

City Council Work Session Handouts

November 12, 2012

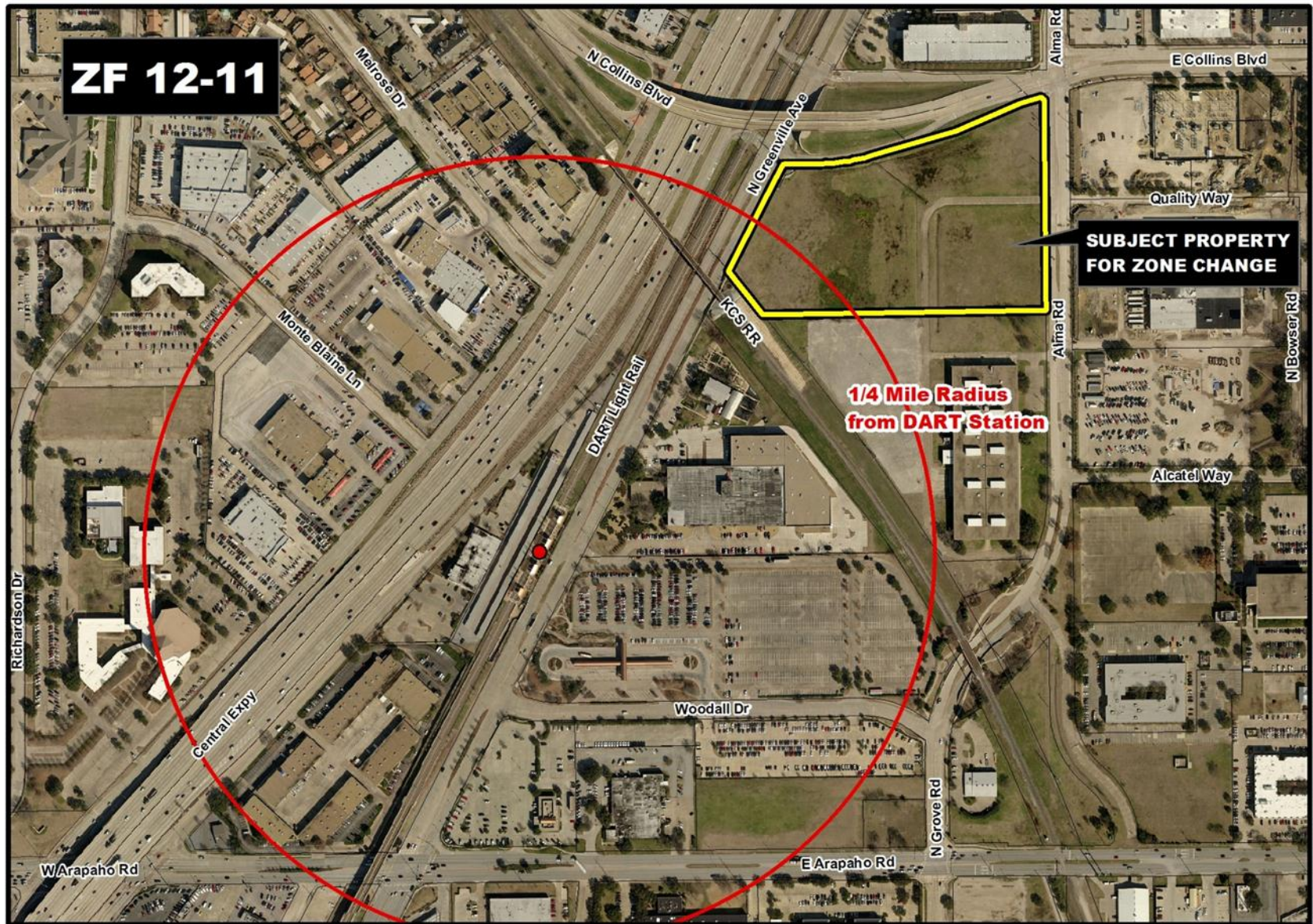
- I. Discussion of Zoning File 12-11
- II. Discussion of the Sign Control Board Minutes of the November 7, 2012 Meeting
- III. Review and Discuss the Sherrill Park Golf Course

City Council Worksession



November 12, 2012

Meeting Begins at 6:00 P.M.



