

# **Arapaho/Collins Enhancement/Redevelopment Area: Introduction of Consultant Team**

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**City Council Briefing  
September 24, 2012**



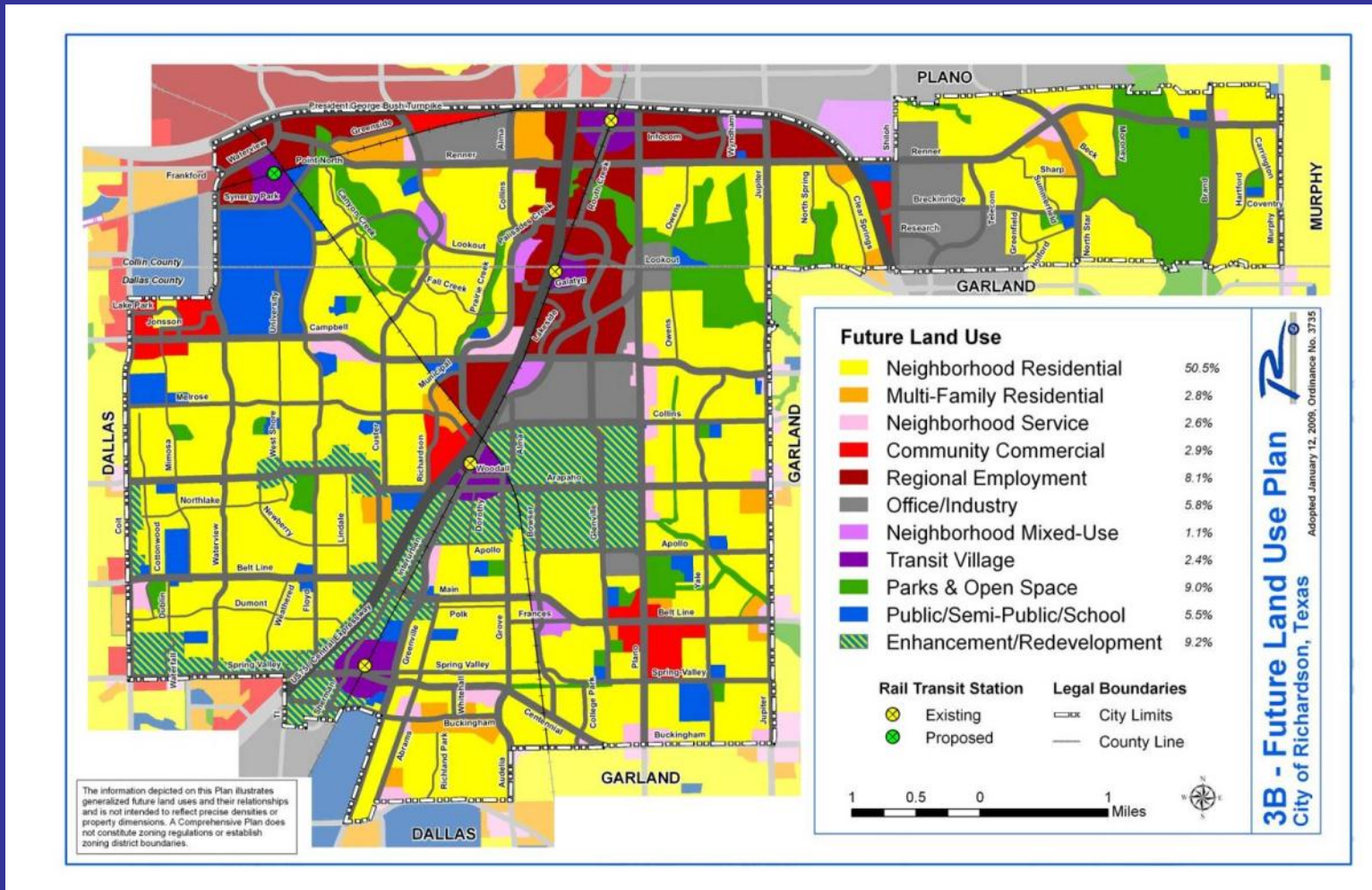
## Arapaho/Collins Presentation

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- Comprehensive Plan
- Study area boundaries
- Existing conditions
- Flex space
- Purpose
- Consultant team
- Study elements and schedule
- Discussion

# Comprehensive Plan

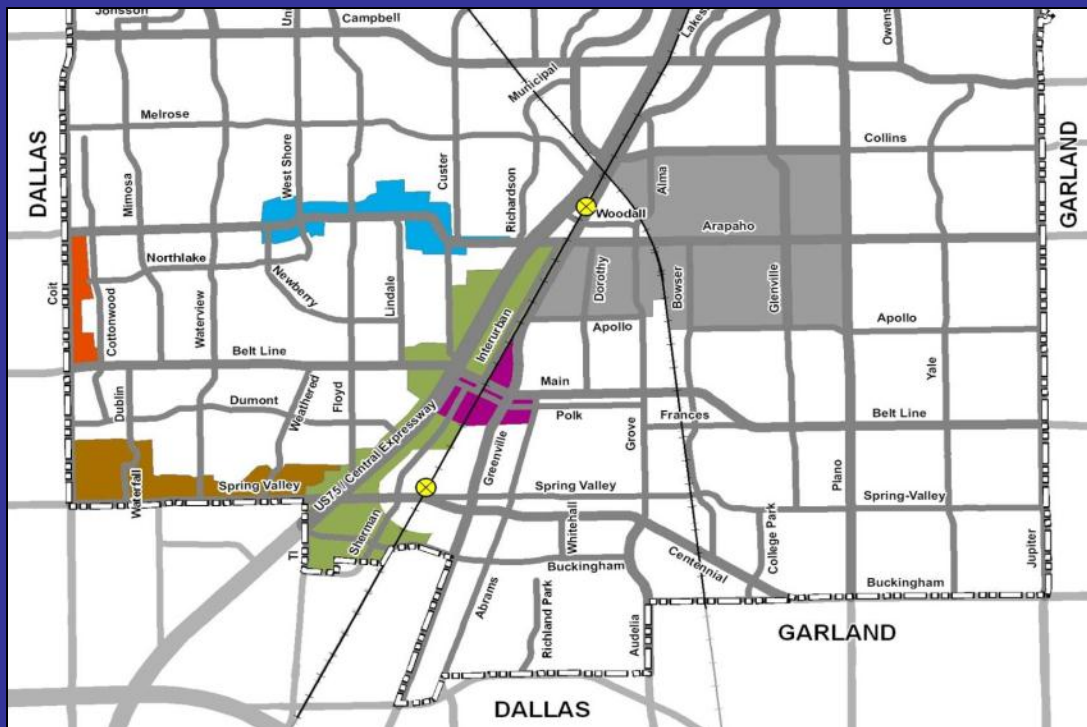
# Arapaho/Collins Comprehensive Plan



# Arapaho/Collins

## Comprehensive Plan

- West Spring Valley (complete)
- Old Town/Main Street (underway)
- Central (underway)
- East Arapaho/Collins (underway)
- West Arapaho
- Coit



Reflect the challenges of a first-tier suburb—aging development and infrastructure; under-performing properties; evolving demographics

