

19th Street Mixed-Use, Student Housing + Retail project in Lubbock, TX FAQ for Tech Terrace Neighborhood Association

- **What is the timeframe?:** 2023 start and delivery for Fall 2025 school year:
- **What type of disruption can be anticipated during construction?:**
 - Construction will abide by local ordinances and will typically be conducted Monday – Friday 7:00 AM – 3:00 PM.
 - The General Contractor (TBD) will establish a construction logistics plan that will outline any temporary sidewalk and/or street closures
- **What is the area to be considered for demolition and rebuild?:**
 - All existing structures on the Godbold site and the Lutheran Ministry site, along the parking lot between the 2610 & 2624 20th Street residences.
- **What is being considered for retention of historic items within the existing site:**
 - We are working on a detailed plan to to incorporate these classic building elements, such as the Stone header that reads “**The Plains Hospital and Clinic**” into the Outdoor Plaza/Patio at the Retail/Restaurant space, as well as incorporate the Medallion with the initials of the three original doctors of the Plains Clinic from its current location in the floor of Café J to this Plaza area.
 - There are also a few classic windowsills that would make interesting site elements at this Plaza.
- **How to go about having input on the 19th street facade? It was mentioned at the meeting about trying to blend with the Spanish style architecture of TTU:**
 - *The design of the building has been modified based on the feedback provided during meeting with members from the Neighborhood conducted on August 18th. The building now exhibits a more horizontal appearance, and through the creative use of materials and color palette, provides a complimentary aesthetic to the existing Spanish-style architecture of the campus without directly copying this architectural style. This design direction results in a building that preserves the integrity of the Texas Tech University campus architecture and also provides a complimentary response in scale, massing, and color to the campus architecture and neighboring buildings. The updated renderings were presented at the P&Z City meeting on Sept. 1.*
 - Based on the feedback provided during the meeting with members from the Neighborhood conducted on August 18th, the aesthetic design was updated with more vertical articulation in the brick materials at the base, incorporated a tile mosaic zone at the NE and NW corners of the building, and the materiality blends vertical and horizontal elements (“push and pull”) so it does not just appear in “vertical blocks only”, and pulls in artistic features and styles from the surrounding neighborhood and campus. (Architect did not think we should “copy TTU” buildings)
 - The updated renderings were presented at the P&Z City meeting on Sept. 1.
- **How will the new properties blend in with existing properties:**



- Each of the two buildings respond to their context in different ways, but both do so in ways that allow them to blend in with the neighboring properties. The building facing 19th Street, directly across from the University, is the taller of the two buildings at 5 stories but is broken down in scale along the façade through manipulation of the building massing and the creative use of building materials and colors. The massing moves - in and out - create interest along the street and sidewalk and break the building into smaller pieces, which is further enhanced by changing material textures and colors along the length of the façade. The building facing 20th Street is reduced to four stories to relate to the residential nature of the street. The building also incorporates a sloped, residential-style roof to help blend in with the neighboring residential buildings. In addition, there are multiple street-level, stoop building entries that enhance the residential streetscape. The building scale is further reduced through the inclusion of residential scale windows and building materials, as well as the continued use of building mass manipulation to break the building into visually smaller pieces.
- The exterior fenestration, material pattern, color and textures will differ on each building so that the pedestrian experience feels like two separate projects. The scale of each building also differs, the 19th street building is 5-stories while the 20th street is only 4-stories to help better correspond to the existing context.
- **Facade considerations:**
 - The exterior fenestration will differ between the two buildings, with that of the 19th Street building relating to the larger buildings of the University and the 20th Street building relating to the neighboring residential buildings. The facade will be comprised of brick veneer, painted stucco/EIFs and fiber cement panels. Exact colors and textures are to be determined but will be selected to complement and enhance the surrounding neighborhoods and will closely resemble the renderings presented in the P&Z city meeting on September 1st.
- **Greenspace considerations:**
 - At the Northeast corner of the 19th street building there will be a public retail component with a large outdoor public patio. It is in this area that we propose installing some of the existing historic items discussed above. The new streetscape will also be incorporated - trees, planters, benches - along both the 19th and 20th street development frontages.
 - The Development **WILL** also incorporate multiple exterior courtyards and rooftop amenity spaces as well as an indoor/outdoor fitness area located in one of the open courtyards for the residents to utilize.
- **What zoning changes are being requested:**
 - The current zoning is C-4, C-2, R-3, R-1 on various parcels. The City planning has recommended approval for either CB-2 (Commercial Business-2) or a PD with an underlying CA zoning district.
- **What type of retail will be considered for the 1st floor:**
 - The retail space will be able to accommodate 1-2 tenants, preferably in our opinion marketed to a coffee shop, sit-down, or quick-serve small restaurant that would attract both neighborhood foot-traffic, car traffic on 19th, and the students living in the building with welcoming indoor/outdoor space.
- **How many retail establishments will be considered:**
 - The proposed retail space should be able to accommodate 1-3 tenants.
- **What type of housing will this be:**