ZF 12-11 Aerial Map

Updated By: shacklett, Update Date: September 24, 2012
 File: DSM\mapping\Cases\Z\2012\ZF1211\ZF1211 ortho Quarter Mile from DART.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.

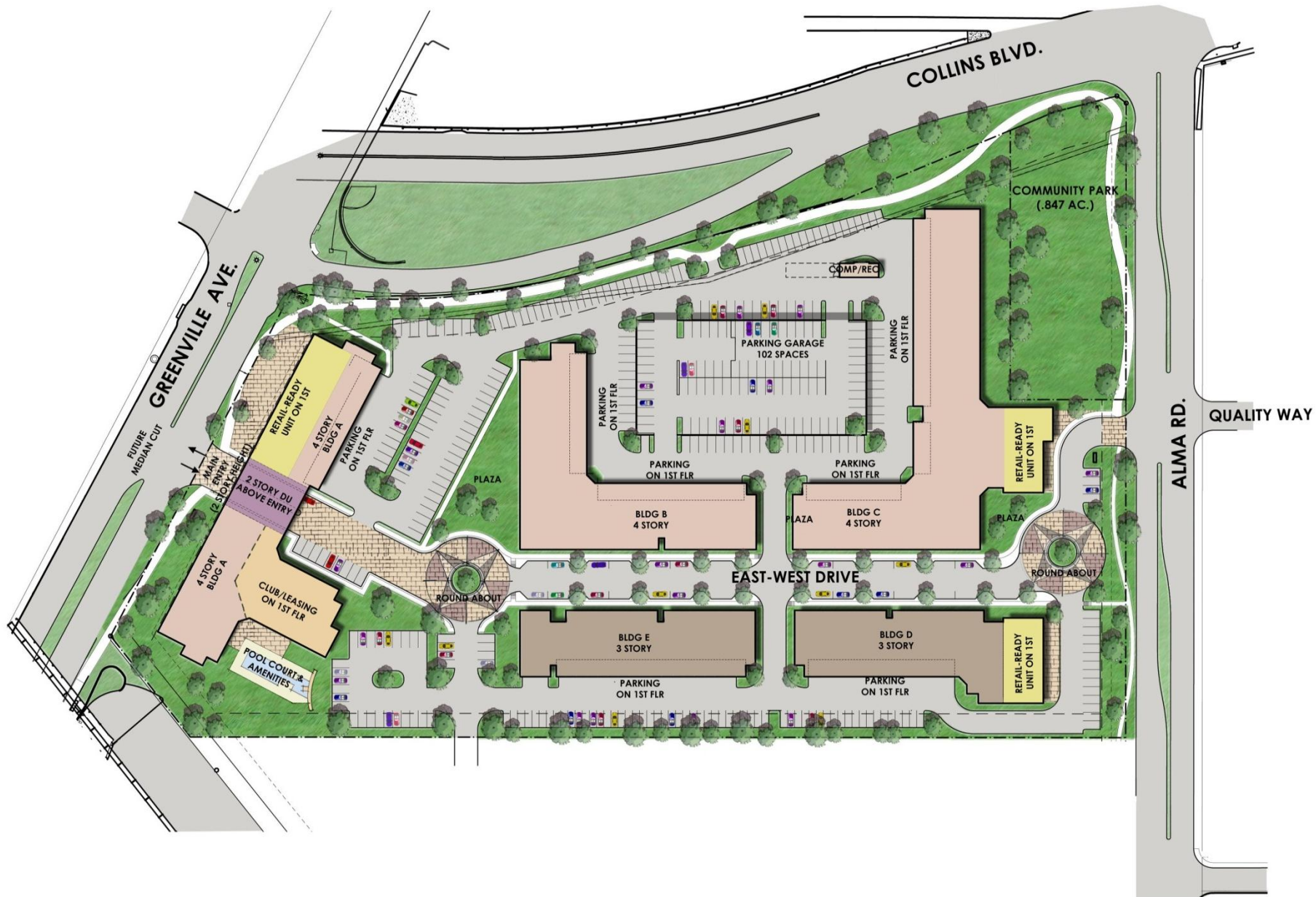




Oblique Aerial
Looking South



Zoning Exhibit
(presented at 9-24-2012 Council Meeting)



Revised Zoning Exhibit



BUILDING A WEST ELEVATION - GREENVILLE AVE.