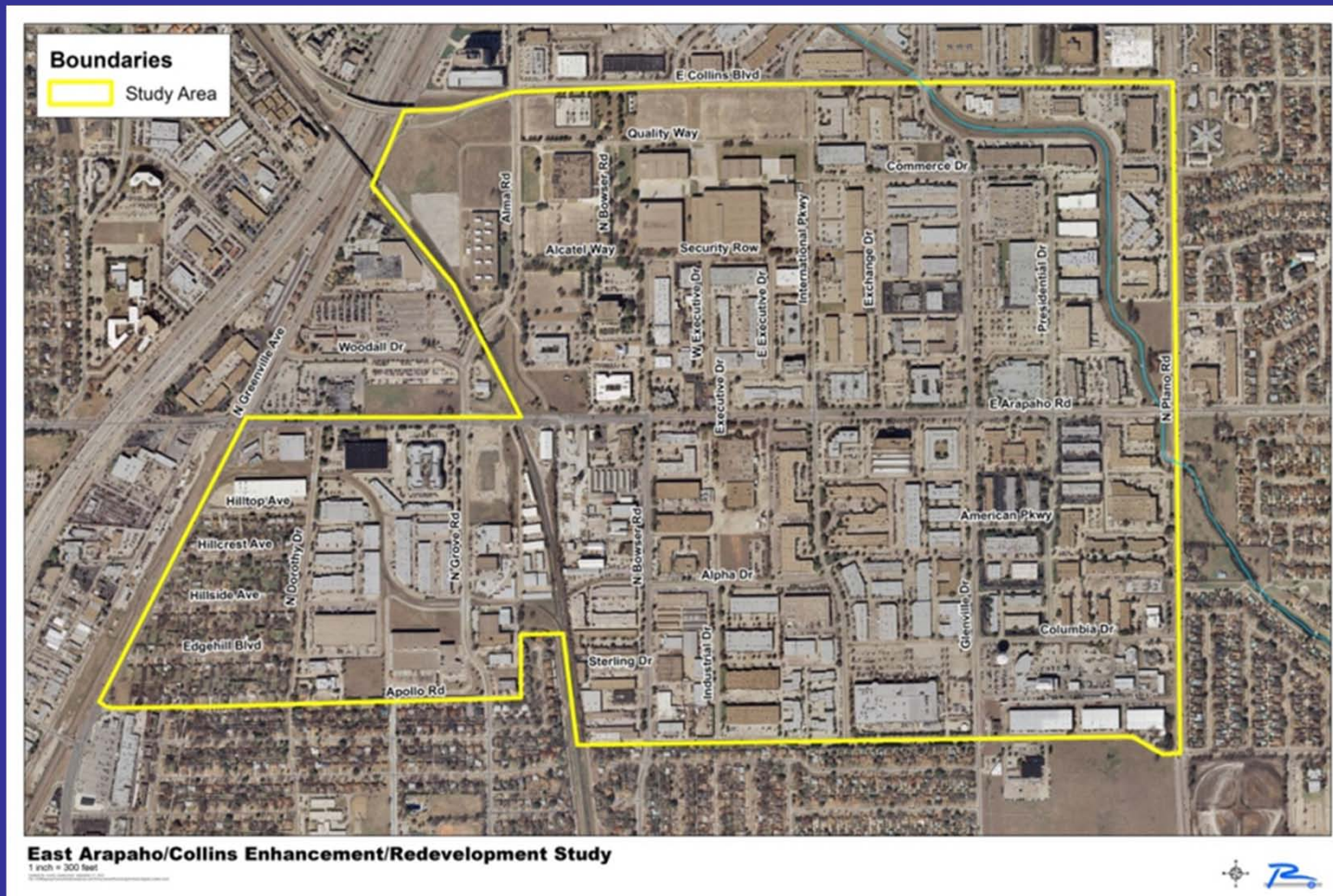
Reinvestment, redevelopment encouraged after further, detailed study to determine redevelopment potential

# Study Area Boundaries

## Arapaho/Collins

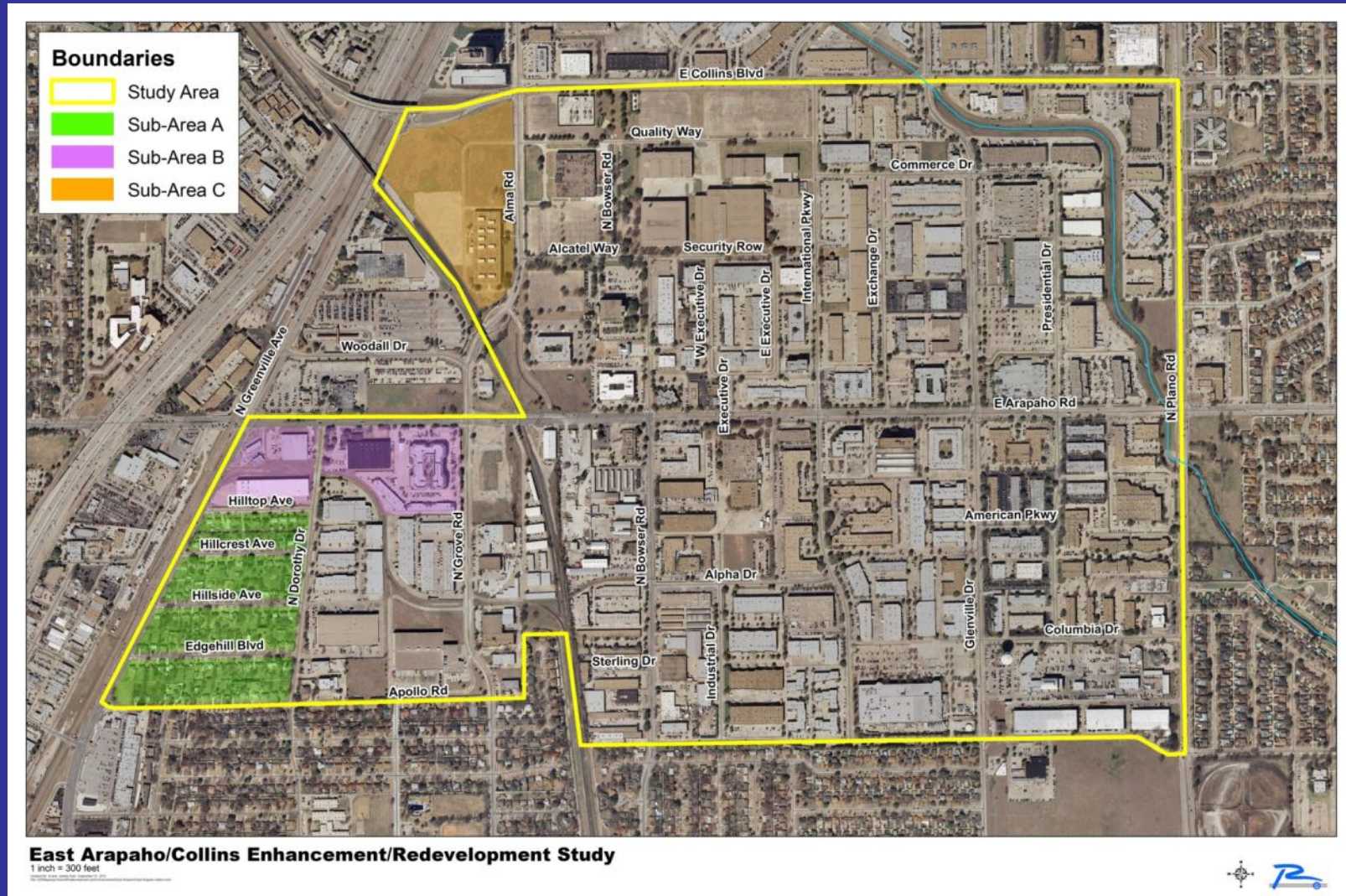
# Study Area Boundaries - Comprehensive Plan

- West: Greenville Avenue (generally)
- North: Collins Boulevard
- East: Plano Road
- South: Apollo Road



