

An aerial photograph of an urban area, showing a mix of residential and commercial buildings, streets, and green spaces. The image is overlaid with three dark green horizontal bars containing white text. The text reads: 'COLLINS / ARAPAHO', 'TOD & INNOVATION DISTRICT', and 'STUDY'. In the bottom right corner, there are three more dark green horizontal bars containing white text: 'INTERFACE STUDIO', 'NINIGRET PARTNERS', and 'BIG RED DOG ENGINEERING'. Below these bars, the date 'NOVEMBER 6, 2018' and the text 'CITY PLAN COMMISSION' are visible.

COLLINS / ARAPAHO

TOD & INNOVATION DISTRICT

STUDY

INTERFACE STUDIO

NINIGRET PARTNERS

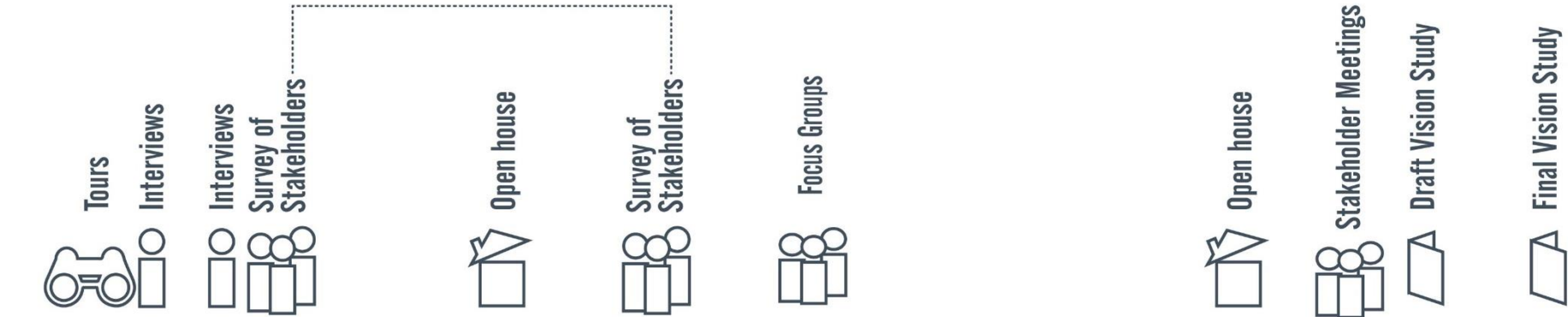
BIG RED DOG ENGINEERING

NOVEMBER 6, 2018

CITY PLAN COMMISSION

SCHEDULE

GETTING STARTED AND DATA ANALYSIS VISIONING PLAN DEVELOPMENT FINAL PRODUCTS



2018



↑
City Briefing

↑
City Briefing


↑
City Briefing

↑
City Briefing

↑
City Briefing

Public outreach

by the numbers

- 
- 2 Open House Events
 - 4 Presentations to Stakeholder Groups
 - 7 Focus Groups (Neighborhood Associations, Business Owners, etc.)
 - 38 Interviews with Property Owners and Key Stakeholders
 - 10 Office and DART Station Pop-Up Events
 - 587 Open House, Office Pop-Up, and DART Station Participants
 - 914 Surveys Completed

Agenda

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 a dashed line connecting the two arcs. There are also some small tick marks and dots along 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...



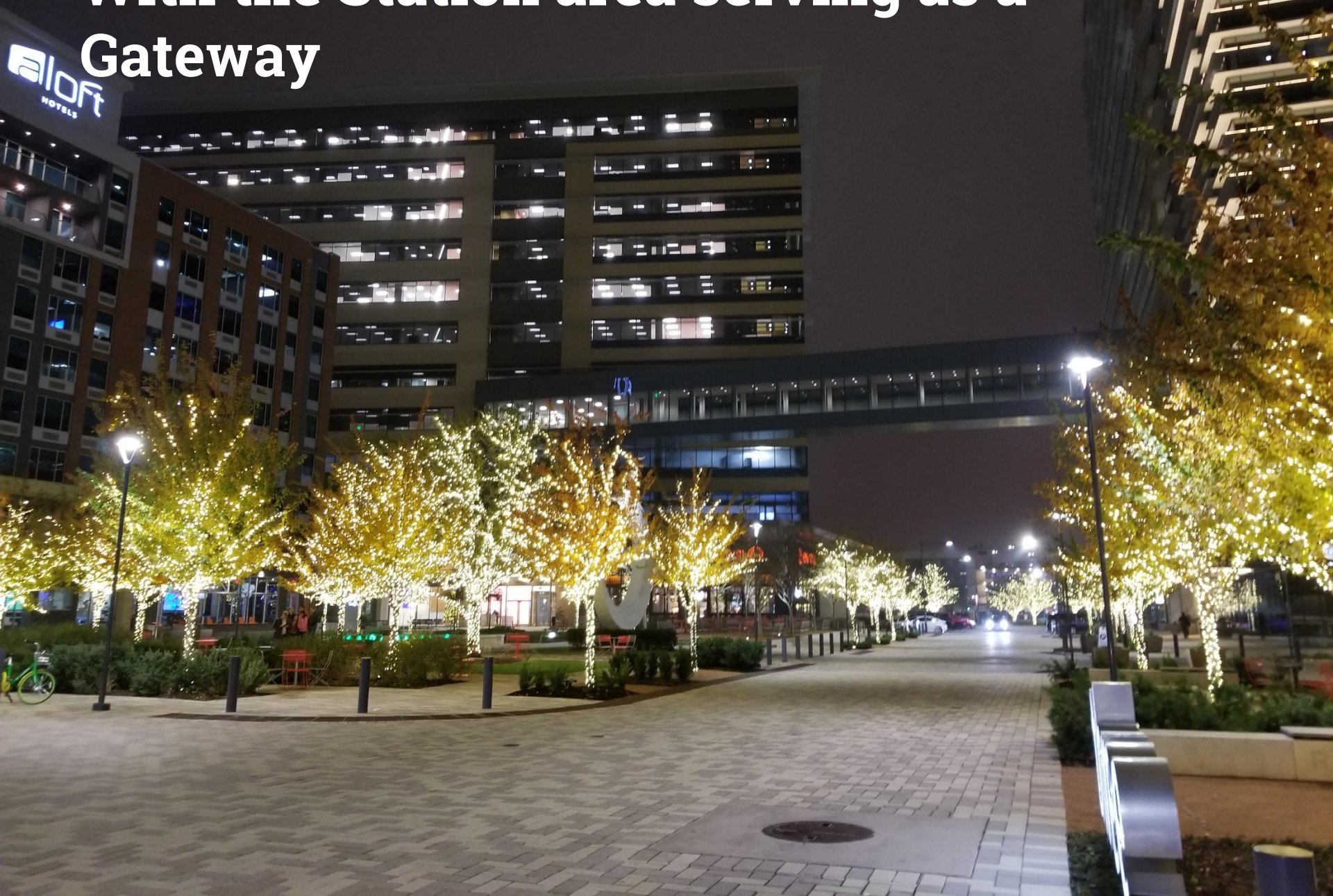
**Be visually unique
& green**



Be walkable & bikeable...



