



Who's New

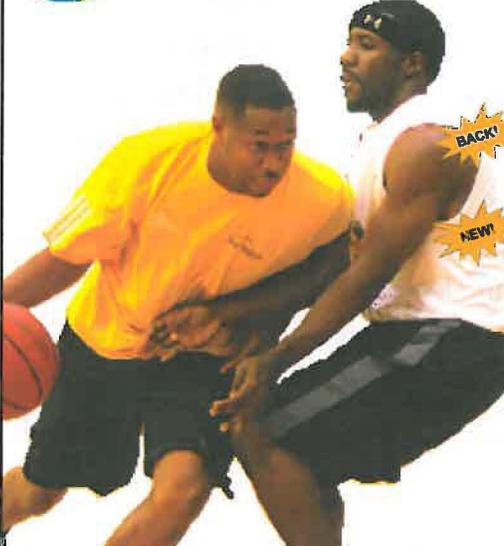


- Raytheon
- Dallas Sheriff's Dept.
- Samsung
- FM Global
- Hill & Wilkinson
- Regus
- Pioneer Natural Resources
- Air System Components
- Integra Realty Resources
- Companion Data Services
- ISN
- Insight
- GENBAND
- ViewPoint Bank
- esurance
- Nationwide
- Safeco
- MATRIX
- Zynga
- Zynga with Friends

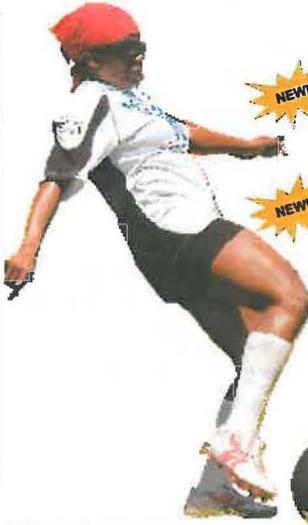
<p>Division A:</p> <ul style="list-style-type: none"> • BlueCross BlueShield of Texas NEW! • Dallas Sheriff's Dept. • L3 Communications • PepsiCo • Raytheon NEW! • Richardson ISD • Rockwell Collins • Southwest Airlines NEW! • Samsung 	<p>Division B:</p> <ul style="list-style-type: none"> • Cisco Systems • City of Richardson • DRS • EXCO Resources NEW! • Pioneer Natural Resources • Fossil • Lennox International • Tektronix 	<p>Division BB:</p> <ul style="list-style-type: none"> • AmerlsourceBergen Specialty Group • ca • Concentra • Convergys NEW! • GENBAND • Hilton Reservations & Customer Care • TriQuint Semiconductor, Inc. • UT Dallas • ViewPoint Bank NEW!
<p>Division C:</p> <ul style="list-style-type: none"> • A-Team (Anritsu, CommScope & Quickscores) • ARGO Data • ELCAN Optical Technologies NEW! • FM Global • Freese and Nichols • Hill & Wilkinson NEW! • PFSweb, Inc. NEW! • Regus 	<p>Division D:</p> <ul style="list-style-type: none"> NEW! • Air System Components • America First Insurance/Safeco NEW! • Availity NEW! • Companion Data Services • ETC • Nexen Petroleum NEW! • ISN • Insight NEW! 	<p>Division E:</p> <ul style="list-style-type: none"> • NICE Systems • SOURCE, Inc. • Yahoo! NEW! • esurance • Nationwide NEW! NEW! • Integra Realty Resources/MATRIX • Zynga with Friends NEW!



What's New



- Bike Race
- NEW!** • Dominos/42
- 5K Run
- Badminton
- Basketball
- BACK!** • Bass Fishing
- Billiards **NEW!**
- NEW!** • Bowling
- Darts
- Flag Football
- Golf
- Horseshoes
- Team Cake Contest **NEW!**
- Softball
- Mini Golf
- Punt, Pass & Kick
- Soccer
- Kickball **NEW!**
- NEW!** • Swimming
- Table Tennis
- Tennis
- Texas Hold 'Em
- Volleyball
- Dodgeball
- NEW!** • 3 on 3 Women's Basketball



