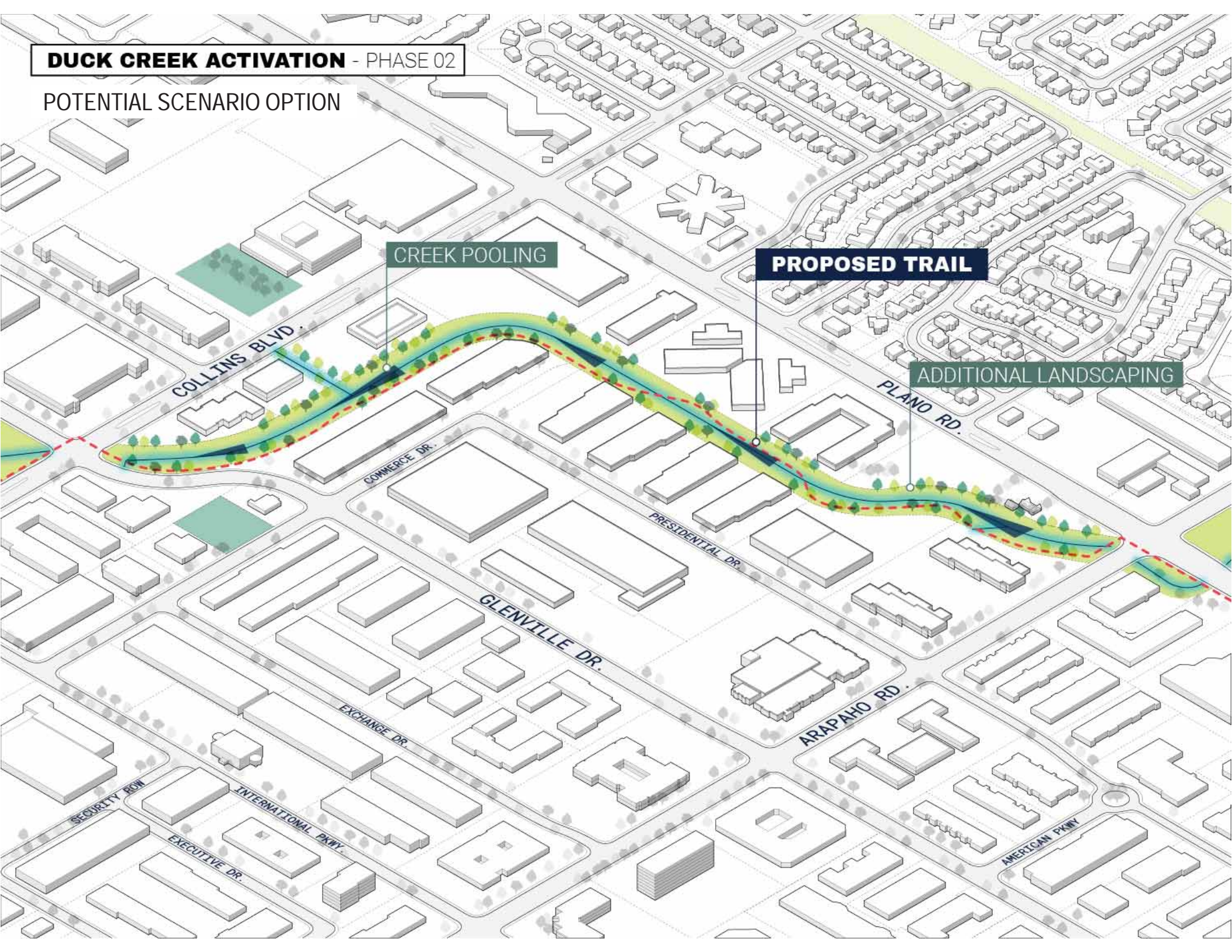
ARAPAHO RD

PLANO RD

AMERICAN PKWY

DUCK CREEK ACTIVATION - PHASE 02

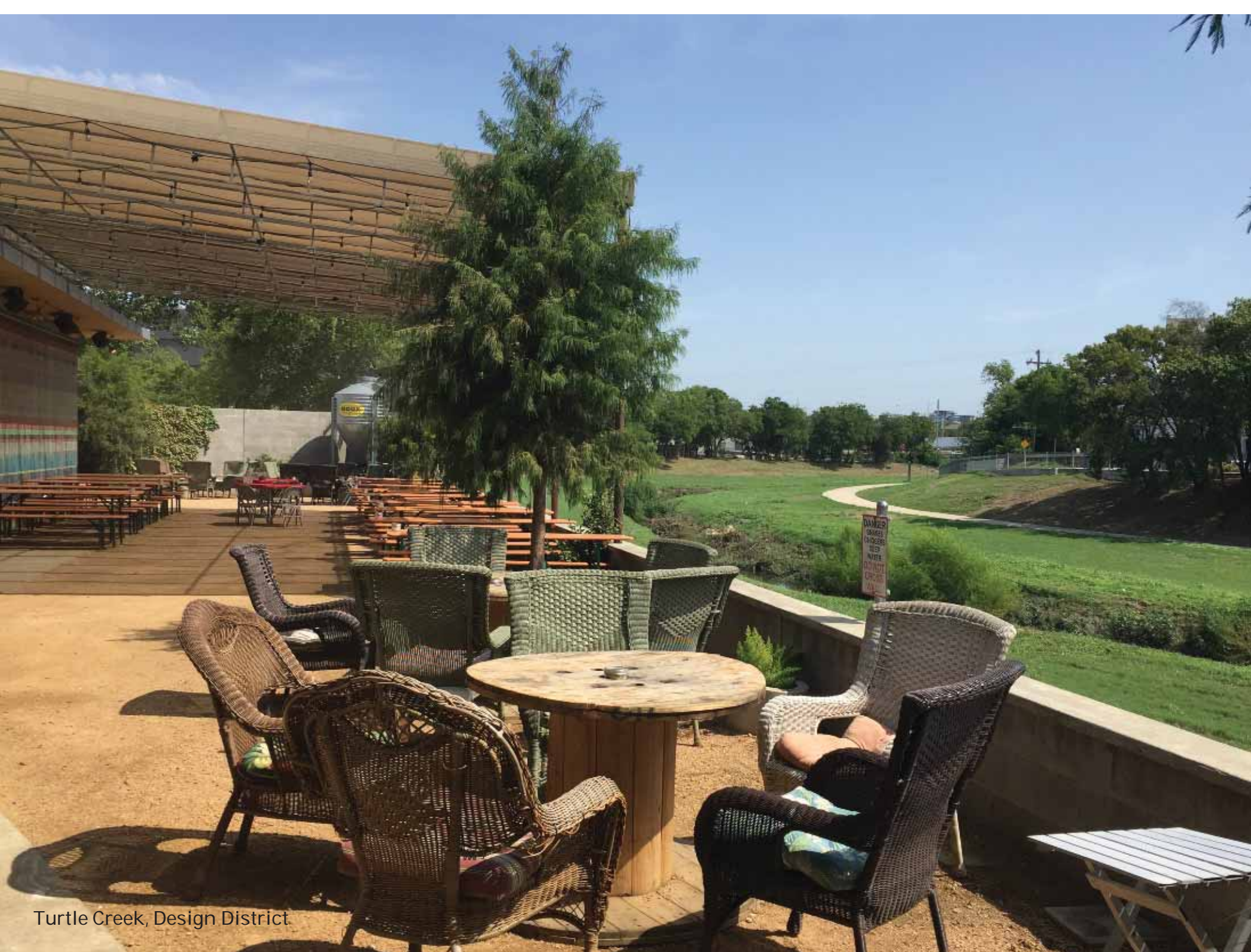