With the Station area serving as a Gateway



Initial Ideas

Two primary tactics to help encourage and stimulate the market



2

Strategies

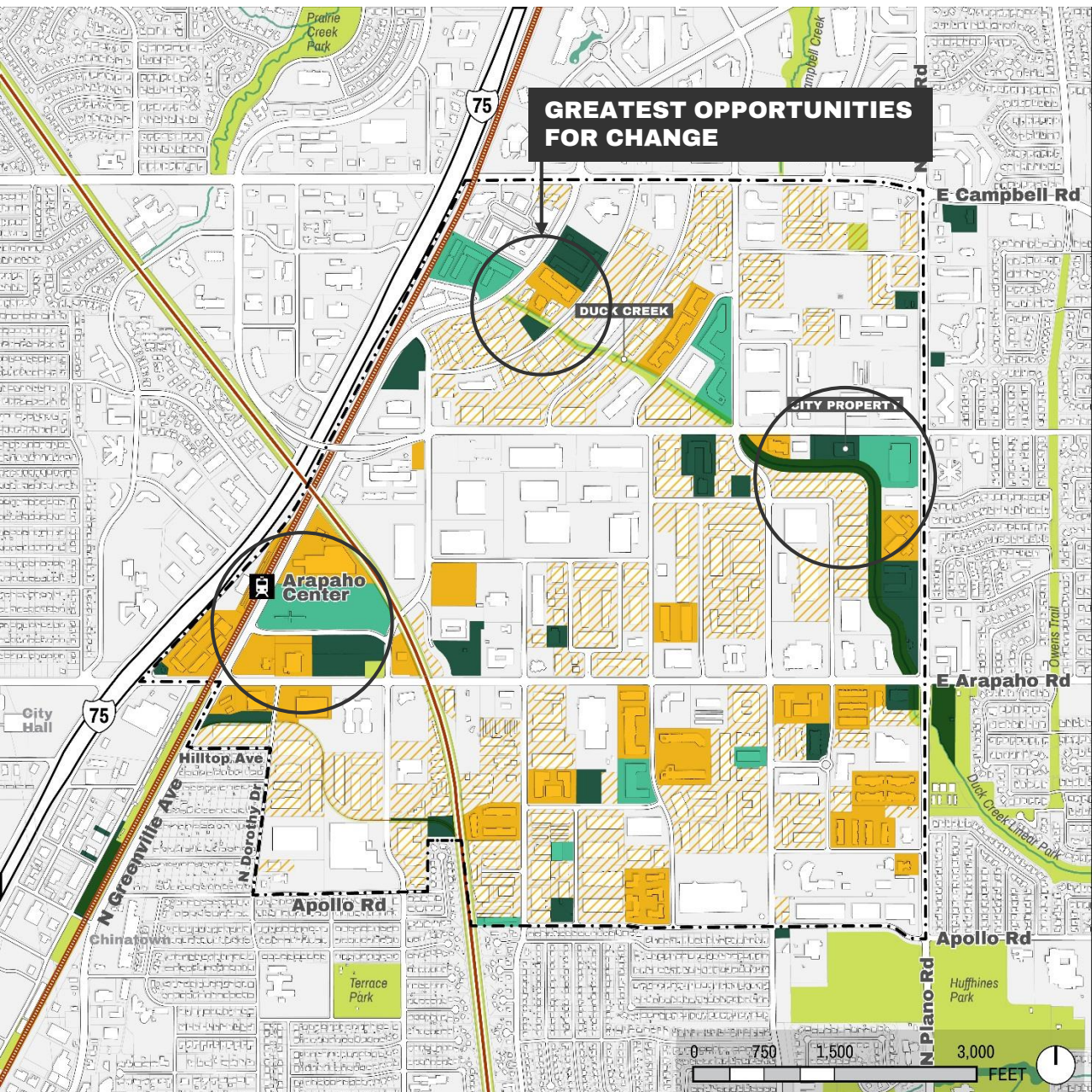
Land Use

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

Soft Infrastructure

- Partnerships
- Marketing/branding

What are our opportunities?



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)