New Facilities Too

- UT Dallas – Activity Center & Athletic Fields (Badminton, Flag Football, Soccer, Bike Race, Basketball)
- Richardson ISD – Pearce HS (Punt, Pass & Kick)
- **NEW!** AMF Richardson Lanes (Bowling)
- Breckinridge Park (Kickball)
- Huffhines Ball Fields (Softball, Flag Football)
- **NEW!** Loos Natatorium (Swimming)
- Sherrill Park Golf Course (Golf)
- Huffhines Tennis Center (Tennis, Horseshoes)
- **NEW!** Hyatt Regency (Dominoes – 42)
- Richardson Civic Center (Darts, Table Tennis)
- The Sportsplex at Valley View (Dodgeball, Volleyball, Basketball)
- Adventure Landing (Mini Golf)
- Main Event Plano (Billiards)



Sponsorship

Raffle Program:

- HILTON WORLDWIDE
- UNITED

Official Newspaper:

- neighbors go

Closing Ceremony:

- Regus

The Great Walk & Water:

- Nationwide On Your Side

Spirit Awards & 5K Run:

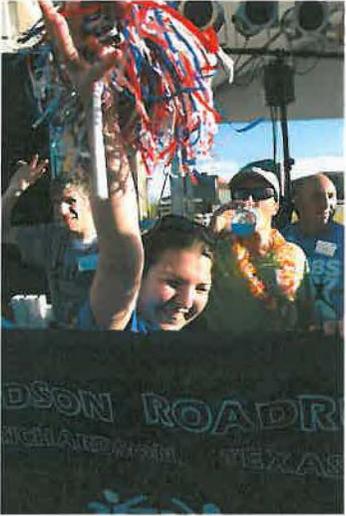
- nexen

Athletic Trainers:

- BAYLOR SportsCare



Special Olympics Texas



- To date: over \$860,00 raised
- In 2010, \$160,000 contributed
- 25% of the proceeds stay in Richardson to benefit the Richardson Roadrunners
- As part of participating, companies are asked to raise a minimum of \$1,000

"We are so very appreciative of everything the City of Richardson and Corporate Challenge have done for Special Olympics Texas and the Richardson Roadrunners in the past many years and are honored for your generous amazing support.."

- Alice Brimelow, Special Olympics Texas



The Countdown Begins...



- Opening Ceremony:
 - August 19
 - 5:15pm Galatyn Plaza
 - The Great Walk
 - Spirit Sticks & Awards
 - Balloon Toss
 - Special Olympics Texas
 - Company Tailgates



Games Ahead...



- 9-weeks of competition
- August 20 – October 15
- Double Elimination Tournaments; 3-Game, Guarantee; and Men's, Women's & Mixed Competitions
- Calendar Scramble from previous years
- Multiple sites
- 6 open days – including Sat. & Sun.!



Closing Under the Big Top



- Closing Ceremony:
 - October 20
 - 5:15pm Galatyn Plaza
 - Team Cake Contest
 - Overall Gold Cup Winners
 - Spirit Megaphones
 - T-shirt Contest Winners
 - Special Olympics Texas Check Presentation





City of Richardson, Texas

**NOMINATION FOR
STATE ENTERPRISE ZONE
PROJECT DESIGNATION**

**Fossil Partners, LP
(Richardson, Texas)**

City of Richardson
City Council Work Session
August 1, 2011



THE PROJECT

Fossil Partners, LP is making a significant investment to complete a state-of-the-art headquarters campus upgrade at 901 S. Central Expressway, Richardson, Texas. Situated on 26.3 acres in Richardson's highly visible southern gateway on South Central Expressway and Spring Valley Road, the 535,000 square foot existing facility includes a 5-story office building adjoined to a multi-level parking structure. The facility will include a full-service cafeteria with indoor and outdoor dining areas, multiple conference and meeting rooms, and an indoor fitness center.

City of Richardson, Texas



THE PROJECT

The City of Richardson/REDP has been active in economic development retention support with Fossil as they evaluated their options for office space expansion requirements.

The City Council has previously been briefed on this economic development activity in May 2011.

City of Richardson, Texas



Fossil Story

- Fossil designs, develops, markets, and distributes fashion accessories worldwide. Started in 1984, it became a publicly traded company in 1993.
- Fossil operates over 200 retail stores and outlet stores in the U.S. and 153 retail stores internationally.
- Fossil expects business to grow across all geographic regions and continue gaining global market share.
- To facilitate the growth and future expansion and continue to be loyal to its roots in City of Richardson, Fossil will bring together the employees in its current two locations into one state-of-art headquarters campus.

