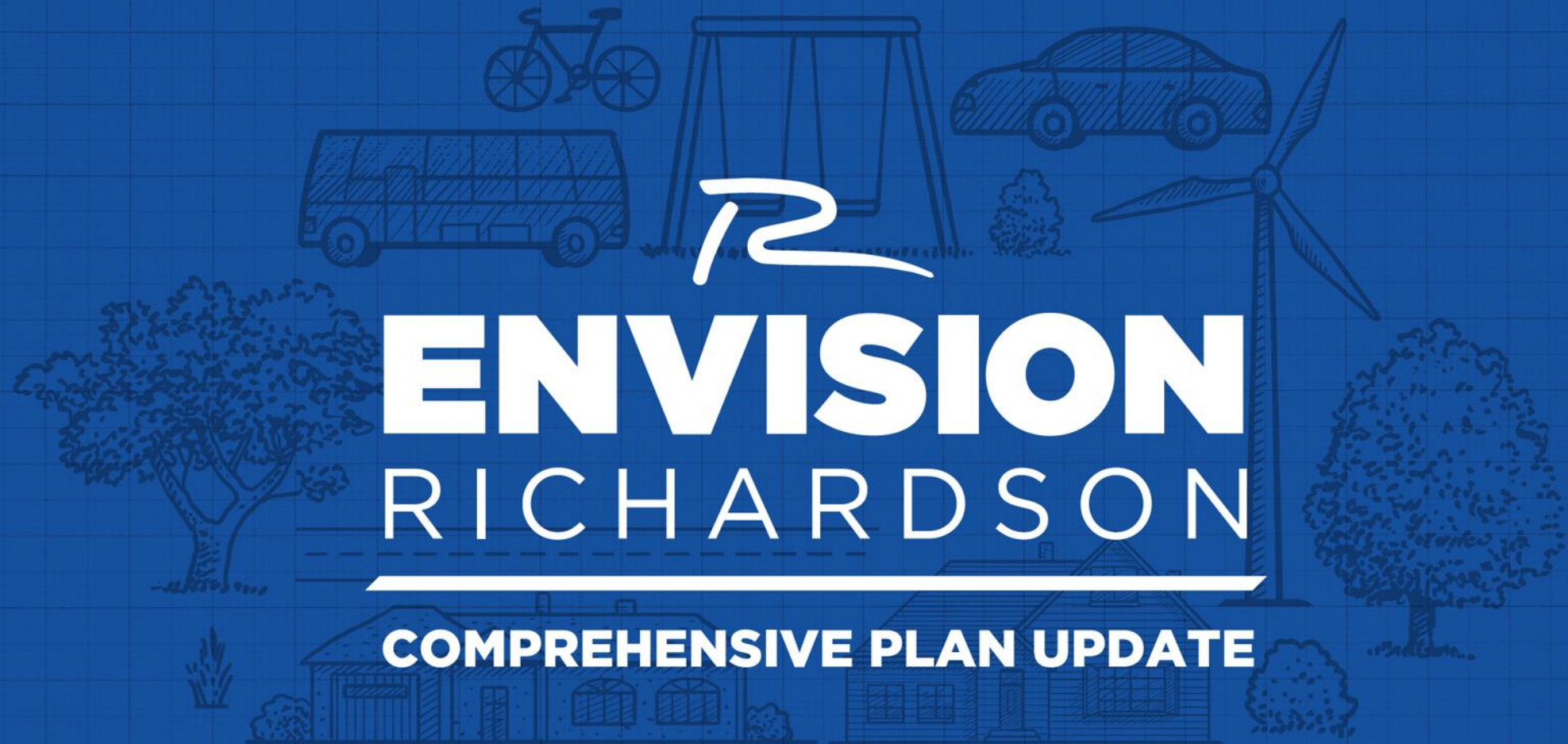


## City Council Meeting Handouts

October 21, 2024

- I. Envision Richardson Comprehensive Plan - Draft
- II. Variance 24-02
- III. Sign Control Board Case 24-02



**ENVISION**  
**RICHARDSON**

**COMPREHENSIVE PLAN UPDATE**

**JOINT CITY COUNCIL / CITY PLAN COMISSION WORK SESSION**  
October 21, 2024

# Presentation Overview: What We Want to Accomplish

- Overview of *Envision Richardson* Engagement Activities
- Overview of Draft Plan Structure
- Overview of Draft Plan Elements
- Public Hearing
- Discussion
- Wrap-Up / Next Steps

Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
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Data Collection/Strategic Direction *(February 2023 to December 2023)*



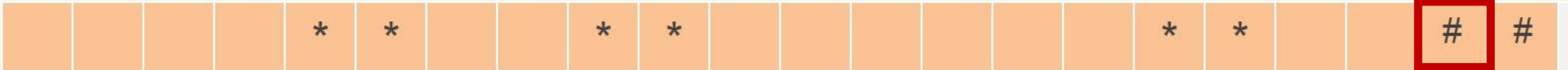
Plan Drafts and Recommendations *(January 2024 to August 2024)*



Implementation *(February 2024 to November 2024)*



Branding/Promotion/Community Engagement *(February 2023 to November 2024)*



- \* Community Summits
- # Public hearings

We are here

# Where We Are in the Process

# Overview of Community Engagement Activities

# Public Engagement Overview

- Three Community Summits were conducted between June of 2023 and July of 2024
- Each Summit was structured with multiple face-to-face and virtual options for engagement
- There were approximately 7,340 individual interactions with Richardson stakeholders during the three rounds of engagement



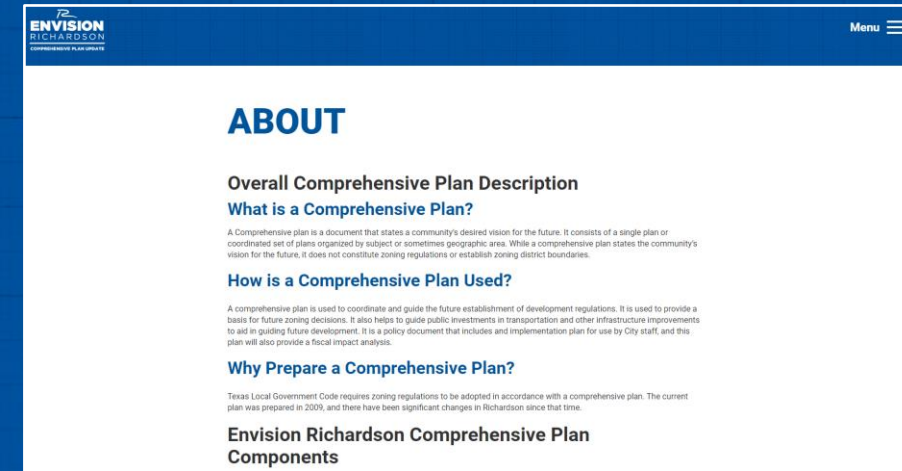
ONLINE  
PRESENCE

TARGETED PUBLIC  
ENGAGEMENT

COMMUNITY  
EVENTS

# Online Presence

- EnvisionRichardson.com:
  - Provides a transparent and visual dashboard to learn about the initiative, review feedback received to date, and participate in ongoing dialogue
  - Facilitates feedback in nearly 100 languages
  - 19,924 unique visits through October 8, 2024



# Virtual Engagement

- Virtual engagement rooms, online surveys and an interactive map were available for feedback from individuals remotely at their convenience
- Total of 1,325 participants in virtual engagement activities throughout the three Community Summits