Catalyst Sites



Specific Site Opportunities



 STUDY AREA

 OPPORTUNITIES FOR CHANGE



Catalyst Site 1: Station Area







Catalyst Site 1: Station Area

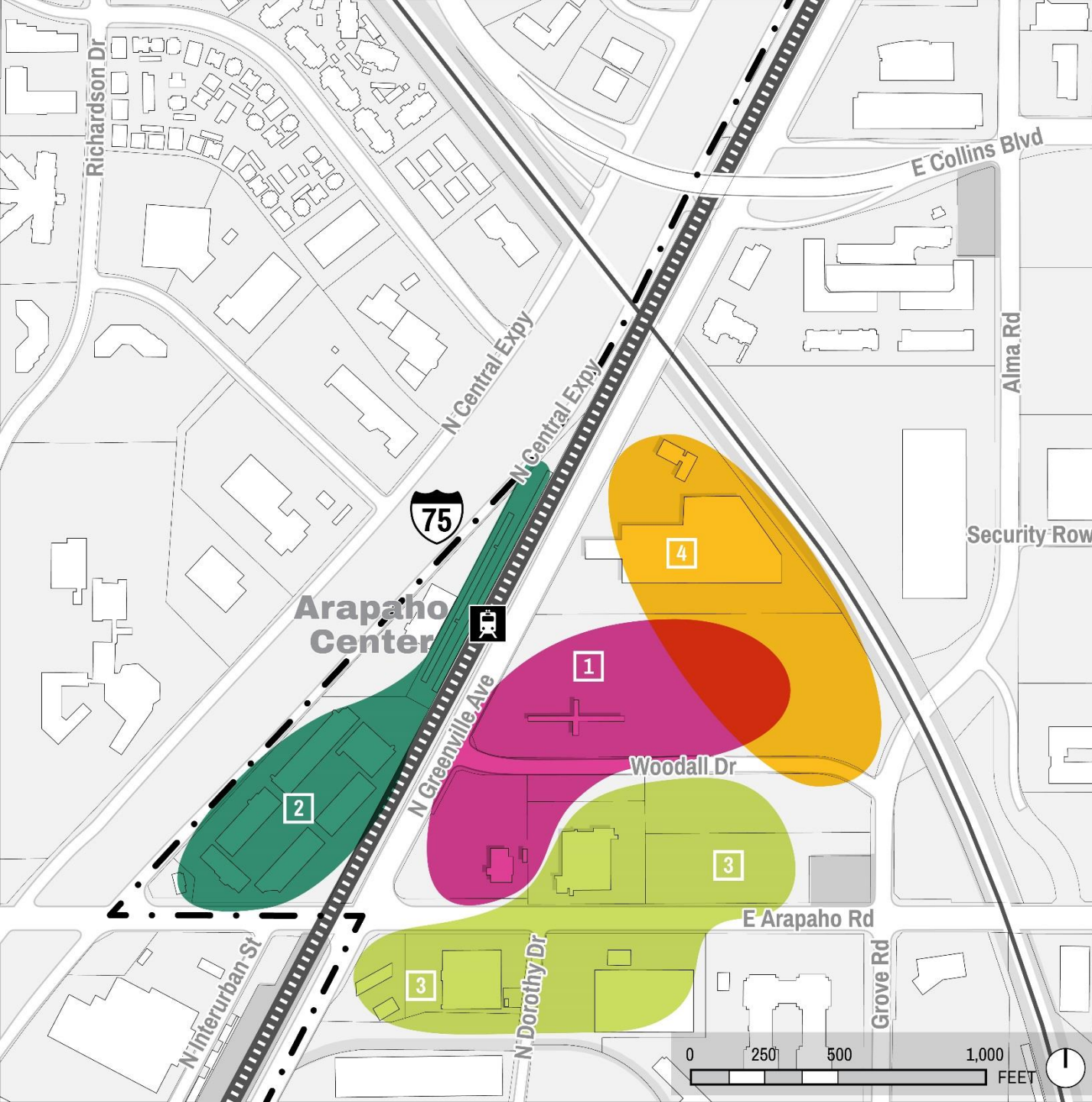


Station Area: Residential Scenario

Source: TX GIS

 STUDY AREA

-  CORE
-  MIXED USE
-  MODERN FLEX / OFFICE SPACE
-  HOUSING



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



Residential mixed used

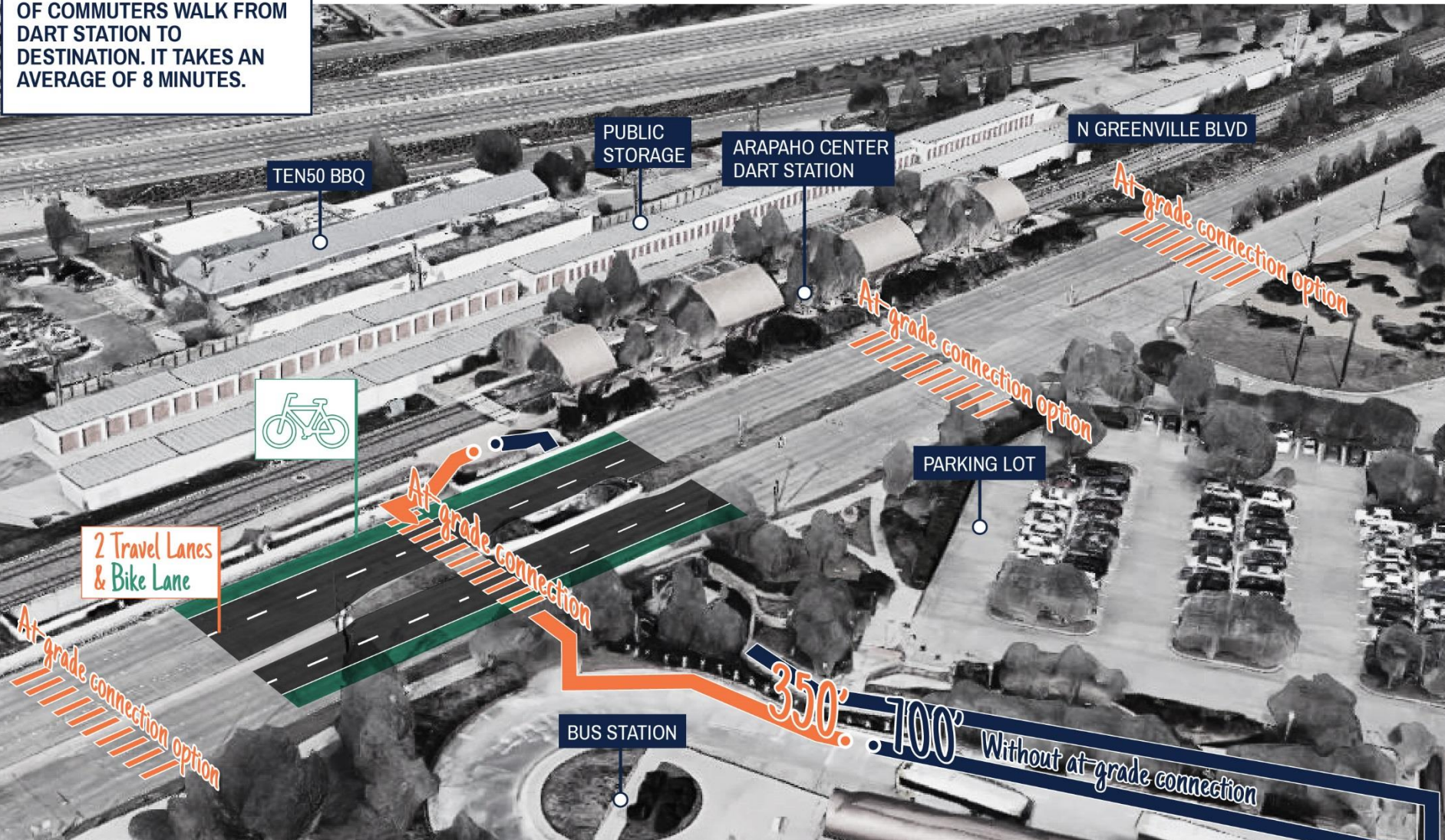


