

## City Council Work Session Handouts

July 14, 2014

- I. Review and Discuss Zoning File 14-16
- II. Review and Discuss Zoning File 14-18
- III. Review and Discuss the July 9, 2014 Sign Control Board Minutes and SCB Case #14-07, #14-08, and #14-09.
- IV. Review and Discuss Street Cross-Section Designs for Belt Line Rd. /Main St.
- V. Review and Discuss the City's Economic Development Incentive Tool Box
- VI. Review and Discuss the Charter Review Process
- VII. Review and Discuss the Status of Water Restrictions

# Agenda Item 6

ZF 14-16

Planned Development  
(Childcare Center)



**ZF 14-16**

**SUBJECT PROPERTY  
FOR ZONE CHANGE**

## ZF 14-16 Aerial Map

Updated By: shacklettc, Update Date: June 3, 2014  
File: DSI\mapping\Cases\Z12014\ZF1416\ZF1416 ortho.mxd

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.





Waterview Parkway

Tatum Street

Subject Property

Jonsson Boulevard

Campbell Road

Oblique Aerial  
Looking North









### CONSTRUCTION NOTES: □

- 1 VINYL SHUTTERS- SEE WINDOW SCHEDULE FOR SIZES.
- 2 STONE: SEE EXTERIOR COLOR ABOVE FOR MANUF.
- 3 CUPOLA WITH HEATHER VANE, SEE SPECIFICATIONS SECTION OF DRAWINGS, PAINT CUPOLA WALLS AND LOUVERS PER EXTERIOR FINISH SCHEDULE. DARK BRONZE STANDING SEAM ROOF. (EPOXY ROOSTER)
- 4 EXTRUDED ALUMINUM 5" WIDE GUTTERS WITH SPIKE & FERRULE AT 36" O.C. OGEE PROFILE. CONNECT 4"DIA. DOWNSPOUTS TO UNDERGROUND STORM SYSTEM.
- 5 BRICK SOLDIER COURSE
- 6 EXTRUDED ALUMINUM 3" WIDE DOWNSPOUTS TO UNDERGROUND STORM SYSTEM.
- 7 BRICK VENEER
- 8 ROUNDED PRECAST SILL - NATURAL WHITE COLOR
- 9 STANDING SEAM ROOF ON METAL FRAME  
22" OR 36" DIAMETER VENT LOUVERS. PROVIDE PAINTABLE UNIT AND PAINT PER SCHEDULE. SIZE AND HEIGHT AS SHOWN ON ELEVATIONS.
- 10 ALUMINUM SINGLE HUNG WINDOWS WITH CLEAR GLASS (SEE ELEV. SHEET A2.1)
- 12 FIXED ALUMINUM WINDOWS WITH TINTED GLASS. (SEE ELEVATIONS SHEET A2.1)
- 13 WALL MOUNTED LIGHT FIXTURE, TYP. AT EACH EXTERIOR DOOR. SEE LIGHT FIXTURE SCHEDULE. FLUSH TOP TO BOT OF SOFFIT OR 80" MIN AFG.
- 14 STOP BULLNOSE SILL AS REQUIRED TO ALLOW SPACE FOR ELECTRICAL SWITCHGEAR.
- 15 6" REFLECTORIZED ADDRESS NUMBERS - 6" BLACK
- 16 H.M. INSUL. EXTERIOR DOOR AND FRAME - SEE DOOR SCHEDULE



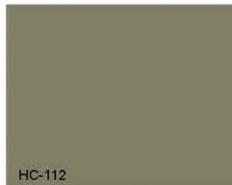
STANDING SEAM ROOF & SUPPORTS



BRICK



STONE



PAINT - TATE OLIVE



SHINGLES:



WINDOW-SHUTTERS-SILL



SANDSTONE BEIGE - TRIM

### EXTERIOR COLOR SCHEDULE

DUMPSTER GATES (POST & HINGES)	#BM HC 112 TATE OLIVE (INDUSTRIAL ENAMEL, EXTERIOR APPLICATION)
EXTERIOR INT. TRIM, EXTERIOR DOORS, FRAMES, LOUVERS, CUPOLA WALLS, GUTTERS AND DOWNSPOUTS, SOFFITS.	TO MATCH HARDIE TRIM SANDSTONE BEIGE #J80-20 (EM HC-82 or SW 5H 6151)
EXTERIOR HARDIE TRIM, FASCIA, FRIEZE	SANDSTONE BEIGE #J80-20 (EM HC-82 or SW 5H 6151)
WINDOWS	BEIGE OR ALMOND ALUMINUM/VINYL
BRICK:	BORAL BRICK MOUNT VERNON MODULAR OR APPROVED EQUAL. GROUT: BUFF COLORED MORTAR WITH CONCAVE JOINTS
STONE:	LONESTAR STONE - LIBERTY CLASSIC - AUTUMN GROUT: BUFF COLORED MORTAR
ASPHALT SHINGLES:	MANUF.: GAF STYLE: TIMBERLINE SERIES, T-30 WITH "SHADOW ACCENT" COLOR: HEATHERED WOOD
NOTE: ALL ROOF MOUNTED EQUIPMENT SHALL BE PAINTED TO MATCH ROOF COLOR	
VINYL SHUTTERS	ARCHITECTURALDEPOT.COM - 14" JOINED SHUTTERS WINSTALL SCREENS WIDE STANDARD SIZE FOUR BOARD PREFINISHED #282 COLONIAL GREEN
STANDING SEAM ROOF:	AEP-SPAN SNAPSEAM - 12" COLOR = DARK BRONZE
STEEL AWNING SUPPORTS & WOOD BRACKETS:	#BM HC 112 TATE OLIVE (INDUSTRIAL ENAMEL, EXTERIOR APPLICATION)

# Front Elevation & Proposed Materials

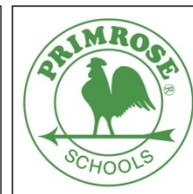


EXTERIOR VIEW

Exhibit E

Site:  
PRIMROSE SCHOOL OF  
RICHARDSON  
  
RICHARDSON, TX

Children's Design Group  
Mark D. Pavey, A.I.A. - Architect  
PO Box 1365  
Gulf Shores, AL 36547  
334-546-3624  
206-350-0593 Fax  
child.design@mindspring.com  
Date: 6/11/2014



# Perspective Rendering



**Looking Southeast at  
Subject Property along  
Tatum Street**

**(1)**



(2)

Looking South along  
West Property Line



Looking North across  
Tatum Street

(3)



**Looking South along  
Jonsson Boulevard**

**(4)**



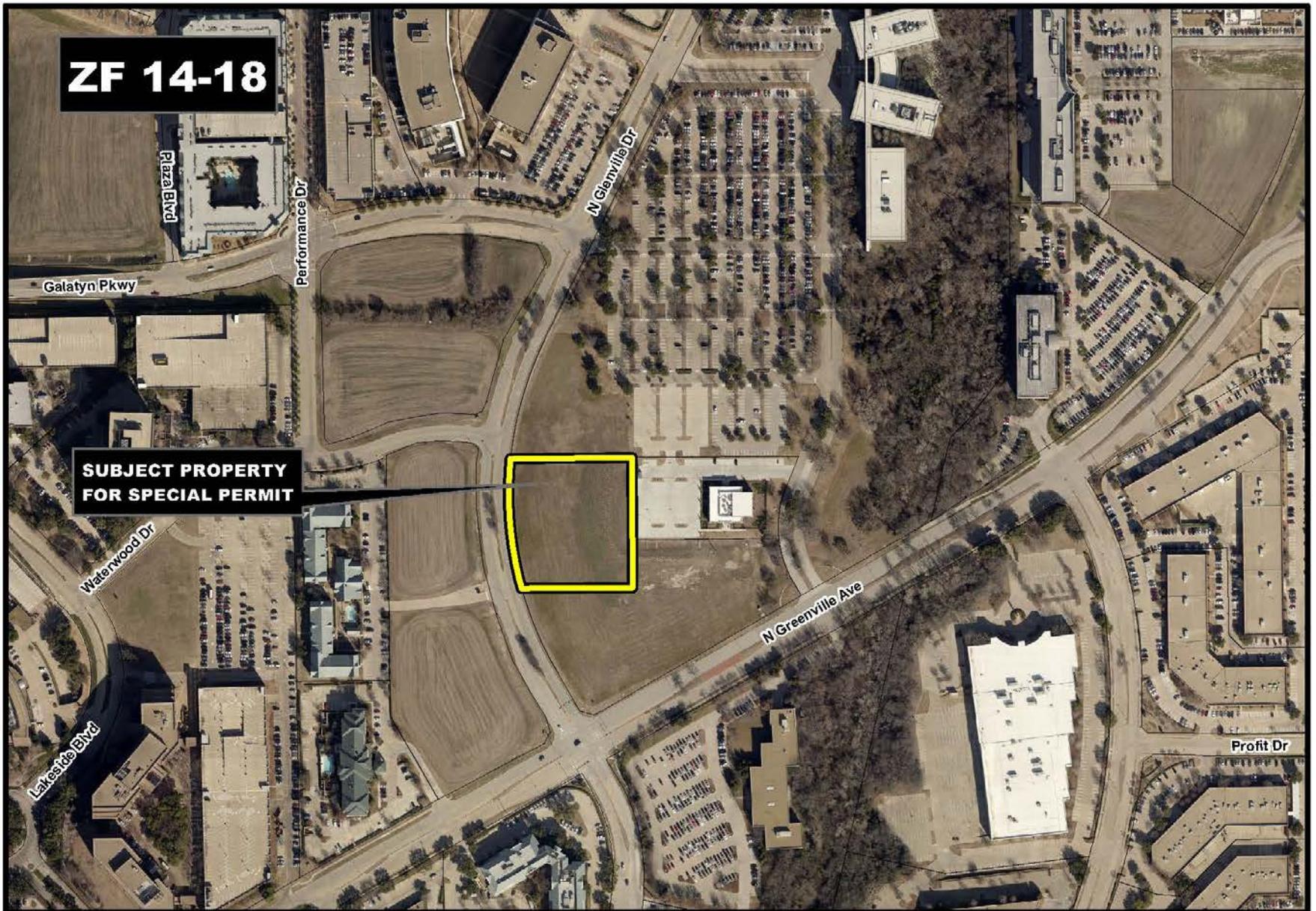


Agenda Item 7

ZF 14-18

Special Permit

(Limited Service Suite Hotel)



## ZF 14-18 Aerial Map

Updated By: shacklettc, Update Date: June 5, 2014  
File: DSI\Mapping\Cases\Z\2014\ZF1418\ZF1418 ortho.mxd

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**Approved**



**Proposed**





(1)

Looking Northwest from  
Subject Property



**Looking West from  
Subject Property**



(3)

Looking South from  
Subject Property



(4)

Looking East at  
Noah's Event Center



**Sign Control Board of Adjustment  
July 9, 2014 Meeting**

**SCB Case # 14-07**  
**Shell Station**  
**2001 N. Central Expressway**

## Applicable Ordinance

Chapter 18, Article III, Section 18-96

### 23. Pole Signs

#### b. Size

#### 3. Retail, commercial zoning districts

i. Single-use signs: 60 sq. ft. in area, 20 feet in height

## Requested Variance

- To allow for a pole sign 93 sq. ft. in area and 40 tall.

## Reason for request

- LED fuel pricing will allow staff to change prices automatically as the prices at the pump change.

SCB 14-07



Proposed Sign

Zoning 250 feet from the proposed Sign  
West: Commercial  
North: Commercial



# Existing Sign



# Proposed Sign



## **Sign Control Board Action**

The Sign Control Board voted unanimously to approve SCB Case 14-07.

**SCB Case # 14-08**  
**UT Southwestern Clinical Center**  
**3030 Waterview Parkway**

## Applicable Ordinance

Chapter 18, Article III, Section 18-96

### 2. Attached Signs

#### d. Location

2. Office, Technical Office and Industrial Zoning Districts:  
Signs shall only be attached entirely below the roofline.

## **Requested Variance**

- To allow for an attached sign above the roofline.

## **Reason for request**

- Increase visibility of the clinic from Waterview Parkway.