# Arapaho/Collins

## Study Area Boundaries – Possible Revisions





# Existing Conditions

## Arapaho/Collins Existing Zoning

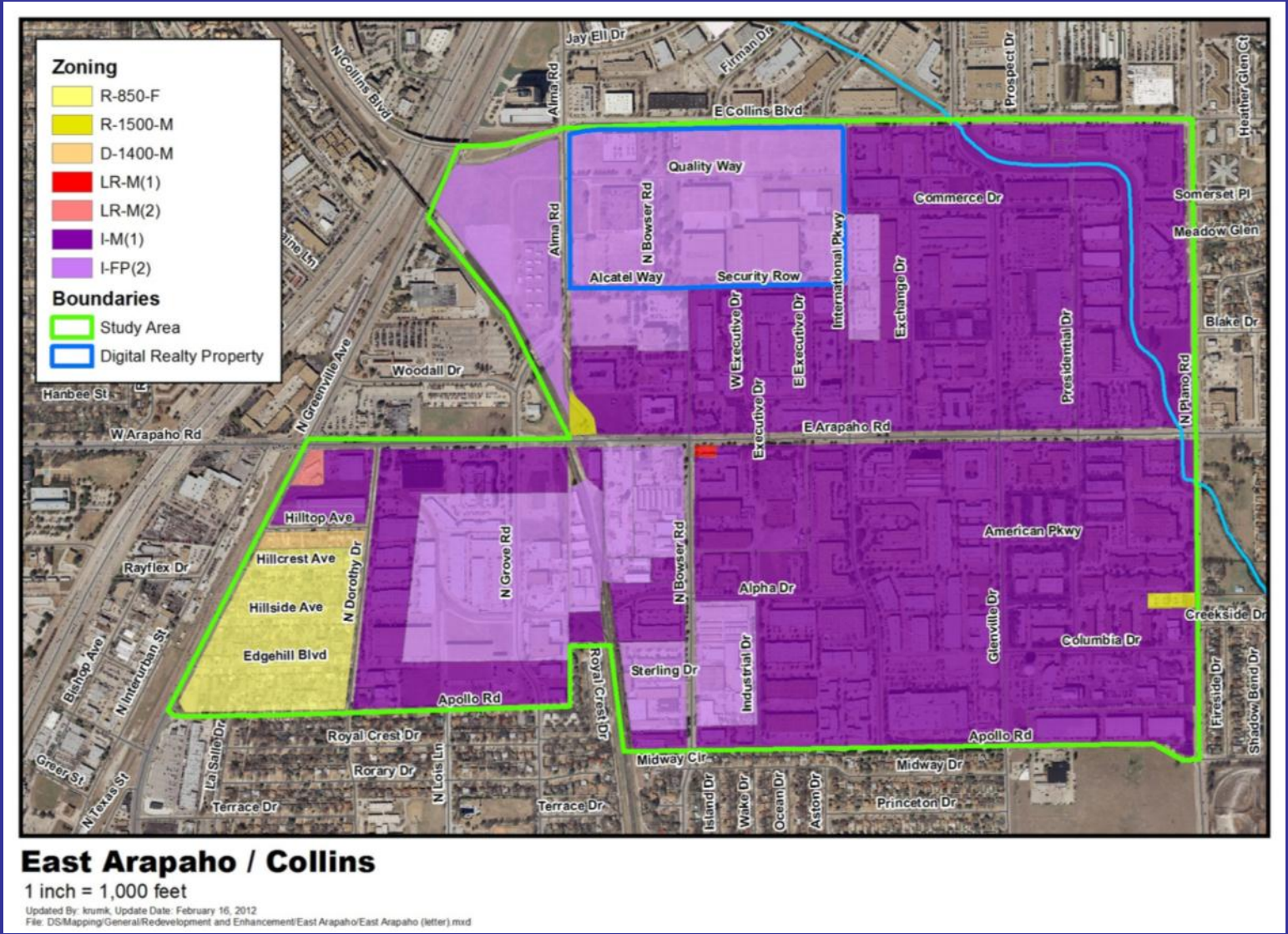
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Zoning	# Parcels	Acres	% of Area
I-M(1)	125	434.28	62.17%
I-FP(2)	47	165.74	23.73%
Split Zoning*	11	61.33	8.78%
LR-M(2)	1	1.33	0.19%
Single-family**	104	33.11	4.74%
Duplex	11	2.71	0.39%
<b>Total</b>	<b>299</b>	<b>698.51</b>	<b>100.00%</b>

\* Split by zoning district boundary; all tracts include I-M(1) or I-FP(2) zoning in combination with another non-industrial category

\*\* R-850-F, R-1500-M, R-1500-M Temp

# Arapaho/Collins Existing Zoning



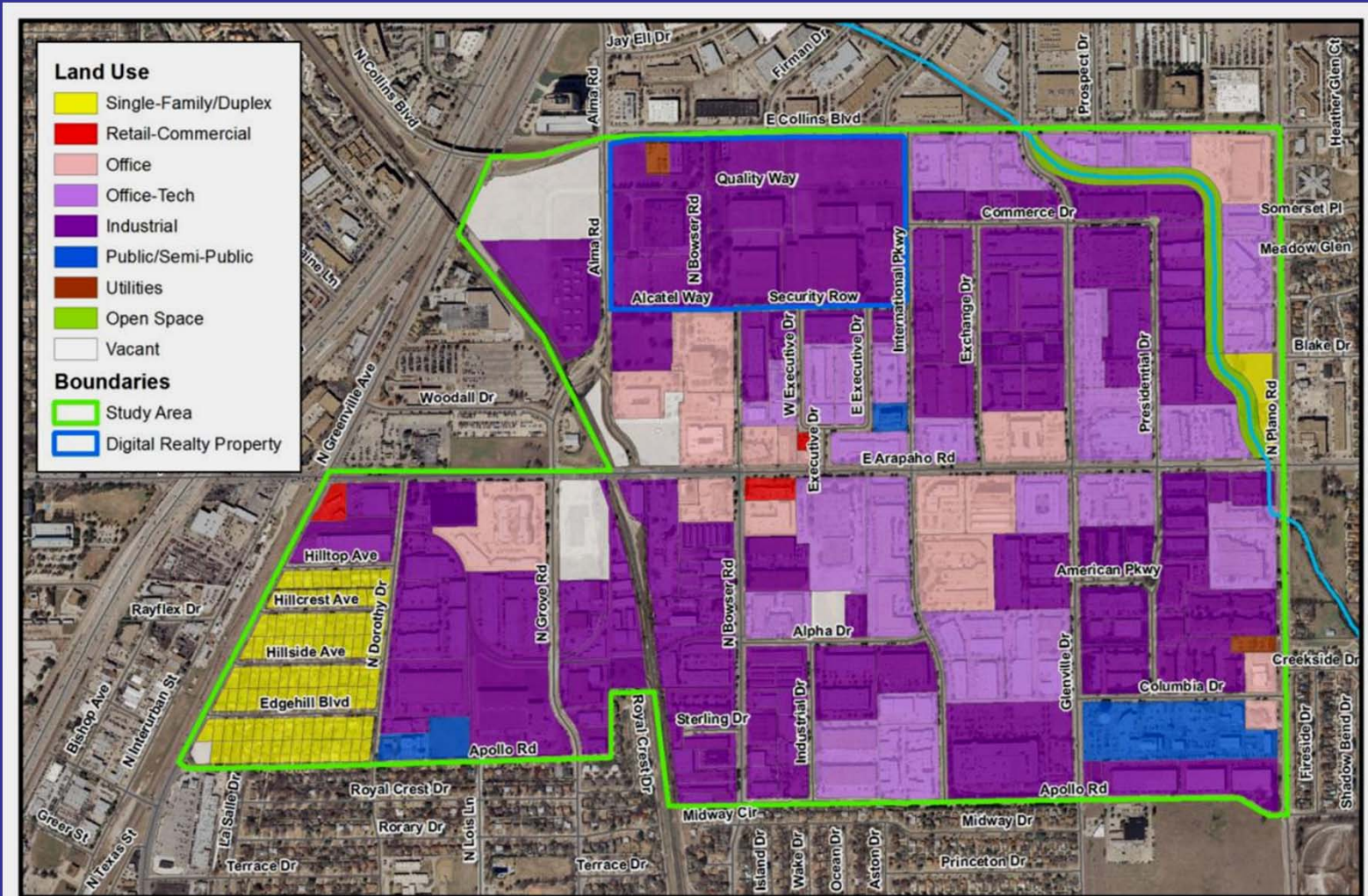
## Arapaho/Collins Existing Land Use

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Land Use	# Parcels	Acres	% of Area
Residential (all types)	114	37.18	5.32%
Retail/Commercial	3	3.49	0.50%
Office	17	68.38	9.79%
<b>Office-Tech</b>	<b>35</b>	<b>141.41</b>	<b>20.24%</b>
<b>Industrial</b>	<b>113</b>	<b>382.75</b>	<b>54.79%</b>
Public/Semi-Public	4	20.40	2.92%
Utilities	2	2.90	0.42%
Open Space	2	12.31	1.76%
Vacant	9	29.70	4.25%
<b>Total</b>	<b>299</b>	<b>698.51</b>	<b>100.00%</b>