Townhouse

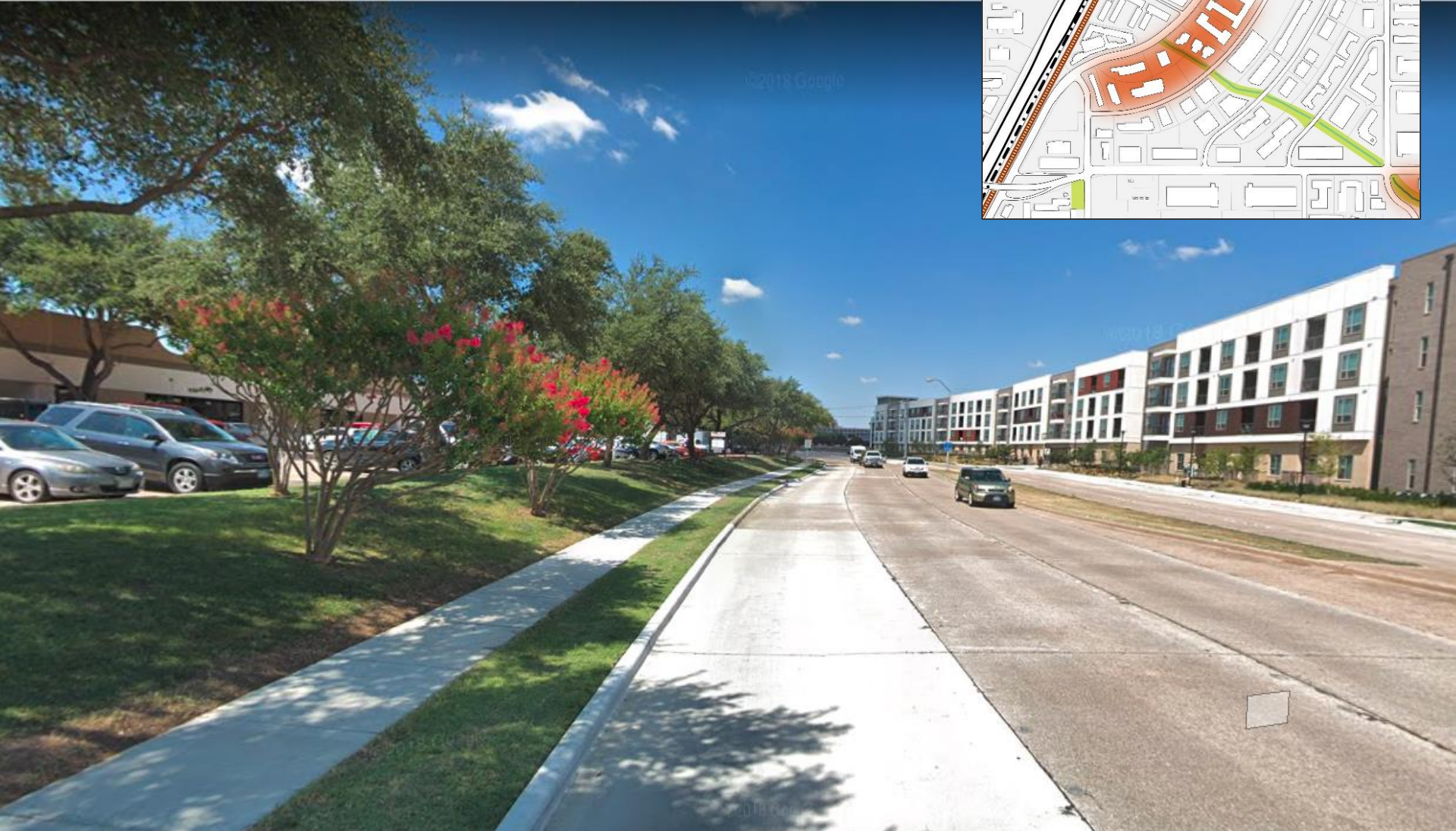


Improving access to the Station and mobility along Greenville Avenue

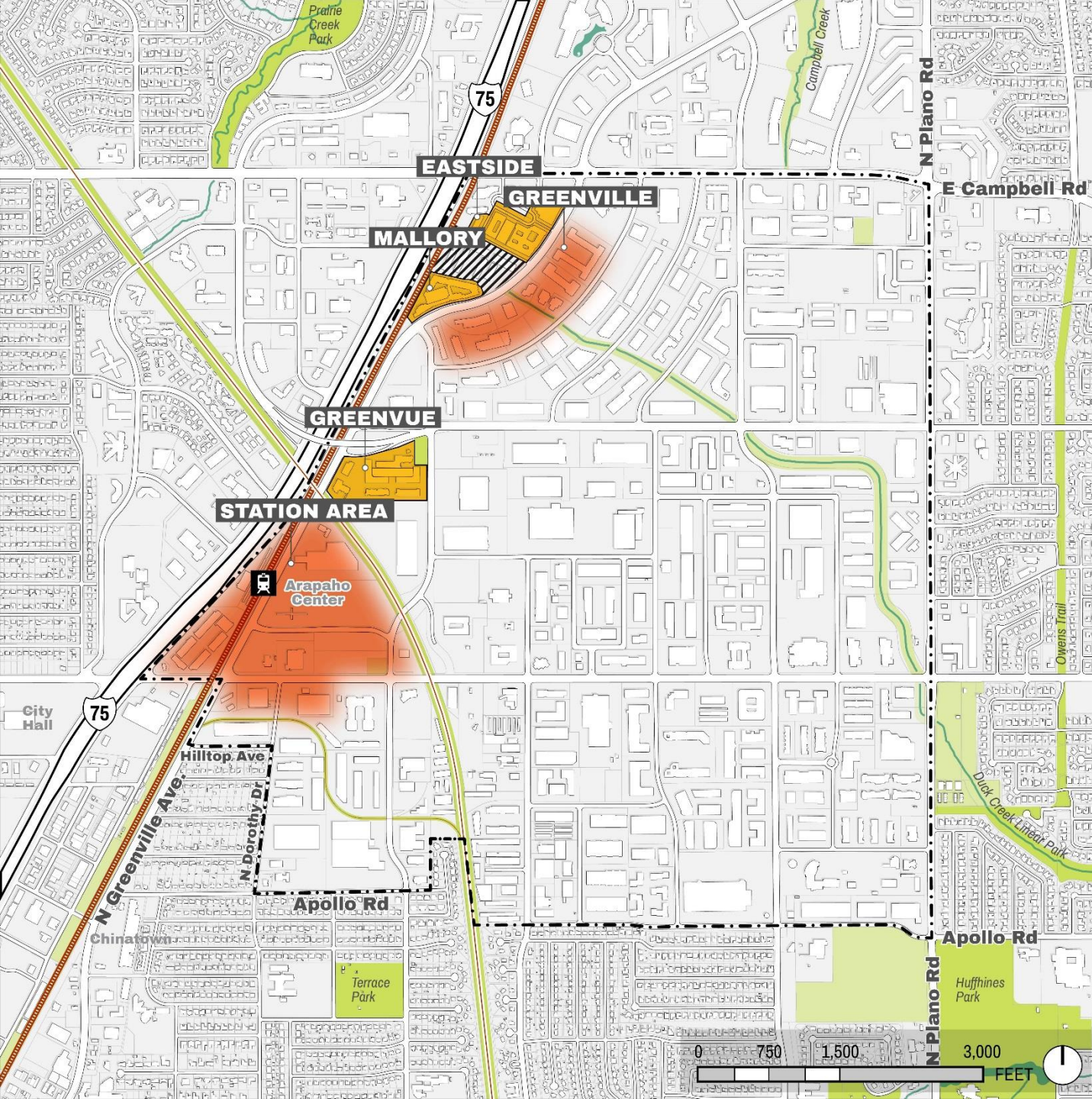
72% OF COMMUTERS WALK FROM DART STATION TO DESTINATION. IT TAKES AN AVERAGE OF 8 MINUTES.







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



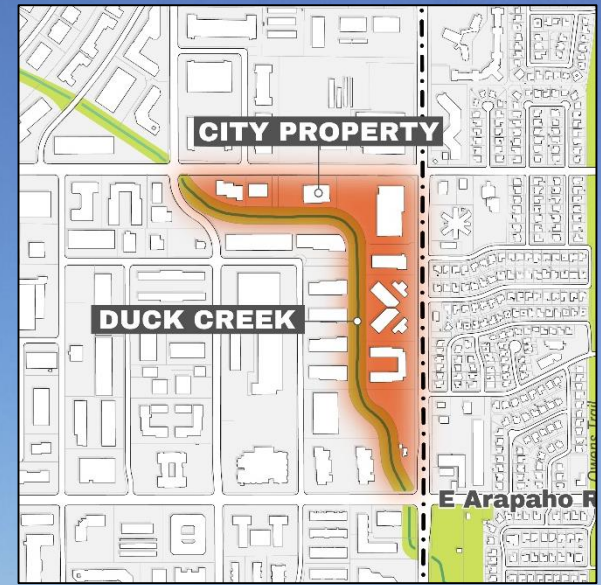
Fremont riverfront trail community, Vancouver region



Wallingford Townhomes, Seattle
(b9 architects)



