

**CITY OF RICHARDSON  
CITY PLAN COMMISSION MINUTES – SEPTEMBER 17, 2024**

The Richardson City Plan Commission met on September 17, 2024, at 7:00 p.m. in the Multipurpose Room #CH157 of the Richardson City Hall, 2360 Campbell Creek Boulevard, Suite 525, Richardson, TX.

**MEMBERS PRESENT:** Kenneth Southard, Vice Chairman  
Joe Costantino, Commissioner  
Nate Roberts, Commissioner  
Michael Keller, Commissioner  
Gary Beach, Commissioner  
Byron Purdy, Commissioner  
Sebrena Bohnsack, Commissioner

**MEMBERS ABSENT:** Bryan Marsh, Chairman  
Rebecca Poynter, Commissioner

**CITY STAFF PRESENT:** Charles Goff, Assistant City Manager  
Derica Peters, Senior Planner  
Amber Pollan, Planner – Strategic Planning  
Anna Jo Castaneda, Executive Secretary

**BRIEFING SESSION**

Prior to the start of the regular business meeting, the City Plan Commission met with staff regarding staff reports and agenda items. No action was taken.

**REGULAR BUSINESS MEETING**

**1. Approval of Minutes of the regular business meeting of September 3, 2024.**

**Motion:** Commissioner Beach made a motion to approve the minutes as presented. Commissioner Costantino seconded the Motion. Motion passed 7-0.

**PUBLIC HEARING**

**2. Zoning File 24-22 Special Permit – Birdie Bay Golf:** Consider and act upon a request for approval of a Special Permit for a Commercial Entertainment, Indoor use (virtual golf simulator) in an existing suite space on an 8.1-acre lot currently zoned PD Planned Development Collins/Arapaho TOD & Innovation District (Station Area Sub-District), located at 1002 N. Central Expressway, at the northeast corner of Central Expressway and Arapaho Road. Owner: Rick Currey, representing AF 1002 N. Central Ltd. Staff: Derica Peters.

Ms. Derica Peters stated that this is a request for a Special Permit for an Indoor Commercial Entertainment Use with the site being at 1002 N. Central Expressway at the intersection of Central Expressway and Arapaho Road and zoned Collins/Arapaho TOD & Innovation District (Station Area Sub-District). The site is eight (8) acres in total and has been developed with six (6) individual single-story buildings that provide 117,000 square-feet of commercial lease space. Masterplan is

representing the applicant, Birdie Bay Golf, which is an indoor golf simulation bar and café. They opened their first location in Tulsa, Oklahoma in 2022 and they intend to occupy the 3,955 square-foot lease space in the northern building of the site.

Ms. Peters provided the Commission with a floor plan that shows five (5) bays which accommodate four (4) people each. They will also offer a golf pro-shop, and a bar where they will offer alcohol refreshments and light snacks. The applicant indicated in their statement that the facility will be open Sunday through Thursday from 10:00 a.m. to 10:00 p.m. and on Friday and Saturday from 9:00 a.m. to 12:00 a.m.

Ms. Peters stated the subject site provides 306 parking spaces in total and with the parking observations Birdie Bay provided from their existing location in Tulsa, they expect this location would only need ten to fifteen parking spaces, so there is adequate parking on site. Two (2) letters were received in support of this request.

Commissioner Beach asked if this space was the same space the ski school applicant occupied.

Ms. Peters replied it was not the same space.

Vice Chairman Southard asked if there were any other questions for staff, seeing none the public hearing was opened and the applicant was asked to come forward.

Mr. Trenton Robertson, Masterplan, 2201 S. Main Street, Dallas, TX 75201 stated he represents Birdie Bay Golf and advised their concept is consistent and complimentary with the surrounding uses at the site. It will help reinvigorate the community and fulfill the PD Planned Development zoning vision of this district.