# Richardson Public Events

- Richardson events were utilized to provide information regarding *Envision Richardson* and how to participate.
  - Events included:
    - IQ Brew (2023 and 2024)
    - Light Up Lockwood (2023)
    - Public Safety Expo (2023)
    - Unidos Hispanic Heritage Month Celebration (2023 and 2024)
    - Neighborhood Leadership Workshop (2023 and 2024)
    - Huffhines Harvest Fest and Pawtoberfest (2023 and 2024)
    - Culture in the CORE (2023 and 2024)
    - COR Bike Rodeo (2024)
    - DART Bike to Work Day (2023 and 2024)
    - Unidos Summer Safety Kick-off (2024)
    - Cottonwood Art Festival (2023 and 2024)
    - Wildflower Festival (2023 and 2024)
    - Family 4<sup>th</sup> (2023 and 2024)





# Outreach (Partial Listing)

- The following groups were contacted and asked to help promote the planning process:
  - Richardson HOA Presidents
  - Richardson Apartment Managers
  - Comets for Better Transit
  - Leadership Richardson Alumni Association
  - Citizen Academy Alumni – Fire, Police, CARES
  - Dialogue Institute/Raindrop Foundation
  - Islamic Association of North Texas
  - Dallas Chinese Community Center
  - First United Methodist Church Richardson
  - Greenville Avenue Church of Christ
  - St. Joseph Catholic Church
  - Episcopal Church of the Epiphany
  - Congregation Beth Torah
  - Dallas Area Torah Association
  - Cavalry Pentecostal Church
  - Asian American Baptist Church
  - Richardson Rotary and Richardson East Rotary
  - Indian Association of North Texas
  - Mt. Pisgah Missionary Baptist Church

# Meeting-in-a-Box Discussions

- Self-guided, small-group meetings were made available for facilitation by ambassadors or by individual organizations utilizing prepared Meeting-in-a-Box materials
- Meeting materials/questions were available in nearly 100 languages utilizing Google Translate on the project website
- Ambassadors and other volunteers facilitated 32 discussions involving 149 community members during the three Community Summits



# Community Summit – Pop-Ups

- Pop-up banners set up around the community to publicize Online/Virtual Engagement opportunities. Banners were hosted at the following locations:
  - City Hall Annex
  - Eisemann Center
  - Richardson IQHQ
  - University of Texas at Dallas
  - Dallas Chinese Community Center
  - Network of Community Ministries
  - Richardson Senior Center
  - Richardson Public Library
  - Dialogue Institute
  - First United Methodist Church
  - Islamic Association of North Texas
  - St. Joseph Catholic Church
  - Episcopal Church of the Epiphany
  - Chamber of Commerce events
  - Richardson Municipal Court

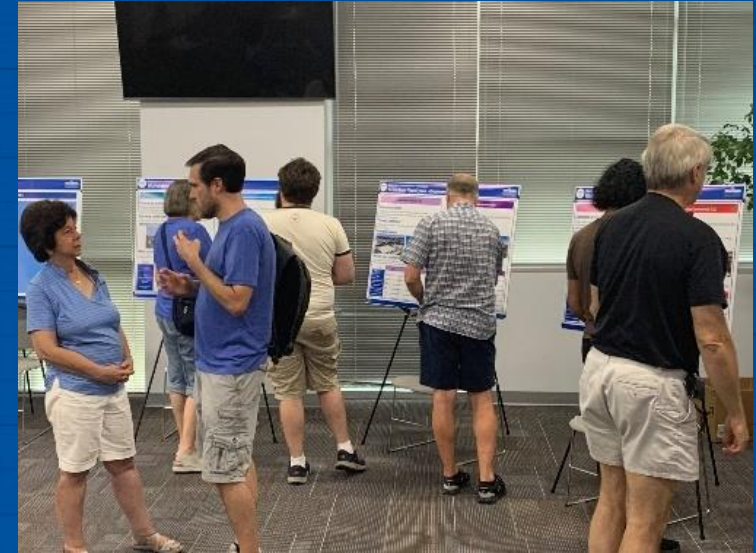


# Community Summit – Other Promotional Efforts

- *Envision Richardson* email updates
- *Richardson Today* – physical copy sent to all households in Richardson
- Other City of Richardson publications and social media
- Posters and rack cards at City of Richardson facilities
- Email/Newsletters/Flyers to schools, places of worship, and cultural organizations
- Emails to HOA Presidents and Apartment Managers
- Yard signs at medians, parks, trails, and DART stations
- Neighborhood Leadership Workshop presentations and input sessions
- Leadership and Citizen Alumni Association newsletters
- Chamber newsletters

# Community Open Houses

- Six Open Houses attended by approximately 390 people:
  - Tuesday, June 27, 2023, 6:30–8:30 pm  
Heights Recreation Center
  - Saturday, July 8, 2023, 10:00 am–12:00 noon  
Huffhines Recreation Center
  - Tuesday, October 10, 2023, 6:30 pm – 8:30 pm  
Richardson City Hall
  - Saturday, October 28, 2023, 10:00 am – 12:00 noon  
Heights Recreation Center
  - Tuesday, June 11, 2024, 6:30 – 8:30 pm  
Richardson City Hall
  - Saturday, June 22, 2024, 10:00 am – 12:00 noon  
Heights Recreation Center



# Input Sessions with Council and CPC

- 20 individual and small group interviews with Council/CPC (May/June 2023 and October 2024)
- 4 Joint City Council/CPC Work Sessions
  - July 31, 2023
  - February 5, 2024
  - August 12, 2024
  - October 21, 2024 (Tonight)
- 5 City Council Briefings
  - March 20, 2023
  - June 19, 2023
  - September 25, 2023
  - April 8, 2024
  - May 20, 2024
- Staff briefing of the CPC following each of the 5 City Council briefings

# What is a Comprehensive Plan?



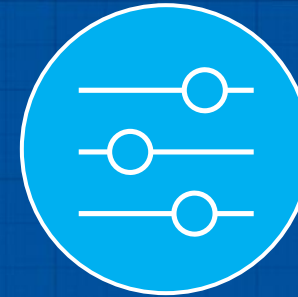
Provides general guidance on growth and development patterns in the City



Consists of a single plan in coordination with other technical plans to address the community's future



Presents a long-range vision for the City



Offers flexible guidance that can evolve as the City and market conditions change



Is not a zoning ordinance, but informs land use, development standards, and capital investment

*Envision Richardson*  
**Report Structure**



# Report Structure

- Strategic Direction (Primary policy direction; serves as plan's Executive Summary)
- Plan Components (Chapters)
  - Guiding Principles
  - Content (specific subject matter plus call-out boxes highlighting Sustainability and Stakeholder Input)
  - Action Items
- Appendices (Additional relevant information that informed the related chapters)
- Community Comments
  - Not included within the report document for brevity, but will continue to be available on the City's website in recap form



# Draft Report Overview

# Strategic Direction: Vision Statement

Richardson is an increasingly dynamic, diverse, and inclusive community with strong neighborhoods and attractive amenities, where people are connected and engaged, decision-making is guided by collaborative input and innovation, and fiscal, social, and natural resources are managed sustainably. It is a safe and livable place with opportunity for people and businesses to grow.

