



# *Developing Town & Gown Relationships*

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- Dan Johnson, City Manager, City of Richardson, Texas
- Dr. Calvin Jamison, Vice President, Facilities & Economic Development, University of Texas at Dallas
- TASSCUBO Conference – Rockwall, Texas ,October 22, 2019





- “Town & Gown” connotes widely different meanings and emotions
- The subset of communities (5,300 in the U.S.) that host college/university settings

# “Town & Gown”



## Town & Gown – Positive Impacts

- Philanthropy
- Active Academic/Business Community engagement
- Local Economic Impacts
- Work Force Development / Recruitment
- Facility Utilization – Buildings, Trails, etc.
- Arts & Humanities
- Community Engagement
- Public Safety Coordination
- Urban Impact Coordination (drainage, traffic, etc.)
- Research Commercialization
- So many more....



# University of Texas at Dallas\*

....(\*in Richardson!)

- A 1.15-sq. mile campus within a 28.6 sq. mile city
- A 29,000 enrollment population within a 118,000 population city
- 4th Largest City Employer at 2,700 employees
- Only 5 University Presidents and 4 City Managers in school's history



# So Why Does Our Town/Gown Work?

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We're Young!

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We Want it!

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We Work on it!

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We Celebrate it!





**We're Young!**

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It's Only a 50 Year Relationship!

# We're Young

City and University grew up together!

1960

University "Starter" & Richardson Population:

16,810

*Remarkable* **RICHARDSON** *the electronic city*

**T E X A S**

**A Dynamic Industrial Area and Site of Many Blue-Chip Commercial and Industrial Firms**

**GRADUATE RESEARCH CENTER OF THE SOUTHWEST** provides broad fundamental research activities and opportunities in a scholarly atmosphere for post-doctoral study, as well as to assist the graduate programs of the colleges and universities throughout the great Southwest.

**THESE COMPANIES SELECTED RICHARDSON**

ANCHOR SPORTSWEAR, INC.	DALLAS CONCRETE DURMAC COMPANY	OWENS SAUSAGE CO.
BAUER ALUMINUM CO.	ELECTRON CORPORATION	RAYFLEX EXPLORATION
CASSIDY FEED MILLS	HARBIN-SPOTTS PRINTERS	RUDMOSE, INC.
CIRCLE CONCRETE	HOME METAL PRODUCTS, INC.*	STEWART ENGINEERING CO.
COLLINS RADIO COMMUNICATIONS FACILITIES	LING ELECTRIC	SUN OIL COMPANY
		TEXAS INSTRUMENTS*
		VENT-A-HOOD

\*Just outside city limits

**PROFITABLE PLANT SITES FOR INDUSTRY IN THE DISTRIBUTION CENTER OF THE SOUTHWEST.**

RICHARDSON, one of the four fastest growing cities in Texas, increased in population from 1,284 in 1950 to more than 27,000 in 1962. It is located in the Federally designated Dallas Metropolitan Area, and within a 500-mile radius there exists more than a \$38 billion market. By serving this rich and growing market from its strategic heart, pacemaking industries can readily serve this area as well as have an advantageous location for national distribution. In addition to the fine industrial opportunities, all the cultural and entertainment features of the big city are available within only minutes.

Each day in Richardson shows progress in industry, government and recreation with a continued understanding and planning for a better business and economic climate. A comprehensive plan of land use, adequately zoned for industry, commercial business, parks, schools, churches, and fine housing developments, guides the growth of Richardson.

All tracts in black are plant location sites, ranging in size from fractional to multi-acre. Prices from \$2,500.00 an acre. All sites are within 25 minutes of downtown Dallas.

FOR ADDITIONAL INFORMATION ABOUT RICHARDSON WRITE, CALL OR WIRE  
**Chamber of Commerce**  
RICHARDSON, TEXAS

This Advertisement Published in The Interest of Continued Industrial Growth and Development for Richardson and is Bought and Paid for by These Richardson Financial Institutions:

**FIRST BANK & TRUST OF RICHARDSON**  
  
A. T. Akin, President

**RICHARDSON SAVINGS & LOAN ASSOCIATION**  
  
Ray Virgin, President

**We Pledge Ourselves to the Progress of a Strong Community**

CITY MANAGER'S OFFICE



The business community's land donation and inaugural purpose set us on the path of cooperation

We Want It

CITY MANAGER'S OFFICE



# “Graduate Research Center of the Southwest”



THE Original  
FOUNDERS BUILDING

circa 1964



TEXAS  
INSTRUMENTS

TY MANAGER'S OFFICE

# We Want It - Examples

- Senior Capstone Projects
- Community Engagement Committee
- Invited Presentations: City Council, Realtors Conference, Ribbon Cuttings, Orientation Tours
- Community Appreciation Weekend
- ...



