

## City Council Work Session Handouts

February 27, 2012

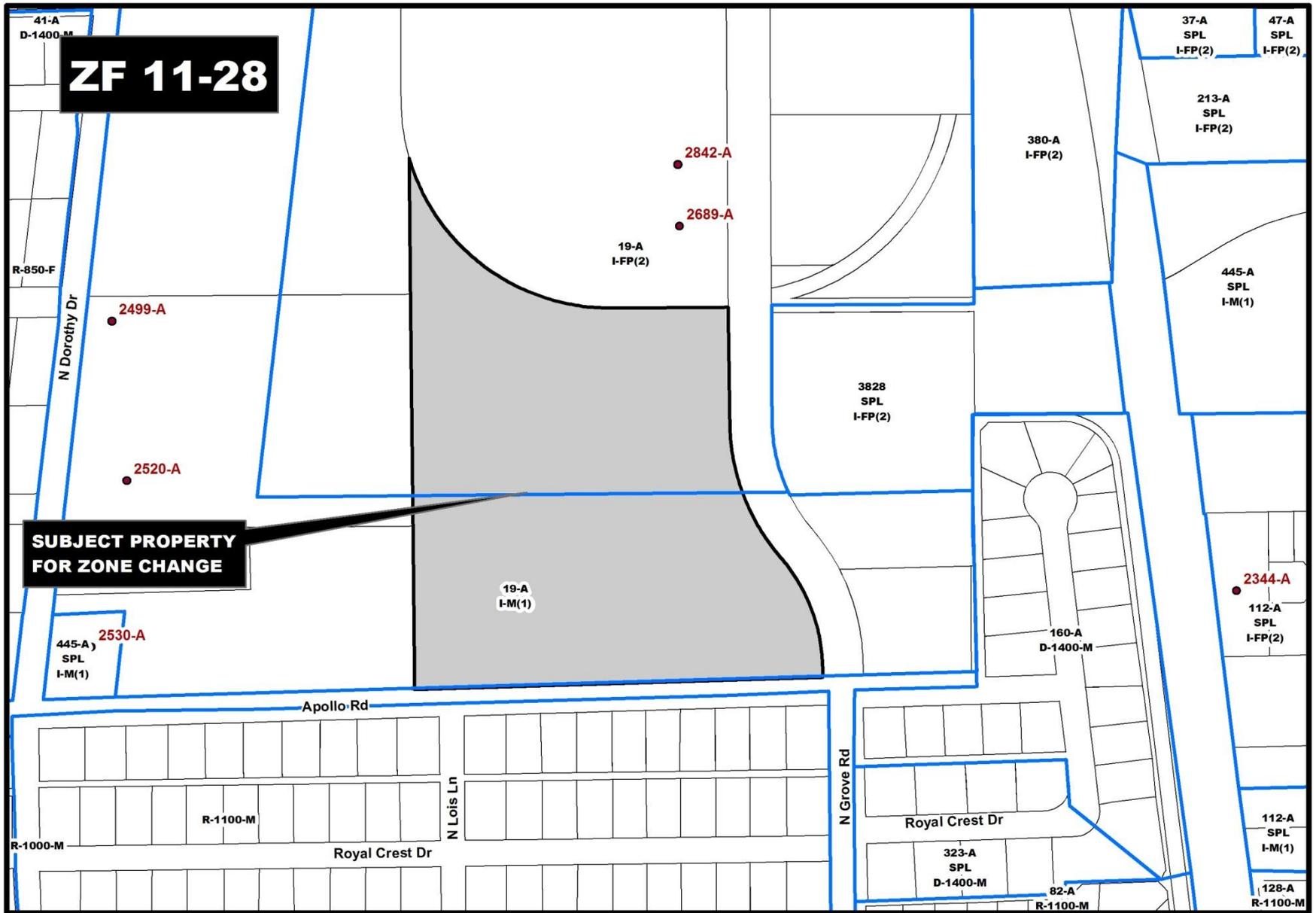
- I. Discussion of Zoning File 11-28
- II. Sign Control Board Minutes of February 8, 2012 Meeting
- III. Review and Discuss the Suspension of Atmos 2012 Rate Increase
  - a. Executive Summary
  - b. List of Cities
  - c. Resolution
- IV. Review and Discuss the City Retail Study
- V. Review and Discuss the Recommended Code Enforcement Enhancements
- VI. Review and Discuss the Community Services Neighborhood Outreach and Enhancement Programs

# **City Council Worksession**



**February 27, 2012**

**Meeting Begins at 6:00 P.M.**



## ZF 11-28 Zoning Map

Updated By: shacklett, Update Date: January 3, 2011  
 File: DSIMapping\Cases\Z\2011\ZF1128\ZF1128 zoning.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.



**ZF 11-28**

**SUBJECT PROPERTY  
FOR ZONE CHANGE**

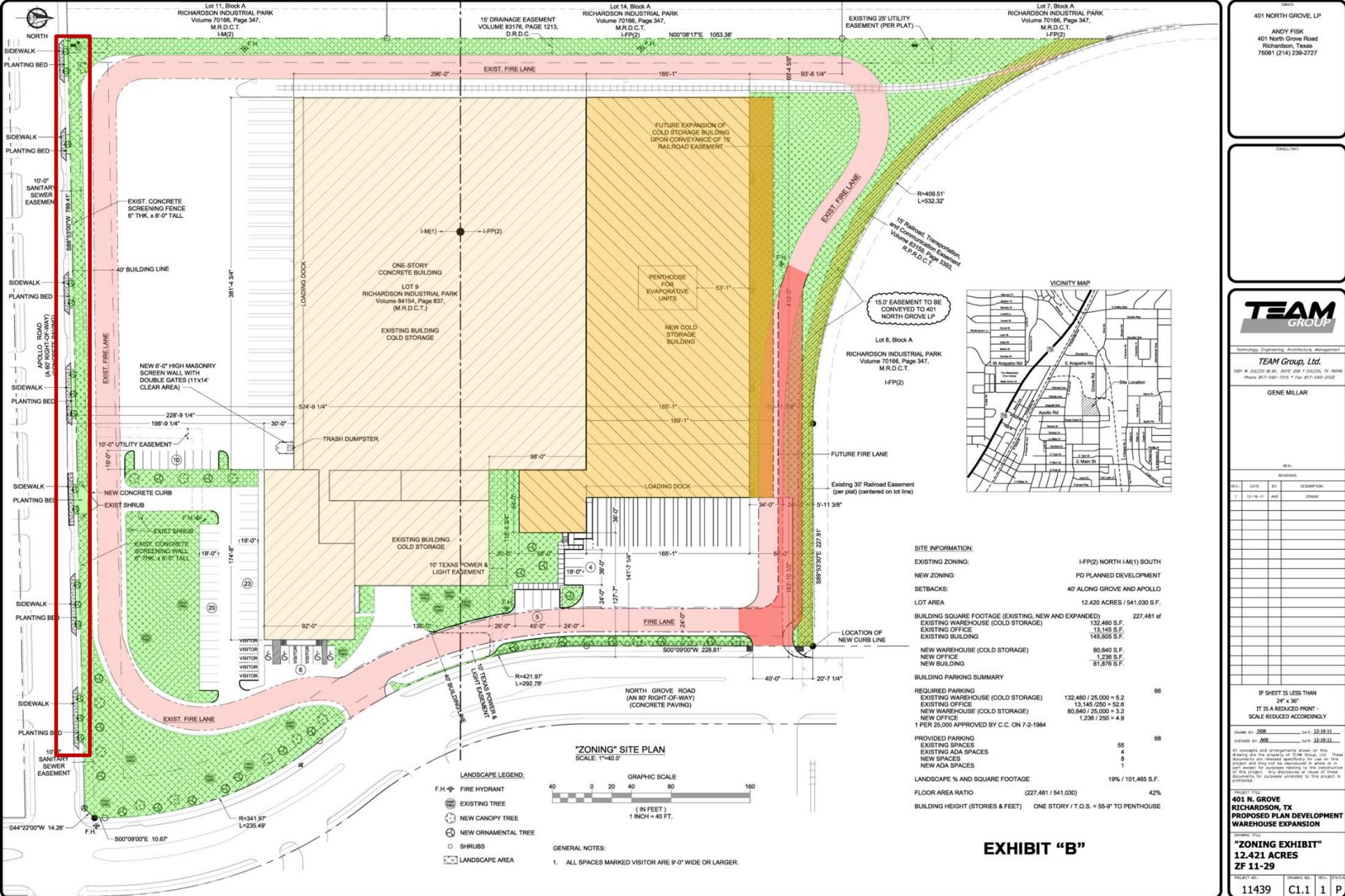


## ZF 11-28 Aerial Map

Updated By: shacklett, Update Date: January 3, 2011  
File: DSI\mapping\Cases\Z\2011\ZF1128\ZF1128 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.





**SITE INFORMATION:**

EXISTING ZONING: I-FP(2) NORTH I-M(1) SOUTH  
 NEW ZONING: PD PLANNED DEVELOPMENT  
 SETBACKS: 40' ALONG GROVE AND APOLLO  
 LOT AREA: 12,420 ACRES / 541,030 S.F.  
 BUILDING SQUARE FOOTAGE (EXISTING, NEW AND EXPANDED): 227,481 sf  
 EXISTING WAREHOUSE (COLD STORAGE): 132,460 S.F.  
 EXISTING OFFICE BUILDING: 145,605 S.F.  
 NEW WAREHOUSE (COLD STORAGE): 80,840 S.F.  
 NEW OFFICE NEW BUILDING: 1,236 S.F.  
 81,876 S.F.

**BUILDING PARKING SUMMARY**

REQUIRED PARKING		66
EXISTING WAREHOUSE (COLD STORAGE)	132,460 / 25,000 = 5.2	
EXISTING OFFICE	13,145 / 250 = 52.6	
NEW WAREHOUSE (COLD STORAGE)	80,840 / 25,000 = 3.2	
NEW OFFICE	1,236 / 250 = 4.9	
1 PER 25,000 APPROVED BY C.C. ON 7-2-1984		
PROVIDED PARKING		88
EXISTING ADA SPACES	55	
EXISTING ADA SPACES	4	
NEW SPACES	8	
NEW ADA SPACES	1	

**LANDSCAPE % AND SQUARE FOOTAGE** 19% / 101,465 S.F.  
**FLOOR AREA RATIO** (227,481 / 541,030) 42%  
**BUILDING HEIGHT (STORES & FEET)** ONE STORY / T.O.S. = 55'-9" TO PENTHOUSE

**EXHIBIT "B"**

401 NORTH GROVE, LP  
 ANDY FISK  
 401 North Grove Road  
 Richardson, Texas  
 75081 (214) 238-9727

**TEAM GROUP**  
 Technology, Engineering, Architecture, Management  
**TEAM Group, Ltd.**  
 1001 W. GLENN BLVD., SUITE 209 • DALLAS, TX 75209  
 Phone 817-545-1215 • Fax 817-545-7122

GENE MILLAR

REV.	DATE	BY	DESCRIPTION
1	11-16-11	AMB	ISSUED

IF SHEET IS LESS THAN 24" x 36"  
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PROJECT NO. 2008 DATE: 12-16-11  
 DRAWN BY: AMB DATE: 12-16-11

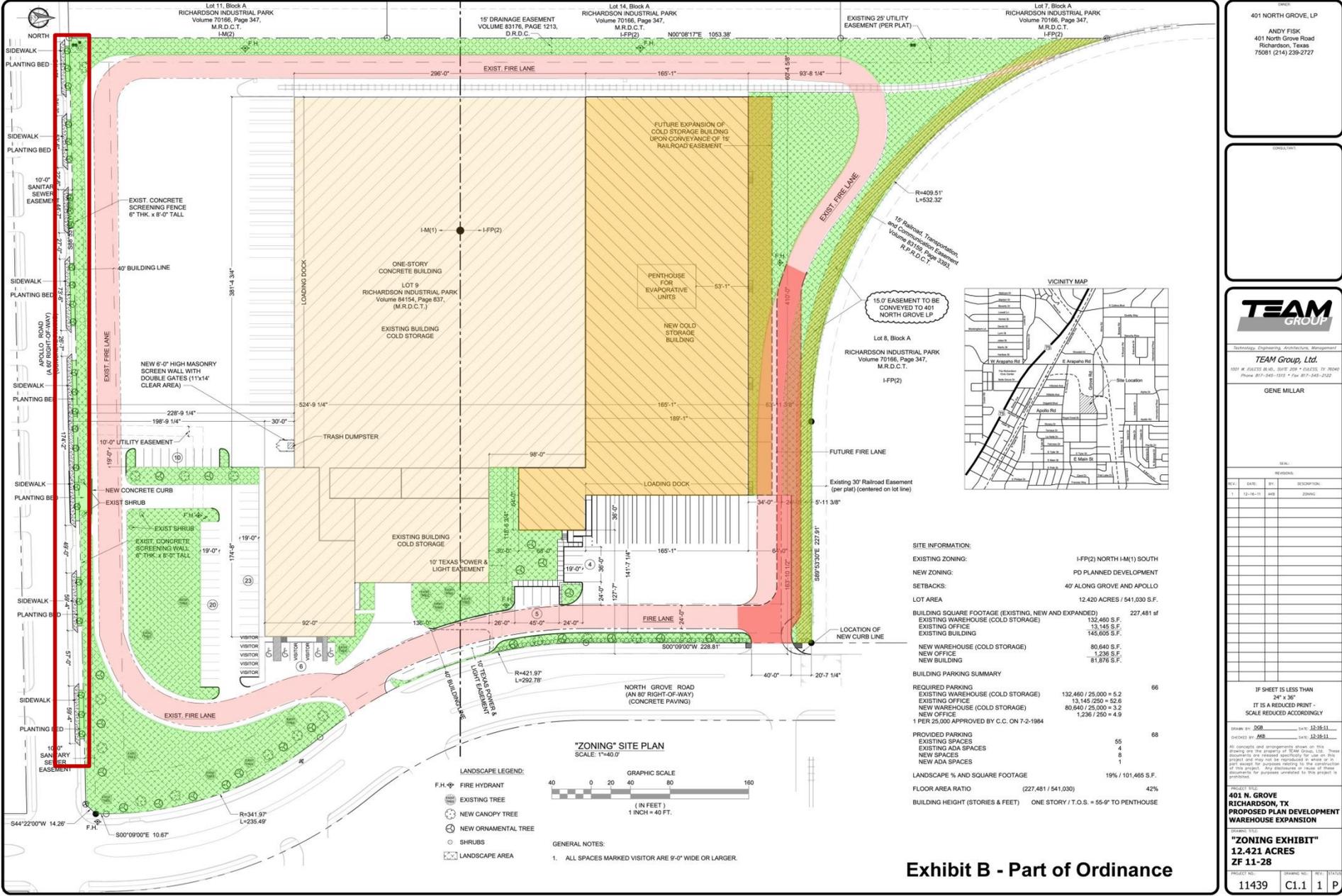
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PROJECT TITLE:  
**401 N. GROVE RICHARDSON, TX PROPOSED PLANNED DEVELOPMENT WAREHOUSE EXPANSION**

DRAWING TITLE:  
**"ZONING EXHIBIT" 12.421 ACRES ZF 11-29**

PROJECT NO. 11439 DRAWING NO. C1.1 REV. 1 STATUS P

Plan Presented to CPC – 2-7-2012



401 North Grove, LP  
ANDY FISK  
401 North Grove Road  
Richardson, Texas  
75081 (214) 238-2727

**TEAM GROUP**  
Technology, Engineering, Architecture, Management  
**TEAM Group, Ltd.**  
3001 W. GILLES BLVD., SUITE 208 • GILLES, TX 76040  
Phone 817-445-1115 • Fax 817-445-2122

GENE MILLAR

REV. DATE BY DESCRIPTION

1	12-14-11	AKB	JDMG
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IF SHEET IS LESS THAN 24" x 36"  
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DRAWN BY: JGB DATE: 12-26-11  
CHECKED BY: AKB DATE: 12-26-11

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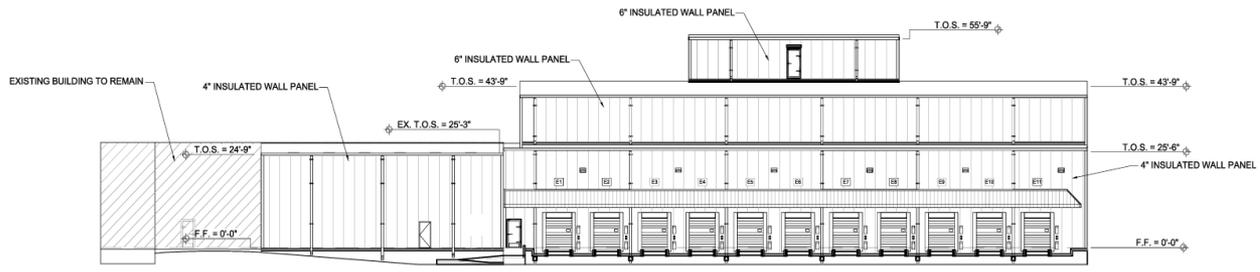
PROJECT TITLE:  
**401 N. GROVE RICHARDSON, TX PROPOSED PLAN DEVELOPMENT WAREHOUSE EXPANSION**

DRAWING TITLE:  
**"ZONING EXHIBIT" 12.421 ACRES ZF 11-28**

PROJECT NO. DRAWING NO. REV. STATUS  
11439 C.1.1 1 P

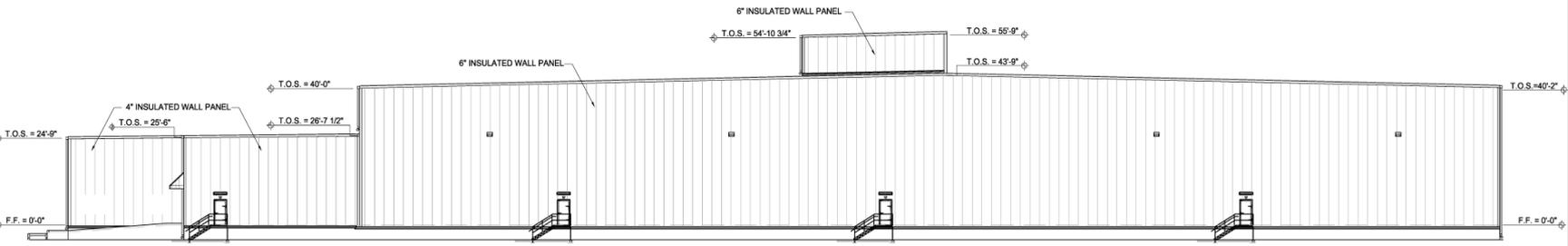
# Revised Plan Per CPC – Additional Landscaping along Apollo

Exhibit B - Part of Ordinance



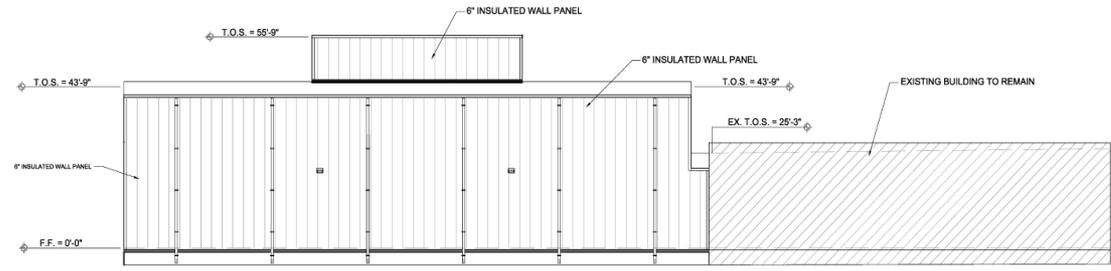
1 EAST ELEVATION  
 SCALE: 1/8"=1'-0"

GENERAL NOTE:  
 1. NEW INSULATED PANELS TO BE 26 GA. STUCCO EMBOSSED GALVANIZED METAL PANEL WITH POLYISOCYANURATE INSULATION AND WHITE KYNAR PAINT FINISH.



