

City Council Work Session Handouts

January 14, 2013

- I. Review and Discuss the Sign Control Board Minutes of the January 9, 2013 Meeting
- II. Review and Discuss the State of the University of Texas at Dallas
- III. Review and Discuss the Sidewalk Continuity Survey

**Sign Control Board Meeting
January 9, 2013**

Background

- ❑ The recent enhancements to Chapter 18 of the Code of Ordinances permit electronic messaging centers by right on monument and pole signs.
- ❑ If a property owner wishes to replace his/her existing monument or pole sign with a electronic messaging device, entirely or in part, said sign application can be processed via our regular standard operating procedures provided all other applicable regulations are met.

Background

- ❑ When an existing monument or pole sign does not meet all other applicable regulations, as a result of a previous variance being granted for instance, the sign application cannot be processed via our regular standard operating procedures.
- ❑ A new request for a variance to the current regulations must be made so that the appropriateness of the electronic messaging device can be considered along with the non-conforming features of the sign.

SCB Case 13-01
Warming Hut
331 N. Central Expy.

SCB 13-01



Residential

Apartment

Office

Subject Sign

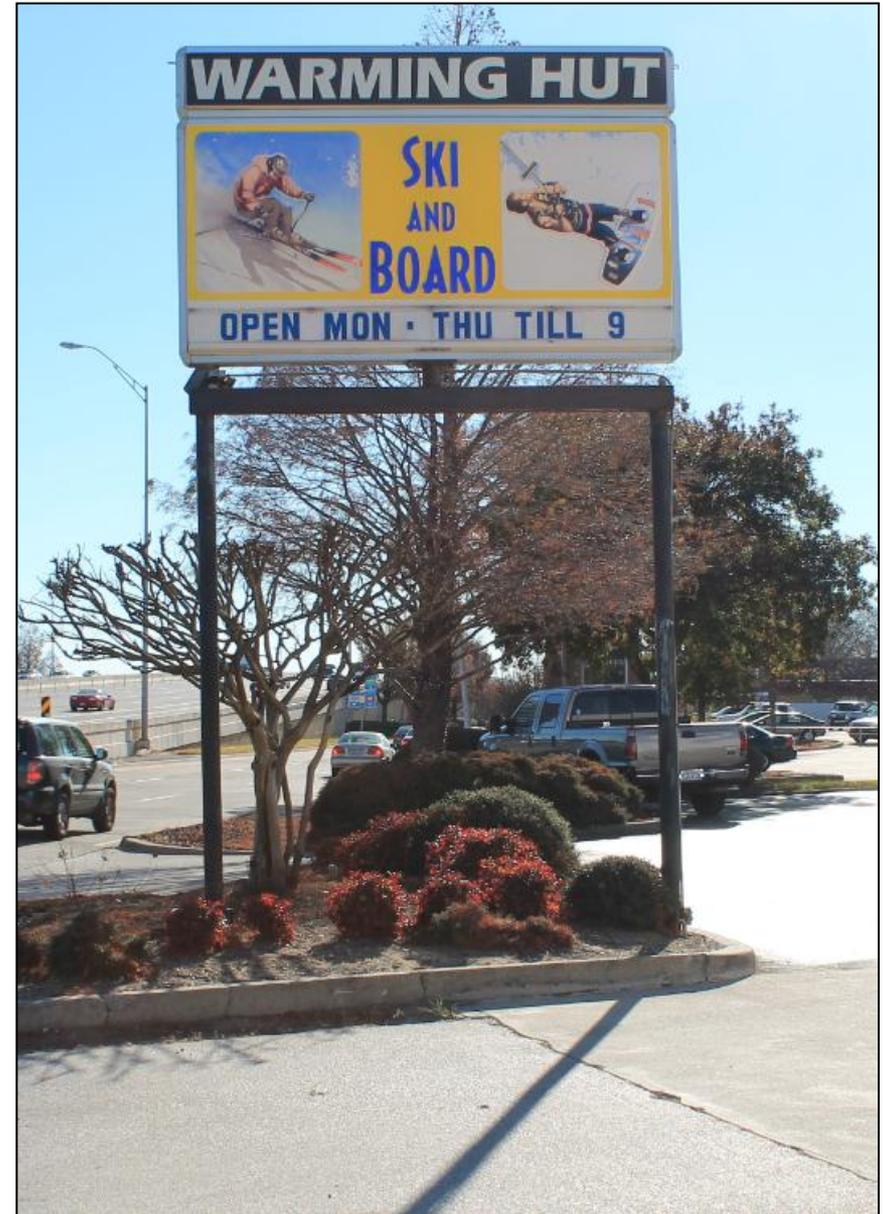
Zoning 250 feet from the subject sign;
North and South - Commercial
West - Residential, Apartment, and Office
East - Central Expy



Existing Sign

- ❑ Height: 18'
- ❑ Size: 60 sq. ft.
- ❑ Variance:
 - ❑ Granted June 4, 1975
 - ❑ 12' setback from adjacent property to the north.

** No Setback is required from adjacent public property (southbound Central Service Road) but the sign cannot be in an easement or create a visibility obstruction.*



Applicable Ordinance

□ Chapter 18, Article III, Section 18-96

(23) Pole Sign;

(d) Location:

(ii) Pole signs must be located a minimum of 30 feet from an adjoining private property line.

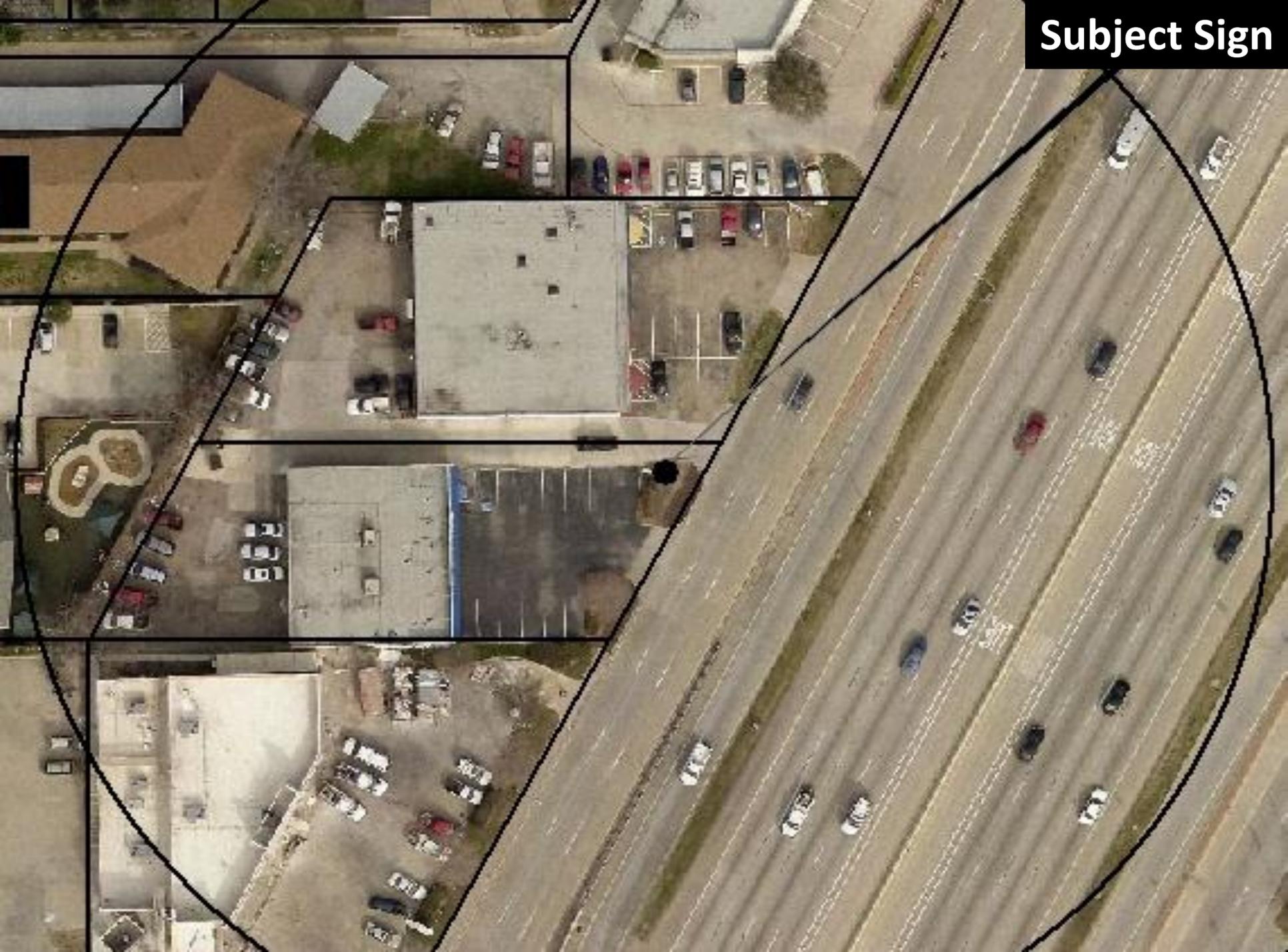
Requested Variance

- Allow a pole sign to be located 12 feet from the adjoining private property line.