SCB 14-08

Subject Sign



Stewart Dr

Synergy Park Blvd

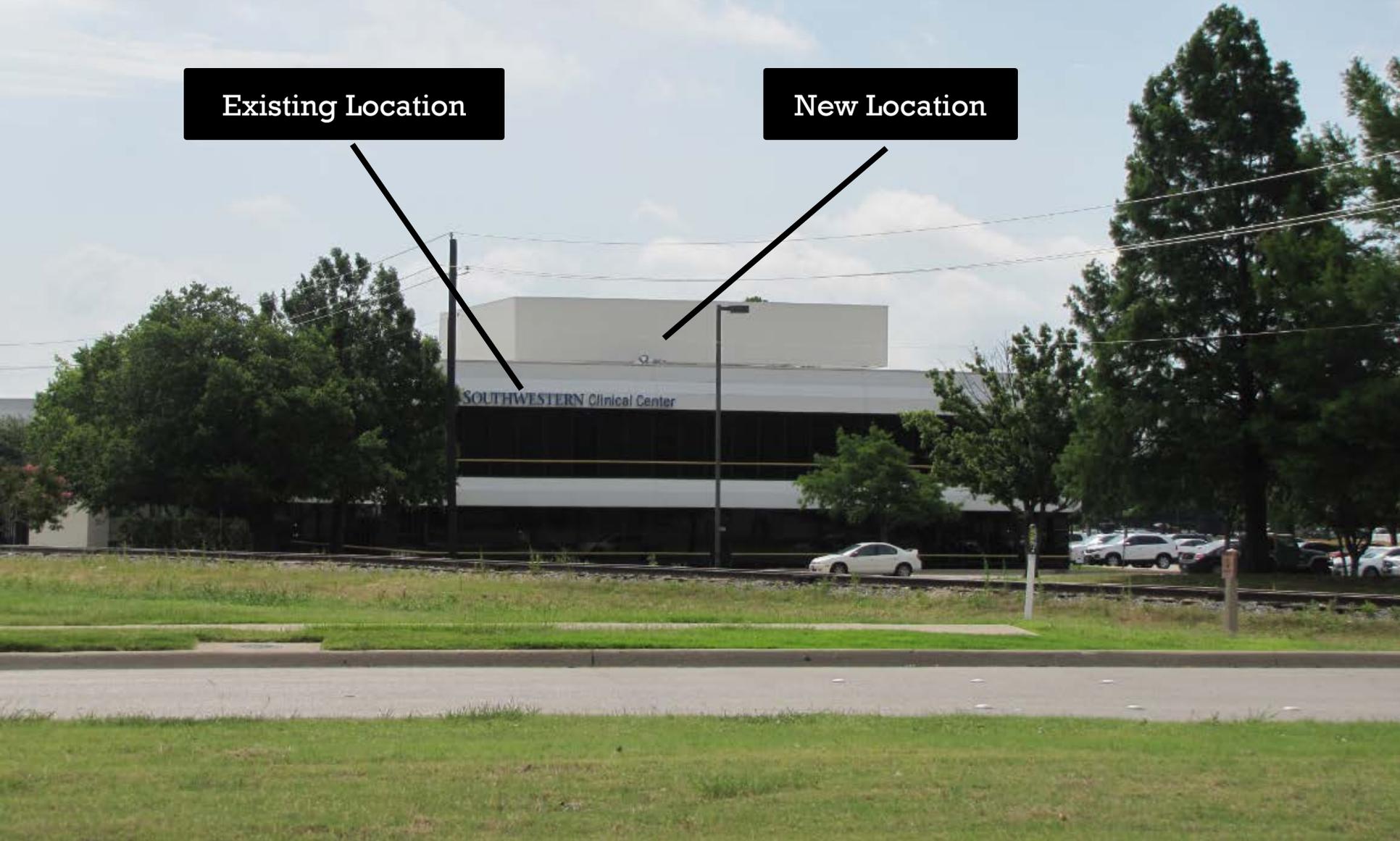
Zoning 250 feet from the proposed Sign  
Technical Office



# Southbound View - Waterview Pkwy

Existing Location

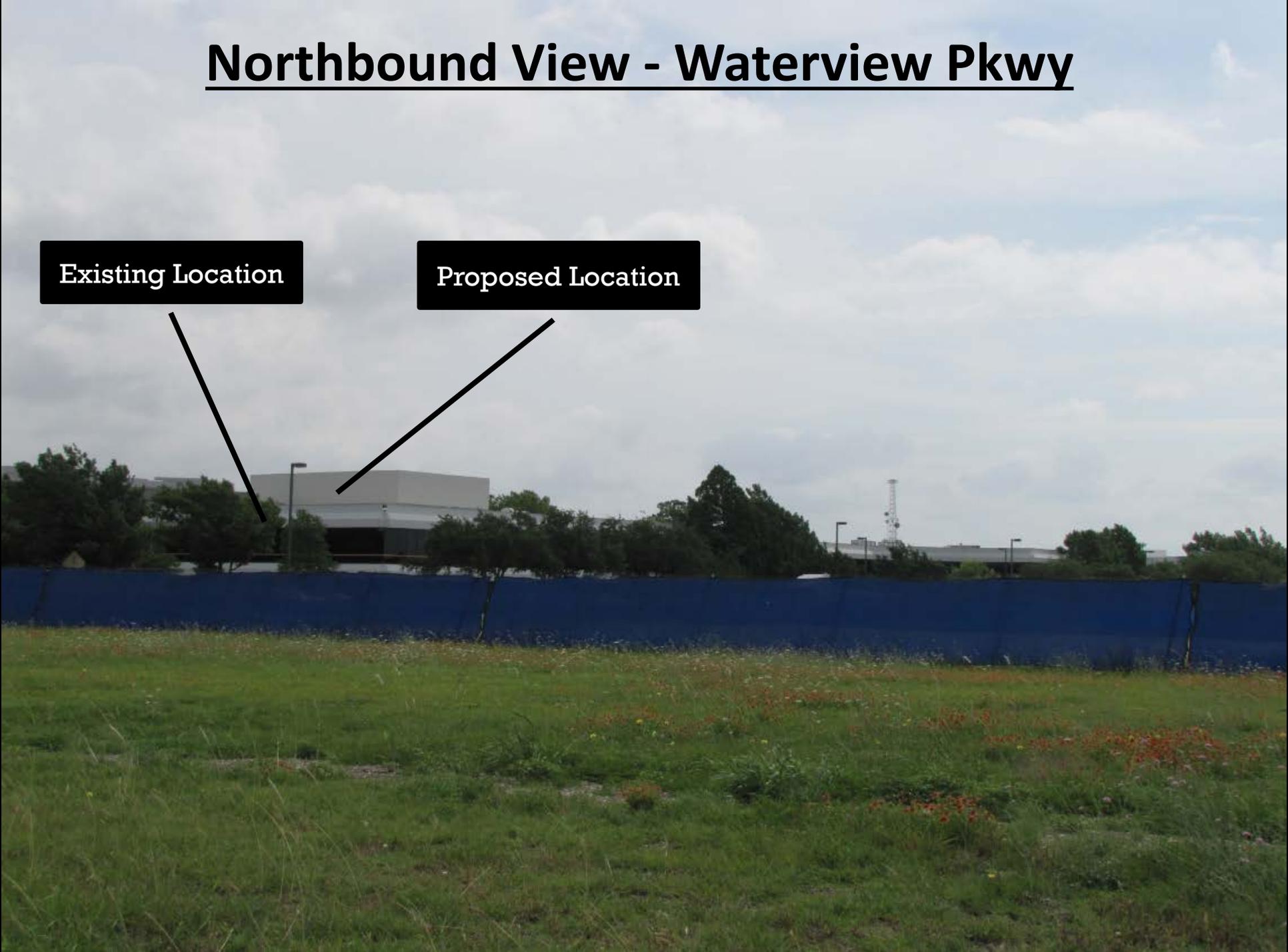
New Location



# Northbound View - Waterview Pkwy

Existing Location

Proposed Location



## **Sign Control Board Action**

The Sign Control Board voted unanimously to approve SCB Case 14-08.

**SCB Case # 14-09**  
**Applebee's Restaurant**  
**125 N. Plano Road**

# Applicable Ordinance #1

Chapter 18, Article III, Section 18-96

## 23. Pole Signs

### b. Size

#### 3. Retail, commercial zoning districts:

- i. Single-use signs: 60 sq. ft. in area, 20 feet in height.

## Requested Variance #1

1. To allow for a pole sign 207 sq. ft. in area and 35' tall.

## Applicable Ordinance #2

Chapter 18, Article III, Section 18-96

### 23. Pole Signs

#### d. Location

3. Pole signs must be located a minimum of 60 feet  
from any attached building sign

## Requested Variance #2

1. To allow for a pole sign 207 sq. ft. in area and 35' tall.
2. To allow for a pole sign 35' from attached building signage.

## Applicable Ordinance #3

Chapter 18, Article III, Section 18-9

### 2. Attached Sign

#### b. Size

#### 3. Retail, Commercial Zoning Districts:

iii. Attached signs may be located on building walls or other outdoor structures other than the building frontage. The sum of the base allowable area of all attached signs combined on these elevations cannot exceed two times the length of the building frontage up to 200 square feet

## Requested Variance #3

1. To allow for a pole sign 207 sq. ft. in area and 35' tall.
2. To allow for a pole sign 35' from attached building signage.
3. To allow for a total of 202 82 sq. ft. of attached signage.

## Reason for request

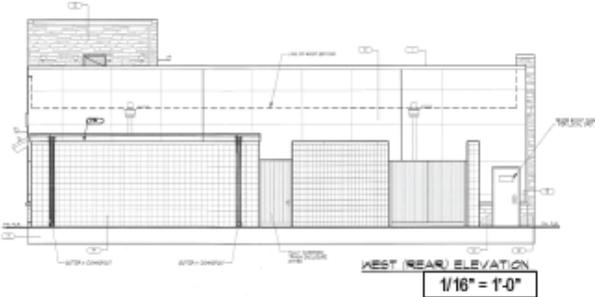
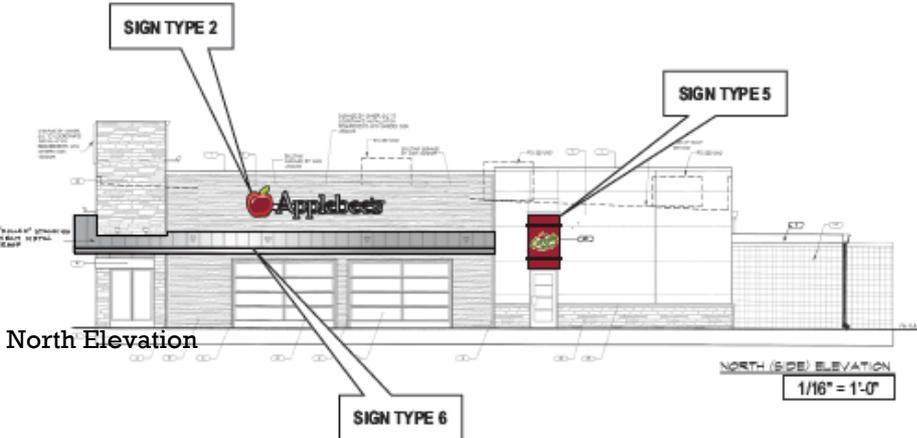
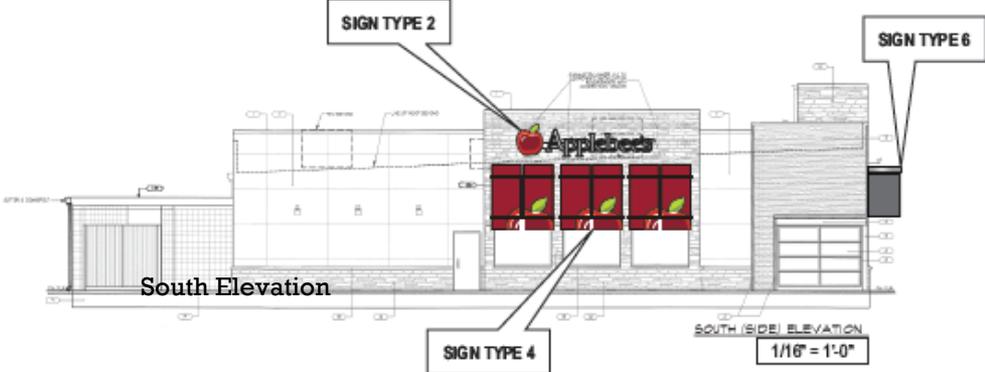
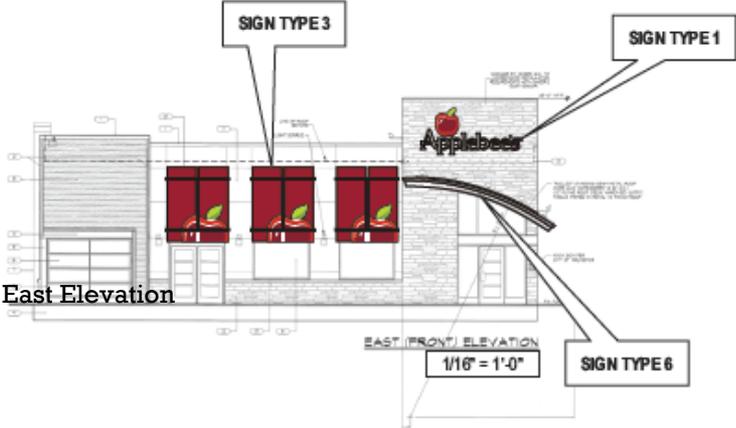
- The surrounding buildings will make the property less visible from Plano Rd.
- Due to the dimensions of the lot and building location on the lot, there is not a location where a pole sign could be installed to meet all required setbacks.
- The store front is more narrow than the sides of the building. Due to having a narrow store front, this limits the amount of attached signage on the remaining longer elevations.
- Desires signage that is consistent with Applebee's established branding.