# We Work On It

- Significant Physical Plant/Campus
- Impacts:
  - Access/Traffic/Transit
  - Parking
  - Drainage
  - Public Safety
  - Emergency Management
  - Housing



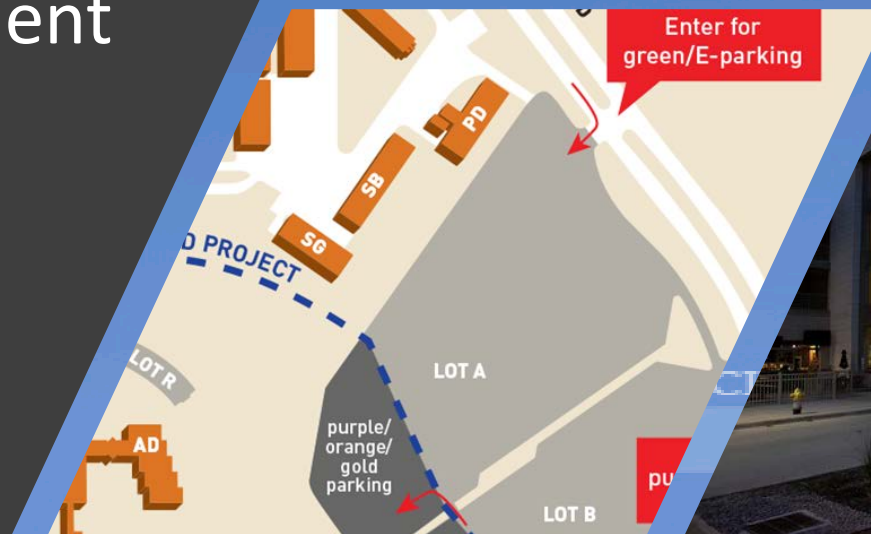


## Tools In Our Toolbox

- Master Planning Consultant Sharing
- Land Licenses and Easements
- City General Obligation Bond Projects
- County Grants
- Joint Advocacy
- Tax Increment Reimbursement Financing
- Shared Equipment & Training
- *Creative Thinking!...*

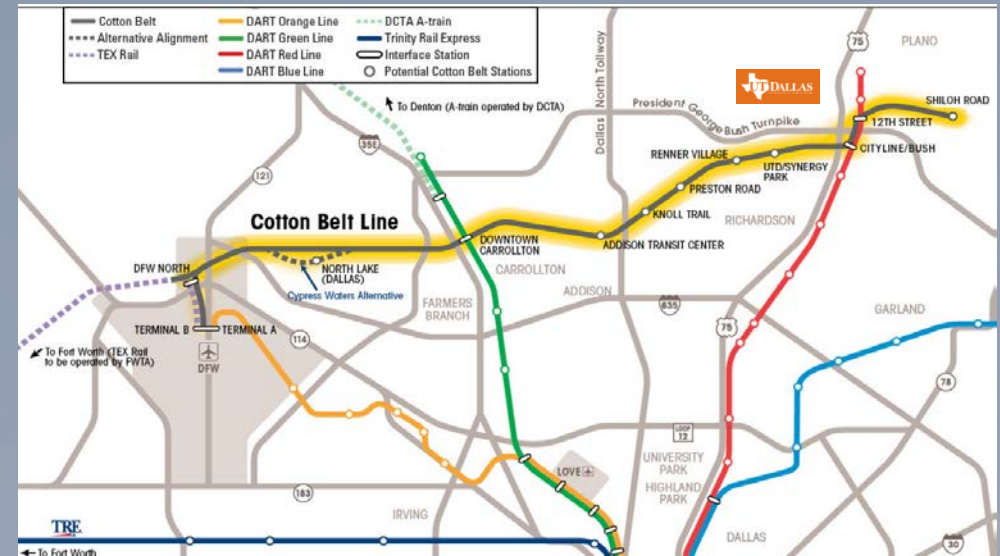
# 5 Quick Example Projects

- DART Silver Line Commuter Rail Station Planning
- Northside TOD Development
- Internal Road Development
- City Water Tower Placement
- Drainage Runoff Management



