

## City Council Work Session Handouts

March 14, 2016

- I. Review and Discuss the March 9, 2016 Sign Control Board Minutes
- II. Review and Discuss Regulating Noise from Construction Activities
- III. Review and Discuss the Over 65 and Disabled Person Exemption
- IV. Review and Discuss Strategy for the Increasing Participation and Contributions Citywide and a Philanthropy Strategy for Spring Creek Nature Area

**Sign Control Board of Adjustment  
March 9, 2016 Meeting**

**SCB Cases # 16-03  
Spring Valley Gas and More  
701 W. Spring Valley**

**\*\*\*Has been continued until the April 6, 2016  
hearing\*\*\***

**SCB Cases # 16-04  
Carmel Car Wash  
1400 E Campbell Rd**

## Applicable Ordinance

- ❖ Chapter 18, Article III, Section 18-96(23);
  - ❖ (d.) Location: Pole Signs
    - ❖ (4.) Pole signs must be located a minimum of 200 feet from any on premise single-use pole or monument sign.

## Requested Variance

- ❖ Allow for a pole sign 164 feet from a single use monument sign. (Minimum of 200 feet required)

## Reason for request

- ❖ Atmos Energy will not allow a sign closer than 26 feet to the west property line along N. Plano Rd. due to their gas easement. At 26 feet from the property line, a monument sign would not be visible from N. Plano Rd.