Mr. Peter Weldon, 4163 Park Lane, Dallas stated he is part-owner and operator of Birdie Bay, and he would like to open his golf simulation concept at 1002 N. Central Expressway. He explained that Birdie Bay was founded by a U.S. Navy engineer veteran, Keaton Lockhart, who was introduced to the golf simulator brand, Golfzon, while serving in Korea. When Mr. Keaton returned home to Tulsa, Oklahoma, he decided to open a simulator venue. The Richardson location will be the next Birdie Bay location and first venue in the DFW area to offer this technology.

Mr. Weldon stated Birdie Bay is veteran-focused, and they have partnered with a local veteran non-profit organization to provide programs that allow veterans a chance to relax and engage in a recreational activity that supports mental and physical well-being. By supporting these efforts, Birdie Bay directly contributes to the community's overall quality of life. Their success is driven by golf simulator utilization; however, Birdie Bay also hosts leagues, tournaments, and special events that encourage community participation.

Commissioner Roberts asked what kind of liquor license they would be obtaining.

Mr. Weldon answered a beer and wine license.

Commissioner Purdy asked if the golf technology was just for golf or other sports like a batting cage or pickle ball.

Mr. Weldon replied that it was entirely based on golf.

Vice Chairman Southard inquired if this technology would lend itself to golf instruction.

Mr. Weldon stated they will allow some third-party golf instructors to use the facilities for lessons, but they do not plan to staff a golf instructor full-time.

Commissioner Roberts commented that it would be great to enjoy golf inside when it is so hot outside in Texas.

Seeing no more speakers, Commissioner Beach made a motion to close the public hearing. Commissioner Costantino seconded the motion and motion passed 7-0.

**Motion:** Commissioner Beach made a motion to recommend approval of the request as presented. Commissioner Bohnsack seconded. Motion passed 7-0.

**3. Zoning File 24-23 Special Development Plan – AutoSavvy:** Consider and act upon a request for approval of a Special Development Plan to accommodate Motor Vehicle Sales/Leasing on 4.43-acres located at the northeast corner of Arapaho Road and Greenville Avenue and currently zoned PD Planned Development Collins Arapaho Form Based Code (Station Area Sub-district). Owner: AF 101 E Arapaho Ltd. Staff: Derica Peters.

Ms. Peters stated this request is for a Special Development Plan at 101 E. Arapaho Road and zoned as part of the PD Planned Development for the Collins/Arapaho Form-Based Code and Innovation District in the Station Area Sub-District. The site is 4.5 acres in total and has been developed with 6,900 square-foot office and showroom and 757 square-foot service center. The property is included in the redevelopment area proposed by the City and DART that will focus on transit-oriented development, but a developer has not been selected for that project yet.

Ms. Peters stated the property was developed in 1995 as an automobile dealership and continued to operate as such when it was rezoned in 2019. In 2022 the dealership vacated and the rights to an automobile dealership were deemed abandoned. The applicant is requesting a Special Development Plan to reestablish vehicle sales and the plan includes eight (8) items that are development modifications current zoning code. The applicant is AutoSavvy, a national brand that specializes in used and branded-titled vehicles including cars, trucks, vans, and SUV's and known for their advanced digital web presence with over 20 locations nationwide.

Ms. Peters stated that no correspondence has been received for this request and she is available for any questions.

Vice Chairman Southard asked if there were any other questions for staff, seeing none the public hearing was opened and the applicant was asked to come forward.

Mr. Rich Jackson, AutoSavvy, 443 Deer Valley Drive stated they have locations all over the United States and two existing locations in the DFW area. AutoSavvy is a used car auto group that sells branded title vehicles, which are vehicles that were previously salvaged or has gone through an insurance auto auction where it is deemed salvaged, and then rebuilt and restored for retail.

