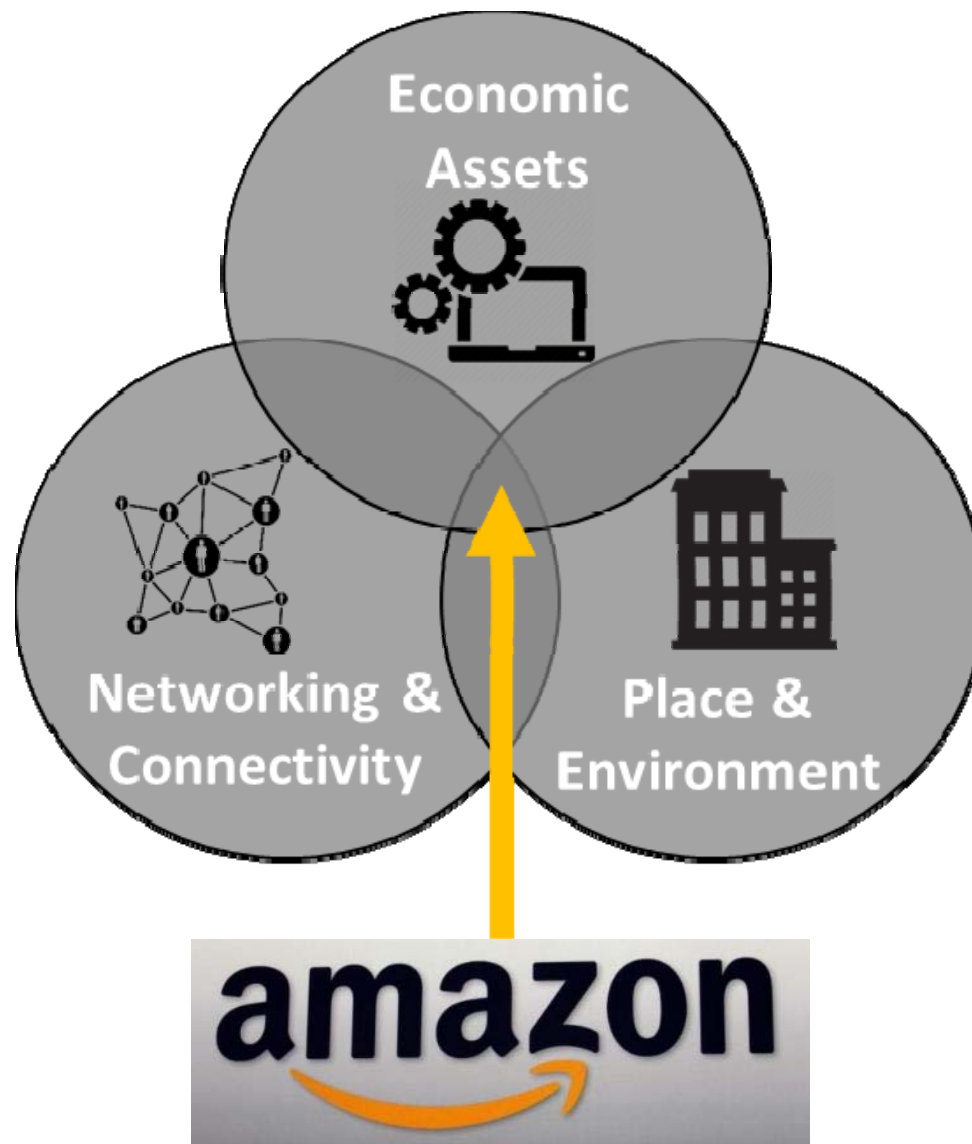




Our Transit Future Gateway Station & Patterson Place: a Case Study In Opportunity

Connecting to Opportunity
Feb. 6, 2018

Brandon Palanker
Tony Sease
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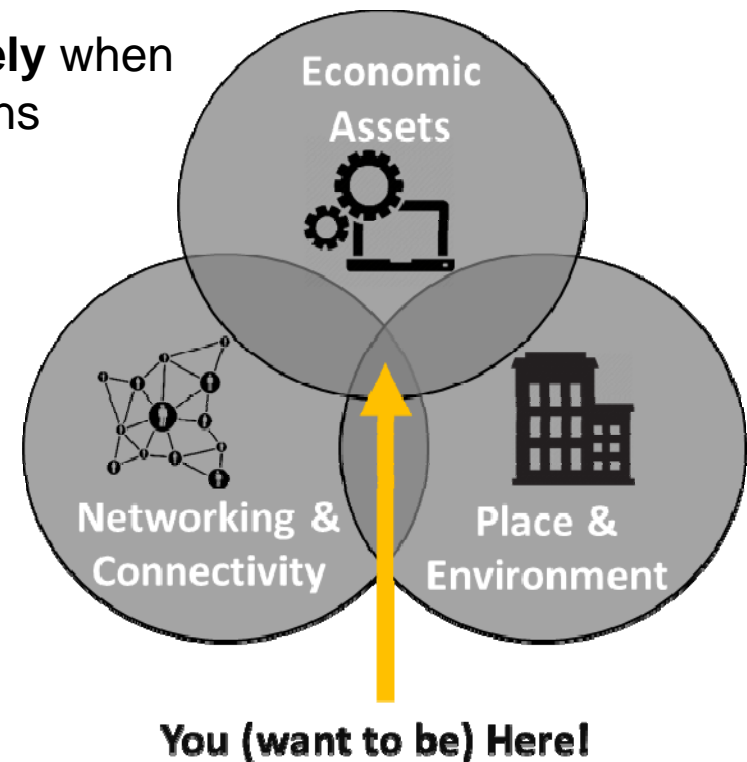