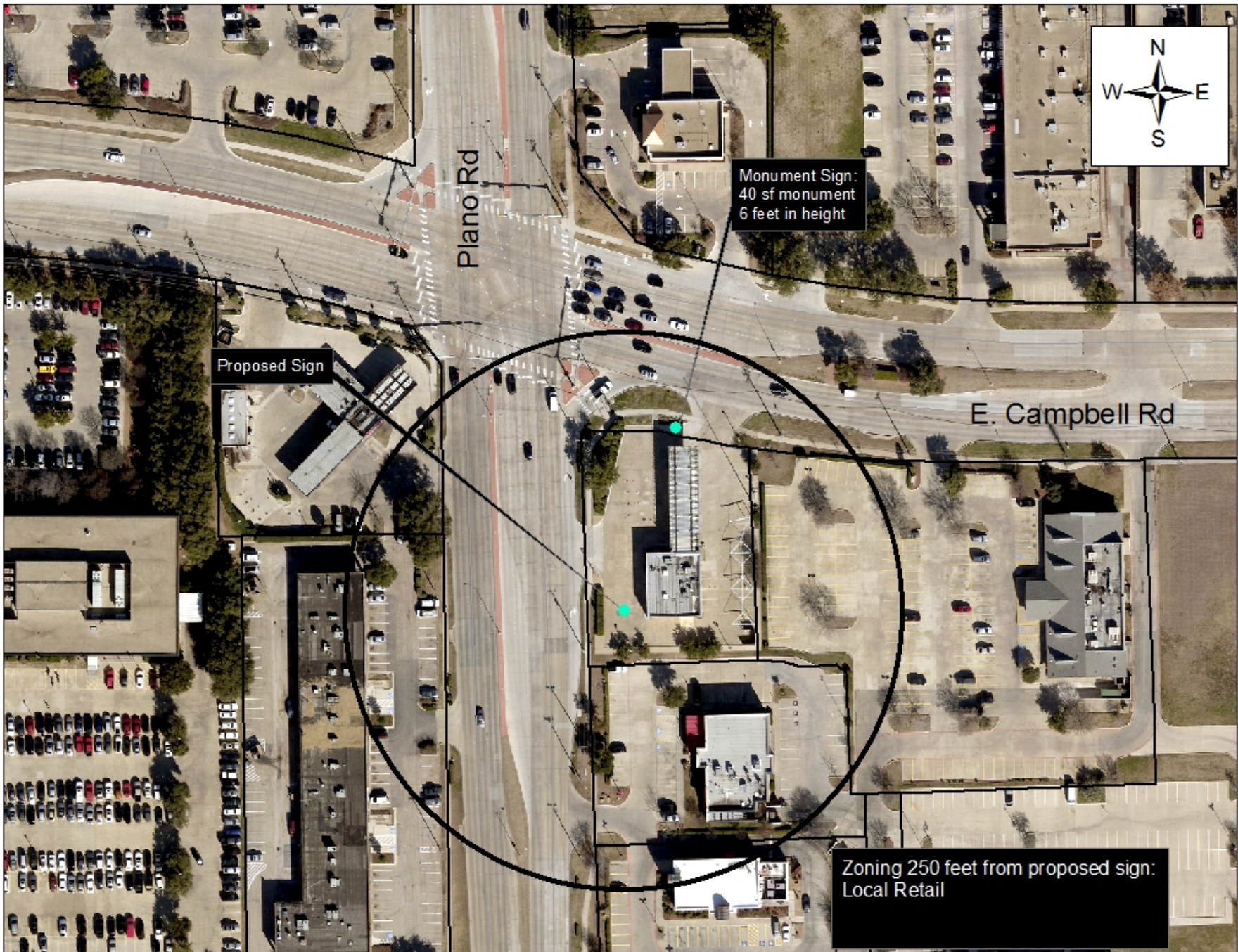
Plano Rd

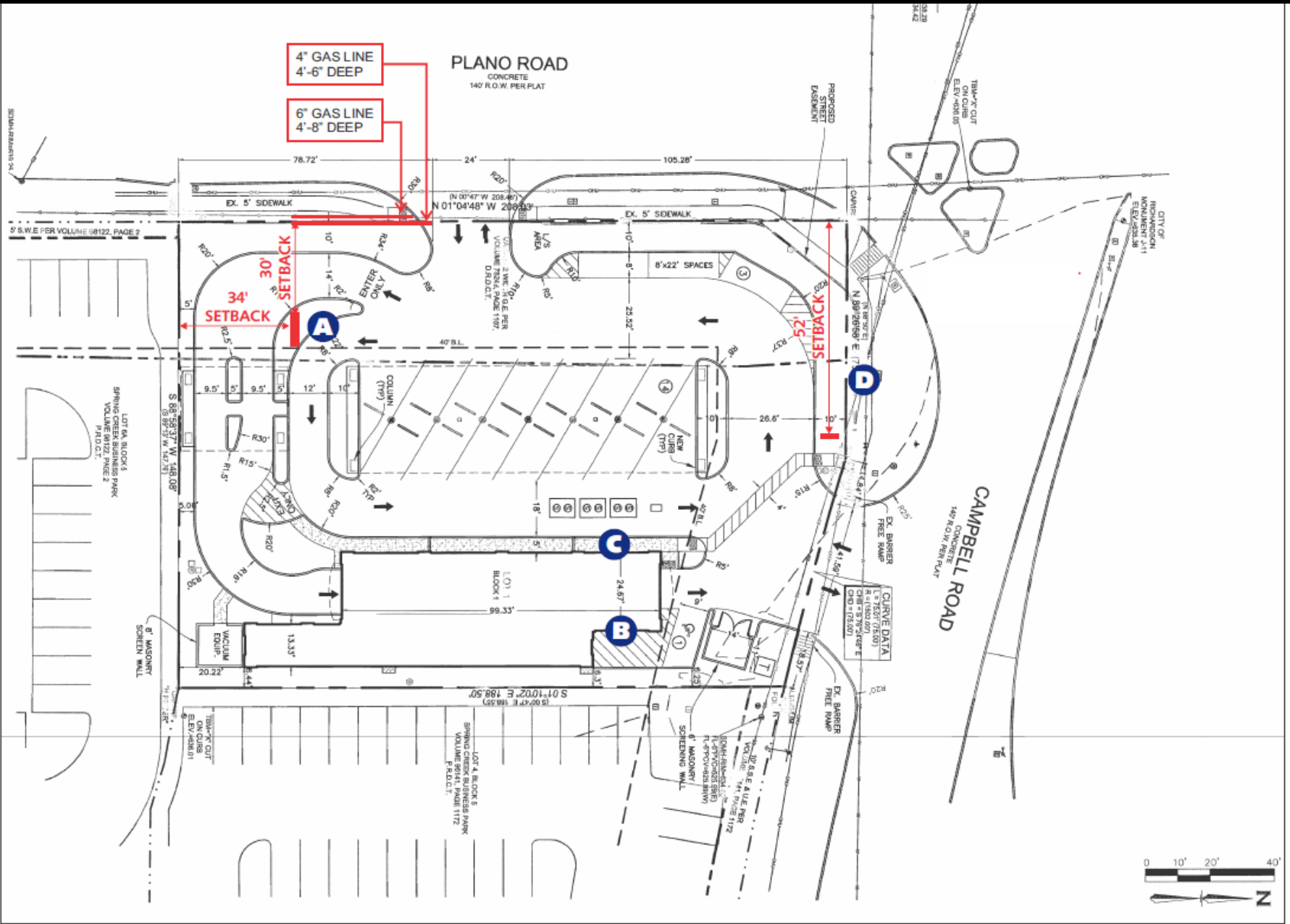
Monument Sign:  
40 sf monument  
6 feet in height

Proposed Sign

E. Campbell Rd

Zoning 250 feet from proposed sign:  
Local Retail



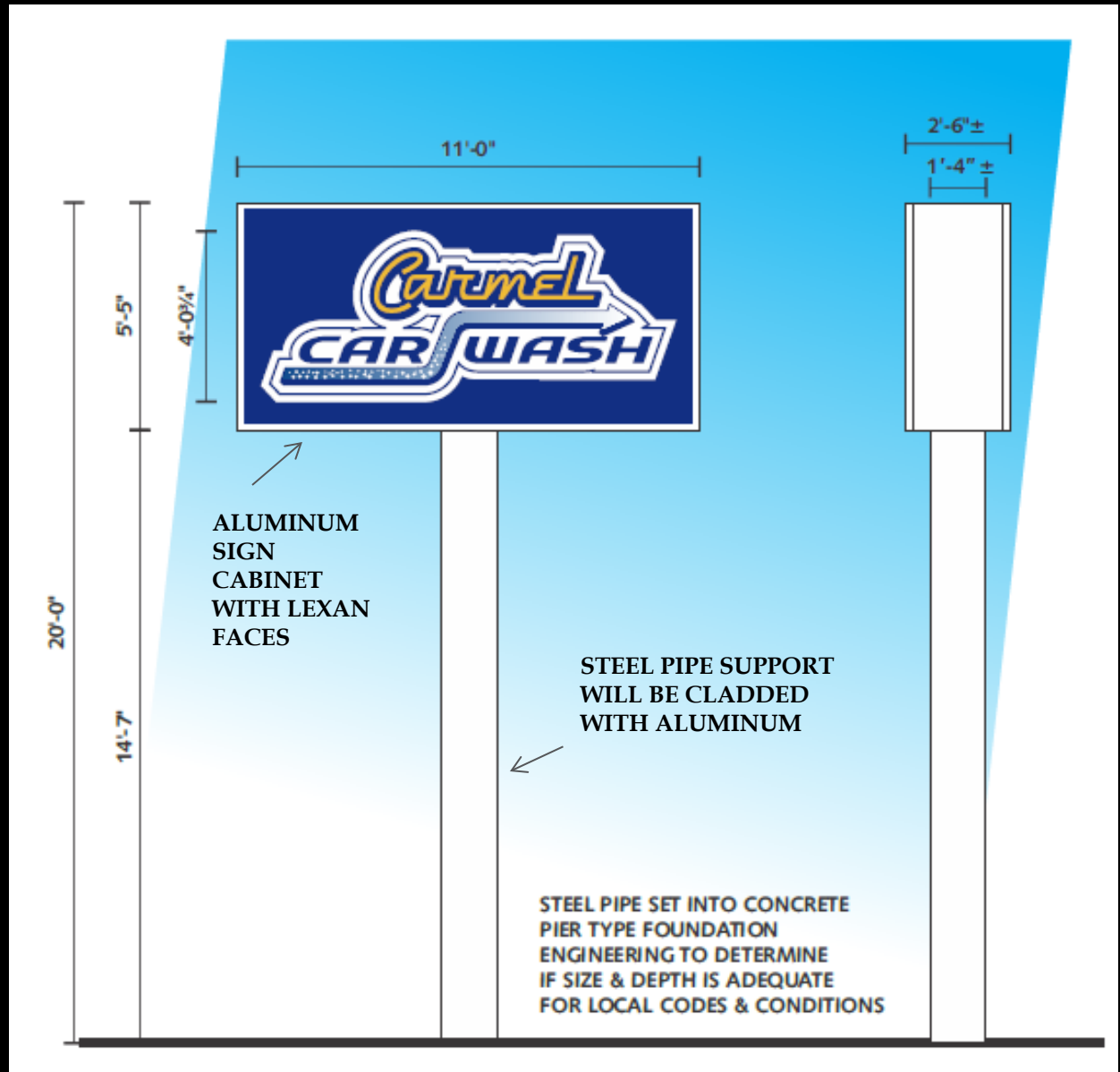


**SITE PLAN**

1/32" = 1'-0"