Mr. Jackson reported that the original owners of AutoSavvy come from the original equipment manufacturing side of dealerships, and they found that buying a new car is not a great investment because of depreciation, therefore they focus on quality and an inventory of cars that are current to two or three years old. Their employees visit the body shops to inform them what type vehicles they are looking for and how much they will pay for them. The body shop will perform repairs and inspections. AutoSavvy does not purchase the vehicle until after it has passed the necessary rounds of inspections. They have a 4.5 Google review because good quality and reasonably priced vehicles are offered. AutoSavvy offers a four (4) month, 4,500-mile comprehensive warranty to the customer.

Vice Chairman Southard asked if the manufacturer was relieved from the warranty on the vehicle when a title is branded.

Mr. Jackson replied yes.

Vice Chairman Southard asked if they used manufacturer sponsored vehicle service contracts or a third-party company.

Mr. Jackson answered they use a third-party nationwide company.

Commissioner Beach asked out of all the cars presented to them, how many are rejected or accepted.

Mr. Jackson stated they reject 10% of the cars.

Commissioner Purdy asked if they see electric vehicles causing issues with repairs.

Mr. Jackson stated they addressed the issue a few years ago and found that it is hard to find a body shop that will repair electric vehicles. A special skillset is needed to repair an electric vehicle and certifications are needed to get parts from the manufacturer. They increased their inventory of electric vehicles to match what the industry was selling; however, they no longer carry them.

Vice Chairman Southard asked if they take trade-ins and if so, how is the transaction handled.

Mr. Jackson stated they don't get many and only take clean title cars as a trade-in and sell them on their lots. They will not accept damaged vehicles that have been rebuilt from a body shop that they don't partner with.

Commissioner Roberts stated the request includes the condition to expire within five (5) years and asked what their plan was when the five (5) years ended.

Mr. Jackson stated they will renegotiate with the property owner at that time and see what progress has been made on the development project, and determine whether an extension would be in their best interest.

Vice Chairman Southard asked if there were any other questions for applicant, seeing none he asked if there was anyone who wanted to speak in favor or against the request.

Mr. Scott Ricamore, 923 Blue Lake Circle, Richardson came forward in opposition of the request and stated he does not think the business merits rolling back Richardson's zoning five (5) years with a possibility of extending it out another five (5) years. He said this location is a premium site and the gateway to east Richardson, so why would the city allow a used car lot to go into such a transit-oriented area.

Commissioner Roberts asked what his thoughts were on the lot remaining vacant.

Mr. Ricamore responded to say if a non-conforming use is allowed, it just sets back the clock on redevelopment and he does not think leaving it vacant hurts the city.

Commissioner Purdy asked if he had issues with the lease length of five (5) years or any consternation around the parking lot that make him oppose this request.

Mr. Ricamore stated that the intersection of Arapaho Road and Greenville Avenue is the gateway to east Richardson and that location is one of the first things people see when exiting Central Expressway.

Mr. Pat Hananan, 9218 Heatherdale, Dallas, TX 75243, represents Fobare Commercial and stated they own this property as well as the neighboring seven (7) acres to the east. They are excited and hopeful in transforming the overall area and not just piece by piece. They bought the site in 2021 then the economic environment changed before a proper development plan could be put in place. Ultimately the proposed future development would be vertical with mixed uses that are attractive for the Innovation Quarter; however, they decided that this five (5) year opportunity would work until that development could happen.

Seeing no more speakers, Commissioner Roberts made a motion to close the public hearing. Commissioner Beach seconded the motion and motion passed 7-0.

Vice Chairman Southard stated that he encouraged the owner of the property to keep in mind that if the redevelopment were sooner than the five (5) year time frame, the City would not be burdened by this use at this property and would proceed with plans.

**Motion:** Commissioner Beach made a motion to recommend approval of the request as presented. Commissioner Costantino seconded. Motion passed 6-1 (Vice Chairman Southard opposed).

