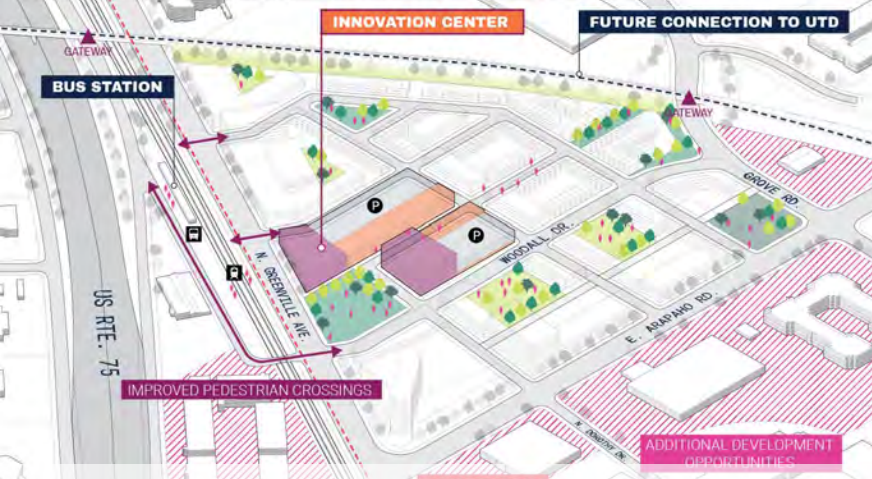


IH-35E VISION STUDY

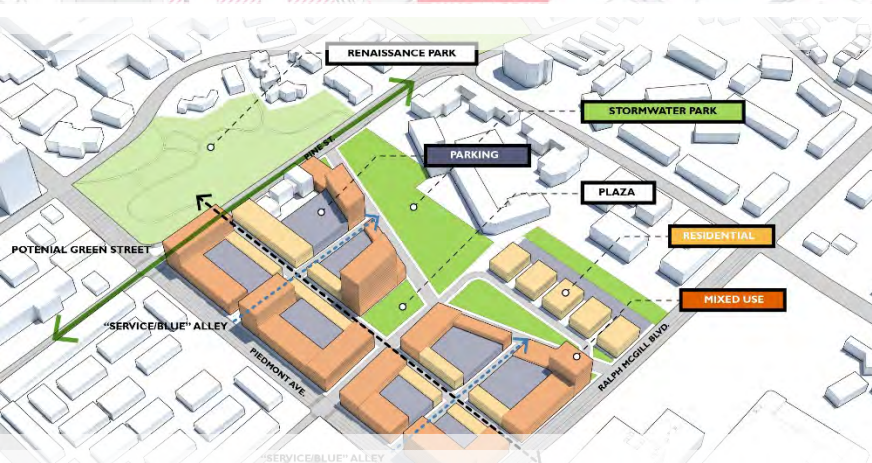
INTERFACE STUDIO

NINIGRET PARTNERS

BIG RED DOG ENGINEERING



**COLLINS / ARAPAHO
TOD + INNOVATION
DISTRICT
RICHARDSON, TX**



**ATLANTA DOWNTOWN
PLAN
ATLANTA, GA**



**PITTSBURGH
ECOINNOVATION
DISTRICT**

PITTSBURGH, PA

INTERFACE STUDIO: URBAN DESIGN, PLANNING & ENGAGEMENT

EXTENSIVE PROJECT EXPERIENCE WITH:

- > CORRIDORS
- > TOD
- > PLACEMAKING
- > REPOSITIONING
INDUSTRIAL /
COMMERCIAL USES

A TEAM BUILT ON PRIOR SUCCESS & LOCAL KNOWLEDGE

NINIGRET PARTNERS

+

BIG RED DOG

COLLINS/ARAPAHO TOD + INNOVATION DISTRICT,
RICHARDSON

BURLINGTON, VERMONT

FARGO, NORTH DAKOTA

PITTSBURGH ECOINNOVATION DISTRICT

MASS DEVELOPMENT, MASSACHUSETTS

GR FORWARD, GRAND RAPIDS

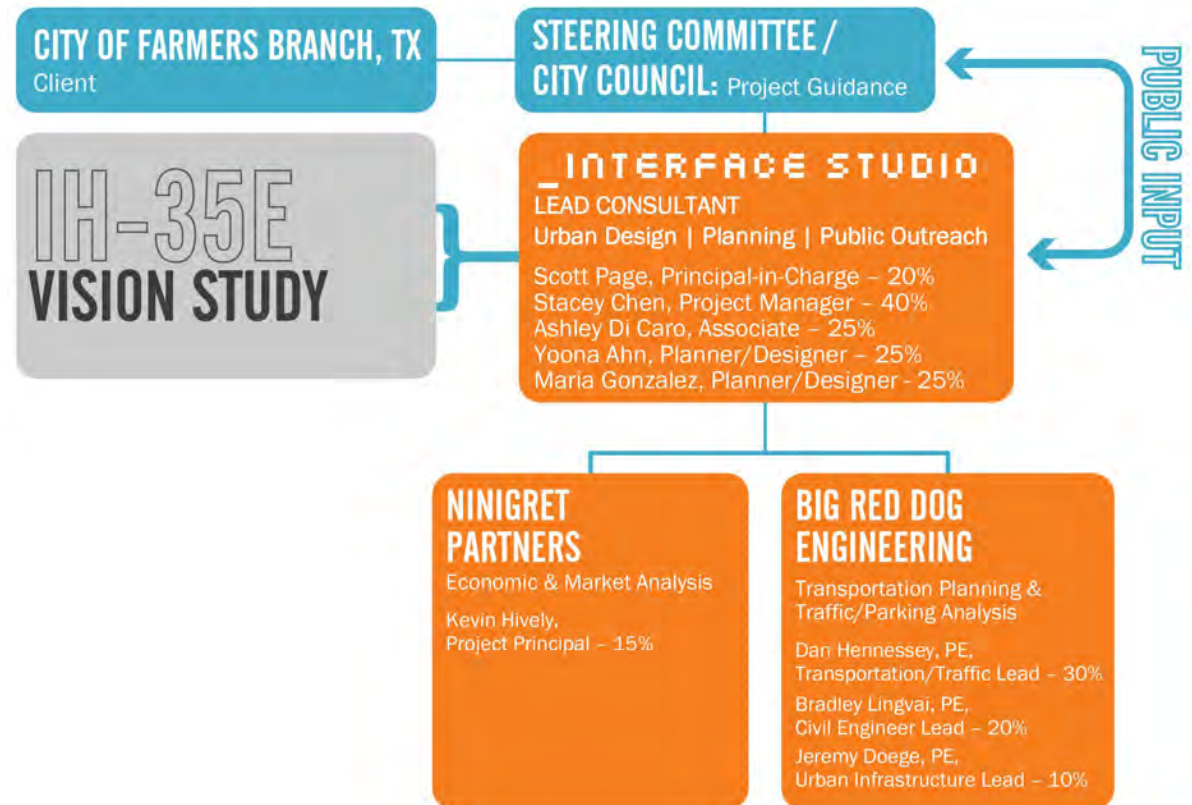
US 422 CORRIDOR PLAN, YOUNGSTOWN

LOCAL KNOWLEDGE & TRANSPORTATION EXPERTISE

COLLINS/ARAPAHO TOD + INNOVATION DISTRICT, RICHARDSON

THE GROVE AT SHOAL CREEK, AUSTIN

RAINEY NEIGHBORHOOD MOBILITY STUDY, AUSTIN



TRANSIT / BICYCLING / WALKING /
TDM / PARKING

TRANSPORTATION & PARKING



LOCAL KNOWLEDGE / EXPERTISE /
IDEAS / INSIGHTS

PUBLIC PARTICIPATION



LAND ANALYSIS

REAL ESTATE / NEIGHBORHOODS /
INFRASTRUCTURE



MARKET ANALYSIS

BUSINESS TRENDS /
LOCAL MARKETS / WORKFORCE

LOCAL
OPPORTUNITY

DETAILED
ACTION
PLAN

IMPLEMENTATION STRATEGY /
FUNDING SOURCES

PRIORITY SITES / TEST FITS / OPEN SPACE FRAMEWORK
TRANSPORTATION FRAMEWORK

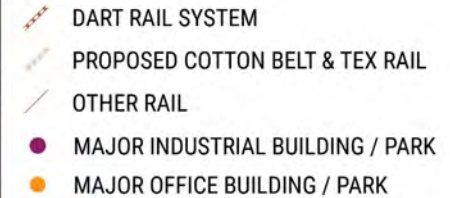
VISION STUDY

WE NEED TO ANSWER
A FEW KEY
QUESTIONS TO
MAXIMIZE THE
POTENTIAL OF THE
I35-E CORRIDOR:

1. WHAT IS FARMERS BRANCH 'S ECONOMIC / COMPETITIVE POSITION?



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



Telecom Corridor	130,000
Dallas	94,393
Farmers Branch	84,609
Las Colinas	84,271
Legacy Business Park	44,629
Alliance	44,000
Fort Worth	37,503
Cypress Waters	11,000
Preston Center	9,855

Source: Catalyst Market Study

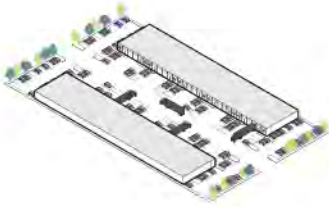
2. WHAT KIND OF REAL ESTATE CAN FARMERS BRANCH OFFER?