# Proposed Sign



# Northbound View



**PROPOSED SIGN LOCATION**  
**NORTHBOUND ON PLANO ROAD**

NOT TO SCALE

# Southbound View



## **Sign Control Board Action**

The Sign Control Board voted 4-0 to approve SCB Case 16-04.

**Sign Control Board of Adjustment  
January 6, 2016 Meeting**

City Council Briefing: March 14, 2016

# Regulating Noise from Construction Activities

# Introduction

- Staff originally provided a recommendation to City Council on February 22, 2016
  - Initial recommendation was to amend Section 13-75 (9) to read:
    - The erection, including excavation, demolition, alteration or repair, of any building **is prohibited within 300 feet of an occupied residential district**, other than between the hours of 7:00 a.m. and 6:00 p.m. on weekdays, except in the case of urgent necessity or in the interest of public safety **as deemed necessary by authorization of the Building Official**
- Staff has taken City Council feedback and worked to clarify language associated with recommended code enhancement

# Current Recommendation

## **Section 13-75 – Acts which create loud, disturbing, etc. noise enumerated**

The following acts, among others, are declared to create loud, disturbing and unnecessary noises, in violation of this division, but such enumeration shall not be deemed to be exclusive:

(g) Construction activities involving the erection, excavation, demolition, alteration or repair of any building, structure or flat work within a residential district or within three (300) hundred feet of any residential district, prior to 7:00 A.M. or after 6:00 P.M. on weekdays, or at any time on Saturday or Sunday if the noise from construction activities exceed the permissible octave band decibel limits prescribed in the Comprehensive Zoning Ordinance, except in the case of urgent necessity or in the interest of public safety, for which a permit shall be obtained from the city manager's office.



# Article XXII-B – Performance Standards

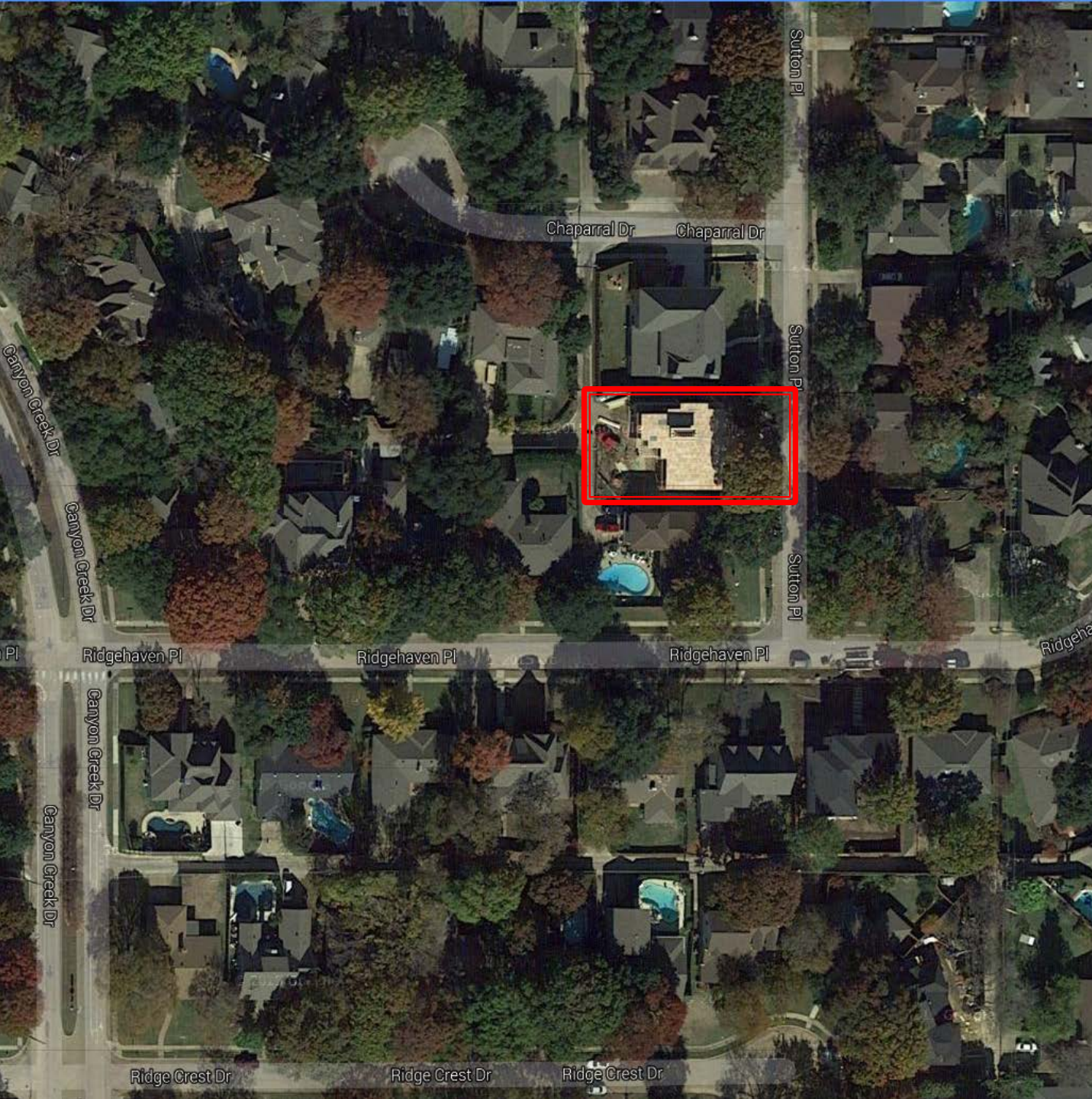
## Permissible noise level, residential districts.