Fossil



- Fossil was founded in 1984 by brothers Tom and Kosta Kartsotis as “Overseas Products International”.
- In 1990, the “Fossil” brand was introduced.
- Following an IPO in 1993, they have steadily grown into their present global position in the fashion industry.
- Fossil was recognized by Business Week in 2000 as “Hot Growth” company – ranked in top 50.
- Fossil has had its corporate home in Richardson for 15 years.
- Fossil (FOSL) is traded on the NASDAQ exchange
- 2010 gross revenue over \$2 billion

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Fossil's Presence

- Fossil established their headquarter presence in Richardson in 1996.
- Current facilities include:
 - Initial Setting:
 - 2280 N. Greenville Ave. (190,000 sf)
 - 2155 Campbell Creek (140,000 sf)
 - Additional Annex (2005):
 - 2323 N. Central Expressway (130,000 sf)
 - 6.8 acre adjacent vacant parcel



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Fossil Economic Elements



- Fossil current employment in Richardson is 800.
 - An employment growth outlook of 10-15% per year is expected.
- Fossil moves from about 300,000 sf of space to 500,000 sf
- Fossil owns over \$25 million of commercial facilities and land in Richardson.
- Fossil has over \$5.5 million in business personal property appraised value in Richardson.
- An estimated 50 visitors visit their campus daily – 13,000 per year.

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“Fossil-izing” the New Campus

- Fossil will invest an estimated **\$30 million in facility upgrades**, and modification to reflect the Fossil brand and corporate culture.
- The facilities will require significant upgrades for energy management, new building code requirements, and ADA upgrades.
- Updated interior, exterior, entry lobby and campus signage designs are underway.
- An estimated **\$10 million in business personal property furnishings and equipment** is planned.
- Fossil is excited about the unified campus, on-site cafeteria, presentation auditorium, expansive areas for showrooms and product showcasing, and collaboration areas for creative design teams.



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901 S. Central Expressway



901 Central Campus



Strategic Economic Impacts

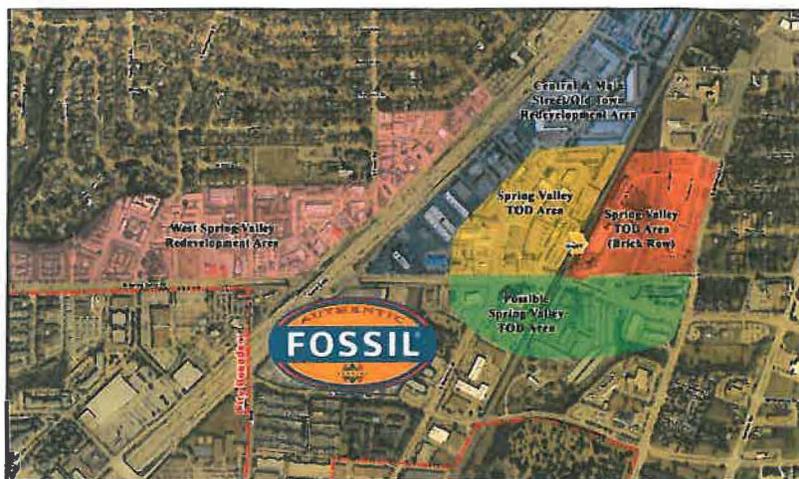
- The 901 campus re-tenant effort has been a large priority of the REDP.
- Fossil's move has several positive facets:
 - Retains and resolves a major employer's relocation decision
 - Moves towards fuller occupancy of office space in Richardson
 - Provides a strong "corporate portal" on Richardson's U.S. 75 southern entrance with a well-recognized corporate name.
 - Provides a synergistic & multiplier impacts to the Spring Valley and south Richardson planning & redevelopment initiatives.



- Provides Fossil extensive expansion capacity to develop and grow
- Provides an occupancy of a campus with more limited marketability due to size and configuration
- Places vacated quality properties with quality developer/owner (KDC)

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Campus Renewal + Area Redevelopment Planning Focus



US-75 & Spring Valley Road

1 inch = 500 feet

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Multiplier Impacts of Fossil

ImpactDataSource

- As a large employer, Fossil generates significant economic multipliers from the facility and employees.
- With assistance from Austin-based economists at *Impact DataSource*, an economic analysis was conducted:
 - Ten Year Estimated Impact elements:
 - Over 3,000 direct and Indirect Job Creations
 - Payroll impact of \$1.4 billion
 - Over \$1 million in Franchise tax
 - Over \$2 million in Sales tax
 - Over \$1.3 million in Hotel Occ. Tax
 - Over \$6 million in Net City Property Tax
 - Over \$200 million in local sales/service purchases