Reason for request

- ❑ If the sign is placed 30 feet from the adjoining private property it will overhang the parking lot and the support pole would be on the edge of a landscape island where it could be damaged by vehicles turning into the parking lot.

Subject Sign





Looking Southwest



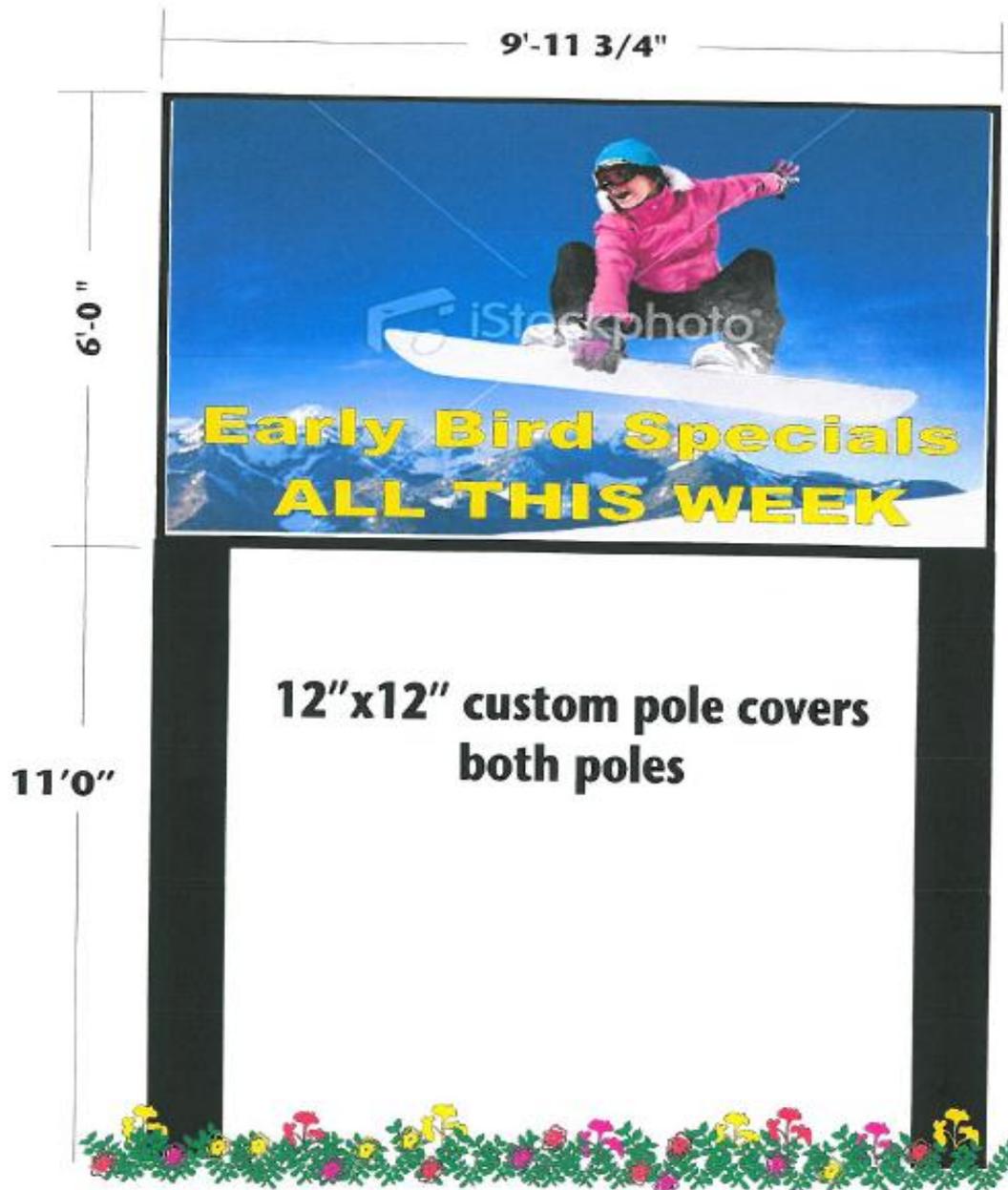
Looking East

WARMING HUT
SKI AND BOARD
20 50% OFF SALE!

Glass

Looking North

Proposed Sign



Sign Control Board Action

- ❑ The Sign Control Board voted unanimously to approve SCB Case 13-01.
- ❑ One letter of opposition was received from a residential property owner who resides in Richardson Heights.

SCB Case # 13-02
Texas Instruments
300 W. Renner Rd.

Applicable Ordinance

□ Chapter 18, Article III, Section 18-96

(18) Monument Sign;

(b) Size:

(i) Single-use Monument Signs: 40 square feet in area, 6 feet in height.

Requested Variance

- ❑ Allow a 8'6" tall, 55 square foot monument sign at the northwest corner of Alma and W. Renner.
- ❑ Allow a 7' tall monument sign at the entrance off of W. Renner.

Reason for Request

- ❑ Similar in size to the existing monument signs.
- ❑ The existing signs are outdated and do not reflect the new Texas Instruments brand identification.



Alma Rd

PD - Apt

Office

Industrial

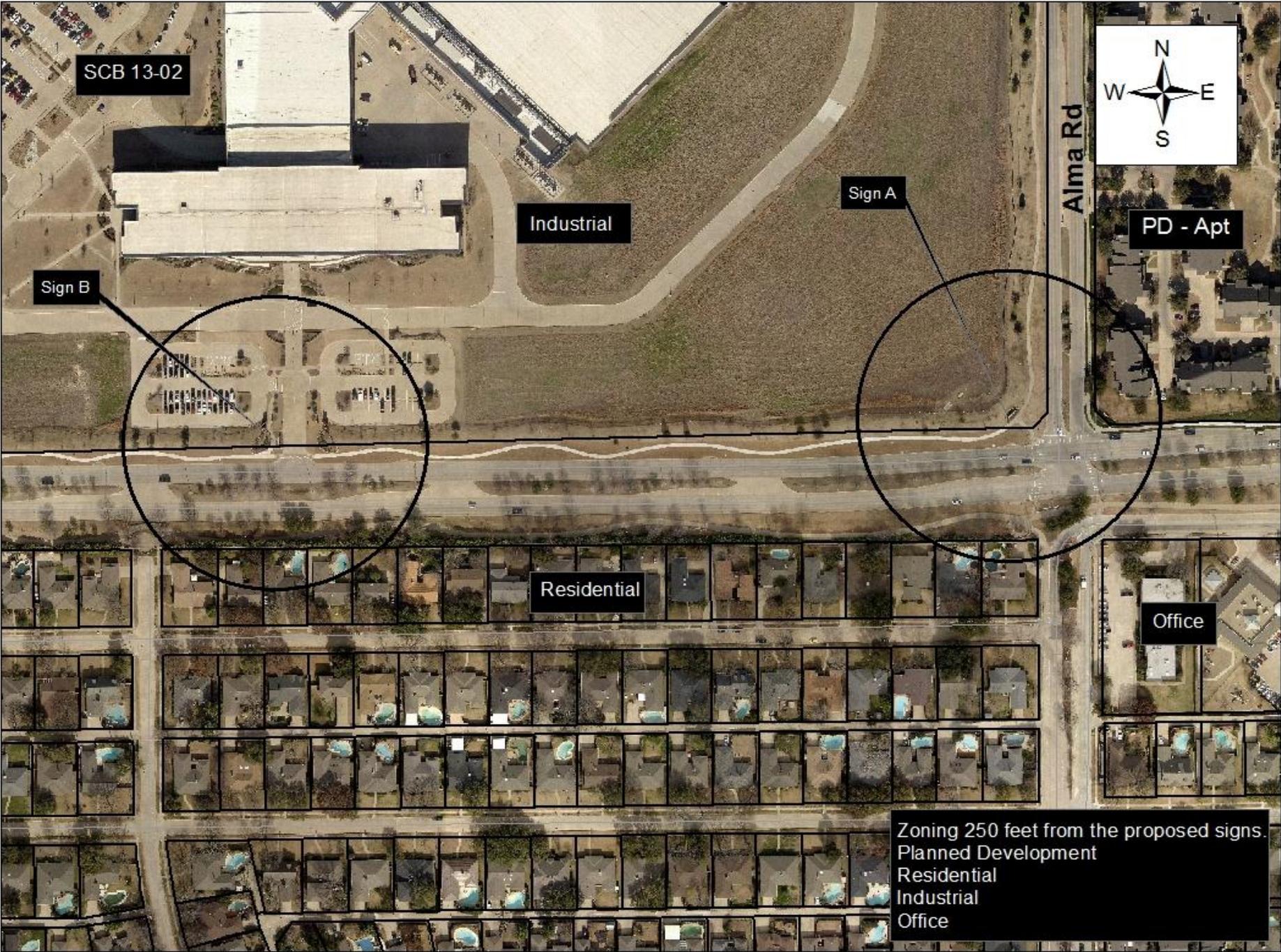
Residential

SCB 13-02

Sign A

Sign B

Zoning 250 feet from the proposed signs.
Planned Development
Residential
Industrial
Office



