

CITY COUNCIL WORK SESSION HANDOUTS

FEBRUARY 15, 2016

- I. REVIEW AND DISCUSS RICHARDSON ECONOMIC DEVELOPMENT PARTNERSHIP 2015 REPORT AND 2016 WORK PLAN AND PRESENT A PROCLAMATION TO SUE WALKER, DIRECTOR OF ECONOMIC DEVELOPMENT
- II. REVIEW AND DISCUSS A STATUS REPORT ON PARKS AND RECREATION CAPITAL PROJECTS
- III. REVIEW AND DISCUSS ENHANCED COMMUNICATION STRATEGIES TO INFORM RESIDENTS ABOUT INFRASTRUCTURE RELATED PROJECTS

The logo features a large, stylized blue 'R' on the left. To its right, the words 'Richardson, Texas' are written in a blue, cursive script. A thin horizontal line is positioned below the script. Underneath the line, the words 'ECONOMIC DEVELOPMENT PARTNERSHIP' are written in a dark green, all-caps, serif font. The background is split into a dark green top half and a light green bottom half with abstract geometric shapes.

Richardson, Texas
ECONOMIC DEVELOPMENT PARTNERSHIP

REDP 2015 Review and 2016 Trends & Strategic Plan

February 15, 2016

“Home to the Telecom Corridor® area”

2015 Achievements & Accolades

- **27 expansions/relocations, 6,315 new or retained Richardson jobs and occupancy of 1,374,933 SF**
 - 3 of top 10 DFW leases, per Bisnow Commercial
 - RealPage HQ relocation from Carrollton
 - GEICO regional HQ relocation from Farmers Br
 - Frontier Communications at Lakeside
- Laid Groundwork for first Talent Recruitment Campaign
- Ranked “Highest performing EDO” nationally by Atlas Advertising for community our size

2015 Achievements & Accolades

- **Ranked #1 Foreign Direct Investment (FDI) Strategy of “American Cities of the Future” < 250,000 population by FDI Magazine**
- **Top 50 US city for Young Professionals by Niche Media**
- **REDP Facebook followers up 634% since 2011**
- **REDP Twitter followers up 1,370% to 1,000 in 2015**
- **58 new restaurant announcements in 2015**
- **Completed 5 Economic Gardening assignments – SSG, iWire365, Photodigm, NPI, QC Graphics**

Richardson Relo/Expansion Project Results 2010-2015

Year	2015	Previous 5-Year Average	2014	2013	2012	2011	2010
Projects	27	36	33	36	49	33	28
Jobs	6,415	5,998	5,333	11,278	5,512	5,948	1,918
Million SF Occ.	1.4	1.73	1.4	3.1	1.92	1.6	0.63

Council Goals 2015-2017

Attract/Retain Targeted Business; Increase Quality Job Opportunities

- Enhance REDP work plan to include additional small business programming
- Continue Economic Gardening services
- Explore next areas of entrepreneurial support
- Using “Gap Analysis” and other techniques, determine specific new, non-restaurant, retail opportunities

2016 REDP Strategic Plan

Summary of Key Components

- **Recruitment**
- **Retention & Expansion**
- **Small Business and Entrepreneurship**
- **Redevelopment**
- **International**
- **Retail**
- **Technology Branding**
- **Workforce Development and Talent Attraction**
- **Recognition and Awards**

Recruitment & Retention

Market Dynamics

- Limited number of larger commercial land tracts
- Plentiful supply of existing Office and Flex space
- Many large, 100K SF+ blocks of Office space
- Competitive Office rental rates
- Ownership turnover past 2 years in Office and Flex
- Unprecedented net absorption in Flex for 2015

Greenfield Opportunities

Largest Available Richardson Commercial Sites

Site	Location	Acres
CityLine	KDC land east of Plano Rd.	55
Fujitsu & BoA	Shiloh Business Park	43
Palisades	SWC 75 and Palisades Central Dr	35
Caruth	SWC Bush & 75	31
Hall Financial	SWC Bush and Custer	30
Rockwell-Collins	NEC Shiloh and Breckinridge	30
UTD 190 Site	SWC Bush & Waterview	27
Spring Creek Farm	NEC Plano Rd and lookout Dr	26
Gruppo Haddad	NEC Glenville Dr and Lookout Dr	16