2 NORTH ELEVATION  
 SCALE: 1/8"=1'-0"

GENERAL NOTE:  
 1. NEW INSULATED PANELS TO BE 26 GA. STUCCO EMBOSSED GALVANIZED METAL PANEL WITH POLYISOCYANURATE INSULATION AND WHITE KYNAR PAINT FINISH.



3 WEST ELEVATION  
 SCALE: 1/8"=1'-0"

GENERAL NOTE:  
 1. NEW INSULATED PANELS TO BE 26 GA. STUCCO EMBOSSED GALVANIZED METAL PANEL WITH POLYISOCYANURATE INSULATION AND WHITE KYNAR PAINT FINISH.

LEGEND:  
 T.O.S. TOP OF STEEL  
 EX. T.O.S. EXISTING TOP OF STEEL  
 F.F. FINISH FLOOR

**EXHIBIT "C"**



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GENE MILLAR

REV.				DATE	BY	DESCRIPTION
1	12-16-11	AMB	25% RFI			

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DRAWN BY: DOB DATE: 12-16-11  
 CHECKED BY: AMB DATE: 12-16-11

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PROJECT TITLE:  
**401 N. GROVE RICHARDSON, TX PROPOSED PLAN DEVELOPMENT WAREHOUSE EXPANSION**

DRAWING TITLE:  
**"ZONING EXHIBIT" BUILDING ELEVATIONS**



Apollo Road

N. Grove Road

Oblique Aerial  
Looking West



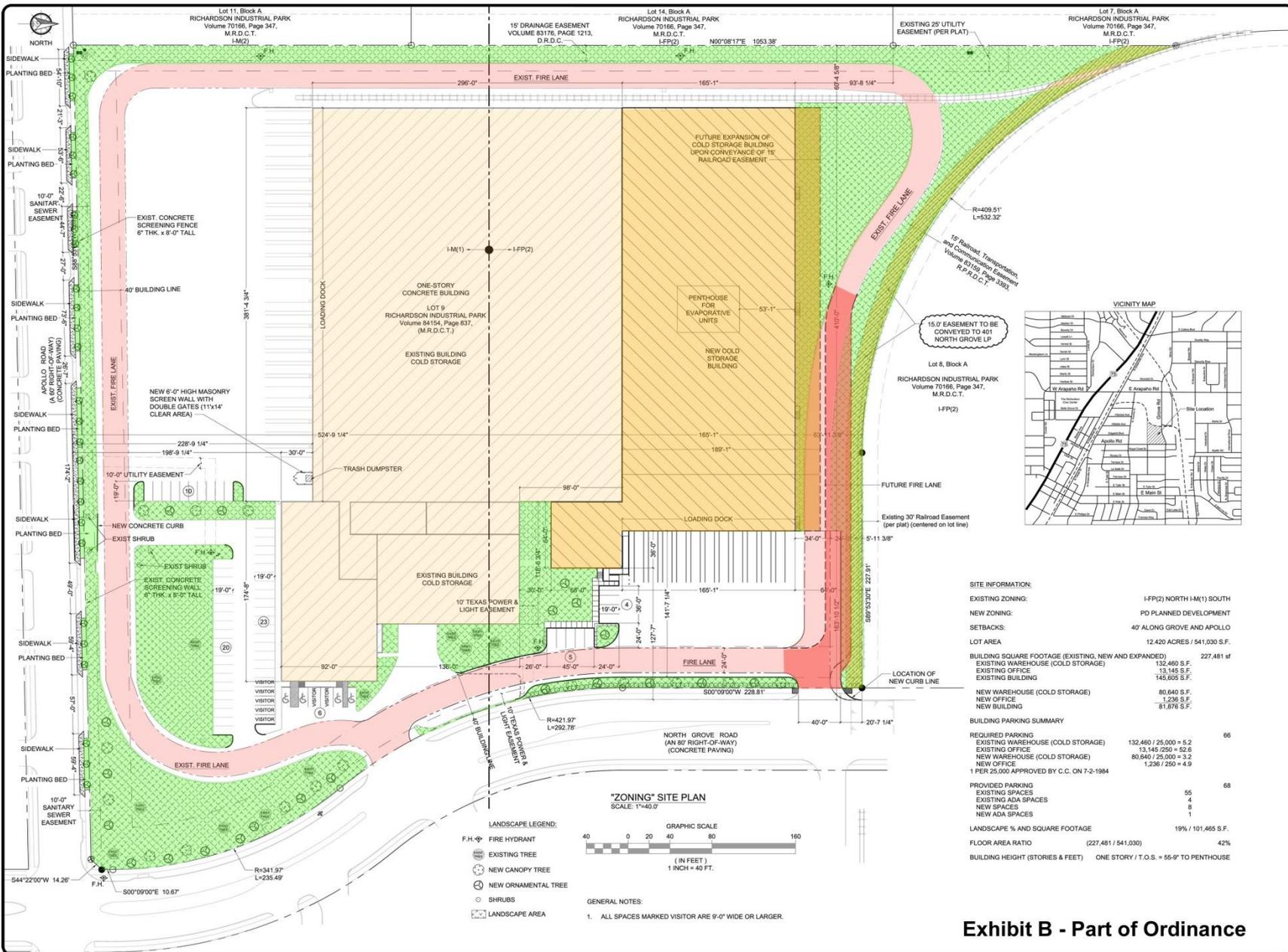
Apollo Road

N. Grove Road

Oblique Aerial  
Looking South







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 ANDY FISK  
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REVISIONS:

REV.	DATE	BY	DESCRIPTION
1	12-16-11	AMR	ZONING

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NO.	DATE	BY	DESCRIPTION
1	12-16-11	AMR	ZONING

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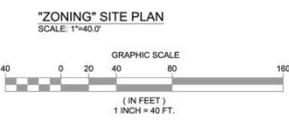
**PROVIDED PARKING**

EXISTING SPACES:	55	68
EXISTING ADA SPACES:	4	
NEW SPACES:	8	
NEW ADA SPACES:	1	

LANDSCAPE % AND SQUARE FOOTAGE: 19% / 101,465 S.F.

FLOOR AREA RATIO: (227,481 / 541,030) 42%

BUILDING HEIGHT (STORIES & FEET): ONE STORY / T.O.S. = 55'-0" TO PENTHOUSE



- LANDSCAPE LEGEND:**
- F.H. FIRE HYDRANT
  - EXISTING TREE
  - NEW CANOPY TREE
  - NEW ORNAMENTAL TREE
  - SHRUBS
  - LANDSCAPE AREA

**GENERAL NOTES:**

- ALL SPACES MARKED VISITOR ARE 9'-0" WIDE OR LARGER.

**Exhibit B - Part of Ordinance**

PROJECT TITLE:  
**401 N. GROVE RICHARDSON, TX PROPOSED PLAN DEVELOPMENT WAREHOUSE EXPANSION**

DRAWING TITLE:  
**"ZONING EXHIBIT" 12.421 ACRES ZF 11-28**

PROJECT NO.: 11439      DRAWING NO.: C.I.1      REV.: 1      STATUS: P

# **City of Richardson Sign Control Board**

**February 8, 2012 Meeting**

SCB Case 12-03  
Inwood National Bank  
1100 Centennial Boulevard

# Ordinance Requirements

- **Chapter 18, Article 1, Section 18-5 – Prohibited Signs**

(4) Jump clocks or digital display devices showing time, temperature or any printed message may be allowed only by a special permit of the sign control board

## **Requested Variance**

- To use a portion of the existing electronic message center on the freestanding sign for a time and temperature jump clock.

## **Reason For Variance**

- To provide a public service
- Enhance neighborhood environment

**SCB Case #12-03: 1100 Centennial Blvd**



Zoned-O-M

Subject Sign

Residential-1500-M

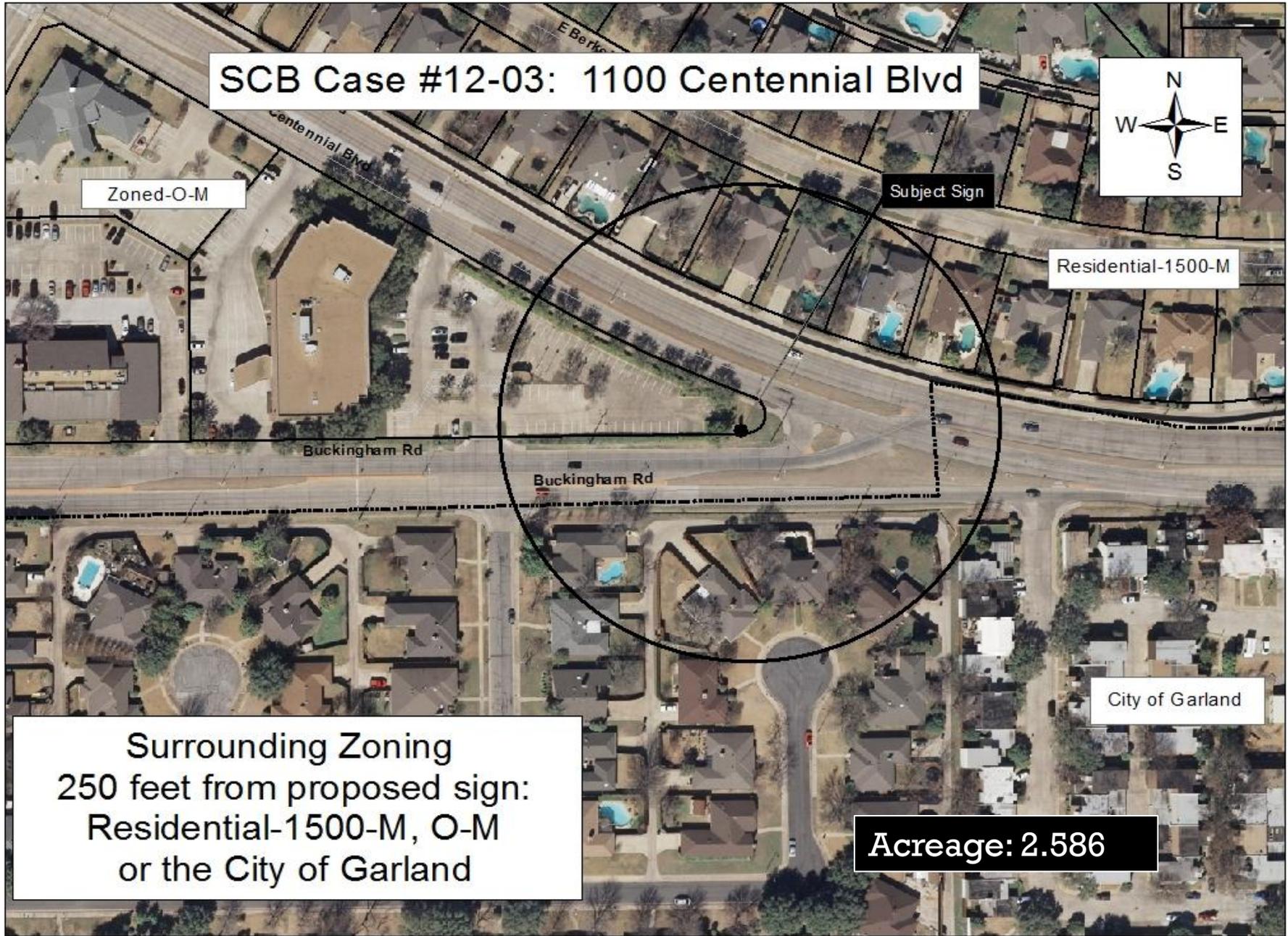
Buckingham Rd

Buckingham Rd

City of Garland

Surrounding Zoning  
250 feet from proposed sign:  
Residential-1500-M, O-M  
or the City of Garland

**Acreage: 2.586**



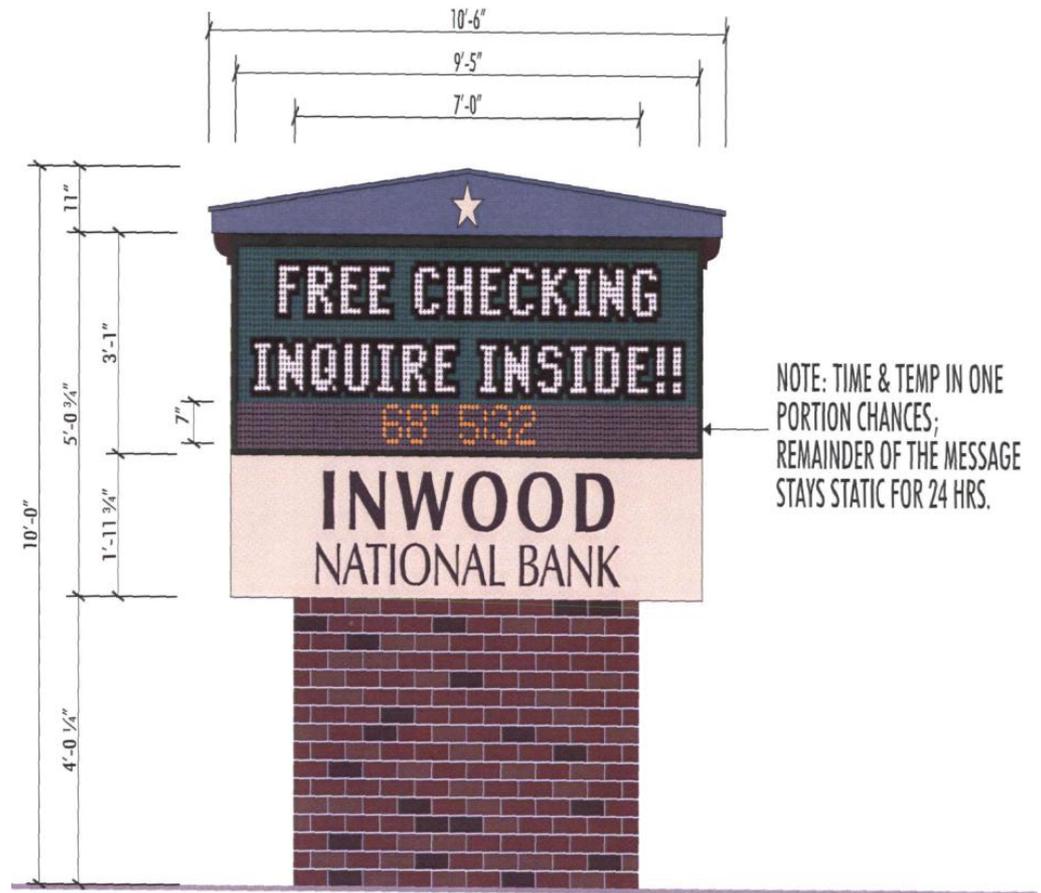
# Current Sign

- Existing Class 5
- Constructed 2011
- 10 ft. in ht.(SCB 84-19)
- 47.65 sq. ft. (SCB 84-19)
- 29 sq. ft. LED



# Proposed Sign

- Time & Temperature Jump Clock
- Cover 1% of sign face
- Display: Amber numbers; Dark background
- Remaining information will be static



# **Sign Control Board Action**

- SCB 12-03 was approved unanimously by the Sign Control Board.

SCB Case 12-03  
Inwood National Bank  
1100 Centennial Boulevard

**EXECUTIVE SUMMARY**  
**Atmos Gas System-wide Rate Increase Request**  
February 27, 2012

**Background**

- On February 1, 2012, Atmos Gas filed a request to increase rates system-wide for natural gas customers.
- The last such rate filing occurred in 2007. Rate issues since have been handled using the “Rate Review Mechanism” process developed and agreed by settlement with the company. The company did not agree to continue the RRM process this year, and opted for a formal filing.
- The City has original jurisdiction over rates and services charged by gas companies within city limits.
- The City is an active participant in the Atmos Cities Steering Committee, a coalition of 154 Cities Statewide, which work together to address gas rate issues, and share costs of same.

**Discussion**

- Atmos is asking the City to approve an 13.6% increase in residential customer rates, and an overall increase of 11.94% across all customer classes. This would result in approximately \$49 million in additional revenue.
- Additionally, the application would change the way that rates are collected, by increasing the residential fixed-monthly (or customer) charge from \$7.50 to \$18.00 and decreasing the consumption charge from \$0.25 per 100 cubic feet (“ccf”) to \$0.07 per ccf
- State law provides that a rate request made by a natural gas utility cannot become effective until 35 days following the filing of the application to change rates. The law permits the City to suspend the effective date for 90 days. If the City does not take action to suspend the filing, Atmos Mid-Tex may begin charging increased rates after March 5, 2012.

**Recommendation**

- Staff recommends that Council pass the attached resolution suspending the effective date of the proposed rate schedules for 90 days, in order to provide the City with adequate time to review the request and determine whether the rates proposed are appropriate and lawful, acting in conjunction with the Atmos Cities Steering Committee.