# DART Silver Line Commuter Rail Station Planning

- New DART 33 mile Regional Commuter Rail Corridor
  - DFW Airport
  - Downtown Ft. Worth
- **New Station to be developed at northside of UTD Campus**
- UTD/City active in DART Workplan Decision
- Completion by December 2022

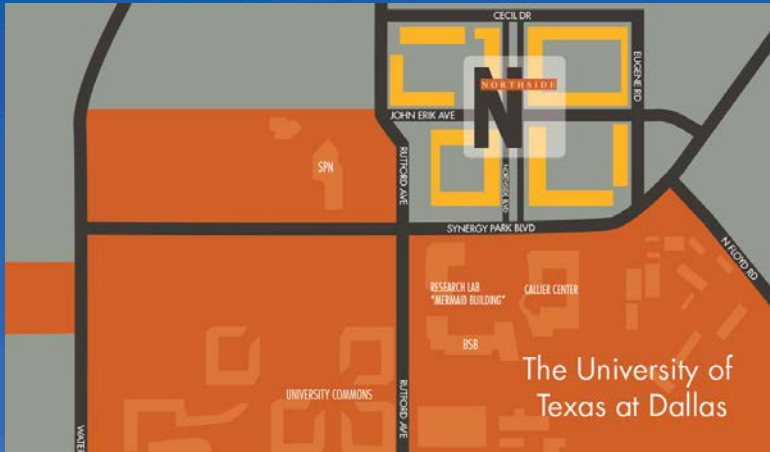




# DART SilverLine: UT Dallas Station

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# Northside TOD Development

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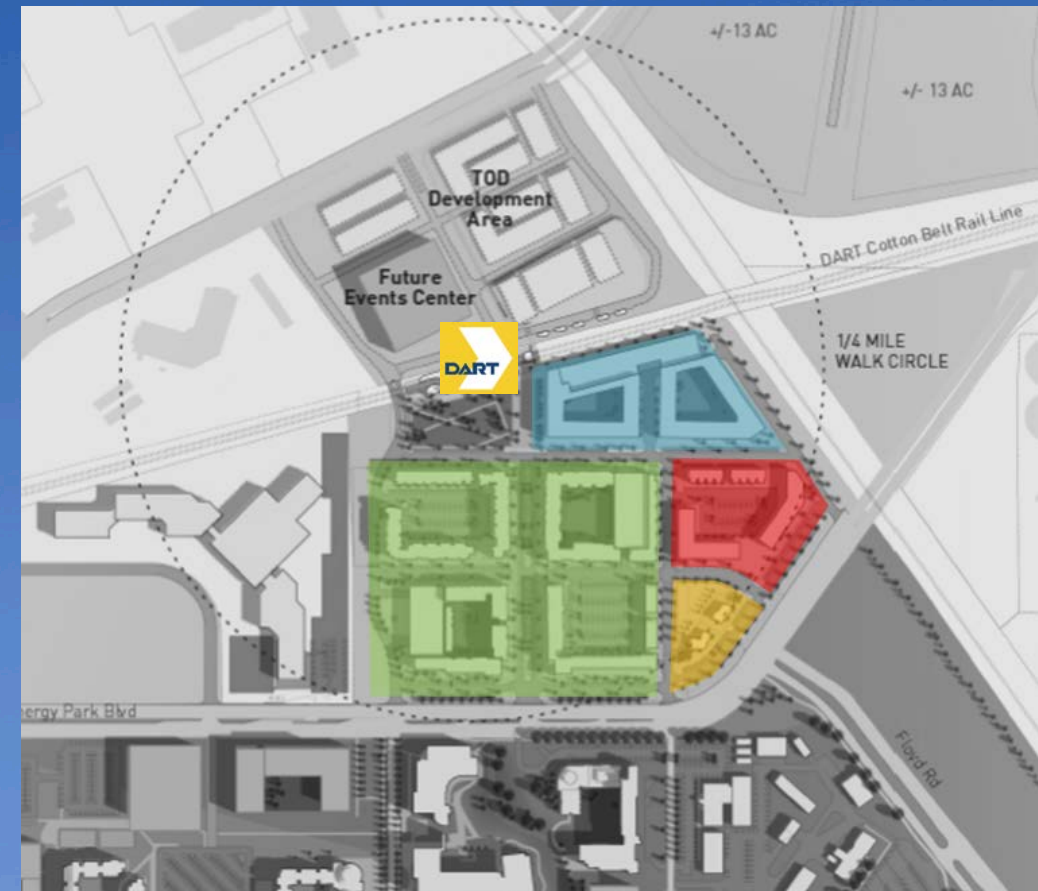
- A “campus life” /Transit-oriented development jointly planned
- Market-rate housing and lifestyle amenities
- Plaza road “spine” features for special events and navigation to DART’s Silver Line rail station & trail