(a) At no point on the district boundary line of any residential type district nor at any point on the bounding property line of any use within the boundary of such districts shall the sound level pressure from any operation, use or occupancy exceed the decibel limits specified in the octave bands designated in table 3.

(b) Maximum noise levels are as follows:

**Table 3**

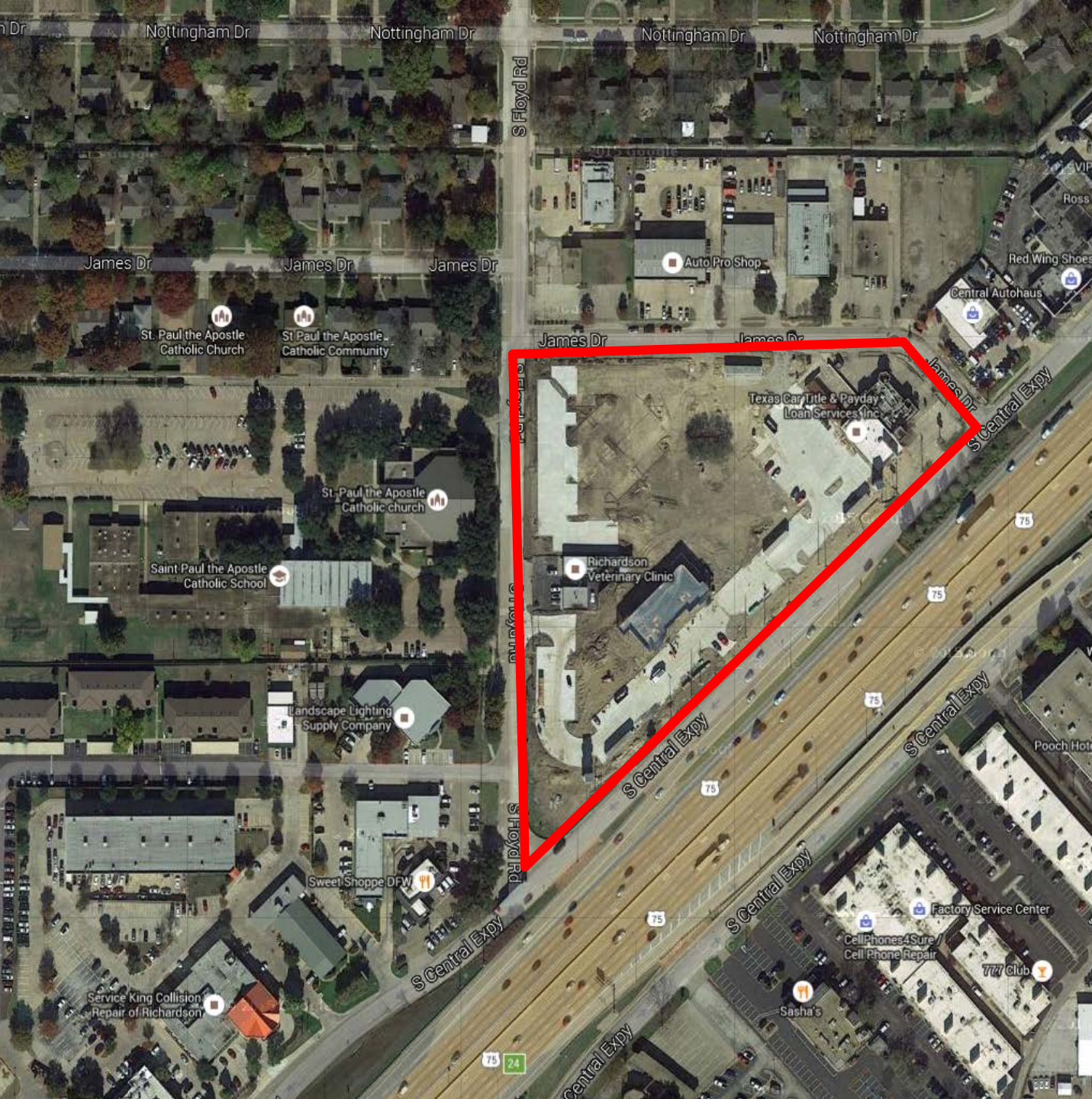
Octave Band	37— 75	75— 150	150— 300	300— 600	600— 1200	1200— 2400	2400— 4800	4800— 9600	A-Scal
Decibel Band Limit	80	68	61	55	51	48	45	43	56



## Example #1

Construction of a building in a residential zoned district

- Permitted to work and exceed maximum permissible daytime limits 7 am – 6 pm Monday – Friday
- Permitted to work but not exceed maximum permissible daytime limits all other times



## Example #2

Construction of a building within 300' of an occupied residential structure

- Permitted to work and exceed maximum permissible daytime limits 7 am – 6 pm Monday – Friday
- Permitted to work but not exceed maximum permissible daytime limits all other times



### Example #3

Construction of a building not in a residential district or within 300' of an occupied residential structure

- Construction work is not subject to these regulations

# Next Steps

- Ordinance with new language is on Consent Agenda tonight for consideration.
- Upon adoption, begin education and awareness initiatives to help contractors understand new regulations

**Executive Summary**  
**Review of Over 65 & Disabled Person Exemption**  
**March 14, 2016**

**Background:**

- The City's Financial Policies provide that the City Council will review the property tax exemption for Over 65 and Disabled Persons with a goal to maintain a tax benefit of approximately 30% of the average home value.
- There are currently 7,700 accounts that receive the exemption and the number of accounts historically has grown at about 3% per year on average.
- Senior Accounts make up 27.3% of the total number of Residential Accounts.
- The exemption has been \$60,000 since tax year 2014 (2014-2015 fiscal year).
- At the current tax rate \$0.63516/\$100 of property value, each \$5,000 increment is worth \$31.76 in tax reduction.