## ACSC Cities (154 Total)

Abilene	Fate	Palestine
Addison	Flower Mound	Pantego
Allen	Forest Hill	Paris
Alvarado	Fort Worth	Parker
Angus	Frisco	Pecan Hill
Anna	Frost	Plano
Argyle	Gainesville	Ponder
Arlington	Garland	Pottsboro
Bedford	Garrett	Prosper
Bellmead	Grand Prairie	Quitman
Benbrook	Grapevine	Red Oak
Beverly Hills	Haltom City	Reno (Parker County)
Blossom	Harker Heights	Richardson
Blue Ridge	Haskell	Richland
Bowie	Haslet	Richland Hills
Boyd	Hewitt	River Oaks
Bridgeport	Highland Park	Roanoke
Brownwood	Highland Village	Robinson
Buffalo	Honey Grove	Rockwall
Burkburnett	Hurst	Roscoe
Burleson	Iowa Park	Rowlett
Caddo Mills	Irving	Royse City
Carrollton	Justin	Sachse
Cedar Hill	Kaufman	Saginaw
Celeste	Keene	Seagoville
Celina	Keller	Sherman
Cisco	Kemp	Snyder
Cleburne	Kennedale	Southlake
Clyde	Kerrville	Springtown
College Station	Killeen	Stamford
Colleyville	Krum	Stephenville
Colorado City	Lakeside	Sulphur Springs
Comanche	Lake Worth	Sweetwater
Coolidge	Lancaster	Temple
Coppell	Lewisville	Terrell
Corinth	Lincoln Park	The Colony
Corral City	Little Elm	Trophy Club
Crandall	Lorena	Tyler
Crowley	Madisonville	University Park
Dalworthington Gardens	Malakoff	Venus
Denison	Mansfield	Vernon
DeSoto	McKinney	Waco
Duncanville	Melissa	Watauga
Eastland	Mesquite	Waxahachie
Edgecliff Village	Midlothian	Westlake
Emory	Murphy	Whitesboro
Ennis	Newark	White Settlement
Euless	Nocona	Wichita Falls
Everman	North Richland Hills	Woodway
Fairview	Northlake	Wylie
Farmers Branch	Oak Leaf	
Farmersville	Ovilla	

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RICHARDSON, TEXAS, SUSPENDING THE MARCH 6, 2012, EFFECTIVE DATE OF ATMOS ENERGY CORP., MID-TEX DIVISION (“ATMOS MID-TEX”) REQUESTED RATE CHANGE TO PERMIT THE CITY TIME TO STUDY THE REQUEST AND TO ESTABLISH REASONABLE RATES; APPROVING COOPERATION WITH ATMOS CITIES STEERING COMMITTEE (“ACSC”) AND OTHER CITIES IN THE ATMOS MID-TEX SERVICE AREA TO HIRE LEGAL AND CONSULTING SERVICES AND TO NEGOTIATE WITH THE COMPANY AND DIRECT ANY NECESSARY LITIGATION AND APPEALS; REQUIRING REIMBURSEMENT OF CITIES’ RATE CASE EXPENSES; FINDING THAT THE MEETING AT WHICH THIS RESOLUTION IS PASSED IS OPEN TO THE PUBLIC AS REQUIRED BY LAW; REQUIRING NOTICE OF THIS RESOLUTION TO THE COMPANY AND ACSC’S LEGAL COUNSEL; PROVIDING A REPEALING CLAUSE; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, on or about January 31, 2012, Atmos Energy Corp., Mid-Tex Division (“Atmos Mid-Tex” or “Company”), pursuant to Gas Utility Regulatory Act § 104.102 filed with the City of Richardson, Texas (“City”) a Statement of Intent to change gas rates in all municipalities exercising original jurisdiction within its Mid-Tex Division service area, effective March 6, 2012; and

**WHEREAS**, the City is a regulatory authority under the Gas Utility Regulatory Act (“GURA”) and under Chapter 104, §104.001 et seq. of GURA has exclusive original jurisdiction over Atmos Mid-Tex’s rates, operations, and services within the City; and

**WHEREAS**, in order to maximize the efficient use of resources and expertise, it is reasonable for the City to maintain its involvement in the Atmos Cities Steering Committee (“ACSC”) and to cooperate with the more than 150 similarly situated city members of ACSC and other city participants in conducting a review of the Company’s application and to hire and direct legal counsel and consultants and to prepare a common response and to negotiate with the Company and direct any necessary litigation; and

**WHEREAS**, Atmos Mid-Tex proposed March 6, 2012, as the effective date for its requested increase in rates; and

**WHEREAS**, it is not possible for the City to complete its review of Atmos Mid-Tex’s filing by March 6, 2012; and

**WHEREAS**, the City will need an adequate amount of time to review and evaluate Atmos Mid-Tex’s rate application to enable the City to adopt a final decision as a local regulatory authority with regard to Atmos Mid-Tex’s requested rate increase; and

**WHEREAS**, the Gas Utility Regulatory Act § 104.107 grants local regulatory authorities the right to suspend the effective date of proposed rate changes for ninety (90) days; and

**WHEREAS**, the Gas Utility Regulatory Act § 103.022 provides that costs incurred by Cities in ratemaking activities are to be reimbursed by the regulated utility.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF RICHARDSON, TEXAS:**

**SECTION 1.** That the March 6, 2012, effective date of the rate request submitted by Atmos Mid-Tex on January 31, 2012, be suspended for the maximum period allowed by law to permit adequate time to review the proposed changes and to establish reasonable rates.

**SECTION 2.** That the City is authorized to cooperate with ACSC and its member cities in the Mid-Tex service area and under the direction of the ACSC Executive Committee to hire and direct legal counsel and consultants, negotiate with the Company, make recommendations to the City regarding reasonable rates, and to direct any necessary administrative proceedings or court litigation associated with an appeal of a rate ordinance and the rate case filed with the City or Railroad Commission.

**SECTION 3.** That the City's reasonable rate case expenses shall be reimbursed by Atmos.

**SECTION 4.** That it is hereby officially found and determined that the meeting at which this Resolution is passed is open to the public as required by law and the public notice of the time, place, and purpose of said meeting was given as required.

**SECTION 5.** That a copy of this Resolution shall be sent to Atmos, care of David Park, Vice President Rates & Regulatory Affairs, at Atmos Energy Corporation, Mid-Tex Division, 5420 LBJ Freeway, Suite 1862, Dallas, Texas 75240, and to Geoffrey Gay, General Counsel to ACSC, at Lloyd Gosselink Rochelle & Townsend, P.C., P.O. Box 1725, Austin, Texas 78767-1725.

**SECTION 6.** That all provisions of the resolutions of the City of Richardson, Texas, in conflict with the provisions of this Resolution be, and the same are hereby, repealed, and all other provisions not in conflict with the provisions of this Resolution shall remain in full force and effect.

**SECTION 7.** That this Resolution shall become effective immediately from and after its passage.

**DULY RESOLVED AND ADOPTED** by the City Council of the City of Richardson, Texas, on this the \_\_\_\_\_ day of February, 2012.

CITY OF RICHARDSON, TEXAS

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY SECRETARY

APPROVED AS TO FORM:

\_\_\_\_\_  
PETER G. SMITH, CITY ATTORNEY  
(PGS:2-14-12:TM 53988)

# Richardson Retail Study



*“Communities should carefully and objectively assess their individual strengths and weaknesses and target those clusters for which they have the greatest probability of success.”*

*- M. Ray Perryman*



## National Development

- Market research
- Development
- Implementation

## Institutional Real Estate



- Industrial
- Office
- Retail
- Residential
- Multi-family



## Corporate Real Estate

new hotel/store development teams for La Quinta, Valvoline Instant Oil Change, Starbucks and CiCi's Pizza on a national basis. John was responsible for the strategic planning and new store development and implementation for these same retailers.



## Market Planning/GIS

- new hotel / store development
- strategic planning
- implementation



Catalyst is Dallas based firm with expertise in medical, retail, office and hospitality analysis and recruitment.



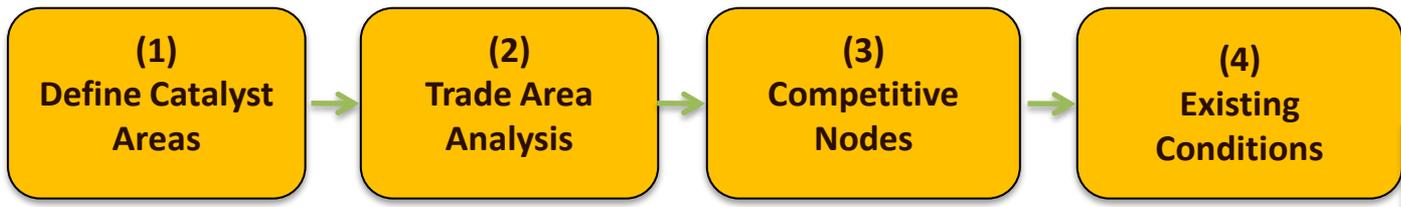
DALLAS/FORT WORTH INTERNATIONAL AIRPORT



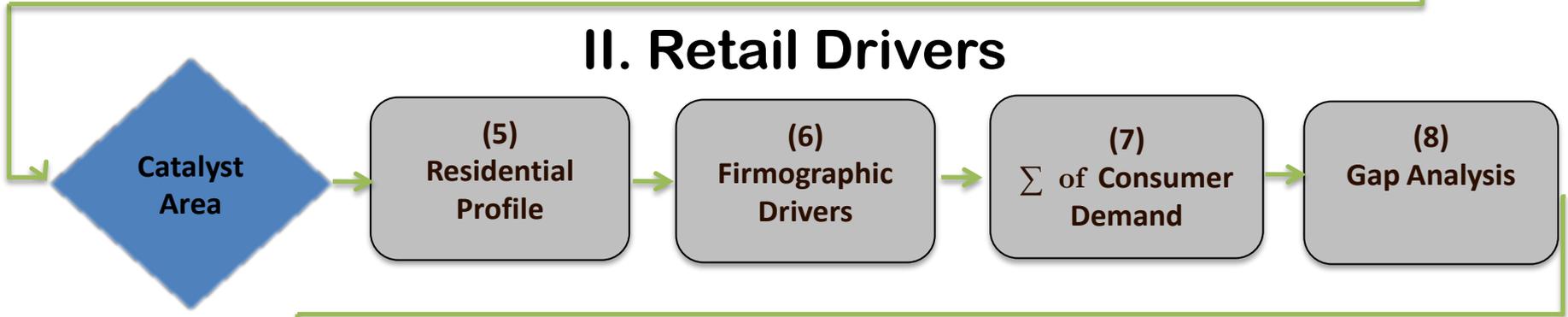
FARMERS BRANCH



## I. Market Analysis



## II. Retail Drivers



## III. Playbook & Action Plan



Analyze existing locations

### Collect Customer Samples

- Customer Intercepts (birthday/registration)
- Customer Surveys
- Point of Sale Data

### Analyze profiles that contribute to performance

### Build Demographic Profile

### Build Psychographic Profile

### Analyze location factors

- Co tenants/Synergy
- Type and quality of retail
- Traffic
- AM/Lunch/PM ("day parts")



**Example: [PNRA]**  
**Population 3mi: 100k +**  
**Drive Time Pop: 70K +**  
**Lifestyle Index (STI Pop stats)**  
**% Bachelor: >30%**  
**Total Bachelor: 3mile >15K**  
**Total Daytime 2 Mile:>20K**  
**Anchor Count 2 mile: 5 or more**  
**Competitors in 3 mile**  
**Closest store (impact)**



## Process:

### Collect Customer Samples

- Customer Intercepts
- Customer Surveys
- Point of Sale Data

Define Primary Trade Area (65%) and  
Define Secondary Trade Area (80%) from  
customer samples

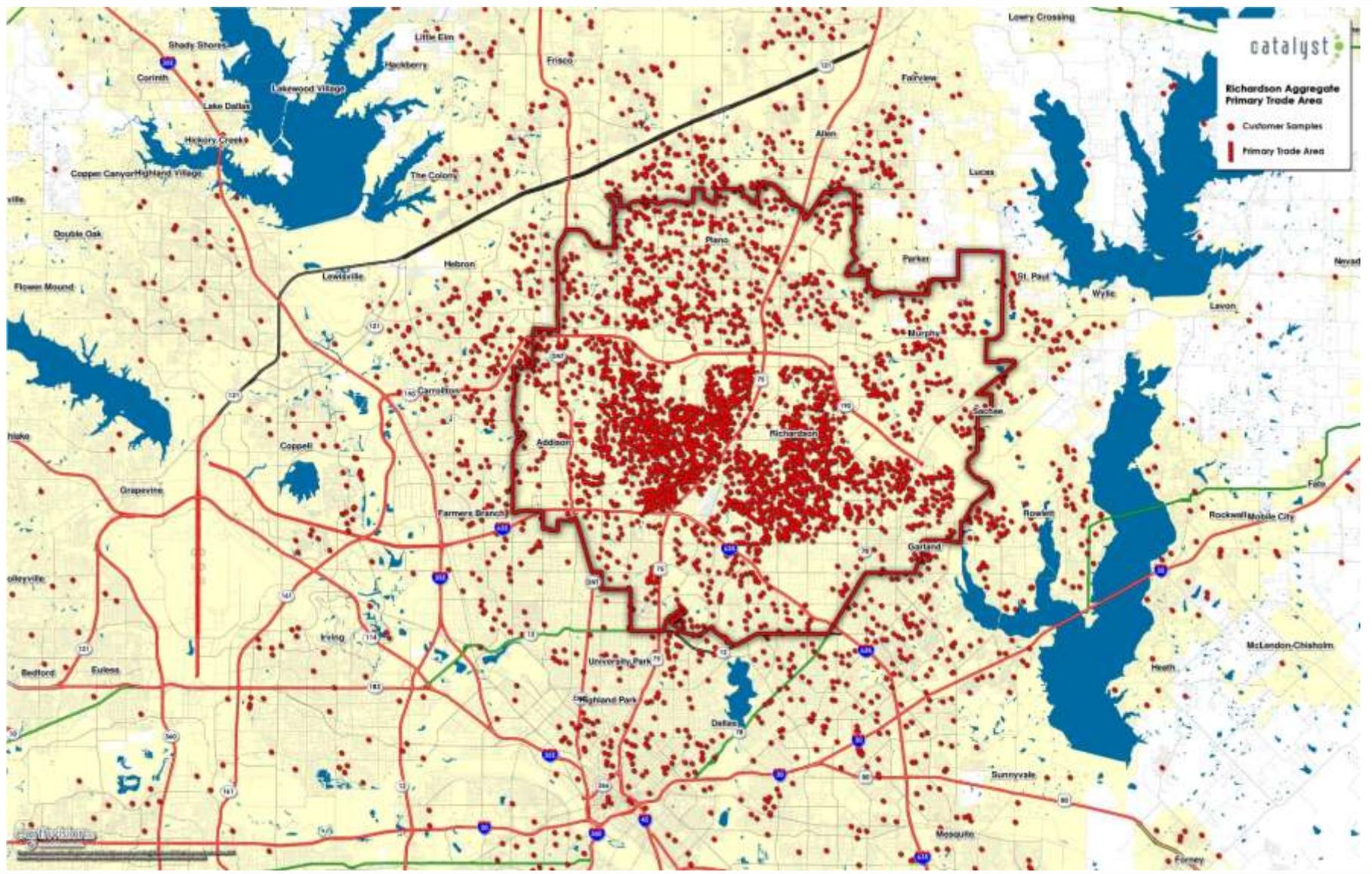
The Trade Area can be used to identify area of  
influence as well as foundation for demographic,  
psychographic and leakage analysis

This process identifies actual trade areas for individual retailers and restaurants and when aggregated can be used to define the overall trade area for the city. Actual customer samples will be collected to determine the retail trade area “footprint” of the city. Each sample will be at the address level and be tagged by time, date, and location in order to better understand the trade areas for various day parts, categorical uses and retail nodes.

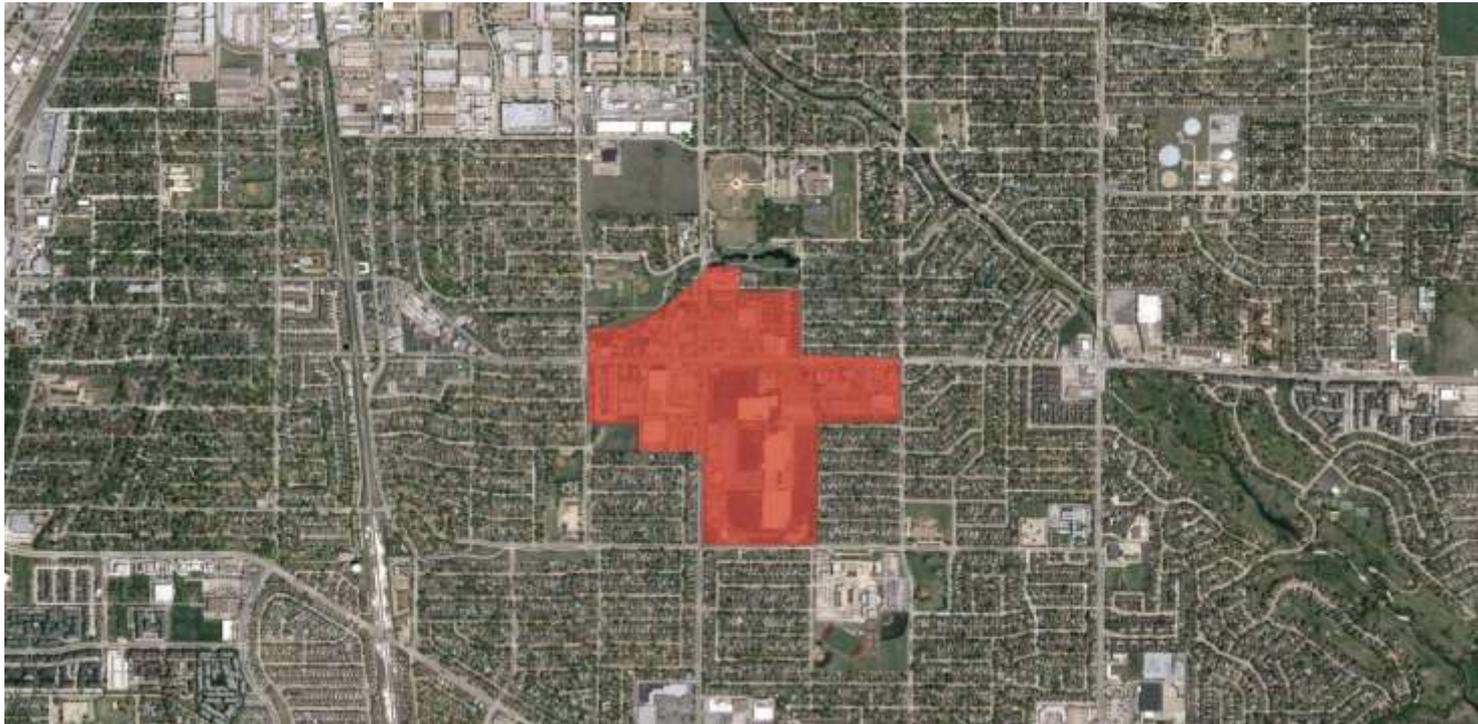
How many customers are available?