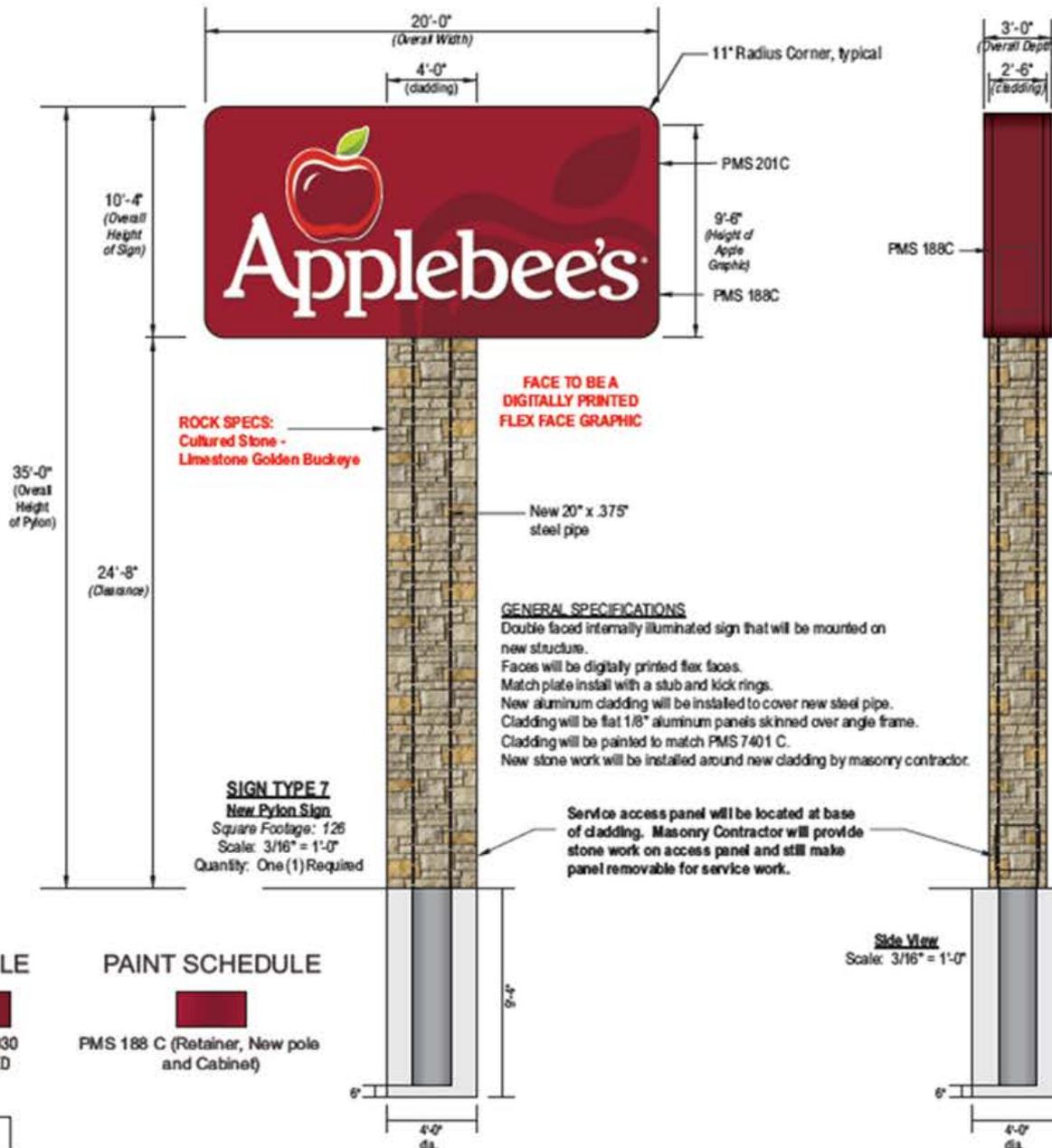




# Attached Signs

Estimated measurements for pricing. A field survey is required before fabrication begins.





**ROCK SPECS:**  
Cultured Stone -  
Limestone Golden Buckeye

**FACE TO BE A  
DIGITALLY PRINTED  
FLEX FACE GRAPHIC**

New 20" x 375"  
steel pipe

**GENERAL SPECIFICATIONS**

Double faced internally illuminated sign that will be mounted on new structure.  
Faces will be digitally printed flex faces.  
Match plate install with a stub and kick rings.  
New aluminum cladding will be installed to cover new steel pipe.  
Cladding will be flat 1/8" aluminum panels skinned over angle frame.  
Cladding will be painted to match PMS 7401 C.  
New stone work will be installed around new cladding by masonry contractor.

Service access panel will be located at base of cladding. Masonry Contractor will provide stone work on access panel and still make panel removable for service work.

**SIGN TYPE 7**  
New Pylon Sign  
Square Footage: 126  
Scale: 3/16" = 1'-0"  
Quantity: One (1) Required

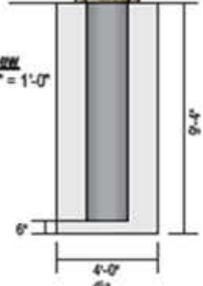
**VINYL SCHEDULE**

-  3M 3630-73  
DARK RED  
VINYL
-  ORACAL 030  
DARK RED  
VINYL
-  DIGITALLY  
PRINTED  
TRANS. VINYL
-  WHITE

**PAINT SCHEDULE**

-  PMS 188 C (Retainer, New pole and Cabinet)

**Side View**  
Scale: 3/16" = 1'-0"



Designed in accordance with applicable provisions of the 2006 IBC - International Building Code

**Wind Loads:**

Basic Wind Speed	90 mph
Wind Importance Factor	1-1.15
Wind Exposure	C
ASCE Force Coef.	1.8
Qnet Factor	0.85

**Snow Loads:**

Ground Snow Load	Pg-10 paf
Snow Exposure Factor	Co=1.0
Snow Load Importance	1=1.1
Thermal Factor	Ct=1.0

Exterior Components designed in accordance with applicable provisions of the ASCE 7-4

**ANALYSIS**

**Wind Pressure**

$W_p = 0.189 K_z K_{zt} K_d V^2$	= 1326 psf
$W_p = 0.189 K_z K_{zt} K_d V^2$	= 1326 psf
$W_p = 0.189 K_z K_{zt} K_d V^2$	= 1326 psf
$W_p = 0.189 K_z K_{zt} K_d V^2$	= 1326 psf

**Wind Force**

$F = W_p A$	= 682 lbs
$F = W_p A$	= 107 lbs
$F = W_p A$	= 682 lbs
$F = W_p A$	= 107 lbs

**General Notes**

1. Minimum concrete strength shall be 3,000 psi, unless otherwise noted.
2. All plate, angle, channel, tee and wide flange shall be ASTM A36 grade unless otherwise specified.
3. Square and rectangular tube shall be ASTM A500 Grade B
4. Round pipe shall be ASTM A53 Grade B or equivalent
5. Design and fabrication according to AISC Steel Construction Manual 14th ed.
6. Concrete design & construction to be in accordance with ACI 318-05
7. Concrete poured into constrained earth excavations must cure under proper conditions for 4 days prior to sign box installation. (Exception: If the overall height of the sign is less than 20 feet and the sign pole is adequately braced against wind loads for a minimum of 4 days, the box may be installed the same day as the footing is poured)
8. For pier and caisson footings, concrete must be poured against installed bracing.
9. Maintain 6" of cover on all embedded steel reinforcement. (Not applicable to direct burial footings.)
10. Provide 6" cover between the bottom of support pole and bottom of concrete footing on all direct burial footings. (unless otherwise noted)
11. If clay, silt or organic soil properties are encountered upon excavation, it is the contractor's responsibility to contact Murdoch Engineering for design modification.

**Murdoch Engineering**  
2 Hummingbird Ct.  
Howell, New Jersey 07731  
(973)-570-8215

**Jeru Murdoch, P.E.**  
Professional Engineer  
TX P.E. License #113937

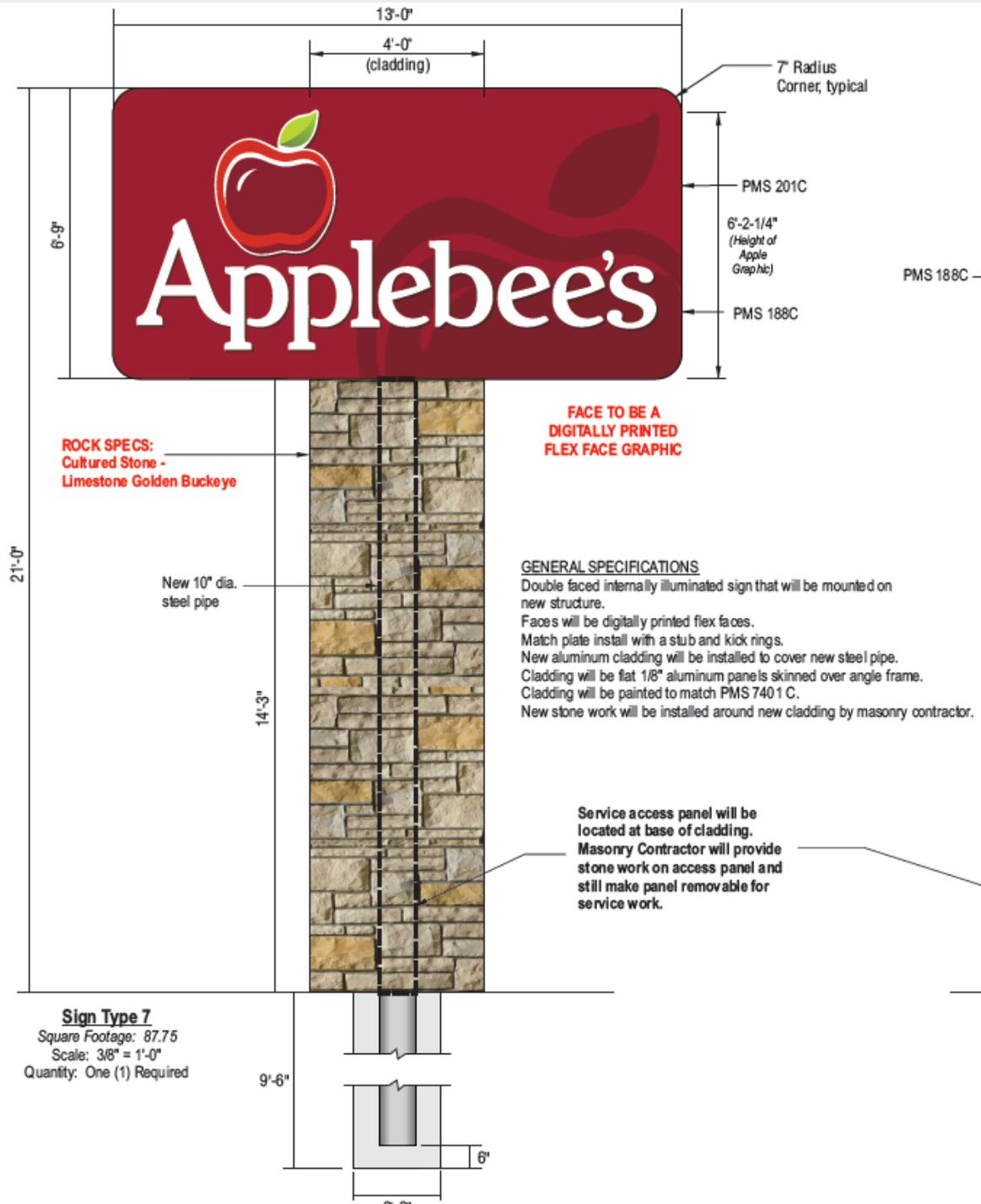
**Similar Sign -  
Taylor, Texas**



## Sign Control Board Action

- The Sign Control Board voted unanimously to approve SCB Case 14-09 with the following stipulations
  - The pole sign cannot be taller than **21' tall** and **87.75 sq. ft. in area.**

# Pole Sign – As Approved by the Sign Control Board



**Sign Control Board of Adjustment  
July 9, 2014 Meeting**

# City Council Work Session

July 14, 2014



Image Source – Richardson Public Library



## MAIN STREET / CENTRAL - REZONING INITIATIVE

**JACOBS**  
Kimley»Horn  
AN IRVING-CLOUD COMPANY

Richardson, Texas

# Agenda

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- Direction from March and June Briefings
- Recommended Belt Line Rd./Main St. Cross Sections
- Next Steps