In choosing the location for HQ2, Amazon has a preference for:

- Urban or suburban locations with the **potential to attract and retain strong technical talent**
- **Communities that think big and creatively** when considering locations and real estate options

HQ2 could be, but does NOT have to be:

- A downtown campus
- A development-prepped site ???



A (very) Brief History of Life and Work in Late 20th Century America











Walkable Mixed-Use Neighborhoods = Suburban Innovation Hubs



The educated workforce demands walkable urbanism and mobility options



New Rochelle, New York
Renaissance Downtowns



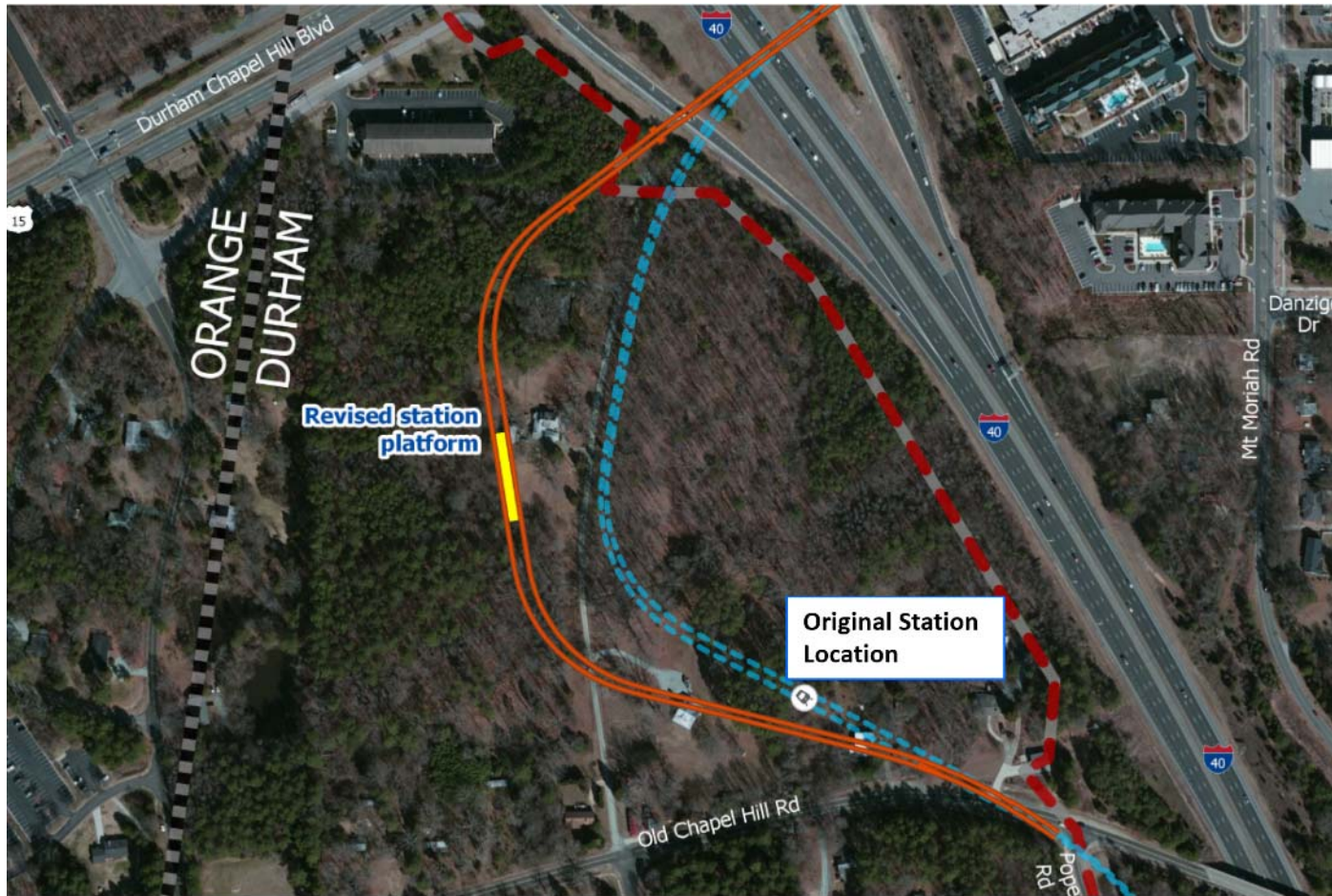
“Companies seek more diverse, walkable environments such as downtowns and suburban mixed-use centers as opposed to traditional low density, single use office parks”

