

City Council Work Session Handouts

July 23, 2012

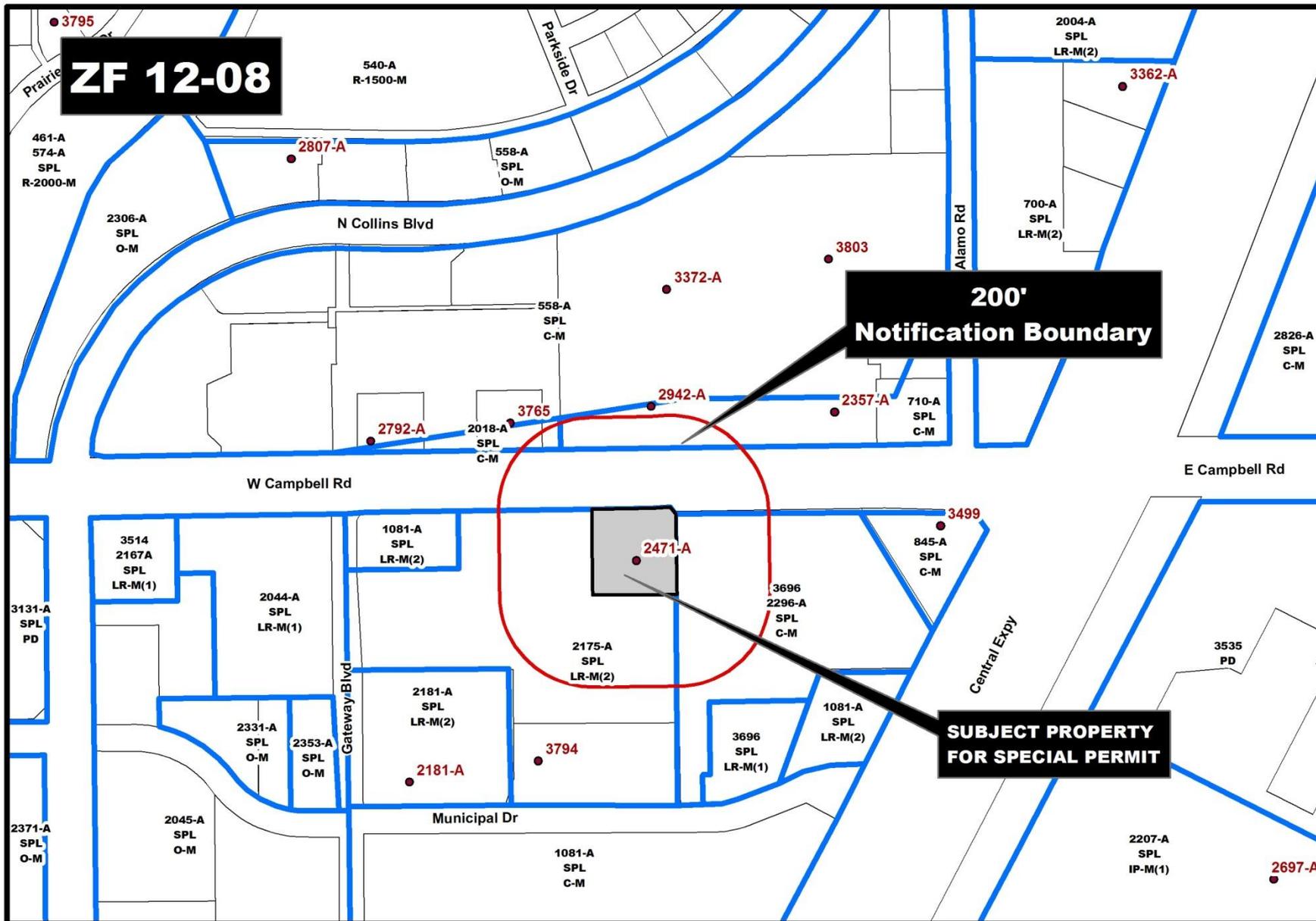
- I. Review and Discuss Zoning File 12-08
- II. Sign Control Board Minutes of July 11, 2012 Meeting
- III. Review and Discuss the report for a petition turned into the City Secretary on July 5, 2012
- IV. Review and Discuss the West Spring Valley Road Rehab Project
- V. Review and Discuss the 2012 Corporate Challenge Program
- VI. Review and Discuss the Baseball League and Tournament Activity in Richardson

City Council Worksession



July 23, 2012

Meeting Begins at 6:00 P.M.

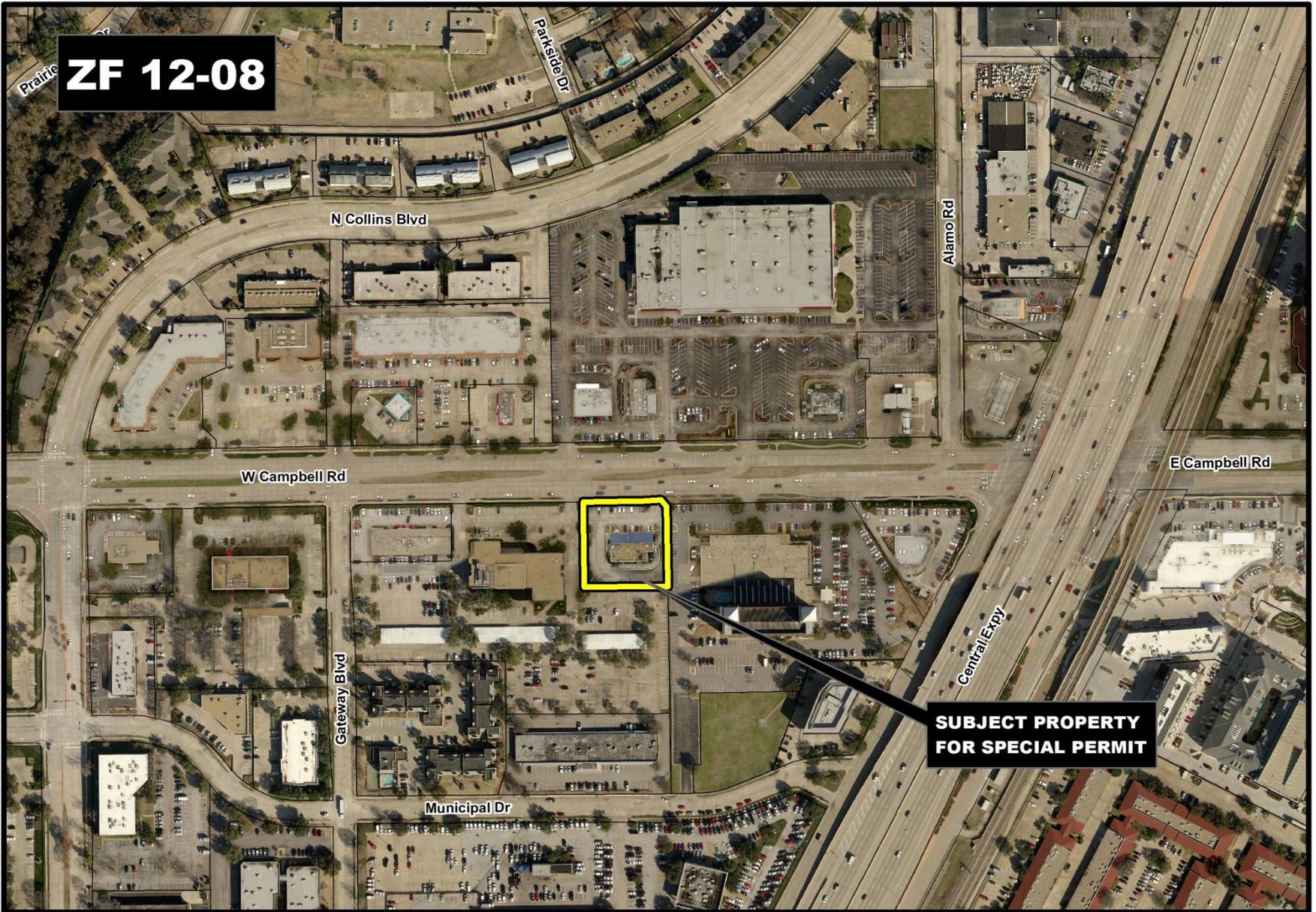


ZF 12-08 Notification Map

Updated By: shacklett. Update Date: June 12, 2012
 File: DSM\Mapping\Cases\Z\2012\ZF1208\ZF1208 notification.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 12-08 Aerial Map

Updated By: shacklett.c Update Date: June 12, 2012
File: DS\Mapping\Cases\Z\2012\ZF1208\ZF1208_ortho.mxd