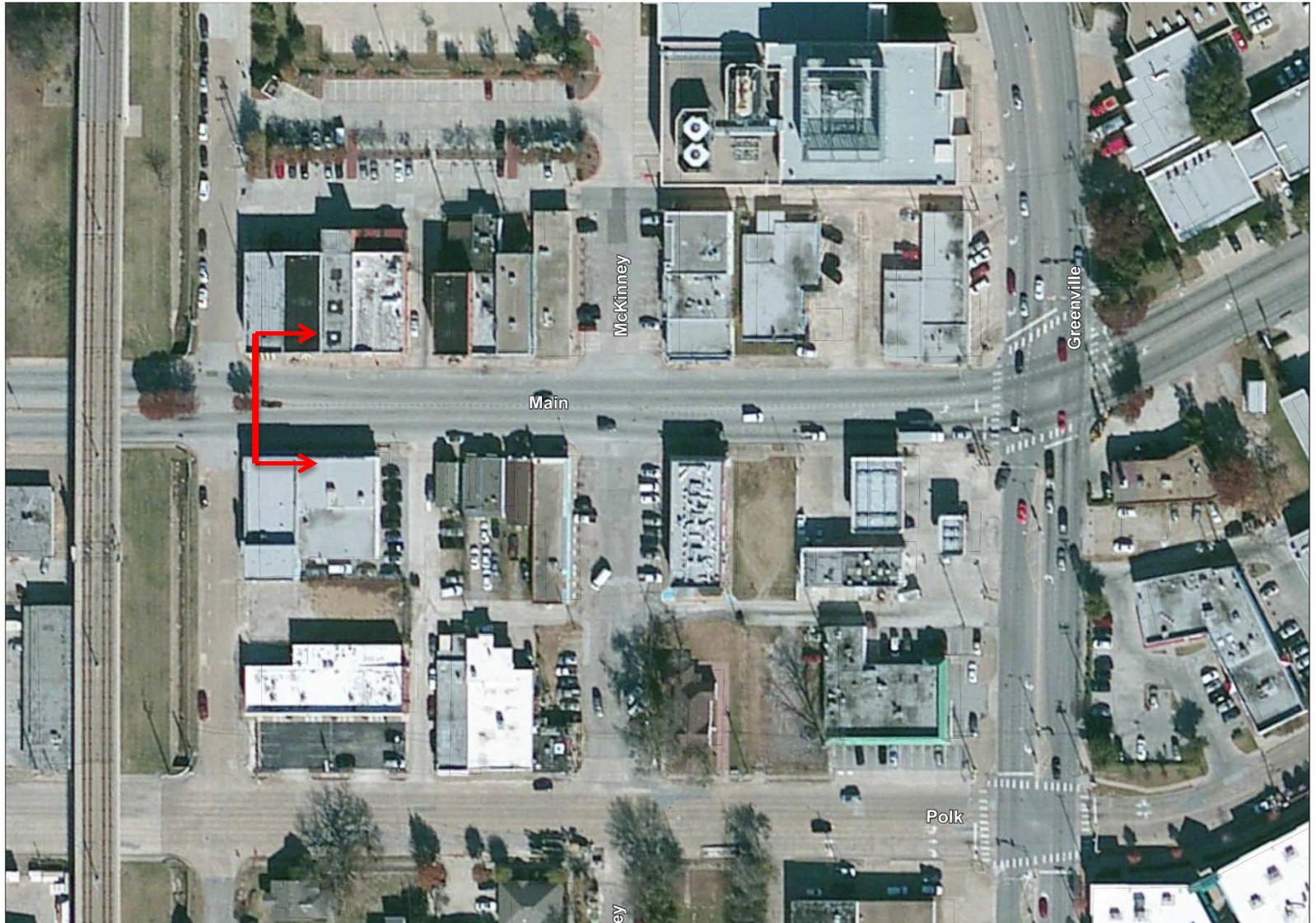
## **Direction from March and June Briefings**

# Consultant Team Understanding from Council

- The cross section of Belt Line Rd./Main St. between Texas Street and Greenville Avenue should create an environment that balances the needs of mobility and local businesses
- 4 through lanes should be maintained in this area to accommodate the existing and future transportation needs
- On-street parking, adequate sidewalks and amenity zones should be provided to support businesses and to encourage a strong pedestrian realm
- Planted medians (where feasible) and left turn lanes should be utilized to support the overall corridor aesthetic and to support needed turning movements
- Bicyclists should be accommodated along Polk Street, utilizing Central Trail to provide connectivity to Belt Line Rd./Main Street to get bicyclists under US 75
- A 104' cross section is recommended to accommodate these needs

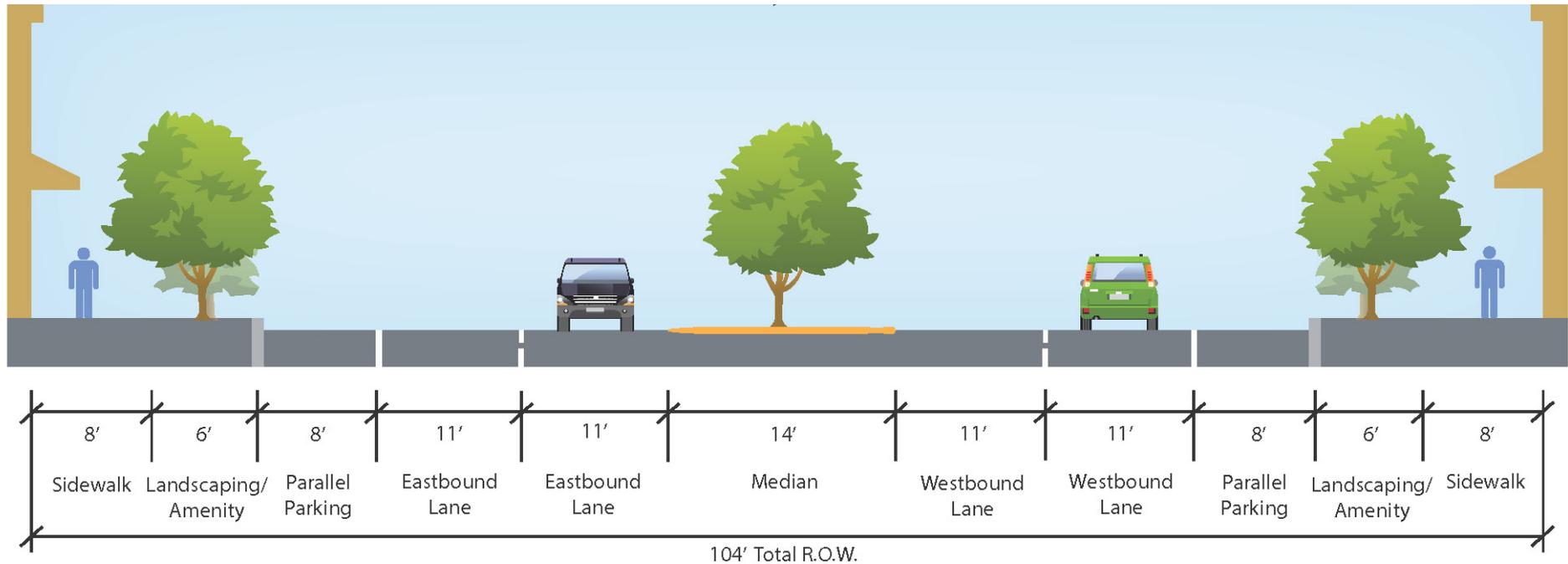
# **Recommended Belt Line Rd./Main St. Cross Sections**

# Prototypical Cross Section Location – Texas to Greenville



## MAIN STREET / CENTRAL - REZONING INITIATIVE

# Belt Line Rd./Main St. – Texas to Greenville



# Medians / On Street Parking



## Turn Lanes / Medians (In Limited Areas Where Possible)



# On Street Parking



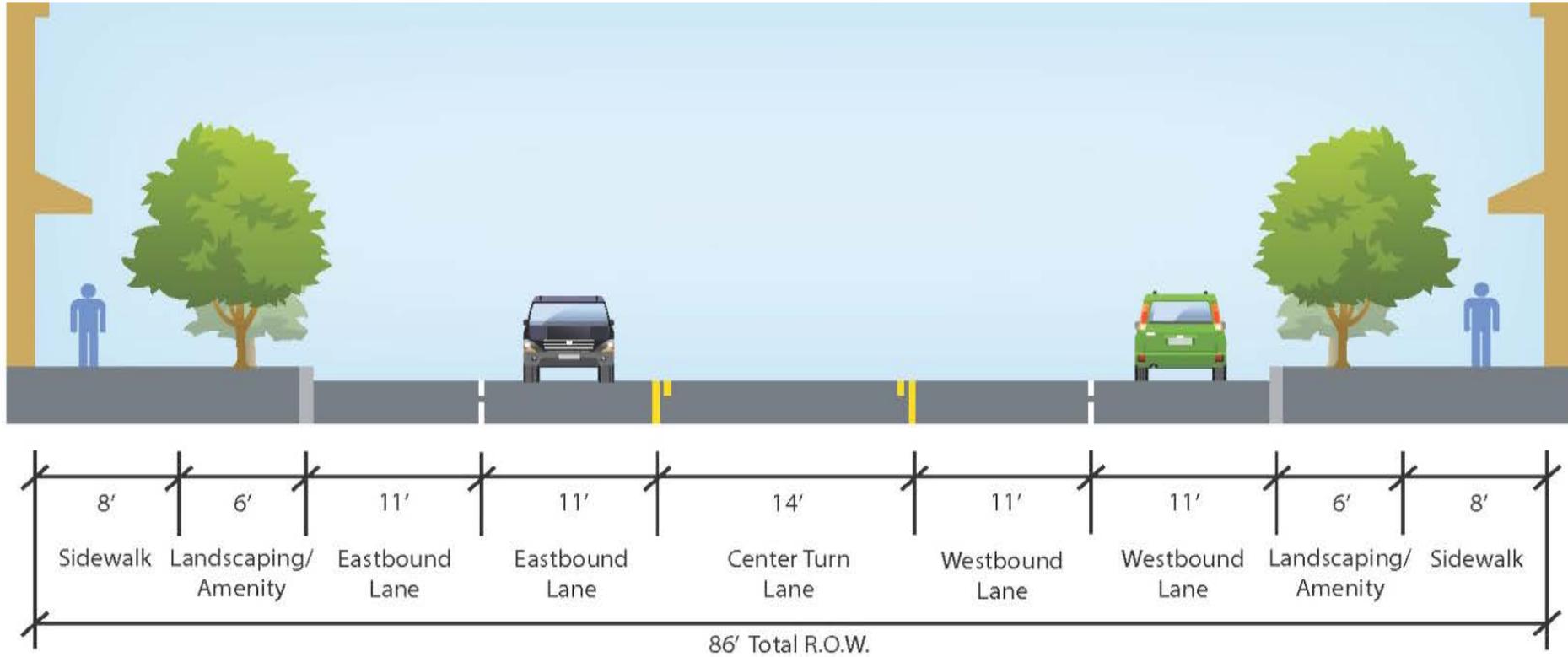
# Amenity Zone / Sidewalk



# Prototypical Cross Section Location – Greenville to Abrams



# Belt Line Rd./Main St. – Greenville to Abrams



# Turn Lanes



**Next Steps**

## Next Steps

- Based upon Council feedback, the Consultant Team will finalize the cross sections of Belt Line Rd./Main St. for incorporation into the draft ordinance
- The consultant team will meet with property and business owners within the project area to discuss preliminary ordinance direction and owner interests on July 23 – 24
- The Team will meet with developers in August to discuss the four sub-districts' visions, preliminary ordinance direction, and development feasibility
- The Team will present the initial draft ordinance and provide an ordinance overview to the Council and CPC in September
  - Joint Council/CPC work session: proposed date – Tues Sept 2<sup>nd</sup>
- The team will then conduct additional property and business owner meetings, developer meetings, and a community-wide meeting in September/October to present the preliminary draft ordinance

# Public Safety Complex

## Development Scenario

Main St./Central study recommends making strategic infrastructure investments in key sub-districts and catalyst sites that contribute to the goal of enhancing the public realm. The study cites relatively small to moderate scale projects such as entrance features, plaza areas, or a central park to achieve this goal. At a larger scale, the Public Safety Complex holds significant potential to not only provide a meaningful contribution to improving the public realm, but to also add much-needed vitality to the Main Street sub-district while establishing a more prominent presence that bolsters the area's identity.



Public Safety Complex at the northeast corner of Belt Line Rd./Main St. and Greenville Ave.



Looking east along Belt Line Rd./Main St.

## Additional Information

- Present day site for Fire, Police, and Public Safety Communications departments; former city hall location until 1980.
- The city is committed to maintaining a civic presence in downtown, which is important to sustaining the long-term vision for the area. The Public Safety Complex represents a strategic, high-profile opportunity to tangibly demonstrate this commitment by improving the facility's relationship to downtown, the public realm, and surrounding neighborhoods.
- Future modifications to the buildings and/or site should be consistent with the vision for the Main Street sub-district while still meeting the functional and operational needs for the city departments that utilize the facility.
- Whether it is demolition and new construction, exterior façade renovation, or investment in sidewalk and streetscape enhancements along Greenville Ave. and Belt Line Rd./Main St., all of these scenarios could assist with implementing the overall enhanced public realm goal.
- Opportunity for existing public parking lots to be used to support downtown businesses, particularly during evenings and weekends, while still maintaining sufficient parking to meet the needs of the continuous operations that occur at the facility.
- Although site security is an important concern, to the extent practicable, the facility should be integrated with and not segregated from the surrounding downtown area; needs to also be sensitive to nearby single-family neighborhoods.
- The facility's civic presence as the Public Safety Complex helps contribute to improving the perception of safety within downtown.



## Development Scenario

The visions for the four sub-districts – Central Place, Interurban, Chinatown, and Main Street – include the following:

- Create a multi-generational, eclectic "heart" for the community based on a mix of uses and cultures, and a mix of old and new, a vibrant, mixed-use district.
- Provide an additional opportunity for an entertainment destination in the community.
- Focus on supporting infill development to create "an address" in the corridor.
- Potential to evolve as a center for tourism and education related to various cultures.



Top photo: Afrah Mediterranean Restaurant and Pastries is constructing a new and larger restaurant building within the Main Street sub-district, located at the southwest corner of Belt Line Rd./Main St. and Abrams Rd.. Afrah has outgrown their existing building located immediately to the west of their new location.  
Bottom photo: Proposed rendering of Afrah restaurant.



Del's Charcoal Burgers, a long time Richardson establishment, is located at the northwest corner of McKinney St. and Polk St.