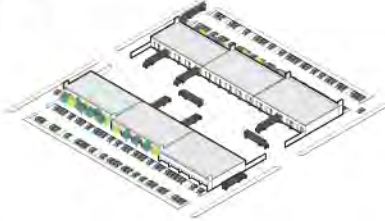
BUILDING TYPOLOGIES

1. FLEX SPACE

1A FRONT LOADING



1B REAR LOADING

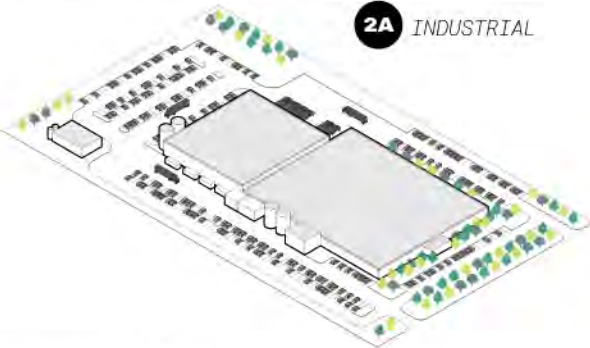


1C MODERN FLEX



2. PURPOSE-BUILT

2A INDUSTRIAL



3. LOWRISE COMMERCIAL

3A SINGLE USE COMMERCIAL



3B STRIP RETAIL



3C OFFICE CENTER



4. MIDRISE

4A OFFICE BUILDING



4B APARTMENT BUILDING



4C MIXED-USE BUILDING

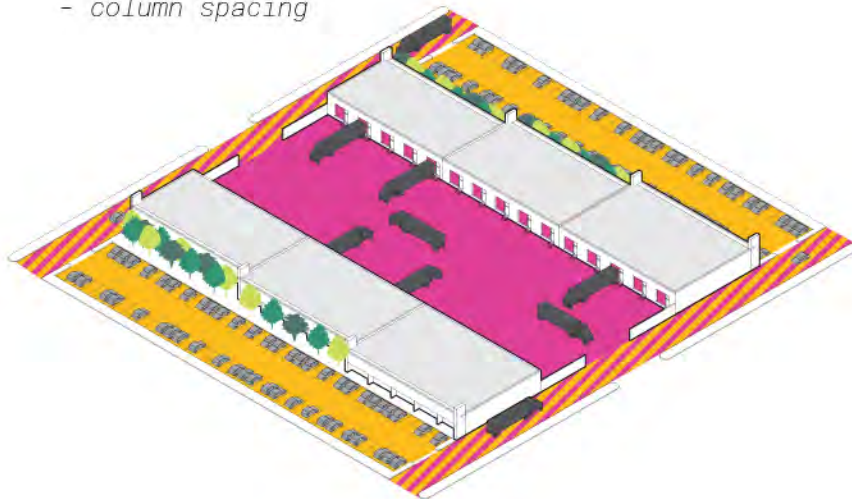


1. FLEX SPACE

1B REAR LOADING

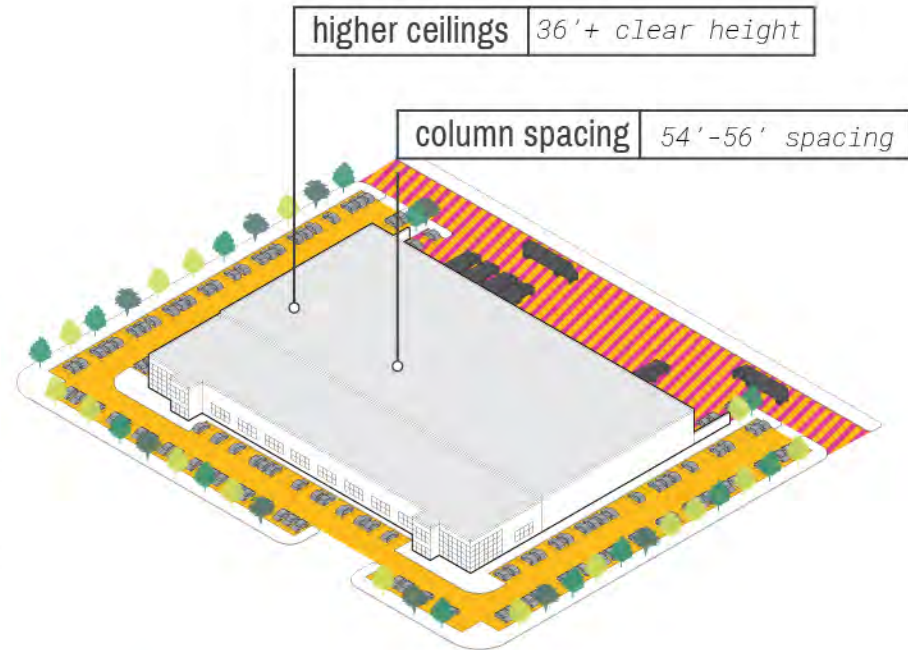
CHALLENGES

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



- LOADING
- PARKING
- SHARED LOADING/PARKING