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TREE HOTEL

METROBANK

Campbell Road

Oblique Aerial
Looking South

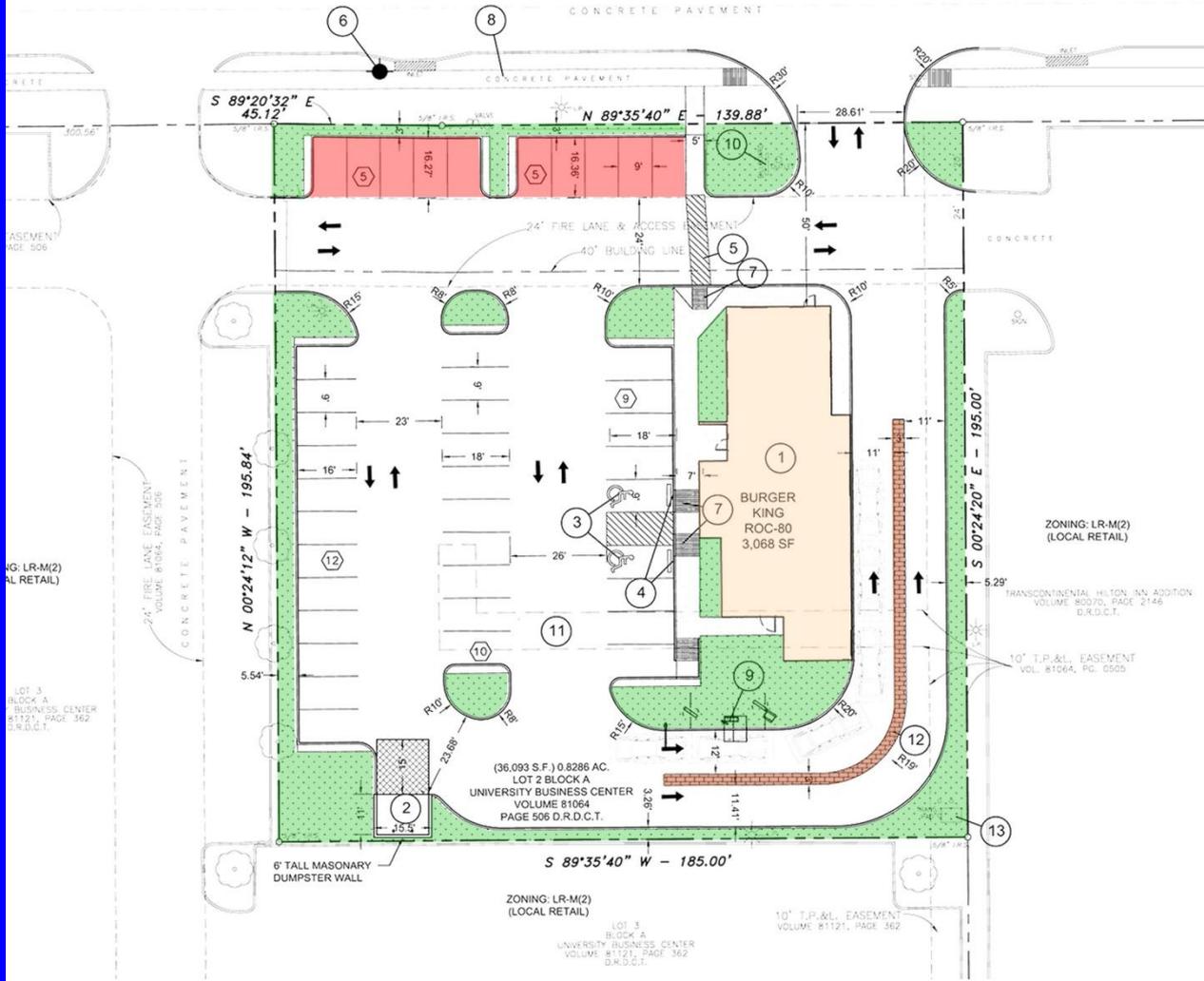
ORIGINAL BUY ONE
BURGER KING

METROBANK

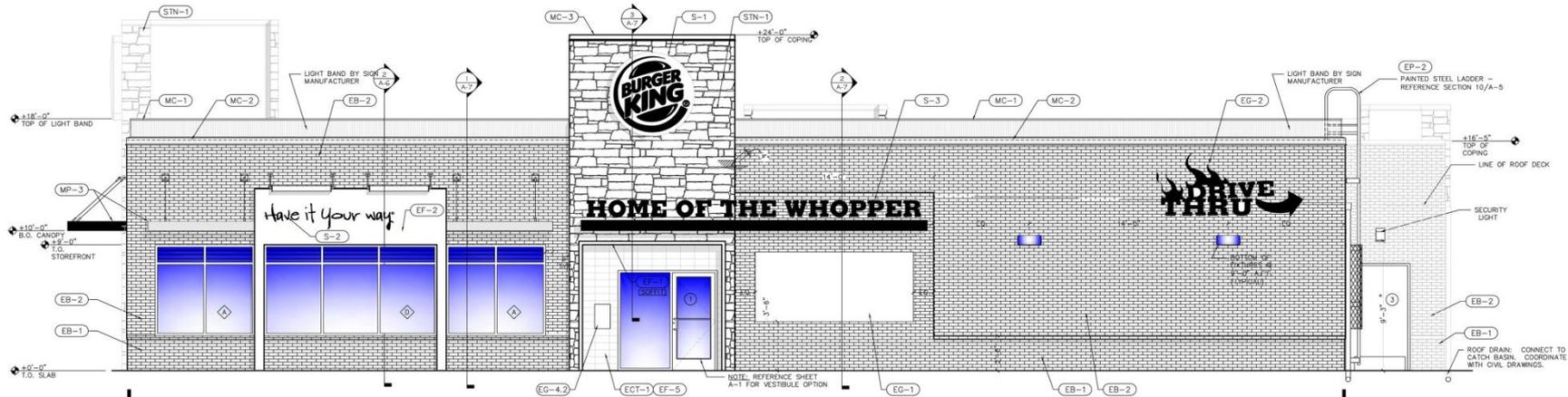


ZONING CHARTER REQUIRED

W. CAMPBELL ROAD



Zoning Exhibit



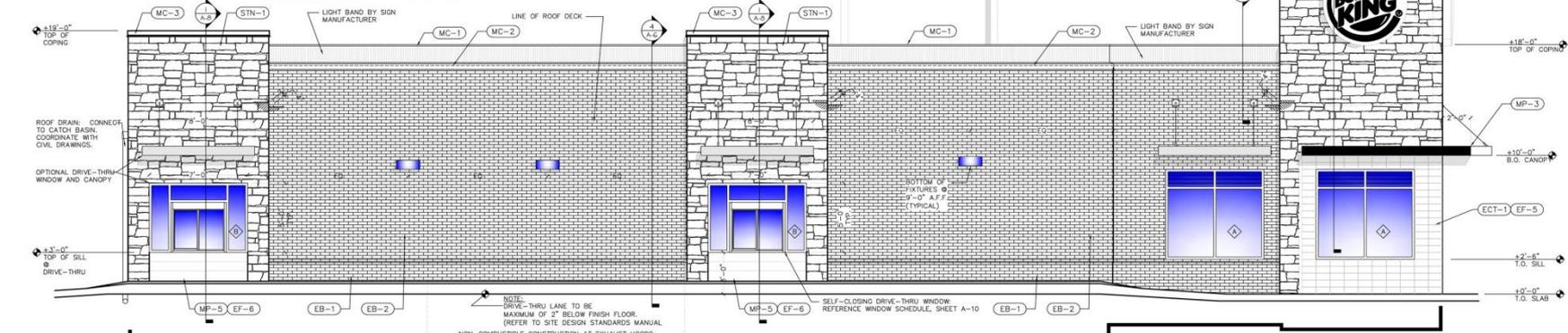
1 WEST ELEVATION
SCALE: 1/4" = 1'-0"

WEST SIDE ELEVATION	
TOTAL FACADE AREA	1584.14 S.F.
TOTAL GLAZING AND DOORS	292.23 S.F.
TOTAL WALL AREA S.F. W/O WINDOWS OR DOORS	1341.91 S.F.
PRIMARY MATERIALS	
REQUIRED BRICK/STONE DEVELOPMENT (1341.91x.85)	1140.62 S.F.
EB-1 & EB-2 BRICK	1114.15 S.F. 83.02%
STN-1 STONE	182.82 S.F. 13.88%
TOTAL PRIMARY MATERIALS	1297.07 S.F. 96.93%
SECONDARY MATERIALS	
MAX ALLOWED (1341.91 X .15)	201.28 S.F.
ECT-1 CERAMIC WALL TILE	14.88 S.F. .08%
TOTAL SECONDARY MATERIALS PROVIDED	44.84 S.F. .03%

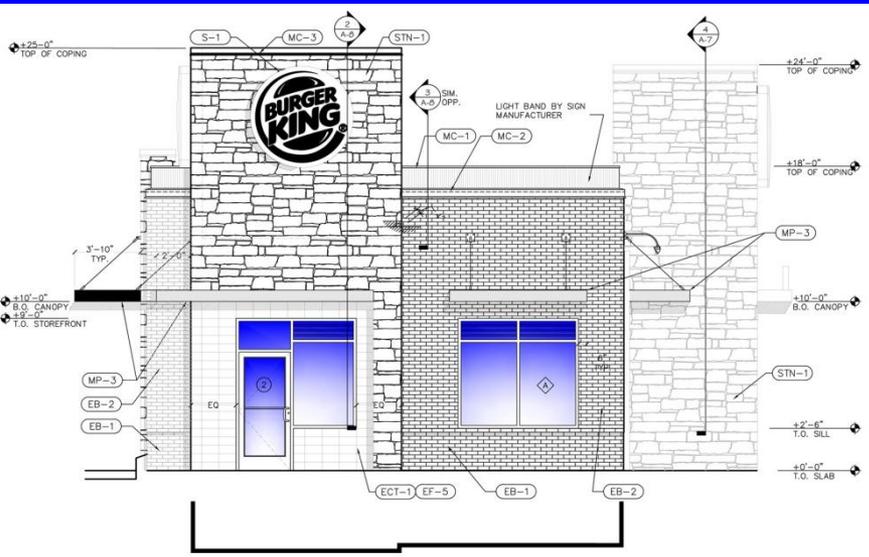
EAST SIDE ELEVATION	
TOTAL FACADE AREA	1593 S.F.
TOTAL GLAZING AND DOORS	191.0 S.F.
TOTAL WALL AREA S.F. W/O WINDOWS OR DOORS	1432.01 S.F.
PRIMARY MATERIALS	
REQUIRED BRICK/STONE DEVELOPMENT (1432.01x.85)	1217.20 S.F.
EB-1 & EB-2 BRICK	908.50 S.F. 63.44%
STN-1 STONE	430.83 S.F. 28.65%
TOTAL PRIMARY MATERIALS	1334.50 S.F. 94.09%
SECONDARY MATERIALS	
MAX ALLOWED (1432.01 X .15)	214.80 S.F.
ECT-1 CERAMIC WALL TILE	84.60 S.F. .06%
MP-3 METAL PANEL	30.0 S.F. .02%
TOTAL SECONDARY MATERIALS PROVIDED	84.50 S.F. .06%

GENERAL NOTES:
 1. SIGNAGE FOR ILLUSTRATIVE PURPOSES ONLY. SUBJECT TO COMMUNITY SERVICES APPROVAL.
 2. ILLUMINATED BAND TO BE PART OF CPC/CC APPROVAL AND NOT TO BE CALCULATED AS PART SIGNAGE.