# Strategic Direction: Guiding Principles

- 60 Guiding Principles provide guidance to City leaders in making decisions that are aligned with the Vision
  - Shape the more detailed discussions that pertain to each of the topical areas in the plan
  - Organized around the comprehensive plan elements, corresponding to a chapter in the plan
  - Drafted based on input from Richardson stakeholders during the first two community summits and reviewed by City Plan Commission and City Council in February 2024
- **Example:**

Actively encourage the reuse, renovation, and redevelopment of older, underachieving retail, office, and industrial space

# Land Use

## Chapter Content

- Guiding Principles
- PlaceTypes
- Future Land Use Plan
- Development Implications
  - Residential Implications
  - Retail and Employment Implications
  - Quality of Life Implications
- Action Items

## CHAPTER 03

### Land Use



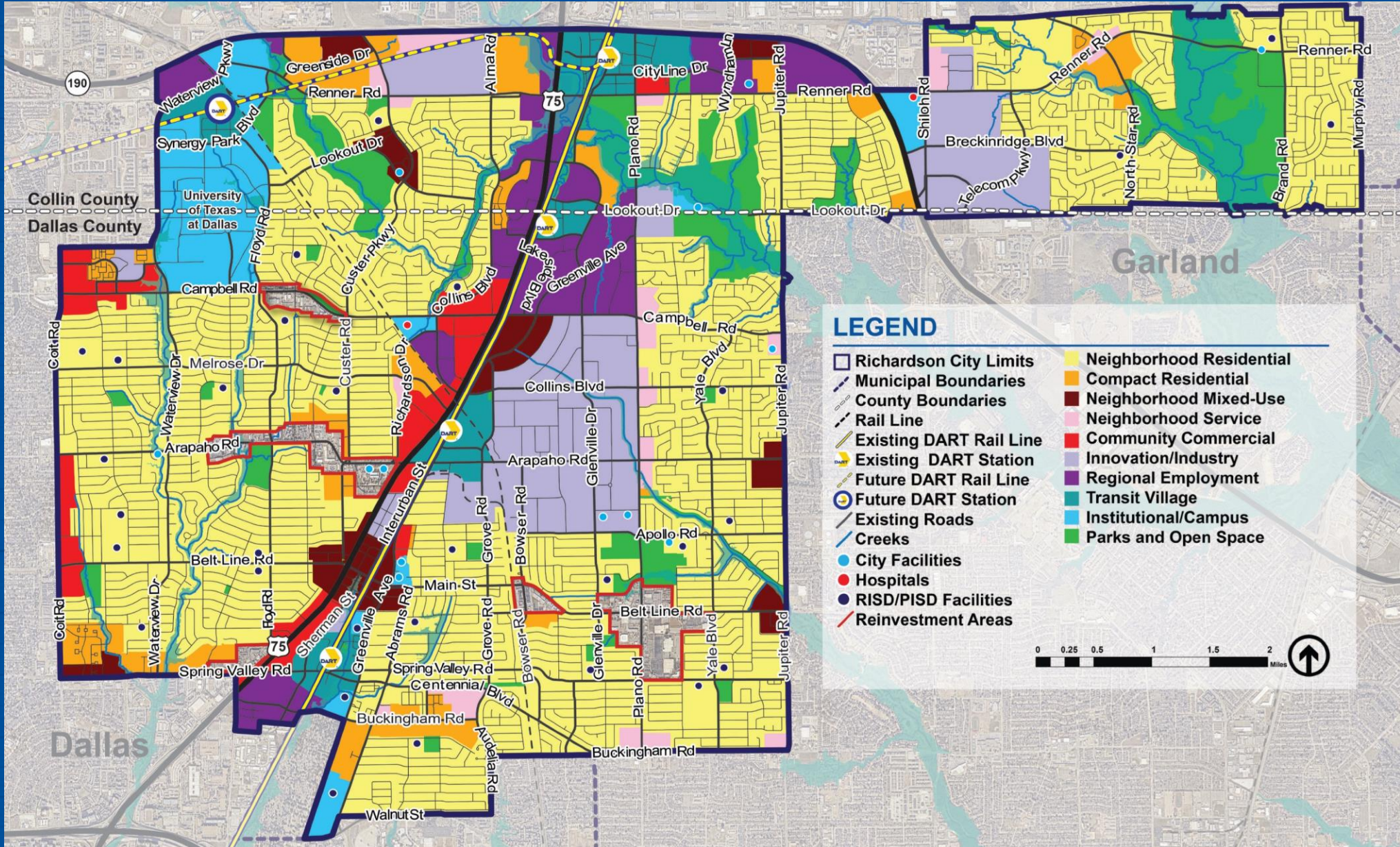
Main Street at US 75 Looking Northeast

# PlaceTypes

- Overall character and intent for an area
- Primary and Secondary Uses
- Builds in flexibility to respond to changing markets while promoting more walkable, mixed-use places

	Single-Family Detached	Single-Family Attached	Multi-Family	Retail/ Restaurant	Office	Entertainment/ Recreation	Mixed-Use Building	Drive-Through Restaurant	Light Industrial/ Manufacturing/ Distribution/ Research	Hotel	Public, Institutional	Open Space	Utilities
	Primary Use	Secondary Use											
<b>Neighborhood Residential</b>	●	○		○	○						○	○	○
<b>Compact Residential</b>	●	●	●	○	○	○	○				○	○	○
<b>Neighborhood Mixed-Use</b>	●	●	●	○	○	○	○	○			○	○	○
<b>Neighborhood Service</b>		○	○	●	●	●	○	○			○	○	○
<b>Community Commercial</b>		○	○	●	●	●	○	○			○	○	○
<b>Innovation/ Industry</b>			○	○	○	○	○		●		○	○	○
<b>Regional Employment</b>			○	○	○	○	○	○			○	○	○
<b>Transit Village</b>		○	○	○	○	○	○				○	○	○
<b>Institutional/ Campus</b>			○	○	○	○	○				○	○	○
<b>Parks and Open Space</b>											○	○	○

# Future Land Use Plan



# Land Use

## Sample Action Items

- **Secondary Land Use Guidance.** Establish criteria for consideration and approval of secondary land uses to allow an appropriate level of control associated with each PlaceType, particularly in those that would impact existing neighborhoods.
- **Code Updates.** Prepare updates to the City's zoning and subdivision regulations to align them with the vision reflected in this Land Use element, and remove barriers to development or revitalization.



# Transportation and Mobility

## Chapter Content

- Guiding Principles
- Building on Previous Plan
- Multimodal Networks
- The Richardson Active Transportation Plan
- Building on the Active Transportation Plan
- Transit Facilities
- Safety
- Technology
- Funding and Partnerships
- Action Items

## CHAPTER 04

### Transportation and Mobility



*Arapaho Center Station Looking West*

# Transportation and Mobility

## Sample Action Items

- **Engineering Standards for Complete Streets.** Revise the City's engineering standards to ensure that all streets are designed to accommodate multiple modes of transportation safely and efficiently.
- **Active Transportation Plan (ATP).** Continue to make improvements to the City's active transportation system to encourage the use of non-motorized transportation options and enhance overall mobility.
- **Road Reconfiguration.** Consider road reconfiguration on overbuilt streets and pursue reconfiguration where appropriate.