— Cushman & Wakefield/GWU/Smart Growth America, Core Values Report

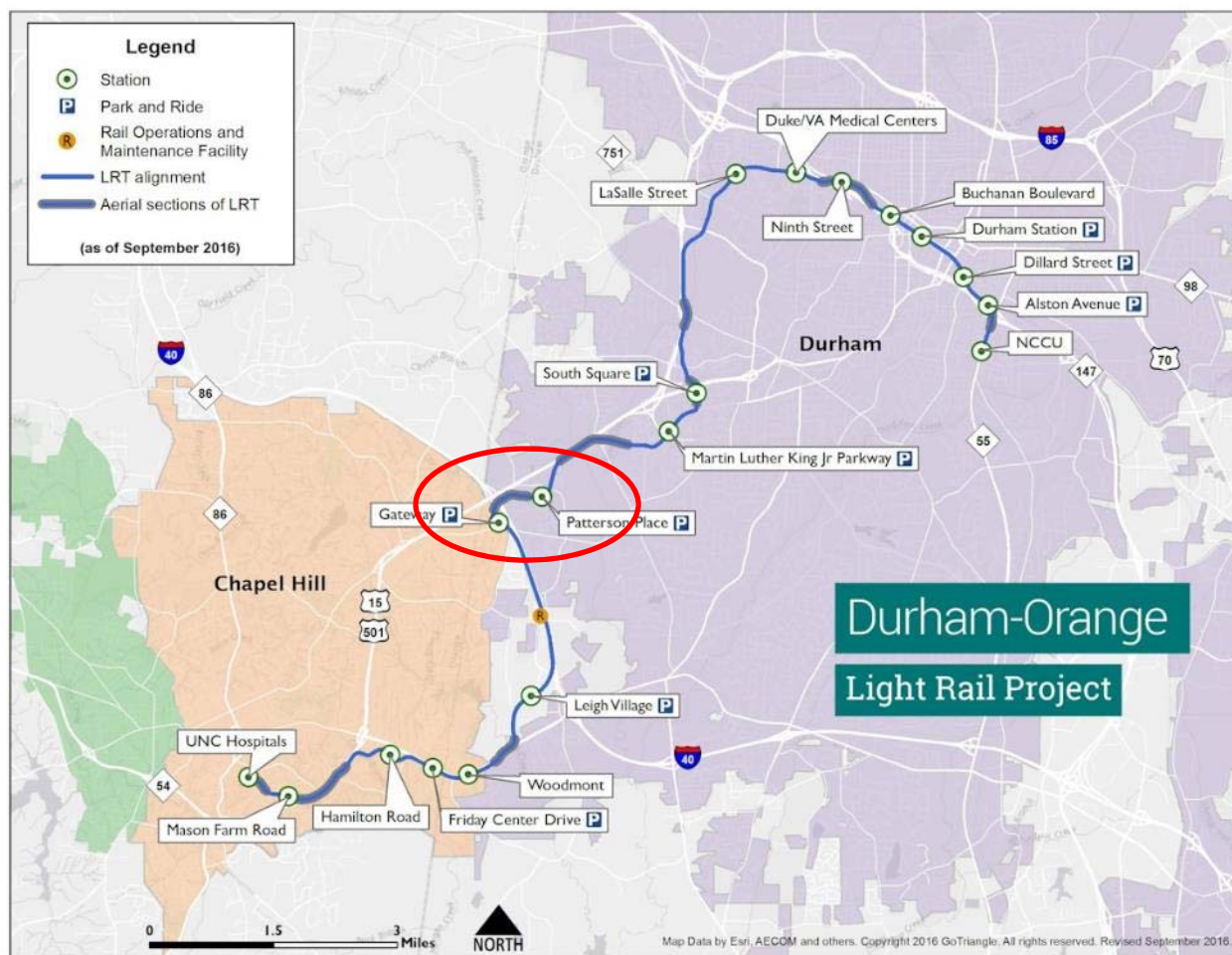
- To attract & retain talented workers
- To build brand identity & company culture
- To support creative collaboration



Gateway Station Re-Alignment Sets the Stage



Gateway Station/Patterson Place





Principles for Walkable Places



1. Sustainable Densities
2. Mix of Uses
3. Pedestrian-oriented scale
4. Vibrant, public spaces
5. Limited, district parking
6. Public Leadership