Catalyst Site 3: Creek Area



Duck Creek is a redevelopment and open space opportunity



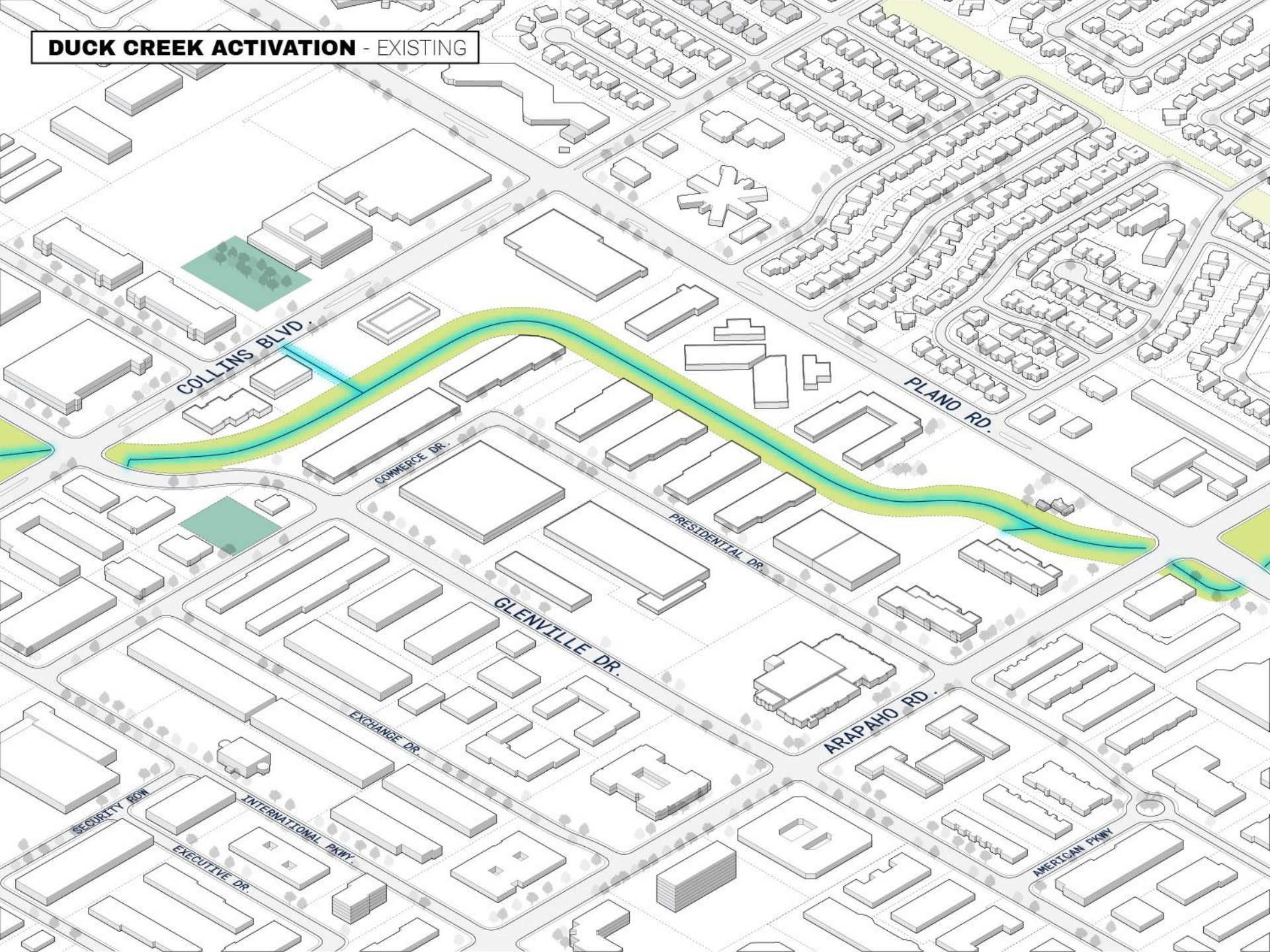


Turtle Creek, Design District



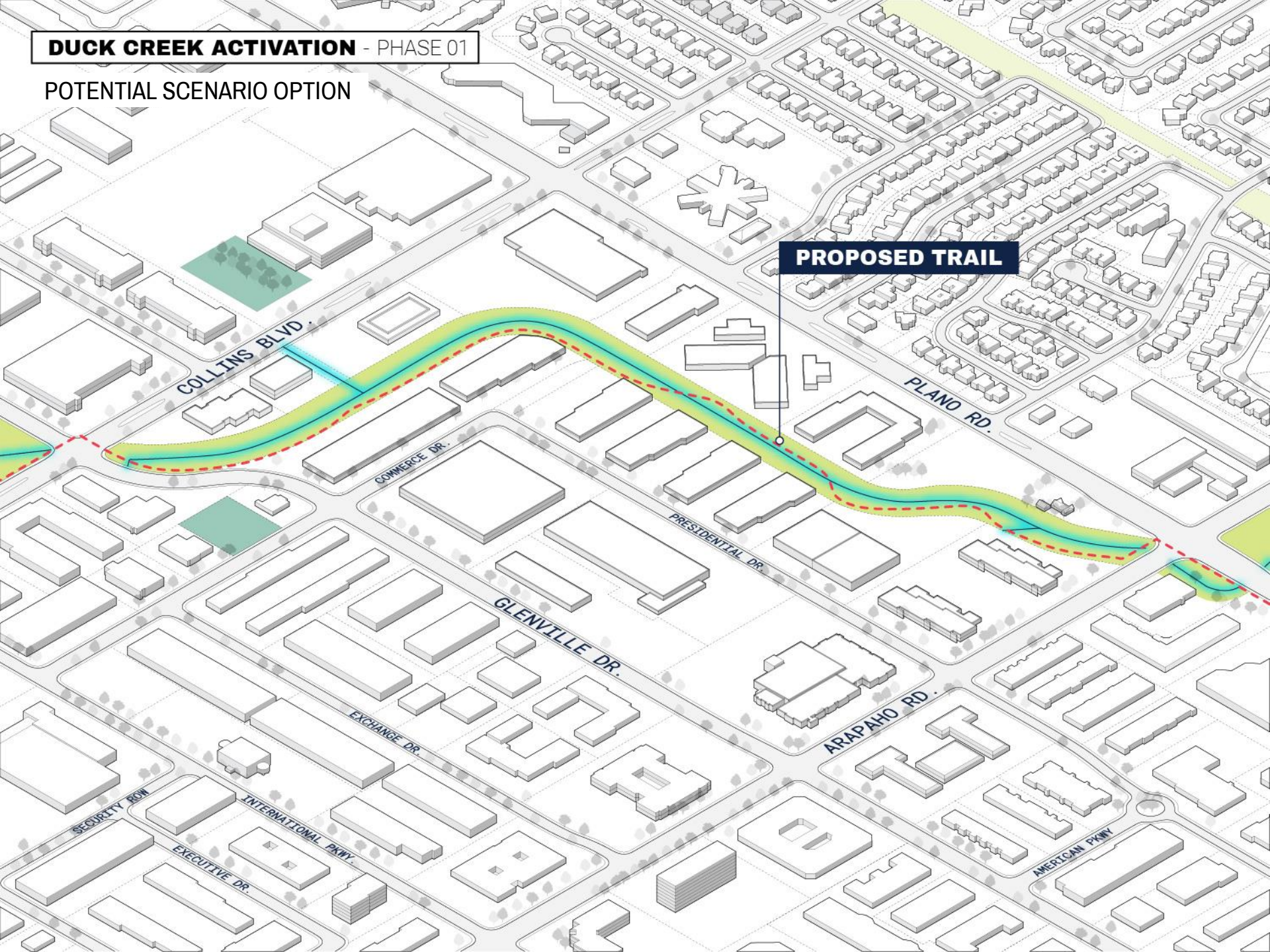
Duck Creek Linear Park

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.

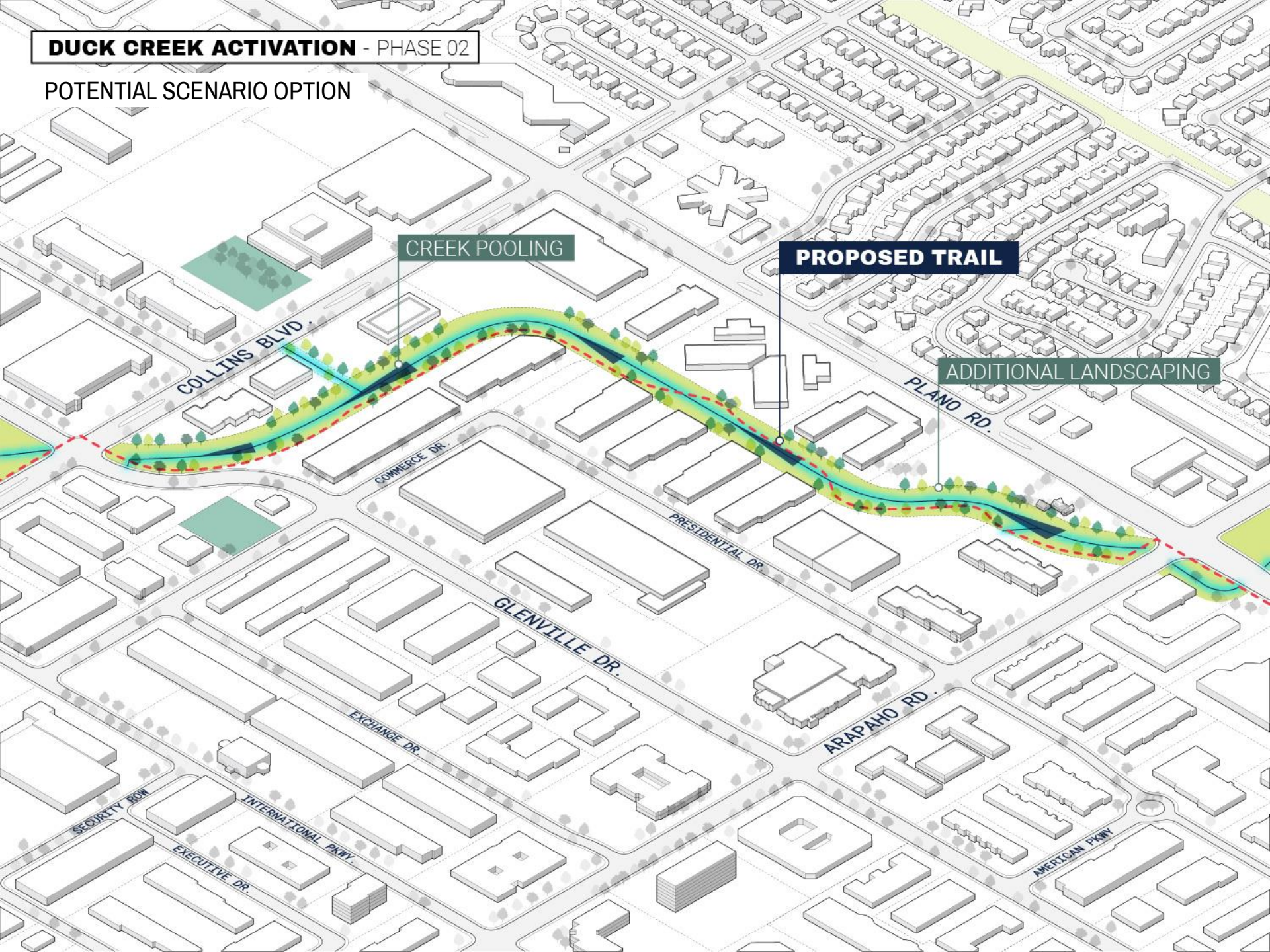
ARAPAHO RD.

AMERICAN PKWY

PLANO RD.