# Arapaho/Collins

## Existing Land Use



### East Arapaho / Collins

1 inch = 1,000 feet

Updated By: krumk, Update Date: February 16, 2012  
 File: DS-Mapping/General/Redevelopment and Enhancement/East Arapaho/East Arapaho (letter).mxd

## Arapaho/Collins Age of Improvements

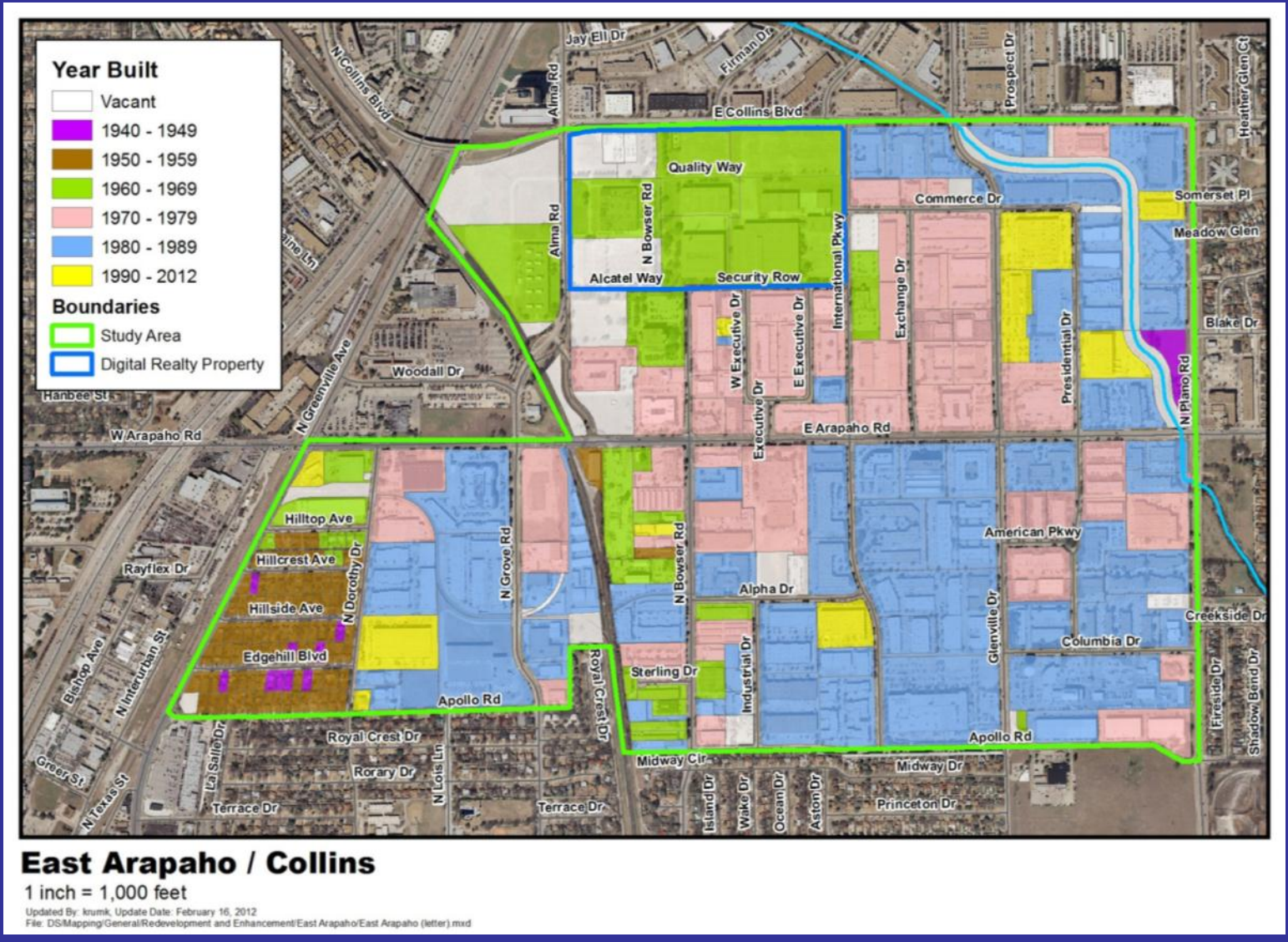
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<b>Year Built</b>	<b>Building Area*</b>	<b>% Building Area*</b>
1950-1959	26,148 SF	0.31%
1960-1969	1,440,419 SF	16.89%
<b>1970-1979</b>	<b>2,613,139 SF</b>	<b>30.64%</b>
<b>1980-1989</b>	<b>4,347,945 SF</b>	<b>50.98%</b>
1990-2000	100,335 SF	1.18%
<b>Total</b>	<b>8,527,986</b>	<b>100.00%</b>

\*Figures represent nonresidential building area only

# Arapaho/Collins

## Age of Improvements



# Flex Space



## Arapaho/Collins

# Flex Space

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- Definition:
  - Commercial property that is **flexible/versatile** enough in its design to allow for a variety of office, research and development, quasi-retail sales, industrial processing, high tech or combinations of these uses in a single space
- Building characteristics include:
  - One or two story building height
  - Some percentage of space (usually at least half) designed for office layout
  - Ceiling heights of up to 16 feet (to allow for the racking of inventory for manufacturing, processing or warehouse uses; ceilings can be dropped for office users)
  - Overhead door delivery options (grade level or dock high delivery doors conducive to warehouse, showroom or assembly activities)

**Arapaho/Collins**

**Aerial Photo –Flex Space - E. Arapaho at Glenville**



# Arapaho/Collins

## Aerial Photo- Flex Space – E. Arapaho at International



## Arapaho/Collins

# Richardson Flex Space Challenges

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- Market
  - **Oversupply** of flex space
    - 9.3 million SF; nearly equal to the amount of flex space in Plano (5.4 million) and Garland (5 million) combined
  - **Obsolete** space
    - Unacceptable **vacancy rates** (20-25%; 2-2.5 million SF)
- Image
  - Visually **unappealing**
    - Building appearance, landscaping
  - **Incompatible/Nonconforming uses** discourage new investment and new leases
- Ownership/Reinvestment Economics
  - Vacant properties are **not being actively marketed** by institutional owners
  - **Owners are unwilling to make pre-lease investments** to attract tenants
  - Lower **levels of maintenance** lead to further decline
  - **City requirements** may be impeding property improvements

## Arapaho/Collins

# Richardson Flex Space Assets

Characteristic	Owner/ Employer	Employee
Basic fiber-optic infrastructure	X	
Transportation system	X	X
Access to trained workforce	X	
Educational opportunities (UTD, Richland)	X	X
Employee-oriented services and conveniences	X	X
Reasonably priced housing	X	X
Affordable lease rates, purchase prices	X	
Perception of Richardson as a center of progress, innovation	X	