POTENTIAL SCENARIO OPTION



CREEK POOLING

PROPOSED TRAIL

ADDITIONAL LANDSCAPING



Turtle Creek, Design District



Duck Creek Linear Park

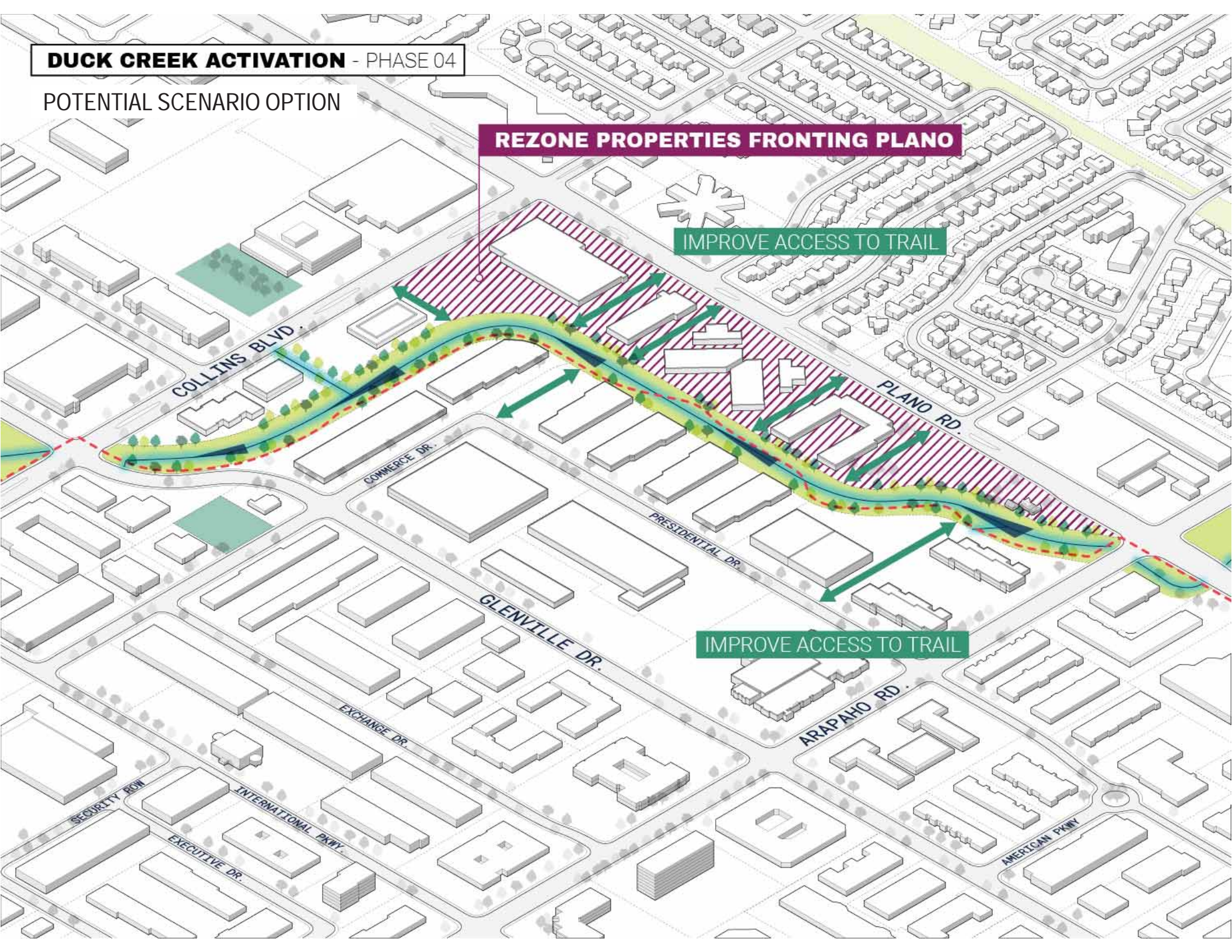
DUCK CREEK ACTIVATION - PHASE 04

POTENTIAL SCENARIO OPTION

REZONE PROPERTIES FRONTING PLANO