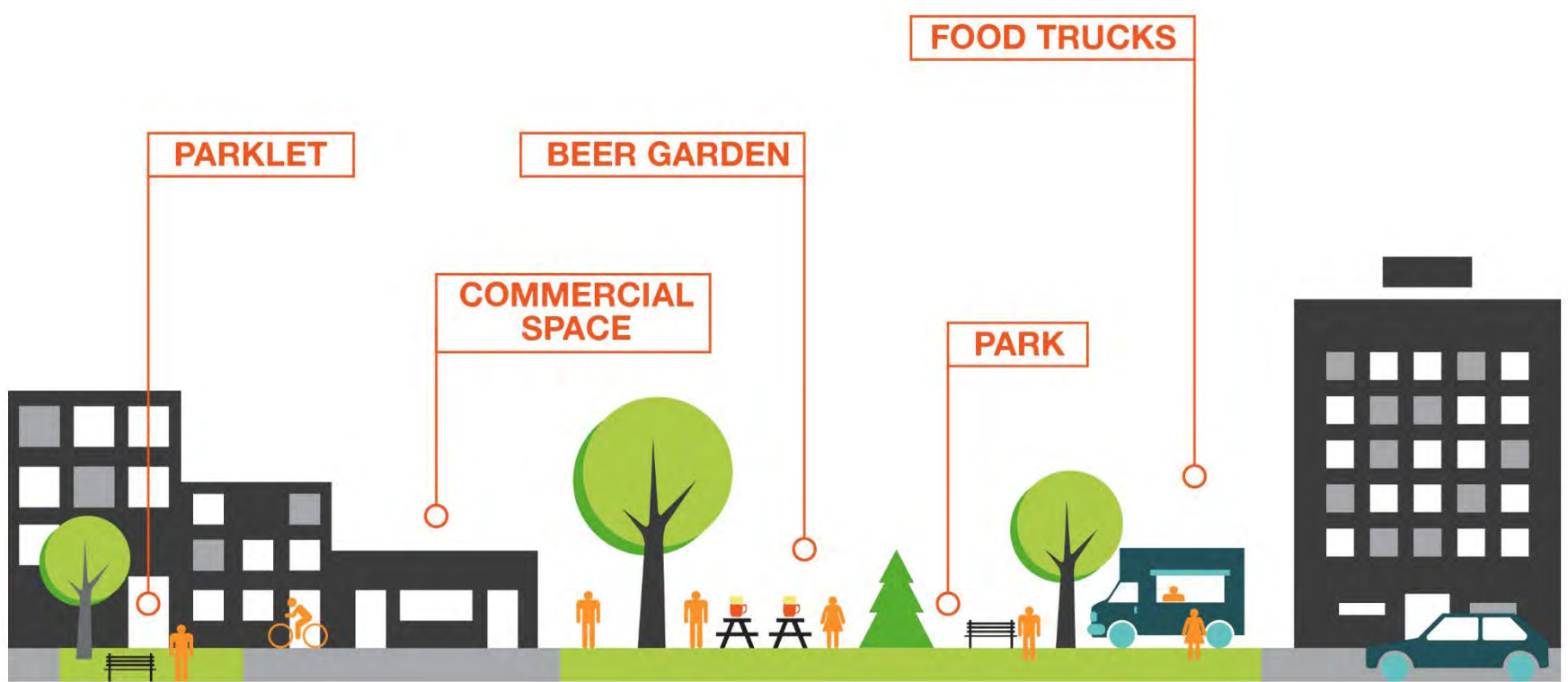
1C MODERN FLEX



- LOADING
- PARKING
- SHARED LOADING/PARKING

3. WHAT KIND OF EXPERIENCE CAN WE CREATE?





CREEK

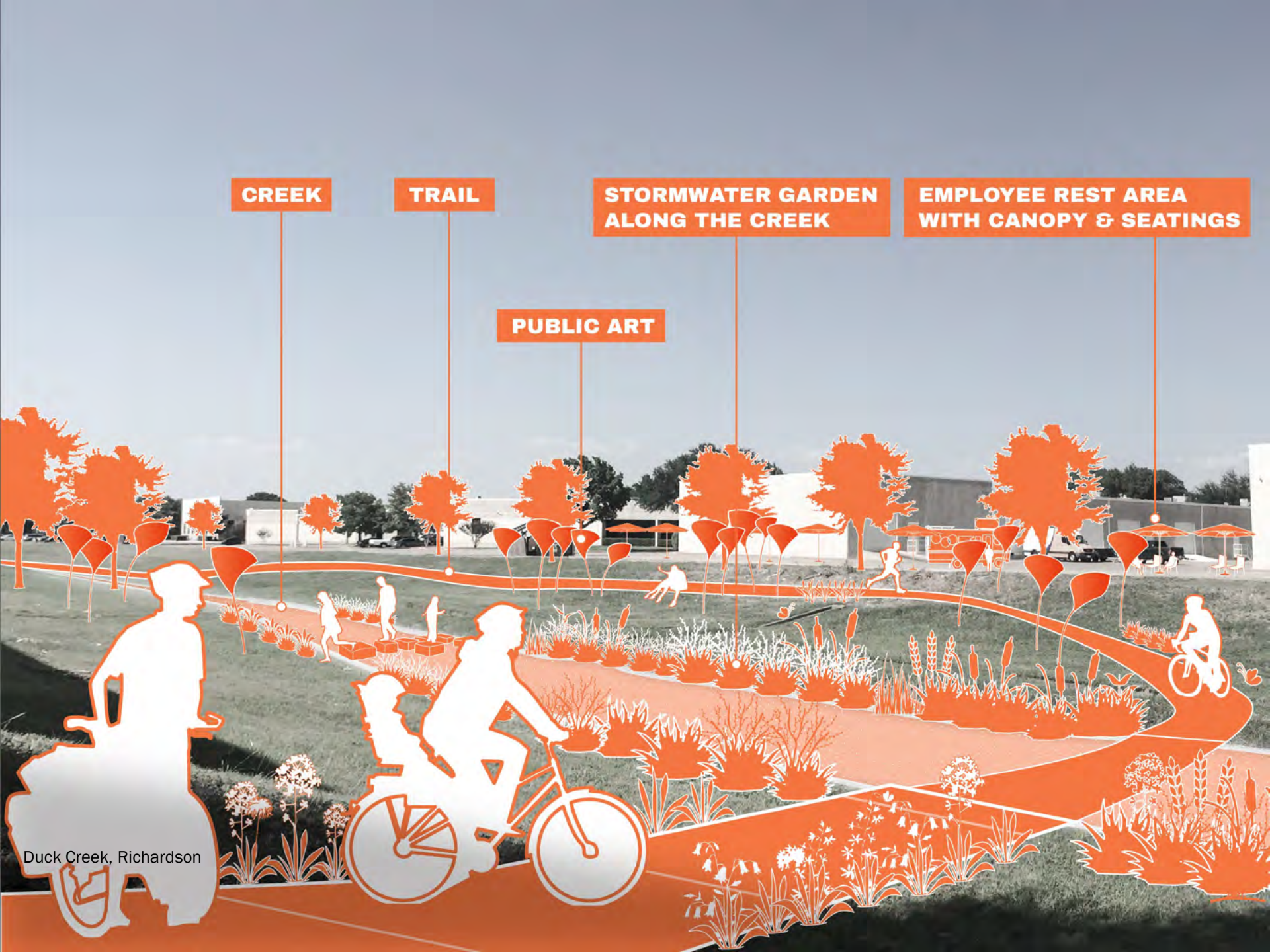
TRAIL

**STORMWATER GARDEN
ALONG THE CREEK**

**EMPLOYEE REST AREA
WITH CANOPY & SEATINGS**

PUBLIC ART

Duck Creek, Richardson

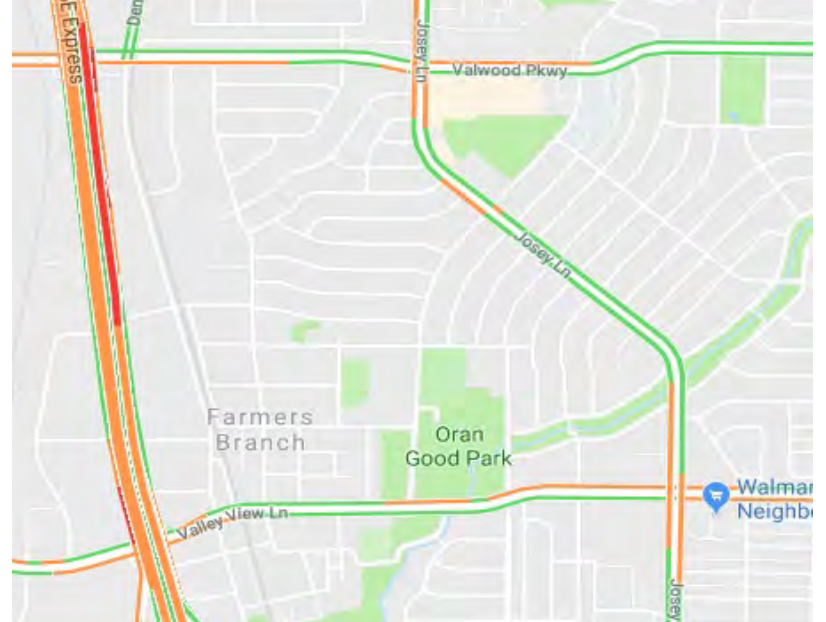
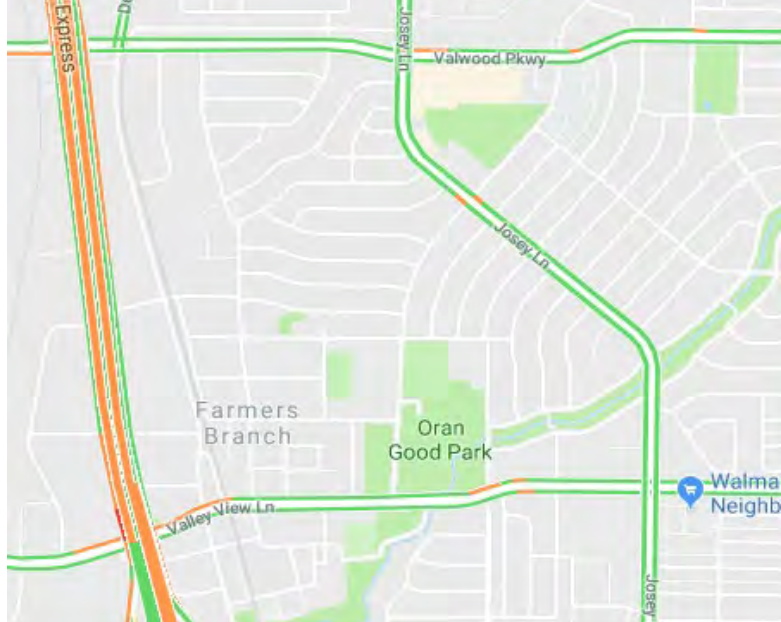




Duck Creek, Richardson

4. HOW DO WE MAKE THE LAST MILE CONNECTION & IMPROVE ACCESS FOR ALL?



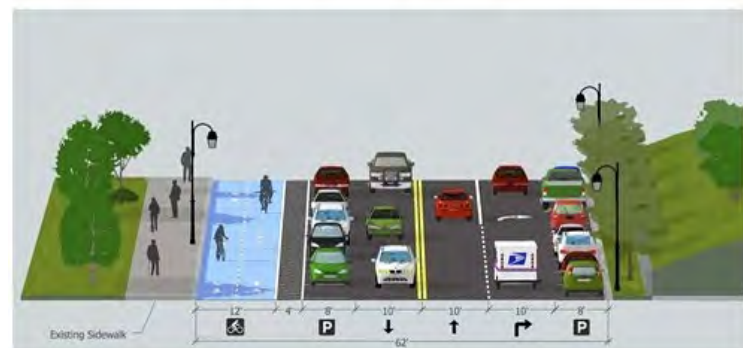
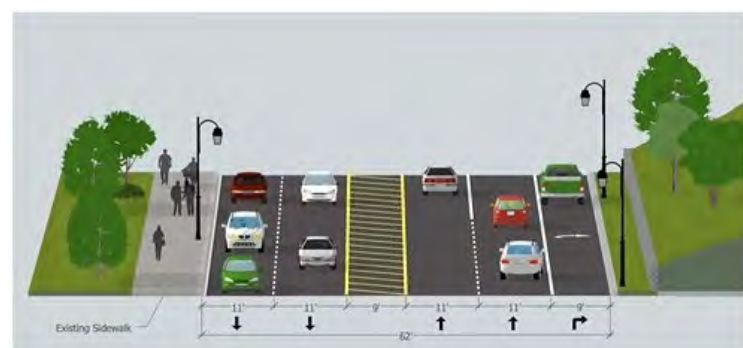