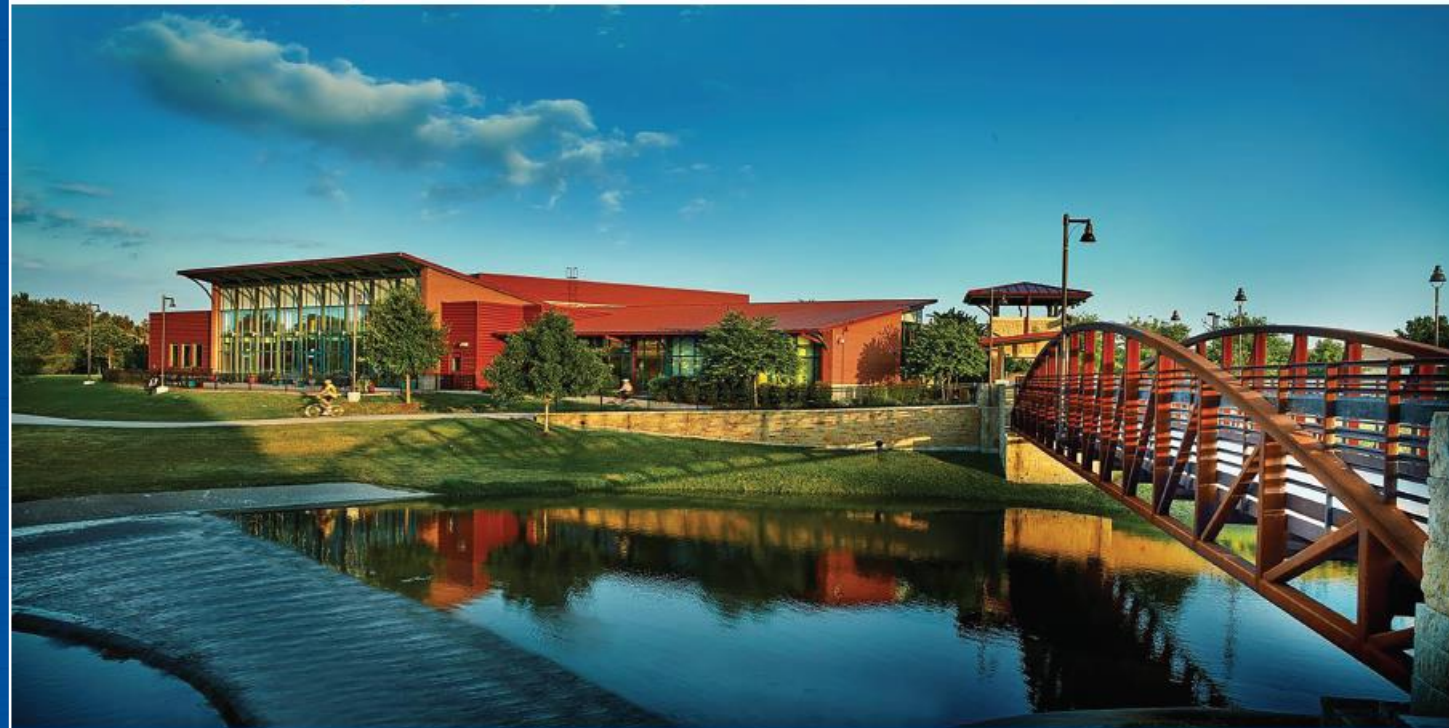
# Community Facilities

## Chapter Contents

- Guiding Principles
- Inventory of Existing Community Facilities
- Current Facilities Planning and Construction Activities
- Planning and Funding Future Community Facilities
- Safety and Security
- Community Partnerships
- Action Items

## CHAPTER 05

### Community Facilities



*Huffhines Recreation Center*

# Community Facilities

## Sample Action Items

- **Community/Public Facilities Master Plan.** Create a detailed Public Facilities Master Plan that includes an assessment of current facilities and future needs.
- **City Hall and Library.** Complete construction on the City Hall building and campus and the renovation of the Richardson Public Library to reinstate the important services they provide in their permanent locations.
- **Green Building.** Apply green building techniques to the design, building, and operation of City facilities for better energy and cost efficiency and to reduce environmental impacts.
- **Fire Services Master Plan.** Begin implementation of the Fire Services Master Plan to ensure a high level of service and the desired response times.

# Community Infrastructure

## Chapter Contents

- Guiding Principles
- Overview
- Partnerships
- Capital Improvements Program
- Action Items

## CHAPTER 06

### Community Infrastructure



US 75 and Renner Looking South

# Community Infrastructure

## Sample Action Items

- **Water Supply.** Work regionally to encourage affected partners to continue to consider ways to expand the region's water supply to meet future needs.
- **Sanitary Sewer.** Begin to implement design and construction of the improvements identified in the recent Wastewater Master Plan update to eliminate system deficiencies.
- **Storm Water.** Continue execution of the Drainage Utility Work Plan, including finalizing the watershed studies to identify flooding concerns and performing citywide creek bank erosion assessments to identify erosion concerns; incorporate results into the Capital Improvements Plan (CIP).

# Neighborhoods and Housing

## Chapter Contents

- Guiding Principles
- Neighborhoods
- Housing
- Action Items

## CHAPTER 07

### Neighborhoods and Housing



National Night Out Event

# Missing Middle Housing

- Desire for increasing housing options to accommodate a wider variety of individual and family needs was heard throughout the process
- Missing Middle Housing – types that fall between single-family homes and large multi-family apartment buildings
- Applied to PlaceType framework based on community input
- Additional work and public input to be done to establish/revise regulations for implementation



	Accessory Dwelling Units	Bungalow Courts	Courtyard Housing	Duplex	Fourplex	Multiplex	Live-Work	Townhomes
<b>Neighborhood Residential</b>	●	●		●				●
<b>Compact Residential</b>		●			●	●		●
<b>Neighborhood Mixed-Use</b>					●	●	●	●
<b>Neighborhood Service</b>							●	●
<b>Community Commercial</b>						●	●	●
<b>Innovation/ Industry</b>			●			●	●	
<b>Regional Employment</b>						●	●	
<b>Transit Village</b>						●	●	●
<b>Institutional/ Campus</b>			●		●	●	●	



# Neighborhoods and Housing

## Sample Action Items (Neighborhoods)

- **Zoning.** Develop a zoning strategy that encourages the use of PlaceTypes to create more interesting and sustainable neighborhoods.
- **Connections.** Enhance connections between Richardson neighborhoods and to destinations such as parks, retail centers, restaurants, and jobs.

## Sample Action Items (Housing)

- **Housing Needs.** Prepare a housing needs assessment to better understand the gaps between current housing inventory and demand that current and future residents will create.
- **Zoning.** Explore zoning options that allow Missing Middle Housing types, including accessory dwelling units (ADUs) in neighborhoods that are appropriate. Locations for zoning modifications should align with PlaceType descriptions.

# Parks, Trails and Open Space

## Chapter Contents

- Guiding Principles
- Inventory of Parks, Trails, and Open Spaces
- Richardson's Parks, Recreation and Open Space Master Plan
- Building on Richardson's Parks, Recreation and Open Space Master Plan
- Privately-Owned Public Spaces
- Action Items

## CHAPTER 08

### Parks, Trails, and Open Spaces



Cottonwood Art Festival

# Parks, Trails and Open Space

## Sample Action Items

- **Complete Major Parks Plan Initiatives.** Complete the six major initiatives identified in the Parks, Recreation and Open Space Master Plan as part of plan implementation.
- **Trail connections.** Implement the construction of trail connections in alignment with the Parks, Recreation and Open Space Master Plan and Active Transportation Plan, prioritizing the closing of gaps in the current system, additional trail connections to destinations within Richardson, and connections to adjacent cities.

# Natural Environment

## Chapter Contents

- Guiding Principles
- Regional Initiatives
- Local Initiatives
- Open Spaces and Natural Areas
- Urban Tree Canopy and Biodiversity
- Resilient Design Practices
- Action Items

## CHAPTER 09

### Natural Environment



*Wildflower Field*

# Natural Environment

## Sample Action Items

- **Partnerships and Collaboration.** Continue to work with regional partners on initiatives to make the community more environmentally sustainable.
- **Education and Awareness.** Continue to spread awareness of sustainable practices in the community across social media platforms and City newsletters.
- **Reduced Environmental Impacts.** Ensure that the City's current initiatives, master plans, and recommendations relative to the natural environment are consistent with the goal of reducing environmental impacts.
- **Low-Impact Development (LID).** Update zoning ordinances and building codes as required to encourage LID practices, such as the use of permeable pavements, bioswales, and green roofs in new developments.

