

What's Inside



Dedication of Keffler Ballpark Page 9

The City dedicated Keffler Ballpark last month, recognizing former City Manager Bill Keffler for his years of service to the community.

RICHARDSON PARKS AND RECREATION FALL GUIDE

Fall Rec Guide Inside



National Night Out Planning Meeting Page 8

The first planning meeting for the 2013 National Night Out event will be held Aug. 6



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KDC holds groundbreaking for 186-acre project

State Farm to lease 1.5 million square feet in three office towers

KDC held a groundbreaking ceremony last month at its new 186-acre master-planned project in Richardson. State Farm will lease 1.5 million square feet in three towers, which are currently under construction at the development.

"This is an exciting day for KDC as we officially break ground on the largest and most visionary development in our history," said Steve Van Amburgh, chief executive officer, KDC. "Offering this kind of creative development to North Texans, adjacent to the DART light rail system, is what the work force of today is seeking and residents and visitors expect. We plan to deliver everything from office to entertainment in a very inviting and pedestrian-friendly environment."

The three towers are part of KDC's \$1.5 billion master-planned project in Richardson near the intersection of President George Bush Turnpike and North Central Expressway (US 75). The Class A office buildings will consist of a 13-story tower, 15-story tower and 21-story tower. Each tower is situated on a five-level parking structure along with ground floor retail space.



cor.net/Bush75

Ground was officially broken last month for KDC's 186-acre master-planned project. Pictured from left are: City Council Members Scott Dunn and Kendal Hartley, Mayor Laura Maczka, State Farm Senior Vice President Mary Crego, Mayor Pro Tem Bob Townsend and Council Members Mark Solomon, Paul Voelker and Steve Mitchell.

"The creation of a larger multi-functional facility in Richardson is one of many changes we're making to better meet the ever expanding needs of our customers," said Mary Crego, senior vice president, State Farm. "We're pleased to be a bigger part of the Richardson community as we position State Farm

to better serve communities across North America."

The new facilities will serve as a hub that will provide claims, service and sales support to State Farm customers. The site will be staffed by a combination of new hires and existing employees. With the complex, State Farm will be

the largest employer in Richardson.

"We work hard in Richardson to provide quality infrastructure and a business-friendly atmosphere to attract signature employers and developments such as this," said Richardson Mayor Laura Maczka. "We feel very fortunate to be the

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Family Aquatic Center opens



The splash playground at the new Heights Family Aquatic Center was a big hit on opening day.

Marcia Weidenfeller has many fond memories of taking her son, John, to Heights Park in the summertime to cool off in the pool. They reminisced about those days many years ago as they enjoyed the park's newest amenity—the Heights Family Aquatic Center—this time with John's 3-year-old son in tow.

"It was good then, and it's perfect now," Marcia said. "I'm so glad to bring my grandchild."

The Weidenfellers were among hundreds of people to visit the Family Aquatic Center when it opened to the public July 12. The facility includes a tot pool with play features, a zero-entry pool with a splash playground, current channel, vortex pool, instructional water area, lap swim and double-tube slide. It replaced the Arapaho Pool, which opened about 50 years ago.

Roger Scott, Richardson's Assistant Director of Parks and Recreation, said that the old pool served the City well but was due for an upgrade.

"It was the old style, and people aren't seeking out that type of water activity anymore," Scott said. "We're revitalizing what's going on in Richardson with our facilities, and we want to attract young families and keep the families that are here enjoying the opportunities we have available."

Voters approved \$4.5 million for the Family Aquatic Center through the 2010 Bond Program. It is part of a master plan for Heights Park that included rebuilding the Heights Recreation Center and moving the Gymnastics Center into a new facility, projects also funded through the 2010 Bond Program. The Gymnastics Center

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Iconic cinema opens Aug. 9

Alamo Drafthouse Cinema has shown previews to the Richardson community over the past year, with its free "Rolling Roadhouse" outdoor screenings. Now, it's time for the main attraction.

The iconic Austin movie theater makes its Dallas-Fort Worth Metroplex debut in Richardson's Heights Shopping Center on Friday, Aug. 9, with "soft opening" film screenings planned Aug. 6-8.

Alamo Drafthouse DFW Chief Operating Officer Bill DiGaetano said that what sets Alamo apart from other theaters is the company's commitment to the film experience.

"From the minute you sit down and see our unique pre-show entertainment, to the made-from-scratch food, to the cutting-edge projection technology we use, you'll see what has made Alamo

such an institution," he said. "This is a place for movie fans, run by movie fans."