# Richardson Aggregate PTA



# Plano & Belt Line



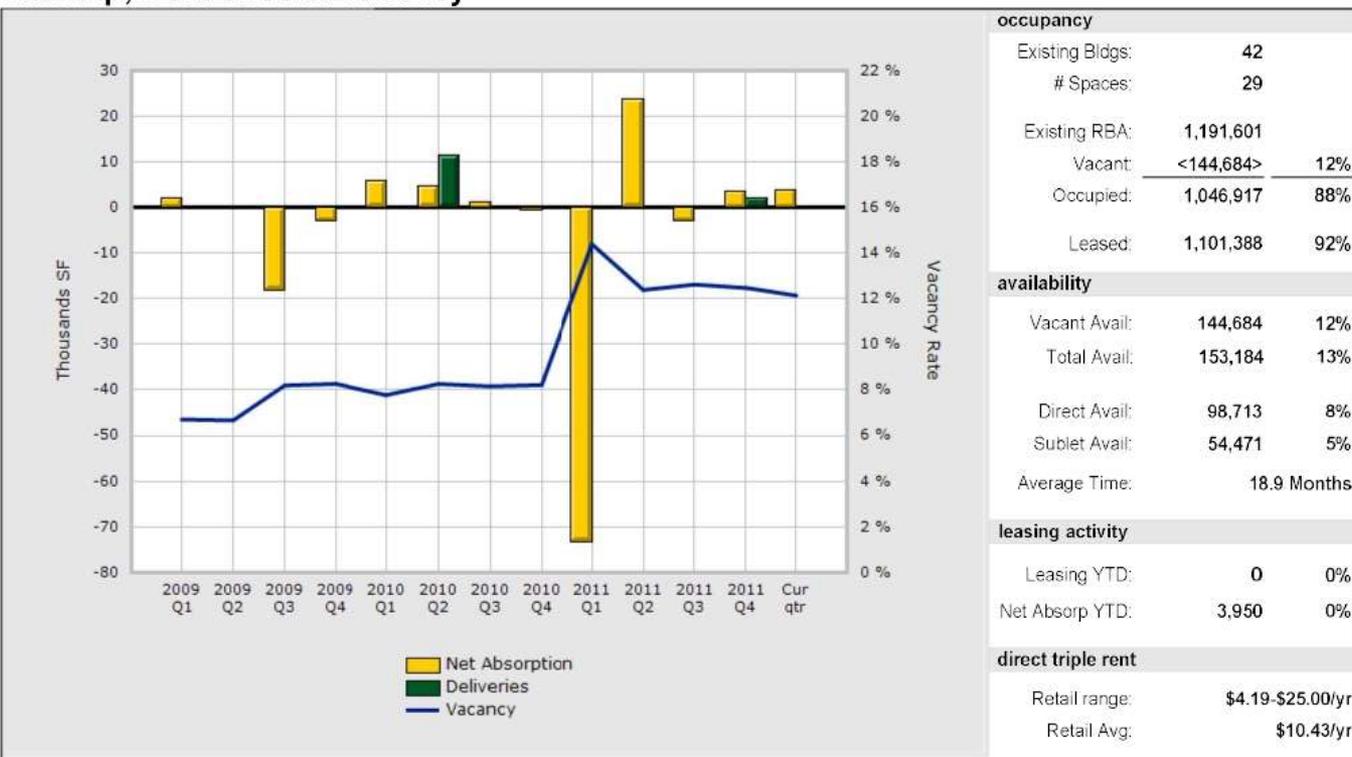




# Plano & Belt Line

	.5 Miles	1 Mile	2 Mile
Population	2,544	13,245	63,890
Median Household Income	\$77,045	\$73,473	\$60,520
Average Household Income	\$94,943	\$89,554	\$77,953
Median Age	44.8	39.9	36.6
Average Household Size	2.61	2.79	2.7

## Absorp, Deliveries & Vacancy



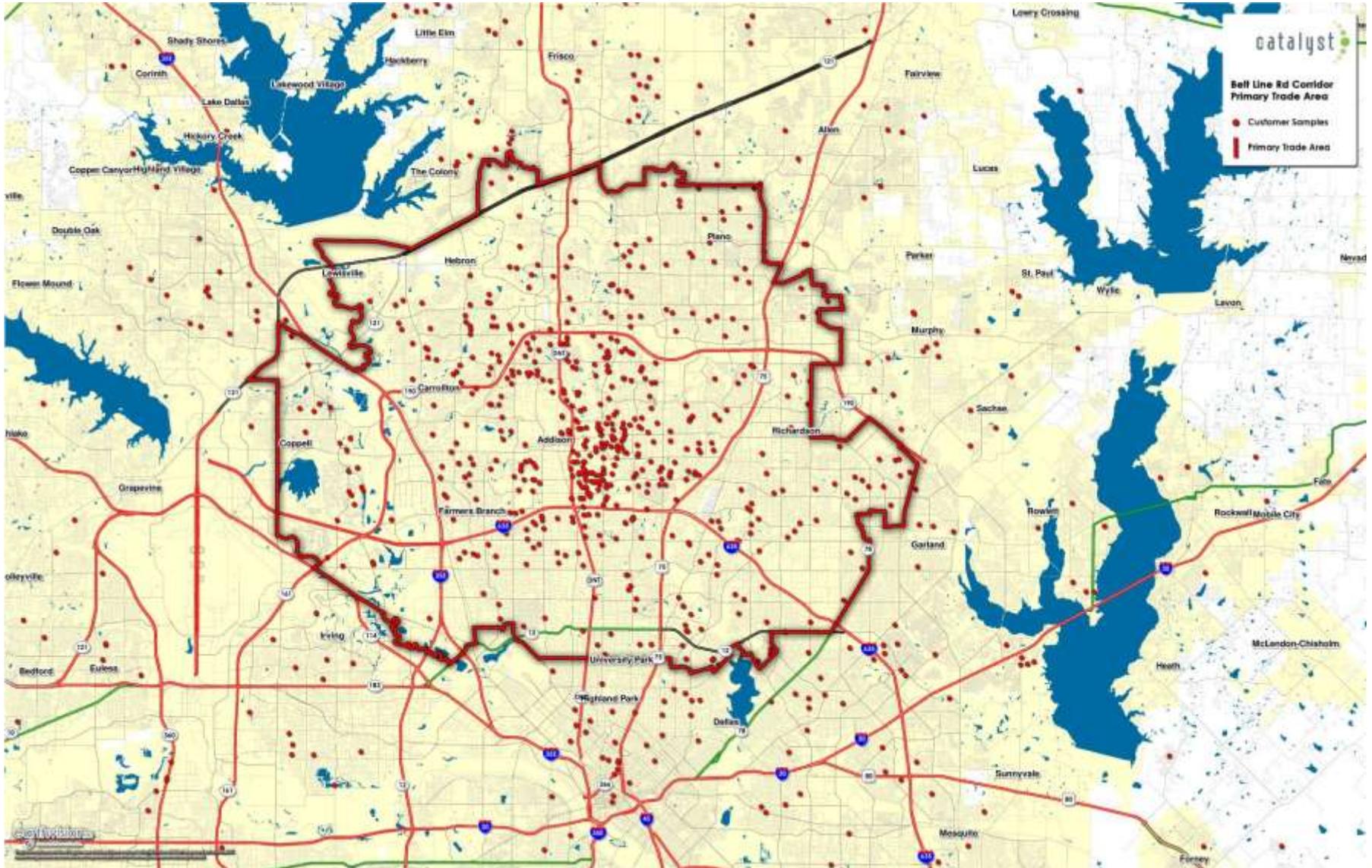
Issues to address:

- Strategies for at anchor tenants in transition (i.e. Sears)
  - Partner with retailer to downsize/optimize space?
  - Store closure/bankruptcy scenario
- What is the market for vacant Albertsons space?
  - Grocer?
  - Other retailer?
  - Hybrid?
  - Non-retail?

## Competing Trade Areas (how does Richardson compete?)

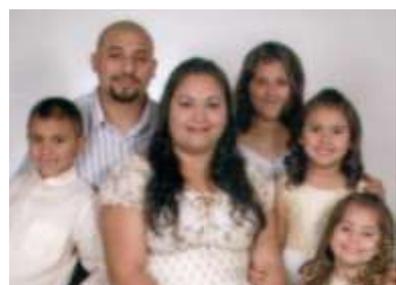
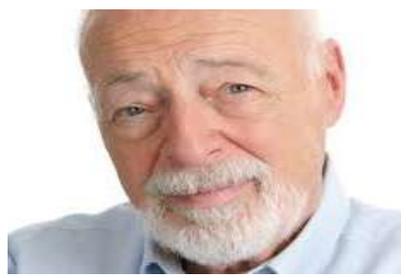
# Beltline Rd Corridor

(Dallas/Addison)

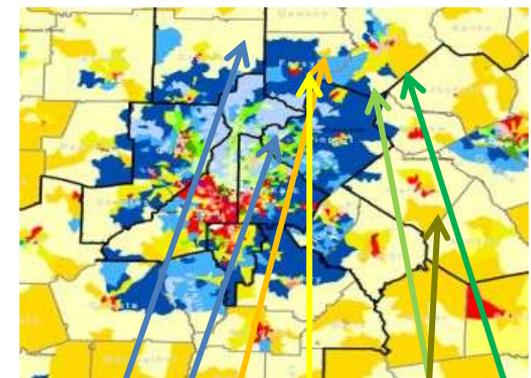


# Population Characteristics

What do your consumers look like?



## Demographics



*Demographics are the characteristics of a population, such as gender, race, age, income, travel time or number of vehicles, educational attainment, home ownership, employment status, and even location.*

## Psychographics

### Categories

- A-Creme de la Creme
- B-Urban Cliff Climbers
- C-Urban Cliff Dwellers
- D-Seasoned Urban Dwellers
- E-Thriving Alone
- F-Going it Alone
- G-Struggling Alone
- H-Single in the Suburbs
- I-Married in the Suburbs
- J-Retired in the Suburbs
- K-Living with Nature
- L-Working with Nature
- M-Harlem Gateway
- N-Espaniola
- O-Specialties

*Psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.*





## Supplemental Facts

Serving Size: 1 Trade Area  
 Servings per Community: (2,000 SF) per resident

	Amount per Trade Area	% Required
Population	10k	>80%
Visitor	5k	5%
Commuter	30k	3-4%
Total Firmographics	12k	5%
Employers	8k	
Student	3k	
Medical	2k	

**Other Ingredients:** Political Risk, Economic Risk, Retail Landscape, Competitive Forces, Financing Risk, Labor Pool, Incentives, Available Real Estate



## Firmographic

- Employment
- Institutional
- Government



## Commuter/ Pedestrian

## Residential



## Visitor Economy

- Trips generated

- Typically 80% or more of demand generator

# Next Steps



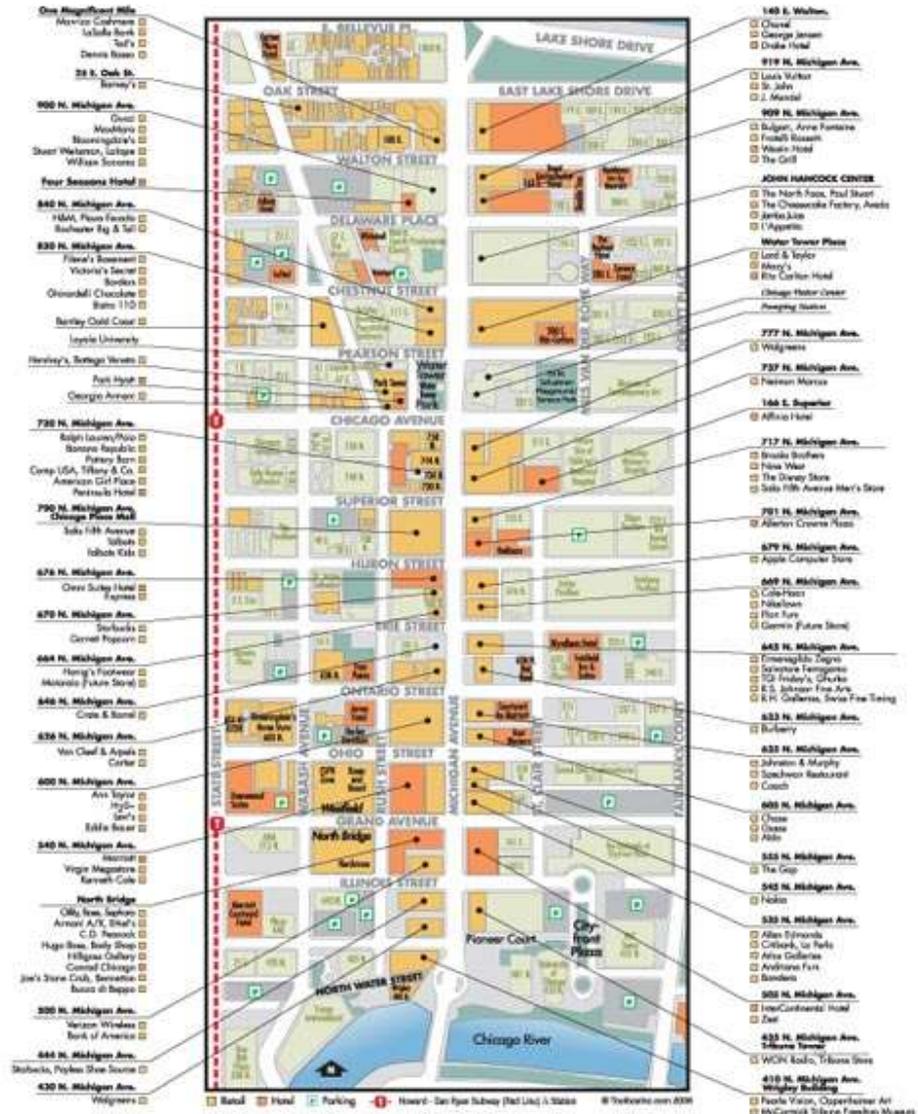
# Census of Existing Retail Uses

Merchant Matrix™

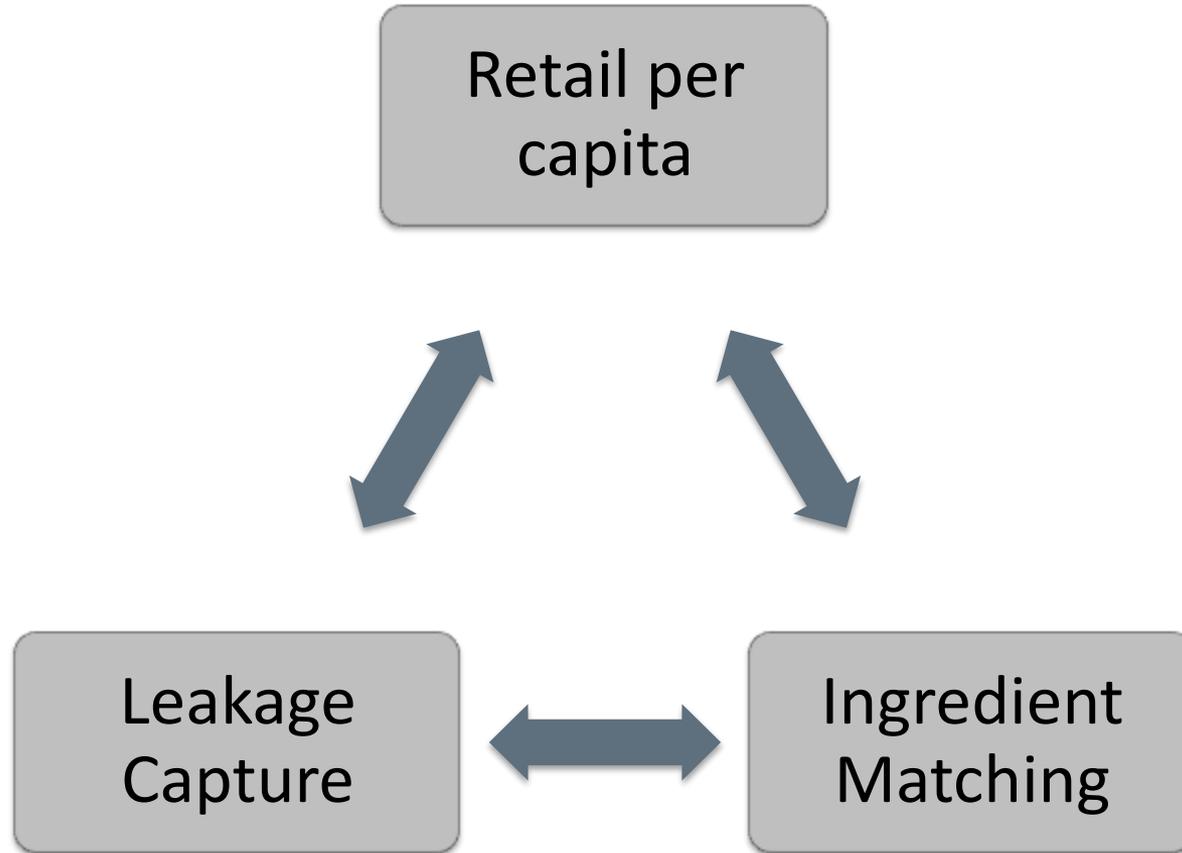
Catalyst will create a Retail Merchant Matrix™ - a comprehensive matrix of all retail operators within each trade area using 188 categories sorted by distance from centroid and retail category.