Existing Sign – Corner of Renner & Alma



Proposed Sign – Corner of Renner & Alma



Proposed Sign – W. Renner Road Entrance



TEXAS INSTRUMENTS

VISITOR ENTRANCE/Lobby

300 WEST RENNER ROAD

Proposed Sign – W. Renner Road Entrance



Sign Control Board Action

- ❑ The Sign Control Board voted unanimously to approve SCB Case 13-02.

SCB Case # 13-03
Golf Cars of Dallas
2100 Alamo Rd.

SCB 13-03



Subject Sign



Zoning 250 feet from the proposed sign:
Local Retail

Existing Sign

- ❑ Variance:
 - ❑ Granted August 25, 1994
 - ❑ Increase height from 20' to 40'
 - ❑ Increase area from 60 sq. ft. to 112 sq. ft.
 - ❑ Allowed to be multi-tenant



Applicable Ordinances

□ Chapter 18, Article III, Section 18-96

(23) Pole Signs;

(b) Location:

(iii) Retail, commercial zoning districts

(1) Single-use signs: 60 square feet in area,
20 feet in height.

Applicable Ordinances

□ Chapter 18, Article III, Section 18-96

(23) Pole Signs;

(c) Number:

(iii) Retail, commercial zoning districts

(1) Sites less than 10 acres: one single-use
pole sign

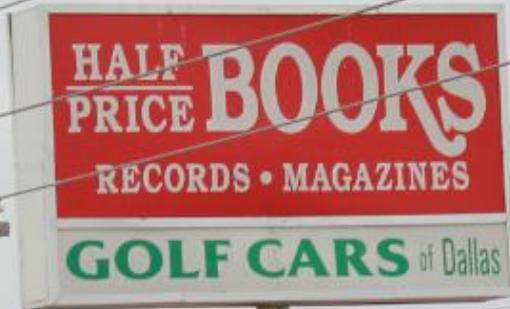
Requested Variance

- Allow a multi-tenant pole sign that is 40 feet in height and 112 square feet in area.

Reason for request

- To make the business more visible to traffic on Central Expressway.
- Current sign has faded and business wants to project the desired image of the business.

Existing Sign



Proposed Sign

HALF PRICE BOOKS
RECORDS • MAGAZINES

AG 2210 2 LINE
TFC COLOR ENC



Sign Control Board Action

- ❑ The Sign Control Board voted 4-1 to approve SCB Case 13-03.
 - ❑ One letter of opposition was received from a residential property owner who resides in Richardson Heights.

**Sign Control Board Meeting
January 9, 2013**

University of Texas at Dallas

Update to the City of Richardson

Presented by:

David E. Daniel, President

Calvin Jamison, VP for Administration

Amanda Rockow, VP for Public Affairs

Presentation Outline

- Why Tier One Matters to Richardson
- UT Dallas Update
- City of Richardson – Working Together

Tier One



Our Goal:

To Become a Major, Nationally Competitive (“Tier One”) Research University

Why This Matters to Richardson:

- Attract the best and brightest people
- Attract research and venture capital dollars
- Attract companies
- Create jobs
- Enhance the quality of life



Where tech start-ups find good homes

These 10 U.S. cities are prime tech locations

By Jefferson Graham
USA TODAY

LOS ANGELES — It's a given that the San Francisco area, including Silicon Valley, is the technology capital of the world. Seven of the top 10 most-visited websites are based there, including Google, Yahoo, Facebook and Ask. But how does the rest of the USA fare for tech start-ups?

USA TODAY asked the National Venture Capital Association to rank the top 10 cities for start-ups, based on dollars invested in young

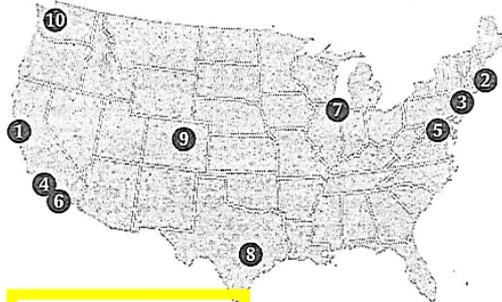
tech companies in 2011. Brainiac-rich Boston ranked No. 2, followed by capital-rich New York City, entertainment-meets-tech Los Angeles and business-to-business Washington, D.C.

High rents in San Francisco and New York are making other parts of the country, where living expenses are lower, more attractive. Some of the hottest names in tech are building facilities elsewhere — including software maker Adobe in the Salt Lake City area, chipmaker Intel in Portland, Ore., and Apple in Austin.

These areas are seeing strong job growth because of the "available talent and relatively low costs" of real estate, says Colin Yasukochi, director of market research for real estate services company CBRE.



Top 10 cities for tech start-ups



- 5 Washington, D.C. (LivingSocial)
Number of start-ups: 261.
\$979 million invested in 2011 in 146 companies.
- 6 San Diego (Qualcomm, Slackr)
Number of start-ups: 329.
\$915 million invested in 2011 in 89 companies.
- 7 Chicago (Groupon, Orbitz, Motorola)
Number of start-ups: 556.
\$750 million invested in 2011 in 79 companies.
- 8 Austin (Dell, Photodex, BedandBreakfast.com)
Number of start-ups: 487.
\$646 million invested in 2011 in 70 companies.
- 9 Boulder/Denver (Mapquest, Photobucket)
Number of start-ups: 395.
\$584.6 million invested in 2011 in 85 companies.
- 10 Seattle (Microsoft, Amazon, Zillow, T-Mobile)
Number of start-ups: 96.
\$580 million invested in 2011 in 96 companies.

1 San Francisco area (Apple, Facebook, Google, Twitter)

\$11.8 billion invested in 2011 in 430 companies.

2 Boston (TripAdvisor, Kayak, Carbonite)
Number of start-ups: 700.
\$2.8 billion invested in 2011 in 285 companies.

3 New York (Foursquare, Tumblr, Fab.com)

Number of start-ups: 1,844.
\$2.7 billion invested in 2011 in 332 companies.

4 Los Angeles area (Demand Media, Break Media, Viddy, Citysearch, Electronic Arts)
Number of start-ups: 1,507.
\$2.0 billion invested in 2011 in 129 companies.

Sources: National Venture Capital Association, Angel List

By Karl Gelles, USA TODAY



	In 2011: Dollars invested in # of start-ups	
1. SF Bay Area	\$11.8B	430 start-ups
2. Boston	\$2.8B	285 start-ups
3. New York	\$2.7B	332 start-ups
4. Los Angeles	\$2.0B	129 start-ups
5. Wash DC	\$979M	146 start-ups
6. San Diego	\$915M	89 start-ups
7. Chicago	\$750M	79 start-ups
8. Austin	\$646M	70 start-ups
9. Boulder/Denver	\$584M	85 start-ups
10. Seattle	\$580M	96 start-ups

Why Did ...

- Travis County residents vote a 5¢ property tax increase (\$54 million per year) to support a new medical school at UT Austin
- The City of Arlington provide \$18 million to help support infrastructure for retail and residential development on UT Arlington property for the “College Park District”
- **Because a thriving university greatly benefits the local community**

MIT As an Example ...