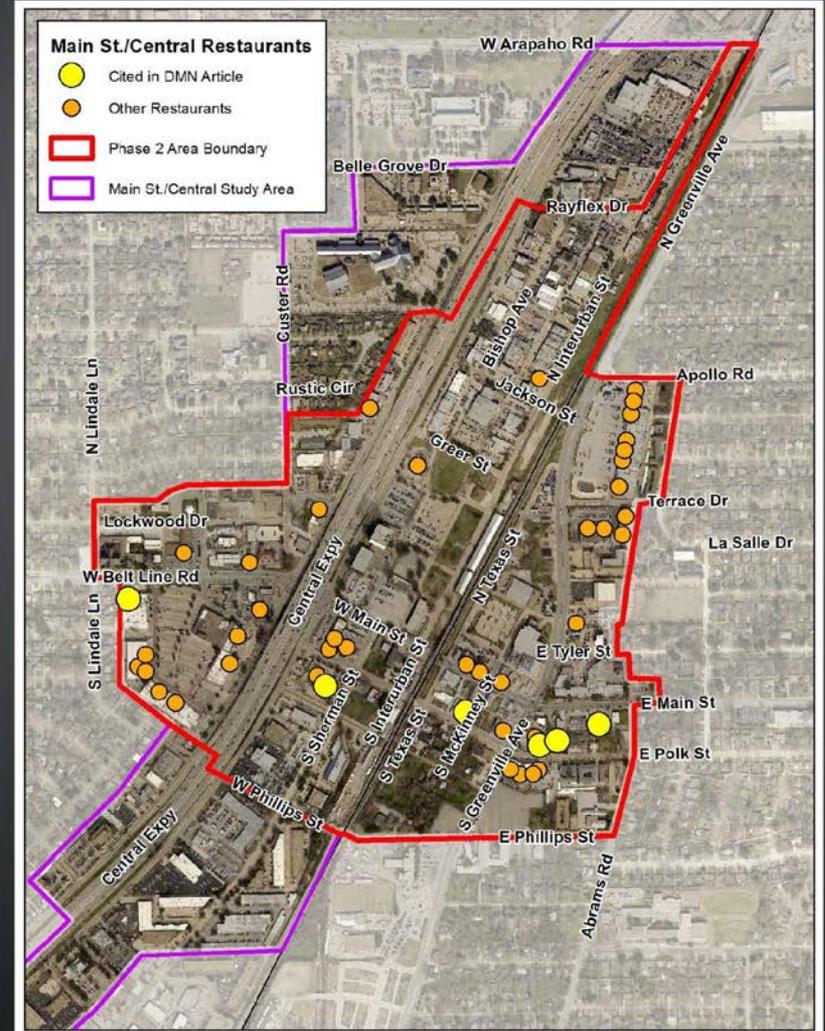
## Additional "Food for Thought"

- Designated by the *Dallas Morning News* as one of the ten best neighborhoods in DFW for food lovers based upon the following neighborhood characteristics:
  - Number of good or great restaurants in an area
  - A viable farmers market
  - How interesting and varied the food shops are
- 45 restaurants located within the four sub-districts provide for a global variety of cuisines (see map on reverse side).
- New Afrah restaurant under construction at Belt Line Rd./Main St. at Abrams Rd. has the potential to be a catalyst for private investment and/or redevelopment in downtown.
- Opportunity for existing and new restaurants and businesses to capitalize on the success of others within the neighborhood – helps create "an address" for the Belt Line Rd./Main St. corridor.
- Dine Smart / Dine Local program is a joint initiative between the Richardson Chamber of Commerce and Richardson Convention & Visitors Bureau to increase local and regional awareness while encouraging a new and loyal customer base for Richardson restaurants.

# Best Neighborhood Dining

## Downtown Dining

The map below shows the existing restaurants within the Central Place, Interurban, Chinatown, and Main Street sub-districts. The yellow circles represent restaurants specifically identified by the *Dallas Morning News* which contributed to the designation of the area as "Best Neighborhood" including Afrah Mediterranean Restaurant and Pastries, Kirin Court, First Chinese BBQ, Masami Japanese Cuisine and Sushi, Del's Charcoal Burgers, and Indo Pak Super Market. The orange circles represent other restaurants within the four sub-districts.



# Best Neighborhood Dining

# City Council Work Session

July 14, 2014



Image Source – Richardson Public Library



## MAIN STREET / CENTRAL - REZONING INITIATIVE

**JACOBS**  
Kimley»Horn  
AN IRVING-CLOUD COMPANY

Richardson, Texas

# ECONOMIC DEVELOPMENT TOOL BOX

CITY COUNCIL PRESENTATION

JULY 14, 2014

# CITY COUNCIL GOALS

- Council Strategies:
  - Attract and Retain Targeted Businesses
  - Increase the number, quality, and variety of job opportunities throughout the City.
- Implementation Tactics
  - Review the City's Economic Tool Box for incenting desired projects
  - Develop additional funding for economic development initiatives in a future budget

# ECONOMIC DEVELOPMENT MISSION

- Enhance tax revenues
- Increase job opportunities
- Establish a positive image for the City
- Enhance quality of life for citizens

# ECONOMIC DEVELOPMENT GOALS AND STRATEGIES

## Goals:

- Recruit quality/targeted companies to Richardson
- Retain current companies in Richardson
- Grow companies in Richardson
- Redevelop underperforming development

## Strategies:

- The City and the Chamber, through the Richardson Economic Development Partnership (REDP), use a variety of tactics to establish a vibrant and sustainable ecosystem for businesses to be successful.
- One of the tactics is utilizing a “tool box” of incentives to address the competitive landscape of economic development projects.

# COMPETITIVE LANDSCAPE OF INCENTIVES

- Economic incentives are intended to be catalytic in nature creating a strong commercial corridor for new and ongoing growth.
- Economic incentives are commonly used on any sizable development project in the region, state and nation.
- Sales tax through 4A/4B taxes have been adopted by numerous cities that dedicate large cash “war chests” to entice projects to their cities.
- Cities, such as Plano, have dedicated a portion of their property tax revenues to economic development incentives.

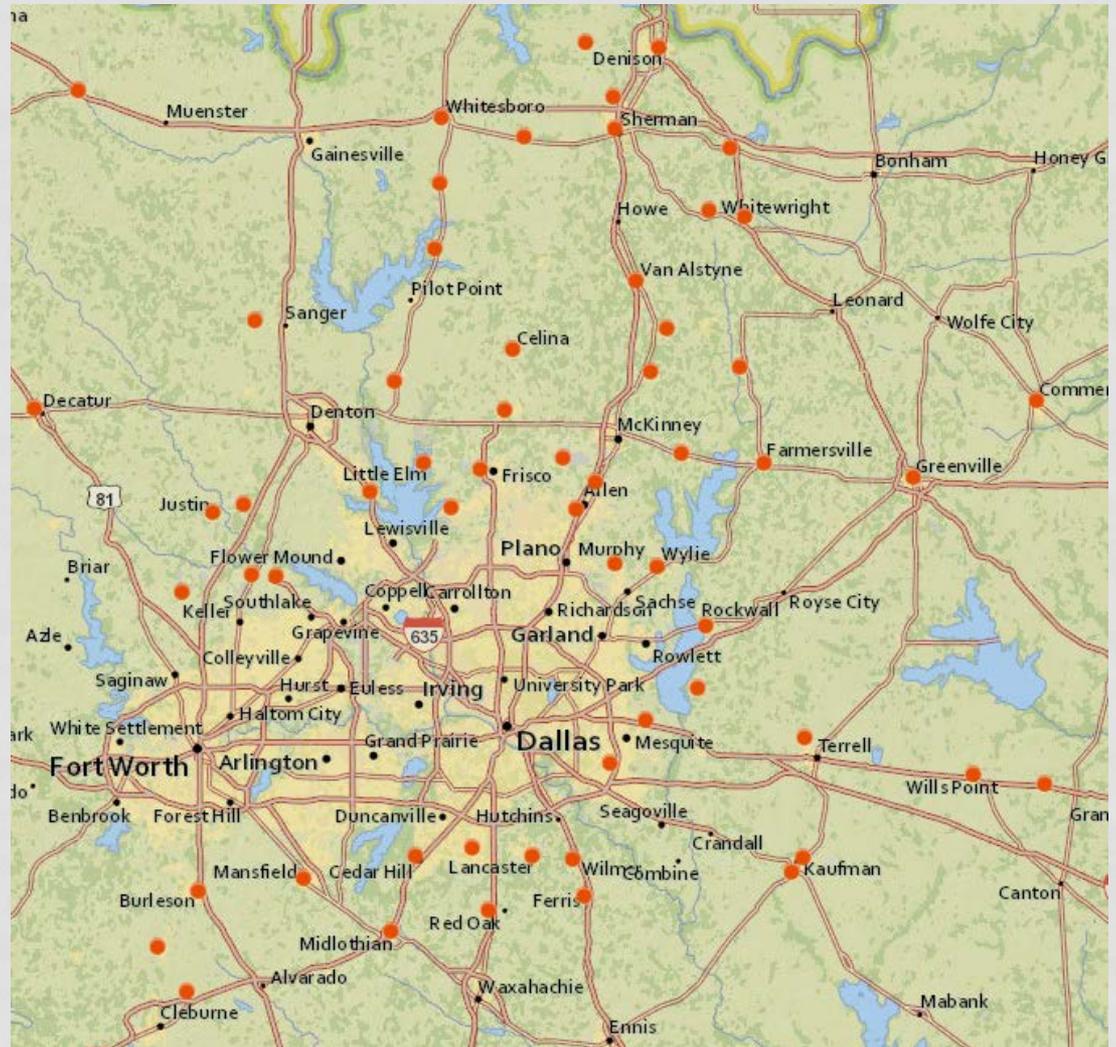
# 4A/4B CITIES

Sample Cities:

- Allen
- Frisco
- McKinney
- Prosper
- Celina
- Murphy
- Fairview
- Melissa
- Anna



Red Dots Represent  
4A/4B Cities



# RICHARDSON'S USE OF INCENTIVES

- Incentive Philosophy... "Making Richardson a great place to do business"
- Recognize the key drivers for site selection:
  - Education
  - Access to talent
  - Transportation corridors
  - Employee amenities (retail, trails, parks, city services)
  - Pro-business development review and permitting process
  - Incentives (Need to stay in the ballpark)

# RICHARDSON'S USE OF INCENTIVES

- Based on the needs of each project, a “one size fits all” approach is not effective. Richardson uses the right tool for each project.
- Each economic development project is evaluated based on its overall benefit ensuring the appropriate level of incentive is provided.
- Not every project warrants or needs an economic incentive. There are numerous expansions and relocations that occur throughout the year where no incentives are provided. Our incentives are targeted on strategic and high value projects.

# INVENTORY OF INCENTIVES

- Financial
  - Tax abatements/rebates
    - Abate or rebate a certain percentage of future property tax (real and business personal property) or sales tax; the length and percentage of the abatement/rebate are flexible
  - TIF/TIRZ
    - Capture incremental increases of real property taxes for reinvestment back into a defined geographic area over a period of time (20 years); cities and counties are able to participate
  - Cash Grants
    - One time or multi-year defined financial commitments for economic development
  - Fee Waivers
    - City development and building permit fee waivers

# INVENTORY OF INCENTIVES

- Non-Financial
  - Land Donation
    - The sale of city-owned land as participation in a development project
  - City Infrastructure
    - City participation in project and/or public infrastructure (water/sewer lines, sidewalks, screening walls, etc...)
  - Parking
    - Usage agreement for parking lot construction and/or access on city property

# INVENTORY OF INCENTIVES

- Partnerships With Other Entities
  - County Participation
    - Tax Abatements/Rebates
    - Infrastructure grants
    - TIF Participation
  - Texas Enterprise Fund
    - State of Texas economic incentive fund based on job creation; requires local participation
  - Texas Enterprise Zone
    - State of Texas economic incentive fund based on job creation for reinvestment zone areas or qualified employees; requires local nomination
  - Transportation Grants
    - Grants that support key transportation infrastructure to support economic development projects

# FUNDING SOURCES FOR INCENTIVES

- Tax Rebates
  - Share of future taxes
  - Property Tax (Real and Business Personal Property)
  - Sales Tax
- TIF
  - Share of future real property taxes used to reimburse approved projects (roads, water/sewer lines, public parking, economic development)
- Grants
  - Available funding reserves
- Capital Infrastructure Funding
  - Examples: Roads, water/sewer lines, stormwater drainage, etc...

# RICHARDSON ECONOMIC DEVELOPMENT OUTLOOK

- Through the REDP it will be important to maintain a healthy balance of **Retention, Recruitment, and Redevelopment**.
- This includes focusing on our strong entrepreneurship roots and creating new programs taking advantage of existing community assets to grow businesses and jobs.
- The City is focused on the owner/developer as well as the tenant to engage in economic development efforts.
- As Richardson is over 90% built out, it will be important to provide the needed emphasis on redevelopment.