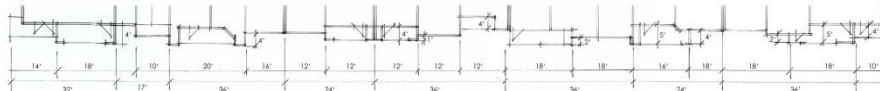


Metal Panel : 6%
Hardi Panel : 13%
3 Coat Stucco : 11%
Brick : 28%
Block : 4%
Stone : 38%
Masonry Total : 70%

Metal Panel : Blue
Hardi Panel : White, Gray
3 Coat Stucco : White
Metal Awning : Blue
Metal Canopy : Brown
Brick : Gray
Block : White
Stone : Tan



BUILDING B SOUTH ELEVATION



Hardi Panel : 15%
3 Coat Stucco : 11%
Brick : 29%
Block : 5%
Stone : 40%
Masonry Total : 74%

Hardi Panel : White, Blue, Gray
3 Coat Stucco : White
Metal Awning : Blue
Brick : Gray
Block : White
Stone : Tan

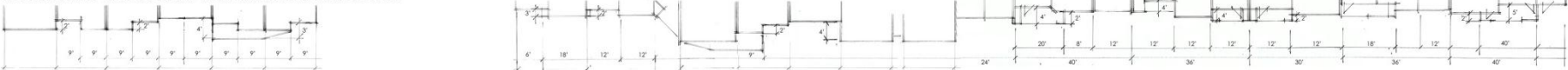
BUILDING C:
Hardi Panel : 10%
3 Coat Stucco : 19%
Brick : 29%
Block : 4%
Stone : 39%
Masonry Total : 71%

BUILDING D:
Hardi Panel : 11%
3 Coat Stucco : 19%
Brick : 29%
Block : 4%
Stone : 37%
Masonry Total : 70%

Hardi Panel : White, Blue, Gray
3 Coat Stucco : White
Metal Awning : Blue
Metal Canopy : Brown
Brick : Gray
Block : White
Stone : Tan



BUILDING C & D EAST ELEVATIONS - ALMA RD.



Revised Building Elevations (Buildings A-D)



TRASH ENCLOSURE SOUTH ELEVATION



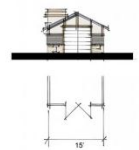
3 Coat Stucco : 36%
Brick : 39%
Stone : 25%
Masonry Total : 64%

TRASH ENCLOSURE NORTH ELEVATION



3 Coat Stucco : 15%
Brick : 62%
Stone : 23%
Masonry Total : 85%

TRASH ENCLOSURE WEST ELEVATION



3 Coat Stucco : 5%
Brick : 72%
Stone : 23%
Masonry Total : 95%

Revised Building Elevations (Buildings B, E & Trash Enclosure)