Office Availability & Cost Richardson vs. Competitors

City	Net Absorption (000 SF)	Total SF (MSF)	Available (MSF)	Vacancy %	Average \$Rate/SF
Richardson	646	17.9	3.5	18.9	18.74
Plano	932	29.9	3.6	9.4	24.14
Irving	577	34.8	5.5	14.5	23.60
Frisco	96	4.8	0.4	4.7	26.57
Allen	51	2.2	0.2	8.6	19.60
McKinney	224	4.8	0.5	9.1	23.79

Source: CoStar, Feb. 2016

Existing Space Opportunities

Big Blocks of Office Richardson vs Key Competitors

City	Total 100K +	100K To 199K	200K to 299K	300K+	A&B Avg Rate/SF (\$) & # Bldg	% Less
Richardson	7	5	0	2	22.14 (147)	Base
Plano	16	11	3	2	27.98 (434)	26%
Irving	8	5	2	1	24.12 (290)	8%
Frisco	3	1	0	2	29.48 (142)	25%
Allen	0	0	0	0	NA	NA
McKinney	1	1	0	0	23.29 (136)	5%

Flex Availability & Cost Richardson vs. Competitors

City	Net Absorption (000 SF)	Total SF (MSF)	Available (MSF)	Vacancy %	Average \$ Rate/SF
Richardson	462*	9.1	1.5	13.5	10.12
Plano	201	5.7	0.7	7.2	10.15
Irving	67	8.9	1.2	10.3	9.03
Frisco	17	0.4	0.04	7.4	14.49
Allen	55	0.9	0.1	8.8	11.20
McKinney	-71	1.4	0.16	6.2	11.02

Source: CoStar, Feb. 2016 *Most since 495K SF in 1998; 113 leases x Avg 4,088 SF

Note: Vacancy Rate < Avail. Percentage due to subleases

Ownership Changes 2014-2016

26 New Owners
43 Office & Flex Buildings
6,096,011 SF



Recruitment & Retention

Market Dynamics

- Limited number of larger commercial land tracts
- Plentiful supply of existing Office and Flex space
- Many large, 100K SF+ blocks of Office space
- Richardson cost advantage on Office rents
- Ownership turnover past 2 years in Office and Flex
- Unprecedented net absorption in Flex for 2015

2016 Plan

- Encourage high-quality development on land sites
- Aggressively pursue office tenants, esp. large users
- Market economic advantages in Office
- Connect with new owners
- Suggest Flex as a low cost alternative to Office
- Support landlord efforts to create more Flex parking

Small Business & Entrepreneurship Opportunities

Market Dynamics

- Entrepreneurship interest growing in DFW
- No comprehensive Richardson-specific SB guide
- Economic Gardening shows promise (11 companies/ 3 acq.)
- Local resources for SB & E not being fully utilized

Small Business & Entrepreneurship Opportunities

2016 Plan

- Create a Richardson-specific “How To” Guide for small business
- Partner with Collin/Dallas SBDCs in marketing their services through RCC’s committees – Growth & Mobility, RYP, Ambassadors, etc
- Continue Economic Gardening program for potential high-growth 2nd Stage Entrepreneurial companies (10 to 100 emp)
- Investigate business/merchant associations as a catalyst for redevelopment and place-making

Redevelopment Opportunities

Market Dynamics

- Starting in 2009, City has created a blueprint and plan for various districts and sub-districts
- In districts with planning completed, the focus is finding private sector developers, capital and tenants
- Nationally, local employer and property owner associations have been instrumental in reviving and redeveloping certain business neighborhoods

Redevelopment Opportunities

2016 Plan

- Support the City's efforts to find private sector developers, capital and tenants for identified districts at Main Street/Central Expwy. and West Spring Valley
- For the E Arapaho/Collins district, establish a RCC Redevelopment Task Force of property owners and employers with engagement from city staff and others to identify collaborative strategies that enhance the vitality of the old heart of the Telecom Corridor

International Recruitment & Retention

Market Dynamics

- Later stage and mid-sized tech firms are best prospects for new FDI
 - Most large foreign companies have a U.S. operation – might consider relocation
 - Start-up/Early Stage tech firms go to Silicon Valley for VC funding
- Slowdown of world economy hindering overseas investment –U.S. still best FDI location
- UK, Canada, Germany, Japan, France top countries for Texas technology FDI
- Richardson is the High Tech hub of DFW- foreign tech firms best prospects for FDI
- Existing FDI partnerships in Reading UK, Marseille, France, Cote d’Azure, France