<b>Individual Impact</b>	
<b>Exemption Value</b>	<b>Tax Savings</b>
\$60,000 (current)	\$381.10
\$65,000	\$412.85
\$70,000	\$444.61

- Property values are expected to increase and staff is recommending increasing the exemption to \$70,000.
- An increase in the exemption must be approved before July 1, 2016 in order for it to be effective for the 2016-2017 fiscal year.
- If an increase in the exemption is approved by April 1, the appraisal districts can incorporate the higher amount on notices mailed to residents in May.

**Over 65/Disabled Person Exemption Analysis**

- The current average value of a senior's home is \$202,187
  - This was an 8% increase from the prior fiscal year
- On average, seniors will be paying \$39 more for their City taxes with another 8% growth in property values and increasing the exemption to \$70,000.
- The average value of a senior's home would have to increase by 16% before a \$70,000 exemption fell below the 30% financial policy goal.

- For Fiscal Year 2015-2016 the senior exemption amounted to \$2,934,439 in exempted taxes.
- With a \$10,000 increase from \$60,000 to \$70,000, the exempted taxes will amount to \$3,423,512.
  - The incremental cost to the City is \$489,073
  - General Fund = \$292,839 and Debt Service = \$196,234

<b>City Impact</b>			
<b>Exemption Value for 7,700 accounts</b>	<b>Total Cost of Exemption</b>	<b>General Fund Impact</b>	<b>Debt Service Impact</b>
\$60,000	\$2,934,439	\$1,757,032	\$1,177,407
\$65,000	\$3,178,976	\$1,903,452	\$1,275,524
\$70,000	\$3,423,512	\$2,049,871	\$1,373,641

**Recommendation:**

- Property values for seniors are estimated to grow another 8% this year.
- The current exemption amount of \$60,000 is under the City Council's Financial Policy of maintaining the exemption at 30% of the average value of a senior's home, with an exemption percentage of 29.68%.
- At a projected 8% property value growth, the current exemption amount of \$60,000 is expected to yield an exemption percentage of 27.5%.
- Staff recommends increasing the exemption to \$70,000. This increase will allow for a cushion in the 30% goal if values increase more than the anticipated 8%.
  - This is estimated to provide a 32.06% exemption for the 2016-2017 fiscal year
- An ordinance can be placed on the March 28 agenda if the City Council approves of an increase in the exemption amount.

**Attachments:**

- Average Senior Home Value History
- Richardson Population Trends

## Average Senior Home Value History

Average Senior Home Value Statistics									
Tax Year	Senior Exempt.	# of Senior Accounts	% Change	Avg Sr. Home Mkt Value (1)	% Change From Year to Year	% of Total Val	Exemption Loss at \$0.63516 per \$100 (2)		
							General	Debt	Total
1997	\$ 30,000	4,475	12.00%	\$ 105,093	3.88%	28.55%			
1998	\$ 30,000	4,712	5.30%	\$ 108,396	3.14%	27.68%			
1999	\$ 30,000	4,922	4.50%	\$ 114,593	5.72%	26.18%			
2000	\$ 30,000	5,074	3.10%	\$ 125,955	9.92%	23.82%			
2001	\$ 30,000	5,310	4.70%	\$ 133,573	6.05%	22.46%			
2002	\$ 30,000	5,479	3.20%	\$ 146,315	9.54%	20.50%			
2003	\$ 30,000	5,617	2.50%	\$ 151,997	3.88%	19.74%			
2004	\$ 30,000	5,630	0.20%	\$ 155,650	2.40%	19.27%			
2005	\$ 30,000	5,737	1.90%	\$ 163,726	5.19%	18.32%			
2006	\$ 50,000	5,923	3.20%	\$ 168,609	2.98%	29.65%			
2007	\$ 50,000	6,095	2.90%	\$ 173,581	2.95%	28.80%			
2008	\$ 55,000	6,302	3.40%	\$ 178,094	2.60%	30.88%			
2009	\$ 55,000	6,563	4.10%	\$ 178,961	0.49%	30.73%			
2010	\$ 55,000	6,769	3.10%	\$ 178,079	-0.49%	30.89%	\$1,350,723	\$1,013,945	\$ 2,364,669
2011	\$ 55,000	6,972	3.00%	\$ 178,788	0.40%	30.76%	\$1,391,231	\$1,044,353	\$ 2,435,585
2012	\$ 55,000	7,273	4.30%	\$ 178,609	-0.10%	30.79%	\$1,451,294	\$1,089,441	\$ 2,540,735
2013	\$ 55,000	7,431	2.20%	\$ 180,265	0.93%	30.51%	\$1,493,040	\$1,102,890	\$ 2,595,931
2014	\$ 60,000	7,597	2.20%	\$ 187,251	3.88%	32.04%	\$1,687,947	\$1,207,239	\$ 2,895,186
2015	\$ 60,000	7,700	1.40%	\$ 202,187	7.98%	29.68%	\$1,757,032	\$1,177,407	\$ 2,934,439

**Inc 5,000**

**Inc 8%**

**Assuming 8% Value Increase with \$5,000 Exemption Increase**

Tax Year	Senior Exempt.	# of Senior Accounts	% Change	Avg Sr. Home Mkt Value (1)	% Change From Year to Year	% of Total Val	Exemption Loss at \$0.63516 per \$100 (2)		
							General	Debt	Total
2016	\$ 65,000	7,700	0.00%	\$ 218,362	8.00%	29.77%	\$1,903,452	\$1,275,524	\$ 3,178,976
2017	\$ 65,000	7,700	0.00%	\$ 235,831	8.00%	27.56%	\$1,903,452	\$1,275,524	\$ 3,178,976
2018	\$ 65,000	7,700	0.00%	\$ 254,697	8.00%	25.52%	\$1,903,452	\$1,275,524	\$ 3,178,976
2019	\$ 65,000	7,700	0.00%	\$ 275,073	8.00%	23.63%	\$1,903,452	\$1,275,524	\$ 3,178,976
2020	\$ 65,000	7,700	0.00%	\$ 297,079	8.00%	21.88%	\$1,903,452	\$1,275,524	\$ 3,178,976