2 EAST ELEVATION
SCALE: 1/4" = 1'-0"

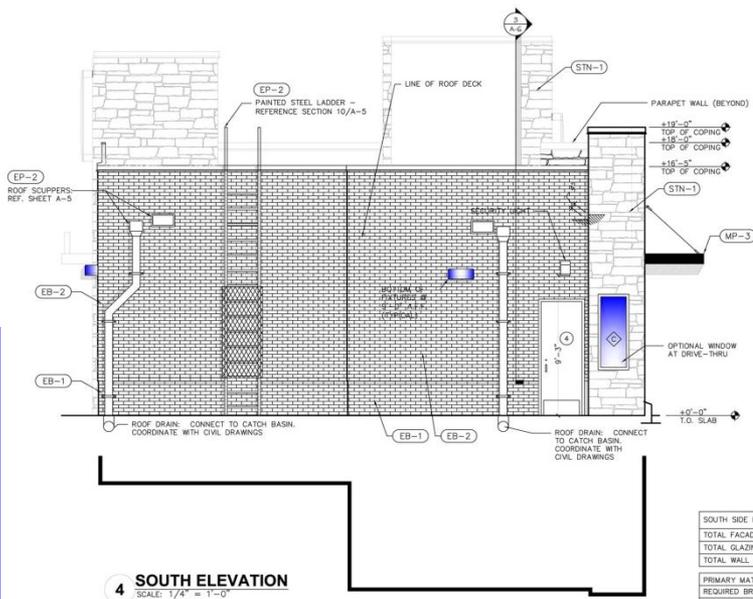


Building Elevations (West & East)



3 NORTH ELEVATION
SCALE: 1/4" = 1'-0"

NORTH SIDE ELEVATION:	
TOTAL FACADE AREA	750.92 S.F.
TOTAL GLAZING AND DOORS	99.0 S.F.
TOTAL WALL AREA S.F. W/O WINDOWS OR DOORS	651.92 S.F.
PRIMARY MATERIALS:	
REQUIRED BRICK/STONE DEVELOPMENT (651.92X.85)	554.13 S.F.
EB-1 & EB-2: BRICK	204.0 S.F. 31.29%
STN-1: STONE	395.66 S.F. 60.69%
TOTAL PRIMARY MATERIALS	599.66 S.F. 91.98%
SECONDARY MATERIALS:	
MAX. ALLOWED (651.92 X.15)	97.78 S.F.
ECT-1: CERAMIC WALL TILE	52.26 S.F. .08%
MP-5: METAL PANEL	0 S.F. 0%
TOTAL SECONDARY MATERIALS PROVIDED	52.26 S.F. .08%



4 SOUTH ELEVATION
SCALE: 1/4" = 1'-0"

SOUTH SIDE ELEVATION:	
TOTAL FACADE AREA	582.0 S.F.
TOTAL GLAZING AND DOORS	33.0 S.F.
TOTAL WALL AREA S.F. W/O WINDOWS OR DOORS	549.0 S.F.
PRIMARY MATERIALS:	
REQUIRED BRICK/STONE DEVELOPMENT (549.0X.85)	466.65 S.F.
EB-1 & EB-2: BRICK	491.0 S.F. 89.43%
STN-1: STONE	58 S.F. 10.56%
TOTAL PRIMARY MATERIALS	549.0 S.F. 100%
SECONDARY MATERIALS:	
MAX. ALLOWED (549.01 X.15)	82.35 S.F.
ECT-1: CERAMIC WALL TILE	0 S.F. 0%
MP-5: METAL PANEL	0 S.F. 0%
TOTAL SECONDARY MATERIALS PROVIDED	0 S.F. 0%

Building Elevations (North & South)



1 – Looking East along Campbell Road



**2 – Looking West along
Campbell Road**



**3 – Looking Southwest from
Subject Property**



**4 – Looking East along
Rear Property Line**



**5 – Looking North along
East Property Line**



**6 – Looking North across
Campbell Road**

TOWN OF ADDISON, TEXAS

RESOLUTION NO. R12-014

A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS SUPPORTING THE ELECTION OF COUNCIL MEMBER BRUCE ARFSTEN AS ALTERNATE TO THE AGGREGATED POSITION OF REPRESENTATIVE TO THE REGIONAL TRANSPORTATION COUNCIL OF THE NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS, WHICH FRACTIONAL ALLOCATION MEMBERSHIP IS SHARED BY THE TOWN WITH THE CITIES OF RICHARDSON, MURPHY, SACHSE, AND WYLIE; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Governor of the state of Texas, in an attempt to fulfill the requirements of the Federal Aid Highway Act of 1973, on April 18, 1974, designated the North Central Texas Council of Governments as the metropolitan planning organization for transportation planning and the Regional Transportation Council (“RTC”) is the decision-making group for regional transportation policy for the Dallas-Fort Worth urbanized area; and

WHEREAS, the RTC is comprised of representatives of local governments in the Dallas-Fort Worth metropolitan area, either by direct membership or representation, who make recommendations involving the regional transportation system to the counties and cities, the State of Texas, and the authorities for all modes of transportation; and

WHEREAS, representation on the RTC among those local governments is, as set forth in its Bylaws and Operating Procedures (the “Bylaws”), pursuant to a formula based on demographic data, with some cities having one or more representatives and other cities being combined as a group and having a single representative; and

WHEREAS, for purposes of RTC representation, the Town of Addison, Texas (the “City”) is, under the Bylaws, combined in a group with the Cities of Richardson, Wylie, Sachse, and Murphy (the City and each of Richardson, Wylie, Sachse and Murphy being collectively the “Cities”), and together the Cities have a single RTC representative who is Laura Maczka, Mayor Pro Tem for the City of Richardson; and

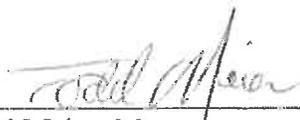
WHEREAS, the City Council desires that Council Member Bruce Arfsten be elected to serve as an alternate RTC representative in the event of the absence or disability of Laura Maczka.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:

Section 1. The City Council does hereby support the election of and vote for Council Member Bruce Arfsten to serve as Alternate to the Regional Transportation Council of the North Central Texas Council of Governments.

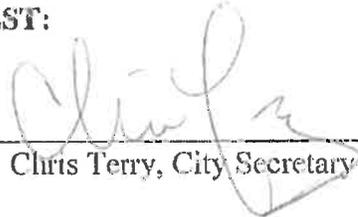
Section 2. This Resolution shall take effect upon its passage and approval.

PASSED AND APPROVED by the City Council of the Town of Addison, Texas, on this the 18th day of June, 2012.



Todd Meier, Mayor

ATTEST:

By: 

Chris Terry, City Secretary

APPROVED AS TO FORM:

By: 

John Hill, City Attorney

Bruce Arfsten, Deputy Mayor Pro Tempore



Contact Information

Phone: 972-450-7027

Email: barfsten@addisontx.gov

Bruce Arfsten has lived in Addison since 2003 and moved to North Texas in 1990 from Oklahoma City. Since 1993, he has been actively selling residential real estate in the Dallas/Fort Worth market including several years in new home sales. He worked in the residential division of Henry S. Miller until its acquisition by Coldwell Banker and is currently with the RE/MAX Premier office in North Dallas. Prior to his real estate career, Bruce spent seven years in hospitality management in Oklahoma and Texas.

Bruce enjoys living in Addison Place subdivision, adjacent to North Addison Park where he takes his yellow Labrador Retriever, Zoe, for her daily walk(s). He also enjoys flying, photography, and golf.

Bruce Arfsten's Addison and community involvement includes:

- Planning & Zoning Commissioner
- Charter Review Commissioner
- Citizen Academy Graduate
- Rotary International, Addison Midday Club
- Angel Flight South Central Volunteer Pilot
- Big Brothers Big Sisters of North Texas
- Toastmasters International

**City of Richardson Sign Control Board
July 11, 2012 Meeting**

SCB Case # 12-07
McDonald's Restaurant
170 West Campbell Road

Applicable Ordinances

- ❖ Chapter 18, Article I, Section 18-5 Prohibited Signs
 - ❖ (4) Digital display devices showing any printed message may be allowed only by a special permit of the sign control board.

- ❖ Chapter 18, Article III, Section 18-102 Monument Signs
 - ❖ (3) Monument signs shall be limited to a height of 6 feet or less and an area of 35 square feet for a single-use sign.

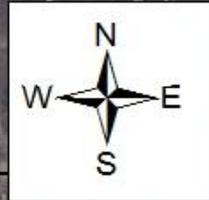
Requested Variance

- ❖ Erect a digital display.
- ❖ Construct a 61 sq. ft., 10 ft. tall monument sign.

Reason for request

- ❖ Seeking a more standardized McDonald's monument sign for the area.

SCB Case #12-07: 170 W Campbell Road



Subject Property

W Campbell Rd

W Campbell Rd

Alamo Rd

Surrounding Zoning
250 feet from proposed sign:
Subject Property: C-M
West: C-M
South: L-R (2)



Westbound



Eastbound



Existing Sign

49 sq. ft., 8' tall



06-29-2012 15:12

Proposed Sign
61 sq. ft., 10' tall



Example of Proposed Sign

Sign Control Board Action

- ❖ SCB 12-07 was denied by the Sign Control Board by a vote of 7-0.

SCB Case # 12-08
The Egg & I Restaurant
930 East Campbell Road

Applicable Ordinances

- ❖ Chapter 18, Article IV, Section 18-124; Office, technical office and industrial districts.
 - ❖ The office, technical office and industrial use districts include all zoning classifications designated for office, technical office and industrial usage: Minor signs, window signs, traffic-related signs, temporary promotional signs, major freestanding signs, major attached signs.

Requested Variance

- ❖ Erect a monument sign at an Industrial zoned property.

Reason for request

- ❖ Multiple tenant building without access to a monument sign.