The City Council approved an economic incentive package to lure Alamo to Richardson so it could serve as a catalyst for the Heights Shopping Center and surrounding area. The center was built in the late 1950s and early 1960s and has been a focus of revitalization by both the City and property owners.

"A business as unique as Alamo will be a draw for other retail and restaurants to Richardson, which is so important to the success and vitality of our community and Main Street area," Mayor Laura Maczka said. "We're confident that it will be a huge success, and I'm so excited that they're going to be opening their first Metroplex theater right here in Richardson!"

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Alamo Drafthouse Cinema held a preview screening July 25 in its new 247-seat auditorium, the largest in Alamo history.

Currently we are at:

Stage 1 | Stage 2 | **Stage 3** | Stage 4

Stage 3 water restrictions are in effect

The City of Richardson moved to Stage 3 water conservation measures June 1. Stage 3 restrictions allow residents and businesses to irrigate lawns once a week. (See table below.) The implementation of Stage 3 comes at the request of the North Texas Municipal Water District, which is facing critical shortages in its water supply. For additional information about Stage 3, visit the City's website at cor.net or contact the Public Services Department at 972-744-4220 between 8 a.m. and 5 p.m. Monday through Friday.

Stage 3 outdoor irrigation schedule (once a week until further notice)	
Last digit of address	Allowed landscape watering days
2, 4, 6, 8, 0 (even)	Saturdays (no watering between 10 a.m.-6 p.m.)
1, 3, 5, 7, 9 (odd)	Sundays (no watering between 10 a.m.-6 p.m.)

I need to make repairs to my pool. Can I drain and refill the pool in Stage 3?

Homeowners are allowed to drain and refill their pools for repairs as needed. When pools are drained, they still need to follow the proper draining guidelines (drain down their sewer line). Pools may also be refilled to maintain opera-

tional levels. No variance is required to refill pools, but if refilling the pool can be deferred to next year, please consider waiting.

Can I wash my car and hose down my sidewalk and patio in Stage 3?

Yes, homeowners may wash their car and hose down paved or similar surface areas around their home any time on any day as necessary. Use a nozzle with a shut off valve when doing these activities to assist you in using water wisely.

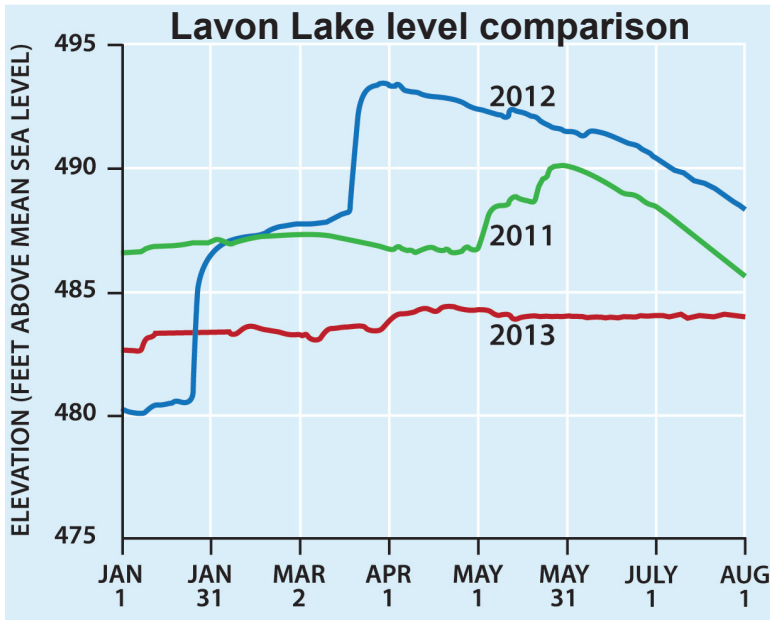


I see sport fields being watered more than once a week. Is this allowed?

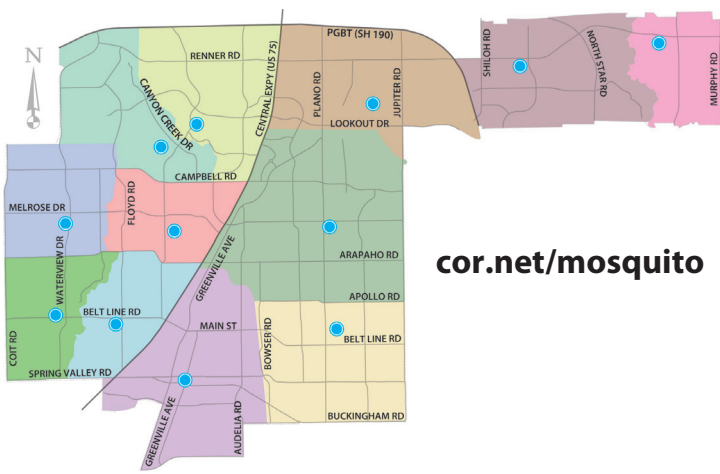
For the safety of the public using athletic fields, the fields are allowed to be watered up to two times a week. However, no watering between the hours of 10 a.m. to 6 p.m. is still in effect.