To a driver: LOS A
To an economist: LOS F

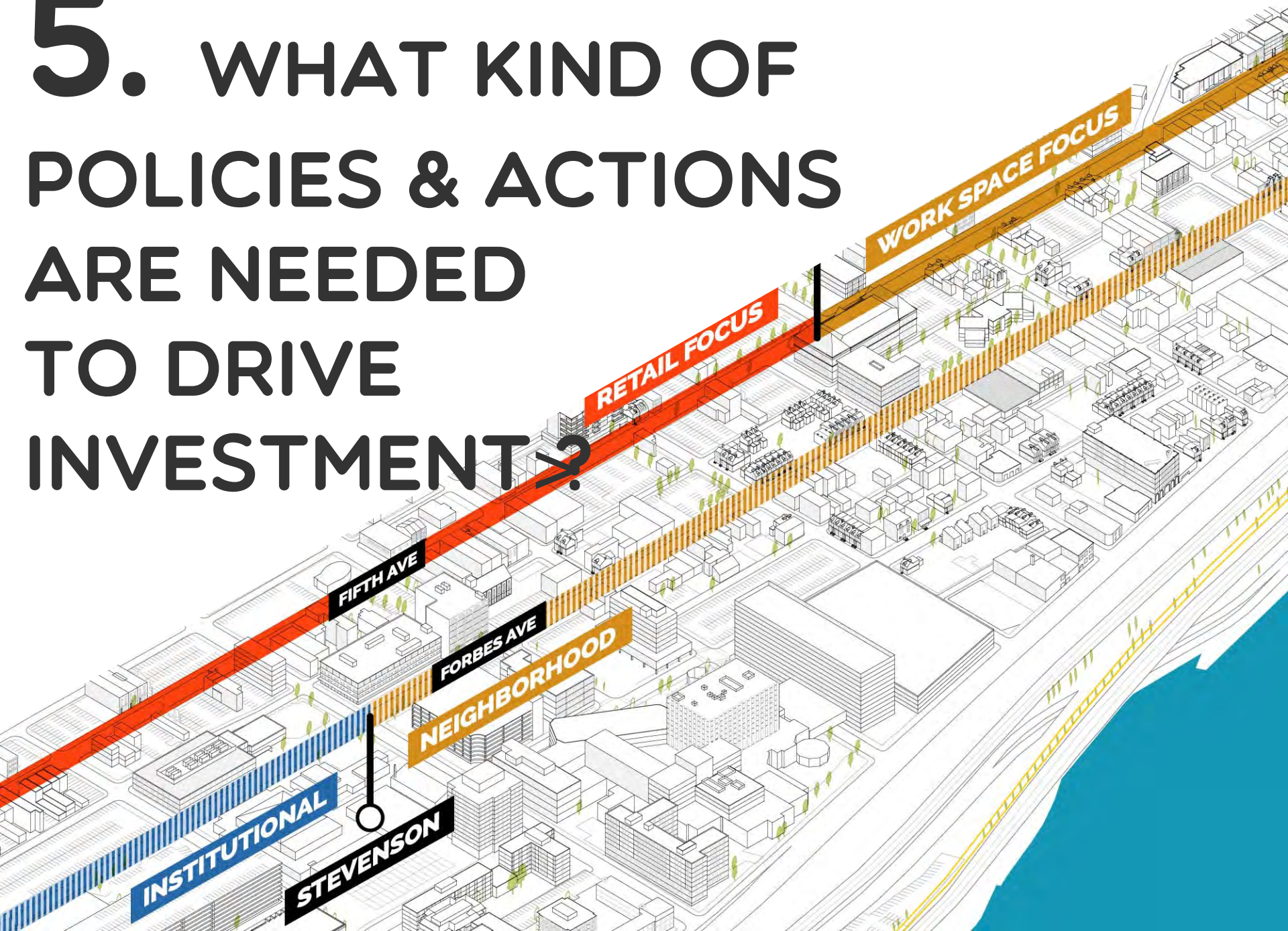


To a driver: LOS F
To an economist: LOS A




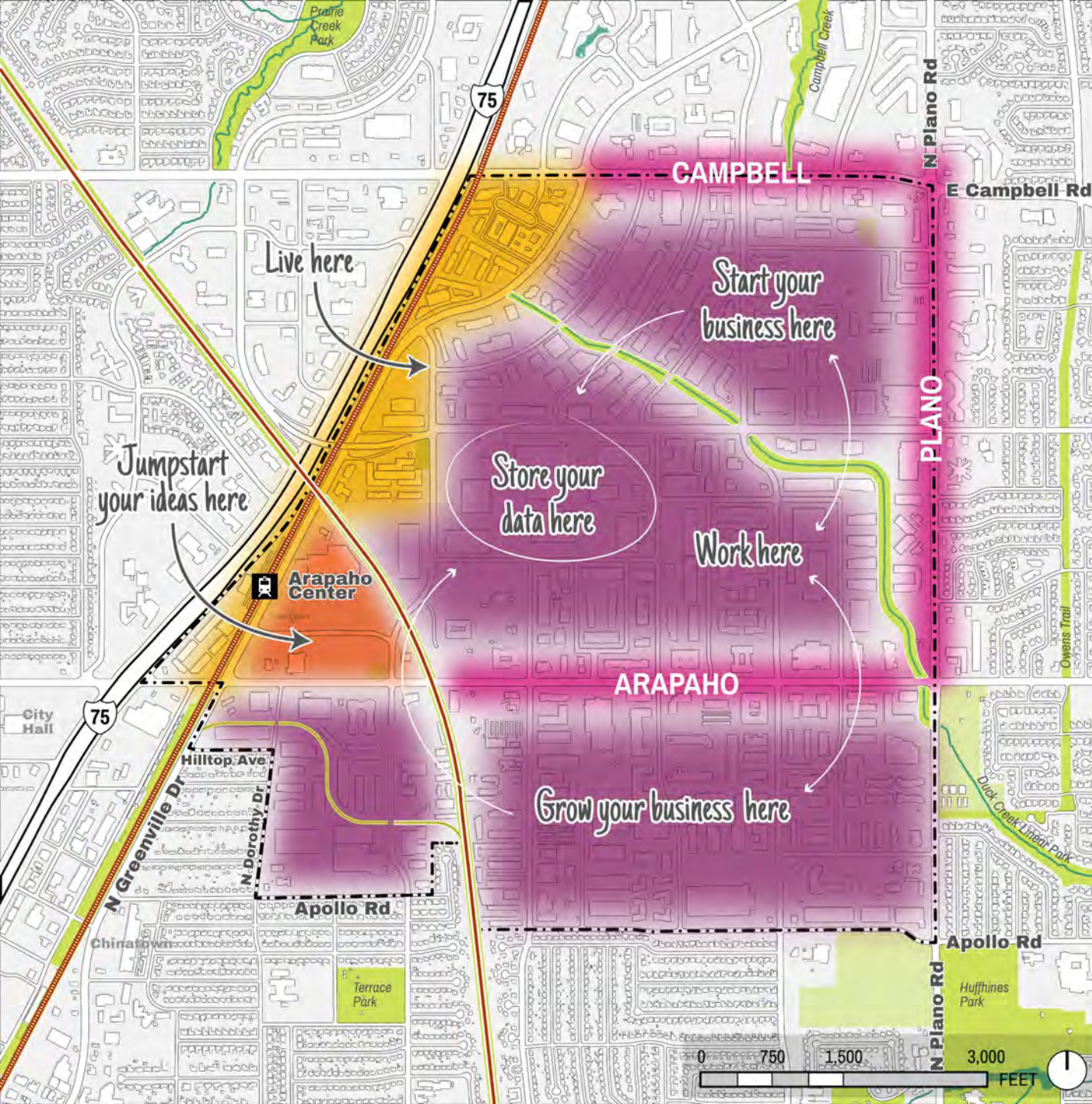


5. WHAT KIND OF POLICIES & ACTIONS ARE NEEDED TO DRIVE INVESTMENT?




Land Use Framework