International Recruitment & Retention

2016 and Future Plans

- Nurture / leverage overseas partnerships for FDI prospects
- Identify partners in Japan, Germany and Canada for FDI leads
- Host UK & French delegations – FDI prospecting
- Travel to Japan to identify FDI partner, call on target firms
- Travel to UK, France, Germany-meet partners, prospects
- Work with Canadian Consul General for Canadian prospects
- Identify foreign companies with U.S. operations as possible relocation candidates
- Retention calls on top foreign based companies in Richardson-offer expansion help

Retail Opportunities

Market Dynamics

- 2004-2009 targeted 10 retail centers for redevelopment
- All achieved upgrading and/or change of ownership
- 23 retail properties changed ownership since 2004

2016 Plan

- Evaluate opportunities in non-restaurant retail
- Gap analysis to determine feasible targets
- Marketing to most desirable targets
- Support City's Retail Committee

Technology Branding

Market Dynamics

- Telecom Corridor® brand still viable
- Tech businesses wages, valuations, growth a plus
- Telecom cluster effect less, but talent base largely intact

2016 Plan

- Promote brand through press releases, social media
- Use “Home of the Telecom Corridor®” tag line
- Inventory new tech companies in Richardson
- Get REDTAB input on new opportunities & trends

Workforce Development Opportunities

Market Dynamics

- Retiring Baby Boomers
- Skills Gaps
- Need for closer coordination between Education and Business

2016 Plan

- RCC's HR and Educ. & Workforce Committees to work with RISD on their CTE program to develop partnerships to expose students and faculty to skill sets and career paths that businesses need.

Talent Attraction Opportunities

Market Dynamics

- Employers need for young professional workers – Millennials the largest part of the workforce
- Over 4,000 new multi-family units in past 24 months
- Richardson image among young professionals

2016 Plan

- Atlas research and recommendations received
- Launch Talent Attraction website and social media campaign/videos to link young professionals with local jobs and housing opportunities

Recognition and Awards

Market Dynamics

- Richardson has many outstanding features and achievements
- Numerous organizations offer award opportunities
- Awards provide independent validation of Richardson's strengths and successes that differentiate it from other municipalities

2016 Plan

- Utilize REDP social media, print and visual media resources to disseminate positive recognition, stories, achievements
- Apply for local, state, national and international awards based on Richardson's attributes and successes

2016 REDP Strategic Plan

Summary of Key Components

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- **Recognition and Awards**



Current Parks Projects Update

City Council Meeting - February 15, 2016

City of Richardson
Parks & Recreation Department



Presentation Overview

- **Lookout Park Improvements**
- **University Trail Phase II Design & Construction**
- **Spring Creek Nature Area Trail Development**
- **Heights Park Ballfield Fencing**
- **West Park Development at CityLine & Naming**
- **Park Development at Collins & Alma & Naming**

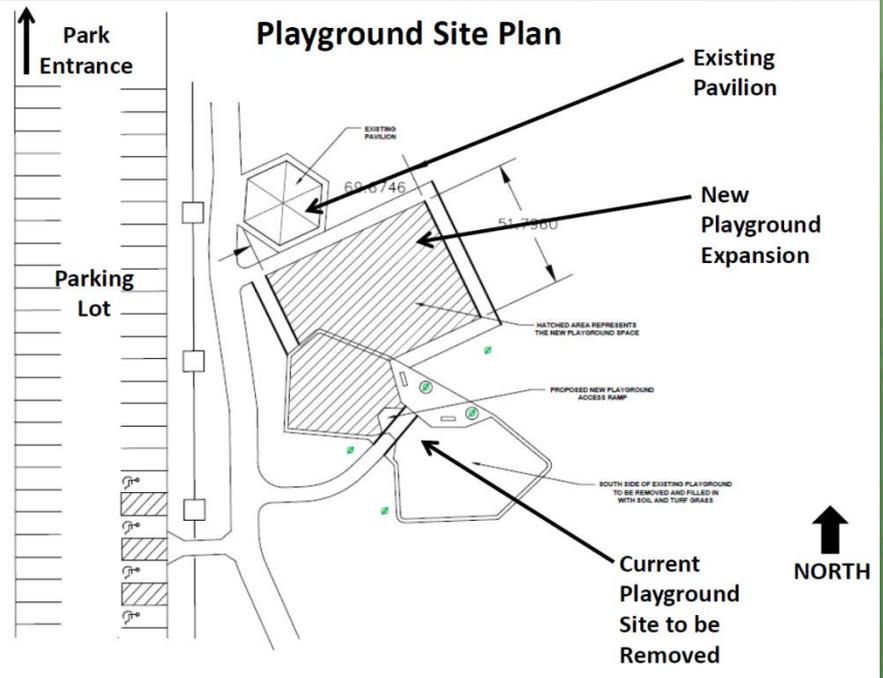
Lookout Park Improvements

- Public Input Meeting – November 5, 2015
- Trail Extension
- Playground Replacement
- Tentative Completion Dates: June 2016