Visit cor.net/WaterConservation for more information.

Even though recent rains have helped lawns and gardens, it was not enough to raise the lake levels, and the City of Richardson is expected to remain in Stage 3 water restrictions for the foreseeable future. The continued drought and low winter and spring rainfall has caused the level of Lavon Lake to be lower at the beginning of this summer than at the same time in each of the past two years. Lavon Lake is at its full reservoir capacity at 492 feet above mean sea level (a standard measurement used for lake levels). You can see the current levels of lakes used as reservoirs by North Texas Municipal District at ntmwd.com.



Online interactive map provides mosquito information



The City of Richardson map shown can be accessed at cor.net/mosquito. Click on one of the 12 mosquito management areas to see mosquito trap test results, dates storm drains were sprayed and dates truck-mounted ground spraying was done (if necessary). The blue dots on the map show where mosquito traps are located.

The website also allows you to sign up for mosquito spray notifications (be sure to enter your e-mail address and choose the mosquito spraying/West Nile check box).

City Council Action

The following is a listing of some of the main items considered by the Richardson City Council at the June 24 and July 8 meetings. Citizens are welcome to attend Council meetings (second and fourth Mondays of each month at 7:30 p.m.) and work sessions (every Monday at 5:30 p.m.). The Richardson City Council Agenda is posted at City Hall on a bulletin board at the west end of the building and can be found on the City website, cor.net. The agenda is posted on Friday evening prior to the Monday night meeting. You may request a copy of the agenda or more information by calling the City Secretary's Office at 972-744-4292.

City Council meetings and work sessions are broadcast live on the City's website at cor.net and on the City's cable TV channel on Time Warner Cable, channel 16 and AT&T U-Verse, channel 99. Taped replays of the meetings are also available on the website within 24 hours.

June 24

A request by the Appletree Court for a variance to the City of Richardson Code of Ordinances Chapter 18, Section 18-96(23)(D)(II) to allow for two, 29 foot and 5 inch reductions of the 30 foot setback requirement to allow for a 14 foot tall, 60 sq. ft. pole sign, with an electronic messaging center, to be 7 inches from the east and west adjoining private property lines located at 870 W. Arapaho Rd., was approved.

July 8

Consent Agenda
Authorized the advertisement of **Bid #56-13**—2010 Streets And Alleys Phase I (Streets—100 Gentle, 800 Lockwood, 100-300 N. Weatherred) (Alleys—200 Thompson Dr., 800 Lockwood, 200 Weatherred).

MAYOR'S MESSAGE

The construction cranes and grand opening signs around town are signals that business is active in Richardson. It was a pleasure last month to welcome State Farm to our community, and I'm thrilled to be able to see Alamo Drafthouse Cinema open in Richardson this month!

Even individually, these two projects would have a huge impact on Richardson. But combined, and along with the planned opening of the Methodist Richardson Medical Center Bush/Renner hospital next year, it is amazing to see the momentum that is building in our community right now.

The State Farm office complex is at the heart of a 186-acre master-planned, mixed-use development by KDC. In just its first phase, this transit-oriented development at Bush Turnpike and Central Expressway will include the State Farm complex, nearly 1,000 multi-family residential units, a 150-room hotel, a health clinic and fitness facility, and more than 75,000 square feet of retail and restaurants.

Even before Alamo Drafthouse Cinema opens its doors at Heights Shopping Center, the Austin icon is drawing interest from businesses to one of our community's oldest shopping centers. And with their weekly outdoor screenings of fan favorites leading up to the official opening...the loyal customer base is quickly getting established.

With the hospital, we will see more medical professionals and other associated businesses locate in Richardson. This will benefit not just our city, but the northern portion of our Metroplex/region.



Mayor
Laura Maczka
laura.maczka@cor.gov

All of this activity is due to the efforts of our City leadership and our partners at the Richardson Chamber of Commerce. During the recent recession, we all worked hard to be sure that Richardson was poised to take advantage when the economy recovered. The new businesses opening and expanding in our city today show that we're moving the right way economically, and the growing tax base and employment opportunities in Richardson are a reflection of that positive direction.

Please join me in welcoming an expanding State Farm to our community, and I'll see you out at the movies down at Alamo soon!