# Enhancement Areas

## Chapter Contents

- Guiding Principles
- What is an Enhancement Area
- Identifying the Enhancement Areas
- Crafting the Visions
- West Campbell
- West Arapaho
- West Spring Valley
- Belt Line/Bowser
- Belt Line/Plano
- Next Steps
- Action Items

## CHAPTER 10

### Enhancement Areas



Main Street at McKinney Street Looking West

# Enhancement Areas

## Sample Action Items

- **Focused Community Engagement.** Engage the community surrounding each Enhancement Area in additional dialogue to further refine the mobility, urban design, and amenity features that will support the overall vision for each location.
- **Detailed Market Analysis.** Conduct a detailed market analysis for each of the Enhancement Areas to refine the market supported mix of PlaceTypes appropriate for each one.
- **Regulatory Review.** Conduct a review of current zoning requirements in each Enhancement Area for alignment with the vision, and consider proactive rezoning of each Enhancement Area where such rezoning will remove a significant barrier to adaptive reuse, redevelopment, or reinvestment.

# Economic Development

## Chapter Contents

- Guiding Principles
- Understanding the Economic Dynamics of Richardson
- Building on the Economic Development Strategic Plan
- Opportunities and Challenges for Richardson
- Economic Development Programs
- Action Items

## CHAPTER 11

### Economic Development





# Economic Development

## Sample Action Items

- **Office Market Health.** Continuously maintain an inventory of office space, including properties with high vacancy rates, and consider using a variety of performance metrics to identify properties that could be candidates for redevelopment.
- **Strategies for Office and Flex Buildings.** Explore the possibilities for participating with property owners in the modification of existing office and flex buildings that are strategically positioned to create top tier assets and utilize grant programs to assist with tenant improvements in these spaces.
- **Reinvestment Areas.** Examine available tools to support infill and redevelopment in the Reinvestment Areas to sustain job creation and balance the long-term fiscal sustainability in Richardson.

# Implementation

## Chapter Contents

- Guiding Principles
- Comprehensive Plans and Sustainability
- Successful Implementation
- Monitoring and Updating the Plan
- Flexibility During Implementation
- Regulatory Challenges
- Implementation Matrix
- Action Items

## CHAPTER 12 Implementation



*Custer Road Project*

# Implementation

## Sample Action Items

- **Tracking Mechanism.** Use the Implementation Matrix created as a tracking mechanism for staff and to sustain momentum for the plan (Appendix IV).
- **Transparency.** Post the Implementation Matrix on the Envision Richardson website and develop an online dashboard or other concise tool for tracking progress on the plan to promote transparency.
- **Application Review.** Evaluate the consistency of applications for zoning, special permits, and special development plans with Envision Richardson, and include the results in the staff report along with other relevant considerations for each proposal.
- **Local Control.** Continue to prioritize the issue of maintaining local control as part of the City's legislative agenda.

# Appendices

## Appendix I – Richardson’s History: A Summary

- The Early Years
- Early 20<sup>th</sup> Century
- Mid-Century
- Late 20<sup>th</sup> Century
- 2000 and Beyond
- Richardson’s Future

## Appendix II – Transportation and Mobility

- Context Sensitive Design
- Safety

## Appendix III – Implementation

- Implementation Matrix

# Appendix III – Implementation Matrix

The strategy for implementing *Envision Richardson* is comprehensive and coordinated, going beyond a simple list of tasks. For implementation to be most effective, the Action Items must be prioritized, with estimated timing, relative costs, and responsibility clearly defined.

**Figure A.4 | Land Use**

Action Item	Priority	Timing	Relative Public Sector Cost	Lead Department
<b>Secondary Land Use Guidance.</b> Establish criteria for consideration and approval of secondary land uses to allow an appropriate level of control associated with each PlaceType, particularly in those that would impact existing neighborhoods.	High	Short-term (0-3 years)	\$ (up to \$250K)	Development Services
<b>Code Updates.</b> Prepare updates to the City's zoning and subdivision regulations to align them with the vision reflected in this Land Use element, and remove barriers to development or revitalization.	High	Short-term (0-3 years)	\$\$ (\$250K to \$1M)	Development Services
<b>Fiscal Impact Analysis.</b> Use the fiscal impact analysis model developed as part of this plan to evaluate proposals for new development and redevelopment so that the costs and benefits to the City and the community can be considered as determinations are made on proposed projects.	High	Short-term (0-3 years)	\$ (up to \$250K)	Development Services
<b>Communication with Development Interests.</b> Work with development interests (developers, builders, real estate professionals, etc.) to inform them about <i>Envision Richardson</i> in general, highlighting the Place Type concept and the new opportunities for Missing Middle Housing in Richardson.	Medium	Short-term (0-3 years)	\$ (up to \$250K)	Economic Development

# Report Structure – Sustainability Topics

- Council’s direction was that sustainability concepts should be included throughout the plan elements (rather than being included within a stand-alone chapter)
- Important sustainability concepts have been incorporated throughout the body of the report within each chapter
- Additionally, call-out boxes have been included in each chapter to provide additional focus on sustainability as related to each plan element
- Several chapters also include guiding principles and action items specifically focused on sustainability

## SUSTAINABILITY

Reinvestment in existing residential neighborhoods, the reinvestment/redevelopment of aging commercial and industrial developments, and the adaptive reuse of existing commercial buildings are all strategies that will contribute to a sustainable future for Richardson.

## SUSTAINABILITY

Richardson has a unique opportunity to continue to leverage its four existing Red Line DART stations and the future Silver Line station adjacent to the UTD campus as focal points for mobility hubs, which encourage higher-density development, reduce traffic congestion, and promote more sustainable forms of transportation

# Public Hearing

# Discussion



# Discussion

Do you believe the draft report generally reflects the vision expressed by the Richardson community over the past 18 months?