Lookout Park Trail Plan



Trail Extension



Playground Renovation

Lookout Park Improvements

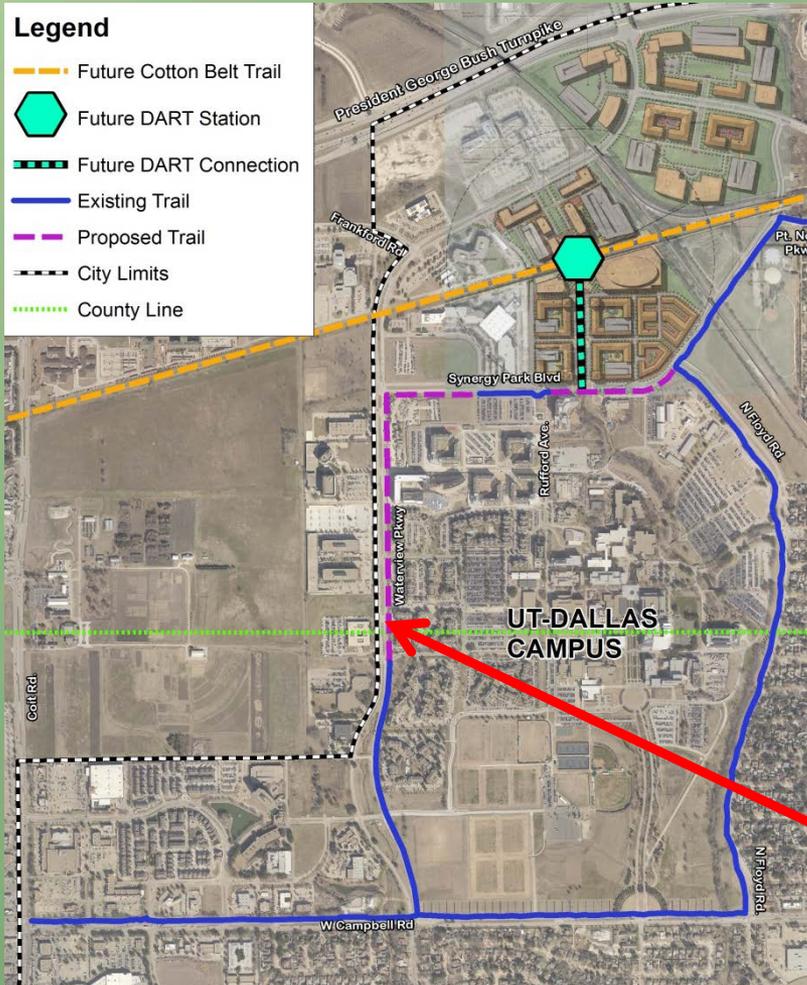


Perspective View Of Playground



Playground Construction

University Trail Phase II



Tentative Project Schedule

- TXDOT Plans Review March – July 2016
- Bid Project Aug. – Sep. 2016
- Construction Oct. 2016 - Feb. 2017

Spring Creek Nature Area



Perimeter Trail

Tentative Project Schedule

- Survey Feb - April 2016
- Design May - Aug. 2016
- Construction 2017

Approved Masterplan



Heights Park Ballfield Fencing



Existing Outfield Fencing to be Replaced
Ballfields to Remain Playable During Construction