# INCENTIVES AND REDEVELOPMENT

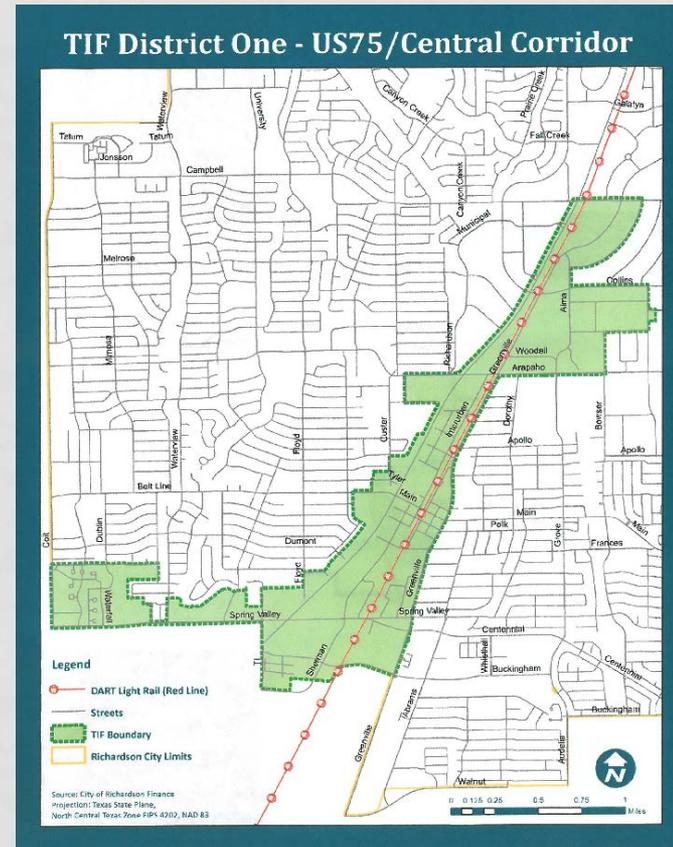
- The need for incentives to fill the financial gap for a redevelopment project is typically significant for numerous factors:
  - High land costs/land assembly
  - Demolition and environmental costs
  - Undersized infrastructure
- Typically a project cannot occur because the residual land value is too high to meet the market viability.
- It will be important to balance our redevelopment efforts with an ongoing focus on retention and recruitment strategies.

# ENTREPRENEURSHIP EFFORTS

- Continuing economic gardening efforts focusing on “2<sup>nd</sup> stage entrepreneurial companies”
- The City and Chamber are developing an enhanced entrepreneurship strategy.
- A future briefing with the City Council to provide direction and feedback in the coming months

# ONGOING USE OF TIF FUNDS

- TIF 1 encompasses approximately 1,200 acres and includes the designation of sub-areas to track increments and repayment sources by sub-areas. Two initial sub-areas were established for Brick Row and Datacenter Park with the Eastside Development anticipated as being initiated as a sub-area in the future.



# ONGOING USE OF TIF FUNDS

- TIF 1 has an anticipated balance at the end of 2013-14 of \$1.2 million. This funding is not designated for specific project reimbursement.
- We would like to explore using some available fund balances for individual projects that don't make sense for subzone creation within TIF 1, but meets our economic development goals.
- Each incentive would be approved by the City Council on a case by case basis and be consistent with the TIF project plan.

# ADDITIONAL FUNDING FOR ECONOMIC DEVELOPMENT EFFORTS

- Richardson continues to be in a highly competitive economic development environment.
- Incentives are an important piece of our overall strategy to retain, recruit and redevelop.
- City staff are completing an evaluation of dedicating a portion of the property tax (similar to street maintenance) to economic development in a future budget.

# SUMMARY OF TOOLBOX ENHANCEMENTS

- Economic Development Projects in TIF Zones
  - Consider using some portion of non-designated fund balances for individual projects
- Property Tax Dedication for Economic Development
  - Evaluating in the 2014/15 budget the ability to shift ½ penny of the property tax from the debt rate to the operations rate and dedicating the use for economic development
- Entrepreneurship Enhancements
  - Developing an enhanced entrepreneurship strategy with the Chamber for future City Council consideration

# ECONOMIC DEVELOPMENT TOOL BOX

CITY COUNCIL PRESENTATION

JULY 14, 2014

# Charter Review Commission Process Update

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# *Presentation Outline*

- **Charter Review Commission Webpage**
- **Draft Application**
- **Communication Strategy**
- **Next Steps**
- **Questions and Council Feedback**

# CRC Webpage

- Description & Timeline for Commission
- Qualifications
- Agendas
- Timeline for Review Process
- Current Charter
- Online Application Submittal

ONLINE SERVICES | NEWS | CALENDAR | JOB OPENINGS | CITY MAPS | 972.744.4100 | LOGIN | TRANSLATE THIS PAGE

**Richardson TEXAS**

RESIDENTS | BUSINESSES | VISITORS | **GOVERNMENT** | SERVICES | DEPARTMENTS | I WANT TO...

Boards, Commissions, & Meetings

- ▶ Charter Review Commission
- Budget Information
- Charter / Code of Ordinances
- City Council
- City Manager's Office
- City Secretary
- GreenCOR
- Regional, State and Federal Offices
- Transparency Initiative

Government

## CHARTER REVIEW COMMISSION

Font Size: [A-] [A+] Share & Bookmark [+] Feedback [++] Print [Printer Icon]

**CHARTER REVIEW COMMISSION**

Applications will be accepted through August 2014. Council is scheduled to make appointments to the Commission in August/September 2014.

The Commission will review the City Charter and submit a final report as charged by the City Council. The Commission is expected to meet twice a month for a period of 6-9 months. (October 2014 – June 2015) Specific dates and times are to be determined.

**QUALIFICATIONS**

Applicants should be able to commit the required volunteer time for board service as well as show an interest in the specific workings of the Board or Commission; and in some cases, more specific qualifications regarding knowledge or licensing in a specific field.

Board members must be qualified voters of the City of Richardson, who have been residents of the State of Texas for at least one year and residents of the City for at least six months, and hold no elected public office and are not in arrears in taxes or other liability due to the City.

**How to Apply**

- Online Application
- Print Application

**Additional Information**

- [Current Charter](#)
- [Council PowerPoint](#)

**Calendar and Agendas**

DATE	AGENDA	PACKET	HANDOUTS	ACTIONS	AUDIO
TBD	<a href="#">Work Session</a>	<a href="#">Agenda Packet</a>	<a href="#">Handouts</a>	N/A	N/A

**Proposed Timeline for Nov 3, 2015**

Timeframe	Action
June 2014	City Council Work Session - Initial Briefing Charter Review Process
Aug - Sept	Appointment Considerations - Charter Review Commission (CRC)
Aug - Sept	Appoint CRC/Determine Commission Chair
Oct - May	CRC Meeting
May 2015	CRC Submits Final Report to City Council
May - July	Council Review/Public Hearing
July	Council Final Recommendation
Jul - Aug	City Atty - Final Review and Draft Ballot Language
Aug	City Council Work Session - Final Review
Aug 24, 2015	Deadline to Call Election
Nov 3, 2015	Special Election for Charter Amendment

TBD

3

## 2014 - 2015 Charter Review Commission Application

### PUBLIC INFORMATION NOTICE

Certain information submitted on the Boards and Commission Application is subject to the Texas Public Information Act and may be disclosed to anyone requesting this information. The act allows a board member of a governmental body to choose whether to allow public access to the information in the custody of the city that relates to the home address, home phone number, social security number, or that reveals whether the board member has family members. This designation can be made on the application.

### CHARTER REVIEW COMMISSION

The Commission will review the City Charter and submit a final report as charged by the City Council. The Commission is expected to meet twice a month for a period of 6-9 months. (October 2014 – June 2015) Specific dates and times are to be determined.

NAME: \_\_\_\_\_ ADDRESS: \_\_\_\_\_ ZIP: \_\_\_\_\_

HOME PHONE: \_\_\_\_\_ BUSINESS PHONE: \_\_\_\_\_ OTHER PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ DOB: \_\_\_\_\_

SPOUSE'S NAME: \_\_\_\_\_ CHILDREN/AGES: \_\_\_\_\_

RESIDENT OF CITY: \_\_\_ YRS. STATE: \_\_\_ YRS. REGISTERED VOTER: \_\_\_ YES \_\_\_ NO

OTHER CITIES/STATES LIVED IN: \_\_\_\_\_

### I ELECT TO WITHHOLD THE FOLLOWING INFORMATION FROM PUBLIC ACCESS:

(Check all that apply)

HOME ADDRESS  HOME PHONE #  SOCIAL SECURITY #  WHETHER OR NOT I HAVE FAMILY MEMBERS

EDUCATION (Degrees/Area of Study): \_\_\_\_\_

JOB TITLE/OCCUPATION: \_\_\_\_\_ EMPLOYER: \_\_\_\_\_

EMPLOYER ADDRESS: \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_

PROFESSIONAL ORGANIZATIONS  
(Present/Past Memberships and Offices Held)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

COMMUNITY SERVICE  
(Present/Past Memberships and Offices Held)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BOARD QUALIFICATIONS

Applicants should commit the required time for the Charter Review Commission and actively participate in the review process.

#### Code of Ethics (Complete [Code of Ethics](#) is available on the City website)

Additionally, all board members must comply with the City's Code of Ethics which requires in part, that board members be independent, impartial, have no financial interest direct or indirect, in any contract with the City including the sale of any land, rights or interest in any land, materials, supplies, or service, in which the financial benefit shall include an ownership interest of more than ten (10) percent, compensation directly affected by the contract with the City, or participate in a vote or decision on any matter in which the officer has substantial interest.

#### City Charter (Complete [City Charter](#) is available on the City website)

The City Charter prescribes the following qualifications for all board members:

- Must be a qualified voter of the City of Richardson
- A resident of the State of Texas for at least one (1) year
- A resident of the City of Richardson for at least six (6) months
- Hold no elected public office
- Not be in arrears in taxes or other liabilities due to the City

Applications are kept on file for two years and as vacancies occur, applications will be reviewed by City Council. Applications can be submitted in person, by mail, or electronically via email to [aimccnemer@cor.gov](mailto:aimccnemer@cor.gov) or [www.cor.net](http://www.cor.net) Government/Charter Review Commission. For more information, contact Aimee Nemer at 972-744-4290.

**Mail to:** Aimee Nemer, City Secretary, P.O. Box 830309, Richardson, TX 75083  
**In Person:** Richardson Civic Center/City Hall, 411 W. Arapaho, City Secretary's Office, Suite 202, Richardson, TX 75080.

- Consistent with Standard Board Application
  - Specifically for CRC
- Submitted in person, mail, or online
- July 15 – Webpage Launch
- Mid – Late August - Council to Consider Appointments

# *Communication Strategy*

- Week in Review – Beginning July 18
- Richardson Today – August Edition
- Website
- Facebook

## *Next Steps*

- **Launch CRC webpage**
- **Council Consideration of Appointments**

## *Conclusion*

- **Questions?**
- **Receive Council Feedback**

# **MODIFIED STAGE 3 WATER RESTRICTIONS**

***CITY COUNCIL BRIEFING: JULY 14, 2014***

# INTRODUCTION

- In October 2013, the North Texas Municipal Water District (NTMWD) Board of Directors unanimously voted to remain in Stage 3 but transition to Modified Regulations (twice a month watering) until March 31, 2014
- In March and April 2014, the NTMWD Board of Directors voted to extend Modified Stage 3 Restrictions to the end of April and May, respectfully
- On May 22, 2014, NTMWD Board of Directors voted to extend Modified Stage 3 until October 31, 2014

# INTRODUCTION

- The May 2014 action by the NTMWD Board extended twice a month watering throughout the summer for the first time ever
- Staff immediately begin studying the impact twice a month watering during the hottest, driest months of the year would have on the water distribution system and its ability to meet peak demands
- June provided a good test period as Saturday and Sunday watering days were naturally staggered due to the 1<sup>st</sup> Saturday and Sunday of the month falling on different weekends

# INTRODUCTION

June 2014

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>					

-  Water days for odd numbered addresses (ending in 1, 3, 5, 7, 9)
-  Water days for even numbered addresses (ending in 2, 4, 6, 8, 0)

## Twice A Month Watering - Current Schedule

July 2014						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2014						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