Zoning within 250 feet
of the proposed Sign:
Industrial and Commercial

Commercial



Proposed Sign

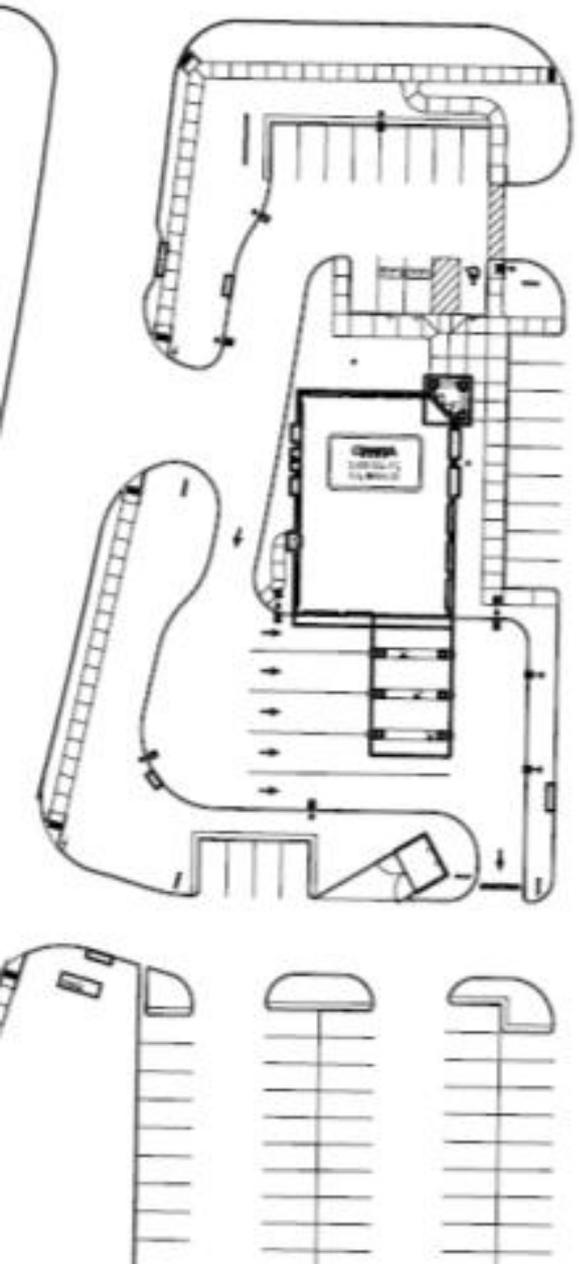
E Campbell Rd

E Campbell Rd

Filman Dr

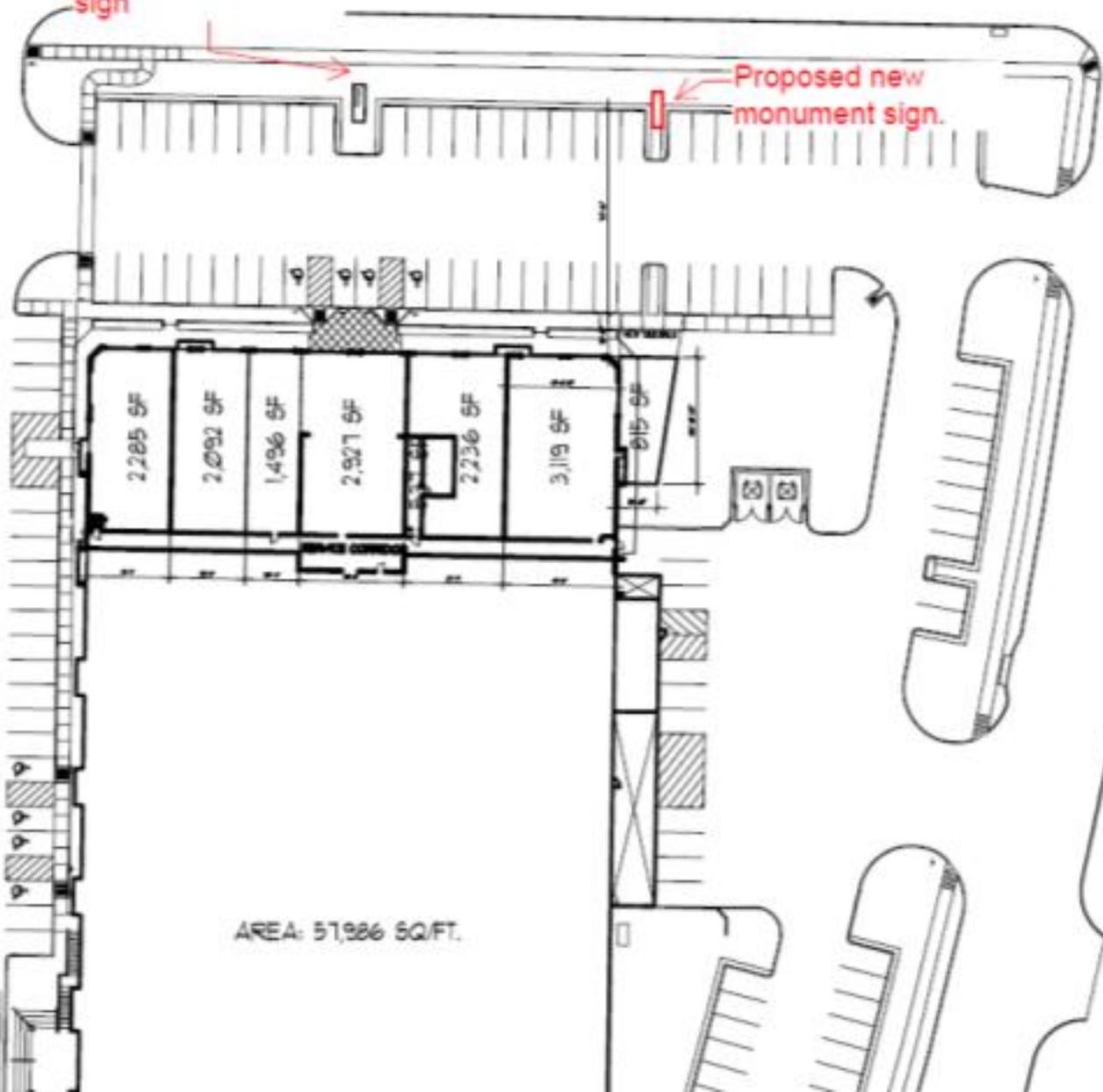
930 E. Campbell Rd.





Existing Monument sign

Proposed new monument sign.



AREA: 51,986 SQ.FT.

Westbound



07.11.2012 10:07

Eastbound



07.11.2012 10:05

Existing Attached Sign



Existing Monument Sign

930



Proposed Sign
26 sq. ft., 5' tall



The
EGG&I
Breakfast & Lunch



Sign Control Board Action

- ❖ SCB 12-08 was approved unanimously by the Sign Control Board.

SCB Case # 12-09
7-Eleven
4180 East Renner Road

Applicable Ordinances

- ❖ Chapter 18, Article I, Section 18-5(4) Prohibited Signs.
 - ❖ Digital display devices showing any printed message may be allowed only by a special permit of the sign control board.

Requested Variance

- ❖ Erect a digital display device.

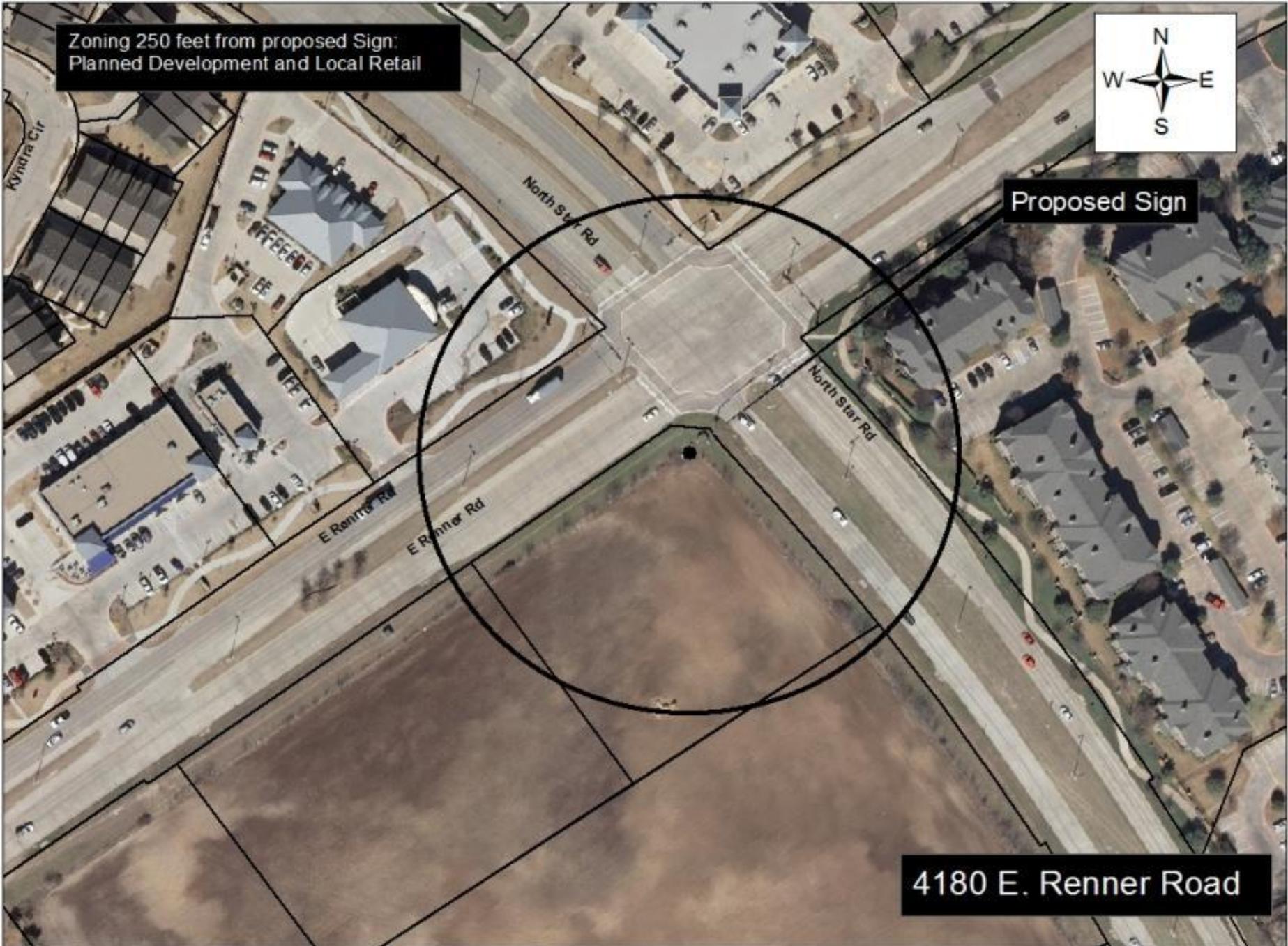
Reason for request

- ❖ Want to be able to change the pricing on the pumps and pole sign at the same time.