- It is not restricted to any class but due to the proximity to the campus it will be marketed towards student body.
- **Will there be onsite security:**
 - There will be staff onsite 24/7 as well as a robust security system through the entire facility. (Up Campus self manages its own developments.)
- **How many stories:**
 - The development is comprised of two buildings, the building along 19th street will be 5-stories and the building along 20th will be a total of 4-stories.
- **What is the maximum number of residents allowed:**
 - The proposed development will have approximately 740+/- beds.
- **Is there onsite management:**
 - Up Campus self manages its own developments. A full management team will be located onsite. The development also has an extensive security system (e.g. - card access and security cameras)
- **What portion of the structures will be open to non-residents:**
 - The 1st floor of the Northeast corner is programmed to accommodate 1-3 retail tenant spaces along with an outdoor patio area with the classic building elements incorporated.
- **What is the maximum number of parking spaces allowed:**
 - The development is proposing 67-75% parking spaces per bed. The development is currently proposing 500-550 spaces in total for Retail and Residential demand, .
- **How will [vehicle] entrances & exits be managed (i.e. very tight Boston/19th street access):**
 - Our civil engineer will review the entrance at 19th Street in light of the **already planned** “decel” right lane in the TXDOT Plans, which should accommodate right-turn (east bound) traffic into the main parking deck in Building 1.
 - Based on the request/discussion at the August 18th meeting, some of the Building 2 parking area (about 40-50 spaces) will enter/exit off 20th Street, which is a very small amount of traffic given that about 100 spaces **currently exist** on the surface lot.
 - The development is proposing onsite parking for residents and retail visitors, which would be accessed off 19th and 20th street only. The 20th street garage will be for residents only. The garage will have an overhead door that will require a security tag to enter. The 19th street garage will have public parking spaces for retail visitors, and there would be a door/gate separating Retail parking from Residential parking. The majority of the garage will be dedicated the Residents, this area will be gated and also require a windshield tag to open the overhead door. Any access control would be recessed far enough in from 19th Street to avoid queuing cars onto 19th.
 - The alley will be improved and widened between the developments property lines to better accommodate fire access and service trucks. Currently, the back of the Godbold is VERY tight to the power poles on both sides of alley...the Project will improve conditions in the alley.
 - Students take significantly less trips due to the proximity to campus (because of the highly walkable, pedestrian location to their primary TTU Campus destination); those trips are typically taken during off peak hours since classes are generally from 9am -3pm.
- **There is significant concern about the traffic flow around the entrances and exits as Boston is already a very narrow and congested area. Any thoughts on how this might be addressed:**
 - Today (currently) there are 5 curb cuts on 19th and 5 more curb cuts on 20th from the Property. This would be reduced to 1 curb cut and 1 curb cut in the future with the Project.

- Further, there are only 55-60 cars that would access the south Building #2 either from 20th Street (about 45 spaces) or from the Alley (about 12-15 spaces “tucked in” under the back of Building #2. **This proposed garage configuration reduces the number of cars that would potentially need to drive down Boston to get to the site vs. the 100 spaces currently on the 20th Street site.**
- The alley will be improved and widened between the developments property lines to better accommodate Garbage Truck, Emergency-Fire Trucks, and Service Trucks.
- **Zoning request specifics and date of first reading:**
 - Up Campus submitted a planning and zoning application to rezone to CB-2 as recommended by City staff. The first Planning and zoning public hearing took place on September 1st.
 - In an effort to address public concerns that Up Campus would “build what was shown on the renderings” (e.g. – 5 stories not 10, etc) it was discussed to potentially go with a “Planned Development” zoning (likely be a PD with the CA underlying zoning designation) so that there would be more specificity to the approvals by PZC and City Council.
 - We understand that September 27 and October 11 are the City Council public hearings.
- **How many people at the facilities will be employed by UP Campus staff? Will these people be recruited from Lubbock or outside Lubbock:**
 - Based on the size of the apartment building, there will be at least 5 full time employees and 8-10 part time employees. This management/leasing staff would be a combination of both local Lubbock/West Texas and greater-Texas/south folks.
 - Additional employees/jobs would be required for the Retail space. Number of employees would be dependent upon final tenant(s). These employees would likely be recruited from the local Lubbock market (staffing would be by the Retail tenant, not Up Campus).
- **How do you feel about having some portions of the presentation available for digital dissemination:**
 - Up Campus is happy to share the P&Z package digitally once updated.
 - Feedback/recommendations during this early design stage is welcome.
 - **We understand Councilman McBrayer is going to be calling for a “town hall” style Tech Terrace neighborhood meeting on Monday, September 19th to discuss concerns and preferences in an open forum.**