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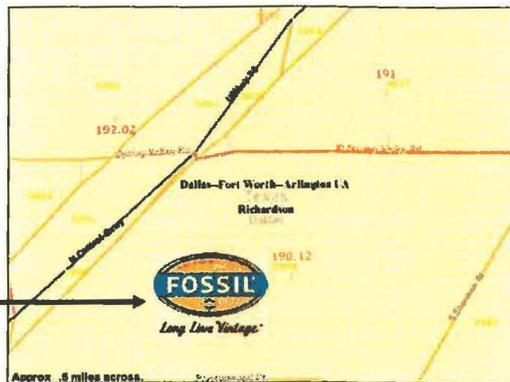
PROJECT SITE

Fossil Partners, LP

901 S. Central Expressway
Richardson, Texas 75080



Census Tract 190.12
Block Group 2
Dallas County, Texas



City of Richardson, Texas



BACKGROUND

The Texas Enterprise Zone Program (TEZP):

- Incentives are offered to attract investment and provide employment to economically disadvantaged workers or enterprise zone residents.
- Available to all Texas businesses that make new capital investment and create and/or retain jobs in the local community.
- Limited to 105 project designations statewide per biennium.
- This program is not the Texas Enterprise Fund (TEF) program.

City of Richardson, Texas



BACKGROUND

Businesses are no longer required to be located within an Enterprise Zone to participate in the Program.

Texas Enterprise Zones:

- Block groups designated by the U.S. Census with a 20%+ poverty level.
- Federally Designated Renewal Communities.
- Federally Designated Empowerment Zones.
- Unexpired local Enterprise Zones.
- State declared Distressed Counties.

City of Richardson, Texas



BACKGROUND

The City of Richardson is making **no additional incentive support commitment** through this nomination support process.

The City of Richardson has previously provided a "local-support" package for Fossil's significant retention/expansion:

- Real Property Tax Rebate
- Relocation Grant
- Tangible Personal Property Tax Rebate

Also

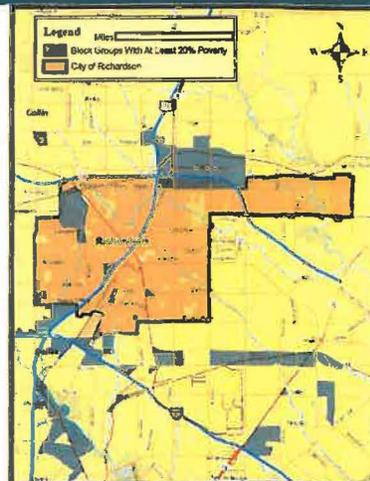
- Support for Texas Enterprise application

City of Richardson, Texas



STATE ENTERPRISE ZONES IN/NEAR CITY OF RICHARDSON

**Texas Enterprise
Zone Eligible
Areas**



City of Richardson, Texas



ELIGIBILITY CRITERIA

- A business may qualify for Enterprise Zone retention project incentives if any one of the following are true or planned:
 - The permanent employees of the business will be permanently laid off.
 - The business will close down permanently.
 - The business will relocate out-of-state.
 - The business facility has been legitimately destroyed or impaired because of a natural disaster.
 - The business is able to employ individuals in accordance with Section 2303.402.

City of Richardson, Texas



DEFINITION OF SECTION 2303.402

The qualified business is engaged in or has provided substantial commitment to initiate the active conduct of a trade or business in an enterprise zone, and at least 25 percent of the person's new employees in the enterprise zone are:

- (A) residents of any enterprise zone in this state; or
- (B) economically disadvantaged individuals;

OR

The qualified business is engaged in or has provided substantial commitment to initiate the active conduct of a trade or business in an area of this state that does not qualify as an enterprise zone, and at least 35 percent of the person's new employees at the qualified business site are:

- (A) residents of any enterprise zone in this state; or
- (B) individuals who are economically disadvantaged.

City of Richardson, Texas



SCORING OF PROJECT APPLICATIONS

Project designations are generally awarded on a first come first served basis. Due to the fact that applications are scored, it is important to maximize the application's score.

Factors considered include the following:

- Amount of capital investment.
- Jobs created or retained.
- Distress level of the community.
- Commitment to hire disadvantaged workers.
- Community contributions.