# Northside Tax Increment Economic Development Support

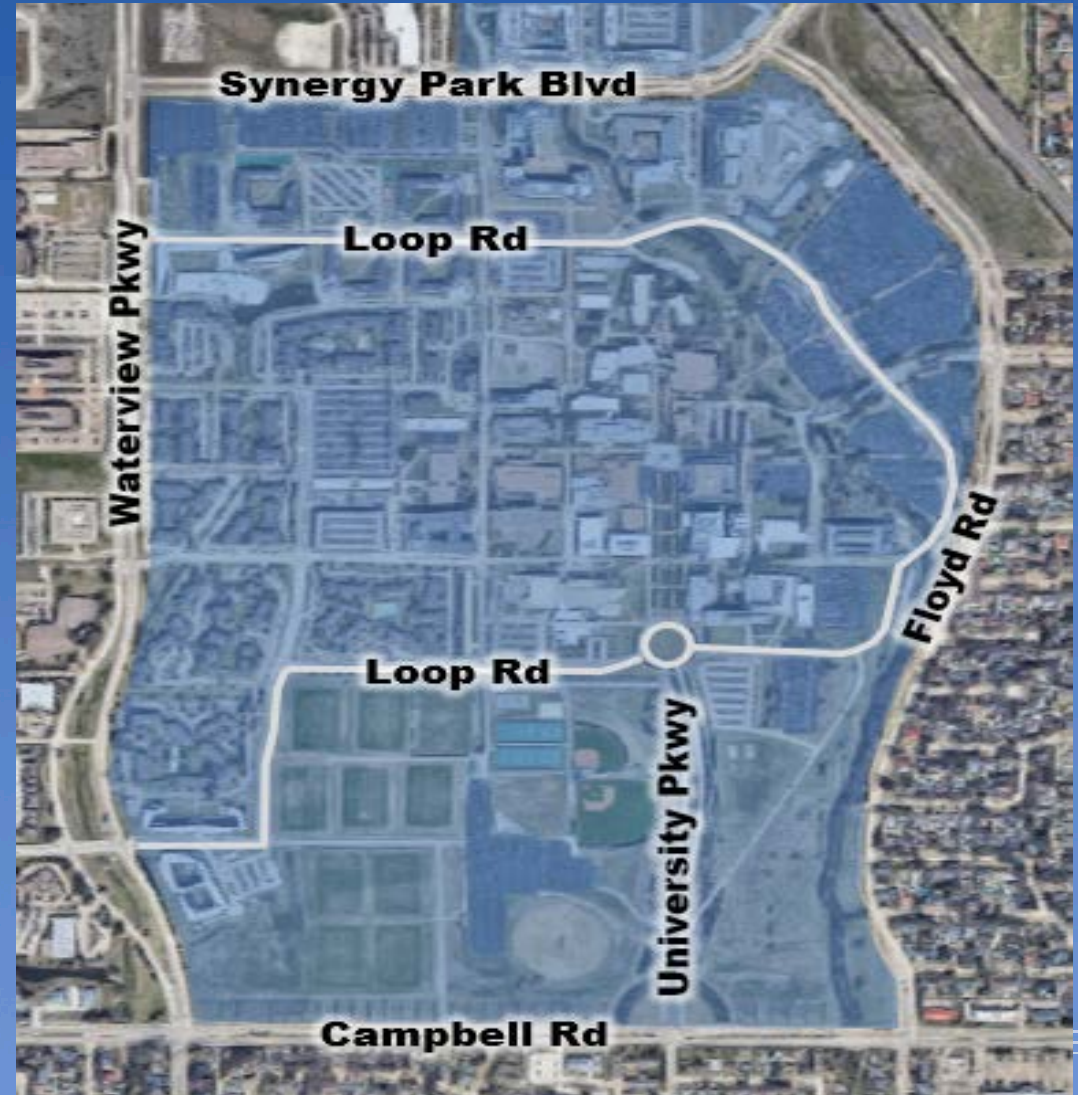


Project	Purpose	Value of Incentive
Northside Phase 1	<ul style="list-style-type: none"> <li>Construction of Rutford Drive and Plaza Road</li> </ul>	\$1,200,000
Northside Phase 2	<ul style="list-style-type: none"> <li>Construction of Rutford Drive and Plaza Road</li> <li>Construction of Drainage Channel</li> </ul>	Uncapped - Estimated by be \$1,800,000
Northside Phase 3	<ul style="list-style-type: none"> <li>Construction of Rutford Drive and Plaza Road</li> <li>Construction of Open Space adjacent to Silver Line Station</li> </ul>	TBD