**Purpose**

## Purpose of the Study

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- Develop a strategy for addressing the underperforming flex space in the study area
- Use the resources of
  - City
  - Richardson Economic Development Partnership
  - Consultants
  - Stakeholders
    - Key Informants
      - Property owners
      - Real estate brokers
      - Business owners/representatives
    - Community

# Consultant Team





# East Arapaho/Collins Redevelopment Study

Council Introduction  
September 24, 2012



# Our Team



- **Steve Friedman**, AICP, CRE, President- *Project Director*
- **Ranadip Bose**, AICP, Senior Project Manager- *Project Manager*
- **Fran Lefor**, Associate Project Manager- *Market Analysis*



- **Doug Bisson**, AICP, Vice President- *Urban Designer and Planner*
- **Troy Henningson**, *Land Planner*
- **Jordan Everhart**, *Community and Transportation Planner*

# Our Philosophy

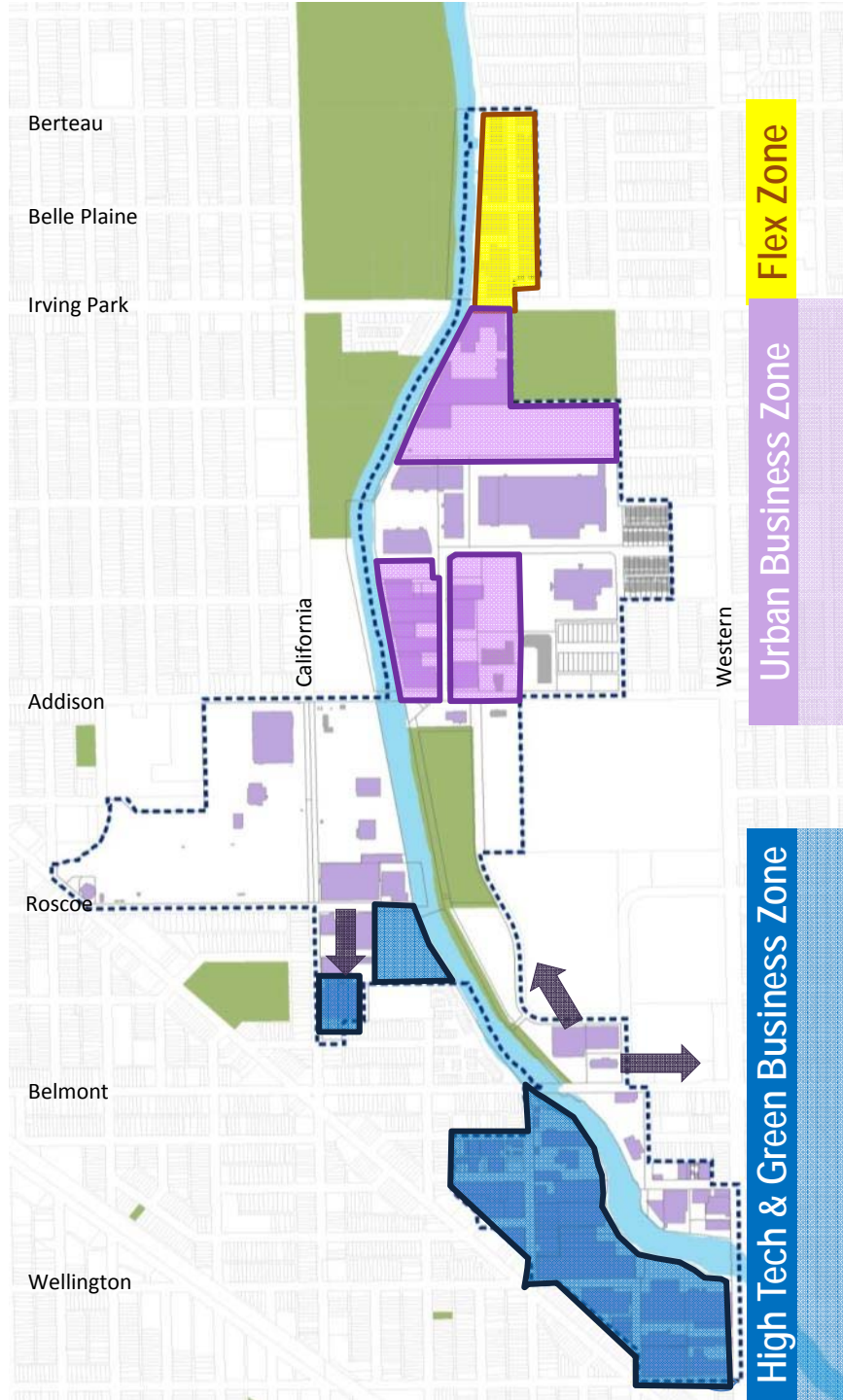
- Think like a developer as well as a planner
- Capitalize on the assets and connections
- Obtain informed and substantial stakeholder input
- Focus on realistic, implementable concepts
- Work closely with client to define scope