Sincerely,

Laura Maczka
Mayor

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Richardson Today is a monthly publication of the City of Richardson. It is free for Richardson residents. The publication is designed to keep citizens of Richardson informed of activities and news that may be of interest to them. If you have any comments or suggestions concerning this or future issues, please send them to:

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KDC holds official groundbreaking



Rendering of the three State Farm office towers.

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site for this project, and we look forward to the destination retail and other mixed-use amenities that this transit-oriented development will bring to the community.”

The office towers are slated for early 2015 occupancy. KDC plans to achieve LEED® Silver certification from the U.S. Green Building Council.

In December 2012, KDC announced the acquisition of 186 acres of land to develop a master-planned project in Richardson. KDC’s project, adjacent to the Dallas Area Rapid Transit’s (DART) Bush Turnpike Station on its Red Line, will be a transit-oriented development on the east and west sides of Plano Road. The east side includes the 147.5 acres of land on the north side of Renner Road, between Plano Road and Wyndham Lane. The west side includes 38.5 acres of land south of President George Bush Turnpike between Plano Road and the DART light rail tracks.



Rendering of the State Farm pedestrian plaza.

“KDC has been a longtime partner in Richardson, and we’re ecstatic to be working with the group again on this project,” said Richardson City Manager Dan Johnson. “Richardson is the heart of the second-largest employment center in the Metroplex, and we wanted to see something special

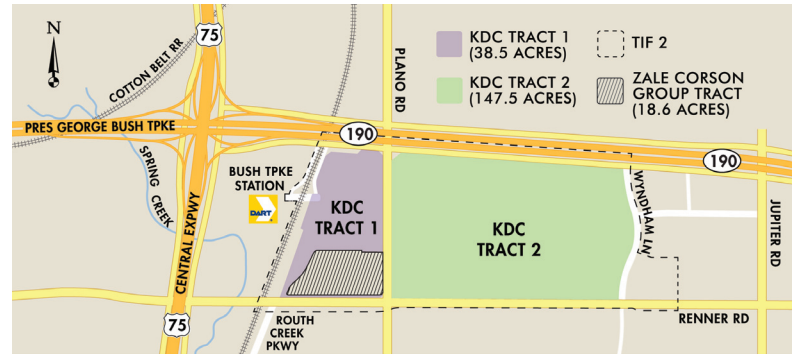
occur at this important crossroads of US 75, the President George Bush Turnpike and the DART station. The State Farm development is a perfect fit for that location and builds on our goals to develop contemporary business settings that are being sought by companies and their employees.”

The first phase of KDC’s development will include the three office towers, just under 1,000 multi-family residential units, a 150-room select service hotel, a health clinic and fitness facility, and more than 75,000 square feet of retail and restaurants.

Once all phases of KDC’s Richardson master-planned community are complete, it will include 5 million square feet of office space, 300,000 square feet of grocery, restaurant and retail space, up to 3,200 multi-family residential units and two hotels.

State Farm held a career fair in Richardson July 23-24 that focused on claims, service and sales support positions and plans to hire 700 employees by the end of the year.

Development area will be a hub of mixed-use activity



The future of the land surrounding the Bush Turnpike rail station only begins with the State Farm Insurance office complex. While the three buildings form the core of the development, the area is envisioned as a hub of activity in a mixed-use environment.

Two companies—KDC and Zale Corson Group—have each started building the first phase of two complementary developments between the Dallas Area Rapid Transit (DART) rail line and Plano Road, north of Renner Road. Future transit-oriented development is planned west of the rail line, as well.

“The planning for this area was done in a way to take advantage of the DART line, Bush Turnpike and Central Expressway—it’s a

true crossroads for this community and the Metroplex,” said Richardson Development Services Director Michael Spicer.

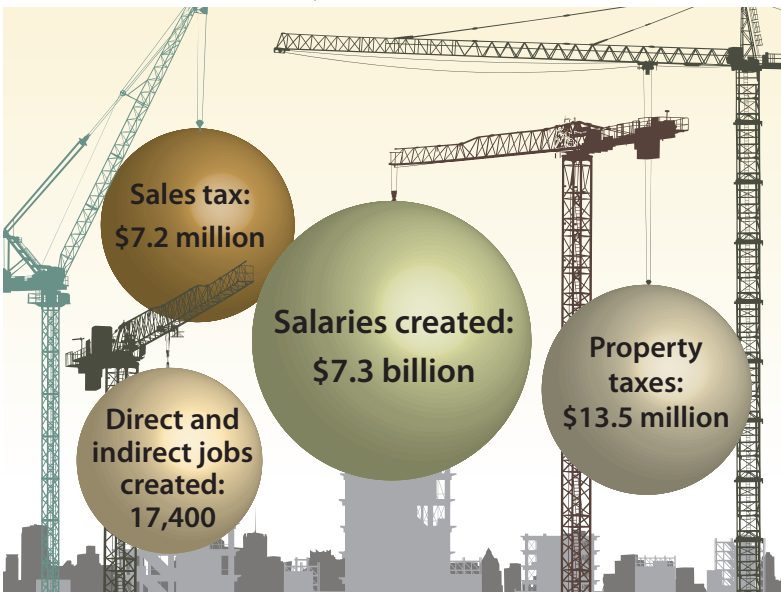
A detailed development proposal for the land west of the DART line has not yet been submitted, but the area was included in the larger, form-based zoning plan approved by the City Council in 2011.