Tentative Project Schedule

- Pre-Bid Meeting - Feb 3
- Bids Opened - Feb 11
- Construction - March - April

Westside Park Development at CityLine



Conceptual Perspective View

Westside Park Development at CityLine



Retaining Wall Construction



Trail Construction

Anticipated Project Completion Date: August 2016



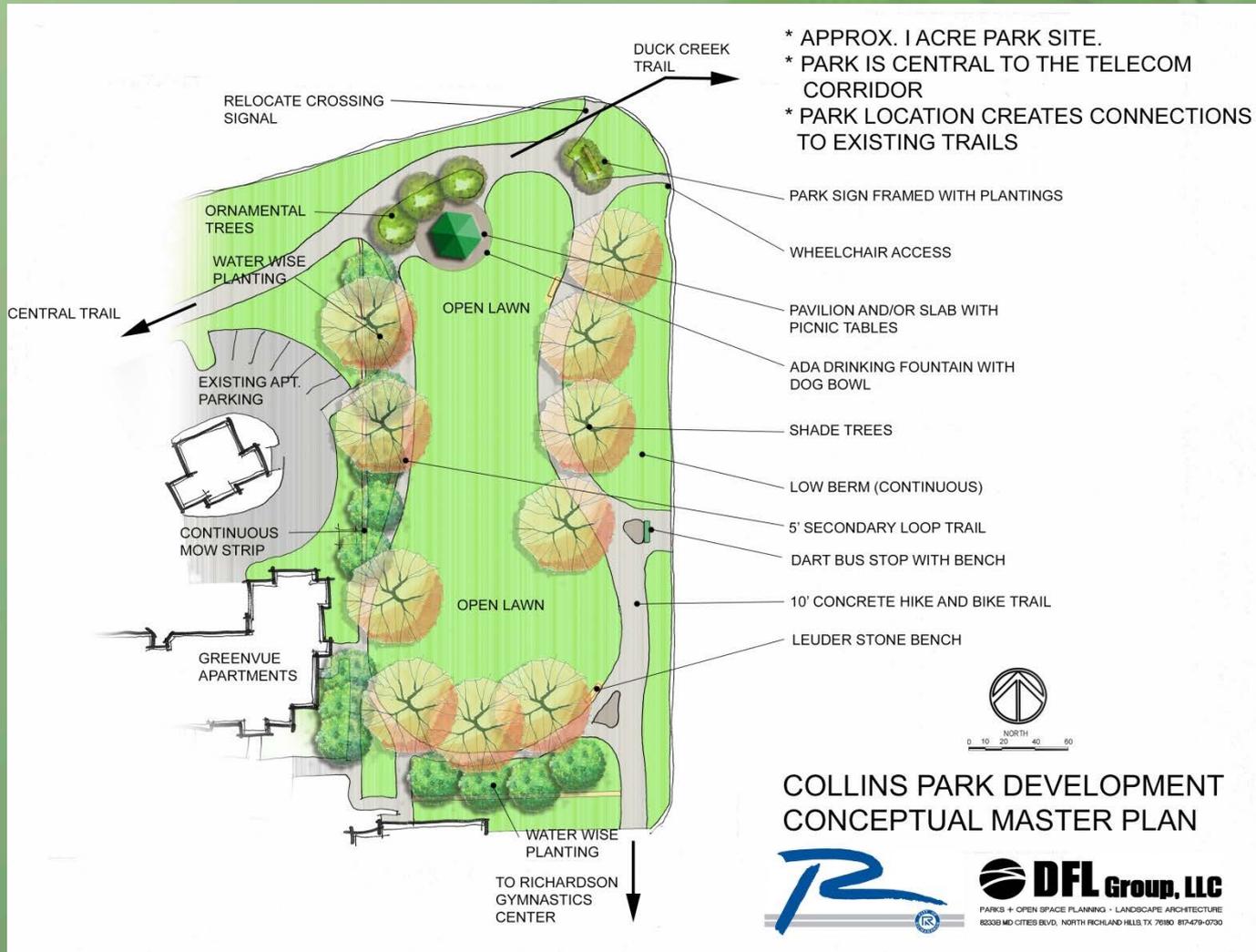
Westside Park Development at CityLine



Proposed Name for this New Park Facility, As Recommended by the Parks and Recreation Commission on January 12, 2016:

CityLine Park

Park Development at Collins & Alma



Conceptual Masterplan

Park Development at Collins & Alma

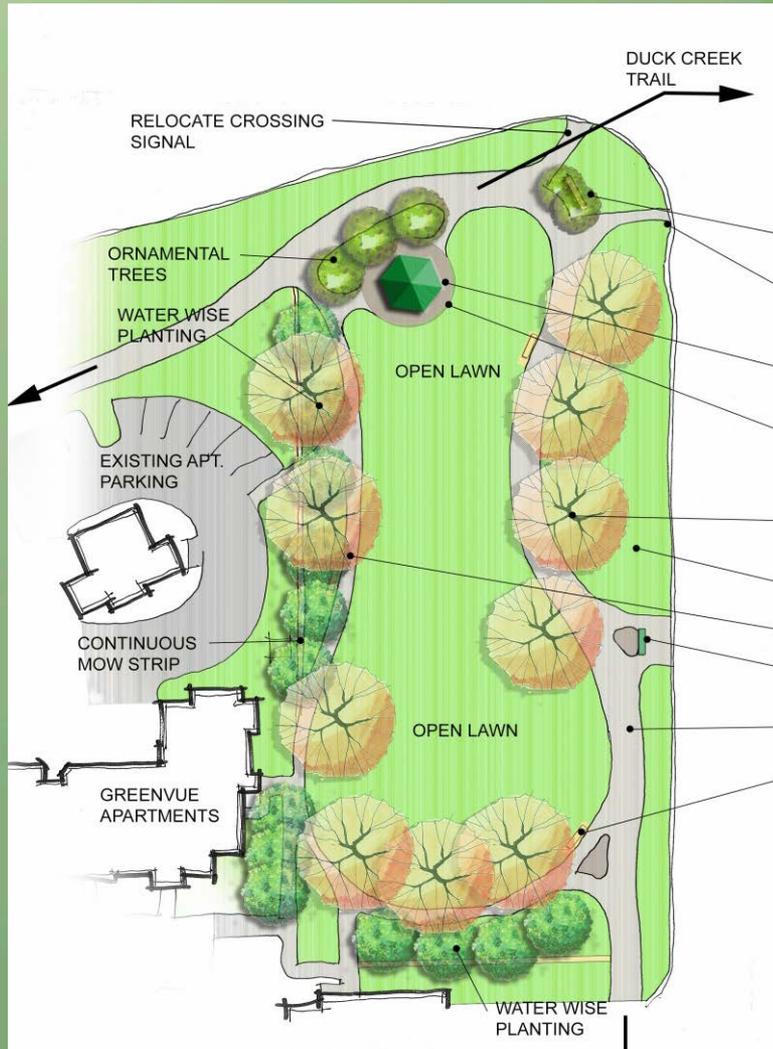
Tentative Project Schedule

- Design Development Feb – March 2016
- Construction April - Aug. 2016



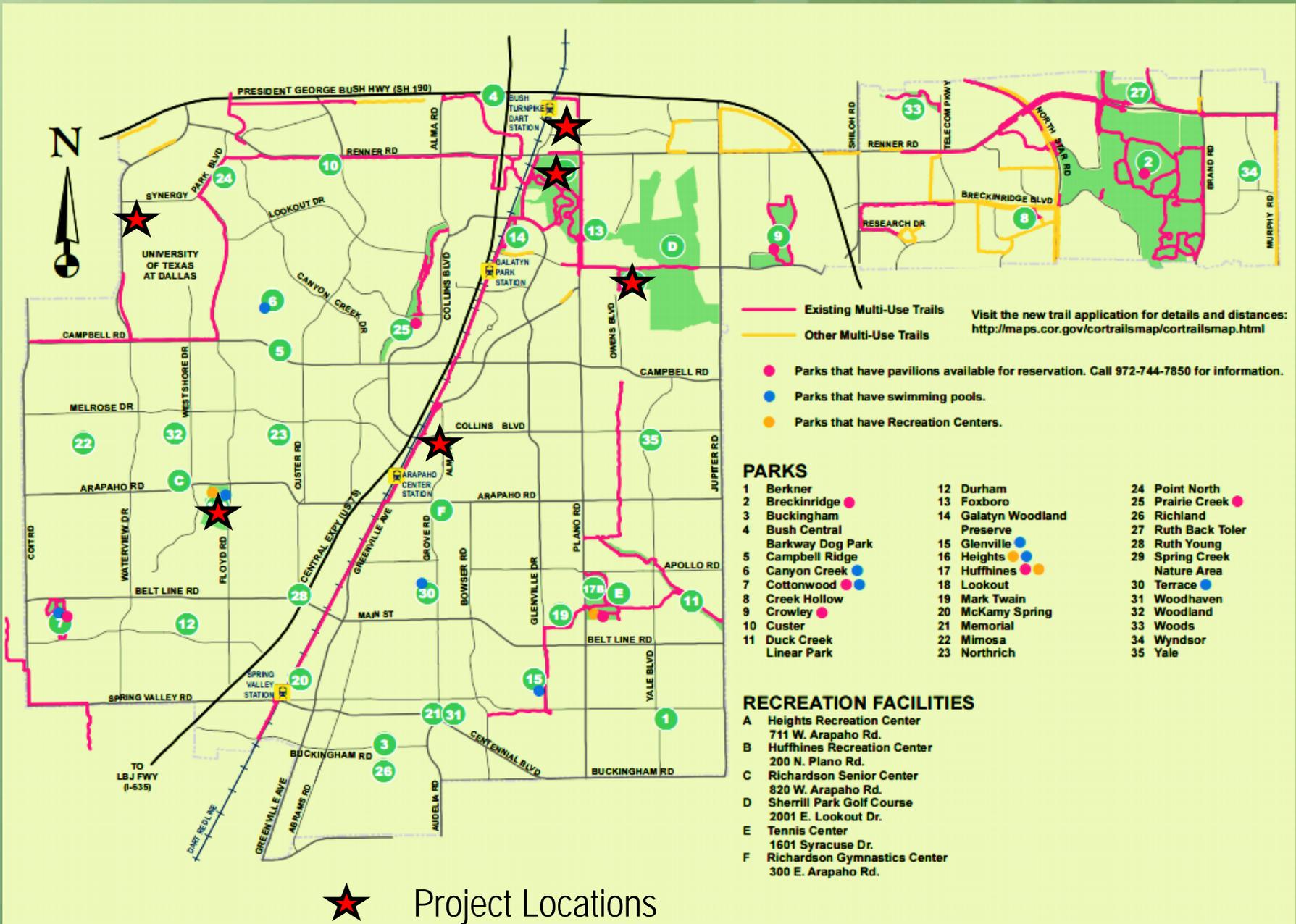
Current Site Conditions

Park Development at Collins & Alma



Proposed Name for this New Park Facility, As Recommended by the Parks and Recreation Commission on January 12, 2016:

Collins Park



Next Steps

- Tree Planting at Lookout Park: 24 Trees Donated by Atmos February 15
- Park Naming Resolutions Go Before Council February 22
- TP & WD Trail Grant Application for Spring Creek Nature Area Grant Recipient Announcement Summer 2016

Recent Recognitions

- Texas Recreation and Park Society (TRAPS) - Statewide Award:
Parks Design Excellence for Bush Central Barkway. To be
Presented to the City March 4, 2016
- 2016 Urban Land Institute North Texas Impact Award – Richardson is a
Finalist in the Public Place Category
Announcement of Winner March 29, 2016





Infrastructure Communication Enhancements

City of Richardson Communications



Feb. 15, 2016

Proposed amendments to the City of Richardson charter elections

The City of Richardson is currently reviewing proposed amendments to the City Charter. The amendments are intended to clarify the process for electing members of the City Council and the City Manager. The amendments include changes to the terms of office for Council members and the process for filling vacancies. The amendments also address the process for electing the City Manager. The amendments are being reviewed by the City Council and the City Manager. The amendments are expected to be adopted by the City Council in the next few months.