# Milwaukee County Research Park



# Addison Industrial Corridor, Chicago



# Milwaukee: 30<sup>th</sup> Street Master Plan

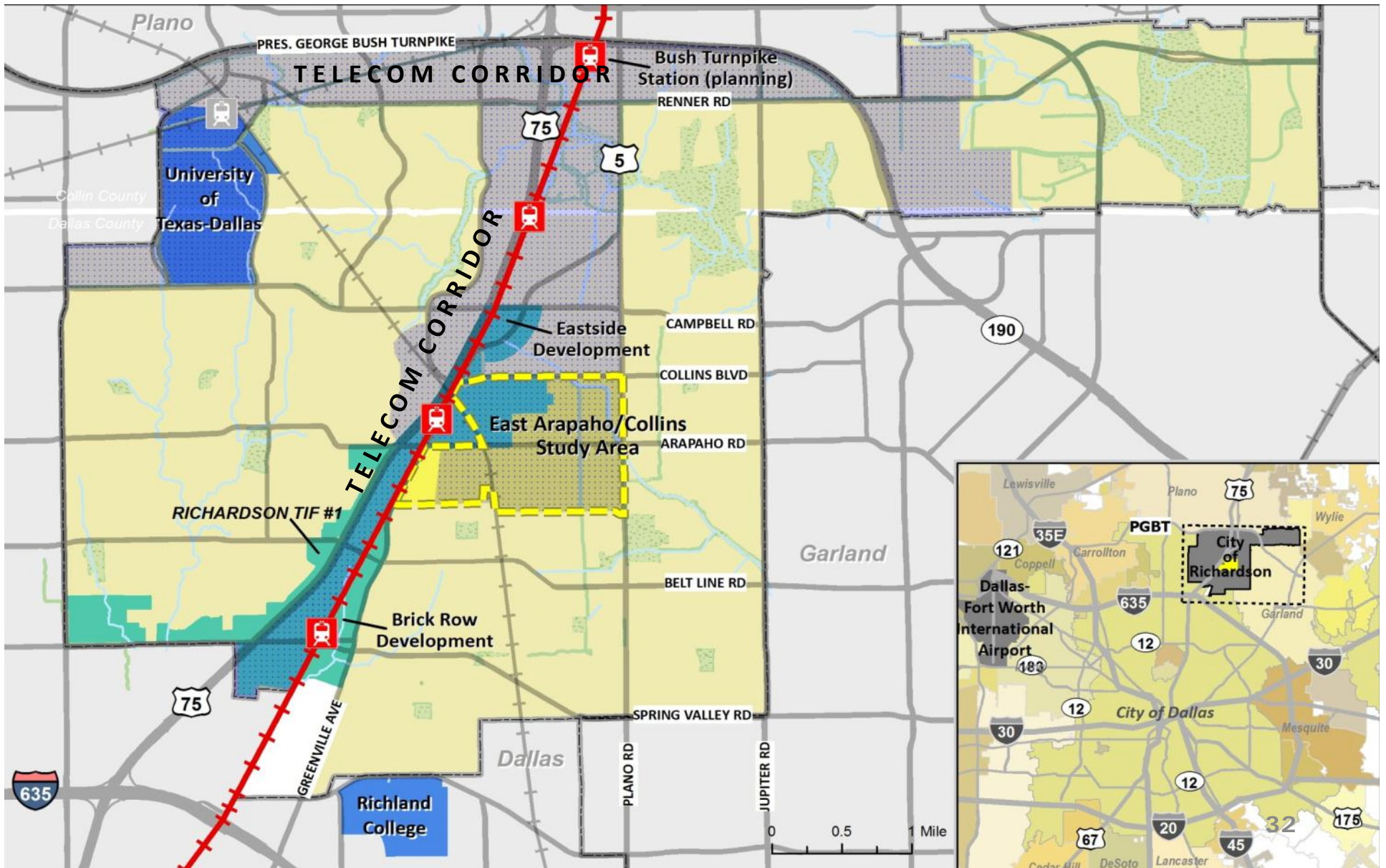


# Team Qualifications

- Understand both developer and community perspectives
- Extensive track record of working together
- Broad and deep skills in:
  - Market and economic feasibility
  - Planning & urban design
  - Community participation
  - Engineering
- Implementation-focused to create places that people want to be
- Vision to deal: \$1 Billion Public Funds in \$4 Billion Public-Private Projects in last 10 Years