City of Richardson, Texas



POTENTIAL BENEFITS

Proposed Capital Investment Over 5-Year Period	Refund Dollars per Job	Maximum Created or Retained Jobs for Benefit	Maximum Refund Over 5-Year Period*
\$40,000 - \$399,999	\$2,500.00	10	\$25,000.00
\$400,000 - \$999,999	\$2,500.00	25	\$62,500.00
\$1,000,000 - \$4,999,999	\$2,500.00	125	\$312,500.00
\$5,000,000 - \$149,999,999	\$2,500.00	500	\$1,250,000.00
\$150,000,000 - \$249,999,999	\$5,000.00	500	\$2,500,000.00
\$250,000,000 +	\$7,500.00	500	\$3,750,000.00

* Less 3% administration fee charged by the Texas Economic Development Bank.

City of Richardson, Texas



NOMINATION PROCESS

- The State is authorized to award up to 105 projects per biennium (Sept 2011 – Aug 2013).
- The State accepts nominations on a quarterly basis – the next deadline is September 1, 2011.
- The State convenes a panel to score nominated projects and award designations.
- The City can nominate up to 6 projects per biennium.
- The County can nominate 6 projects, but can only use 3 within the Dallas city limits because it has a population of 750,000+.

City of Richardson, Texas



CITY'S PARTICIPATION

- The City Council has previously nominated Blue Cross Blue Shield and TriQuint Semiconductor Texas, LP for designation as State Enterprise Projects.
- On August 8, 2011, the City Council will consider an ordinance approving the nomination of Fossil Partners, LP for designation as a State Enterprise Project.

City of Richardson, Texas



STATE BENEFITS

- Designated projects are eligible for a refund of State sales and use tax based on the level of investment and job creation/retention.
- The State refund is for sales and use taxes paid on all taxable items used at the qualified business site.
- For single projects, the State refund is \$2,500 per job created/retained and filled by economically disadvantaged.

City of Richardson, Texas



FISCAL IMPACT

- An Enterprise Project Designation has no fiscal impact to the City. Therefore, the City will continue to receive its portion of the sales and use tax.
- No specific City incentive is initiated by this nomination action. This is a procedural action for a State of Texas - funded support program of a qualifying Richardson business.
- Nominating Fossil Partners, L.P. for designation as a State Enterprise Project promotes job retention/creation and expansion of local businesses, which provide good paying jobs.

City of Richardson, Texas



RECOMMENDATION

- The REDP recommends positive consideration and support of this ordinance nominating Fossil Partners, LP for designation as a State Enterprise Project.
- An agenda item for a Hearing & Ordinance consideration is proposed for the August 8, 2011 City Council meeting.



City of Richardson, Texas

Proposed Refinements,
West Spring Valley
PD Regulations



City Council Briefing
08/01/2011



1

WSV PD Ordinance

- May 9, 2011
- June 13, 2011
- Public Hearing and Adoption of PD Ordinance
- Correction of Scrivener's Errors
 - Minor mistake of a typographical nature/minor mapping error where a word is inadvertently misspelled, left out or added in to the text being drafted
 - Corrections do not change the legislative intent of the regulations

2

Refinement of WSV PD Ordinance

- Overview/Summary
 - Clarifications
 - Standardization of language
 - Reorganization of certain sections
 - Edits to tables, graphics
 - Other minor changes and improvements
- Work continues
 - Staff
 - City Attorney

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SECTION II. DEFINITIONS

- Add/Revise
 - Awning (revise)
 - Canopy (add)
 - Maintain (add)
 - Repair (add)



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SECTION III. GENERAL DISTRICT STANDARDS

- Clarify
 - Changes to permitted uses require
 - Revision to Appendix 1 (Permitted Uses)
 - Allow for an entire Subarea
 - OR
 - Major Modification
 - Allow on an individual piece of property

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SECTION III. GENERAL DISTRICT STANDARDS

TABLE 1. STREET AND BUILD-TO ZONE STANDARDS (IN FEET)