Zoning 250 feet from proposed Sign:
Planned Development and Local Retail



Proposed Sign



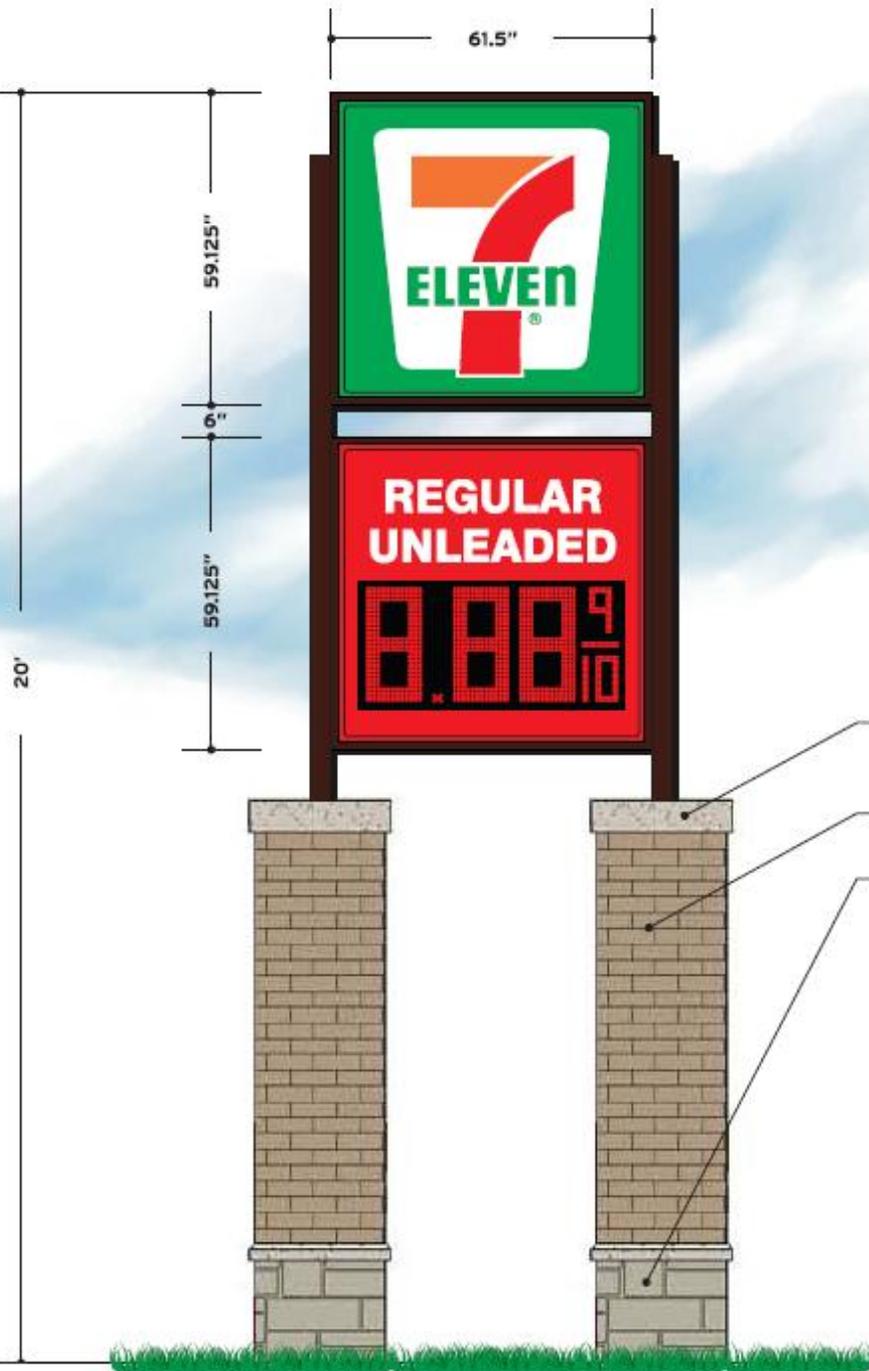
4180 E. Renner Road



Rendering of Site

Proposed Sign

50.5 sq. ft., 20' tall



HIGH-IMPACT EIFS COLOR TO MATCH ADJACENT BUILDINGS

BRICK COLOR TO MATCH ADJACENT BUILDINGS

STONE VENEER COLOR TO MATCH ADJACENT BUILDINGS

Sign Control Board Action

- ❖ SCB 12-09 was approved unanimously by the Sign Control Board.

**City of Richardson Sign Control Board
July 11, 2012 Meeting**

REPORT AND CERTIFICATION OF THE CITY SECRETARY

A petition was filed in the City Secretary's Office on July 5, 2012 containing the following statement:

"To the Mayor and City Council of the City of Richardson ("City"), we the undersigned registered voters of the City of Richardson, Texas, under Section 9.004 of the Texas Local Government Code, hereby petition for an election to amend the Charter of the City of Richardson"

The petition consisted of 397 pages and was submitted with 4,556 signatures.

Under state law the City Charter may be amended by initiative of the City Council adopting an ordinance calling an election on proposed amendments, or by petition, if a petition is submitted and signed by a number of qualified voters of the City equal to at least five percent of the number of qualified voters of the municipality, or 20,000, whichever number is the smaller.

Dallas County and Collin County election records indicate that there were 49,966 qualified voters in the City as of the date of the filing of the petition. Thus, the petition must be submitted by and signed by at least 2,499 qualified voters of the City.

As Deputy City Secretary of the City of Richardson, Texas, I have in the performance of the duties of my office, reviewed the Petition submitted to and filed in the office of the City Secretary on July 5, 2012 requesting the City Council to call an election for the qualified voters of the City to consider amendments proposed by the petition to amend the City Charter to provide for the direct election of the office of the Mayor. A copy of the petition and the signature pages are on file in the office of the City Secretary.

The office of the City Secretary, in addition to the normal duties of that office, reviewed and verified petition signatures over a period of eight days. I have confirmed and verified that the petition was submitted by and contains the signatures of 3,051 qualified voters of the City. Accordingly, I hereby certify that the petition has been submitted by and signed by 2,499 qualified voters of the City as required by state law. The City Council is required by state law to adopt an ordinance calling for an election for the next available uniform election date which is November 6, 2012 for the purpose of the citizens of Richardson voting "for" or "against" the proposed charter amendments submitted by the petitioners.


Vickie Schmid, TRMC
Deputy City Secretary
City of Richardson
Collin County and Dallas County, Texas



WEST SPRING VALLEY ROAD REHAB PROJECT

Bridge Enhancement Projects

CITY COUNCIL BRIEFING: JULY 23, 2012

Agenda

- Project Background
- West Spring Valley Corridor Vision
- Refined Bridge Concept
- Discussion
- Next Steps

Project Background

W. Spring Valley Corridor Reinvestment Strategy

- Catalyst Project 1: West Spring Valley Road Improvements
 - Make enhancements to public realm that will increase surrounding property values by changing the overall perception of the Corridor.
 - Transportation & Pedestrian Improvements
 - Median Improvements
 - Crosswalk Improvements