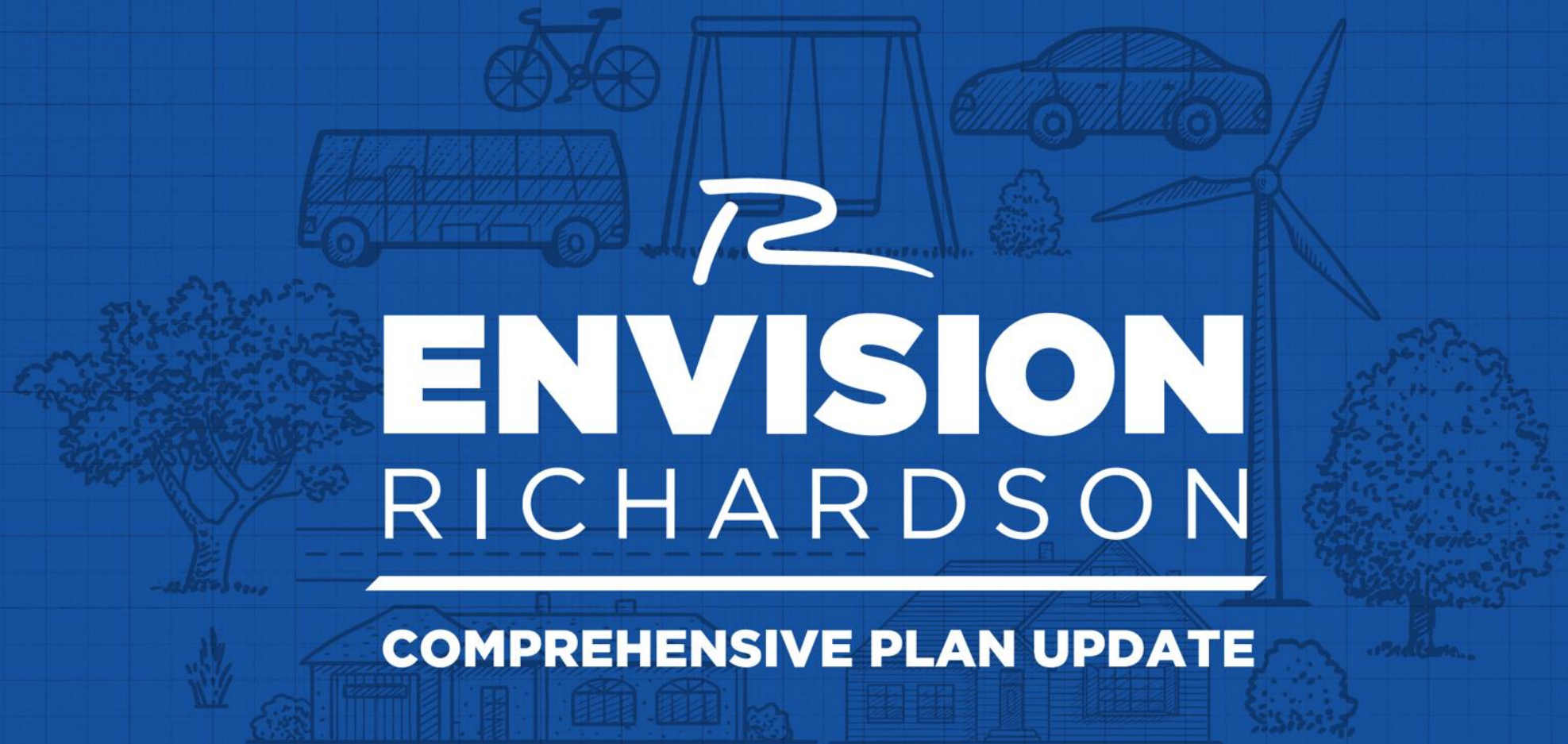
# Wrap-Up / Next Steps

# Wrap-Up / Next Steps

- The consultant team will take the feedback received from the Council and Commission tonight and make any necessary revisions
- October 29, 2024 – City Plan Commission Public Hearing
- November 11, 2024 – City Council Public Hearing
- November/December 2024 – City Council Adoption



*EnvisionRichardson.com*



**ENVISION**  
**RICHARDSON**

**COMPREHENSIVE PLAN UPDATE**

**JOINT CITY COUNCIL / CITY PLAN COMMISSION WORK SESSION**  
October 21, 2024

# **VAR 24-02: VARIANCE BRAND DENTISTRY 501 W. CAMPBELL ROAD**

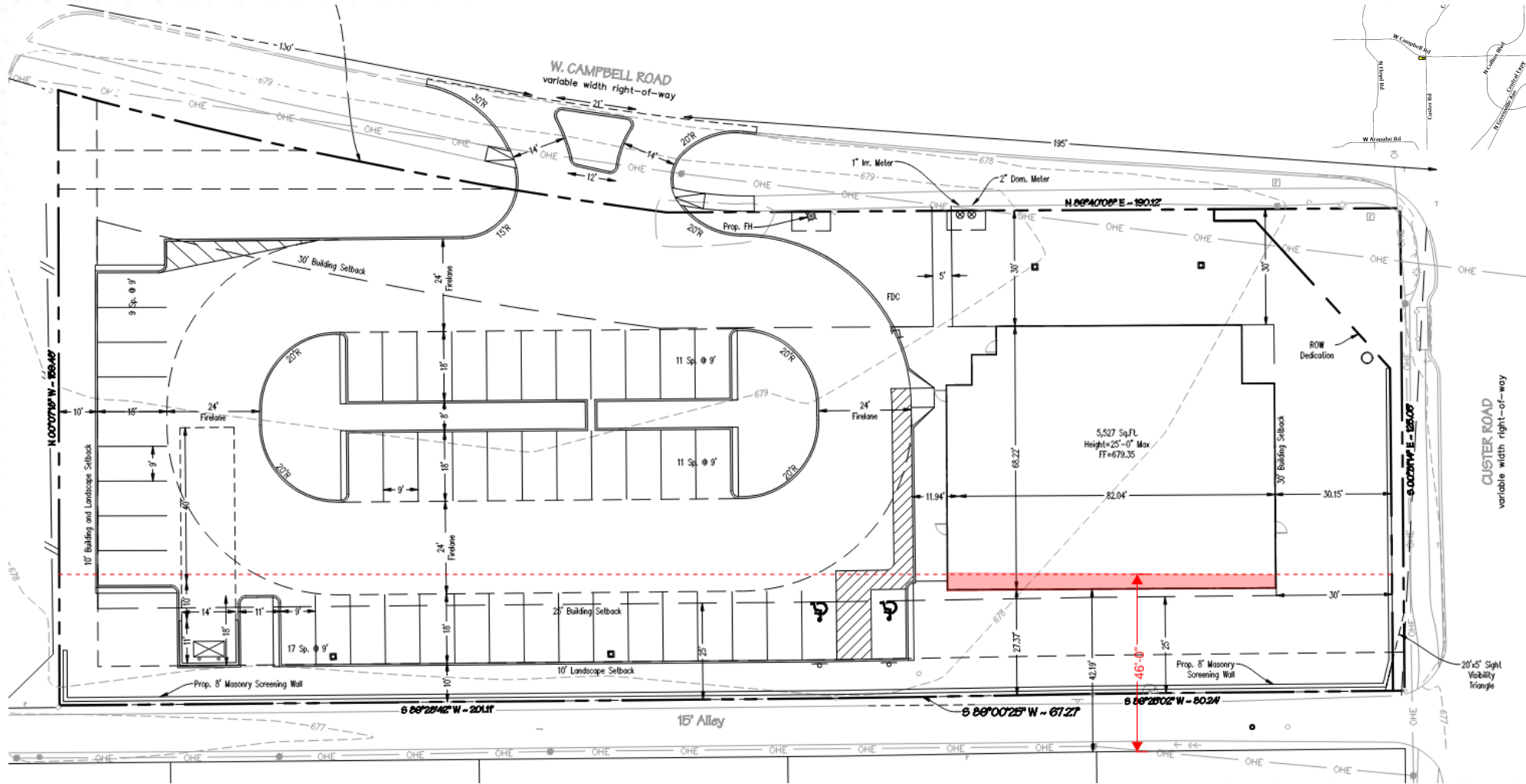
October 21, 2024

# VAR 24-02: 501 W. Campbell Road

- Current Zoning: Office O-M (Ord. 3876)
- Adjacent Zoning: R-1100-M
- Development Plan: New construction of an office for Brand Dentistry
- Request: A 5' reduction to the 46' setback requirement for the side of a commercial building that abuts a residential district



# VAR 24-02: 501 W. Campbell Road



# VAR 24-02 REQUEST SUMMARY

## City Plan Commission Action – October 3, 2024

- One (1) letter of support received
- CPC voted 7-0 to recommend APPROVAL of the request with one Special Condition:
  1. The applicant will submit a replat to combine the existing five (5) lots into a singular lot and be approved by the City Plan Commission.

## City Council Action

- The City Council may approve the request as presented, approve with conditions or amended conditions, or deny the request