# Internal Road Development

- On-going mutual attention to manage traffic impact on eastside of campus
- City participation in funding (~\$5 million) and construction of spine & internal “loop road” system





- Ongoing traffic studies to coordinate densifying campus development

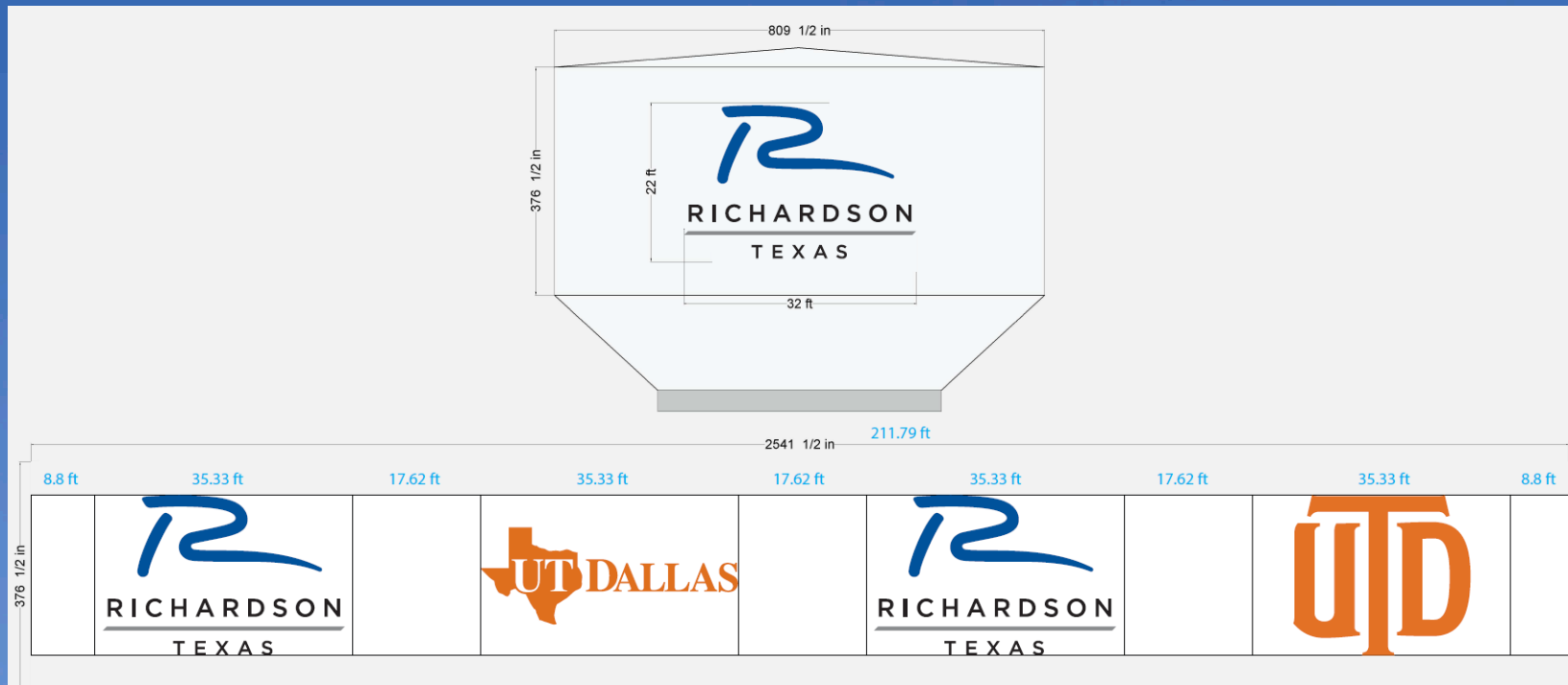
# City Water Tower Placement

- New 1 million gallon elevated tank for pressure management, supply and growth demands
- Cooperative siting on UTDallas land (high point elevation) through license, valued at ~\$1 million.