Updated Perspective Rendering



**Looking North along
Alma Road**



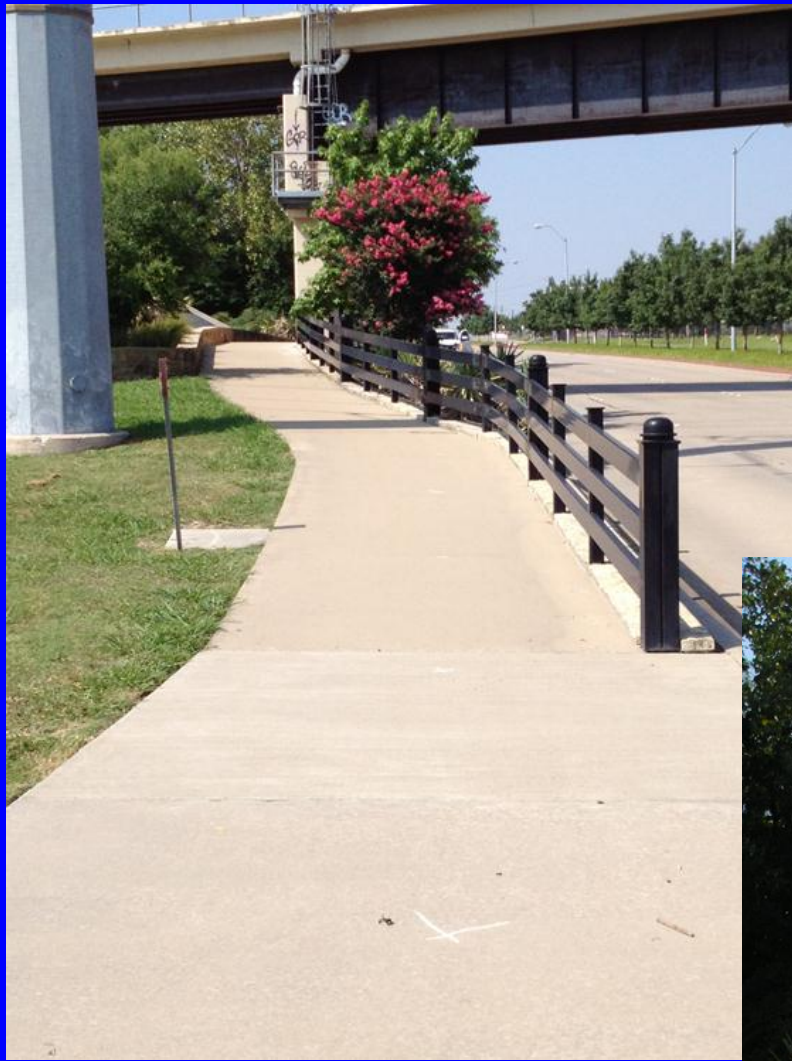
**Looking Northwest from
Alma Road**



**Looking South from
Collins Overpass**



**Looking South along
Greenville Avenue**



**Existing Trail under
the KCS RR Overpass**





**City of Richardson Sign Control Board
November 7, 2012 Meeting**

SCB Case # 12-13
1280 W. Campbell Road

Applicable Ordinance

❖ Chapter 18, Article III, Section 18-96

(23) Pole Sign

(b) Size:

(ii) Office, technical office, and industrial
zoning district

(1) Sites less than 10 acres: 25 square feet
in area, 6 feet in height.

Requested Variance

- ❖ Allow a 15' 7" tall, 59.25 square foot pole sign.
 - ❖ 9' 7" taller than is permitted
 - ❖ 34.25 square feet larger than is permitted

Reason for request

- ❖ Pole sign is consistent with neighboring businesses.
- ❖ Improve visibility for existing and new customers.