**Apparel Store** Auction / Ebay Company Automotive: Rental / Retailer / Service Bank **Bed & Bath & Linen**  
 Beer / Liquor / Wine Boats/Marine Store **Book Store** Candy Cards / Stationary Check Cashing / Pawn  
 / Thrift Child Care / Education Computer & Software Retailers **Consumer Electronics Retail**  
 Convenience Store Dance Studio **Department Store / Discount** Dollar / Variety Stores  
 Dry Cleaning / Laundry **Entertainment** Fabric Retail Financial / Tax Service Fitness Equipment Floor Covering Florist  
 General Merchandise Stores **Grocery Store** Hair Cutter / Salon **Hardware / Home**  
**Improvement Supplies** Health & Beauty Care Health Clubs/Gyms **Hobbies / Craft / Art**  
 Home Furnishings Hotel Household Appliance Houseware / Giftware Insurance Jewelry Luggage /  
 Leather Goods Major Appliances **Massage** Medical **Movie Theater** Music / Video **Nail Salon** Newsstand  
 Nursery (Speciality Stores) Office **Office Products / Stationary** Optical Retailer Outdoor / Pool /  
 Patio Outlet Store Paint & Wall coverings store Paper / Party Goods **Pet Store Pharmacy** Photocopy  
 / Printing Photofinishing / Portrait Studios **Postal retail Rental Centers** Restaurant: American, Asian / Fusion,  
**Bakery**, Bar/Nightclub, **Barbecue**, Brazilian, **Burgers**, **Burrito**, Cajun, Caribbean, Casual Dining, Catalan,  
 Central American, Chinese, Continental, Creole, Cuban, Deli, Dessert, Diner, European, Eclectic, Fast Casual or QSR (local  
 / regional), French, **Full service / Sit Down**, German, Greek, Hawaiian, Health Food, **Ice Cream**  
 / Yogurt, Indian, Irish, Italian, Japanese, Juice Retail, Mandarin, Mediterranean, **Mexican**, Middle Eastern,  
**National Fast Food / QSR**, Pan-Asian, Pan-Latin, Peruvian, Pizza, Polynesian, Pub Food, Salads,  
 Salvadoran, **Sandwich / Deli**, Seafood, Sicilian, Small Plates / Tapas, **Southern**, **Southwestern**,  
 Spanish, Specialties, Tapas, Teppanyaki, **Tex-Mex**, **Thai**, Turkish, Vegan / Vegetarian, Vietnamese, **Wings**,  
 Yakitori / Poultry, **Coffee** Self Storage **Shoe Store** Sign Company **Spa** Sporting Goods Store Tailor / Alterations  
**Tanning** Tax and Investment Services Tobacco Toys Video Game Wholesale Club **Wireless Store**

- Inventory all current retail
- Categorize into retail sectors (i.e., restaurants, grocery stores, clothing stores, discount stores)
- Identify categorical and geographical voids in market place

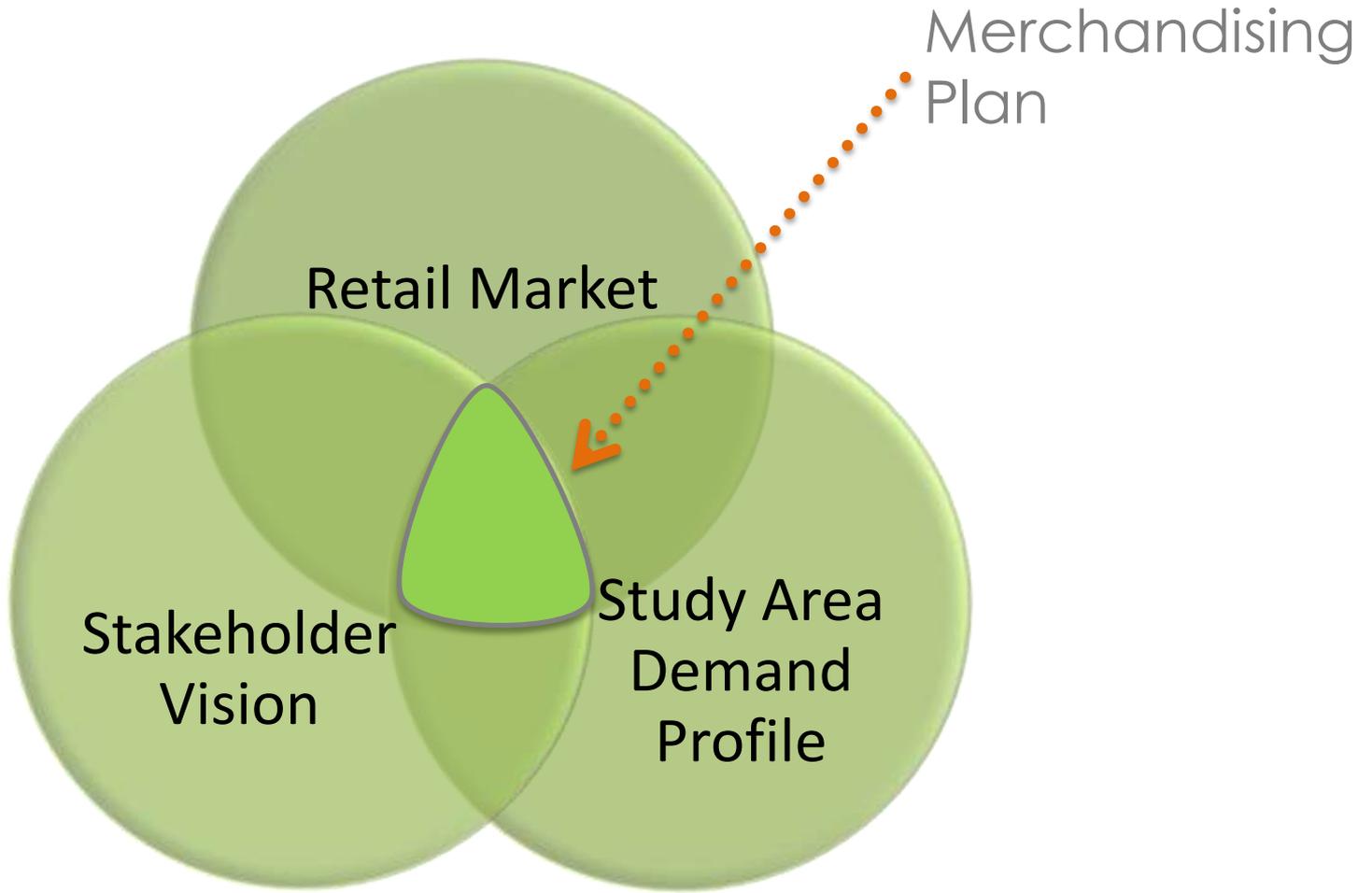


# Projected Retail Demand





- Catalyst has profiled over **8,130** retailers associated with 180 different categories using a 5 Tier classification for accurate tenant profiling and identification



Catalyst uses the results of the Catalyst Merchandising Plan™ for tenant recruitment and procurement.

**Methods:**

Distribute retail recruitment marketing collateral for distribution to targeted and future retailers via direct mail and email to existing business relationships (EBR) and targeted retailers, brokers, and developers.



# **CODE PROGRAMS OVERVIEW**

*POLICY & PROCEDURAL ENHANCEMENT OPPORTUNITIES*

City Council Briefing: February 27, 2012

# Introduction

- On December 19, 2011, staff provided a comprehensive overview of the City's residential, multi-family and commercial code programs. The briefing was organized into four sections:
  - ▣ Legal principles
  - ▣ Existing codes and ordinances
  - ▣ Standard enforcement procedures
  - ▣ Legal processes
- The purpose of tonight's briefing is to recommend code and procedural enhancements that have the potential to increase voluntary compliance and decrease repeat violations.

# Most Common Code Violations

	2008-09	2009-10	2010-11	Total	Enhancement
Vegetation	7,781	7,685	6,911	22,377	No
High Grass	6,400	6,470	6,621	19,491	Procedural
BABIC	3,321	3,840	4,516	11,677	No
Trash Out Early/ Strewn Litter	2,274	2,799	2,973	8,046	Procedural
Open Storage	2,481	1,856	1,849	6,186	Procedural & Code
Fences	1,553	1,236	1,445	4,234	Procedural
Residential Parking	657	649	689	1,995	Procedural
Junked Vehicles	689	569	533	1,791	Code

# High Grass Standards

	Maximum Permitted by Ordinance
Allen	12"
Arlington	12"
Carrollton	10"
Dallas	12"
Farmers Branch	8"
Fort Worth	12"
Garland	12"
Grand Prairie	12"
Irving	10"
Lewisville	12"
Mesquite	8"
North Richland Hills	10"

# High Grass Considerations

- Prior to requiring grass to be maintained at a height less than twelve inches, a number of important considerations should be vetted:
  - ▣ Who additionally will be impacted?
  - ▣ Standard Enforcement Procedures
  - ▣ Increased enforcement activity, enforcement costs
  - ▣ Indigenous grass
  
- **Recommendation**
  - ▣ Keep the current standard of 12”

# High Grass / Strewn Litter

- 1st violation of calendar year
  - ▣ 7 day notice, 5 day notice, abate violation\*
  
- 2nd violation that calendar year
  - ▣ Annual notice (provides 7 days to comply), abate violation\*
  
- All subsequent violations that calendar year
  - ▣ Abate violation and issue citation
  
- A lien in the amount of the work, a \$200 administrative fee, and the applicable county lien fee is filed on the property.

# High Grass / Strewn Litter

- **Recommendation**

- Increase the administrative fee to \$250 to cover the cost associated with abating violations.

# Trash Out Early

- **Recommendation**
  - 1st violation
    - Informational Notice
  - 2nd violation that calendar year
    - Notice of Violation
  - All subsequent violations within ~~6~~ 12 months
    - Citation

# Open Storage

- Open storage means the placement in an unenclosed area in a residential or apartment zoning district for a continuous period in excess of 24 hours of an item which is not customarily used or stored outside and/or which is not made of a material that is resistant to damage or deterioration from exposure to the outside environment.
- Open storage in a residential district shall not be permitted in the front yard, in a carport, on an unenclosed front porch, driveway, or any open and unenclosed area visible from any public right-of-way.

# Open Storage

- Open storage shall not exceed one percent of the lot area of any residential lot and shall be screened from adjacent properties, streets and alley by a six-foot-high, solid wooden screening fence.
- The area of the lot occupied by open storage shall be calculated by measuring the area of the smallest rectangle necessary to encompass all of the materials involved within the open storage.
- The area occupied by an operative motor vehicle or recreational vehicle or trailer with a valid state registration shall be excluded when calculating the area occupied by open storage.

# Open Storage

## □ Recommendation – Definition

- Open storage means the placement in an unenclosed area in a residential or apartment zoning district for a continuous period in excess of 24 hours of an item which is not customarily used or stored outside and/or which is not made of a material that is resistant to damage or deterioration from exposure to the outside environment; **or a motor vehicle, recreational vehicle or trailer that is inoperative and does not have a valid state registration.**

# Open Storage

## □ Recommendation

- The area occupied by an operative motor vehicle or recreational vehicle or trailer with a valid state registration shall be excluded when calculating the area occupied by open storage, **except if said vehicle or trailer is being used to store items not customarily used or stored outside or which are not made of a material that is resistant to damage or deterioration from exposure to the outside environment.**

# Open Storage

## □ Recommendation

### □ 1st violation

- 7 day notice, 5 day notice
- If no action or contact, issue a citation

### □ 2nd violation within ~~6~~ 12 months

- 7 days notice
- If no action or contact, issue a citation

# Garage Sales

- No more than three garage sales shall be conducted at the same address within any 12 month period, and no resident shall conduct more than three garage sales any 12 month period.
- No garage sale shall exceed seventy-two consecutive hours in duration, and at least four business days shall elapse between consecutive garage sales.
- No more than three garage sales shall be conducted at the same apartment or condominium complex within any 12 month period, and said garage sales shall be sponsored by the owner, the management company, or the condominium association of the respective complex.

# Garage Sales

	Permit Required	Fee
Carrollton	No	na
Denton	No	na
Farmers Branch	No	na
Garland	Yes	Free
Grand Prairie	Yes	Free
Irving	Yes	Free
Lewisville	Yes	\$2.50
McKinney	No	na
Mesquite	No	na
Plano	Yes	Free

# Garage Sales

## □ Recommendation

- Require residents to obtain a permit 24 hours prior to conducting a sale.
  - Available online or in person
- Require permit be displayed on the premises for the duration of the sale.

# Fences

## □ Recommendation

### □ 1<sup>st</sup> violation

- 1st notice, 7 days
- 2nd notice, 5 days
- If no action or contact – issue citation

### □ 2<sup>nd</sup> violation of same subsection within 12 months

- 1st notice, 7 days
- If no action or contact – issue citation

# Parking

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- Business Vehicles
- Prohibited Vehicles
- Recreational Vehicles
- Trailers
- Yard Parking

# Parking

## □ Recommendation

### □ 1<sup>st</sup> violation

- Make personal contact with owner\* to bring regulations to his/her attention. Determine time line for compliance.

### □ 2<sup>nd</sup> violation (within ~~6~~ 12 months of first violation)

- Issue citation

\*If contact cannot be made, a door hanger is left.

# Junked Vehicle

- Junked vehicle means a vehicle that is self propelled and:
  - ▣ Does not have lawfully attached to it an un-expired license plate or a valid motor vehicle inspection certificate; and
  - ▣ Is wrecked, dismantled or partially dismantled, or discarded; or inoperable and has remained inoperable for more than 72 consecutive hours if the vehicle is on public property or 30 consecutive days if the vehicle is on private property.

# Junked Vehicle

## □ Recommendation

▣ Junked vehicle means a vehicle that is self propelled and:

- ~~Does not have lawfully attached to it an un-expired license plate or a valid motor vehicle inspection certificate; and~~ **Displays an expired license plate or invalid motor vehicle inspection certificate or does not display a license plate or motor vehicle inspection certificate; and**

# Nuisance

- Recommendation
  - ▣ It shall be unlawful for the owner, occupant or person in charge of property zoned for residential, duplex, residential duplex or apartment district uses to permit the parking, standing or storing of motor vehicles, trucks, motorcycles, trailers on private property in public view if the vehicle:
    - Has one or more flat tires;
    - Is missing one or more wheels; or
    - Is supported by one or more jack stands, blocks or similar means.

# Home Occupancy

- The multi-faceted approach used to addressing occupancy issues takes numerous factors into consideration to ensure the health, safety and welfare of all occupants. These factors include:
  - ▣ Sleeping, living and dining area requirements
  - ▣ Access to habitable spaces and bathrooms
  - ▣ Means of egress
  - ▣ Number of non-related persons
  
- The standard that permits the least number of occupants is the standard that is applied and enforced.

# Home Occupancy

- Recommendation

- **(52) All spaces to be occupied for food preparation shall contain suitable space and equipment to store, prepare and serve foods in a sanitary manner. There shall be adequate facilities and services for the sanitary disposal of food wastes and refuse, including facilities for temporary storage.**

# Building & Standards Commission

- On January 27, 2012, the Supreme Court of Texas issued their opinion in the City of Dallas v. Stewart and Patel v. City of Everman.
- The Court's opinion in Stewart changes the standard of review for an appeal from a Building & Standards Commission order from substantial to de novo review by the district court.
- The Court's opinion in Patel clarifies that an individual must first exhaust his administrative remedies before asserting a takings claim against a municipality for demolition of a structure that was done pursuant to a Commission's order.

# Building & Standards Commission

- Based on the Court's ruling in Stewart, the City may continue to file nuisance cases pursuant to Chapter 54 and 214 of the Local Government Code before the Building & Standards Commission.
- The City shall not proceed with demolition, however, until the 30 day appeal period has expired.
- If an appeal is made to the district court, it will be a trial de novo and not reviewed under the substantial evidence rule.
- Once an appeal is filed, the City may not proceed with demolition until a final, non-appealable decision is received from the district court.

# Recommendation

- **a) Any owner, lienholder, or mortgagee of record jointly or severally aggrieved by any decision of the commission may appeal by filing in state district court a verified petition setting forth that the commission's decision is illegal, in whole or in part, and specifying the grounds of the illegality. The petition must be filed by an owner, lienholder, or mortgagee of record within 30 calendar days after the respective dates a copy of the commission's order is mailed to each in compliance with Section 54 of the Local Government Code. Such appeal shall be as set forth in chapter 54 of the Local Government Code, except that an appeal in state district court is a trial de novo.**

# Next Steps

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- Accept City Council feedback and suggestions
- Incorporate suggestions in code and policy enhancements
- Place code enhancements on future Agenda for consideration
- Implement policy enhancement immediately

# COMMUNITY SERVICES NON-CODE PROGRAMS OVERVIEW

City Council Briefing: February 27, 2012

# Introduction

- ❖ Code enforcement is an effective tool for addressing neighborhood issues, but there are limitations.
- ❖ Code enforcement efforts are based on minimum standards
- ❖ Code enforcement is reactive rather than proactive
- ❖ Code enforcement can be protracted/expensive
- ❖ Code Enforcement does not foster pride in ownership
- ❖ Code enforcement does not encourage greater participation in neighborhoods

# Introduction

- ❖ As a result, the City's approach to protecting neighborhood vitality and integrity is based on a multi-faceted strategy that also:
  - ❖ Provides support and resources to residents' efforts to organize and positively affect their community
  - ❖ Partners with leaders to put into action revitalization strategies that help realize a shared community vision

# Introduction

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- ❖ The purpose of tonight's presentation is to provide a comprehensive overview of Community Services' non-code programs and, within the context of a number of City Council's 2011-13 Near Term Action Items, determine if enhancements or new programming is warranted.



# Volunteer Assistance Program

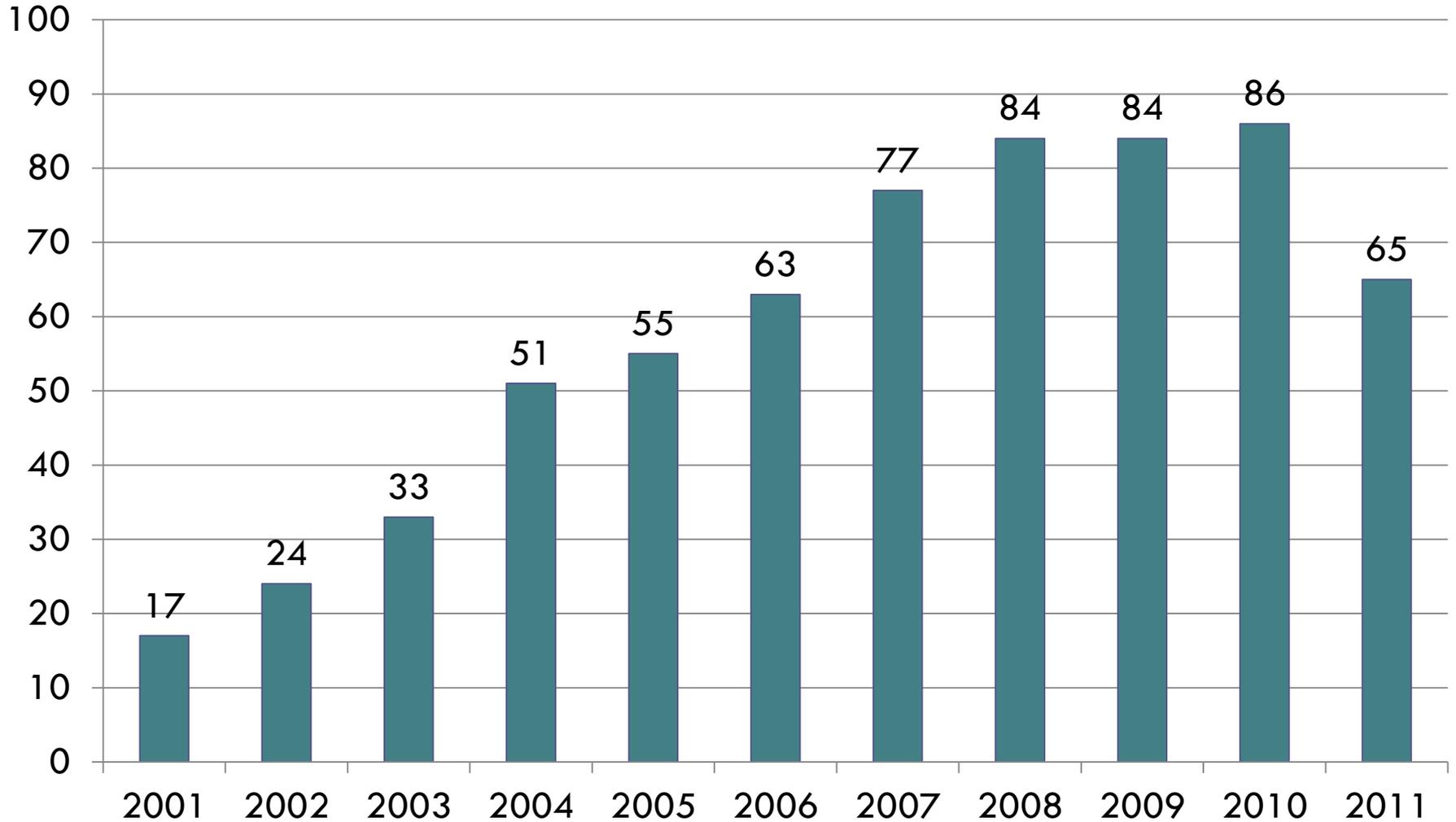
# Introduction

- ❖ In 2000, Neighborhood Integrity revamped the Volunteer Assistance Program and began an aggressive promotional campaign to make business and civic leaders more aware of volunteer opportunities.
- ❖ Since then and with the help of a lot of very committed partners, the Volunteer Assistance Program has helped more than **650** residents make improvements to their homes that would have otherwise been impossible.