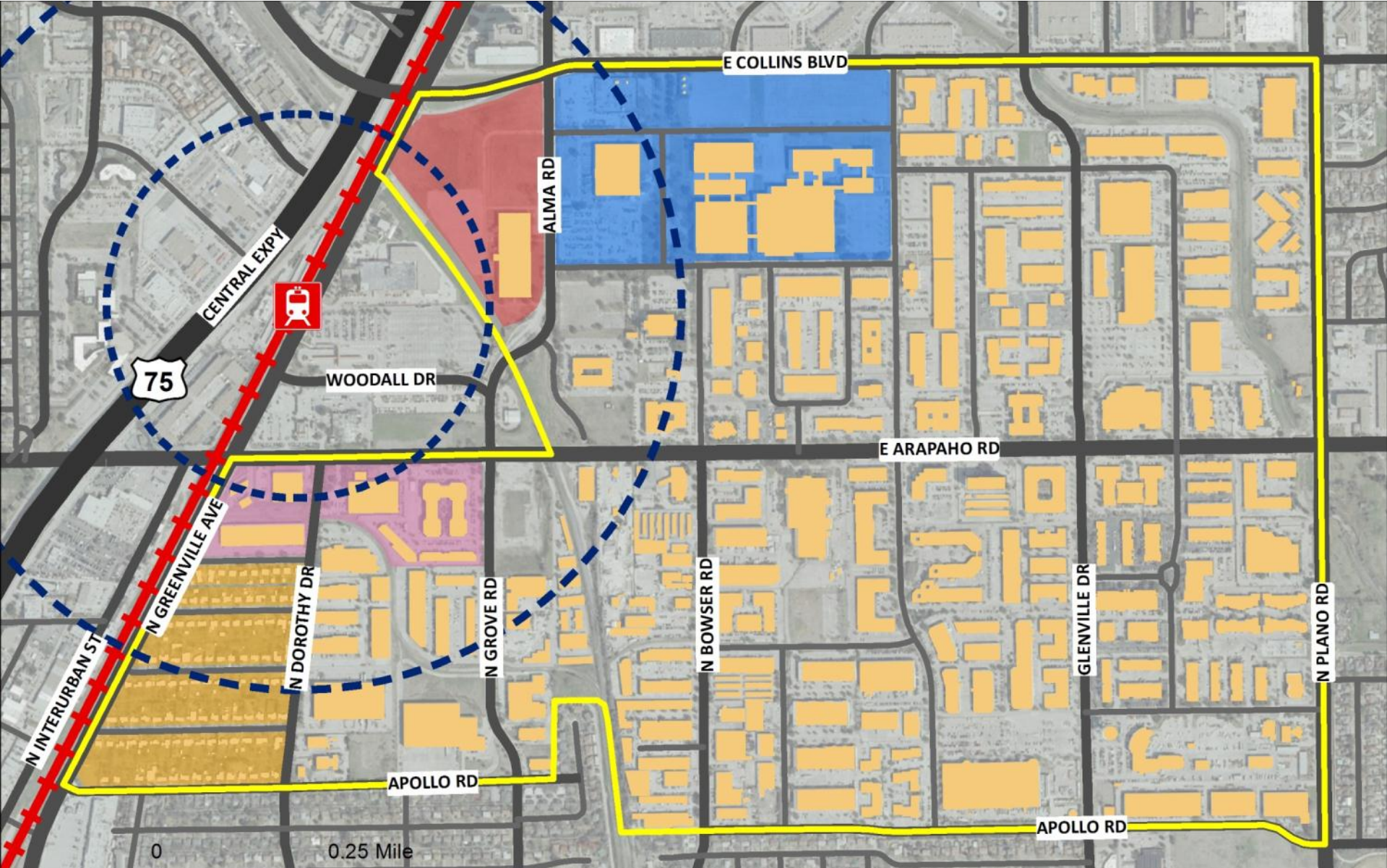


# Context/Project Understanding





# Study Area Impressions



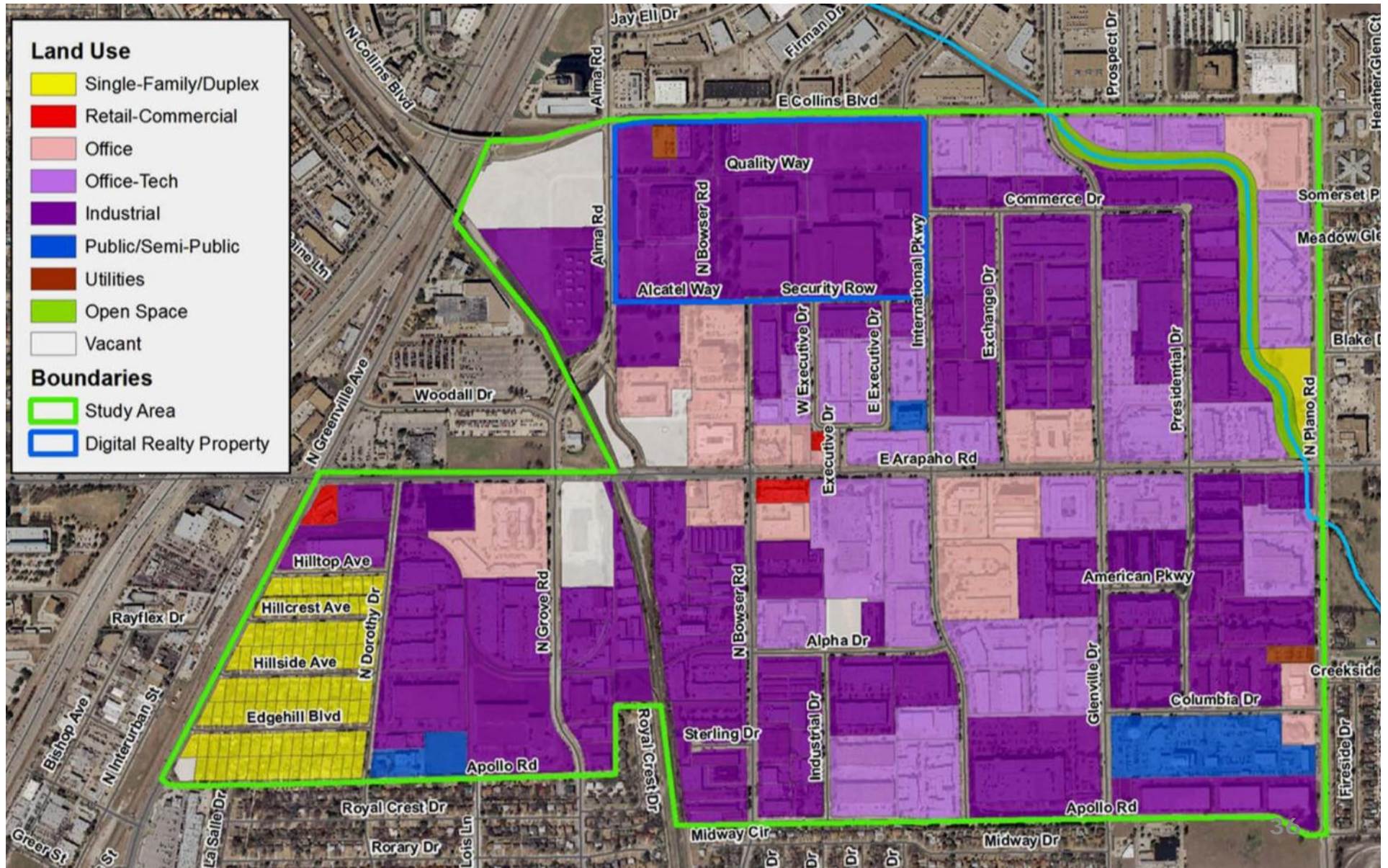
# Project Approach



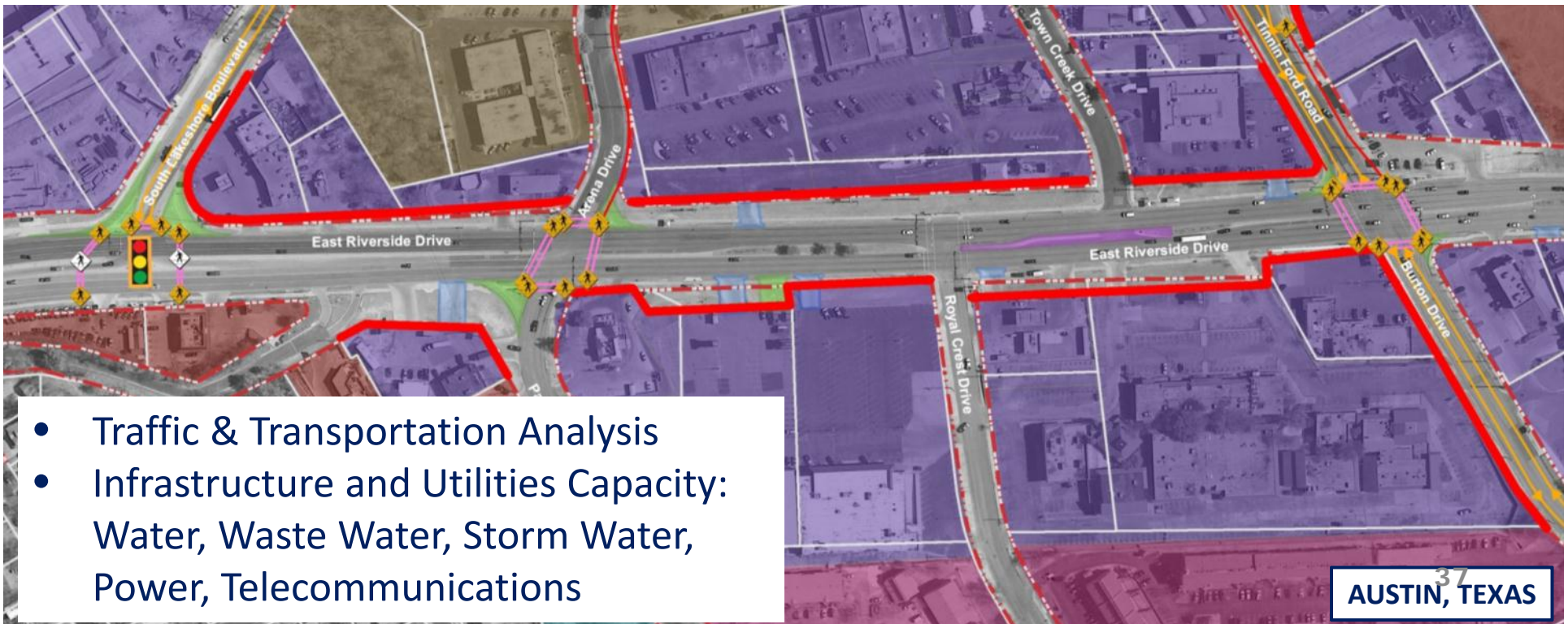
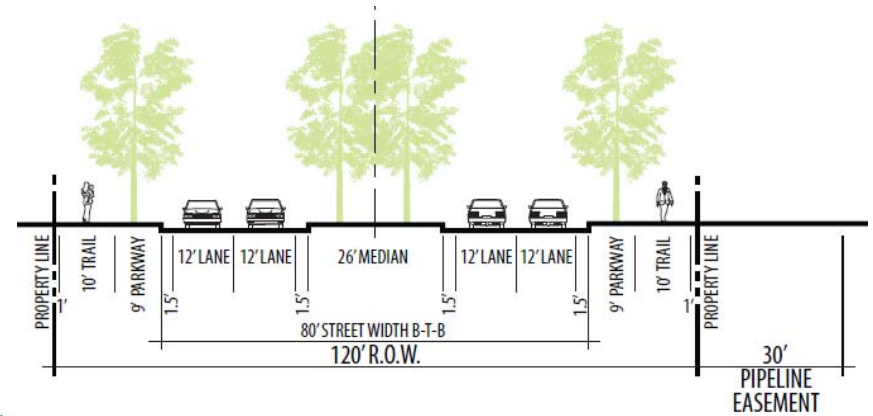
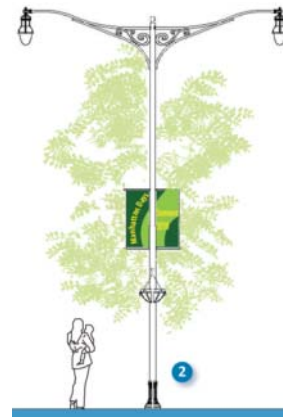
# Key Informant Interviews

- Major Business Owners and Managers
- Large Property Owners
- Commercial & Industrial Brokers
- Developers
- Richardson Chamber of Commerce
- Dallas Area Rapid Transportation Staff
- University of Texas at Dallas Representatives
- City Staff – Infrastructure, Stormwater, Regulatory