# City / UTD Coordination

## Logos - Tank to display UTD and City logos



# Drainage Runoff Management

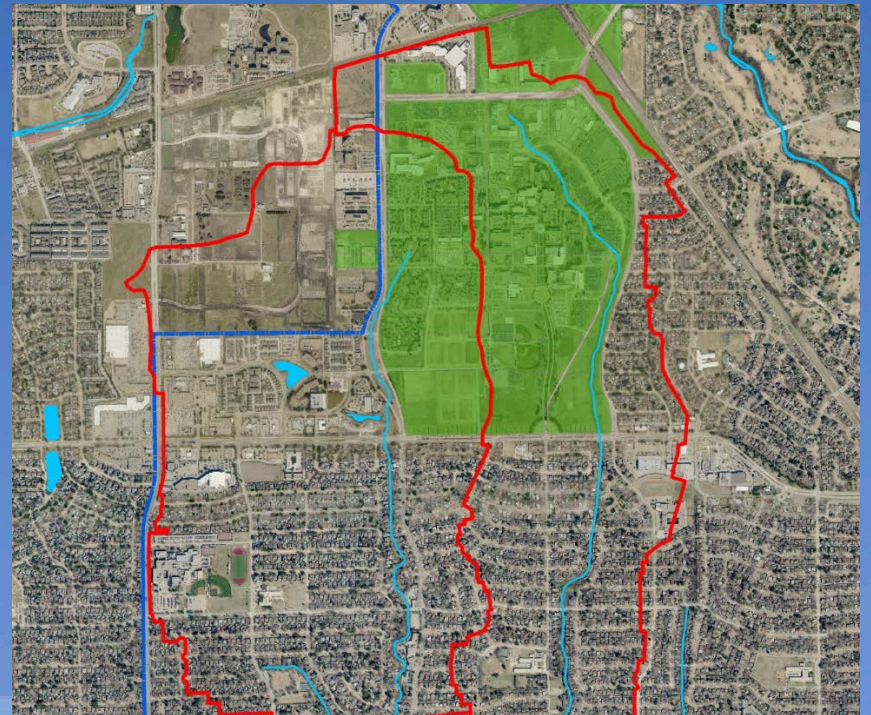
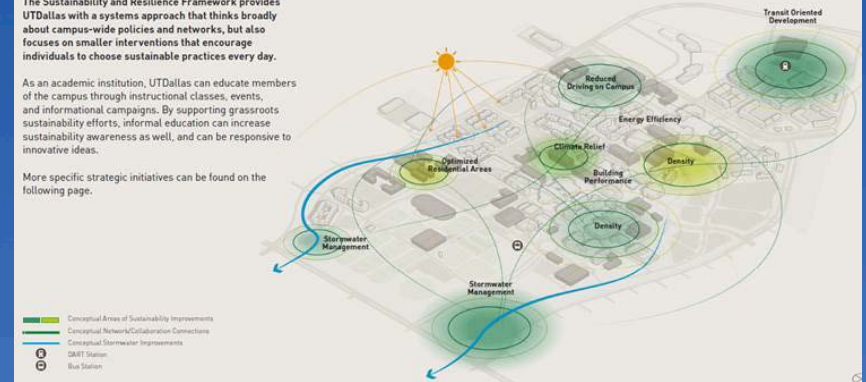
- Campus watershed drains to two basins
- Intensive development promotes runoff & potential downstream flooding
- Joint engineering study to size
- Two locations to be licensed for on-site detention facilities by city at \$15 million

## Sustainability and Resilience Approach

The Sustainability and Resilience Framework provides UT Dallas with a systems approach that thinks broadly about campus-wide policies and networks, but also focuses on smaller interventions that encourage individuals to choose sustainable practices every day.

As an academic institution, UT Dallas can educate members of the campus through instructional classes, events, and informational campaigns. By supporting grassroots sustainability efforts, informal education can increase sustainability awareness as well, and can be responsive to innovative ideas.

More specific strategic initiatives can be found on the following page.





We Celebrate It!



We Celebrate...Often!

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It is Synergy!

- Seeks more together than possible alone
- Meaningfully engaged in an organized, continual relationship(s)
- Each seeks to perform their respective core duties and mission well - but also:
  - Seeks to be aware of the impact of their actions on the other



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