IMPROVE ACCESS TO TRAIL

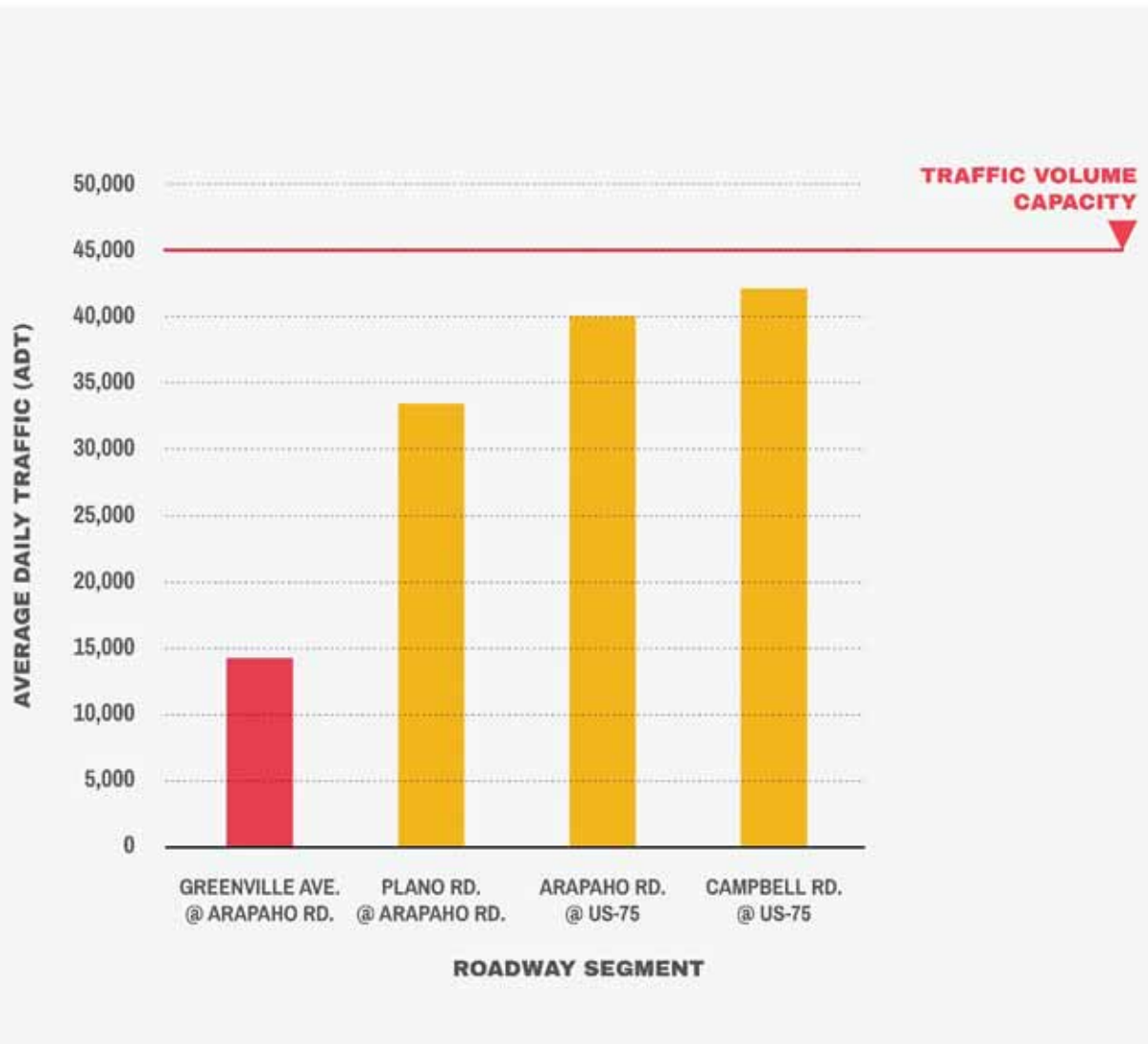
IMPROVE ACCESS TO TRAIL



Connections are critical. All kinds of connections.