# Land Use and Physical Conditions

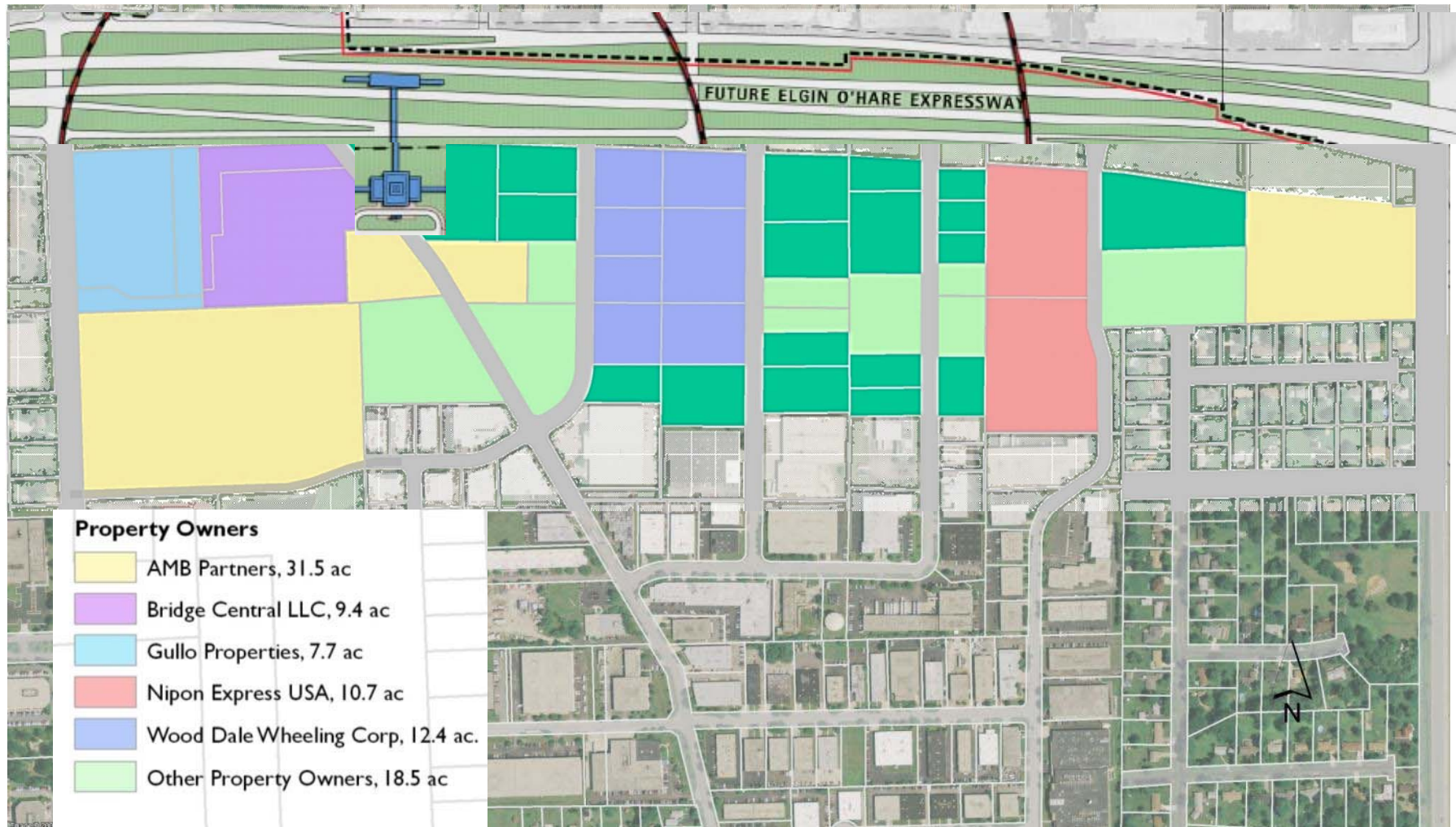


# Infrastructure Needs



- Traffic & Transportation Analysis
- Infrastructure and Utilities Capacity: Water, Waste Water, Storm Water, Power, Telecommunications

# Property Owner Aspirations





# Development Potential

## Interviews

- Strengths & Weaknesses
- Opportunities
- Local Insights

## Demand

- Target Sector Analysis (UTD)
- Employment Projections
- GRP Projections by Sector

## Competitive Supply

- Competitive Locations
- Absorption & Pricing
- Submarket Capture

## Case Studies

- Successful Models
- Mix of Uses
- Critical Characteristics



(Sample)

LAND USE	DEVELOPMENT POTENTIAL 2014 - 2020	DEVELOPMENT POTENTIAL THROUGH 2025
Multi Tenant Office	450,000 to 600,000 SF FAR 0.55 to 0.7	600,000 to 935,000 SF FAR 0.55 to 0.7
Built to Suit Office ("Wildcard")	One Headquarters Facility (150,000 SF)	1-2 Headquarters Facilities (400,000 SF)
Hotel	1,000 Rooms, Approx. 4 Mid- & Upscale	1,500 Rooms Approx. 6 Mid- & Upscale
Retail/Service	28,000-30,000 SF	28,000-30,000 SF
	1-2 Full Service Restaurants ("Wildcard")	
Residential	400-800 Units	40



# Project Timing

- **September - October:** Key Informant/Market Interviews
- **October - December:** Physical Conditions, Market, Transportation, Infrastructure Analyses
- **January/February:** Final Deliverables, City Council Presentation



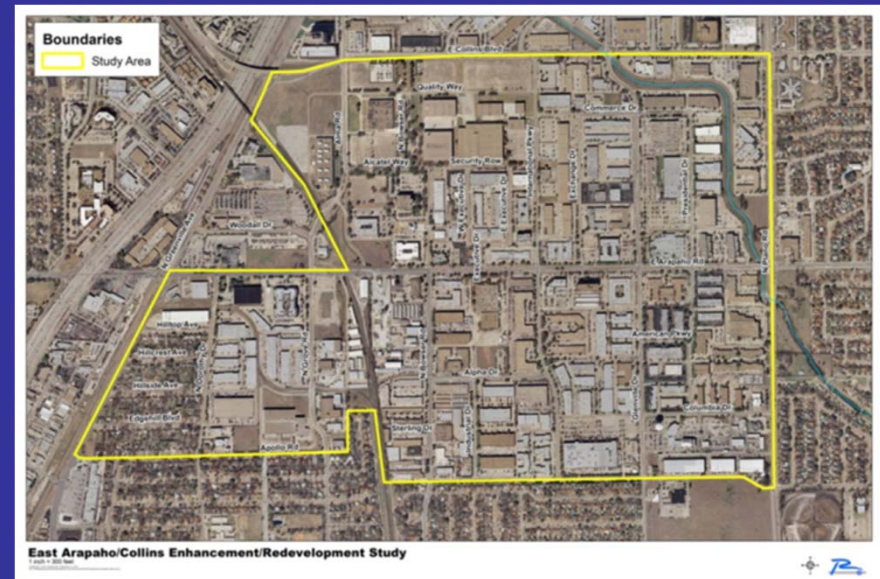
# Discussion



# Study Elements and Schedule

# Arapaho/Collins Study Approach

- Baseline Market Analysis
  - Confirm study area boundaries
  - Obtain input and local market insight from key informants
  - Provide a preliminary assessment of land use, traffic/transportation and infrastructure
  - Identify sites susceptible to change
  - Identify the market potential and opportunities/constraints of the study area



## Arapaho/Collins Tentative Schedule

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<b>Task</b>	<b>Approximate Schedule</b>
Inventory existing conditions	February-March 2012
Select and hire consultant	July-August 2012
Key informant interviews	September-October 2012
Evaluate baseline market data	November-December 2012
Present baseline market report	January-February 2013
Create reinvestment/ redevelopment strategy and implementation plan	2013
Begin implementation	2013

## Arapaho/Collins

# Future Study Elements

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- Develop a Physical Plan and Development Strategies
  - Create a strategy for reinvestment in existing properties and/or redevelopment
  - Develop streetscape design palettes and prototypical building façade design improvements
  - Create conceptual redevelopment programs and catalyst site concepts
  - Test the economic feasibility of redevelopment programs
  - Invite community input
- Prepare Detailed Implementation Strategies
  - Select and refine a preferred plan and catalyst site concepts
  - Prepare cost-effective strategies to address existing challenges (multiple owners, uses, utility and infrastructure issues)
  - Review codes and ordinances and make recommendations (not including revising regulations)
  - Prepare a detailed action plan and assign responsibilities 46

## Arapaho/Collins

# Implementation

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- Amend zoning requirements and other standards to support reinvestment/redevelopment, if appropriate
- Plan, fund and construct necessary infrastructure improvements
- Investigate public private partnership opportunities
- Develop a marketing and recruitment plan

# Discussion