SCB 12-13



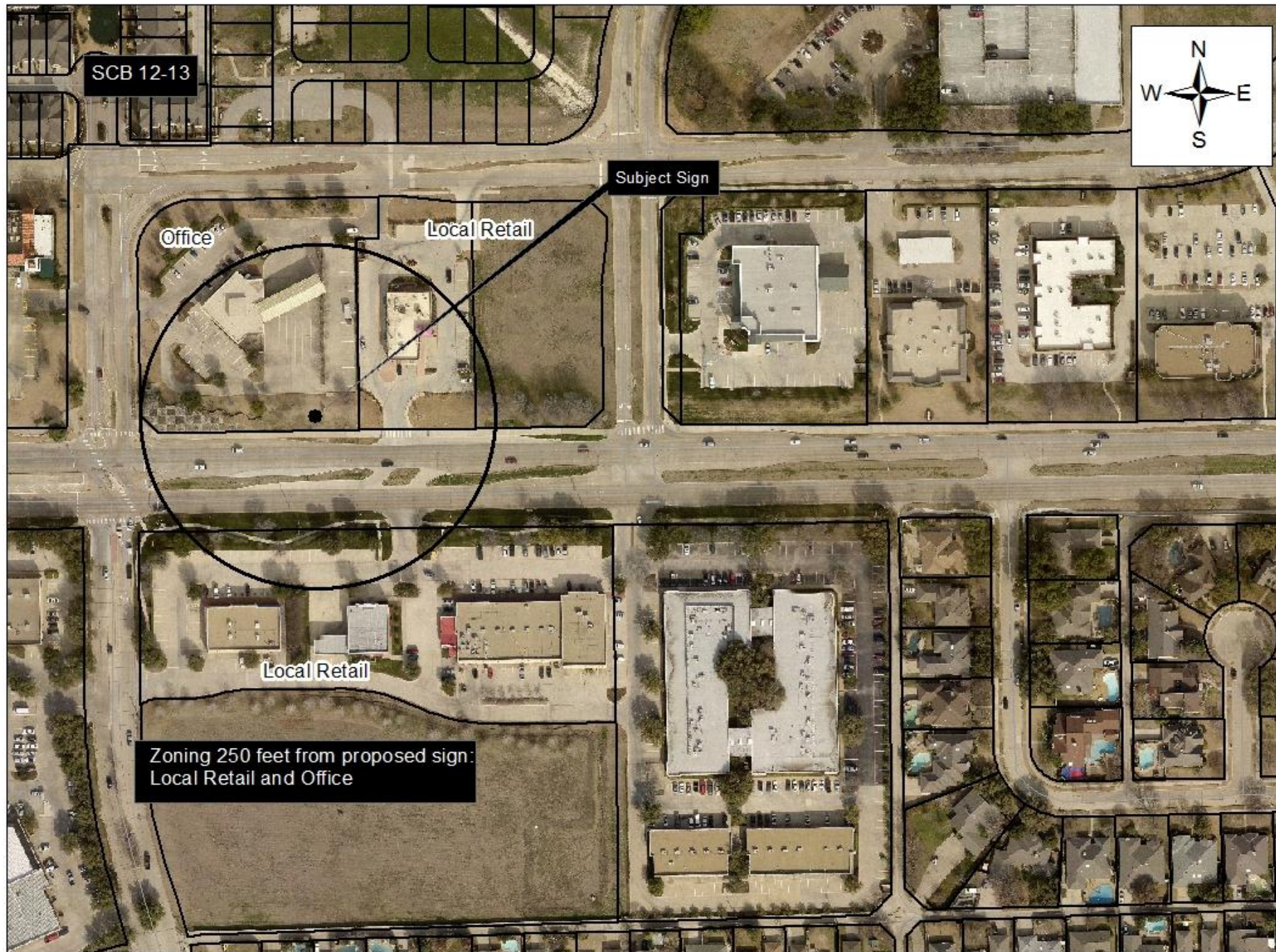
Subject Sign

Office

Local Retail

Local Retail

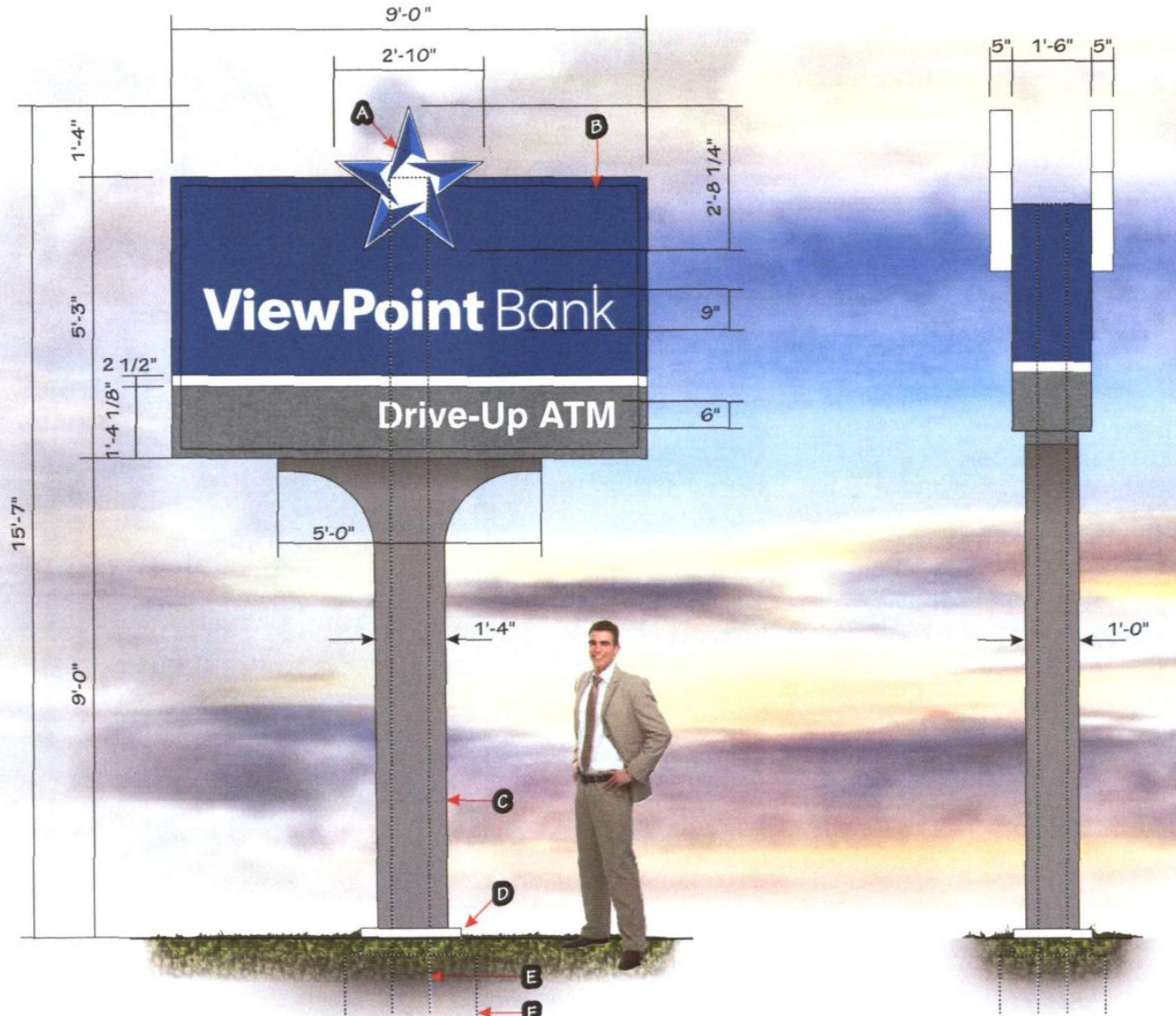
Zoning 250 feet from proposed sign:
Local Retail and Office



Existing Condition



Sign Detail



Eastbound View



Westbound View



Sign Control Board Action

- ❖ SCB 12-13 was unanimously approved by the Sign Control Board.

**City of Richardson Sign Control Board
November 7, 2012 Meeting**

SHERRILL PARK GOLF COURSE REVIEW

City Council Presentation

November 12, 2012

Golf Fund Review

Guiding Goals of the Review

- Eliminate the need for ongoing transfers/operation subsidy into the Golf Fund
 - Develop a sustainable multi-year model using conservative revenue assumptions.
 - Evaluate rate increase opportunities for golf carts and review sales tax treatment.
 - Review opportunities to lower operational costs.
- Preserve the existing rate strategy including resident benefits
 - Maintain Sherrill Park rates as a good value in the economy to mid-priced golf market.
 - Maintain the resident punch card and preferred tee times during high demand weekend hours.

Golf Fund Review

Guiding Goals of the Review

- Maintain the quality of the courses
 - Create capital funding opportunities and maintain appropriate resources for ongoing maintenance operations.
- Retain Ronny Glanton as the Head Golf Professional