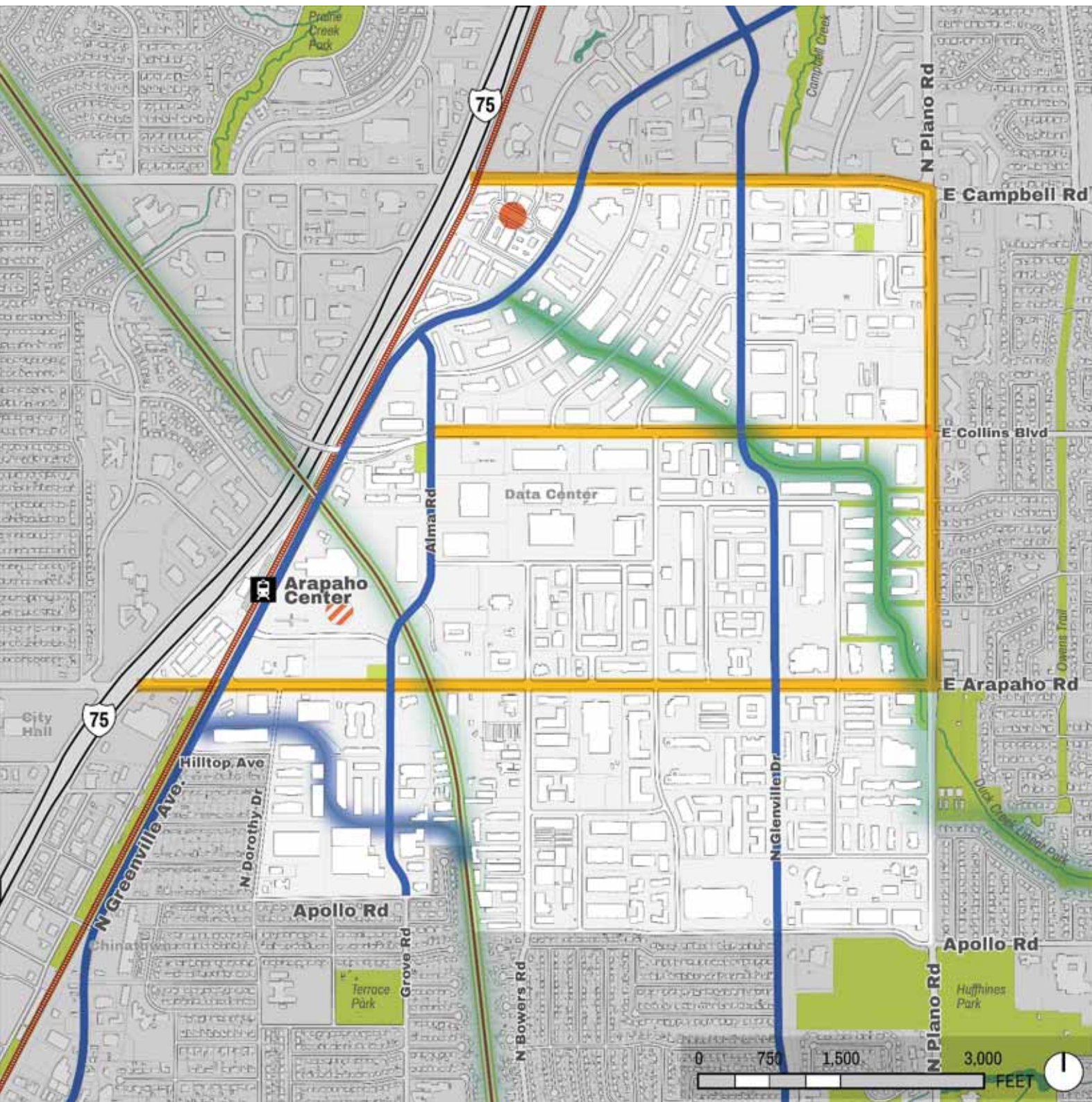
TRAFFIC VOLUMES IN STUDY AREA

SOURCE: BIG RED DOG ENGINEERING

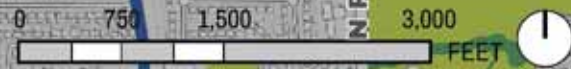


- ▶▶ **Arapaho, Plano and Campbell are designed for cars.** They move people across the city.
- ▶▶ **Every other street has excess capacity to provide for other modes:**
 - ▶ **24% of survey respondents** said they'd drive less with better bike and pedestrian infrastructure.
 - ▶ **Another 17% of survey respondents** said they'd drive less with better transit service.