DUCK CREEK ACTIVATION - PHASE 02

POTENTIAL SCENARIO OPTION



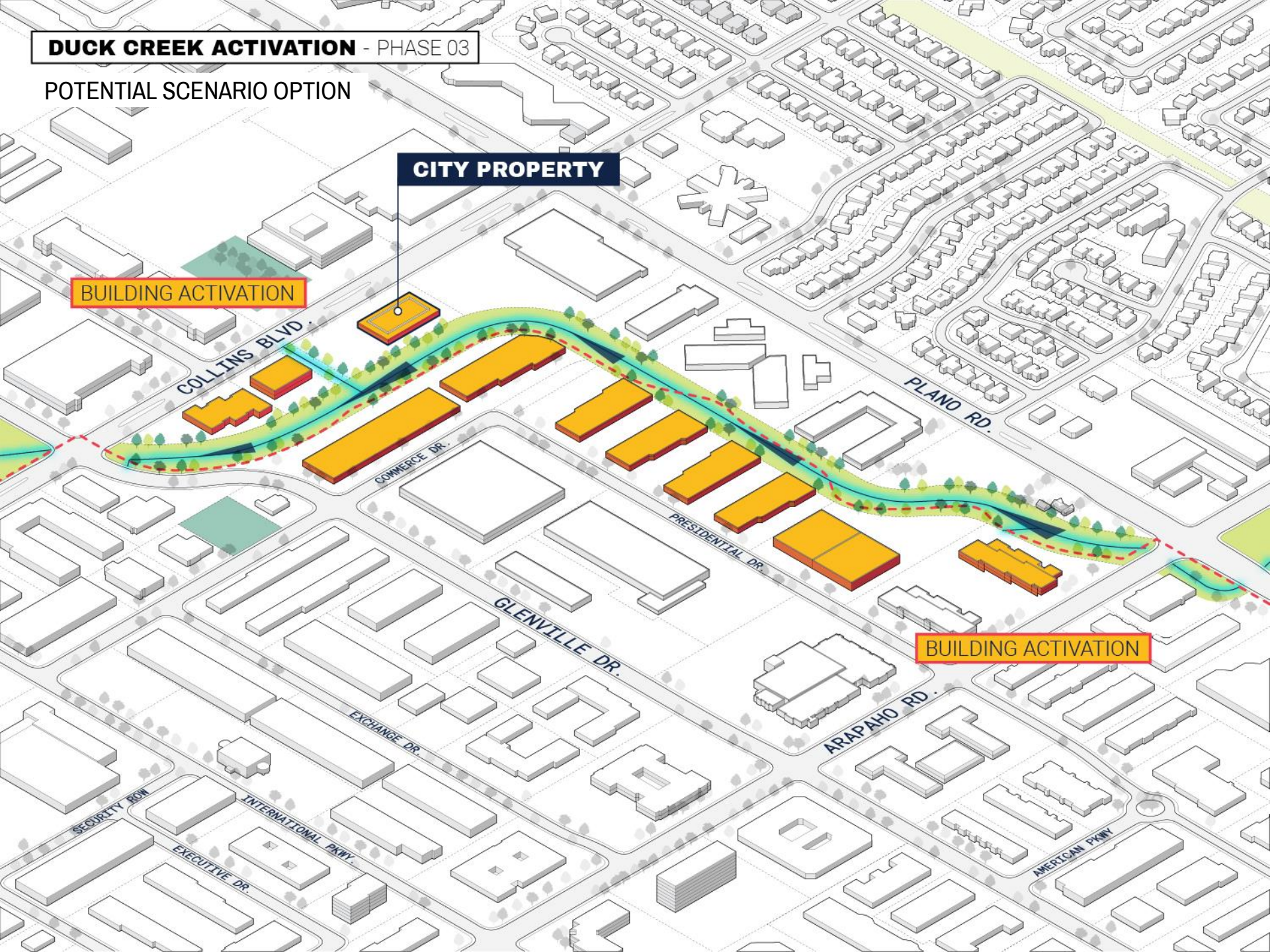
CREEK POOLING

PROPOSED TRAIL

ADDITIONAL LANDSCAPING

DUCK CREEK ACTIVATION - PHASE 03

POTENTIAL SCENARIO OPTION



CITY PROPERTY

BUILDING ACTIVATION

BUILDING ACTIVATION

COLLINS BLVD.

COMMERCE DR.

GLENVILLE DR.

EXCHANGE DR.

SECURITY RON

EXECUTIVE DR.

INTERNATIONAL PKWY.

PRESIDENTIAL DR.

ARAPAHO RD.

AMERICAN PKWY

PLANO RD.