August 2014						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

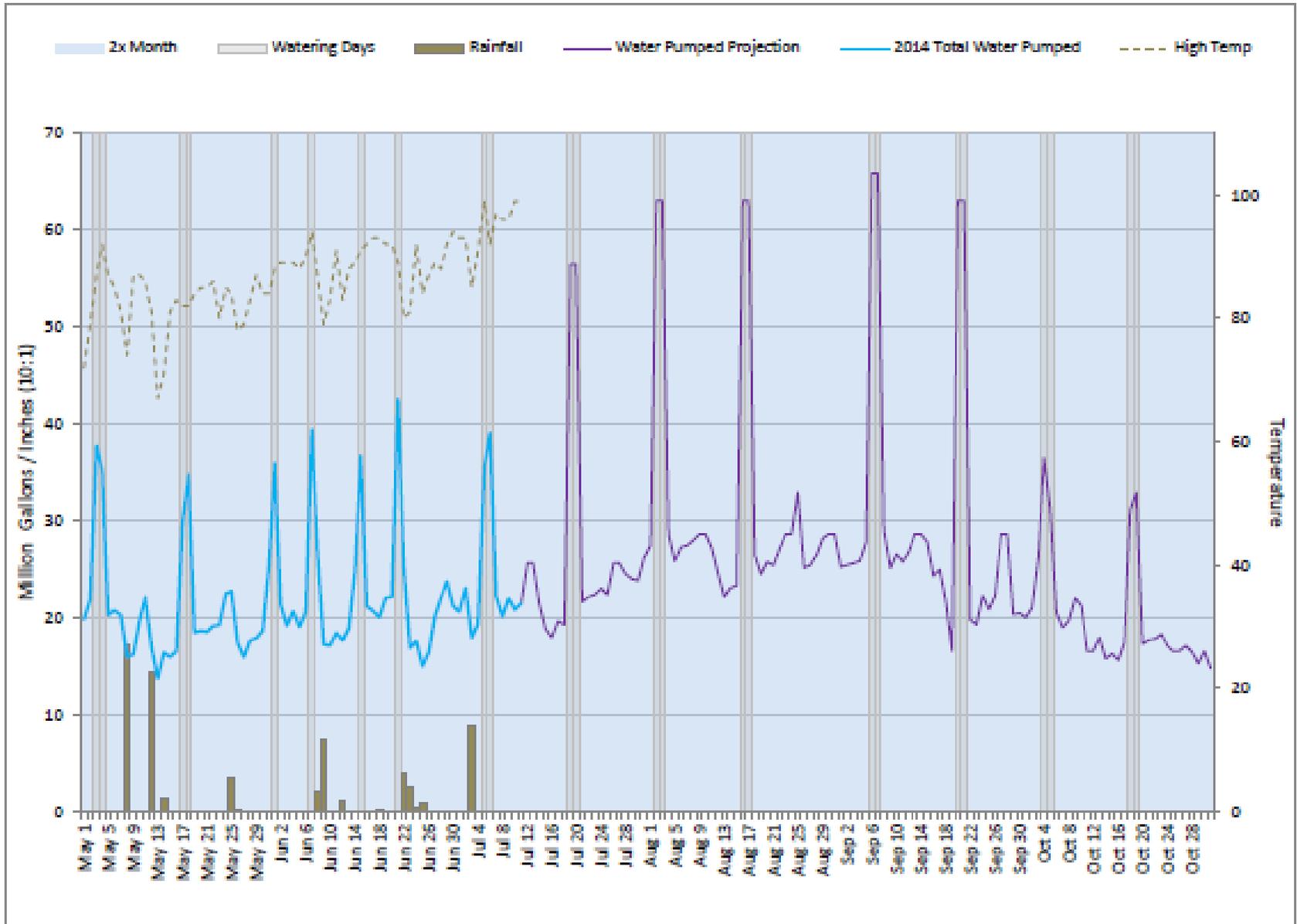
October 2014						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

 Water days for even numbered addresses (ending in 2, 4, 6, 8, 0)

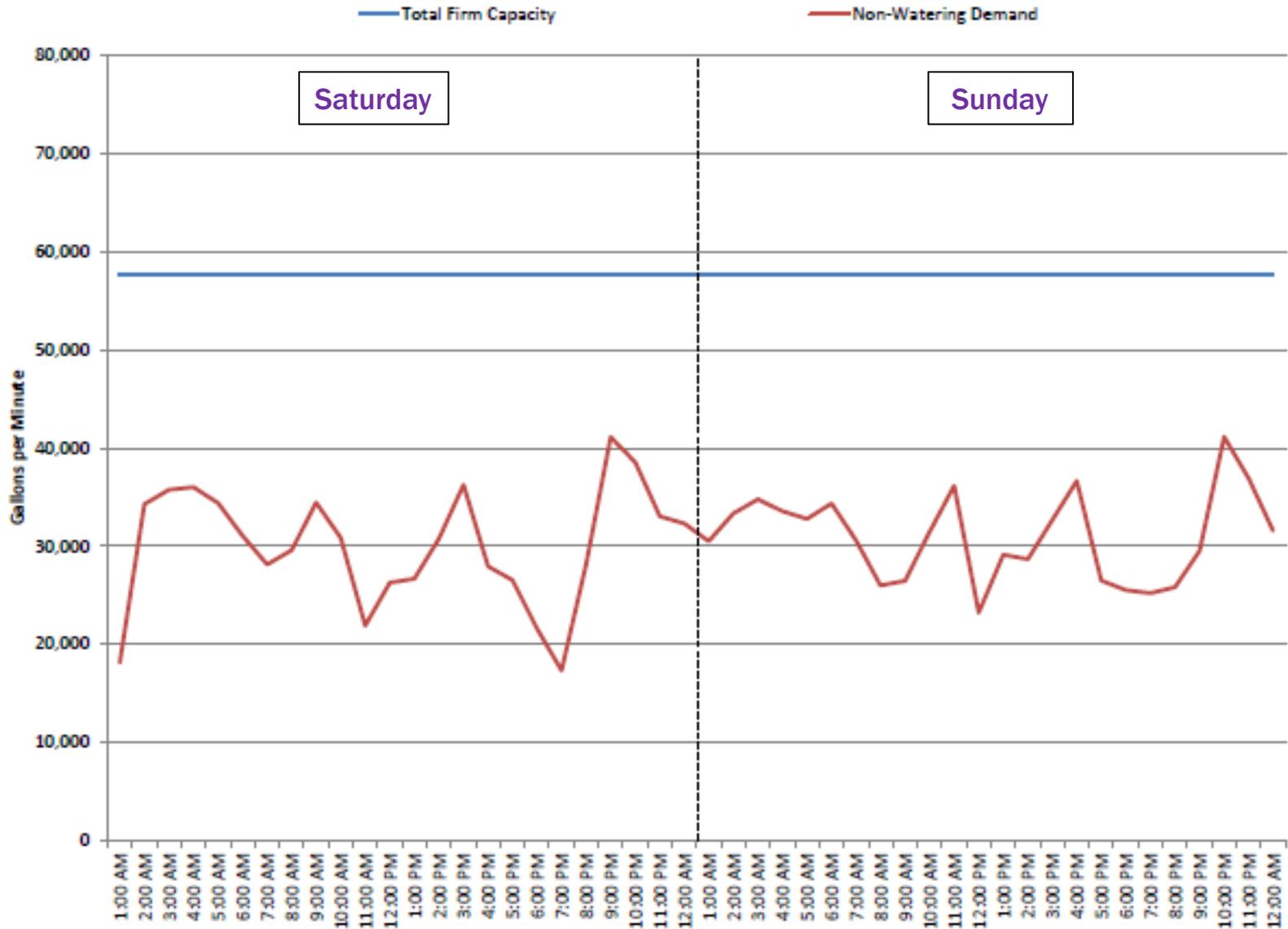
 Water days for odd numbered addresses (ending in 1, 3, 5, 7, 9)



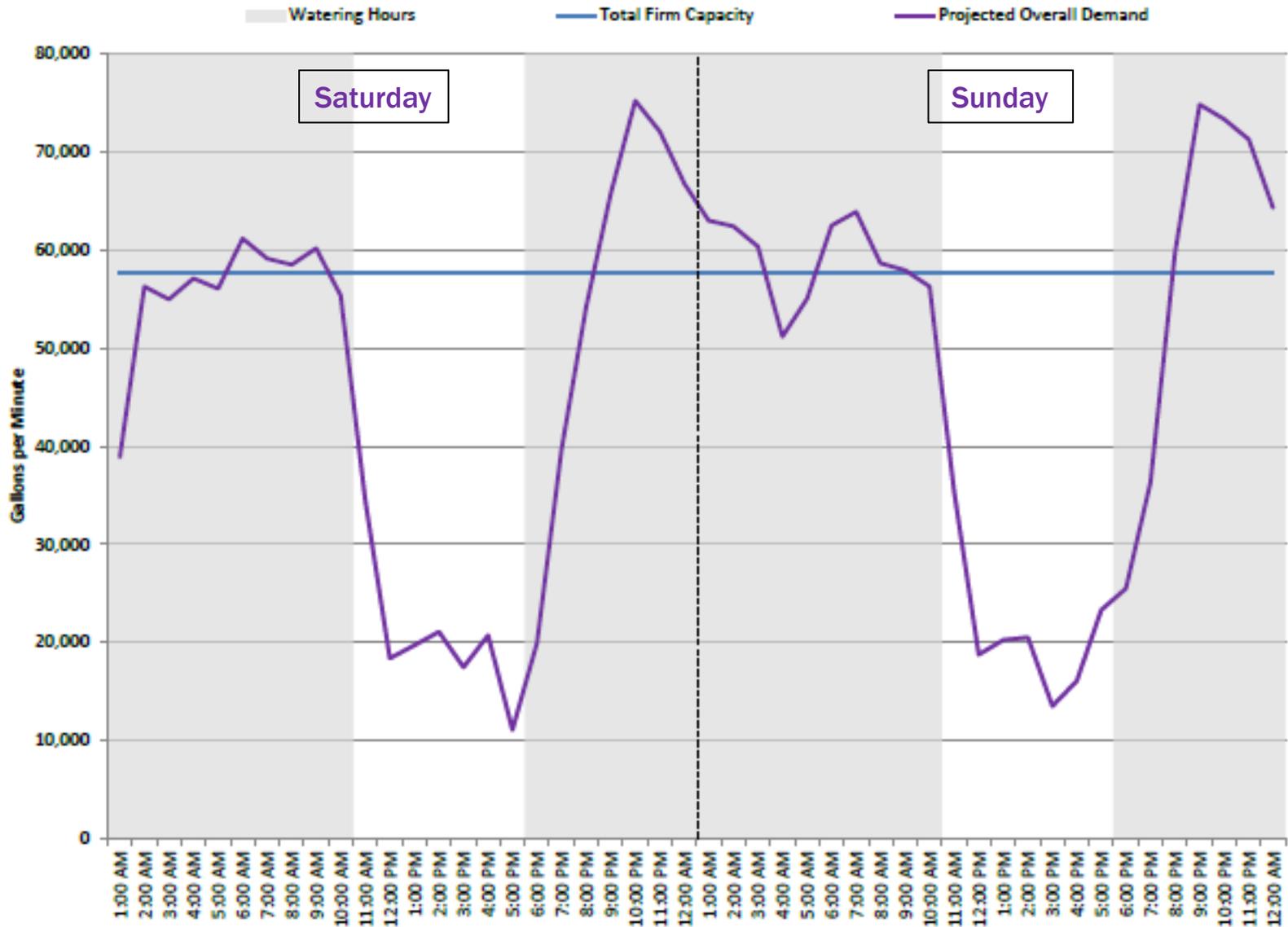
# Water Consumption – Twice A Month Watering Current Schedule



# Water Consumption – Twice A Month Watering Current Schedule Non-Watering Weekend

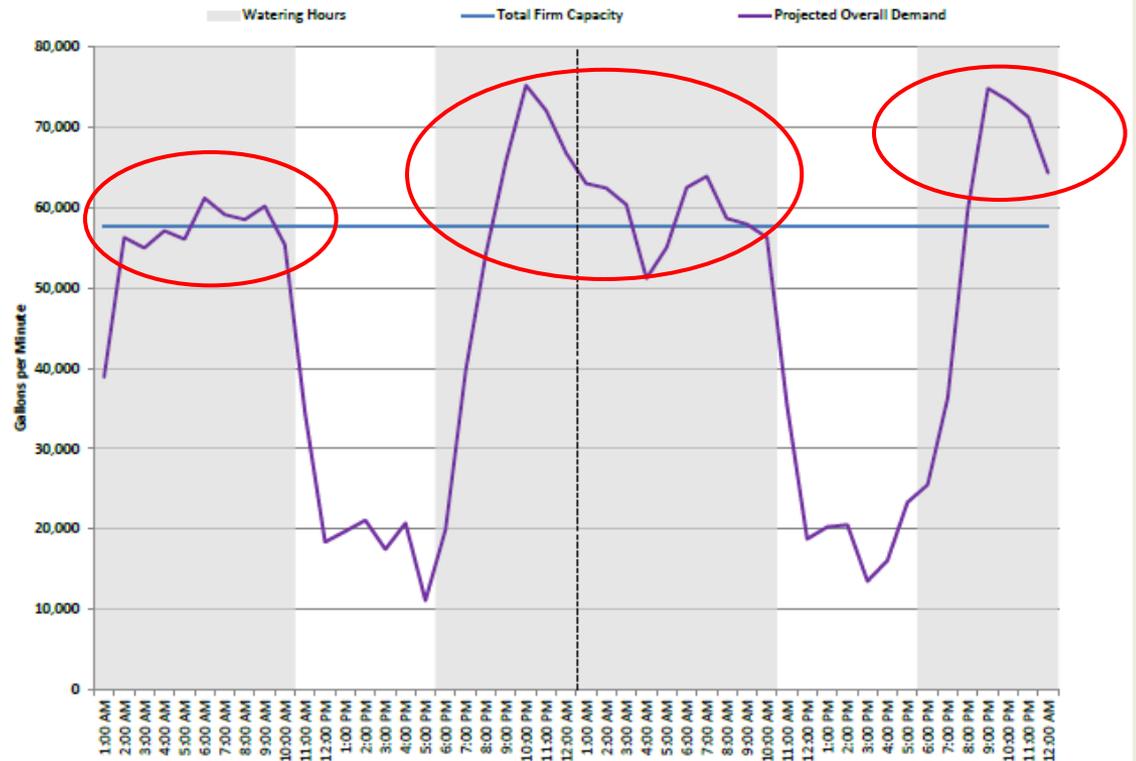


# Water Consumption – Twice A Month Watering Current Schedule Watering Weekend



# PUMPING CAPACITY CONSIDERATIONS

- Line breaks
- Equipment failure
- Power outages
- Fire fighting needs
- Water pressure