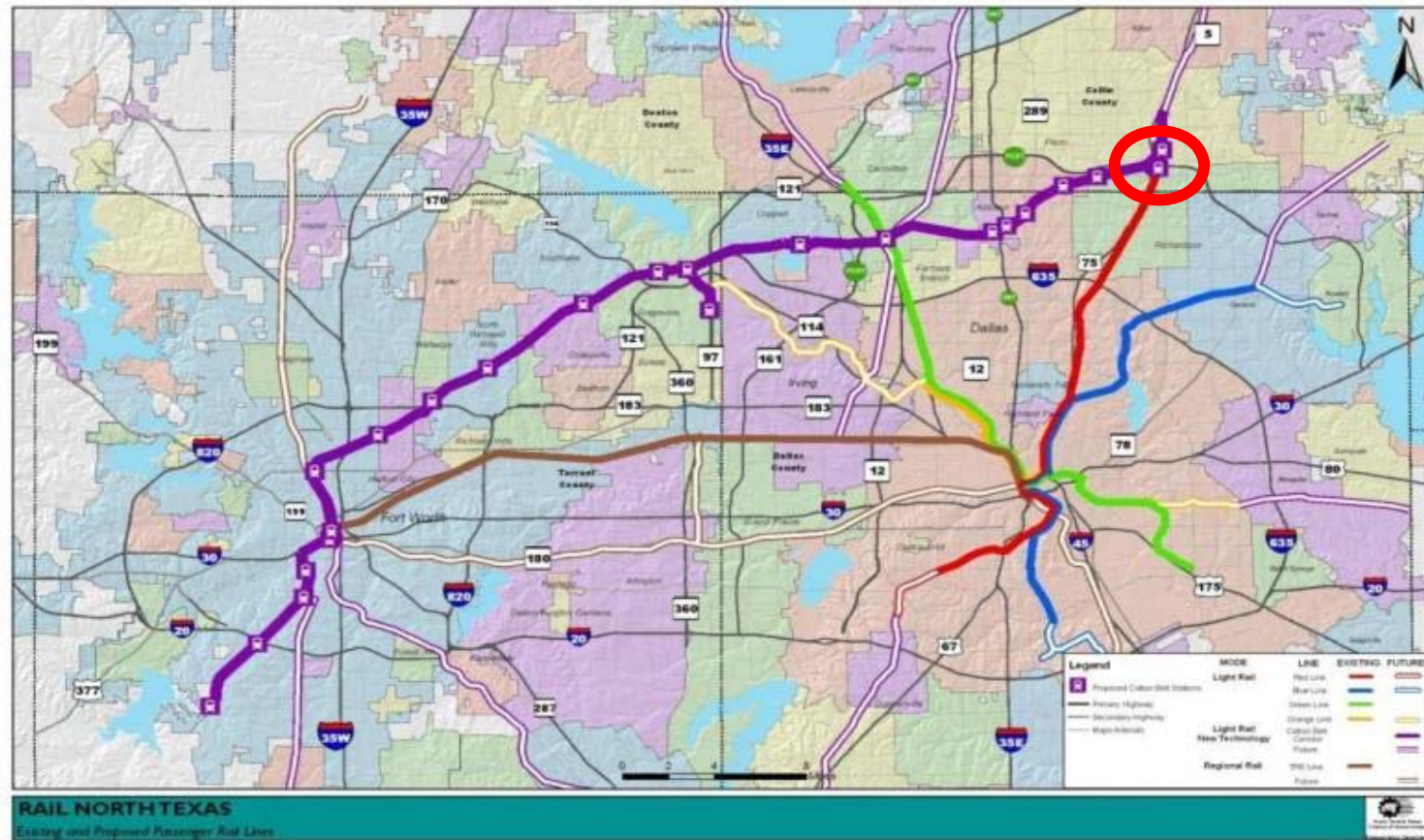


Gateway Station/Patterson Place Opportunity

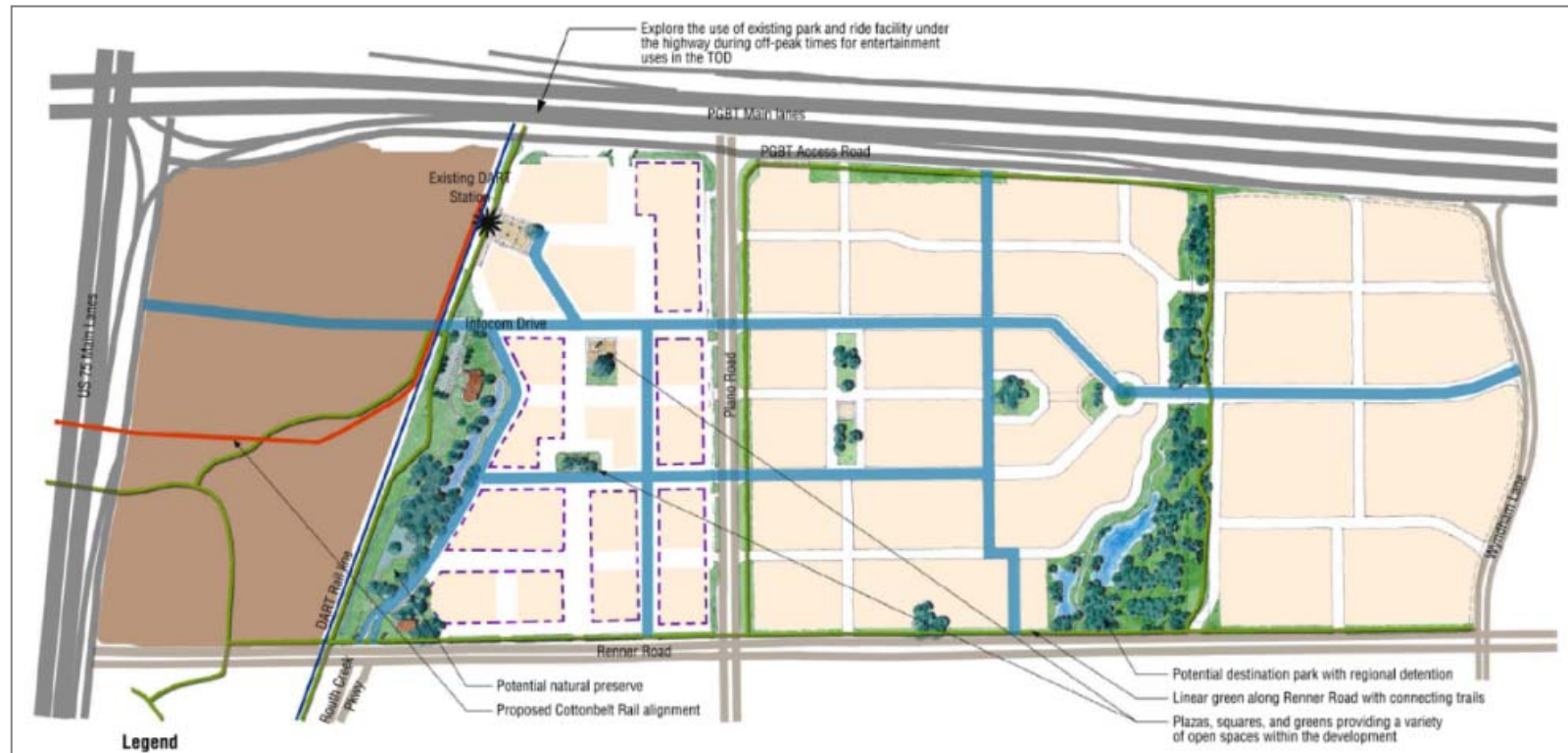