 STUDY AREA



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

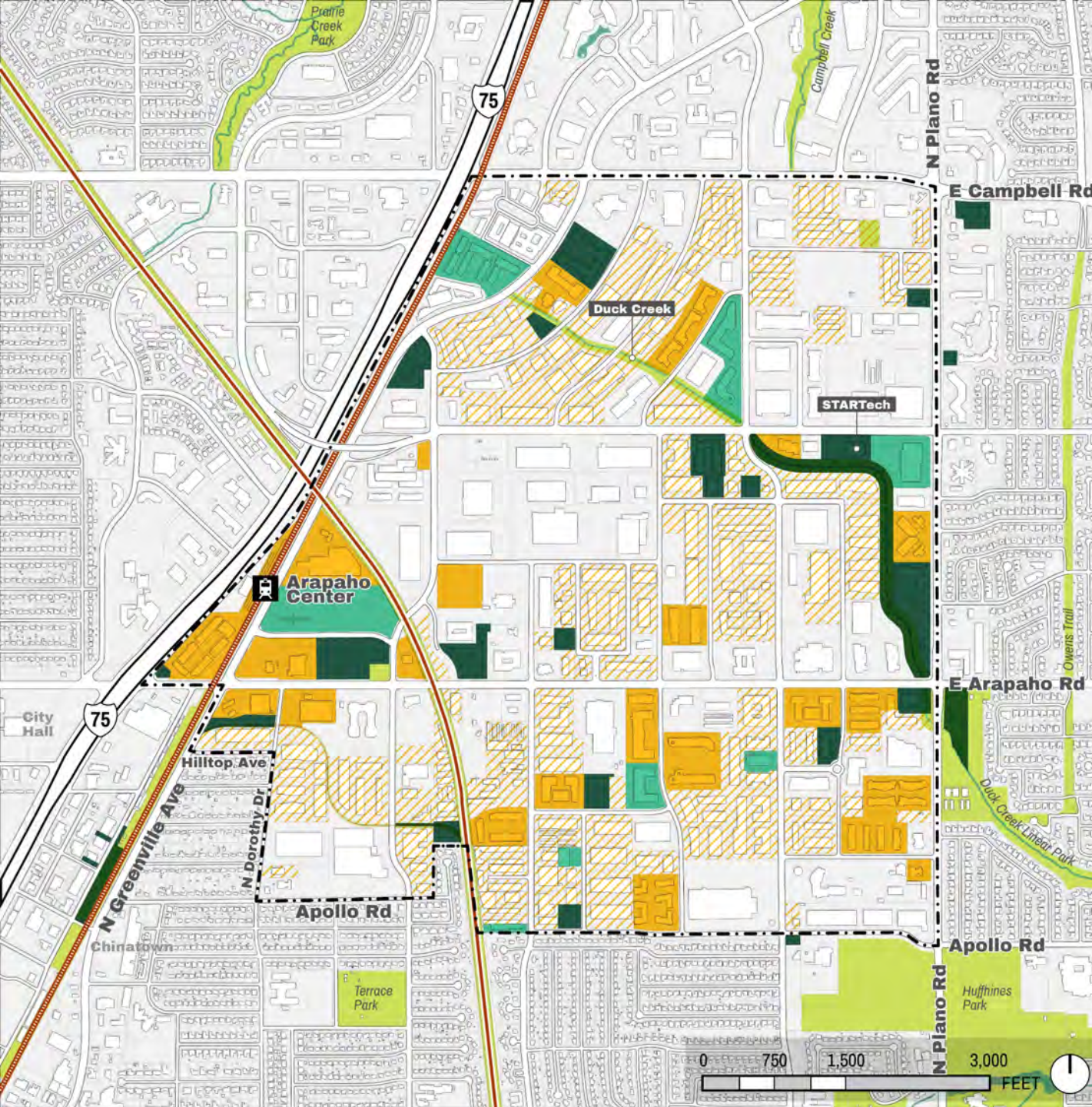
CASE-BY-CASE BASIS

- > Mixed susceptibility on a single parcel
- > Property with potential
- > Low value property

Property fulfills 1 or more of these conditions:

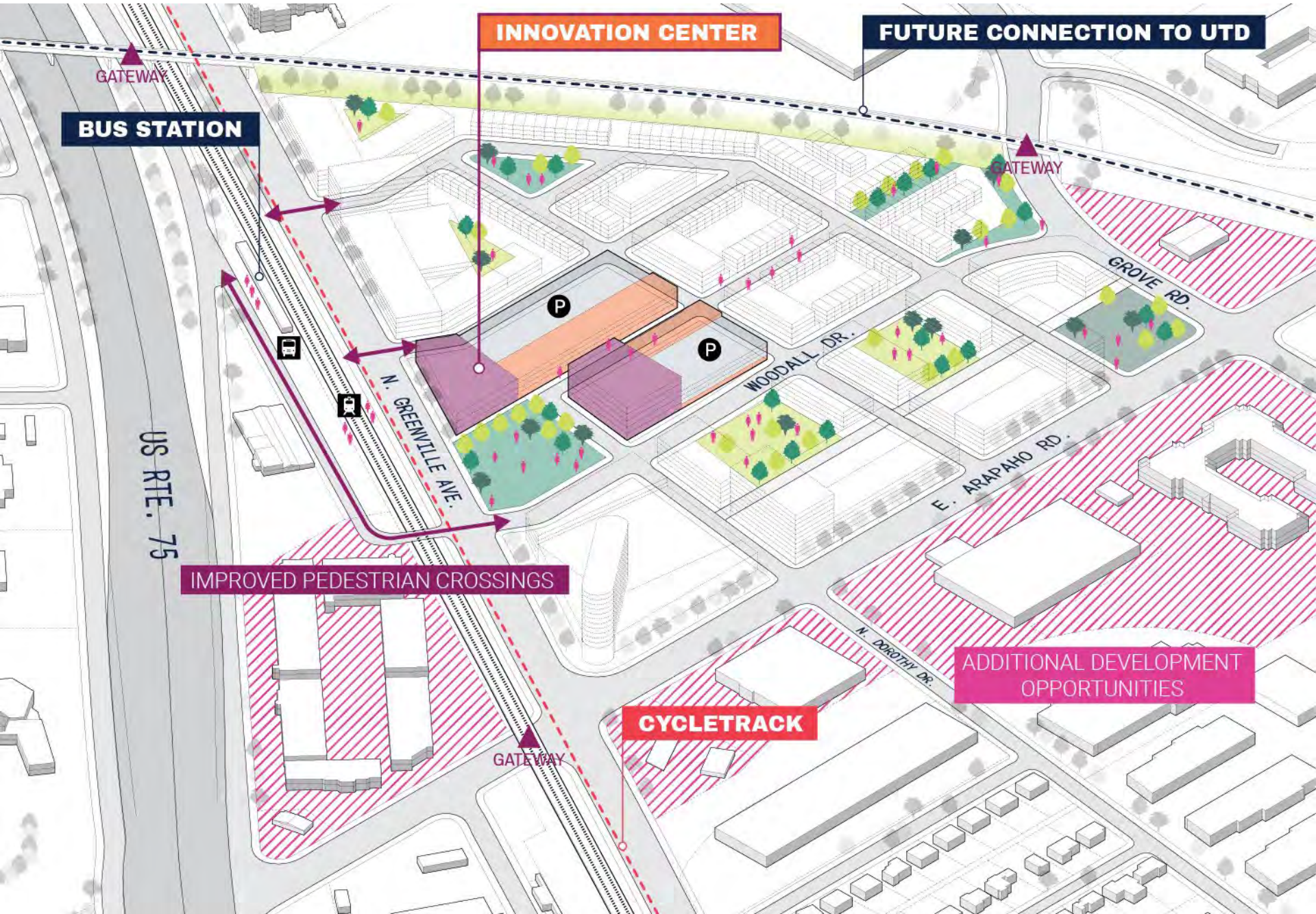
- > Major employer (+100 employees)
- > Purpose-built
- > Recent construction or renovation (2000 to date)
- > Mid-rise building (commercial or residential)

low



0 750 1,500 3,000 FEET

TRANSIT & OPPORTUNITIES



INNOVATION CENTER

FUTURE CONNECTION TO UTD

BUS STATION

IMPROVED PEDESTRIAN CROSSINGS

CYCLETRACK

ADDITIONAL DEVELOPMENT OPPORTUNITIES

GATEWAY

GATEWAY

GATEWAY

US RTE. 75

N. GREENVILLE AVE.

WOODALL DR.

E. ARAPAHO RD.

N. DOROTHY DR.

GROVE RD.

P

P

WINNER OF THE INAUGURAL “MADE TO MOVE” GRANT TO TAKE THE FIRST STEPS TO TRANSFORM THIS ROADWAY



Full
Station
Access
←

INTO A SAFER, HEALTHIER GATEWAY TO THE INNOVATION DISTRICT



**6. HOW CAN WE BEST
GENERATE EXCITEMENT
ABOUT THE CORRIDOR
AND BUILD LASTING
PARTNERSHIPS?**



ENGAGEMENT / BRANDING



ON THE WAY TO WORK

Could your
commute be better?

Grab a coffee and a donut

&
tell us about it!



AT WORK



7. HOW WILL WE FINANCE & IMPLEMENT IMPROVEMENTS?

REVENUE - BACKED DEBT

DEVELOPER CAPITAL

REVOLVING FUNDS

FED / STATE GRANTS

DEDICATED / CIP FUND

GENERAL FUND APPROPRIATIONS

"THE STACK"

FOR PUBLIC IMPROVEMENTS

THINGS TO CONSIDER

- TIMEFRAME FOR INFRASTRUCTURE COMPLETION
- MIX OF SOURCES OF CAPITAL
- RISK + COST OF CAPITAL SOURCES
AMORTIZATION TIMEFRAME
OBLIGATED GROUPS
BORROWING COSTS
- SUSTAINABILITY OVER TIME BASED ON
BUDGET CYCLES AND PRIORITIES

DELIVERABLES:
For the City and
public.

DESTINATION

BUSTLING BUSINESS DISTRICT

Heartbeat of the City

Diverse and Inclusive

GROWTH
Balanced with Preservation

Full of Local Flavor

LUSH HEALTHY green

Cultural Epicenter

ATL DTN

EQUITABLE

of the City

DOWNTOWN ATLANTA 2030

ATLANTA MASTER PLAN

The tree-friendly, pocket-sized summary for busy people curious about Downtown today and our shared vision for Downtown in the coming years.

BROUGHT TO YOU BY:
Central Atlanta Progress, Atlanta Downtown Improvement District and their many, many partners

PLANNING & DESIGN BY:
Interface Studio, Silver Landscape Urbanism, Blackly Advisory Group and Kimley-Horn Associates

What

KIND OF PLACE DO YOU WANT DOWNTOWN ATLANTA TO BE?