**RECOMMENDATION**

# Every Other Week Watering – Proposed Schedule

July 2014						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

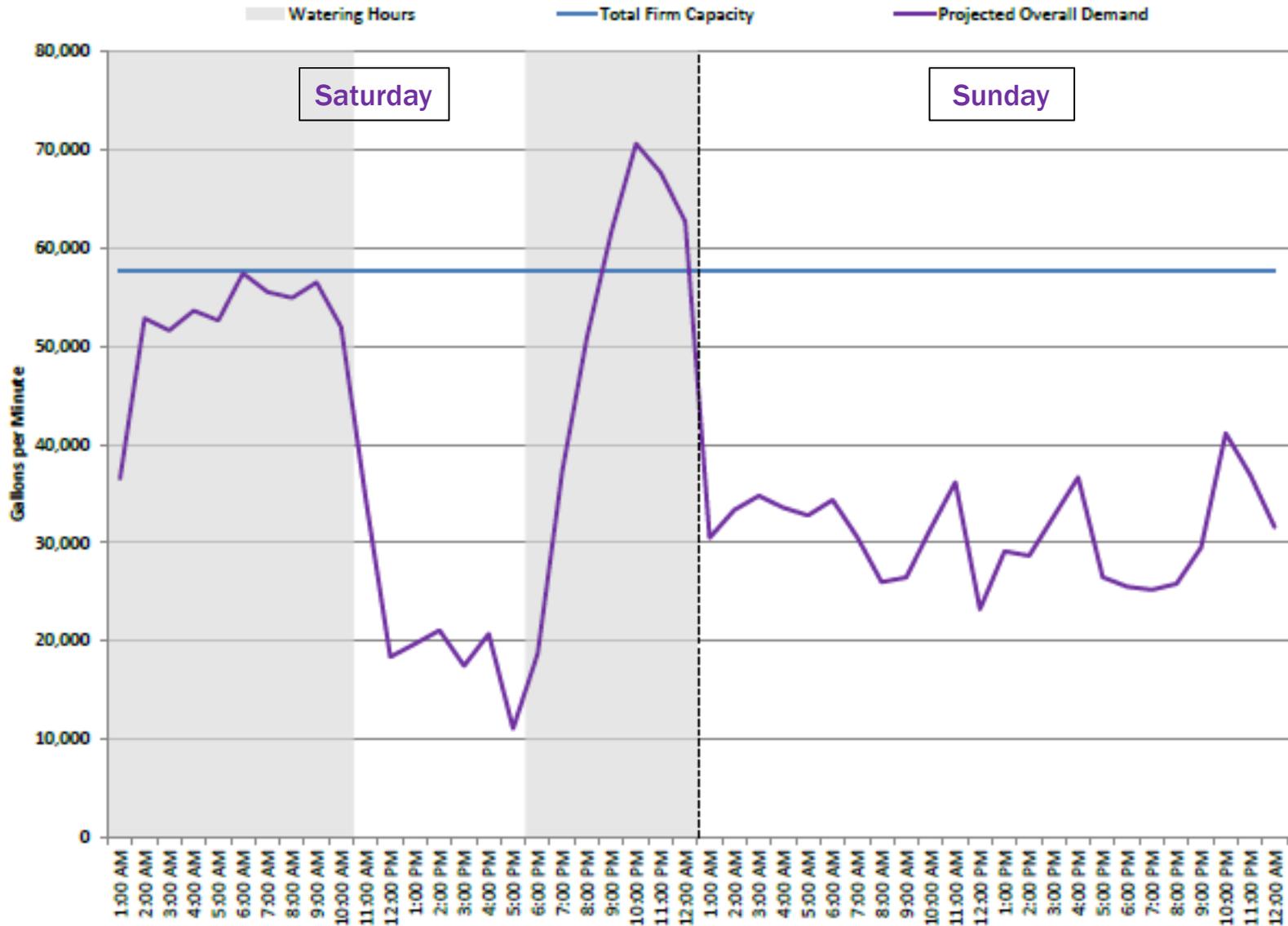
September 2014						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

August 2014						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

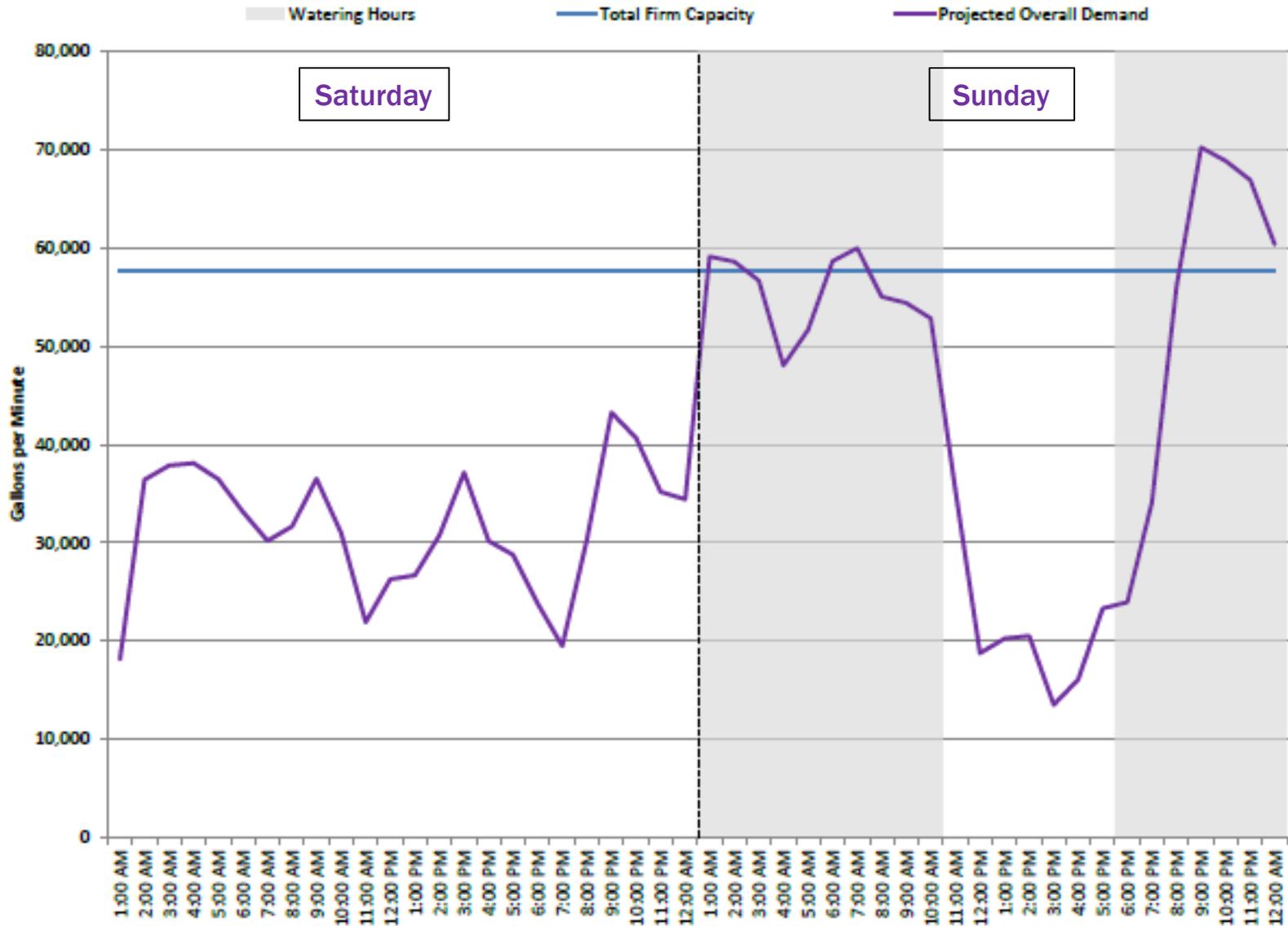
October 2014						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- Water days for even numbered addresses (ending in 2, 4, 6, 8, 0)
- Water days for odd numbered addresses (ending in 1, 3, 5, 7, 9)

# Water Consumption – Twice A Month Watering Proposed Schedule Saturday Watering Day



# Water Consumption – Twice A Month Watering Proposed Schedule Sunday Watering Day



**NEXT STEPS**

# COMMUNICATION PLAN

- Begin communicating the new watering schedule immediately
  - July 15 - cor.net, Facebook, Twitter, Press Release, HOA/NA Network
  - July 18 - Week In Review
  - July 21 - Postcard arrives in mailboxes





## Stage 3 Water Restrictions Revised Watering Schedule

The City of Richardson is altering its irrigation schedule effective July 19, 2014. The change allows for an every other week watering schedule instead two times per month and allows an extra weekend of outdoor irrigation. To transition to an every-other-week schedule, the City will allow residents an extra lawn irrigation day the last weekend of July.

Under Modified Stage 3 water restrictions, lawn irrigation is **prohibited from 10 a.m. to 6 p.m.** or during periods of rain.

Report violations by calling 972-744-4111 or by using the MyRichardson mobile app. For more information on water restrictions, visit [cor.net/WaterConservation](http://cor.net/WaterConservation) or call the Public Services Department at 972-744-4220.

July 20 and 26 are additional water days

- Water days for even numbered addresses (ending in 2, 4, 6, 8, 0)
- Water days for odd numbered addresses (ending in 1, 3, 5, 7, 9)

Lawn Watering Schedule													
July 2014							September 2014						
	1	2	3	4	5			1	2	3	4	5	6
6	7	8	9	10	11	12	7	8	9	10	11	12	13
13	14	15	16	17	18	19	14	15	16	17	18	19	20
20	21	22	23	24	25	26	21	22	23	24	25	26	27
27	28	29	30	31			28	29	30				

August 2014							October 2014							
					1	2					1	2	3	4
3	4	5	6	7	8	9	5	6	7	8	9	10	11	
10	11	12	13	14	15	16	12	13	14	15	16	17	18	
17	18	19	20	21	22	23	19	20	21	22	23	24	25	
24	25	26	27	28	29	30	26	27	28	29	30	31		

# COMMUNICATION PLAN

## ■ Communication Plan - Continued

- July 25 - NeighborsGo
- July 28 - Water Bill Inserts begin
- August 1 - Richardson Today

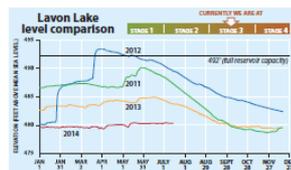
### City Updates Modified Stage 3 Water Restrictions

Revised irrigation schedule on back.

The City of Richardson is altering its irrigation schedule effective July 19, 2014. The change allows for an every other week watering schedule instead two times per month and allows an extra weekend of outdoor irrigation. Under the revised schedule, lawn watering will be allowed **every other week, as needed**. To transition to the new schedule, the City will allow residents an extra lawn irrigation day the last weekend of July. In addition, lawn irrigation is **prohibited from 10 a.m. to 6 p.m.** or during periods of rain.

- Hand watering of ornamental landscaping is allowed, but hand watering of lawns is prohibited.
- Delay any replacement of sod and landscaping until drought conditions improve.

Report violations by calling 972-744-4111 or by using the MyRichardson mobile app. For more information, visit [cor.net/WaterConservation](http://cor.net/WaterConservation) or call 972-744-4220.



### Revised Lawn Watering Schedule

July 2014

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2014

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

September 2014

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2014

		1	2	3	4
5	6	7	8	9	10
11	12	13	14	15	16
17	18	19	20	21	22
23	24	25	26	27	28
29	30	31			

- Water days for odd numbered addresses (ending in 1, 3, 5, 7, 9)
- Water days for even numbered addresses (ending in 2, 4, 6, 8, 0)

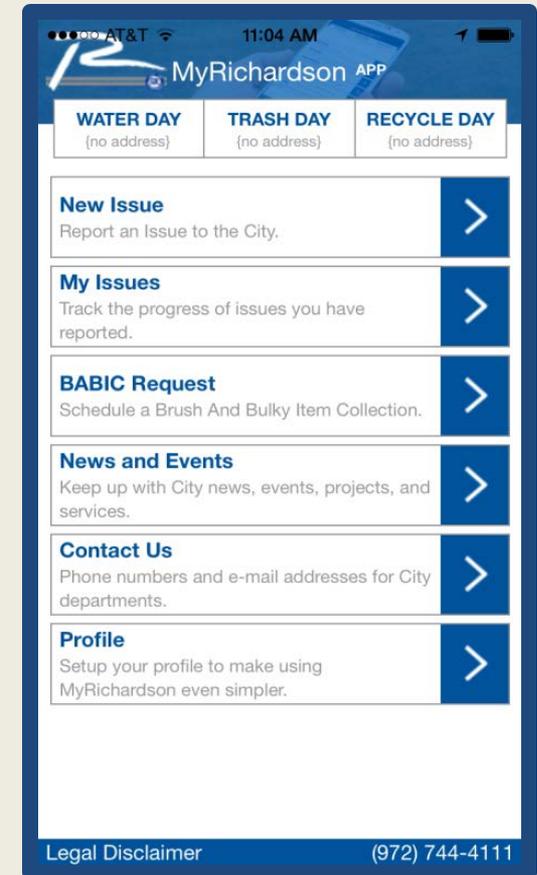
July 20 and 26 are additional water days

Water only as needed, based on moisture content of the soil. All lawn watering is prohibited from 10 a.m. to 6 p.m.

COR.net/WaterConservation • 972-744-4220

# ENFORCEMENT

- Continue enforcement with an emphasis on education
  - My Richardson App:
    - Residents can learn more about their watering day and general restrictions
    - Residents can report violations
      - Online at [www.cor.net](http://www.cor.net) or by calling 972-744-4111



# **MODIFIED STAGE 3 WATER RESTRICTIONS**

***CITY COUNCIL BRIEFING: JULY 14, 2014***