Bush CityLine/State Farm TOD

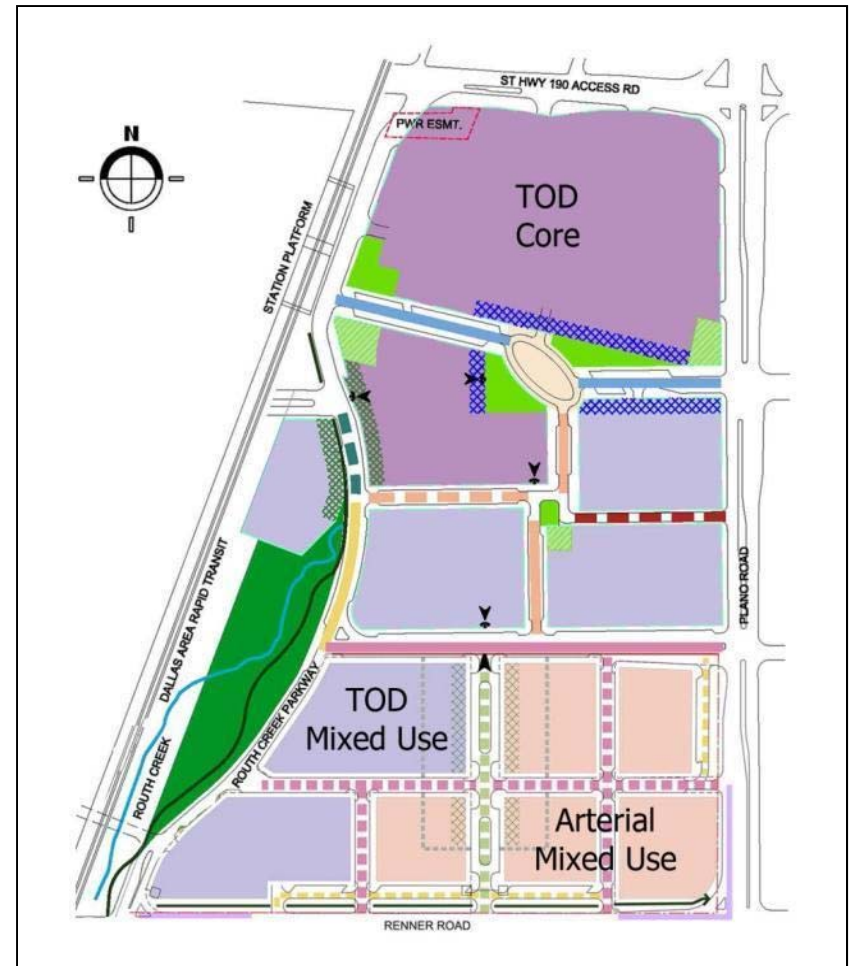
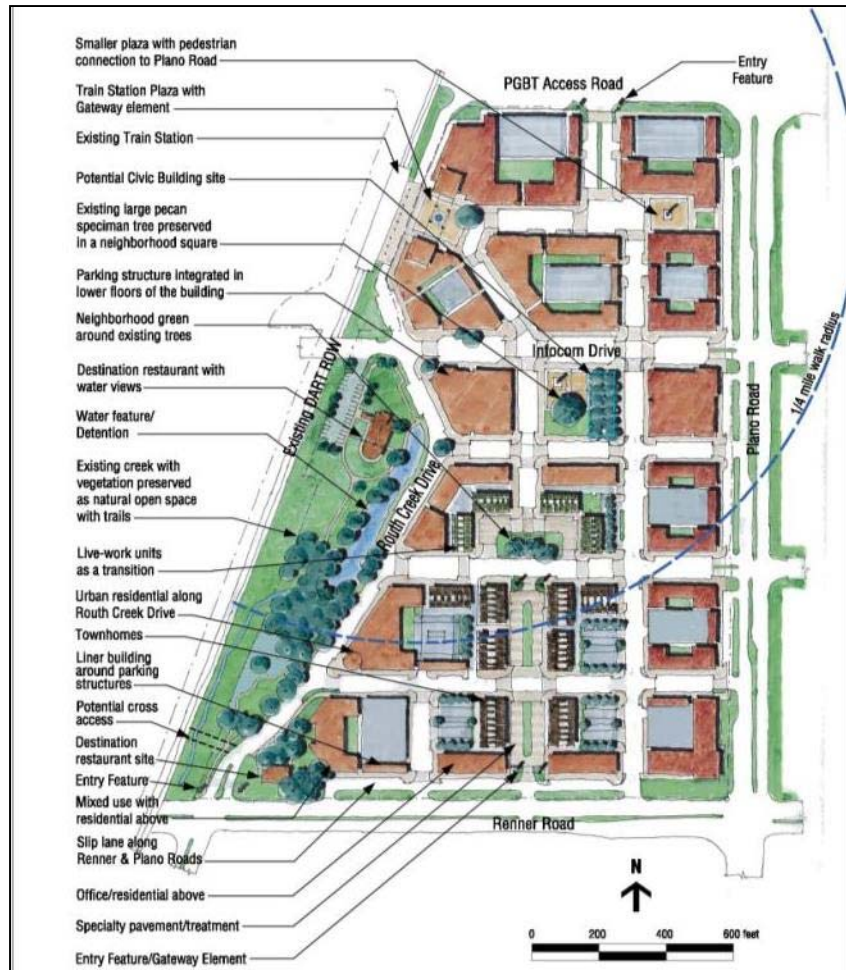
Richardson, Texas