# Purpose

- ❖ The purpose of the Volunteer Assistance Program is to introduce owners who cannot properly maintain their homes due to age, finance or disability to volunteers who wish to provide assistance.
- ❖ Projects generally involve painting or cleaning-up the exterior of homes to correct code violations, but often involve additional improvements that exceed minimum standards.
- ❖ All projects are completed by volunteers with donated materials and supplies at minimal or no cost to the resident or the City.

# Volunteer Projects Completed



# Eligibility

- ❖ The following requirements do not guarantee or eliminate anyone from receiving assistance; they are simply guidelines that are utilized to assist in determining necessity:
  - ❖ Reside in City of Richardson.
  - ❖ Occupy home as homestead.
  - ❖ Demonstrate a hardship such as age, finance, or disability.
  - ❖ An absence of family or friends that could perform the required work.

# Partners

 Chase Oaks Church

 binnerri  
ENGLISH MINISTRY  
mobile

**NETWORK**  
Offering A New Day A New Way

  
**First United  
Methodist Church  
Richardson**

  
**Care Church**  
Richardson East Church of Christ

*Richardson*  
Young  
Professionals

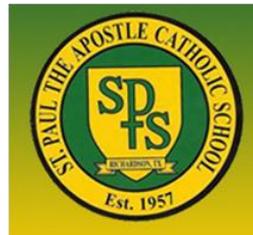
 Woodcreek  
CHURCH



**Arapaho United  
Methodist Church**



**Richardson  
Church of the  
Nazarene**



 **UT DALLAS**

# 11-13 Near Term Action Items

- ❖ Evaluate the establishment of a community wide day of caring where Richardson organizations and individuals come together to serve those in need.

# Recommendation

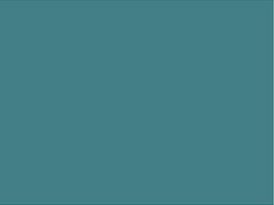
- ❖ Promote April as Richardson's Month of Volunteerism
  - ❖ Probable events and participants include:
    - ❖ UT-Dallas **Alternative Spring Break**
    - ❖ **Trash Bash** – April 7
    - ❖ YMCA **Annual Clean Up Day** – TBD
    - ❖ Kiwanis **One Day** – April 21
    - ❖ **ShareFest** – Chase Oaks Church – April 21 & 28

# Recommendation

- ❖ Probable events and participants - Continued:
  - ❖ Network of Community Ministries **Day of Caring** – April 28
    - ❖ Canyon Creek Presbyterian Church
    - ❖ Heritage Church Dallas
    - ❖ First United Methodist Church
    - ❖ TriQuint
  - ❖ Community Service Staff Projects – April 28

# Recommendation

- ❖ March City Council Meeting
  - ❖ Proclamation; recognition of key volunteers
- ❖ Richardson Today
- ❖ Week In Review
- ❖ NeighborsGo Submission
- ❖ Special online section highlighting volunteerism
- ❖ Email Update Features
- ❖ Signage at all volunteer projects



# Neighborhood Association Development

# New Neighborhood Association Program

- ❖ The goal of the program is to help residents develop neighborhood associations in areas not represented by a formal group or to reorganize inactive associations.
- ❖ Help potential leaders establish a core group
- ❖ Provide information and support to members of the core group during the early stages of the development process
- ❖ Help members of the core group secure resources to promote and hold its initial membership meeting

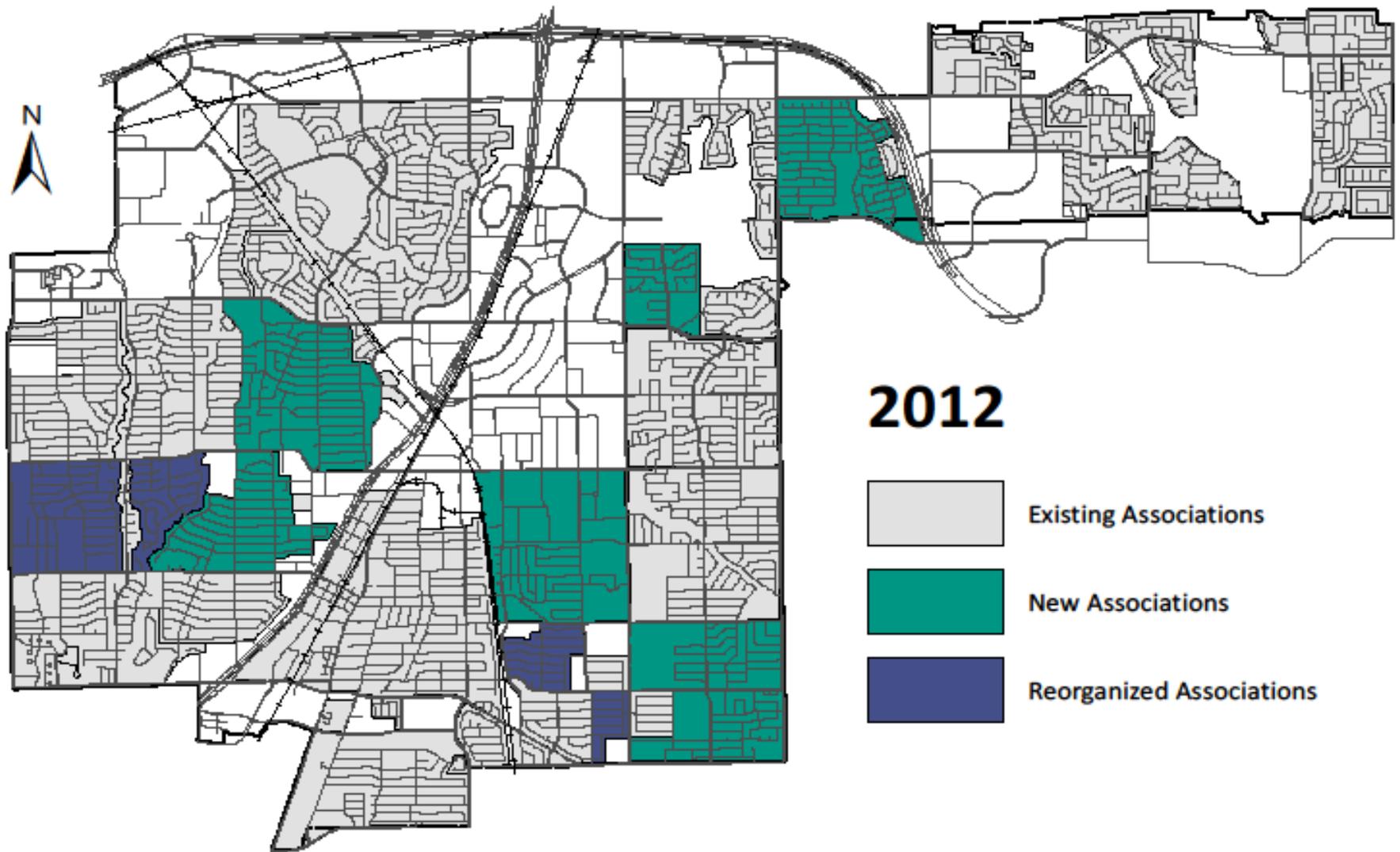
# Core Group Formation

- ❖ Identify and organize potential leaders in neighborhoods that do not currently have an association
  - ❖ Engage leaders of other organizations
  - ❖ Enlist informal neighborhood leaders who are already working on behalf of their neighborhood
  - ❖ Recruit potential leaders when communicating with the public for other reasons

# Core Group Formation

- ❖ Provide assistance to core groups on many fronts, such as:
  - ❖ Planning meetings
  - ❖ Organizing volunteers
  - ❖ Drafting bylaws
  - ❖ Nominations: officer and committee candidates
  - ❖ Marketing and promoting meeting

# New Neighborhood Association Development



**2012**



Existing Associations



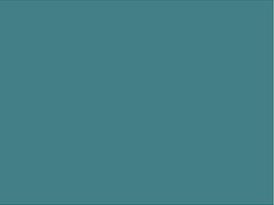
New Associations



Reorganized Associations

0 0.25 0.5 1 1.5 2 Miles





# Citizen Leadership Training

# How Leaders Benefit

- ❖ Develop a better appreciation for neighborhood issues in general, and for vitality and integrity strategies used to address them.
- ❖ Develop a better understanding of city operations and programs.
- ❖ Develop a better understanding of neighborhood association management techniques and best practices.
- ❖ Benefit from networking opportunities and new relationships.

# Neighborhood Leadership Workshops

- ❖ 15 workshops in previous 7 years
- ❖ Held every Spring & Fall
- ❖ More than 800 participants
- ❖ Representatives from 48 different neighborhoods
- ❖ 25 plus different programs offered
- ❖ Every city department has participated
- ❖ Pilot Program - Exhibitors Row
  - ❖ Representatives from all city departments and community partners participate by staffing booths and information tables

# Previous Session Topics

- ❖ Secrets of Holding Effective Meetings
- ❖ Take Your Association to the Next Level: Utilizing Committees
- ❖ An Overview of Learning Styles
- ❖ Communicating Effectively With Different Learning Styles
- ❖ Emergency Preparedness for Neighborhood Associations
- ❖ The Nuts-N-Bolts of the Matching Fund Beautification Program
- ❖ Successful Team Building
- ❖ Everything You Need to Know About Water Conservation
- ❖ Everything You Ever Wanted to Know about Code Enforcement
- ❖ Richardson's Approach to Development

# Spring 2012 Leadership Workshop

- ❖ New format provides participants with valuable information through small group interaction as well as opportunity to learn from other leaders
- ❖ **April 17<sup>th</sup>** – Will also serve as City Council / Presidents Meeting
  - ❖ 5:30 pm - Dinner/Networking (Grand Hall)
  - ❖ 6:30 pm - Opening Remarks (Grand Hall)
  - ❖ 6:45 pm - Breakout Session #1 (West Conference Room)
  - ❖ 7:30 pm - Breakout Session #2 (East Conference Room)
  - ❖ 8:15 pm - Panel Discussion (Grand Hall)
  - ❖ 9:00 pm - Adjourn

# Spring 2012 Leadership Workshop

- ❖ **Program #1:** Gardening During Water Restrictions: How To Be Smart & Do Your Part
- ❖ **Program #2:** An Overview of the City's New Website
- ❖ **Program #3:** Presidents Panel Discussion
- ❖ **Exhibitors Row** – representatives from all city departments and community partners participate by staffing booths and information tables

# 2012 Realtors Workshop

- ❖ Partnering with Metrotex Associatoin of Realtors
- ❖ **April 5<sup>th</sup>** - Expect 250 - 300 realtors
  - ❖ 8:30 am – Breakfast /Networking
  - ❖ 9:00 am - Opening Remarks
  - ❖ 9:10 am – State of the City
  - ❖ 9:50 am – Communication Tools
  - ❖ 10:10 am – Parks & Trails Update
  - ❖ 10:30 am – Residential Reinvestment Programs
  - ❖ 10:50 am – Door Prizes / Closing Remarks
  - ❖ 11:00 am - Adjourn

# Other Outreach by City Departments

- ❖ Monthly City Council / Presidents Meetings
- ❖ Homeowner and neighborhood associations meetings
- ❖ Presentations to civic, social, business groups
- ❖ Presentations to City Boards/Commissions
- ❖ Participation at City festivals and events
- ❖ Week In Review
- ❖ Email Update Program features

# 11-13 Near Term Action Items

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- ❖ Evaluate the implementation of “town hall” meetings specific to various departments within the City.

# Recommendation

- ❖ Utilize workshops to spotlight city departments by making the **Exhibitors Row** a permanent feature
- ❖ Highlight at least one department at monthly City Council / Presidents Meetings
- ❖ Continue to schedule city departments to present at homeowner / neighborhood association meetings
- ❖ Utilize electronic updates to highlight departments on a regular basis
- ❖ Coordinate community outreach and electronic updates

# Sign Topper Program

# Introduction

- ❖ In March 2006, City Council established the Sign Topper Program to:
  - ❖ Help neighborhoods be recognized for their unique character
  - ❖ Encourage a sense of belonging and pride within neighborhoods
  - ❖ Increase visibility of neighborhoods to non-residents
  - ❖ Complement other neighborhood identity efforts

# Eligibility

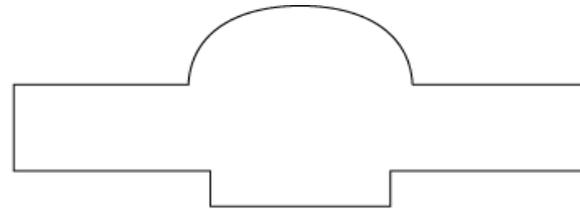
- ❖ Only recognized homeowner / neighborhood associations are permitted to install sign toppers
  - ❖ Name and boundaries of neighborhood are unlikely to change
  - ❖ Name is formally established and widely accepted by residents
  - ❖ It is clear that boundaries do not infringe on other neighborhood boundaries

# Design Guidelines

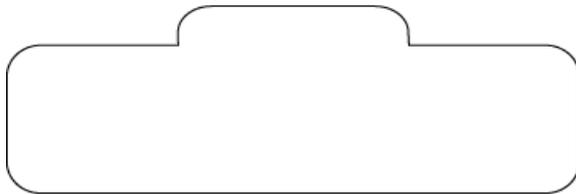
- ❖ Size: Cannot exceed 24" in length or 9" in height
- ❖ Shape: Can be any of the following shapes or styles, but must be consistent throughout the neighborhood



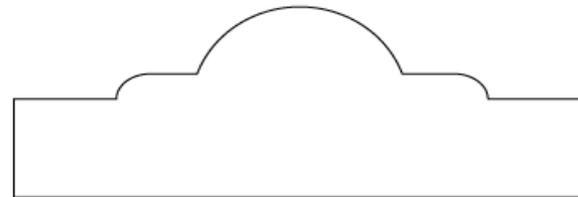
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9 x 22



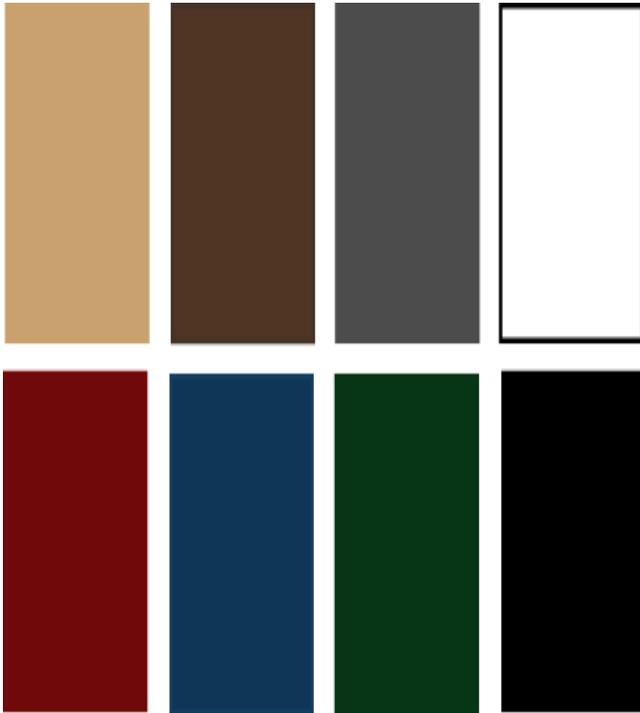
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9 x 24

# Design Guidelines

## ❖ Background Color



## ❖ Font Color

- ❖ White
- ❖ Off White
- ❖ Black
- ❖ Dark Brown

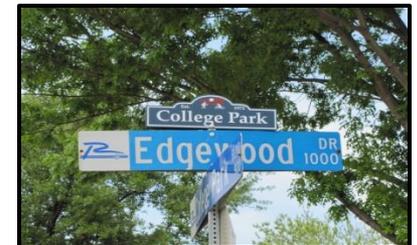
## ❖ Font Size

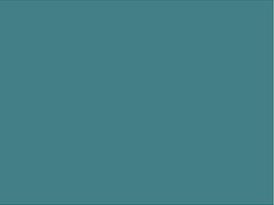
- ❖ Between 2 and 3"
- ❖ Must be clearly visible from street

# Installation / Maintenance

- ❖ The association is responsible for all costs associated with the manufacturing of its toppers
- ❖ The City is responsible for all costs associated with installing sign toppers or removing or replacing a topper
  - ❖ Includes: materials (extensions, brackets, rivets, etc.), labor, equipment, preparation and travel time.