**Inc 10,000**

**Inc 8%**

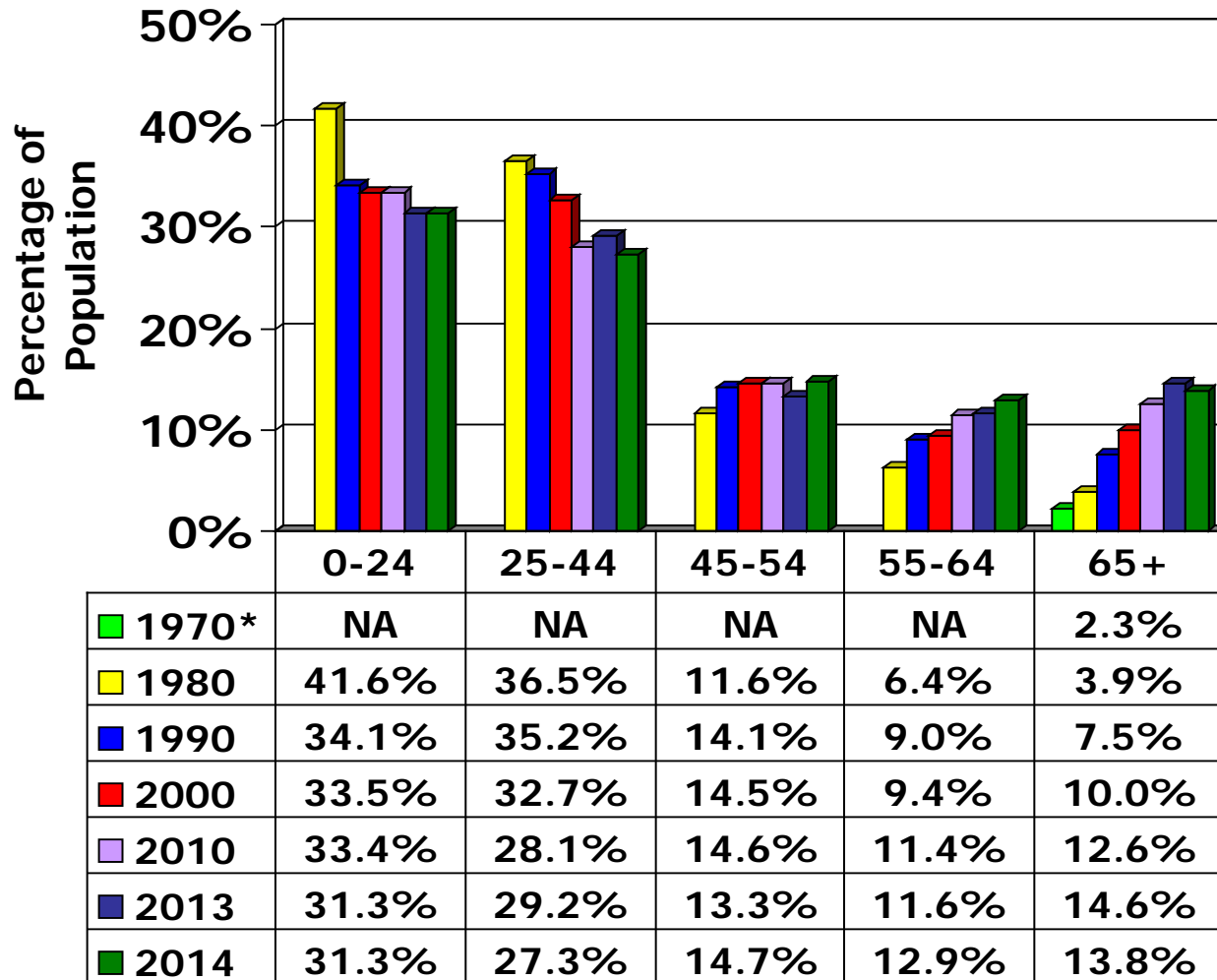
**Assuming 8% Value Increase with \$10,000 Exemption Increase**

Tax Year	Senior Exempt.	# of Senior Accounts	% Change	Avg Sr. Home Mkt Value (1)	% Change From Year to Year	% of Total Val	Exemption Loss at \$0.63516 per \$100 (2)		
							General	Debt	Total
2016	\$ 70,000	7,700	0.00%	\$ 218,362	8.00%	32.06%	\$2,049,871	\$1,373,642	\$ 3,423,512
2017	\$ 70,000	7,700	0.00%	\$ 235,831	8.00%	29.68%	\$2,049,871	\$1,373,642	\$ 3,423,512
2018	\$ 70,000	7,700	0.00%	\$ 254,697	8.00%	27.48%	\$2,049,871	\$1,373,642	\$ 3,423,512
2019	\$ 70,000	7,700	0.00%	\$ 275,073	8.00%	25.45%	\$2,049,871	\$1,373,642	\$ 3,423,512
2020	\$ 70,000	7,700	0.00%	\$ 297,079	8.00%	23.56%	\$2,049,871	\$1,373,642	\$ 3,423,512

**Notes:** (1) Average market value is the average value for all accounts that have the Over 65, Surviving Spouse, & Disabled Person Exemption.  
 (2) General & Debt split is \$0.38031/\$0.25485 for 2015-2016 and future year projections.



# Richardson Population Trends



Source: U.S. Census Bureau American Community Survey, 2014

\*Footnote: For 1970, categories were "18 and over" and "65 and over" minimizing the comparability for this period.



# 2015 –17 City Council Goals: Increasing Private Participation and Contributions

March 14, 2016



# Tactics for Increasing Private Participation and Contributions

## Tonight's Briefing Will Focus On:

- Analyzing the historical profile of donors and their contributions
- Recommending a framework for a citywide strategy regarding cultivating philanthropic opportunities and sponsorships of city services and events
- Providing a strategy/timeline for solicitation preparation for Spring Creek Nature Area



# Philanthropy Statistics

- In 2014, Americans gave \$358 billion in philanthropy\*, a 7.1% increase from the prior year.