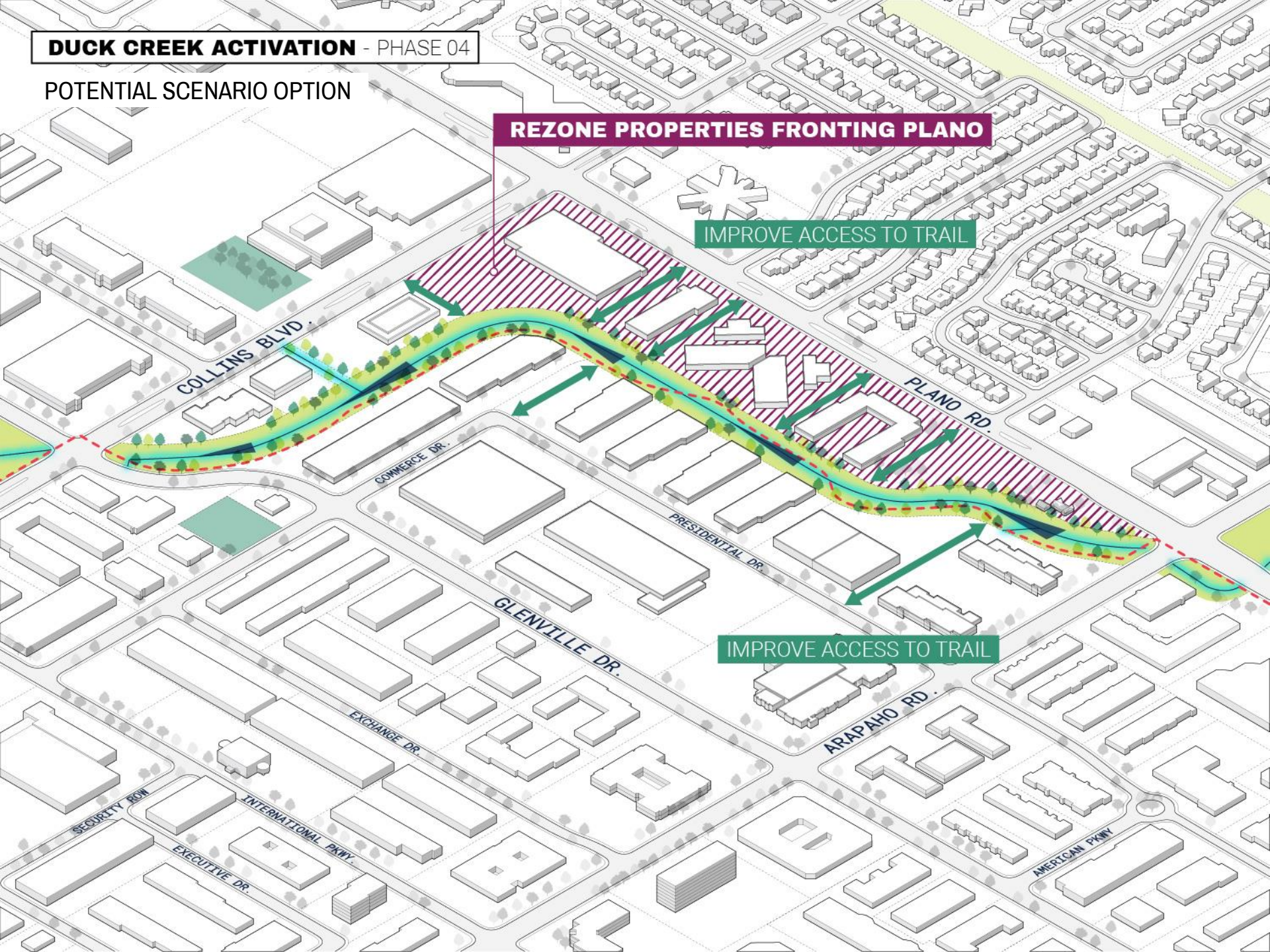
DUCK CREEK ACTIVATION - PHASE 04

POTENTIAL SCENARIO OPTION

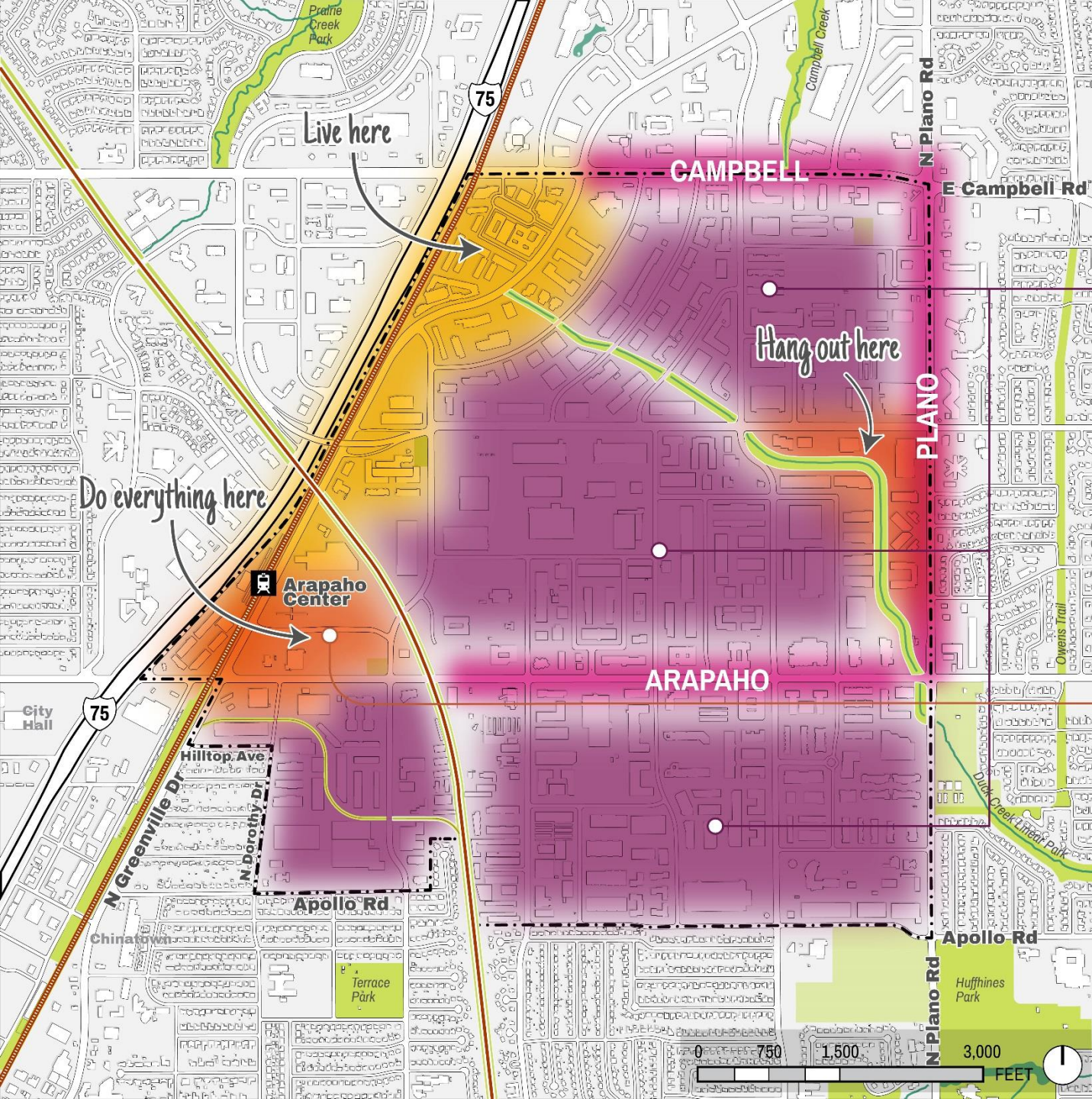
REZONE PROPERTIES FRONTING PLANO

IMPROVE ACCESS TO TRAIL

IMPROVE ACCESS TO TRAIL



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

District-wide opportunities for private-led change



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?

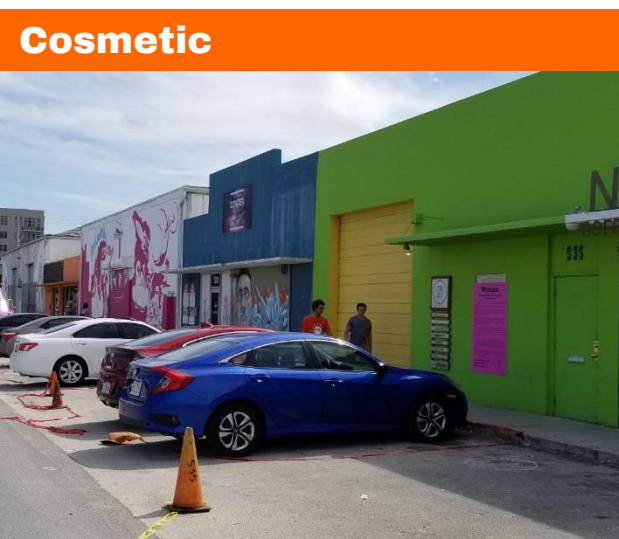
Regulatory updates and incentives to encourage investment from the private sector

- - > 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 – 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

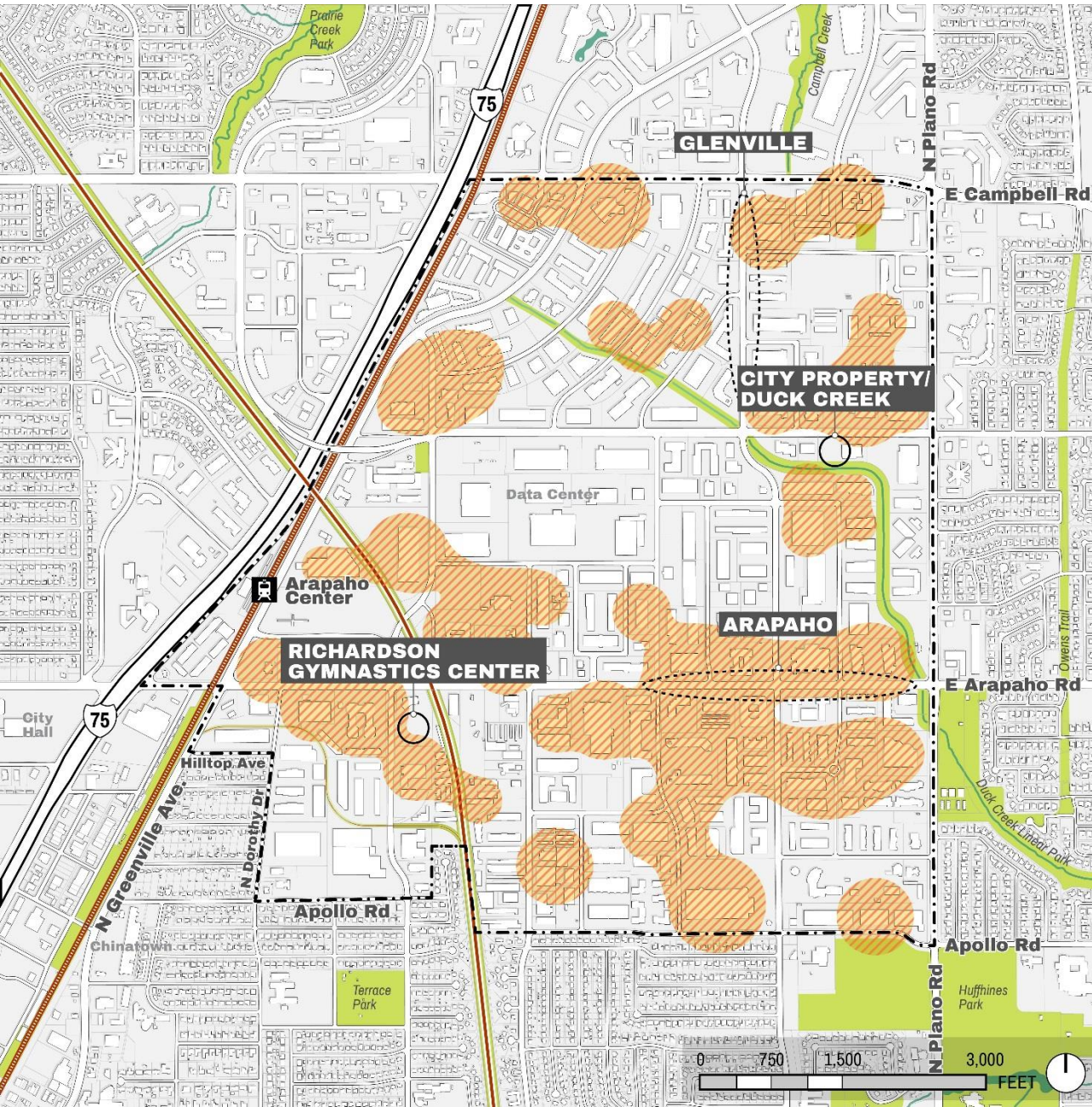
Encourage redevelopment – zoning flexibility