Proposed Open Space

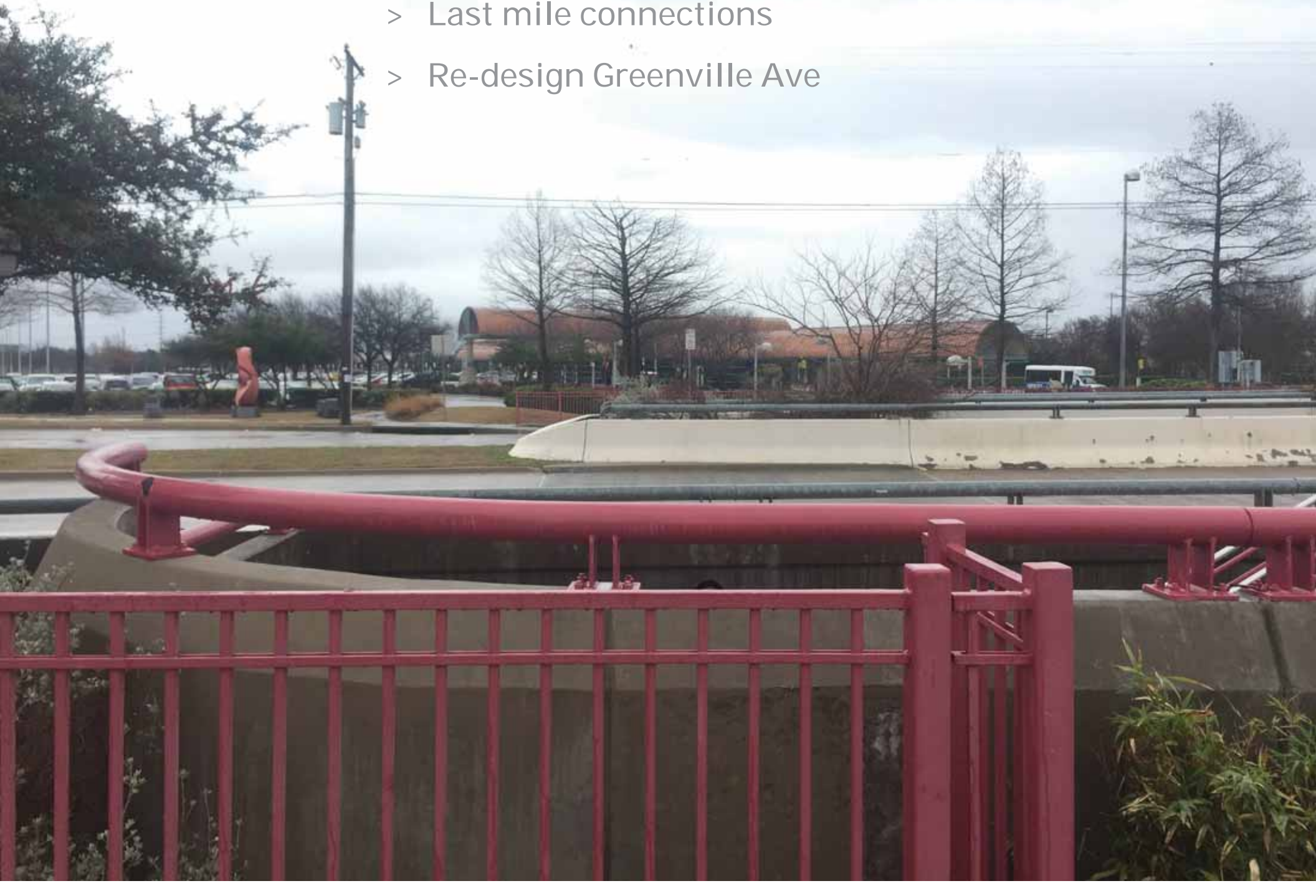


- STUDY AREA
 - DUCK CREEK
 - MEDIANS
 - TRAILS
 - PLAZA
 - PROPOSED PLAZA
 - EXISTING OPEN SPACE
-
- +
OPEN SPACE ON
UNDERUTILIZED PRIVATE
PROPERTY