Week in Review

Dec. 21, 2015
Here is the latest edition of Week in Review – a series of weekly messages from the Mayor and City Council to help Richardson residents and businesses keep up to date on events at City Hall.

News Briefs

Solid Waste and Recycling Schedule
The trash and recycling schedule for this week has changed due to the New Year's Day holiday. There will be **NO recycling pick up, solid waste pick up or Brush and Bulky Item Collection (BABC)** service provided Friday, Jan. 1, and there are **NO makeup days** for trash collection. However, makeup days for recycling service were previously provided on Jan. 1 and 2.

Mayor Paul Voehler
E-mail

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Infrastructure Communication Enhancements

- Concept
 - Council goals
 - Increase the sense of community
 - Improve communications
 - Improve customer experience
 - Appropriate use of technology and innovation
 - Improve accessibility to the city
 - Improve documentation, processes, structure and services



Infrastructure Communication Enhancements

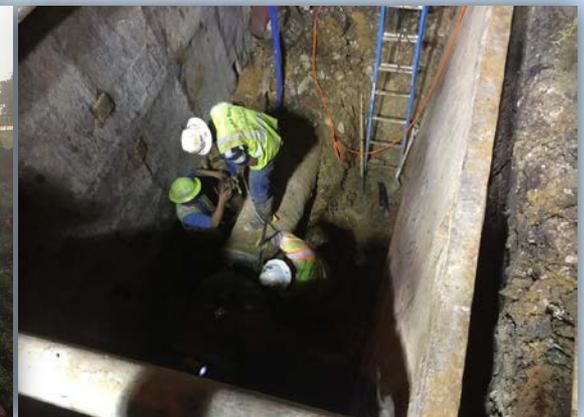
Entry signs



Road rehabilitation



Irrigation project



Water main repair



Infrastructure Communication Enhancements

- Infrastructure Signs
 - 2010 Bond Program
 - Project name
 - Project schedule
 - City identification