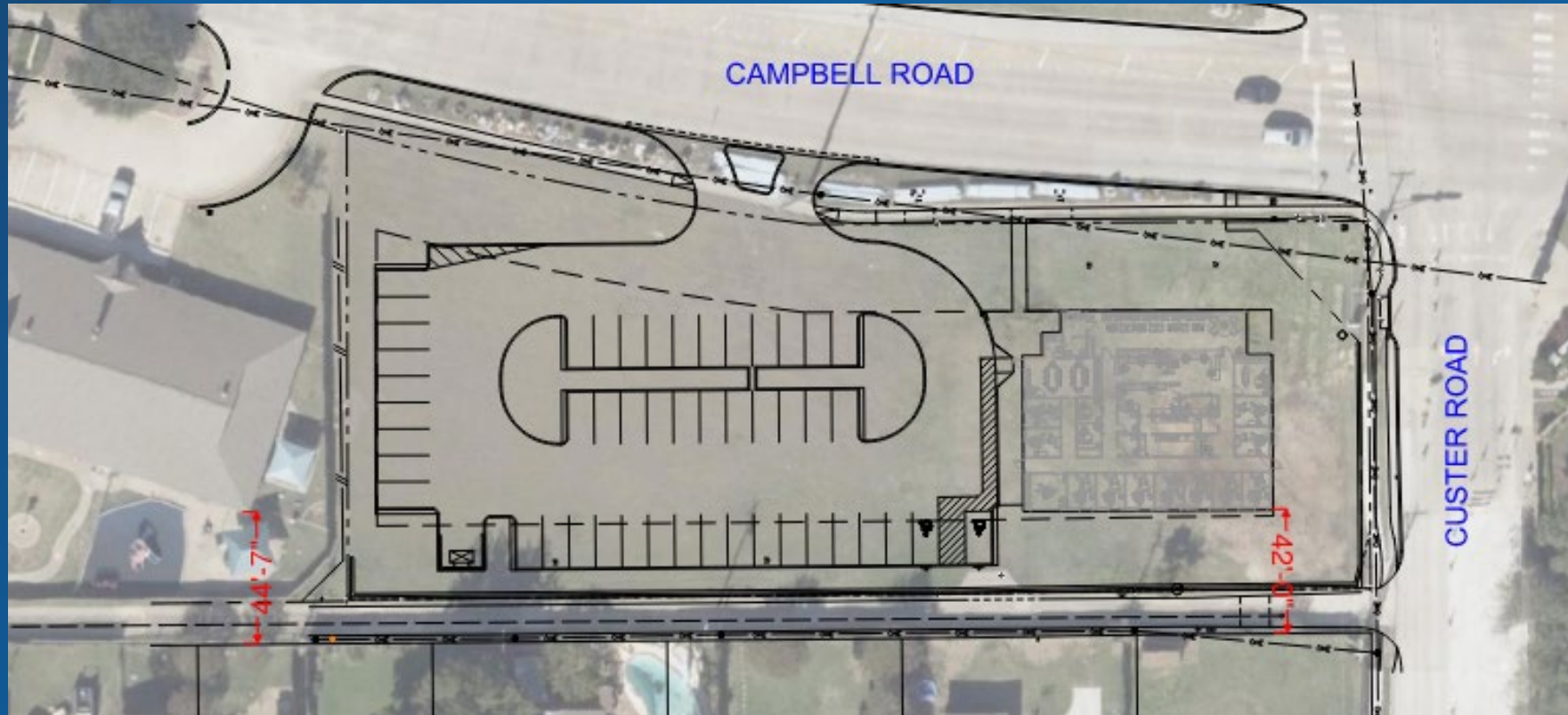


# DENTISTRY BY BRAND SETBACK VARIANCE REQUEST

CITY OF RICHARDSON  
CITY COUNCIL  
10/21/2024



# The Property



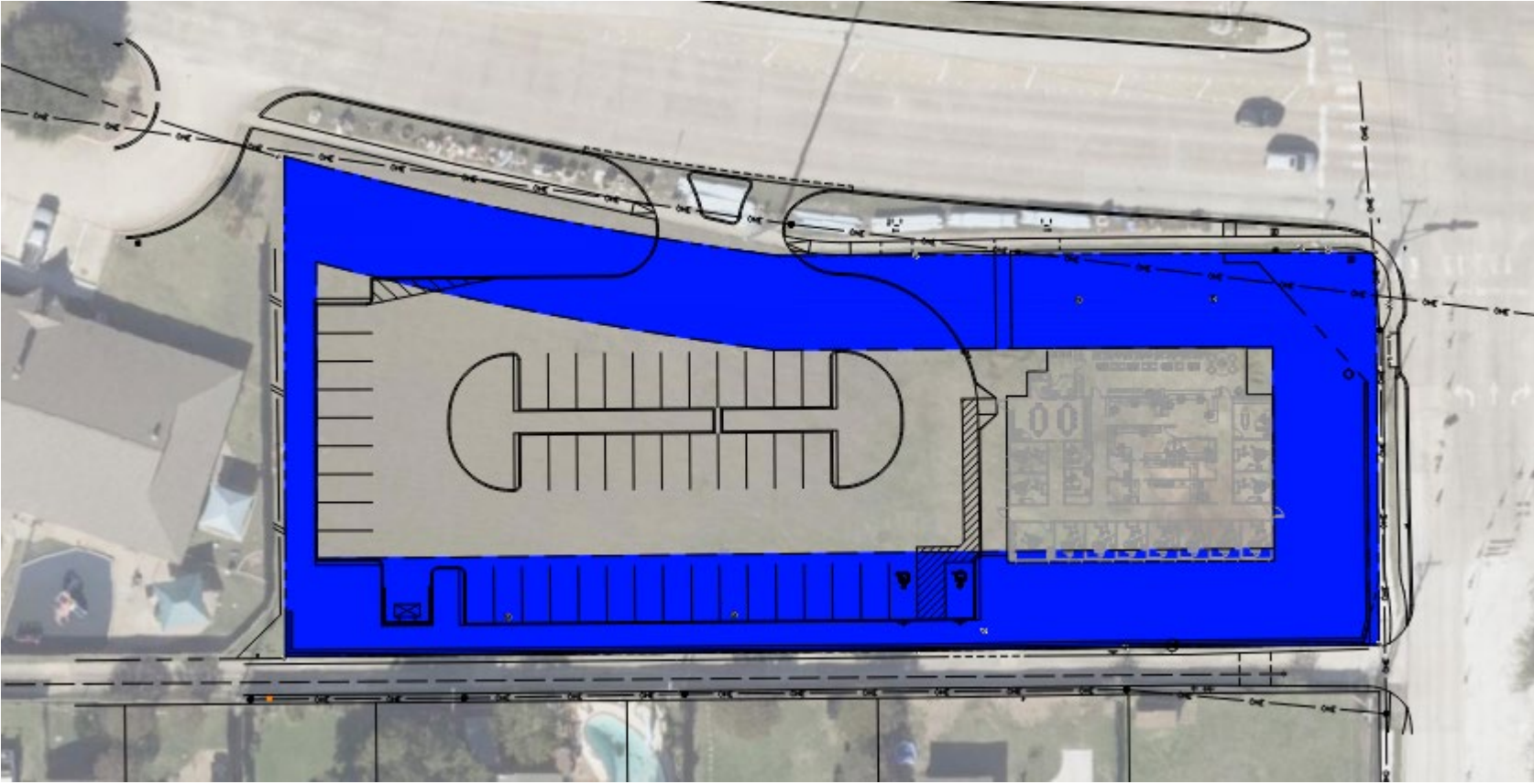
# Non-compliant Lot Criteria

This proposal seeks relief from :

- 46 foot building setback from adjacent residential property



# Challenge for Development

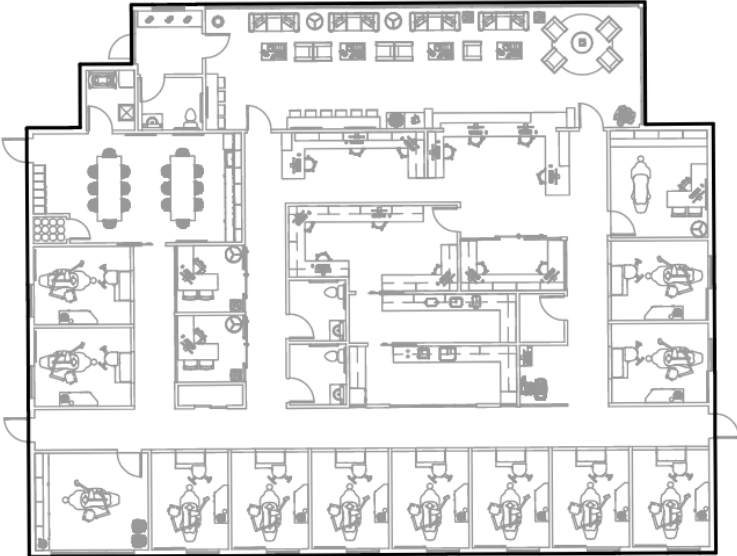


# Development Proposal

- Setback in line with adjacent Daycare Structure
- Reduction of setback from 46' to 41' from Residential Property Line
- 18' Tall Building with 24' Entry Feature along Campbell Frontage
- 8' Masonry Screening wall along alley with Landscaping along Project side