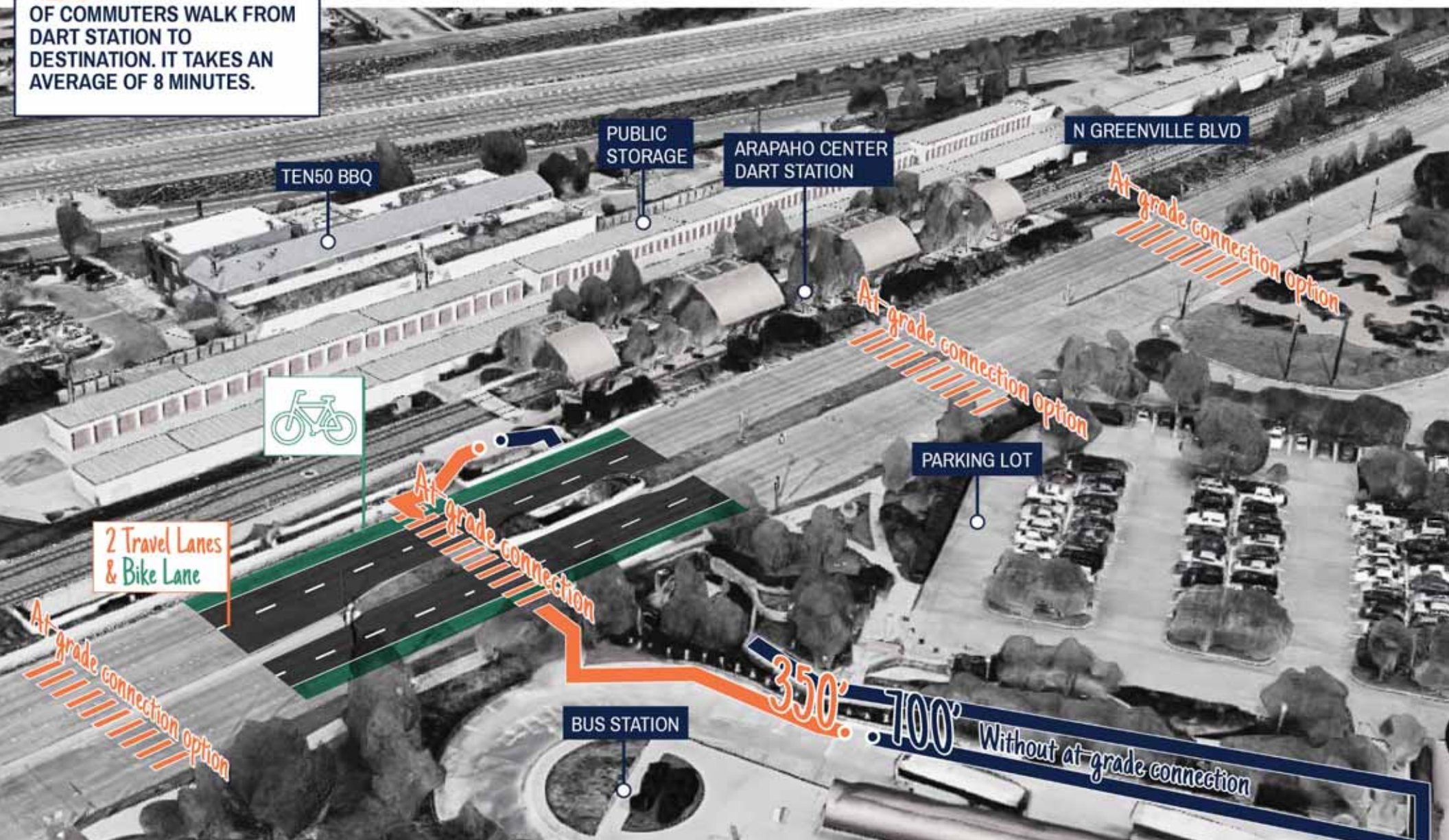
How can the Arapaho Center Station be better connected to the District?

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



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

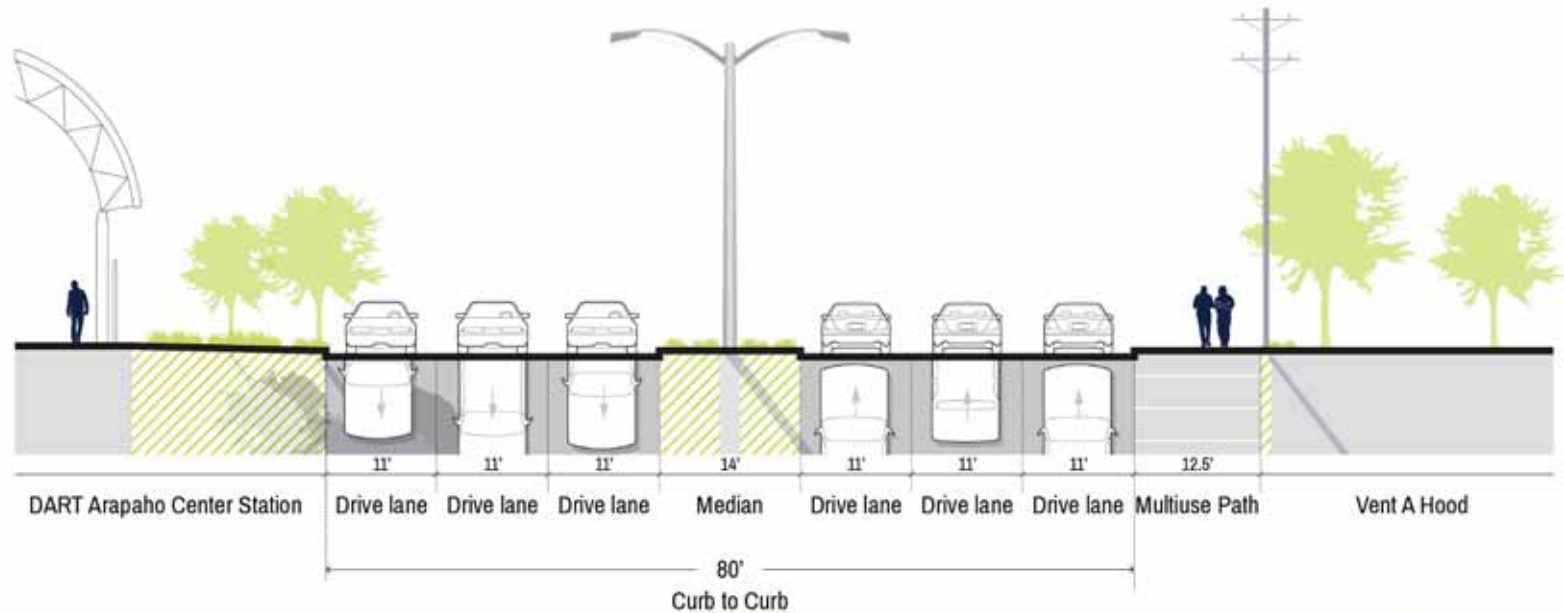
72% OF COMMUTERS WALK FROM DART STATION TO DESTINATION. IT TAKES AN AVERAGE OF 8 MINUTES.