“*Entrepreneurial Impact: the Role of MIT,*”
Kauffman Foundation (2009):

- MIT alumni have founded 25,800 companies
- That employ 3.3 million people
- With annual world-wide revenues of \$2 trillion per year

For perspective:

- Gross state product of Texas: \$1.3 trillion

One great research university can have the economic impact of an entire city or state

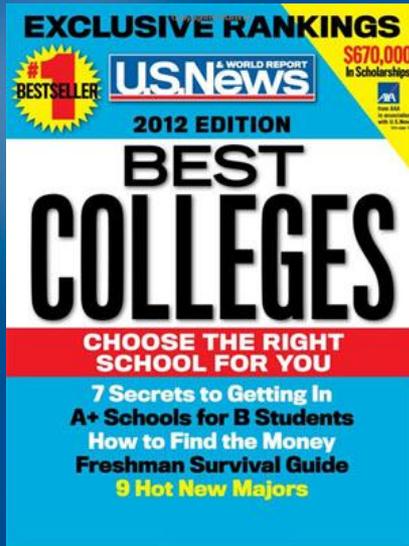
UT Dallas Overview

- UT Dallas is 43 years old
- 19,750 total students – 3,560 live on campus
- 84% graduate in science, engineering and management
- Two-thirds stay in the Metroplex upon graduation
- 30% of undergraduates are first generation college graduates
- 1,200 employees are Richardson residents



National Reputation

3rd Ranked Public in Texas



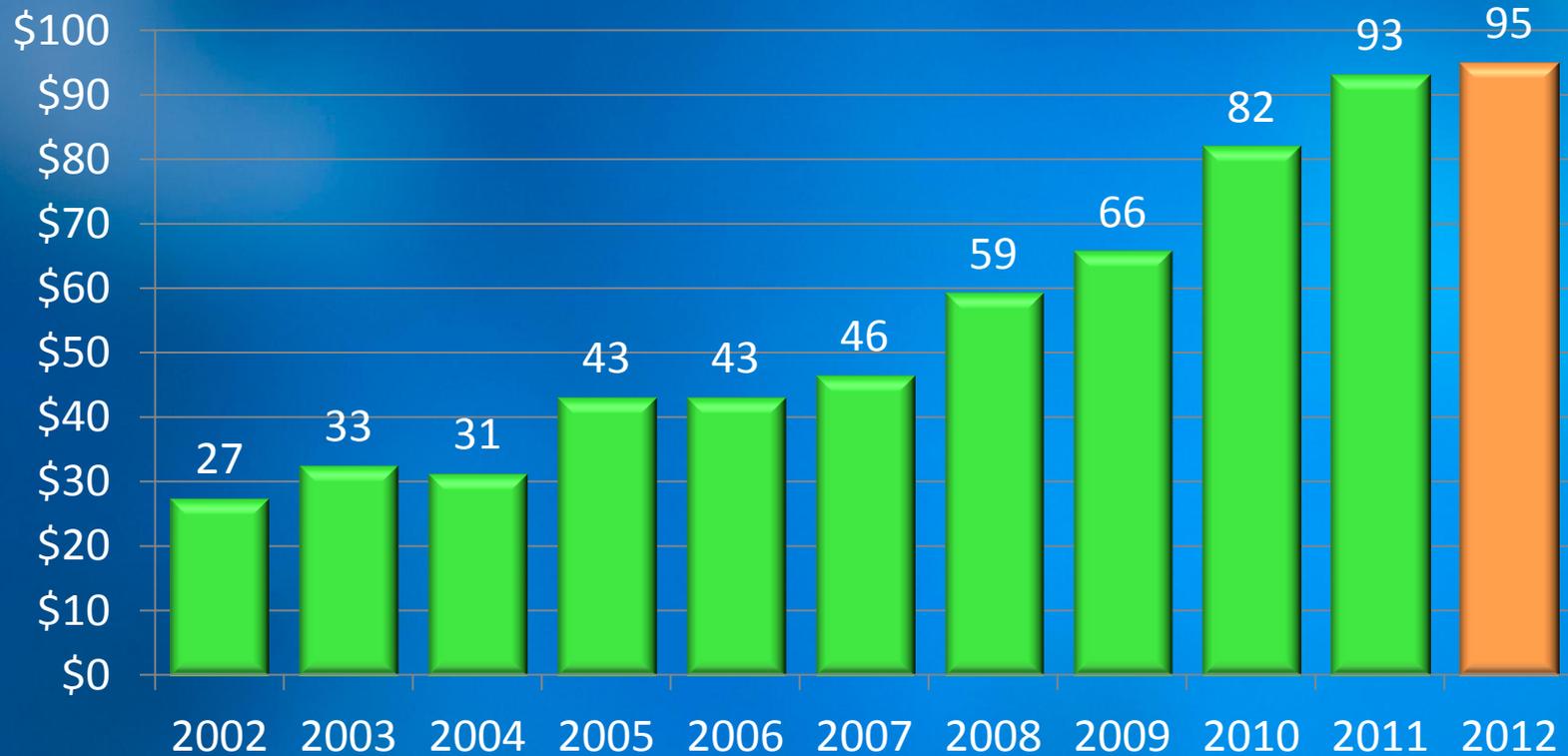
#46 – UT Austin
#65 – Texas A&M
#151 – UT Dallas
#165 – Texas Tech

- Highest SAT score for freshmen of any public university in Texas
- More National Merit Scholars in freshmen class than the rest of the University of Texas System combined (and all other emerging research universities combined)

Enrollment Growth



Growth in Research Expenditures (in Millions)



Research expenditures have tripled in less than a decade

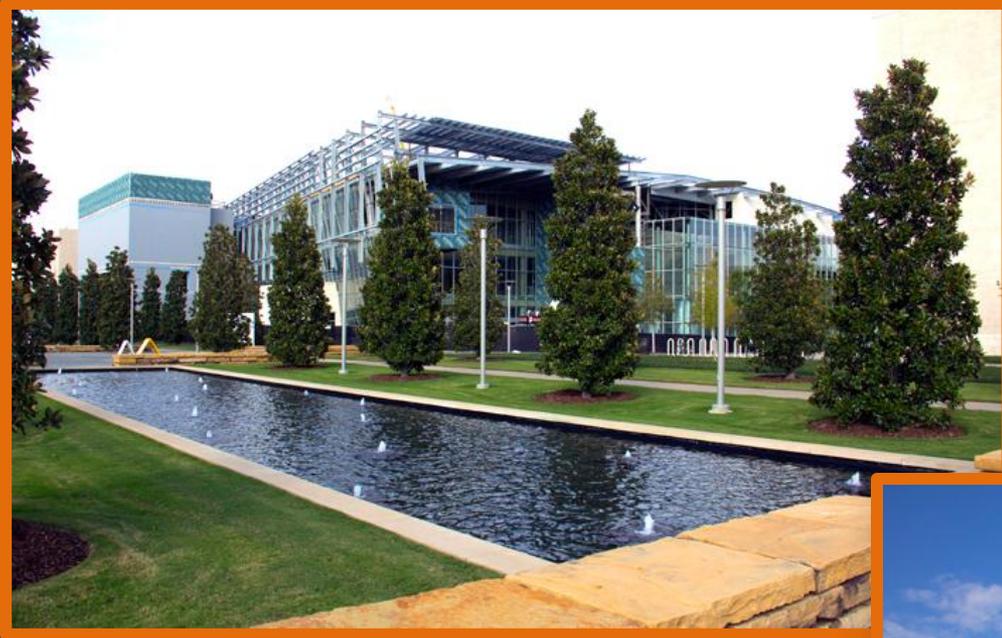
GOAL: \$200 MILLION BY DECEMBER 2014



realize the
VISION
The Campaign for Tier One & Beyond



Campus Enhancements – Arts and Technology (ATEC) Building



Campus Enhancement - Infrastructure

Bioengineering and Sciences Building “NSERL 2”



- 222,000 sq. ft.
- \$108 million
- Expected completion
Fall 2015

Campus Enhancements Infrastructure

- Jindal School of Management Expansion



- Residence Hall 4



Campus Enhancements

- **3 Parking Garages**
- **Another Residence Hall, Activity Center & Dining Hall**



Campus Enhancements

- **Soccer Fields**
 - 4 new fields



- **Tennis Courts**
 - 10 new courts



Campus Enhancements Transportation

Added 5 new Comet Cruisers

Wi-Fi, GPS Technology, and
Video Monitoring



Campus Enhancements Transportation



6 Zipcars



10 Electric Charging Stations

Campus Enhancements Food Services



Community Outreach

Corporate Challenge

- 4th place in 2012

Wellness Initiative:

- American Heart Association Gold Achievement for Fit Friendly Company

Student Welcome Back



City of Richardson Partnerships

- Loop Road (scheduled completion 2013)
- Utility Pole Banner Signage
- 911 Partnership
- Legislative Agenda



911 Call Locator



UT Dallas Assists City of Richardson

- Economic impact
 - Direct (attract resources, start companies, local expenditures)
 - Indirect (help attract companies, source of world-class talent)
- Catalyst for economic development
 - Construction: \$600 million
 - Annual budget: \$450 million
- Programs designed for local businesses (e.g., Actuarial Science)
- Host events on campus; Chamber participation
- Programs benefiting community, e.g., Callier Center for Communication Disorders, Nanoexplorers, Chess programs

Request to City of Richardson

- Thank you for being such an excellent partner!
- Thank you for coordinating legislative agendas
- Please help us develop the property north of the main campus for private use (“Comet Town”)
 - DART
 - Roads and infrastructure
 - Our request for qualifications (RFQ) to start the process
 - Be prepared to act when opportunity knocks
- We want to accelerate this process and make this happen sooner rather than later – we hope that you’ll make it a priority, too

A group of ten diverse individuals, including men and women of various ethnicities, are standing on top of a stone wall. They are holding up large, three-dimensional orange letters that spell out "THANK YOU". The wall they are standing on is made of light-colored stone blocks and has the words "THE UNIVERSITY OF TEXAS AT DALLAS" engraved in black, serif capital letters. The background features a clear blue sky with scattered white clouds, green trees, and a white domed building in the distance. A street lamp is visible on the left side of the frame.