Infrastructure Communication Enhancements

- Infrastructure signs
 - 2015 Bond Program
 - Streets
 - Facilities
 - Parks
 - Sidewalks



RICHARDSON
2015 CITY BOND PROGRAM

Project Name Goes Here

Perimeters of region described in this area

SCHEDULED COMPLETION DATE:
XX-XX-XXXX

Contractor



www.cor.net/2015Bond

Richardson City Council

Paul Voelker, Mayor

Mark Solomon Mayor Pro Tem	Bob Townsend	Scott Dunn
Mabel Simpson	Marta Gómez Frey	Steve Mitchell

Infrastructure Communication Enhancements

- Infrastructure signs
 - Operational Project signs
 - Street maintenance
 - Water / sewer replacement
 - Drainage



Project Name Goes Here

Perimeters of region described in this area

SCHEDULED COMPLETION DATE:
XX-XX-XXXX

Contractor

www.cor.net/Projects

Richardson City Council

Paul Voelker, Mayor

Mark Solomon Mayor Pro Tem	Bob Townsend	Scott Dunn
Mabel Simpson	Marta Gómez Frey	Steve Mitchell

Infrastructure Communication Enhancements

- Infrastructure signs
 - Operational Project signs
 - Irrigation
 - Trails
 - Street rehabilitation



Communications

Infrastructure Communication Enhancements

Layers/Legend

View by Proposition
 View by Status

Layers

Prop 1 - Streets and Alleys
 Prop 2 - Parks and Rec
 Prop 3 - Public Buildings
 Prop 4 - Neighborhood Vitality

Zoom in to view disabled layers.

Legend

Prop 1 - Streets and Alleys

Prop 2 - Parks and Rec

Prop 3 - Public Buildings

Prop 4 - Neighborhood Vitality

Proposition 1 - Street Improvements
 Proposition 2 - Parks and Recreational Facilities
 Proposition 3 - Municipal Public Buildings
 Proposition 4 - Neighborhood Vitality Projects

Name:	
Description:	
Project Status:	
Contact:	
Contact Email:	
Funding Source:	
Design Start:	



Infrastructure Communication Enhancements

The screenshot displays the City of Richardson website interface. On the left, there is a sidebar with the following sections:

- What is Richardson**
Have you ever driven past road construction or passed a local park and been curious about what the City was doing? The Richardson Progress programs intention is to provide more detailed information to residents including the type of work being done, details of the project and expected completion dates. Additionally, if you have a concern or simply want to know more, contact information will be provided for each project.
- Projects**
 - Brand Road at Renner Road**
Alley Improvements
Construction of left-turn lane for new development.
Estimated Completion: Mid August
 - Shiloh Road from Renner Road to south of Research Drive**
Alley Improvements
Pavement repairs
Estimated Completion: Early August
 - Shiloh Road from Renner Road to south of Research Drive**
Alley Improvements
Pavement repairs
Estimated Completion: Early August
 - Collins Boulevard from Prairie Road**
Street Improvements
Pavement repair/replacement
Estimated Completion: Early August

The main content area features a map titled "SHOW MY LOCATION" and "Select Project Type". The map shows the city of Richardson and surrounding areas, with numerous blue and red location pins indicating project sites. The City of Richardson logo is visible in the bottom left corner, and the "RICHARDSON 2015 CITY BOND PROGRAM" logo is in the bottom right corner.

Infrastructure Communication Enhancements

The screenshot displays the City of Richardson website interface. At the top left is the Richardson logo, and at the top right is the '2015 CITY BOND ELECTION' logo. A navigation bar contains 'SHOW MY LOCATION' and 'Select Project Type'. The main content area is titled 'Projects' and lists several projects with details such as project name, description, location, and completion dates. A callout box highlights the following project details:

- Project name
- Project description
- Project location
- Project timeline
- Project contact information

At the bottom of the page, there is a large blue stylized 'R' logo and the 'CITY OF RICHARDSON' seal. To the right, there is a graphic for the 'RICHARDSON 2015 CITY BOND PROGRAM' featuring a city skyline silhouette.

Infrastructure Communication Enhancements

- Discussion