The *Downtown Atlanta Master Plan* is the result of a year-long process that engaged people from all walks of life in Downtown, the City, and the region in a conversation about Downtown Atlanta's future.

Who

LENT THEIR VOICE AND VISION TO THE PLANNING PROCESS?

The *Downtown Atlanta Master Plan* met face-to-face with more than 2,500 different people during 155 meetings, events, and planning sessions. More than 2,500 people participated in online surveys, including **GOOBY Hamilton and Downtown champions** who joined the planning process. Together, we considered trends driving new growth, weighed the potential for change, established the aspects of Downtown we wish to preserve, and determined how best to guide coming change.

What's Next?

HOW WILL WE MAKE VISION BECOME REALITY?

The plan's recommendations echo the priorities of our Downtown community and offer a road map for traveling our vision into reality. Shaping and action by various Downtown entities and stakeholders will be required to implement the recommendations. "There is no one agency, project, or funding source that can do it alone. With the plan complete, our collective efforts must shift."

Why

IS THIS AN IMPORTANT CONVERSATION, NOW?

Downtown is poised to take advantage of unique new development momentum, significant new resources for upgrading transit and infrastructure, and a renewed interest in downtown living and Downtown Atlanta itself as one of the historic center of our city and a place where people want to live.

What

IS OUR SHARED VISION FOR THE HEART OF OUR CITY?

Downtown Atlanta will balance its role as a **major business district and destination** with a new focus on its **character** as a **very vibrant, walkable neighborhood** designed with people in mind. Downtown will become how we define and measure the best of a range of price points to **bring home to a diverse and inclusive community** by **preserve its history and architecture** and all existing food businesses, **walkable, bikeable** streets and a **healthy, beautiful public realm** will serve as a backdrop to a thriving social life for residents, employees, and visitors enjoying all that Atlanta's **Cultural epicenter** offers. Well-connected by transit and walk, and desirable yet affordable, Downtown will capture a significant share of the region's projected growth, balancing development with preservation to keep the heart of historic Atlanta and the heartbeat of the city.

It's time to get to work making **Downtown** the best downtown it can be!

Find out more about Downtown Atlanta and read the full plan > <https://planDowntownATL.com>

ECO

INNOVATION DISTRICT

Collins/Arapahoe

TOD & Innovation

District Study

Vision
December 2018

RICHARDSON TEXAS

prepared by: **INTERFACE STUDIO**
MINIGRET PARTNERS
BIG RED DDO

"pocket plan" >>

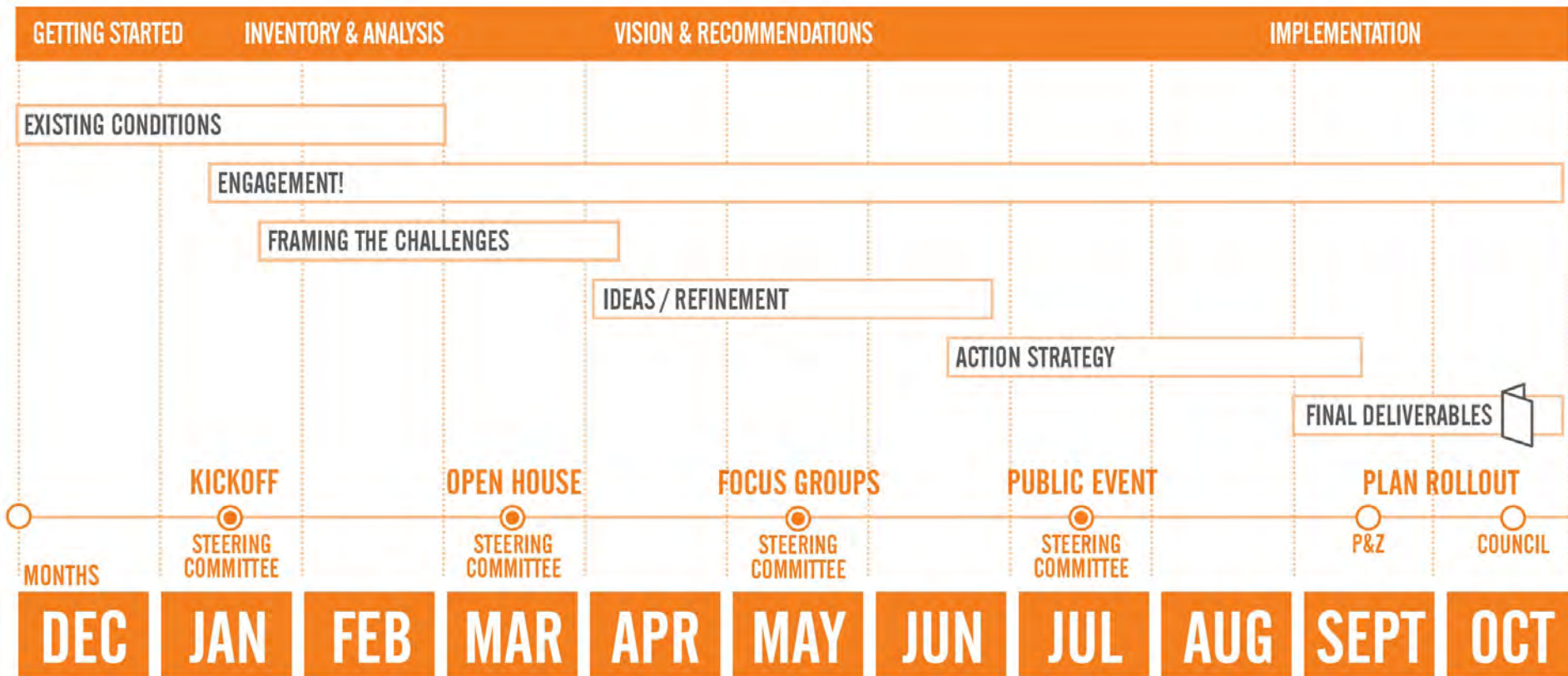
reports, technical
documents and
guides >>



A STEERING COMMITTEE:

- TO HELP GUIDE THE PROCESS AND PROVIDE FEEDBACK
- TO DRUM UP PUBLIC INTEREST AND ENGAGEMENT
- TO HELP IMPLEMENT

SCHEDULE



A FEW QUESTIONS:

- WHAT IS IMPORTANT / DISTINCTIVE ABOUT THE IH-35E CORRIDOR TO HIGHLIGHT?
- WHO IS YOUR COMPETITION IN THE REGION?
- WHO DO YOU ASPIRE TO BE LIKE?





RICHARDSON



ADDISON



PLANO



MOCKINGBIRD



STAR
CENTER
CONFERENCE CENTER
Second Floor

STAR
CENTER
FARMERS BRANCH

THANK YOU!