 - Evaluate management models that would maximize the proven expertise of Ronny Glanton.
- Increase Operational Transparency
 - Ensure that all revenues and expenditures at Sherrill Park are known and understood.

Operational Review Outcomes

- Revised Golf Fund operating budget for FY 2012/13
- Five-year outlook for the Golf Fund operating budget
- Amended professional services agreement with Ronny Glanton Inc.

Summary of Proposed Changes and Improvements

- City and Ronny Glanton Inc. (RGI)
Responsibilities and Revenue Sharing
- Golf Fund Budget and 5-Year Outlook
- Golf Personnel Changes
- Capital Equipment and Course Improvements
- RGI Contract Changes

CITY AND RGI RESPONSIBILITIES AND REVENUE SHARING

Operating Structure

- Professional services agreement to continue with RGI to allow Ronny Glanton's expertise in running the general golf course operations including the pro shop, snack bar, and driving range.
- The City will take on the responsibility of providing golf carts and retain 80% of golf cart rental revenue.
 - The City will initiate a 2-year lease for 90 electric carts with E-Z-GO providing the same golf cart amenities as the existing fleet. Annual cost is estimated at \$98,000 (offset by golf cart revenue).
 - The City will initiate a lease to assume RGI's current fleet of 40 gas carts that are used to supplement the primary fleet. Annual cost is estimated at \$24,000 (offset by golf cart revenue).