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

N Greenville Boulevard

TODAY

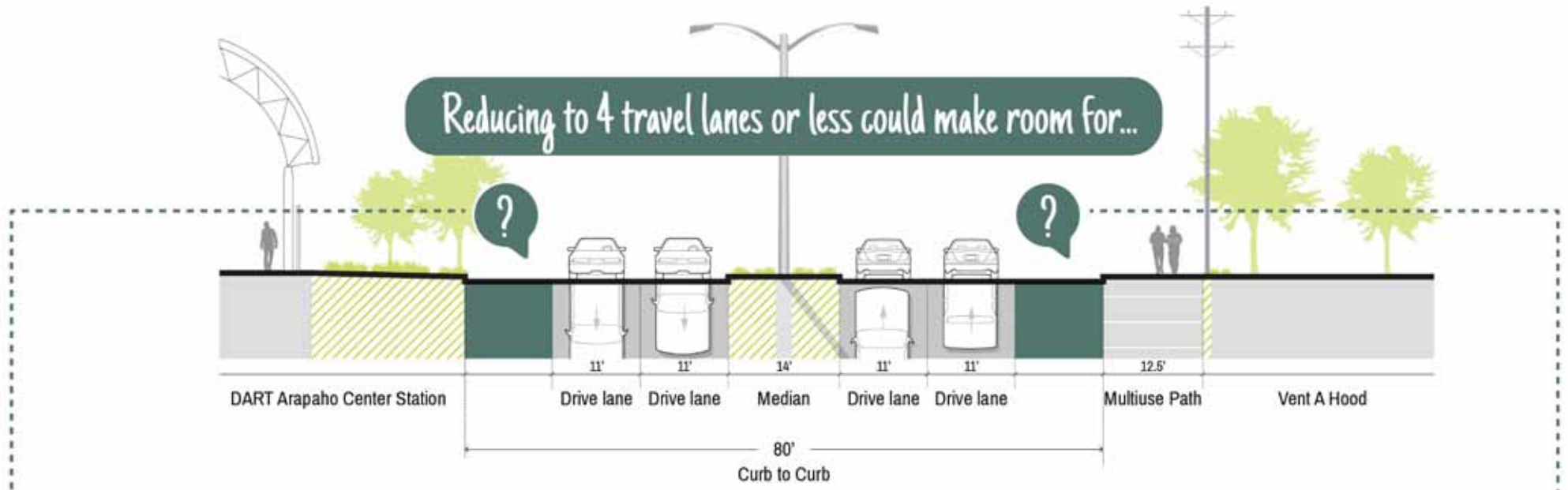


What if Greenville Avenue was designed to improve connections to transit and support a mix of land uses?

[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

Your turn

Questions?

Activity