Source	Amount
Individuals	\$258.5 Billion
Foundations	\$54 Billion
Bequests	\$28 Billion
Corporations	\$17.8 Billion

\* National Philanthropic Trust



# Philanthropy versus Sponsorship

- Definition of **Philanthropy**: Desire to promote the welfare of others, typically expressed by the generous donation of money to good causes
- Definition of **Sponsorship**: A person, firm or organization that provides financial assistance and buys the opportunity to advertise a product



# Assessment: Financial Framework

City of Richardson has the ability to accept donations through:

- City of Richardson – tax exempt organization
- Eisemann Center Foundation – 501(c)(3) organization
- Richardson Improvement Corporation – 501(c)(3) organization

City of Richardson also has a partnership with the Communities Foundation of Texas to handle specific types of donations



# Assessment: Donor Considerations

## Considerations for Philanthropy & Sponsorships:

- Alignment of business needs with project/event
- Opportunities for volunteerism/employee service projects
- Organization calendar and timeline for making requests
- Existing relationships
- Matching fund/challenge grant opportunities
- Desire to have commercial sponsorships for certain services



# Historical Profile





# Historical Profile

- 522 sponsorships or donations of \$1,000 or greater from the years 2010 through 2015 were analyzed. (161 unique individuals or companies)
- The analysis focused on sponsorship or donations received by:
  - Animal Services
  - Eisemann Center
  - Fire
  - Library
  - Parks and Recreation
  - Police



# 2010-2015 Historical Profile

Total Financial Support: \$4,501,055

Year	Amount	Cash	In Kind
2010	<b>\$720,714</b>	\$435,105	\$285,609
2011	<b>\$649,339</b>	\$400,088	\$249,251
2012	<b>\$627,583</b>	\$404,383	\$223,200
2013	<b>\$929,904</b>	\$671,837	\$258,067
2014	<b>\$700,240</b>	\$398,090	\$302,150
2015	<b>\$873,275</b>	\$587,249	\$286,026



# 2010-2015 Historical Profile Analysis by Department

Department	Total
Animal Services	\$470,930
Eisemann Center	\$1,271,428
Fire	\$17,707
Library	\$91,829
Parks and Recreation	\$2,536,594
Police	\$112,567



# 2010 – 2015 Historical Profile

## Type of Contribution

- Analysis of Donations, Sponsorship and Corporate Grants

Type	Amount
Sponsorships	\$2,471,872
Donations	\$1,939,534
Corporate Grants	\$89,649



# 2010-2015 Historical Profile

## Type of Contribution

- Breakdown by Cash Versus In-Kind Services

Type	Amount
Cash	\$2,904,752
In-Kind*	\$1,596,303

Definition of In-Kind Services: Instead of giving money, a gift of goods or services is provided. Examples include : 1.) donated advertising space from WFAA and Dallas Morning News and 2.) Methodist Hospital donating bottled water for Corporate Challenge



# 2010-2015 Historical Profile

## Type of Contribution

- Analysis of Company versus Individual Contributions

Type	Amount
Company*	\$4,128,923
Individual	\$372,132

\* 61% of these companies are based in Richardson



# 2010-2015 Historical Profile

- Examples by Event/Service Area

Event/Service Area	Amount	Cash	In Kind
Wildflower	<b>\$2,263,894</b>	83%	17%
Eisemann – Media Purchases	<b>\$1,025,000</b>		100%
Animal Medical Suite	<b>\$250,000</b>	100%	
Corporate Challenge	<b>\$137,500</b>	72%	28%
Northrich Park	<b>\$100,000</b>	100%	
Library Materials/Programs	<b>\$80,829</b>	100%	

# Citywide Strategy





# Philanthropy Tenants

- Disciplined and coordinated efforts regarding donations/sponsorship
- Training for key staff on stewardship best practices
- Identification of partnership opportunities
- Analysis of capital and operating budget impact of partnership opportunities
- Formalization of ongoing donor relations efforts



# Philanthropy Program

## Proposed Internal Structure

- Coordinate all city requests for donations and sponsorships through the City Manager's Office using a multi-departmental Philanthropy Team
- Continue departmental responsibilities for donor/sponsors relations



# Philanthropy Program

## Internal Philanthropy Team\*

- Susan Allison, Library
- Bill Alsup, Animal Services
- Bruce MacPherson, Eisemann Center
- Shanna Sims-Bradish, City Manager's Office\*\*
- Lori Smeby, Parks and Recreation
- Greg Sowell, Communications
- Jim Spivey, Police

\* Dynamic additions will be made to the team as needed

\*\* CMO designated leader



# Philanthropy Program

## External Resources:

- Utilize consulting services for high-profile projects to assist in efforts
  - Spring Creek Nature Area
- Identification of opportunities for community ambassadors to assist the City with these efforts
- Creation of a centralized resource within the City Manager's Office for requests to be received by both individuals and corporations
- Philanthropy relations



# Examples of Future Opportunities for Philanthropy/Sponsorships

- Bush Central Barkway amenities
- City Hall public art piece(s)
- Central Trail amenities
- Library technology initiative
- Main Street area plaza, portals and amenities
- Nature center at Breckinridge Park
- Public art piece(s)
- Spring Creek Nature Area
- Others.....



# Philanthropy/Sponsorship Workplan

## Fourth Quarter 2015 and First Quarter 2016

- Historical analysis of donations/sponsorship
- Create internal structure to research and prioritize opportunities
- Confirm strategy with the City Council

## Second Quarter 2016

- Begin implementation of philanthropy workplan with Philanthropy Team
- Continue to identify current and future opportunities
- Continue to identify and research key prospects



# Philanthropy/Sponsorship Workplan

## Third Quarter 2016

- Match key prospects with key projects based on their goals, values, organizational culture and financial potential
- Develop strategies to build/strengthen relationships with key prospects
- Create collateral materials to support these efforts