# Sign Toppers



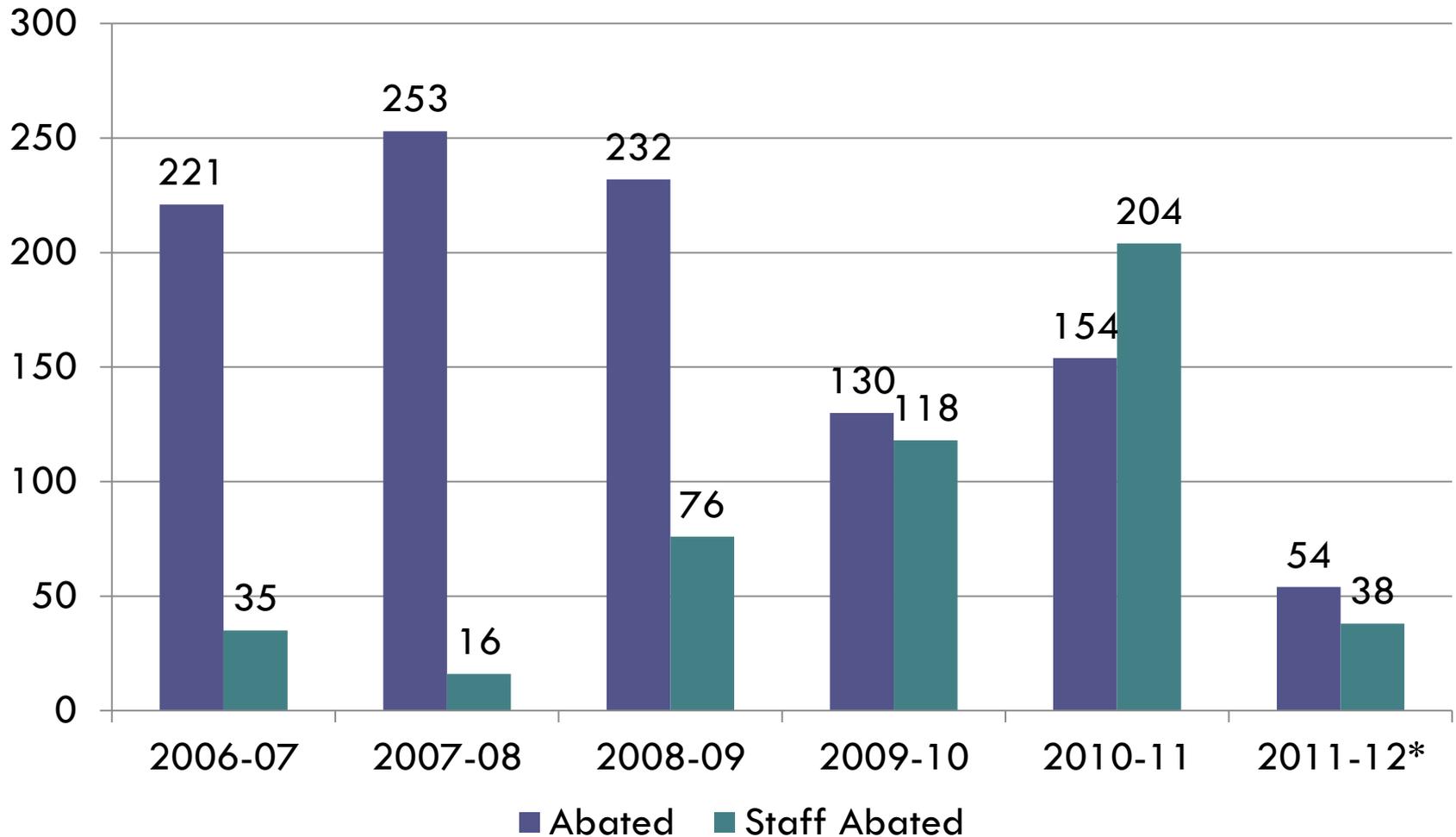


# Graffiti Abatement Program

# Introduction

- ❖ In February 2005, City Council established The Graffiti Abatement Program.
- ❖ Eliminate graffiti on public and private property in a timely manner and at no cost to residents and business owners to minimize its negative impact.
  - ❖ Prompt and persistent removal of graffiti is the most effective means for discouraging future episodes.
  - ❖ Homes and businesses that are clean and well maintained are less likely to be the target of vandals.

# Graffiti Abatement Projects



\*10-1-11 – 2-24-12

# Wall Washing Program

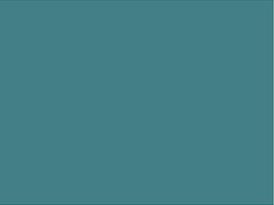
- ❖ In FY 11/12, \$20,000 was devoted to wall washing/painting
  - ❖ If funds were devoted to washing and painting walls only
    - ❖ Approximately 1,500 linear feet (6' high)
    - ❖ Street side only
  - ❖ If funds were devoted to washing walls only
    - ❖ Approximately 25,000 linear feet (6' high)
    - ❖ Street side only

# Wall Washing Program

- ❖ Screening Wall Inventory:
  - ❖ About 90,000 linear feet of painted Eddie Mann walls
  - ❖ About 38,000 linear feet of Eddie Mann walls
  - ❖ About 76,000 linear feet of masonry walls
- ❖ Capital Projects is currently expanding on this dimensional inventory by evaluating the structural and aesthetic condition of every one of the above mentioned walls
  - ❖ *Complete an analysis of the condition of screening walls in the City and develop a rating system to assist with future Capital Improvement efforts.*

# Wall Washing Program

- ❖ **Phase 1:** Wash and paint walls that currently have peeling or chipping paint
  - ❖ Staff will prioritize walls based on the total area that has deteriorated
- ❖ **Phase 2:** Wash and paint walls that have been painted different colors
- ❖ **Phase 3:** Establish a regular rotation to wash all walls within the City
- ❖ **Consideration:** Increase funding, perhaps by utilizing funds allocated to neighborhood enhancement strategies in Community Services FY 11/12 Budget.



# Home Improvement Incentive Program

# Introduction

- ❖ In February 2007, City Council established The Home Improvement Incentive Program (HIIP).
- ❖ The City provides an economic development incentive equal to 100% of the increase in property taxes for the tax year following completion of an approved project multiplied by 10 (years).
- ❖ The increase in the certified value is determined by the appraisal district.
- ❖ The incentive is paid in a single lump-sum on April 1 of the first full calendar year after completion of the project.

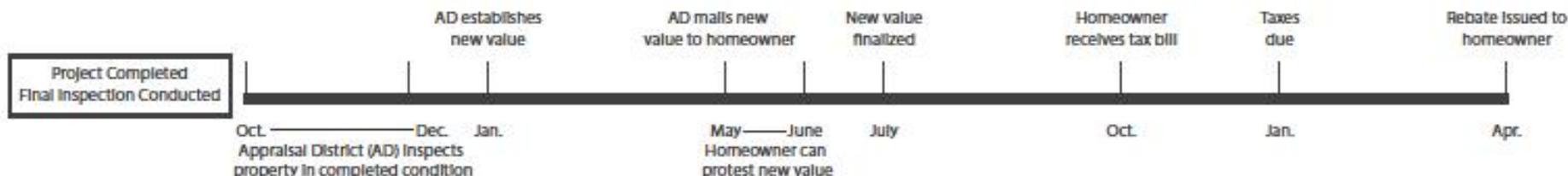
# HIIP Process

- ❖ Application – Must be submitted prior to construction beginning and include details of project scope and estimated cost
- ❖ Approval Letter & Economic Incentive Agreement – Includes a reminder to retain records to certify construction costs and to call for final inspection when construction is complete
- ❖ Quarterly Email Updates – Sent to participants while projects are under construction; includes program highlights and reminders
- ❖ Final Letter & Incentive Payment Process Fact Sheet – Informs participant that all obligations have been met and details payment process

# City of Richardson Home Improvement Incentive Program

## Incentive Payment Process

### Incentive Timeline:



Date Project Initiated	Date Project Completed	New Value of Home Established	Incentive Payment Issued
2008	2010	January, 2011	April, 2012
2009	2010	January, 2011	April, 2012
2009	2011	January, 2012	April, 2013
2010	2010	January, 2011	April, 2012
2010	2011	January, 2012	April, 2013

### To calculate your incentive amount:

$$10 (\text{Applicable Tax Rate } x - \text{Applicable Tax Rate } y) = \text{Incentive Amount}$$

when x = appraised value of home in its completed condition and  
y = appraised value of home in its original condition.

Applicable Tax Rate Period	City Tax Rate
October 2007 - September 2010	.57516 %
October 2010 - Present	.63516 %*

\*The City's tax rate is subject to change annually. Any increase will be factored in to the incentive amount.



Thank you for participating in the Home Improvement Incentive Program.  
For more information, please contact the Community Services Department at 972-744-4166 or visit us at [www.cor.net/cs](http://www.cor.net/cs).

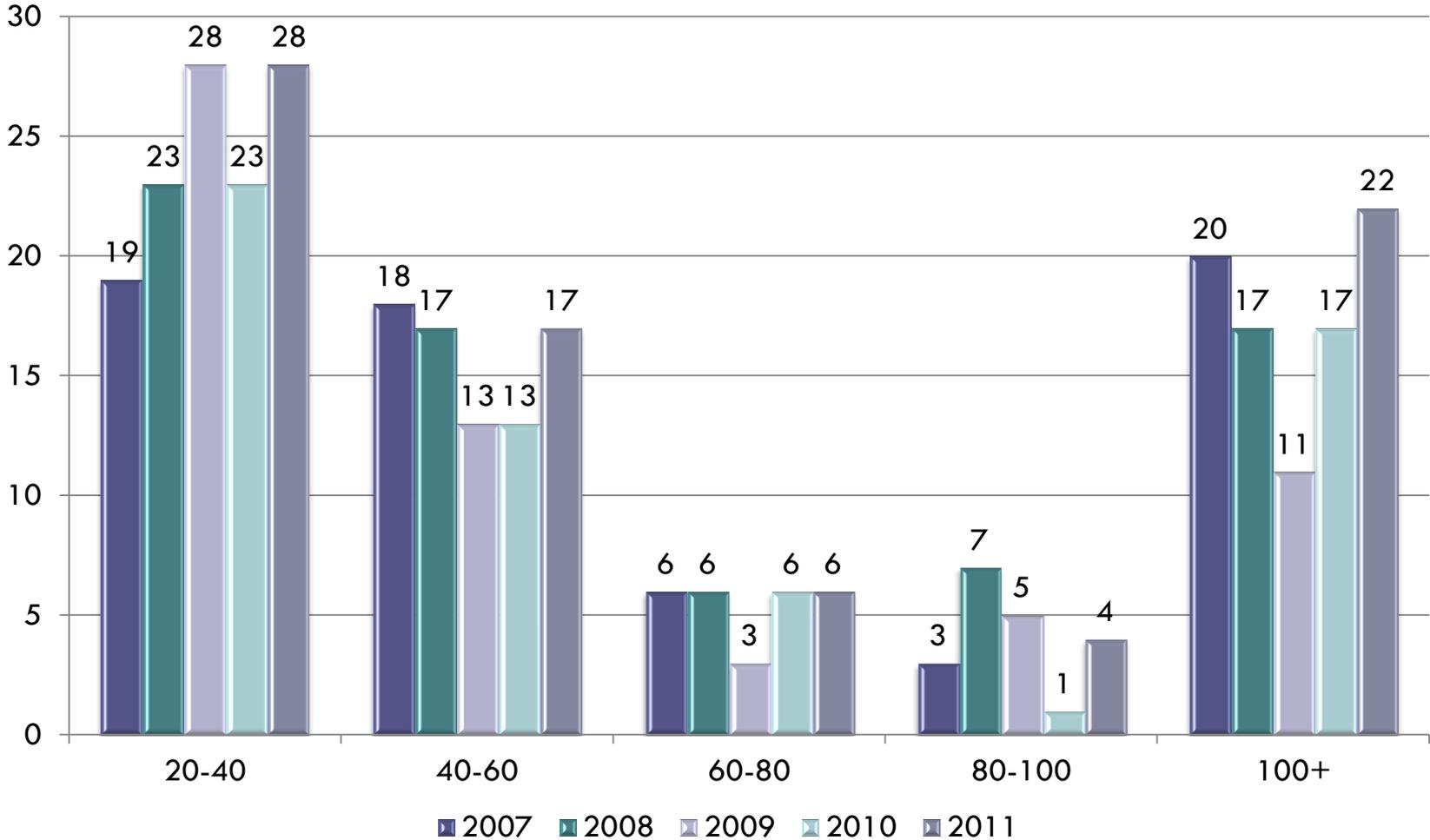
Your incentive payment may result in federal income tax consequences. You should consult your own tax advisor. All or a portion of your incentive payment may constitute taxable income regardless of whether you receive a Form 1099-MISC from the City. If the amount of your incentive payment is \$600 or more, you may receive Internal Revenue Service Form 1099-MISC from the City.

# Background

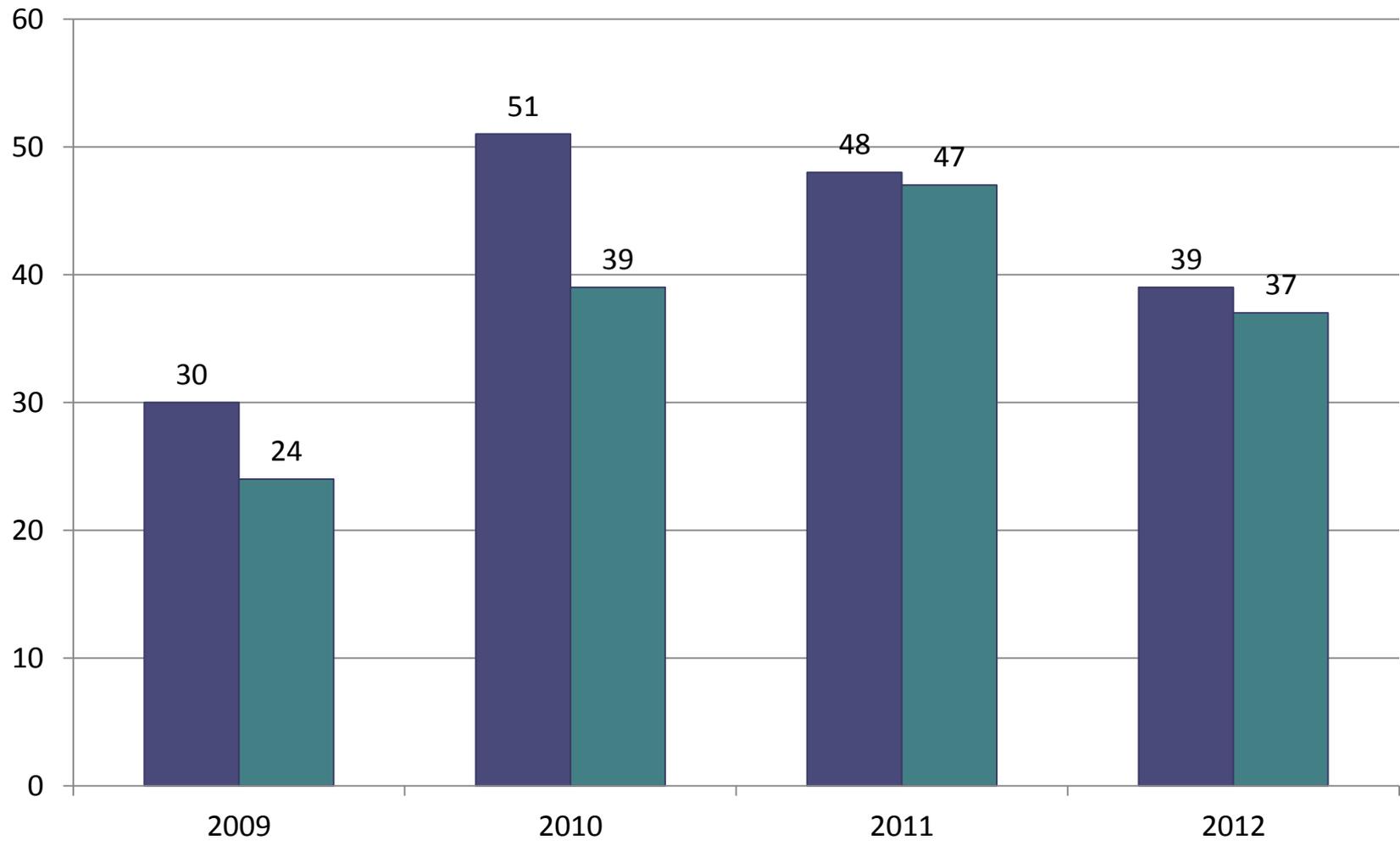
- ❖ **315** applications approved
- ❖ An estimated **\$31,300,000** reinvested in residential neighborhoods
- ❖ **80** projects estimated at **\$100,000** or more
- ❖ **8** projects estimated at **\$500,000** or more