250 “suburban” acres with rail and highway



Urban/Suburban



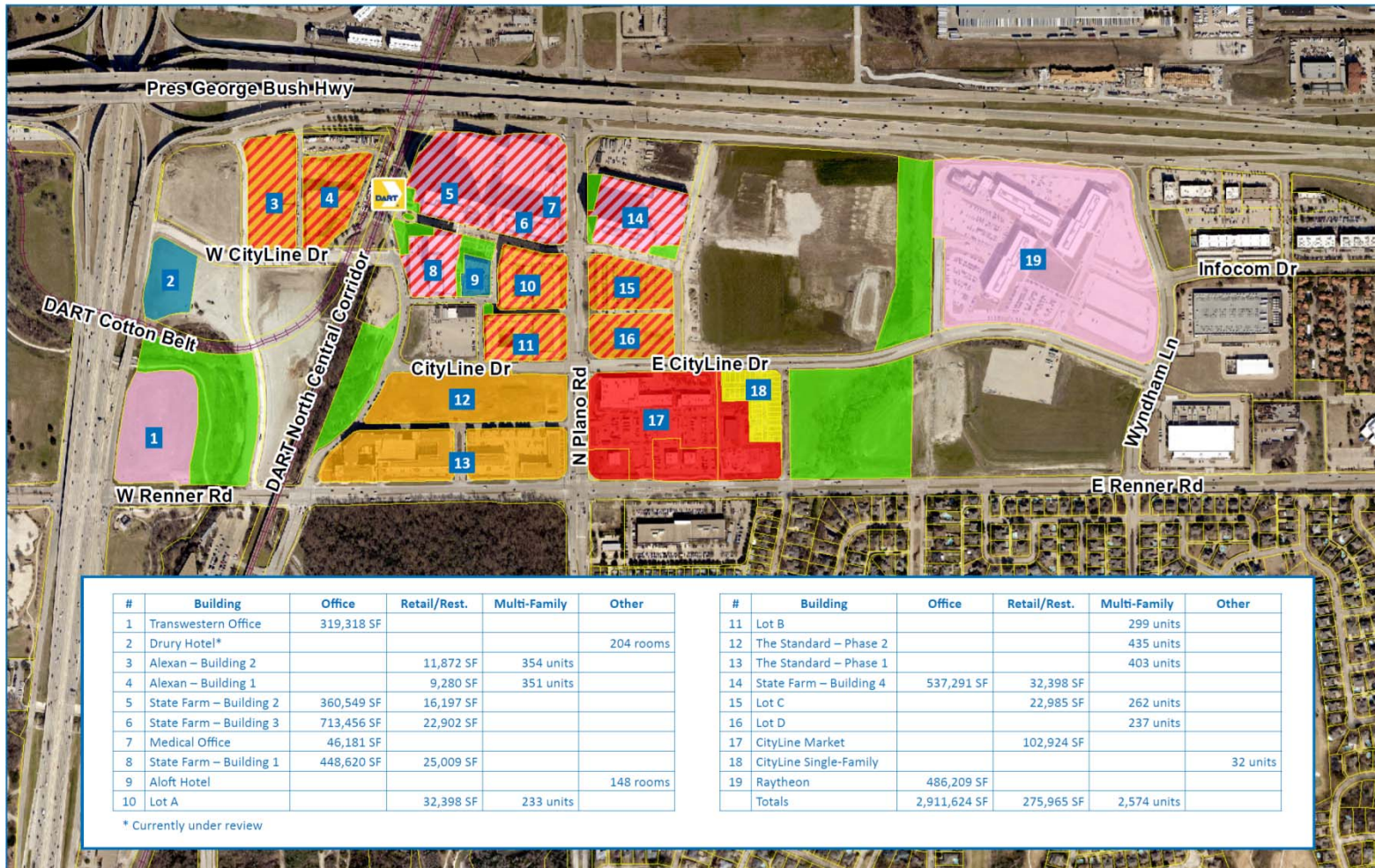
Who is the “urban/suburban” consumer?