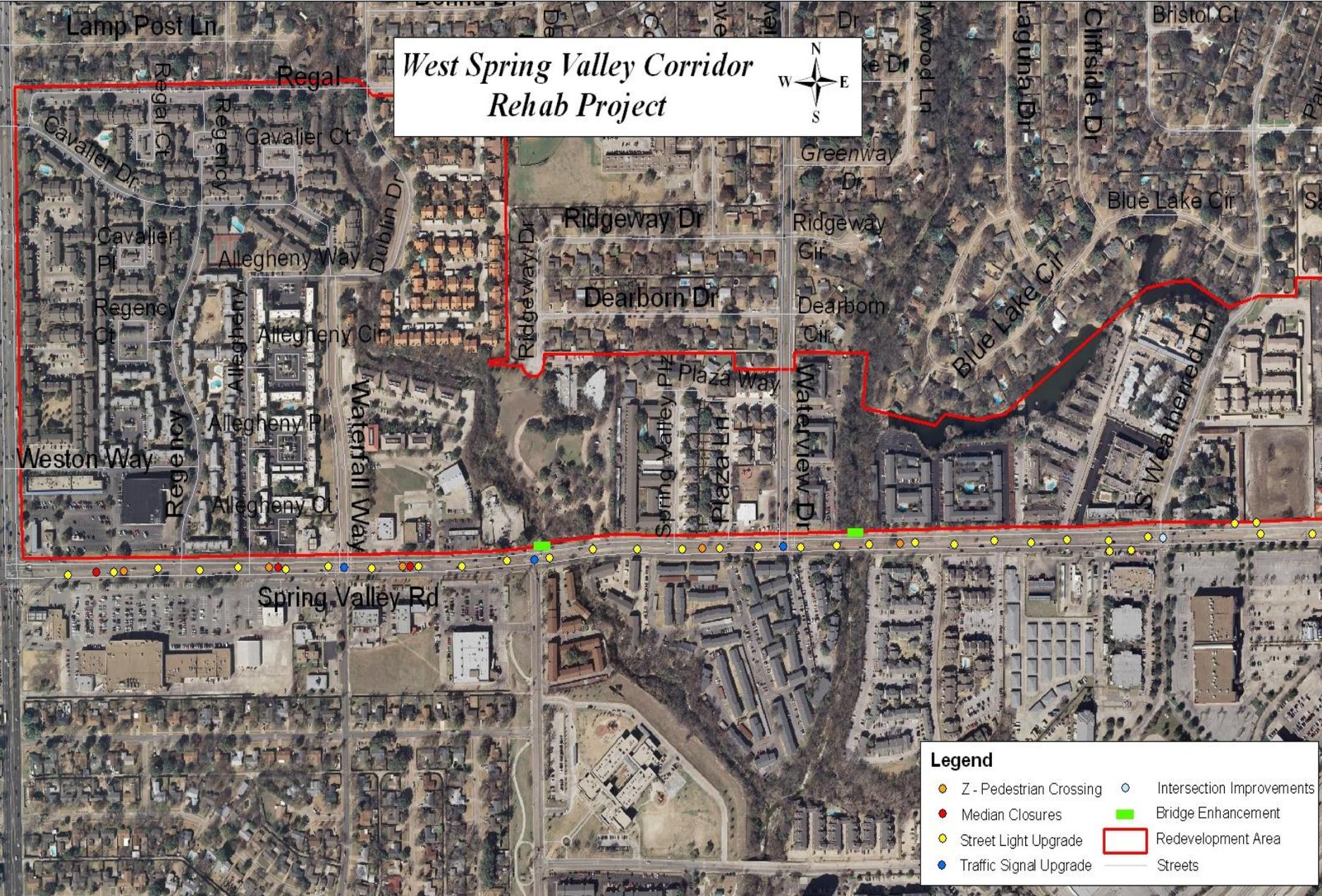
Rehab Project Background

- W. Spring Valley Rehabilitation Project
 - Dallas County / Cities of Richardson & Dallas / COG project
 - Dallas County lead agency for design and construction
 - Design for the project is 40% complete
 - Project Specific Agreement with Dallas County pending
 - Need to finalize bridge concepts

Project Scope

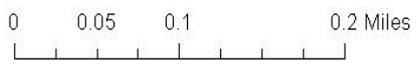
Pavement Repair, including: Street, Curbs, Approaches, Sidewalks
Weathered Intersection Improvements, including, Signal Upgrade and Left & Right Lanes
Cottonwood Creek Culvert Design & Construction
Z pedestrian crossings (5)
Median closures (3)
Street Light Upgrade to Shoe Box (44)
Traffic Signal Improvements (3) at Waterfall Way, Maham, Waterview Drive
Hunt Branch Culvert Design and Construction Work – Required due to revised FEMA Flood Maps
Asphalt Overlay

West Spring Valley Corridor Rehab Project



Legend

- Z - Pedestrian Crossing
- Median Closures
- Street Light Upgrade
- Traffic Signal Upgrade
- Intersection Improvements
- Bridge Enhancement
- Redevelopment Area
- Streets



Funding

Funding Source	Amount
Dallas County (2005 Major Capital Improvement Program)	\$2,727,000
City of Richardson (2006 & 2010 G.O. Bond)	\$1,895,000
City of Richardson (2012 Certificate of Obligation)*	\$500,000
City of Dallas	\$236,000
COG (Finalized in Spring 2012)	\$2,700,000
Total Funding	\$8,058,000
Total Estimated Cost	\$8,058,000

*Funding was dedicated by City Council in April 2012.

Briefing History

- February 2001 – Overview of W. Spring Valley Corridor initiatives, including plans to expand on planned rehab project
- October 2012 – Reviewed initial renderings during Cottonwood Creek Neighborhood Vitality Projects briefing
- April 2012 – Reviewed refined renderings, including:
 - Four bridge concepts
 - Pedestrian lighting
 - Street lighting and traffic signal poles

West Spring Valley Urban Design – Preferred Concepts



Concept 3



Concept 4

West Spring Valley Corridor Vision

West Spring Valley Corridor Vision



WEST SPRING VALLEY CORRIDOR - BRIDGES

7.23.2012



Richardson, Texas

West Spring Valley Design Guidelines

STREETSCAPE ELEMENTS Streetscape Guidelines

STREETSCAPE ELEMENT	DESIGN / MATERIALS	DIMENSIONS	SPACING / PLACEMENT	REFERENCE IMAGES
<p>62</p> <p>LANDSCAPE GUIDELINES</p> <p>BENCH</p>	<p>ALL METAL (STEEL OR ALUMINUM) W/ POLYESTER POWDER COAT FINISH GROUND MOUNTED COLOR: DARK GREY OR BLACK</p>	<p>6' LONG W/ BACK AND ARM REST VERTICAL OR HORIZONTAL 1 1/2" WIDE SLATS</p>	<p>AS REQUIRED</p>	
<p>LANDSCAPE GUIDELINES</p> <p>TREE GRATE</p>	<p>CAST IRON BAKED OIL FINISH</p>	<p>6'X6' SQUARE MAXIMUM 1/2" VERTICAL & HORIZONTAL SLOTS</p>	<p>AS REQUIRED</p>	
<p>PEDESTRIAN LIGHT</p>	<p>ROUND 4" DIAMETER POLE ROUND BASE COVER POWDER COAT FINISH COLOR: DARK GREY OR BLACK</p>	<p>12' HIGH POLE</p>	<p>50' TO 70' O.C.</p>	
<p>TRASH RECEPTACLE</p>	<p>ALL METAL STEEL OR ALUMINUM W/ POLYESTER POWDER COAT FINISH SWING-OUT SIDE OPENING HINGED DOOR COLOR: DARK GREY OR BLACK</p>	<p>24" DIAMETER 40" HIGH MIN. 36 GALLON CAPACITY VERTICAL 1 1/2" SLATS</p>	<p>AS REQUIRED</p>	

63
LANDSCAPE GUIDELINES

OCTOBER 10, 2011

WSVC PD: APPENDIX 5 | DESIGN GUIDELINES

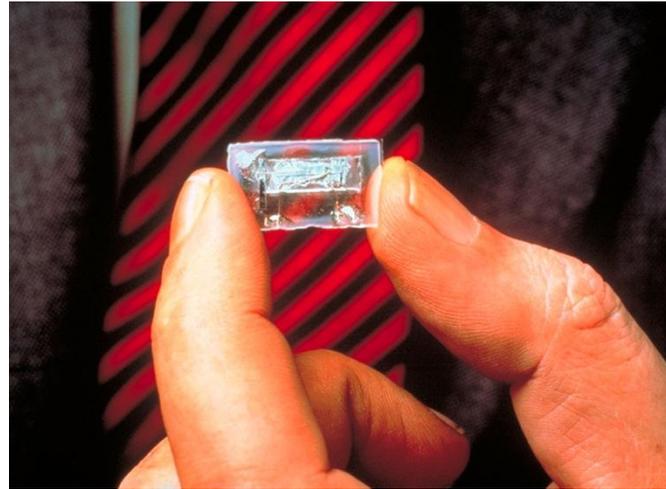
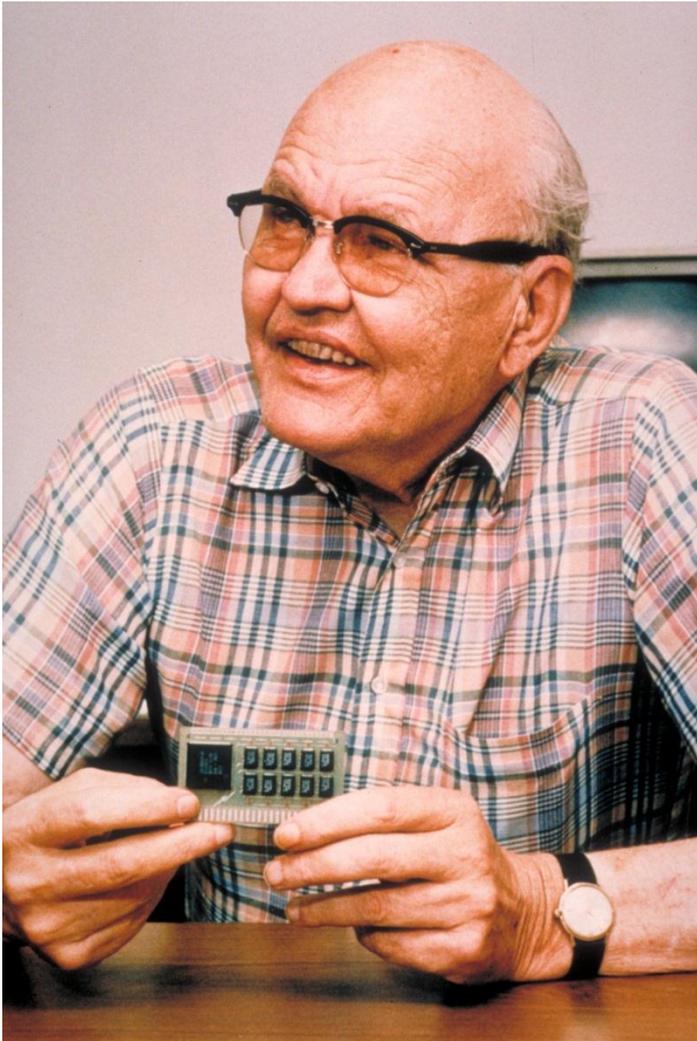
West Spring Valley Design Guidelines