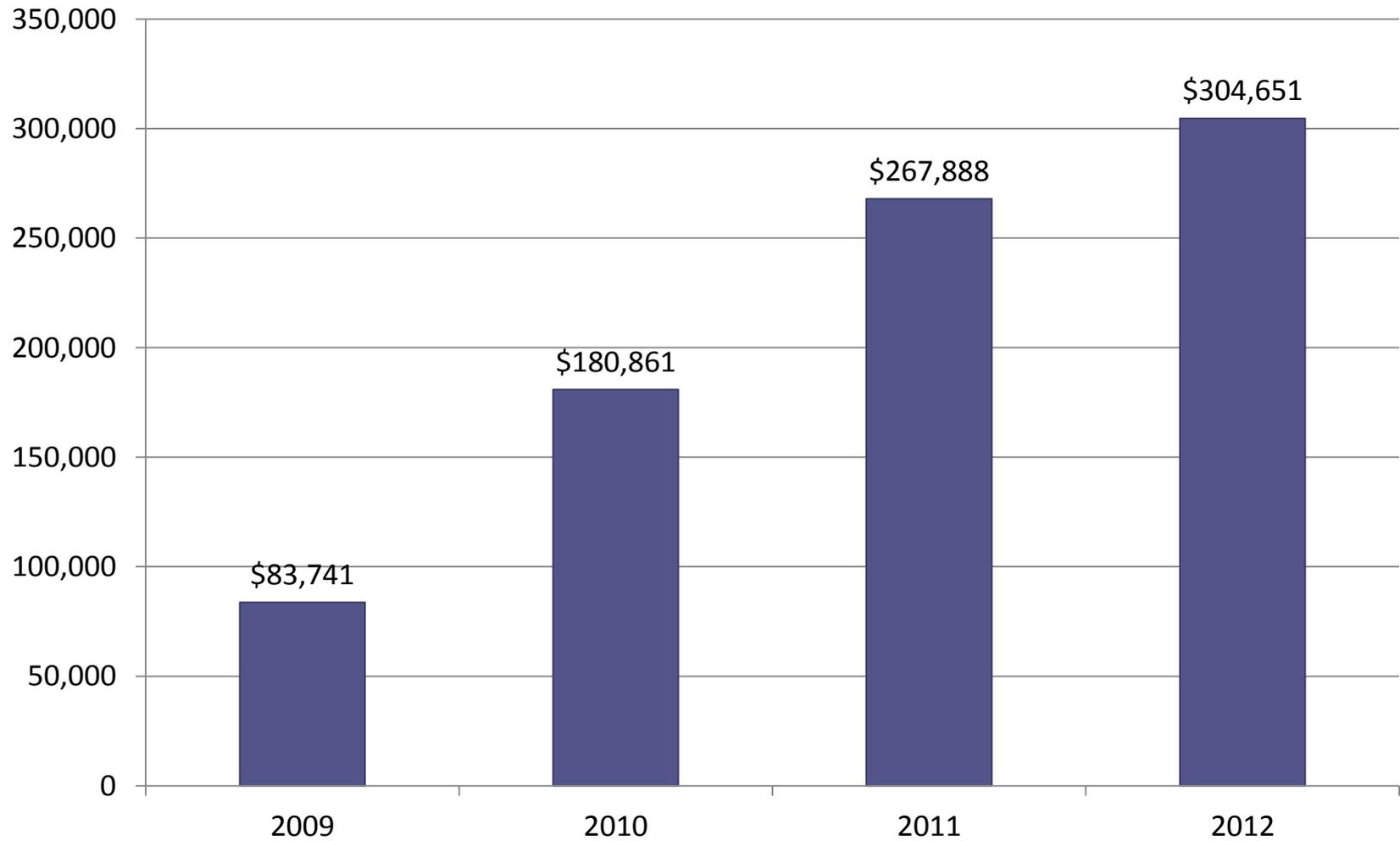
# Investment Range by Year Applied



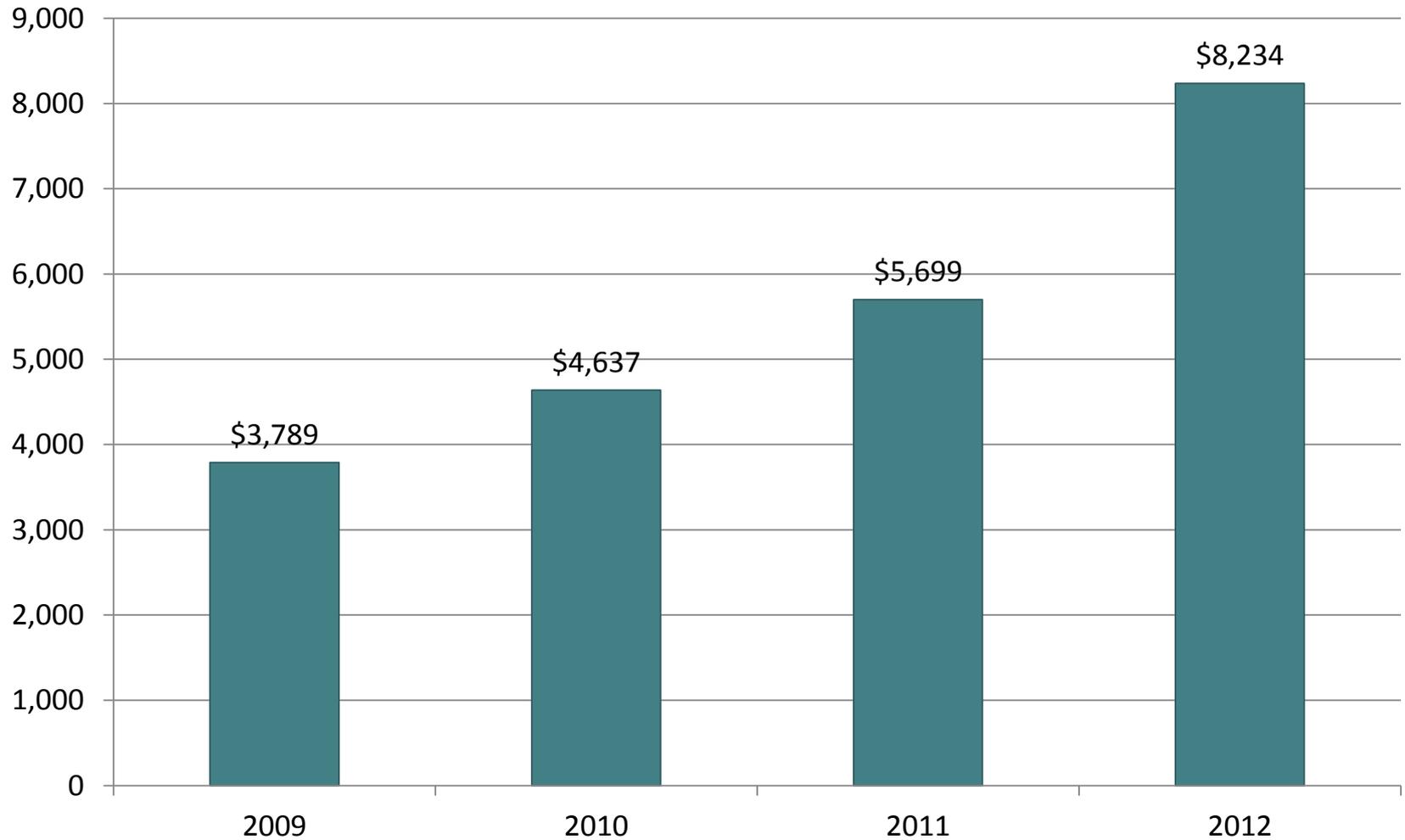
# Total Incentives Paid



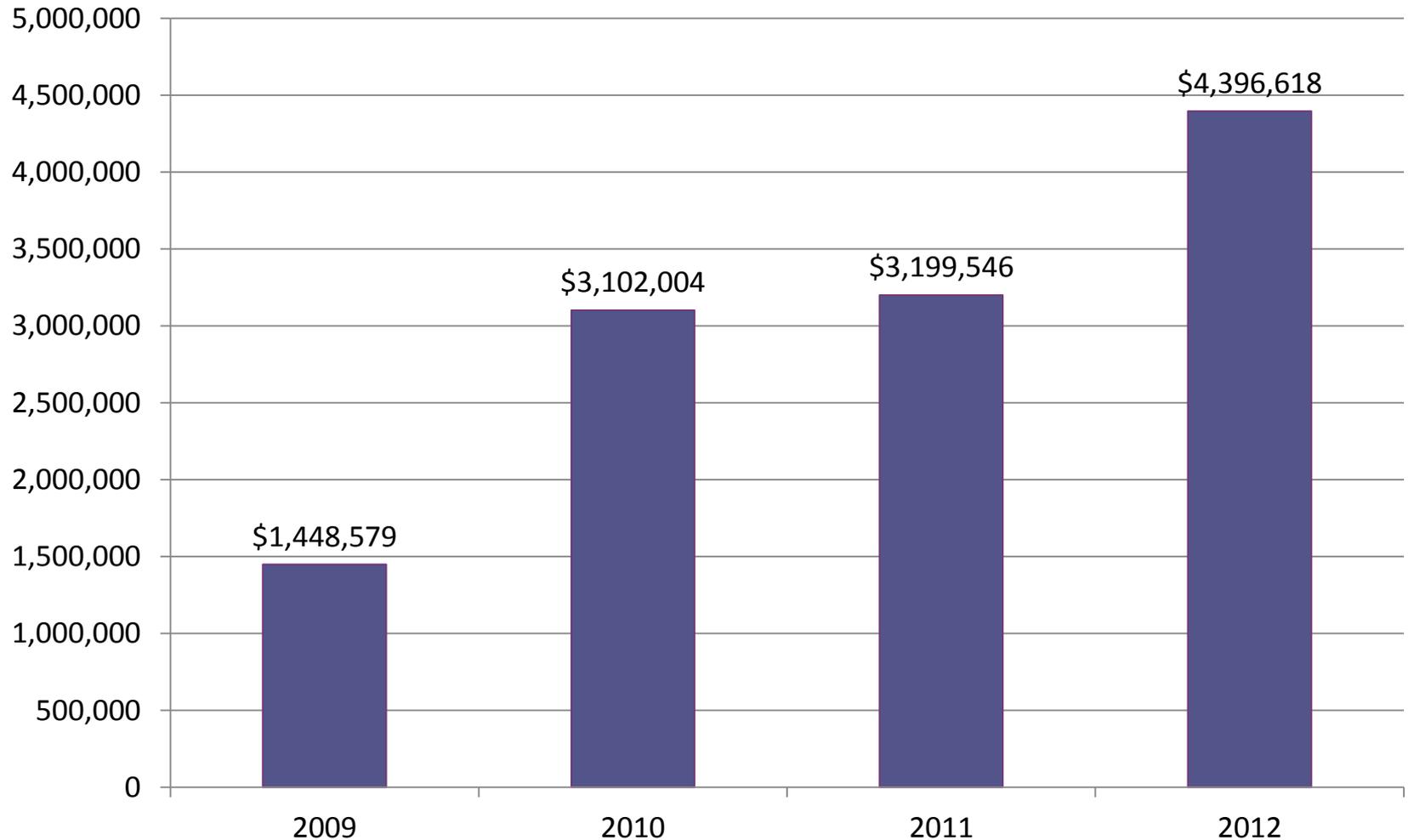
# Total Incentives Paid



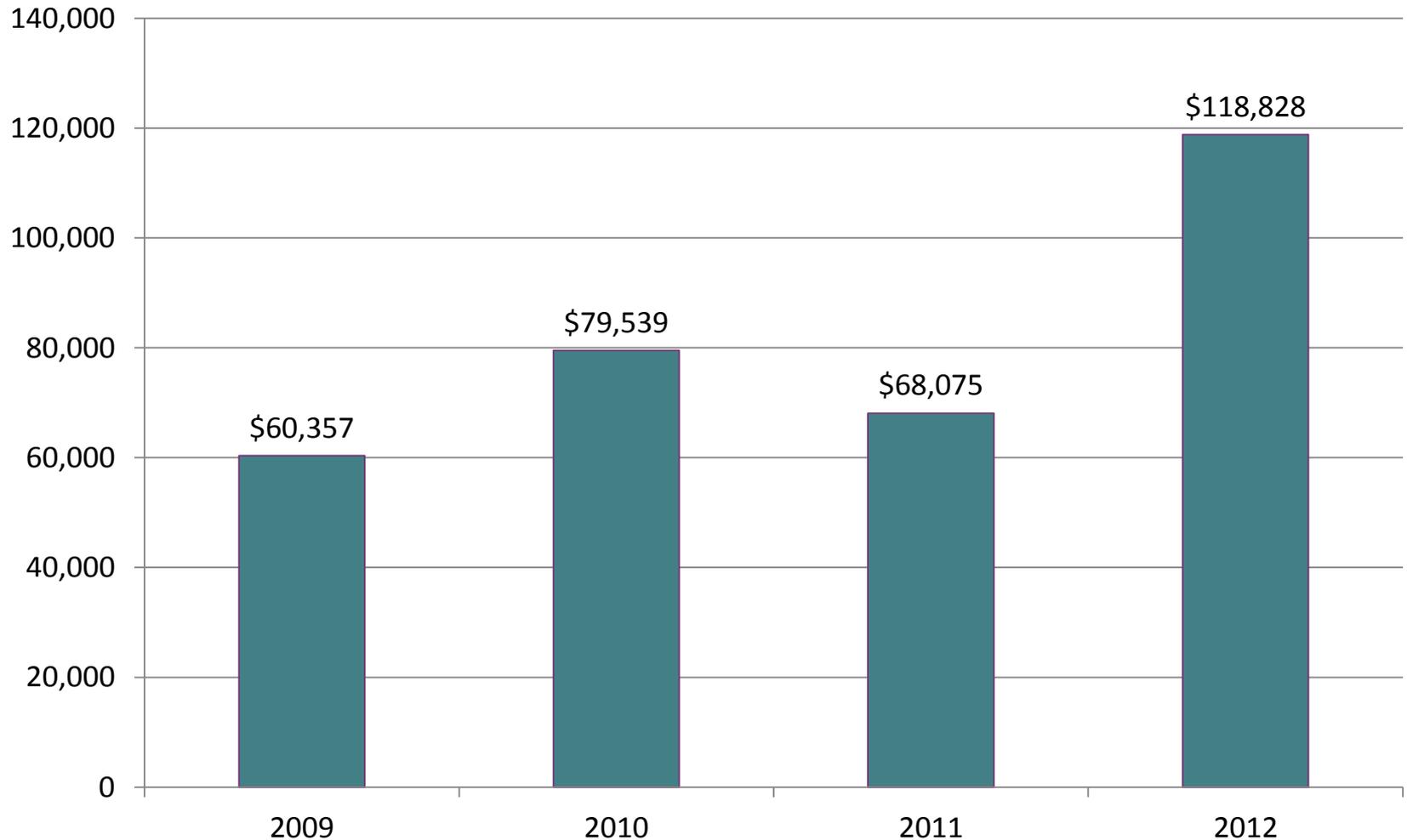
# Average Incentive Paid



# Total Increase in Appraised Value



# Average Increase in Appraised Value



# 11-13 Near Term Action Items

- ❖ Evaluate the Home Improvement Incentive Program and options to provide an incentive for investments lower than \$20,000.

# Purpose of Program

- ❖ Positively affect the value of the City's housing stock by encouraging reinvestment in residential neighborhoods
- ❖ Lower the financial hurdle for property owners to make significant improvements to their homes
- ❖ Demonstrate a strong commitment by the City to reinvest in residential neighborhoods
- ❖ Help distinguish Richardson from surrounding communities by providing an economic incentive to prospective buyers

# Recommendation

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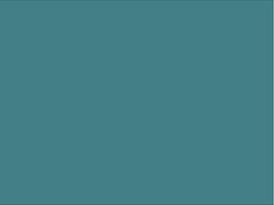
- ❖ Do not lower the minimum investment required to participate in the Home Improvement Incentive Program to less than \$20,000.

# Recommendation

- ❖ The majority of projects that consist of multiple, small-scale improvements certified to cost less than \$20,000 net an average of \$.10-.30 increase in appraised value for every \$1 invested
- ❖ This results in little to no incentive being paid
  - ❖ 2008-2011
    - ❖ 19 applicants did not receive an incentive
    - ❖ 17 of these applicants made multiple improvements of less than \$20,000 each
      - ❖ Most of these projects do not require a permit – appraisal district never knows about them
      - ❖ Most are deemed maintenance, not upgrades

# Recommendation

- ❖ By participating in the “HIIP”, residents expect to receive an incentive. When the incentive does not materialize or is minimal, participants often express frustration with the process
- ❖ At a minimum, 14 months elapses between the time a project is completed and an incentive is paid
  - ❖ Waiting is less appealing when the incentive is minimal
- ❖ The HIIP administrative process would be overly taxing for less significant projects and take an inordinate amount of staff time



# Neighborhood Stability Alternatives

# Types of Incentives

<u>Tax Abatements</u>	<u>Grants</u>	<u>Loans</u>
Fixed	Outright	Forgivable
Sliding Scale	Matching	Low Interest

# Tax Abatements

- ❖ Fixed - Programs of this type offer an abatement at a fixed rate. The rate remains constant throughout the term of the abatement.
- ❖ Sliding Scale - Programs of this type offer an abatement on a sliding scale. The rate changes over the term of the abatement, typically starting at 100% and then decreasing over time.

# Grants

- ❖ Unrestricted Funds - Programs of this type offer absolute funds, usually a percentage of the total investment, to residents who enhance their home.
- ❖ Matching Fund Home Improvement Grants - Programs of this type offer matching funds to residents to make repairs or updates to their home, usually a 50 / 50 or similar agreement.

# Grants - Examples

## ❖ Long Beach, California

- ❖ Home Improvement Rebate Program provides a reimbursement of up to \$2,000 to property owners in certain target areas to improve the exterior of their residential properties.
- ❖ Any improvements to the exterior of the property that are visible from the street, with the exception of roofs.
- ❖ The correction of code violations that involve the exterior of the structure are especially encouraged.
- ❖ Household income must meet eligibility requirements.
- ❖ CDBG funded.

# Grants - Examples

## ❖ Stillwater, OK

- ❖ Exterior Grant Program offers a rebate of up to \$1,000 for the costs incurred in making exterior improvements.
- ❖ Property must be in a specific district of the city.
- ❖ Grant funds may not exceed 50% of the total project cost.
- ❖ Improvements must be exterior and clearly visible to the general public from the street.
- ❖ All funded work must be completed within 6 months of approval.
- ❖ CDBG funded.

# Loans

- ❖ Low Interest Loans - Programs of this type offer loans at a low, reduced interest rate to encourage home improvement.
- ❖ Forgivable Loans - Programs of this type offer loans to homeowners that are forgiven if certain conditions are met. Such conditions tend to include:
  - ❖ Minimum occupancy terms preceding and/or following the loan in which the homeowner must have and/or will maintain the home as their primary residence for a set period of time.
  - ❖ Be in good standing with all applicable governmental entities, mortgage lenders and insurers.

# Loan - Examples

## ❖ **Arlington, Texas**

- ❖ Offers zero percent loans for up to \$24,500 which are forgivable after 5 years for rehabilitation.
- ❖ Homeowner must own subject property for three months before applying for the program.
- ❖ The homeowner must retain the property as primary residence for the duration of the loan.
- ❖ Loan will be null if the property owner defaults on any payments.
- ❖ CDBG funded.

# Loan - Examples

## ❖ Rochester, MN

- ❖ Home improvement loans up to a maximum of \$30,000.
- ❖ Loans are zero percent interest .
- ❖ Must be paid back in full when the borrower sells or transfers the title.
- ❖ Properties must be owner occupied to be eligible.
- ❖ CDBG funded.

# Benefits of Incentive Types

	Tax Abatements	Grants	Loans
Short Term Benefit	Yes	Yes	
Long Term Benefit		Yes	Yes
Up Front Funding Required by City	Yes	Yes	
Tax Base Increase	Yes	Yes	Yes
Predictable, Fixed Cost		Yes	Yes

# 11-13 Near Term Action Items

- ❖ Evaluate programs to address neighborhood decline issues to stabilize the overall health of the neighborhood.
- ❖ Evaluate developing a first-time homebuyer program to encourage ownership and residential reinvestment.

# Program Considerations

- ❖ Should incentives be offered citywide or in preferred areas only?
  - ❖ Investment Zone – a geographic area selected based on criteria such as:
    - ❖ Percent rental property
    - ❖ Code enforcement activity
    - ❖ Average age of housing stock over a certain criteria
    - ❖ Average appraised value below certain criteria
    - ❖ Lack of drive-up appeal

# Program Considerations

- ❖ Who should be eligible to participate?
  - ❖ Employees of select businesses
    - ❖ Corporate retention and economic development benefits
  - ❖ Select professions
    - ❖ Teachers, police, fire
  - ❖ First-time homebuyers
  - ❖ Current residents
    - ❖ Minimum residence requirement
  - ❖ Military

# Program Considerations

- ❖ What type of improvements should be incented?
  - ❖ Exterior – building
    - ❖ Roof
    - ❖ Wood and siding
    - ❖ Paint
  - ❖ Exterior – property
    - ❖ Landscaping
    - ❖ Flatwork
    - ❖ Fence
  - ❖ Exterior – not visible
    - ❖ Foundation Repair
    - ❖ Irrigation systems
  - ❖ Interior
    - ❖ Remodels

# Program Considerations

- ❖ How much should be allocated annually?
- ❖ How much should be allocated per applicant, address?
  - ❖ Maximum amount
- ❖ Should allocation be fixed or scale?
  - ❖ Percent of total investment
- ❖ How should individual applicants be selected?

# Program Considerations

- ❖ Based on any City Council direction, staff would prepare a recommendation for consideration that details:
  - ❖ Project Scope
  - ❖ Application Period
  - ❖ Project Evaluation / Selection Criteria
  - ❖ Project Completion / Requirements Fulfillment
  - ❖ Staffing Implications

# Next Steps

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- ❖ Continue to evaluate programs on an ongoing basis to determine if enhancements or new programming is warranted
- ❖ Like with code programs, provide regular updates and status reports to City Council so that feedback and suggestions can be taken and incorporated into community programs

# 11-13 Near Term Action Items Covered

- ❖ Evaluate the establishment of a community wide day of caring where Richardson organizations and individuals come together to serve those in need.
- ❖ Evaluate the implementation of “town hall” meetings specific to various departments within the City.
- ❖ Evaluate the Home Improvement Incentive Program and options to provide an incentive for investments lower than \$20,000.
- ❖ Evaluate programs to address neighborhood decline issues to stabilize the overall health of the neighborhood.
- ❖ Evaluate developing a first-time homebuyer program to encourage ownership and residential reinvestment.

# COMMUNITY SERVICES NON-CODE PROGRAMS OVERVIEW

City Council Briefing: February 27, 2012