THANK YOU

THE UNIVERSITY OF TEXAS AT DALLAS

SIDEWALK CONTINUITY SURVEY

City Council Work Session: January 14, 2013

Introduction

2

- City Council 2012-13 Near Term Action Item
 - Identify gaps of sidewalk continuity and evaluate possible improvement plan.

Introduction

- Richardson has an extensive sidewalk network
- The existing network was constructed primarily by commercial developers and homebuilders as they constructed improvements to the land adjacent to the public street
- Current development codes require the property owner to construct the sidewalk or to escrow funds for future construction (usually with future street improvements).

Introduction

- Under early development standards, sidewalk construction was optional for residential developments
- Early development standards also permitted businesses along US 75 to develop without sidewalk along the frontage road

Introduction

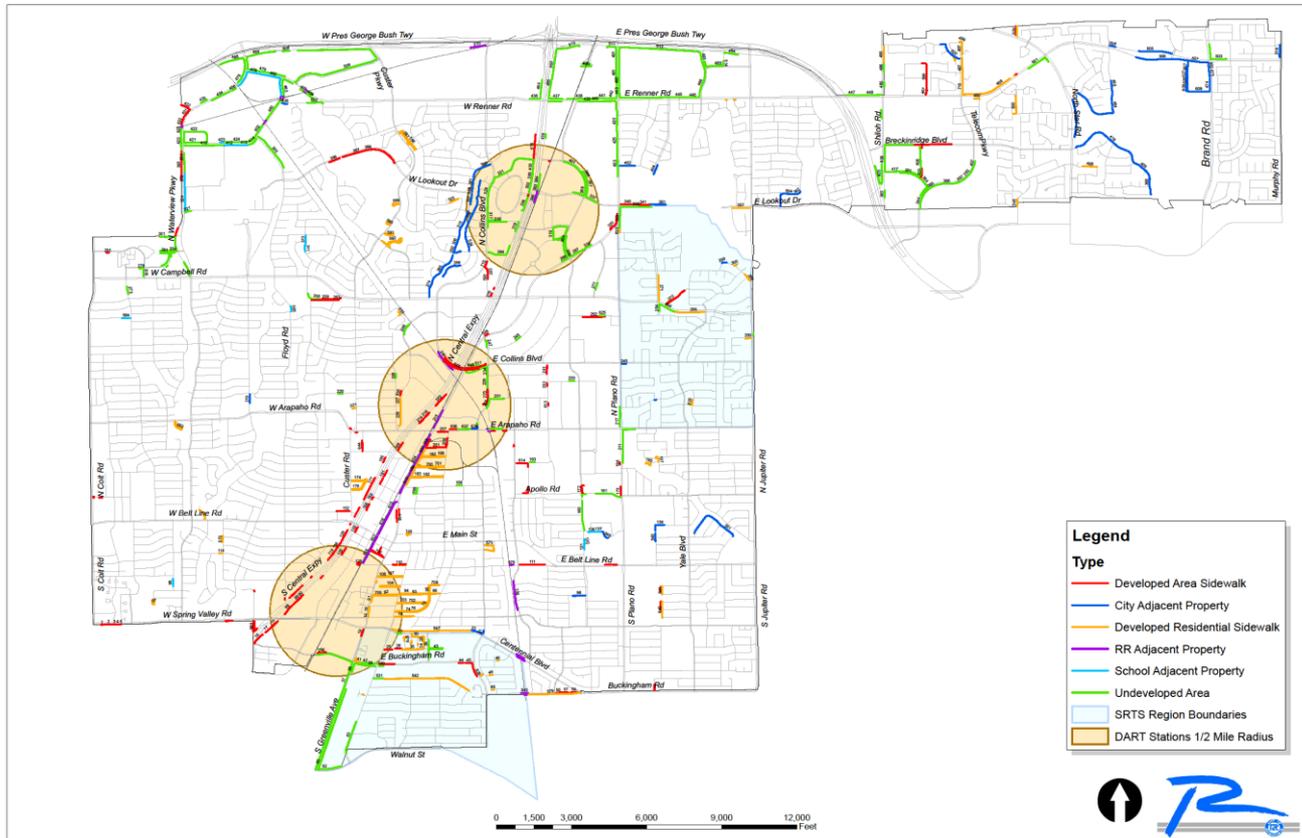
- The sidewalk network continues to be constructed as new development and redevelopment occurs
- City projects also contribute to development of the sidewalk network
- Recent City projects that included new sidewalk construction
 - ▣ Routh Creek Parkway
 - ▣ Glenville Trail
 - ▣ Highland Blvd
 - ▣ Rail Road Crossing Improvement at Alma and Custer Roads

Sidewalk Survey

- Survey of public sidewalks
 - ▣ The City's sidewalk network includes over 600 miles of completed sidewalk
 - ▣ Approximately 60 miles of public street parkway does not currently have public sidewalk
 - ▣ For discussion these areas have been grouped into 6 categories based on the adjacent land use:
 - Undeveloped tracts approximately 24 miles
 - Developed residential approximately 15 miles
 - Developed commercial approximately 10 miles
 - City approximately 7 miles
 - School less than 2 miles
 - Rail Road less than 2 miles

Sidewalk Survey

Public Parkways without sidewalk



Sidewalk Survey

8

- Undeveloped Property
 - ▣ Most locations have little or no pedestrian traffic demand
 - ▣ Sidewalks will be constructed as sites develop and generate pedestrian traffic
 - ▣ Some sites are planned for development in the near future



Greenside Drive west of Custer Parkway

Sidewalk Survey

9

- Undeveloped Property
 - ▣ Some localized infill properties (short segments of undeveloped frontage within an otherwise developed area) may be candidates for additional consideration



Richardson Drive south of KCS Underpass

Sidewalk Survey

10

- Developed Residential Property
 - ▣ Many of these locations have low demand
 - Cul-de-Sacs and Circles
 - Low density type roadway
 - Huffhiness Trail
 - Hillcrest Drive
 - Kaufman Street

Sidewalk Survey

11

□ Developed Residential Property



Custer Plaza



Kaufman Street

Sidewalk Survey

12

- Developed Residential Property
 - ▣ Some parkways were developed as landscaped amenities
 - Park Bend
 - Richardson Drive

Sidewalk Survey

13

□ Developed Residential Property



Richardson Drive



Park Bend Drive

Sidewalk Survey

14

- Developed Residential Property
 - Some parkways are not well suited to pedestrian traffic



Centennial Blvd east of Grove Road

Sidewalk Survey

15

- Developed Residential Property
 - ▣ A few locations offer good opportunities to improve the sidewalk network
 - Canyon Creek Dr east of Custer
 - 400 block of Grace



Canyon Creek Drive east of Custer Road

Sidewalk Survey

16

- Developed Commercial Property
 - Much of this category is located along:
 - US 75 frontage road
 - Dallas side of Spring Valley
 - Dallas side of Waterview Parkway
 - Active Redevelopment Areas
 - Alma and Collins
 - Continental Inn
 - Potential Redevelopment Areas
 - Redevelopment study areas
 - Some locations are good candidates to improve continuity

Sidewalk Survey

17

□ Developed Commercial Property



US 75 North of Belt Line Road



Audelia Road north of Tiffany Trail

Sidewalk Survey

18

- Rail Road Adjacent Parkways and Crossings
 - Kansas City Southern, Cottonbelt & DART Light Rail
 - Sidewalk may be constructed with at grade crossing upgrades
 - Requires coordination with rail operator
 - Rail Road segment may be adjacent to undeveloped property segment