STREETSCAPE ELEMENTS *Streetscape Guidelines*

STREETSCAPE ELEMENT	DESIGN / MATERIALS	DIMENSIONS	SPACING / PLACEMENT	REFERENCE IMAGES
<p>64</p> <p>LANDSCAPE GUIDELINES</p> <p>PLANTER</p>	<p>ROUND TAPERED PRECAST CONCRETE/CAST STONE PLANTERS COLOR:NATURAL GRAY CONCRETE</p>	<p>40" DIAMETER APROX. 18" OR 30" HIGH</p>	<p>GROUPS OF THREE MINIMUM, SPACE PERMITTING</p>	
<p>LANDSCAPE GUIDELINES</p> <p>BIKE RACK</p>	<p>ROUND STEEL POWDER COAT FINISH EMBEDDED COLOR: DARK GREY OR BLACK</p>	<p>APROX. 25"-28" WIDE APROX 27"-32" HIGH</p>	<p>AS REQUIRED</p>	
<p>BOLLARD</p>	<p>ROUND PRECAST CONCRETE COLOR:NATURAL GRAY CONCRETE FINISH OR POWDER COAT STEEL DARK GREY OR BLACK</p>	<p>12" DIAMETER 33" HIGH</p>	<p>AS REQUIRED</p>	

65
LANDSCAPE GUIDELINES

Urban Design Precedents



Images Courtesy of Texas Instruments

Technology



WEST SPRING VALLEY CORRIDOR - BRIDGES

7.23.2012



Richardson, Texas

Refined Bridge Concept

Refined Bridge Concept

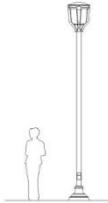
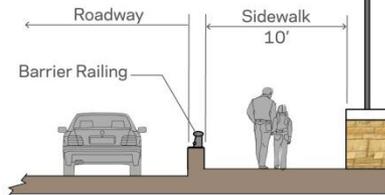
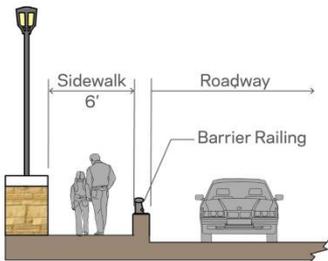
Existing Condition



Key Map



Section



Plan



Elevation



Perspective



Refined Bridge Concept – Perspective



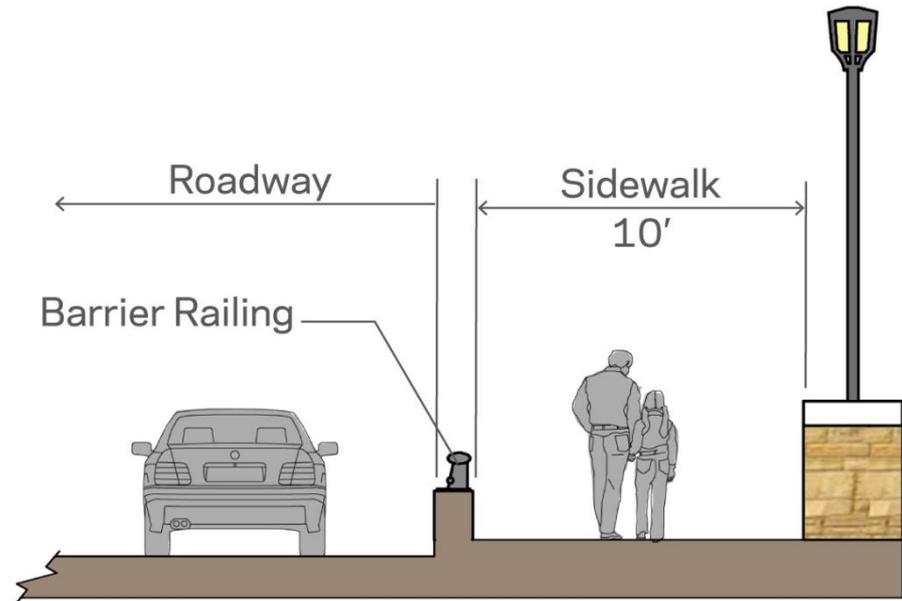
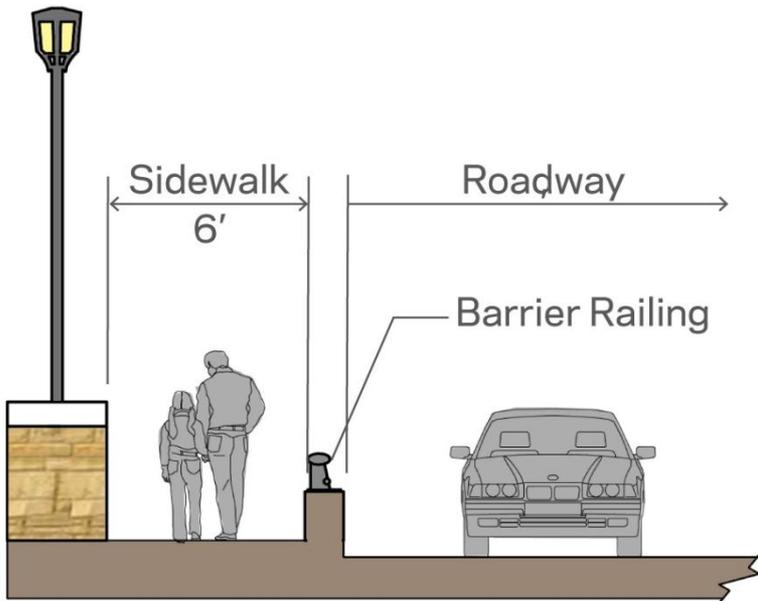
WEST SPRING VALLEY CORRIDOR - BRIDGES

7.23.2012



Richardson, Texas

Refined Bridge Concept – Section

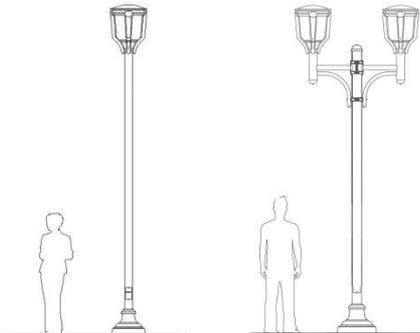


Refined Bridge Concept – Lighting

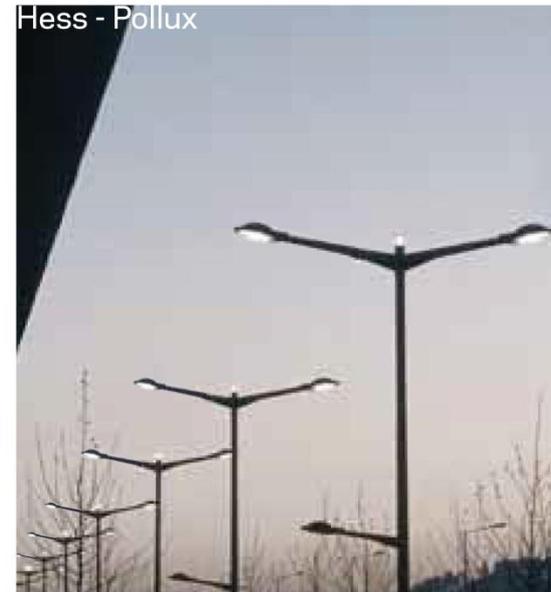
Ornamental Light



Lumec - Zenith



Street Light



Hess - Pollux



Refined Bridge Concept – Alternative Wall Treatments

Alternative A



Alternative B



Staff Recommended Concept



WEST SPRING VALLEY CORRIDOR - BRIDGES

7.23.2012



Richardson, Texas

Discussion

Next Steps

- City Council consensus on design elements
- Finalize Project Specific Agreement with Dallas County
 - City Council approval required
 - Future Consent Agenda
- Continue working with Dallas County to progress plans
 - Currently 40%



WEST SPRING VALLEY CORRIDOR BRIDGES





City Council Work Session

July 23, 2012



Who's New

- **The Beck Group**
- **Burns & McDonnell Engineering**
- **Ebby Halliday Realtors – Richardson Team**
- **General Electric** – Brought in by Jeremy Thomason of
Richardson Park & Recreation Commission
- **KBM Group**
- **Layered Tech**
- **Markit**
- **Mustang Technology Group**
- **PrimeLending**
- **The Heart Hospital Baylor Plano**
- **Texas Capital Bank – Richardson**
- **Baylor Health Care System**



2012 PARTICIPATING COMPANIES





Calendar of Events

12 SUNDAY AUGUST	13 MONDAY AUGUST	14 TUESDAY AUGUST	15 WEDNESDAY AUGUST	16 THURSDAY AUGUST	17 FRIDAY AUGUST	OPENING CEREMONY THE GREAT WALK GALATYN PLAZA	18 SATURDAY AUGUST	VOLLEYBALL SPORTSPLEX@ VALLEY VIEW
19 SUNDAY AUGUST	20 MONDAY AUGUST	21 TUESDAY AUGUST	22 WEDNESDAY AUGUST	23 THURSDAY AUGUST	24 FRIDAY AUGUST	BASKETBALL UT DALLAS & SPORTSPLEX@ VALLEY VIEW	25 SATURDAY AUGUST	BASKETBALL SPORTSPLEX@ VALLEY VIEW
26 SUNDAY AUGUST	27 MONDAY AUGUST	28 TUESDAY AUGUST	29 WEDNESDAY AUGUST	30 THURSDAY AUGUST	31 FRIDAY AUGUST		1 SATURDAY SEPTEMBER	THE GREAT RIDE
2 SUNDAY SEPTEMBER	3 MONDAY SEPTEMBER	4 TUESDAY SEPTEMBER	5 WEDNESDAY SEPTEMBER	6 THURSDAY SEPTEMBER	7 FRIDAY SEPTEMBER	TEXAS HOLD'EM CIVIC CENTER	8 SATURDAY SEPTEMBER	KICKBALL BRECKINRIDGE
9 SUNDAY SEPTEMBER	10 MONDAY SEPTEMBER	11 TUESDAY SEPTEMBER	12 WEDNESDAY SEPTEMBER	13 THURSDAY SEPTEMBER	14 FRIDAY SEPTEMBER	SOCCER UT DALLAS	15 SATURDAY SEPTEMBER	GOLF SHERRILL PARK GOLF COURSE DIV A, B & BB
16 SUNDAY SEPTEMBER	17 MONDAY SEPTEMBER	18 TUESDAY SEPTEMBER	19 WEDNESDAY SEPTEMBER	20 THURSDAY SEPTEMBER	21 FRIDAY SEPTEMBER	BADMINTON UT DALLAS DIV C	22 SATURDAY SEPTEMBER	BADMINTON UT DALLAS DIV B & BB - AM DIV D & E - PM
23 SUNDAY SEPTEMBER	24 MONDAY SEPTEMBER	25 TUESDAY SEPTEMBER	26 WEDNESDAY SEPTEMBER	27 THURSDAY SEPTEMBER	28 FRIDAY SEPTEMBER	SOFTBALL HUFFHINES BALLFIELDS	29 SATURDAY SEPTEMBER	SOFTBALL HUFFHINES BALLFIELDS
30 SUNDAY SEPTEMBER	1 MONDAY OCTOBER	2 TUESDAY OCTOBER	3 WEDNESDAY OCTOBER	4 THURSDAY OCTOBER	5 FRIDAY OCTOBER	DARTS CIVIC CENTER DIV A & C	6 SATURDAY OCTOBER	
7 SUNDAY OCTOBER	8 MONDAY OCTOBER	9 TUESDAY OCTOBER	10 WEDNESDAY OCTOBER	11 THURSDAY OCTOBER	12 FRIDAY OCTOBER	WOMEN'S 3/3 BASKETBALL SPORTSPLEX@VALLEYVIEW	13 SATURDAY OCTOBER	BOWLING AMF RICHARDSON DIV D & E - 10AM DIV C & BB- 2 PM DIV A & B - 6 PM
14 SUNDAY OCTOBER	15 MONDAY OCTOBER	16 TUESDAY OCTOBER	17 WEDNESDAY OCTOBER	18 THURSDAY OCTOBER	19 FRIDAY OCTOBER	CLOSING UNDER THE BIG TOP! GALATYN PLAZA		