Image courtesy KDC



Economic/Fiscal Impact



Updated: April 2017



Economic/Fiscal Impact

Assumptions

- **TOD buildout to 2057** for station areas cumulative:
 - Type of development
 - Amount of Absorption
 - Economic value of that development
 - Projected tax revenues
- Most likely outcome scenario has range of +/- 15% than the median value for the four metrics listed above (15% below median = Conservative)
- The future revenue is Discounted Present Value, which roughly represents how much that future revenue could buy today
- Estimates do not include infrastructure costs to support the development; those are being calculated separately for TOD Sketchbook Report



Gateway / Patterson Place (including Eastowne)

Sketchbook Buildout Scenarios

- 5.1 million SF Office
- 4.6 million SF Residential (approx. 4,000 units)
- 520,000 SF Hotel
- 460,000 SF Retail



Gateway / Patterson Place (including Eastowne)

In years 2018 - 2057

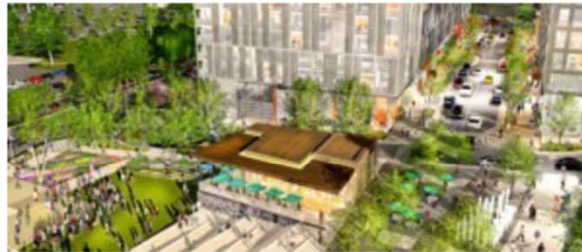
- Potential additional new property value: **\$500 Million**
- Potential additional new accumulated tax revenue: **\$210M**

“Potential additional” refers to net new property value and net new tax revenues that would be collected above taxes collected if current (2017) land uses and densities were to continue into the future unchanged.



The Case for Putting Amazon's HQ2 in the Suburbs

Jan 26, 2018



A rendering of The Boro, a transit-oriented development being built on the Washington Metro's Silver Line in Northern Virginia. The Meridian Group