Operating Structure

- Revenue sharing between the City and RGI is proposed as follows:

	City of Richardson	Ronny Glanton Inc.
Cart Rental	80%	20%
Driving Range	20%	80%
Pro Shop	10%	90%
Food/Beverage	10%	90%
Green Fees	100%	

- Using 95,000 as a normal year, the revenue sharing percentages are expected to allow RGI to “break even” based on historical revenue and expenditure patterns.

Operating Structure

- In addition to the revenue sharing, the City will provide RGI a management fee to compensate for oversight services totaling \$200,000 annually.
- In a normal year (95,000 rounds), RGI will receive a net profit of \$200,000, which includes the management fee.
- If rounds or net revenues increase, RGI net profit will increase up to a capped amount of \$225,000 annually.

GOLF FUND BUDGET AND 5-YEAR OUTLOOK

Golf Fund Budget and 5-Year Outlook

- A green fee increase is not anticipated in the 5-year outlook. No increase to the resident punch card is anticipated.
- Sales tax is planned to be passed through to the user starting January 1, 2013.
- Half of preferred tee times will continue to be offered to only Richardson residents (\$65,000 to \$80,000 negative impact to revenue annually).
- A golf cart rental rate increase of \$3 from \$9 to \$12 is planned for the 2014-15 fiscal year. The increase will generate approximately \$186,000 annually.

Golf Cart Fee Survey

Course	Fee
Sherrill Park	\$9
Firewheel (Garland)	\$13
Indian Creek (Carrollton)	\$12
Grapevine	\$15
Dallas Courses	\$13
Pecan Hollow (Plano)	\$12
Tangle Ridge (Grand Prairie)	\$15
Arlington Courses	\$12

Golf Fund Budget and 5-Year Outlook

Golf Fund Debt Payment

- Similar to the strong majority of other municipal golf courses, it's proposed to adjust the Golf Fund debt payment. The plan includes:
 - The amended 2012-13 Golf Fund budget proposes no debt payment paid from the Golf Fund. The General Debt Service Fund would accommodate the \$557,275 payment. This adjustment will allow the Golf Fund to accrue reserve funds to prepare for course improvements in 2013-2014.
 - The Golf Fund would cover half of the annual of the debt payment estimated at \$281,000 in each of the remaining 8 years and the General Debt Service Fund would cover the remaining 50%.

Examples of City Support

- Allen (Chase Oaks)
 - Outstanding golf debt of \$4.5 million is paid by the General Debt Service Fund
 - City transfer into the Golf Fund
 - 2010 - \$463,000
 - 2011 - \$292,000
 - 2012 - \$536,000 (estimated)
 - 2013 - \$177,000 (estimated)
- Garland (Firewheel)
 - Debt for the golf course is paid from the General Debt Service Fund
 - City transfer to the Golf Fund
 - 2010 - \$1.3 million
 - 2011 - \$1.4 million
 - 2012 - \$500,000 (estimated)

Examples of City Support

- Grand Prairie
 - Debt for the golf course is paid by the General Debt Service Fund
 - City transfer to the Golf Fund
 - 2010 - \$672,000
 - 2011 - \$500,000
 - 2012 - \$325,000 (estimated)
 - 2013 - \$353,000 (estimated)
- Plano
 - Debt of \$8.8 million is paid by the General Debt Service Fund
- City such as Dallas, Fort Worth and Arlington place golf course budgets in their General Fund commonly within the Parks and Recreation Department

Golf Fund Budget and 5-Year Outlook

- In the 5-year outlook the fund balance is anticipated to grow to 90 days by 2015-16.

	Original 2012/13	Amended 2012/13	Plan 2013/14	Plan 2014/15	Plan 2015/16	Plan 2016/17
Days of Fund Balance	31	106	43	84	90	90

- The current policy expresses the days in fund balance should be a minimum of 30 days growing to 60 days.