“This area is widely regarded as one of the prime locations in the Metroplex, and we feel like it is poised to become one of the premier mixed-use centers in the region,” Spicer said. “The employment, residential, retail and recreational components present a terrific opportunity to create an exciting neighborhood possessing a truly unique sense of place.”



Rendering of the Zale Corson mixed-use development.

State Farm 10-year Economic Impact*



*Source: KDC Economic Impact Study

Iconic cinema opens Aug. 9

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DiGaetano said he’s been amazed by the community support for Alamo, from a strong following on Facebook and Twitter (at facebook.com/AlamoDraftHouseDFW and twitter.com/AlamoDFW) to the large crowds at Rolling Roadshow events.

“There’s already a loyal Alamo fan base across the whole Metroplex, but we’re so happy with how everybody in Richardson, and especially in the surrounding neighborhoods, has really embraced us,” he said.

The theater features seven auditoriums, including one small enough to host private events as

well as one with 247 seats—the largest screen in Alamo Drafthouse Cinema history. In addition to the food menu, there will be a wide selection of craft beers available both in the theater and in the adjoining restaurant. Alamo’s corporate policies will be strictly enforced: no talking or texting during movies (except during events such as quote-alongs), and anybody under age 18 will have to be accompanied by an adult.

“These are all things that Alamo has become known for, and we’re really looking forward to bringing this experience to Richardson,” DiGaetano said.

Legislation continues to benefit City businesses and economic development

By William C. Sproull
President and CEO, Richardson Chamber of Commerce and Richardson Economic Development Partnership

Every two years, the Richardson Chamber of Commerce works with our state leaders in Austin to support legislation that will benefit Richardson businesses and improve our ability to attract new companies to the city.

The Chamber works closely with the City of Richardson through the Richardson Economic Development Partnership, one of the most enduring and successful collaborations of its kind.

When this year’s regular Legislative session concluded, and after two special sessions, the Chamber

achieved nearly every one of its goals for the year.

Included in this was \$667 million in tax relief over the next two years for Texas businesses. Legislation passed makes permanent a \$1 million deduction from the state franchise tax that will benefit small business owners statewide, and every Texas company will receive an across-the-board reduction of 2.5 percent on its franchise tax in 2014-15.

Much of that tax relief will flow to businesses in the large technology sector in Richardson’s Telecom Corridor® area.

Among the benefits to tech companies approved this year are:

- Tax incentives to businesses that do qualified research and

development in Texas or that buy depreciable R&D equipment.

- Tax incentives on equipment such as servers and wiring, which will benefit large corporate data centers. Richardson has a growing number of large corporate data centers, heavy industrial buildings that store servers and other gear for storing, processing and moving large amounts of electronic information.

- Limited refunds on state sales taxes paid by telecommunications, Internet service and cable television providers on networking equipment.

But the 83rd Legislature was about more than tax cuts. This

year significant progress was made for businesses and communities across the state with the creation of the State Water Implementation Fund for Texas, or SWIFT.

If approved by voters this November, the SWIFT constitutional amendment would appropriate up to \$2 billion from the state’s “rainy day fund” to help pay for water supply and conservation projects statewide. After enduring several years of drought, water resources are tremendously important to Richardson and Texas as a whole. Access to this vital resource must be expanded as we continue to grow and attract new opportunities for business and residents.

Despite these successes, there were some drawbacks, most notably

the Legislature’s failure to properly address transportation.

Richardson’s access to major traffic arteries and mass transit are one of our biggest draws for business, and it’s concerning that the Texas Department of Transportation received significantly less than the \$4 billion in annual funding it needs to maintain state roads. Also, a funding bill for building out the Cotton Belt line as part of DART did not make it out of committee.

Of course, we’re fortunate to have the relationships we have with our legislators who dedicate their time and support to make things happen in Richardson.