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

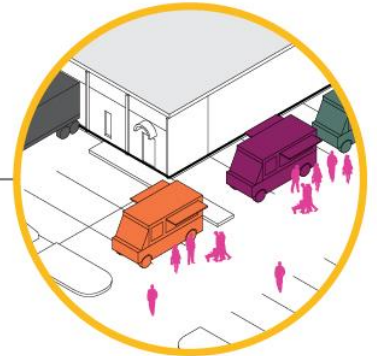
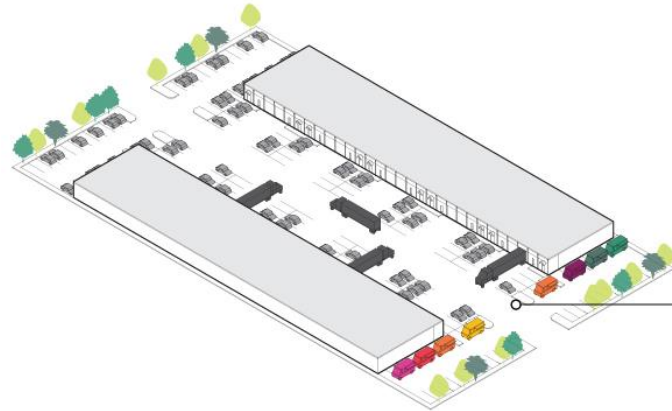
- ! STUDY AREA
- TEMPORARY PROGRAMMING - Phase 1
- TEMPORARY PROGRAMMING - Phase 2
- ▨ HIGH WORKER CONCENTRATION

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

Target placemaking and amenities – Zoning flexibility

Allow for infill amenities – permanent or temporary

Placemaking & Amenities



Public realm opportunities



Portals



Medians



Traffic calming



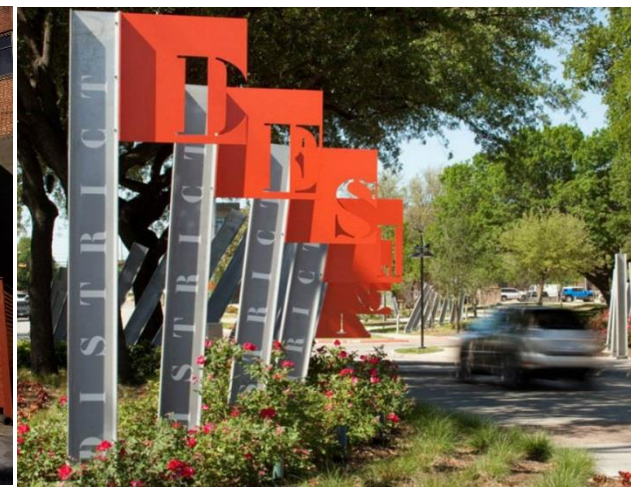
Soft Infrastructure

Partnerships

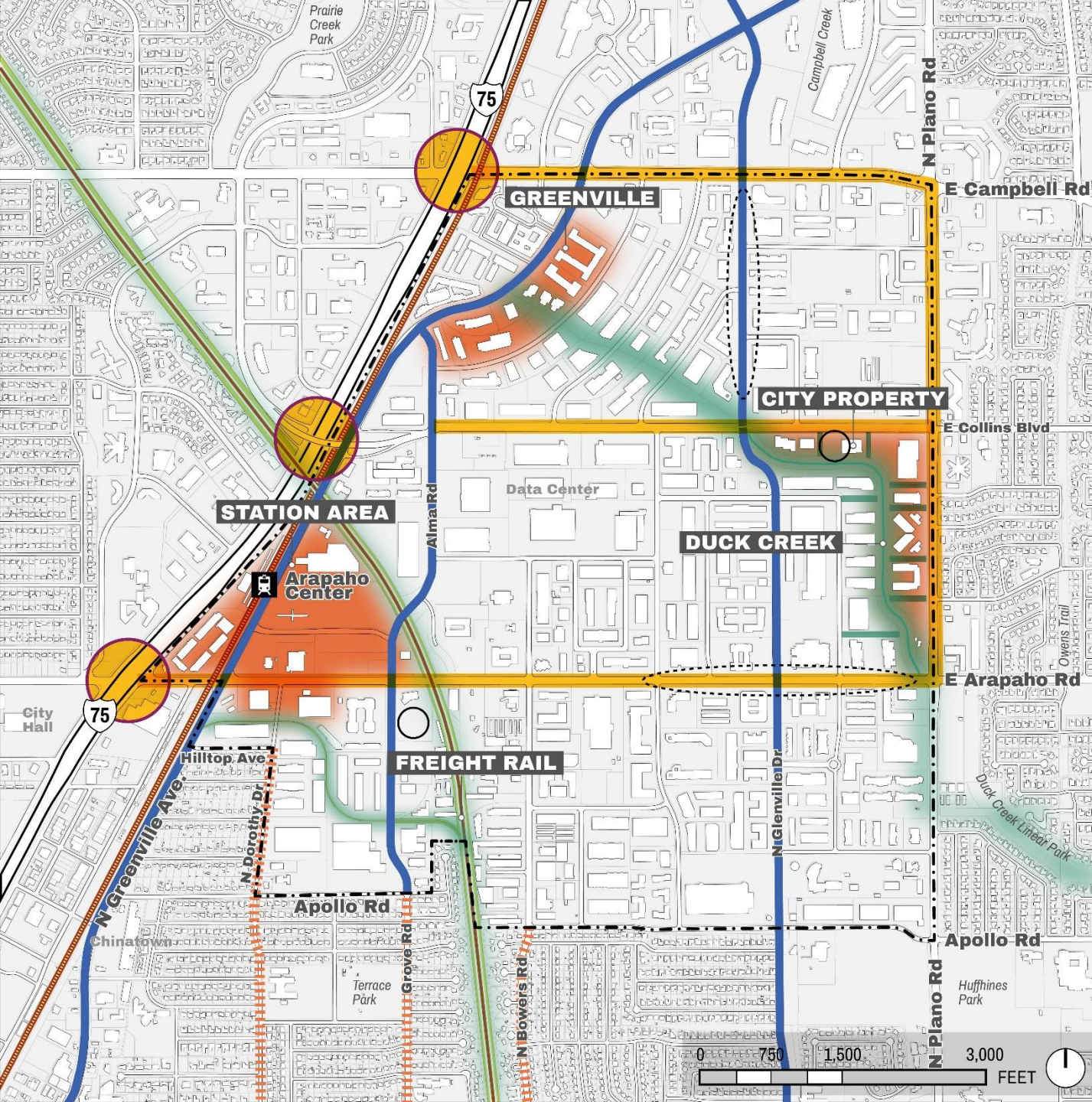
- Explore tools to support public realm improvements, marketing, and programs
- Public/private partnerships for shared “innovation space”

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

The background features several decorative white curved lines of varying lengths and positions, some solid and some dashed, creating a sense of movement and flow.

November 12-14 | Additional stakeholder engagement

December 3 | Presentation to Council