The Great Ride – September 1st





Event Venues

- ✦ **Bikinis Sports Bar & Grill**
- ✦ **The Billiard Den**
- ✦ **Return to Lake Lavon**
- **Adventure Landing**
- **The Holiday Inn**
- **Loos Natatorium**
- **Main Event Plano**
- **AMF Richardson**
- **Richardson ISD**
- **Richardson Civic Center**
- **Sherrill Park Golf Course**
- **The Sportsplex at Valleyview**
- **University of Texas at Dallas**



Division A
Baylor Health Care System
BlueCross BlueShield of Texas
Dallas Sheriff's Department
General Electric
L3 Communications
PepsiCo
Raytheon
Richardson ISD
Samsung
Southwest Airlines

Division B
Cisco Systems
City of Richardson
Fossil
ISN
Lennox International
Rockwell Collins
The Heart Hospital Baylor Plano
TriQuint Semiconductor, Inc.

Division BB
AmerisourceBergen SpecialtyGroup
Argo Data
Beck Group
CA
Concentra, Inc.
Hilton
Markit
Pioneer Natural Resources
PrimeLending
UT Dallas



Division C

A-Team (Anritsu/QuickScores)

Raytheon - EO Innovations

Freese and Nichols

GENBAND

Hill & Wilkinson

PFSWeb, Inc.

Regus Management Group

Texas Capital Bank

Division D

Air System Components

Availity

Companion Data Services

Convergys

ETC

FM Global

Insight

SOURCE, Inc.

Division E

Burns & McDonnell

Ebby Halliday Realtors

Esurance

Integra Realty/Nationwide

KBM Group

Layered Tech

Mustang Technology Group

Zynga with Friends



Opening Ceremony – August 17th







Special Olympics of Texas



- Since the Corporate Challenge began 14 years ago, \$1,032,000 has been given to Special Olympics Texas by corporate challenge employees and corporation contributions.

- In 2011, \$172,000 contributed

- 25% goes to the Richardson Roadrunners organization

- 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 14 years and are honored to have such generous and amazing support.."

- Alice Brimelow, Special Olympics Texas



Closing Ceremony – October 19th

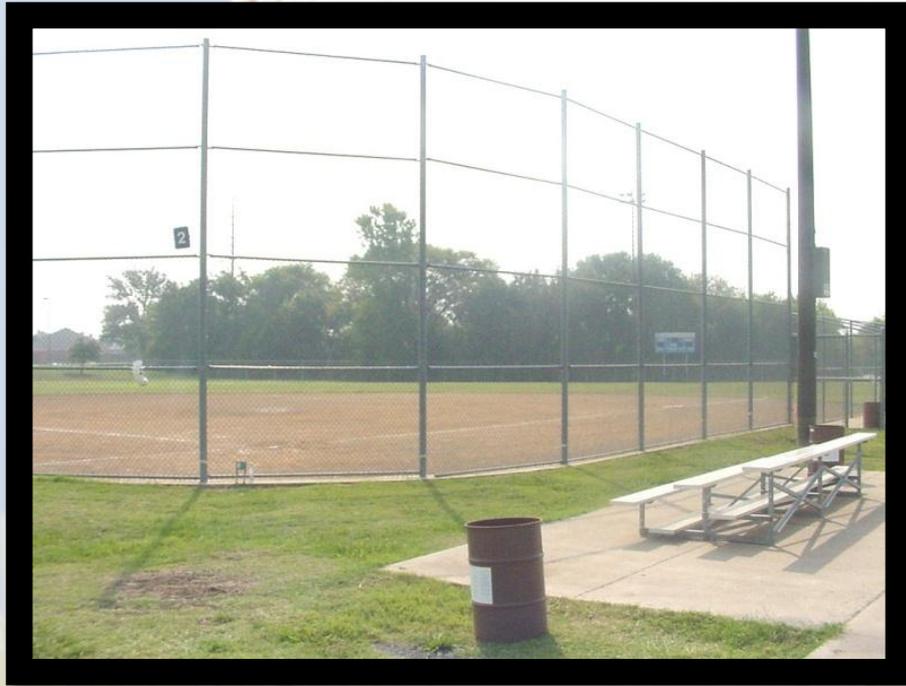


BASEBALL LEAGUE & TOURNAMENT ACTIVITY IN RICHARDSON



City Council Work Session
July 23, 2012

BRECKINRIDGE BALL PARK BACKGROUND



- Initially set up as a 2 field softball park.
- Accommodated Adult/Senior softball league play, and Corporate Challenge Horseshoes competition.

BALL FIELD USAGE



- **Current Richardson Youth Associations include:**
 - Spring Valley Athletic Association - (4/15-6/30 and 9/1-10/30)
 - Dallas Parochial League - (4/1-5/31)
 - Home School Athletic Association - (1/10-3/30 and 9/1-10/30)
 - Canyon Creek Christian Academy - (2/1 – 3/30)
 - RISD Fall Ball - (September-October)
- **City staffs goal is to continue to assist current youth associations in league usage and opportunities by using Keffler Baseball Complex as Richardson’s destination baseball park and using former game fields located in neighborhood parks as practice facilities and over flow game sights.**

“BUILD IT & THEY WILL COME”



- **The 2011 addition of spectator shade structures at Breckinridge and Huffhines Ball Parks accounted for a dramatic increase of spectator participation.**

BALL FIELD VERSATILITY



- Breckinridge Park is currently capable of hosting 9 year old to adult baseball leagues and tournaments.
- A minimum of two base distances and pitching distances are accounted for on each field.
- All 4 fields can accommodate the 14U age group which is currently the most requested field dimension for large tournaments.

YOUTH ASSOCIATION PLANS FOR EXPANSION



- SVAA future baseball plans include targeting expansion and advertising in the north east region of Richardson which is currently considered an under served market due to the lack of baseball youth association awareness.
- Home School Athletic Association has used Keffler Baseball Complex as their home park since its completion and the Home School group has hosted a Varsity and Junior Varsity tournament the past 2 years; includes teams from Arkansas, Oklahoma, and Louisiana to participate against our Richardson baseball teams. The field capabilities with the additional fields made this possible.
- Canyon Creek Christian Academy has reestablished their baseball program in 2011.

BRECKINRIDGE BASEBALL TOURNAMENT HISTORY

- **2010 - Ball Park Grand Opening 10/16**
(Inaugural Tournament - NCBA Gulf Coast Invitational 10/22-10/24)
- **2011 - 9 Tournaments**
- **2012 - 15 Tournaments**



TOURNAMENT REVENUE



- **2010 - \$500**
 - 1 tournament including 11 teams/165 players.
- **2011 - \$12,150**
 - 9 tournaments including 153 teams/2,295 players.
- **2012 - \$18,900**
 - 7 tournaments to date. Including 184 teams/2,760 players.

TOURNAMENT ECONOMIC IMPACT



Sales Estimates for Group Business

GROUP(S)	HOTEL	DATES	ATTN	ROOM NIGHTS	ROOM RATE	ROOM REVENUE	F & B REVENUE	TOTAL REVENUE
3				369		\$ 32,841	\$ 3,690	\$ 36,531
Triple Crown	Hyatt	May		37	\$ 89.00	\$ 3,293	\$ 370	\$ 3,663
Triple Crown	Hyatt	June		65	\$ 89.00	\$ 5,785	\$ 650	\$ 6,435
Triple Crown	Hyatt	July		267	\$ 89.00	\$ 23,763	\$ 2,670	\$ 26,433

- Triple Crown is a good example of the Hotel usage a successful tournament can bring to a City in Room Nights and Food & Beverage.

BASEBALL TOURNAMENT POTENTIAL



- Addition of portable pitching mounds to convert Huffhines Softball Complex to a 4 field baseball complex will help to draw larger state and national sized tournaments to Richardson as early as 2013.

BASEBALL LEAGUE & TOURNAMENT ACTIVITY IN RICHARDSON SUMMARY



- **City staff is committed to the promotion and growth of baseball in Richardson through our local youth serving associations including SVAA and HSAA.**
- **When the schedule permits, Keffler Baseball Complex and Huffhines Softball Complex will be an excellent venue for hosting overnight guests in Richardson through State and National Baseball Tournaments.**