Sidewalk Survey

19

□ Rail Road Adjacent Parkways and Crossings



Centennial West of Bowser



Bowser North of Spring Valley



Frances west of Bowser

Sidewalk Survey

20

- City Property/School
 - ▣ Park Trail or other public access near roadway in lieu of parkway sidewalk
 - ▣ Residential street with sidewalk on the house side of the street



Park Bend Drive at Richland Elementary

Sidewalk Survey

21

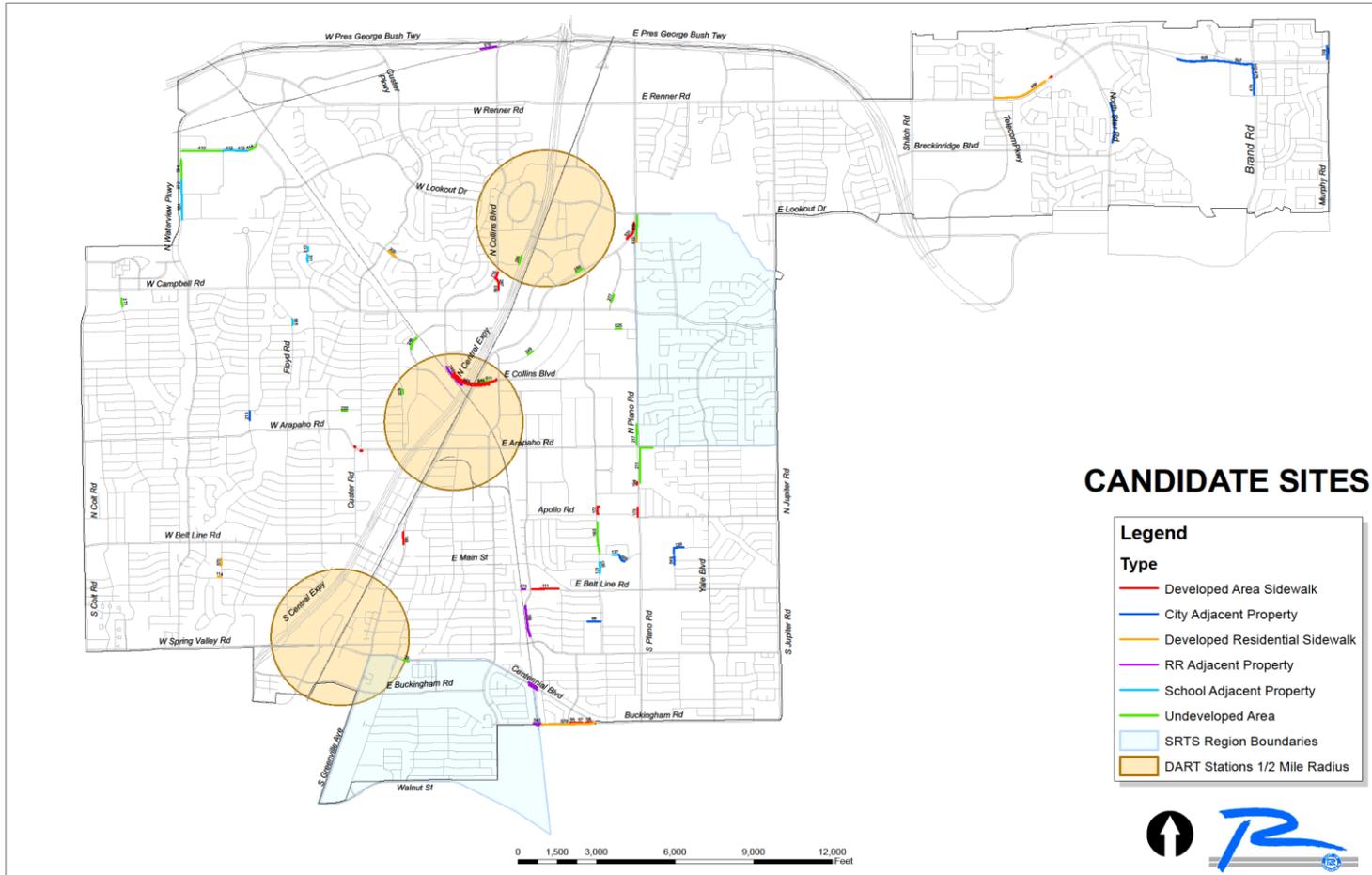
- The survey indicates some locations without sidewalk are not as desirable candidates for city sidewalk construction as others
 - Undeveloped areas outside the existing sidewalk network
 - Active redevelopment areas
 - Anticipated redevelopment areas
 - Existing access route exists near the street in lieu of parkway walk
 - Low pedestrian traffic demand
 - Cul-de-Sacs and Circles
 - Low density residential type roadway
 - Huffhines
 - Landscaped Parkways
 - Park Bend
 - E. Lookout near Sherrill Park Golf Course

Planned Construction

22

- New development and redevelopment sites will install new sidewalk per current development code.
 - Renner/Plano Road
 - Former Continental Inn Area
- City Projects will install sidewalk providing continuity on several key routes
 - Central Trail
 - Safe Routes to School
 - Walks to Dart
 - Street Reconstruction
 - 400 block Grace
 - 400 block Pittman
 - E. Lookout
 - City of Plano Breckinridge Trail

Candidates for possible construction



Continuity Gaps in Key Routes

25

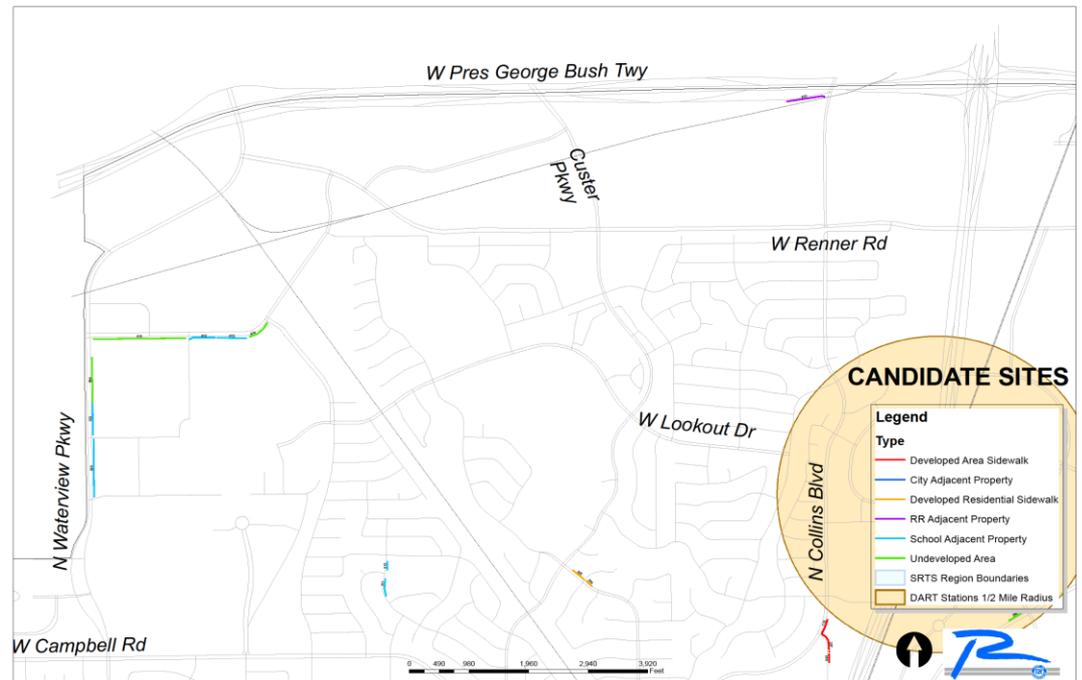
- Construction of all candidates sites is estimated to cost approximately \$4,000,000
 - ▣ Cost estimates will be updates as additional information is known about each project
- Key Routes identified
 - ▣ UT Dallas Trail Phase 2
 - ▣ SH190 west of Alma
 - ▣ North Star - Otto Middle School Route
 - ▣ E. Renner - Schell Elementary School Route
 - ▣ Canyon Creek Dr east of Custer
 - ▣ Collins Overpass
 - ▣ Plano at Greenville
 - ▣ Centennial at KCS