GOLF PERSONNEL CHANGES

Golf Course Personnel

- The City will continue to employ all maintenance personnel.
 - 12 full time employees
 - 4 to 6 seasonal “day labor” employees during peak season
- RGI will provide all snack bar staff, cart staff, marshals, and staff to supplement the operation of the pro shop.
 - 50-60 employees and subcontractors depending upon the time of year

Assistant Golf Professionals

- City Employees:
 - The City will employ 2 full time assistant pros. Previously the City employed 4 full-time assistant pros.
 - One assistant pro recently resigned from the City for another position. The other assistant pro elected to move to RGI's employment to enhance his teaching opportunities.
 - One of the remaining employees will be promoted to Senior Assistant Golf Professional. The employee currently functions in this manner and the new title better reflects his responsibilities. This employee has worked for the City 22 years.
 - The 2nd remaining assistant pro will receive a market adjustment with the amended budget. This employee has worked for the City 12 years.

Assistant Golf Professionals

- RGI Employees and Subcontractors
 - RGI will employ two full time assistant professionals, which will total 4 assistant golf pros in the pro shop (previously 5).
 - One RGI full time assistant pro is a current RGI employee.
 - The 2nd full time assistant pro is the current city employee that is moving over to RGI.
 - RGI employees and subcontractors will run the learning center at Sherrill Park with 5% of revenue to the City for use of the course and range.
 - RGI will hire part-time employees over the busy summer months to supplement the pro shop operation.

CAPITAL EQUIPMENT AND COURSE IMPROVEMENTS

Capital Equipment and Course Improvements

- The 5-year model includes a greens replacement on Course 1 in the summer of 2014. The cost of the replacement is estimated at \$100,000 and we anticipate green fee revenues to be down slightly over 12% due to the 10 week closing.
- Starting in FY 2013/14 the Golf Fund will pay for capital equipment on a pay as you go basis with \$100,000 budgeted annually.
- Additional funding for capital improvements to Sherrill Park will be available in 2015/16 and beyond between \$150,000 and \$180,000 annually.

CONTRACT AMENDMENT WITH RGI

RGI Contract Amendments

- Revenue sharing revised to the new model.
- Establish a management fee of \$200,000 annually.
- Net profit capped at \$225,000.
- RGI to provide financial statements that report all revenues and expenditures to verify net profit.
- Update insurance requirements and include City as an additional insured.

RGI Contract Amendments

- RGI to provide 2 assistant pros with supplemental staffing for the pro shop during busy times of the year.
- If golf course revenue is impacted due to a city initiated repair/improvement, RGI will oversee the work on the course and receive a project management fee in an amount agreed upon by both parties.
 - The planned greens replacement in the summer of 2014 will trigger this clause.

CONCLUSIONS

Golf Fund Review

Guiding Goals of the Review

- Eliminate the need for ongoing transfers/operation subsidy into the Golf Fund
 - Several key cost savings measures and revenue sharing adjustments have allowed the City to achieve this goal. The 5-year model shows the Golf Fund handling its expenditures, creating funding for future capital improvements, and growing the fund balance reserve to 90 days.
- Preserve the existing rate strategy including resident benefits
 - No green fee increase is anticipated through the 5-year model.
 - A golf cart rental fee increase of \$3 is planned in 2014/15, which is consistent with other area courses.
 - No changes are recommended to the resident punch card or the tee time benefits for residents on the weekends.

Golf Fund Review

Guiding Goals of the Review

- Maintain the quality of the courses
 - Funding to appropriately maintain the golf courses have been preserved.
 - Golf course improvements are planned for Course 1 and additional funding is planned in the 5-year model.
- Retain Ronny Glanton as the Head Golf Professional
 - Provisions for an amended contract with RGI have been successfully identified that appropriately considers the golf market and the caliber of Ronny Glanton.
- Increase Operational Transparency
 - All revenues and expenditures for the City and RGI will be reported.

Next Steps

- City Council Feedback and Direction
- For December 10th Action:
 - Create the necessary budget amendments for the Golf Fund effective January 1, 2013
 - Authorize the City Manager to execute a revised professional services agreement with Ronny Glanton Inc.