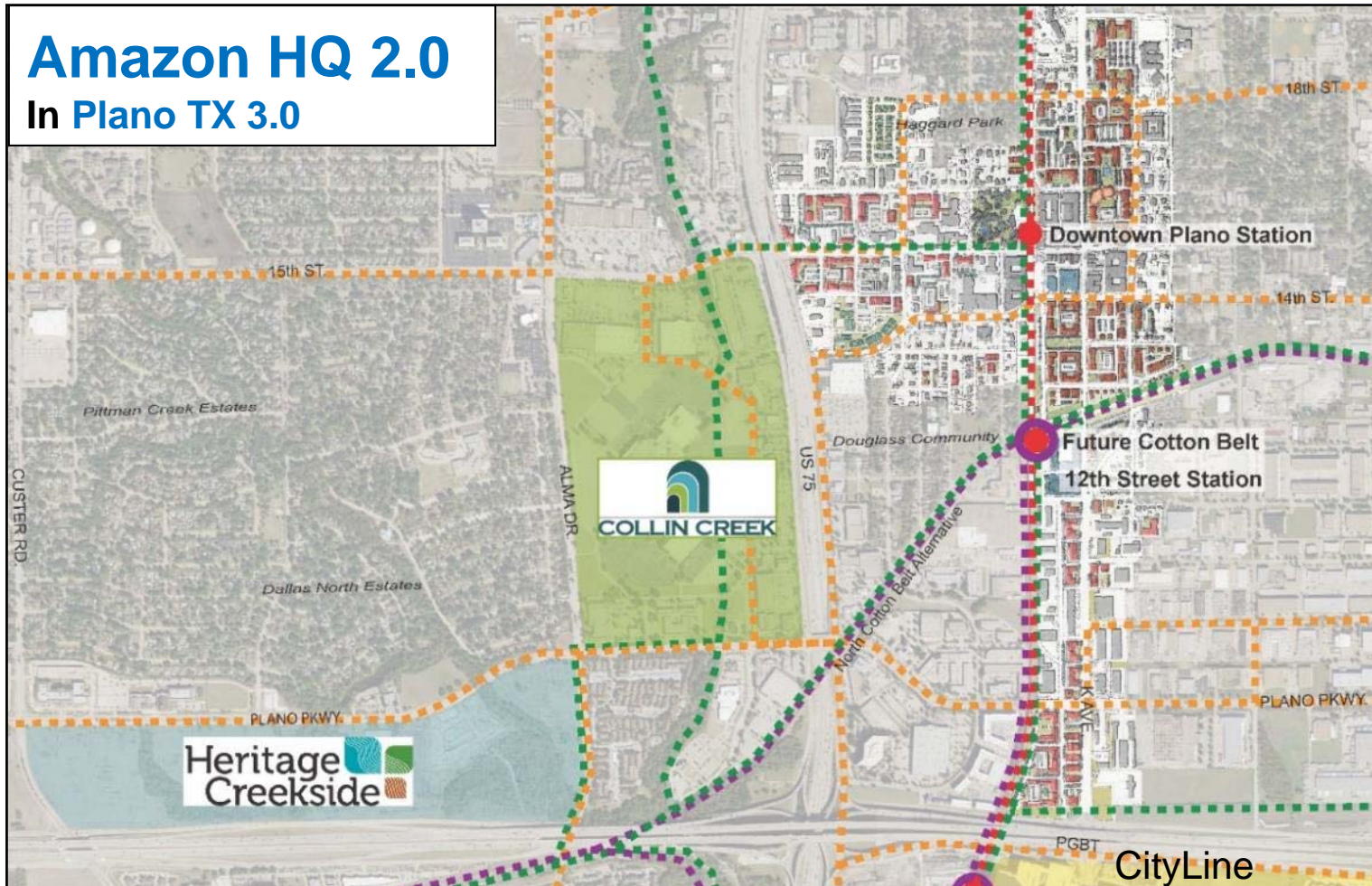
If it's built on the urban fringe, HQ2 doesn't have to be an inward-looking campus marooned in sprawl. It could be the mother of all suburban retrofits.

Last week, we learned which 20 cities made the [not-exactly-short list](#) to host Amazon's second headquarters. These cities rose to the top of the 238

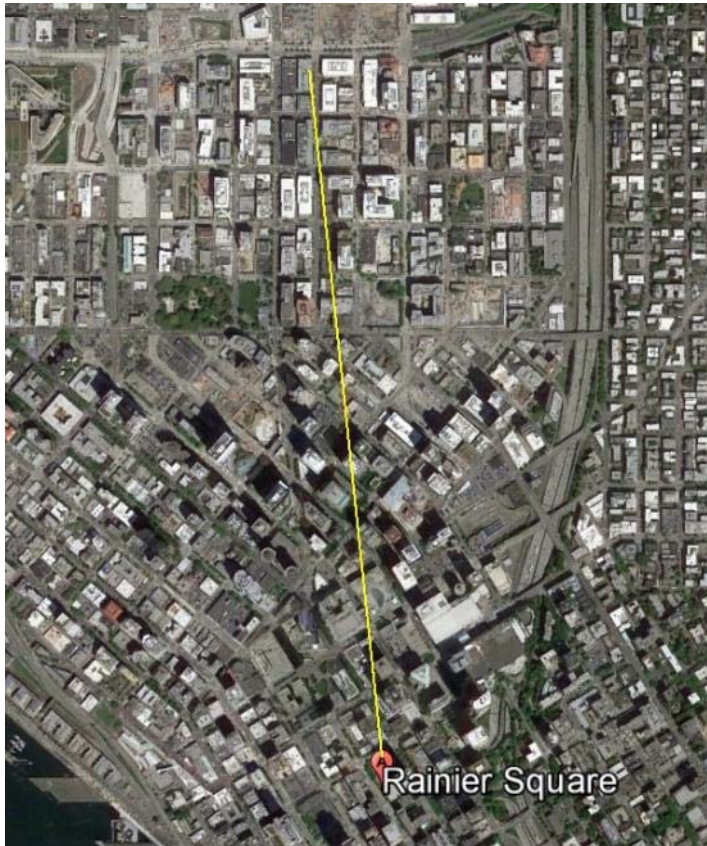


Amazon HQ 2.0

In Plano TX 3.0



Amazon in Seattle vs. Gateway/Patterson Distance



South Lake Union to Amazon's
Newest Office Tower: 5500 feet



Gateway to Patterson Place:
4200 feet



Coming This Spring

Light Rail TOD Sketchbook

- Station area concept plans
- Economic development and tax revenue estimates
- Recommended station area Infrastructure
- Strategies to reach community goals like affordable housing