STREETS / BUILDING TYPE	AMENITY ZONE	SIDEWALK ZONE	SETBACK	BUILD-TO ZONE ¹	TOTAL DIMENSION
West Spring Valley and Coit Roads					
Patio Home, Duplex	10	12	14 ²	0-10	36-46
Townhome, Mixed Residential	10	12	14 ²	0-10	36-46
Live/Work, Mixed Use, Commercial	10	12	8	0-10 ³	30-40
Central Expressway Service Road					
Commercial	10	10	8	0-12 ¹	28-40
Internal Streets					
Patio Home, Duplex	6	6	14 ²	0-10	26-36
Townhome, Mixed Residential	6	6	14 ²	0-10	26-36
Live/Work, Mixed Use, Commercial	6	8	8	0-10 ³	22-32

Additional references to notes that follow the table

6

SECTION III. GENERAL DISTRICT STANDARDS

- For townhomes, patio homes, duplexes
 - Standardize exterior building material requirements and allowances for encroachments in front, side and rear setbacks for architectural features (two feet allowed for box windows, bay windows, fireplace, eaves, etc.)



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SECTION III. GENERAL DISTRICT STANDARDS

- For townhomes, patio homes, duplexes
 - Changes/clarifications regarding accessory structures
 - Add standards for private amenity centers



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SECTION VIII. SIGN STANDARDS

- Add District Identity Sign and standards



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SECTION VIII. SIGN STANDARDS

- Revise standards for monument signs
 - Option for internal illumination with Minor Modification
 - Revise material requirements for internally illuminated signs



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SECTION IX. REVIEW AND APPROVAL OF WSV DEVELOPMENT PLANS (formerly Administration)

- Add to Modifications
 - An application for a Modification that is denied may be resubmitted—with appropriate changes—in the same manner as the original application

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SECTION IX. REVIEW AND APPROVAL OF WSV DEVELOPMENT PLANS

Add to list of Minor Modification items (currently in the text, not on the list)

- Separation of business patrons from the sidewalk using a means other than planters or wrought iron fencing
- At-grade entryway for patio home or duplex dwelling unit if proposed as part of a senior housing development or ADA accessible living



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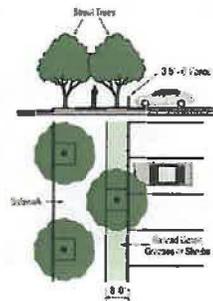
SECTION IX. REVIEW AND APPROVAL OF WSVC DEVELOPMENT PLANS

Add to the list of Minor Modification items (currently in the text, not on the list)

- Swing-entry garage due to site constraints for patio homes or duplexes



- Surface parking lot adjacent to a public sidewalk but less than eight feet behind the Build-to Line



13

SECTION IX. REVIEW AND APPROVAL OF WSVC DEVELOPMENT PLANS

Add to the list of Minor Modification items (new)

- Use of trees or other plant material not on the approved Street Tree list in *Appendix 2*
- Approval of handicap parking in accordance with Texas ADA standards



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SECTION X. NONCONFORMING ISSUES (formerly Administration)

- Create separate subsections for:
 - Nonconforming Use
 - Nonconforming Structure
 - Nonconforming Sign
 - Nonconforming Site Element (still discussing best term; improvement other than a use, structure, sign)



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SECTION X. NONCONFORMING ISSUES

- Add provisions for Nonconforming Site Element
 - Apply similar provisions as for structures, but do not allow expansion
 - Same limitations on reconstruction after damage/ destruction (50% threshold)

16

SECTION X. NONCONFORMING ISSUES

- Nonconforming structure, sign or site element
 - Allow demolition of all or a portion (administrative review)
 - Prohibit reconstruction once demolished



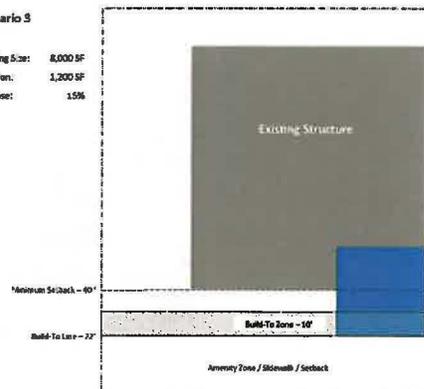
17

SECTION X. NONCONFORMING ISSUES

- Create separate subsection for Expansion of Nonconforming Structure and reorganize

Scenario B

Building Size: 8,000 SF
Addition: 1,200 SF
Increase: 15%



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Appendix 1. Permitted Uses

- Add retail uses
 - Optical goods store
 - Cellular phone and accessory sales
 - Barber, beauty shop, day spa, including skin and nail services

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Appendix 5. Design Guidelines