## Ongoing Efforts

- Solidify partnerships
- Recognize partnerships
- Briefings on key campaigns





# Spring Creek Nature Area Philanthropy Consulting

March 14, 2016



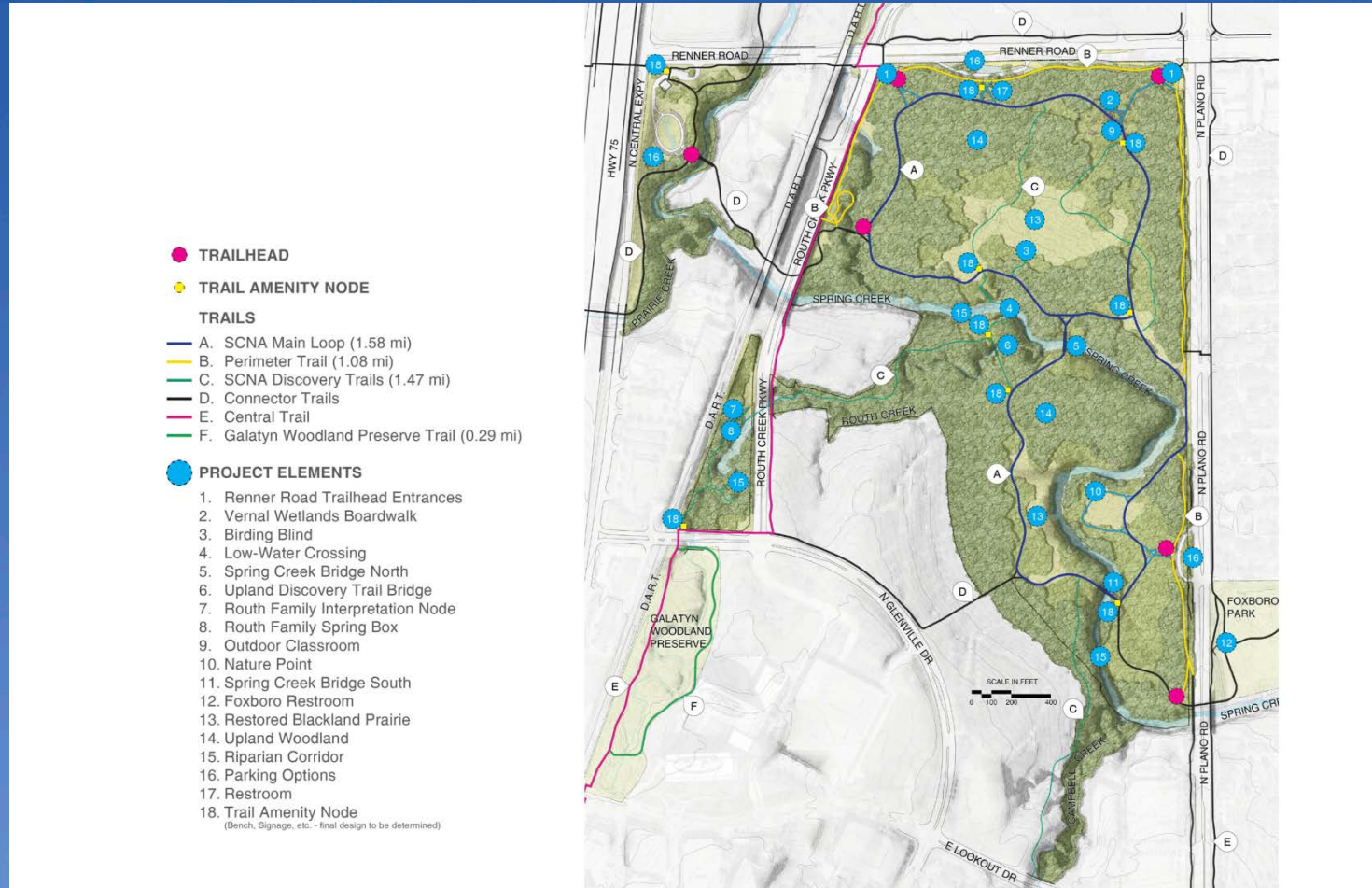


# Spring Creek Nature Area

- Property acquired in January 2015
- Master Plan completed in October 2015. The preliminary cost estimate to complete all phases of the Master Plan was \$12.8 million
- 2016 is a good time to “seize the excitement” of this award-winning asset by identifying opportunities for philanthropic funding to assist with the development of this unique site
- City staff has engaged fund development consultants to assist the City in the preparation for seeking philanthropic funding



# Spring Creek Nature Area Master Plan



# Solicitation Preparation Services

- Assess Spring Creek Master Plan costs and quantification of the resources needed to manage and program Spring Creek Nature Area
- Gain direct input from prospects regarding the clarity of the *Case for Support* for the Spring Creek Nature Area and identify potential modifications to improve the appeal
- Explore the opportunity for private funding
  - Evaluate level of interest in targeted prospects
  - Identify top prospects
  - Secure market intelligence to design an effective campaign



# Fund Development Consultants

## Clarkson Davis

- Twelve member firm in Dallas focused on non-profit fund development, specifically fundraising assessment and planning
- Non-profit clients include:
  - North Texas Food Bank
  - Parkland Foundation
  - Camp Summit
  - Girl Scouts of Northeast Texas
  - Parish Episcopal School
  - Warren Center



# Project Timeline

- **February: Kick Off Workshop**
  - Review project methodology, milestone and roles
  - Research on related public/private partnerships
- **March: Workshop Two**
  - Identify potential revenue sources (public & private)
  - Clarify capital costs and ongoing operational costs to operate and maintain the Spring Creek Nature Area
  - Develop list of prospects for exploratory interviews
  - Develop outline for draft discussion document for exploratory interviews



# Project Scope

- **March: Workshop Three**
  - Review and confirm capital and operational expenses
  - Finalize philanthropy goals
  - Finalize discussion document and interview process
- **April – June: Exploratory Interviews**
  - Interview request letter
  - Schedule interviews
  - Draft interview questionnaire
  - Conduct 15 confidential interviews



# Project Scope

- **May: Midpoint Results Review**
  - Report on results for first half of interviews in regards to themes and initial findings
- **July: Assessment Presentation**
  - Deliver the final assessment and recommendations for philanthropy strategy
- **Summer-Fall: Finalize Campaign Strategy**
  - Finalize *Case for Support* and campaign strategy goals
  - Solicitation efforts begin



# Next Steps

- **Tonight:**
  - Accept City Council feedback and suggestions regarding the private participation strategy
  - Accept City Council feedback and suggestions regarding Spring Creek Nature Area philanthropy timeline
- **Second Quarter 2016:**
  - Refine strategy based on City Council feedback
  - Begin implementation of philanthropy workplan





# QUESTIONS & DISCUSSION