- 4. Zoning File 24-26 PD Planned Development Amendment – Eastside Sign Plan:** Consider and act upon a request for amendment to a PD Planned Development District to accommodate a master sign plan on 14.87-acres located at the southeast corner of Central Expressway and E. Campbell Road. Owner: Shops at Eastside, LLC, AGF Springcreek Coit II Ltd, Mid America Apartments. Staff: Derica Peters.

Ms. Peters began by stating that this a request for a PD Amendment at the Eastside development located at the southeast corner of Central Expressway and Campbell Road, which was rezoned in

2005 to allow for a mixed-use development. The site itself is 14.8 acres and the property has been developed with 620,000 square-feet of restaurants, retail, office, and multi-family units.

Ms. Peters advised the applicant is requesting a PD Amendment to accommodate a master sign plan which is a unique plan that specifically implements a vision for the development and allows for signage allowances that may be different than the city sign regulations. If this PD Amendment is approved at City Council, the applicant will apply for a master sign plan that will come to this Commission for approval.

Ms. Peters stated the PD Amendment will include the following language: the Commission shall consider the extent to which the application for the sign plan promotes consistency and harmony, enhances the compatibility of the signs with the architectural design. The set of sign regulations will encourage signage that is consistent with the character of the uses, creates a unique sense of place and encourages multi-tenant uses. Ms. Peters stated they did not receive any correspondence in response to the request and she is available to answer any questions.

Vice Chairman Southard asked if electronic signs will be considered.

Ms. Peters replied that would come up in the master sign plan because we do have regulations on those in our standards and it will be addressed if they are asking for an electronic marquee style sign, for example.

Vice Chairman Southard asked where the signs will be located and will they be off-site.

Ms. Peters stated they will be locating signs just on the east side of the development.

Assistant City Manager Goff clarified that one sign will technically be on DART's property and right-of-way that runs along the side of this property so that the sign will be visible from the street.

Vice Chairman Southard clarified this means that the master sign plan can cover this technicality to allow an off-site sign.

Assistant City Manager Goff replied correct.

Vice Chairman Southard asked if there were any other questions for staff, seeing none the public hearing was opened and the applicant was asked to come forward.

Mr. Stewart Korte, Precision Investments, 740 E. Campbell Road, Suite 110 stated they recently acquired the shopping center portion of Eastside which is the three (3) buildings that are on the northwest corner of the site. Since they acquired the property in October 2023 occupancy has fallen to only 50% leased. The overall layout of the property has many spaces that don't have any visibility to Greenville, Campbell or to Central Expressway. The city code allows for a monument sign to be eighty (80) square-feet which was very limiting on the previous sign that was along Central Expressway. They are not trying to fit all the tenants on the sign, but they want to promote the businesses to people driving by. The Peach Cobbler Factory recently opened in an interior space, and they have been doing well but visibility is not there for them to increase their sales. Retail success needs visibility and parking and many of the tenants at the location are challenged due to lack of visibility.

Commissioner Roberts stated he recalled the monument sign there had been damaged.

Mr. Korte answered yes, the monument located at the entrance of the property off Central Expressway was damaged and they had it rebuilt only to have it damaged again shortly after. They have not decided what they are going to do about a new location or sign type because they are trying to avoid having it damaged.

Seeing no more speakers, Vice Chairman Southard made a motion to close the public hearing. Commissioner Costantino seconded the motion and motion passed 7-0.

Commissioner Beach asked to confirm the location where the previous monument sign had been.

Ms. Peters pointed the location out on her presentation.

Assistant City Manager Goff commented that the intent was to keep the monument sign along the frontage road but moved further south. If this request is approved by both the CPC and City Council, the applicant will come back with their site plan that will show exactly where the signs are being proposed to be located.

**Motion:** Commissioner Beach made a motion to recommend approval of the request as presented. Commissioner Keller seconded. Motion passed 7-0.

### **ADJOURN**

With no further business before the Commission, Vice Chairman Southard adjourned the regular business meeting at 8:09 p.m.

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Ken Southard, Vice Chairman