- Revise references to awnings/canopies



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Schedule

- CC work session
- CPC work session
- CPC public hearing
- CC public hearing
- August 1, 2011
- August 16, 2011
- September 6, 2011
- September 19, 2011 (tentative)

**SUMMARY OF PROPOSED REFINEMENTS – WSVL PD ORDINANCE
City Council Briefing 08/01/2001**

Clarifications
Standardization of language
Reorganization of certain sections

Edits to tables, graphics
Other minor changes, improvements

SECTION II. DEFINITIONS

Add/Revise

- Awning (revise)
- Canopy (add)
- Maintain (add)
- Repair (add)

SECTION III. GENERAL DISTRICT STANDARDS

Clarify

- Proposed changes to permitted uses require revision to Appendix 1 (Permitted Uses) or Major Modification
- Table 1 (addition of column)

TABLE 1. STREET AND BUILD-TO ZONE STANDARDS (IN FEET)

STREETS / BUILDING TYPE	AMENITY ZONE	SIDEWALK ZONE	SETBACK	BUILD-TO ZONE ¹	TOTAL DIMENSION
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Townhome, Mixed Residential	6	6	14 ²	0-10	26-36
Live/Work, Mixed Use, Commercial	6	8	8	0-10 ³	22-32

Additional references in table to notes that accompany the table

For townhomes, patio homes, duplexes:

- Standardize exterior building material requirements and allowances for encroachments in front, side and rear setbacks for architectural features (two feet allowed for box windows, bay windows, fireplace, eaves, etc.)
- Changes/clarifications regarding accessory structures (small storage buildings)
- Add standards for private amenity centers

SECTION VIII. SIGN STANDARDS

Add District Identity Sign and standards

Revise standards for Monument Signs (sign materials, option for internal lighting of sign box or individual letters)

SECTION IX. REVIEW AND APPROVAL OF WSVC DEVELOPMENT PLANS (new title)

Add to Modifications

- An application for a Modification that is denied may be resubmitted—with appropriate changes—in the same manner as the original application
- Add items to list of Minor Modifications (some new; most already in the text of the ordinance but not previously included in the list)
 - Separation of business patrons from the general public on a sidewalk using a means other than planters or wrought iron fencing;
 - At-grade entryway for patio home or duplex dwelling unit if proposed as part of a senior housing development or ADA accessible living;
 - Swing-entry garage due to site constraints for patio homes or duplexes;
 - Location of a surface parking lot adjacent to a public sidewalk but less than eight feet behind the Build-to Line on a street or public open space;
 - Use of trees or other plant material not on the approved Street Tree list in *Appendix 1 (new)* ;
 - Use of a stamped version of brick, stone or cobbles as a paving material in certain locations;
 - Appropriateness of the tree row and fencing buffer separating a surface parking lot from the adjacent sidewalk.
 - Use of neon as an exterior lighting source;
 - External lighting for signage other than as specified;
 - Internal lighting for monument signs, subject also to approval of the Building Official and compliance with other applicable codes (new);
 - Approval of handicap parking in accordance with Texas ADA standards (new).

SECTION X. NONCONFORMING ISSUES

Create separate subsections for:

- Nonconforming Use
- Nonconforming Structure
- Nonconforming Sign
- Nonconforming Site Element (best term still under discussion; improvement other than a use, structure, sign)

Nonconforming structure, sign or site element

- Allow demolition of all or a portion with plan approval (administrative plan review)
- Prohibit reconstruction once demolished
- Nonconforming site element
 - Apply similar provisions as for structures, but no expansion
 - Limitations on reconstruction after damage/destruction

Create separate subsection for Expansion of Nonconforming Structure and reorganize

APPENDIX 1. PERMITTED USES

Add

- Optical goods store
- Cellular phone and accessory sales
- Barber, beauty shop, day spa, including skin and nail services

APPENDIX 5. DESIGN GUIDELINES

Revise

- References to awnings, canopies

Task	Proposed Date
CC work session	Monday, August 1, 2011
CPC work session	Tuesday, August 16, 2011
Mail notice of CPC public hearing	Friday, August 26, 2011
Deadline for DMN publication	Thursday, September 1, 2011 (10:00 AM)
Publish notice of CC public hearing	Friday, September 2, 2011
CPC public hearing	Tuesday, September 6, 2011
CC public hearing	Monday, September 19, 2011 (<i>Special meeting on work session night</i>)
Adopt ordinance	