Continuity Gaps in Key Routes

26

□ Key Routes Northwest Area

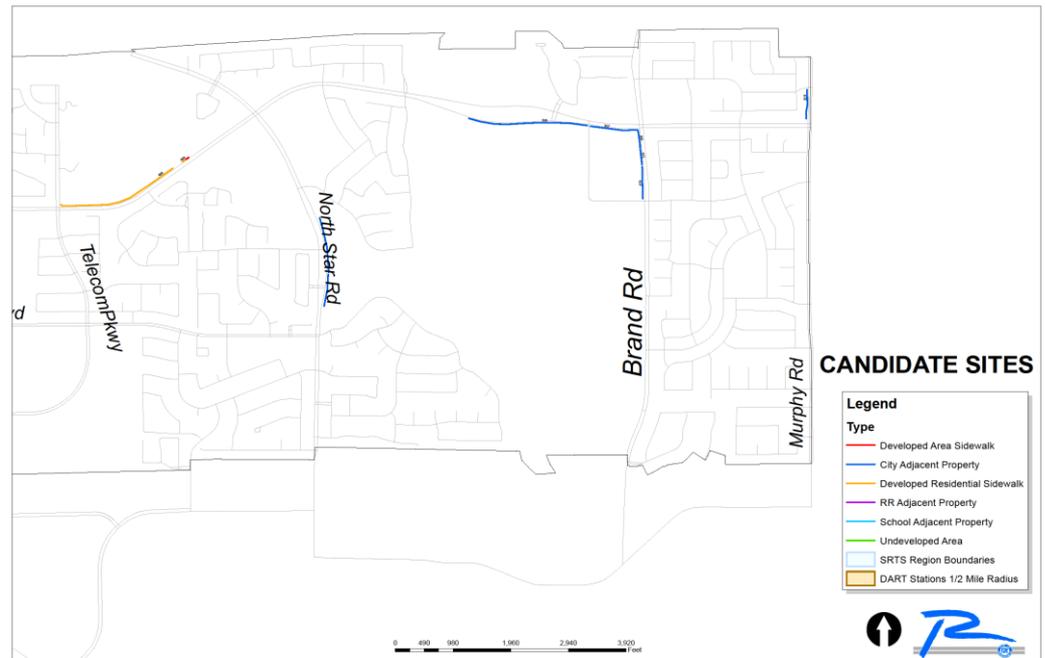
- UT Dallas Trail Phase 2
 - Estimated cost \$500,000
- SH 190 West of Alma
 - Estimated cost \$50,000



Continuity Gaps in Key Routes

27

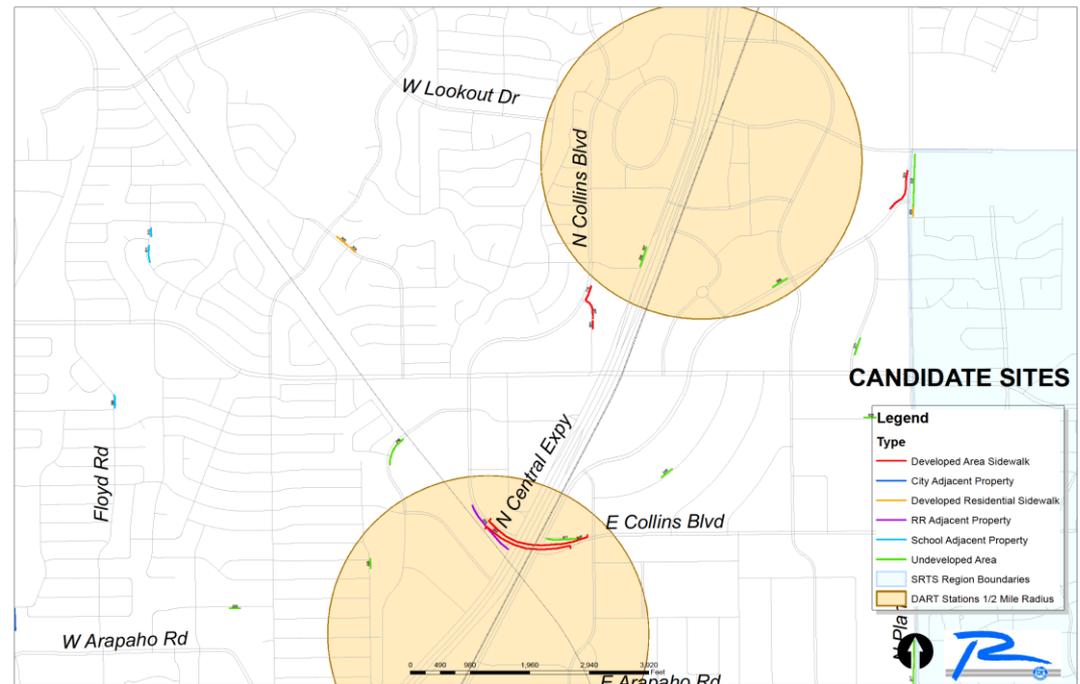
- Key Routes Breckinridge Area
 - ▣ North Star - Otto Middle School Route
 - Estimated cost \$125,000
 - ▣ E. Renner - Schell Elementary School Route
 - Estimated cost \$200,000



Continuity Gaps in Key Routes

28

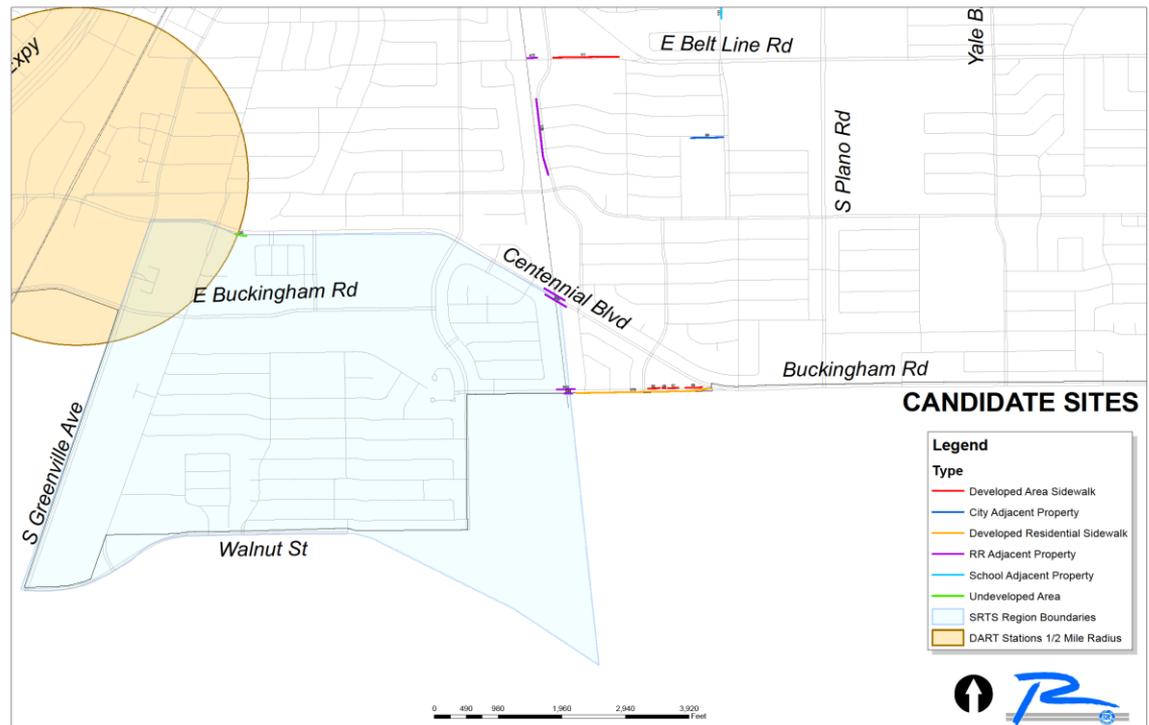
- Key Routes Central Area
 - ▣ Canyon Creek Dr east of Custer
 - Estimated cost \$30,000
 - ▣ Collins Overpass
 - Estimated cost \$350,000
 - ▣ Plano at Greenville
 - Estimated cost \$160,000



Continuity Gaps in Key Routes

29

- Key Routes South Area
 - ▣ Centennial at KCS
 - Estimated Cost \$300,000

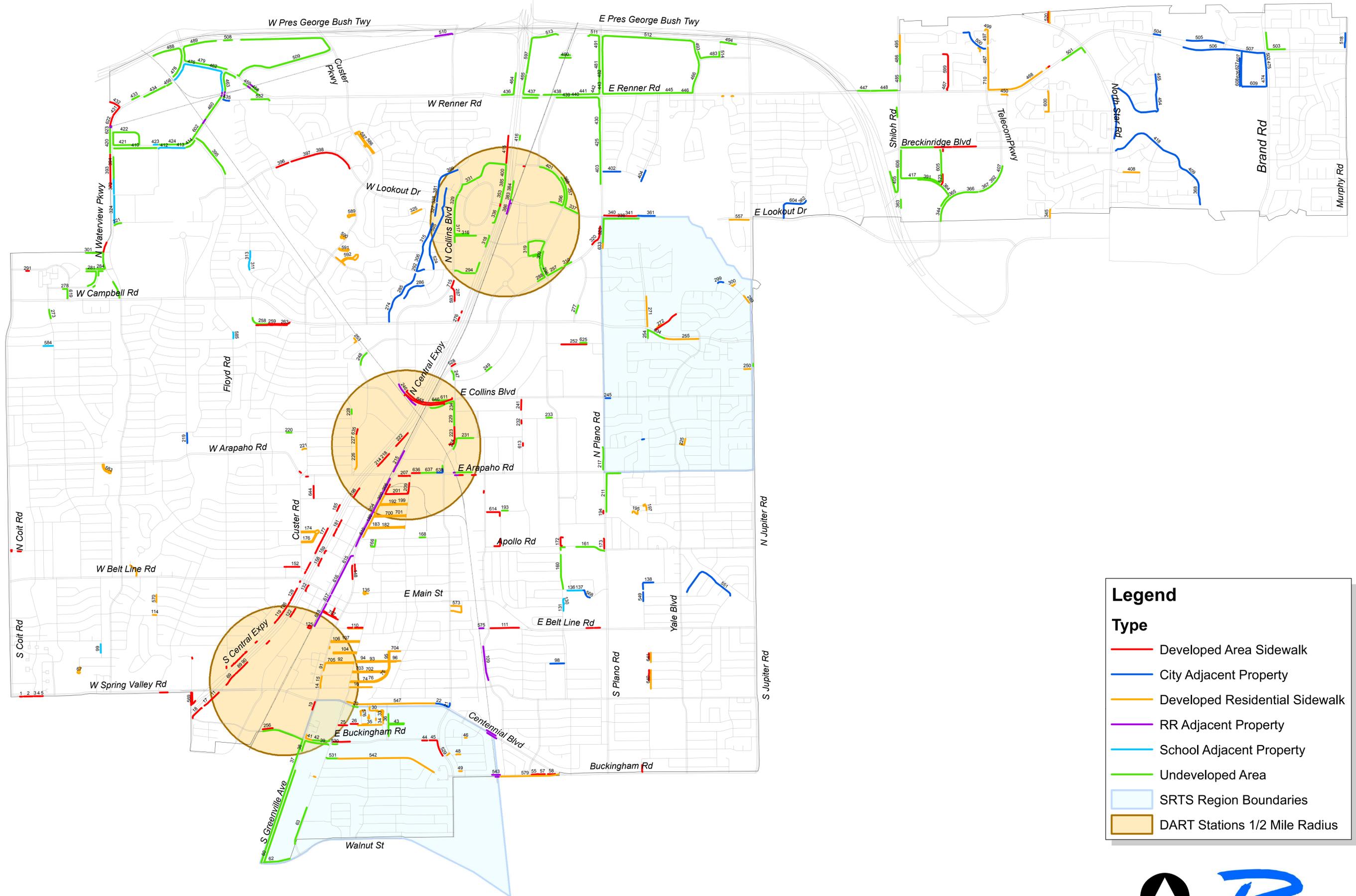


Next Steps

30

- Proceed with funded City Projects that include sidewalk construction
- Continue to seek funding sources for construction of candidate sites
 - ▣ Additional Grant opportunities
 - Dallas County
 - Collin County
 - TXDOT (Safe Routes to School)
 - NCTGOG
 - ▣ Possible project savings from GO Bond
- Where possible construct network improvements in conjunction with other adjacent city projects
- Update Capital Project database to included the results of sidewalk survey and council direction on priority locations

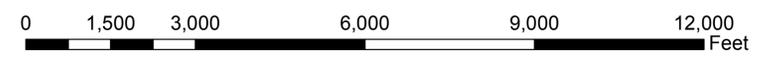




Legend

Type

- Developed Area Sidewalk
- City Adjacent Property
- Developed Residential Sidewalk
- RR Adjacent Property
- School Adjacent Property
- Undeveloped Area
- SRTS Region Boundaries
- DART Stations 1/2 Mile Radius



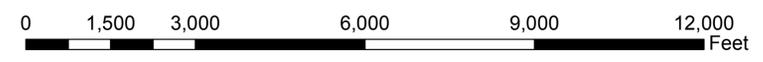


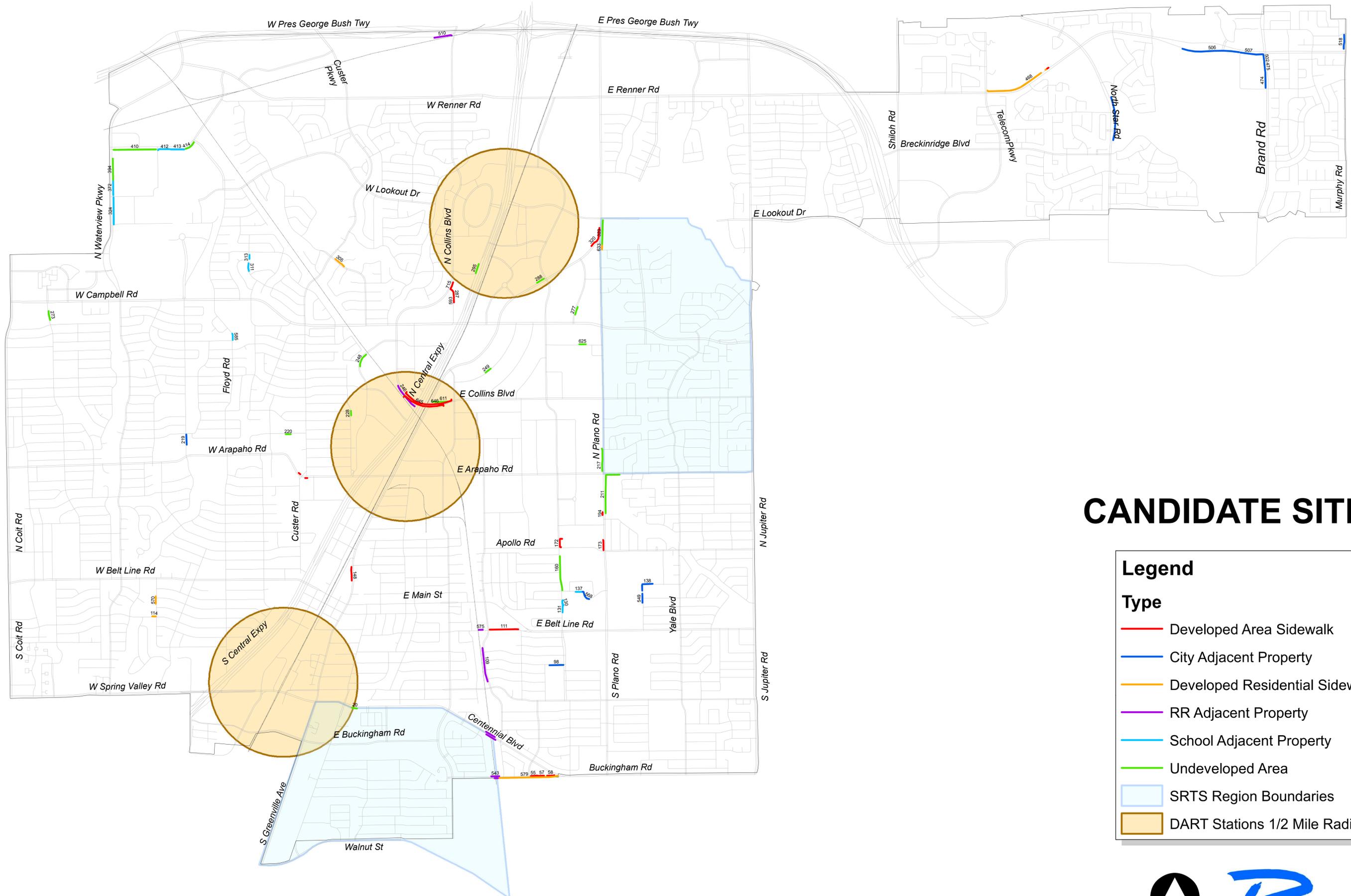
PLANNED CONSTRUCTION

Legend

Type

- Developed Area Sidewalk
- City Adjacent Property
- Developed Residential Sidewalk
- RR Adjacent Property
- School Adjacent Property
- Undeveloped Area
- SRTS Region Boundaries
- DART Stations 1/2 Mile Radius





CANDIDATE SITES

Legend

Type

- Developed Area Sidewalk
- City Adjacent Property
- Developed Residential Sidewalk
- RR Adjacent Property
- School Adjacent Property
- Undeveloped Area
- SRTS Region Boundaries
- DART Stations 1/2 Mile Radius