# Development Proposal



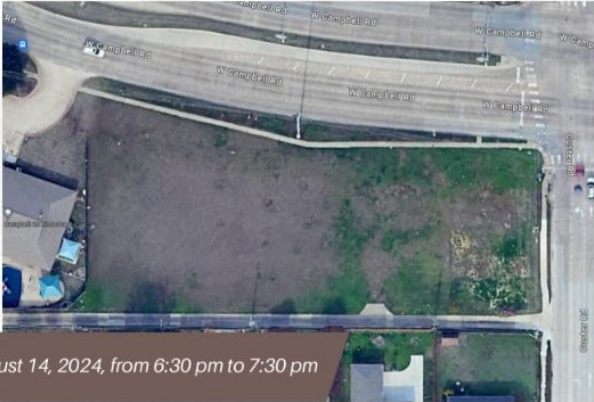
# Development Proposal



# Community Outreach

**COMMUNITY  
INFORMATION  
MEETING**

*Proposed Dental Office at Custer & Campbell*



August 14, 2024, from 6:30 pm to 7:30 pm

Communion Coffee - 514 Lockwood Drive

Please join us for an informational meeting to discuss a proposed  
Dental Office at the southwest corner of Custer and Campbell





# Criteria for Variance Consideration

## Zoning Ordinance Article XXII-C Section 7

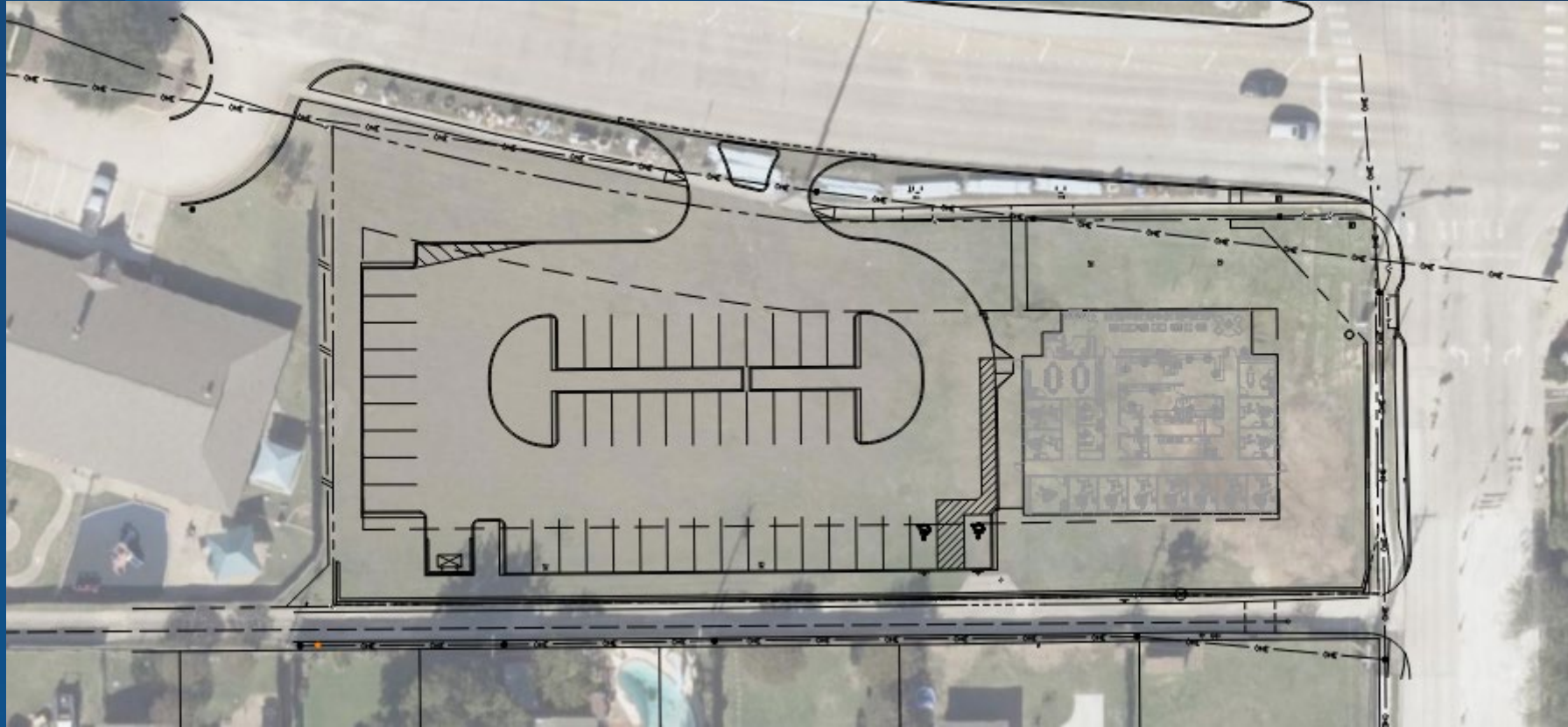
*Where in its judgment the public convenience and welfare will be substantially served and the appropriate use of the neighboring property will not be substantially injured, upon recommendation by the commission, the council may, in specific cases, at a regular meeting of the council, and subject to appropriate conditions and safeguards, authorize variances to the regulations in this article in order to permit reasonable development and improvement of property where the literal enforcement of these regulations would result in an unnecessary hardship. No written public notice shall be required prior to the granting of the variances provided for in this article.*



# Variance Consideration

- Public welfare is served by providing a needed service in the community and adding to the city's tax base
- Proposed use is allowed under existing zoning
- Development is in line with adjacent properties and reasonable
- No other subdivision or zoning variances or requests will be needed to develop the property as proposed





**SIGN CONTROL  
BOARD CASE #24-02  
TOYOTA OF RICHARDSON  
1221 N. CENTRAL EXPY.**

October 21, 2024



# SIGN CONTROL BOARD OVERVIEW

- **The Sign Control Board (SCB) considers variance requests to the city's signage regulations in Chapter 18 of the Code of Ordinances**
- **The SCB can act by:**
  - granting the variance
  - granting a variance of a greater or lesser nature than requested
  - denying a variance
- **City Council Review**
  - SCB actions are submitted to the City Council for review
  - City Council reviews the meeting minutes of the SCB and approves or takes alternate action
  - SCB decisions become final unless reversed or modified by the City Council no later than the second City Council meeting following SCB meeting

# PROPERTY MAP



Zoning 250 feet from the sign:  
Subject property - Commercial  
Surrounding Properties - Office



## EXISTING POLE SIGN

- Variance approved in 1978
- 20' in overall height
- 35 sf in area
- Will be removed



Northbound View



Southbound View

## EXISTING MAIN POLE SIGN

- Variance approved in 2004
- 23'9" in overall height
- 237.5 sf in area
- Will remain



## APPLICABLE ORDINANCE

- **Chapter 18, Article III, Section 18-96(23)(B)(3)(i);**
  - Size: Pole signs are limited to 60 square feet in area
- **Chapter 18, Article III, Section 18-96(23)(C)(3)(i);**
  - Number: Sites less than 10 acres are permitted one single-use pole sign
- **Chapter 18, Article III, Section 18-96(23)(D)(3);**
  - Single-use pole signs must be located a minimum of 200' from any on premise single-use pole sign

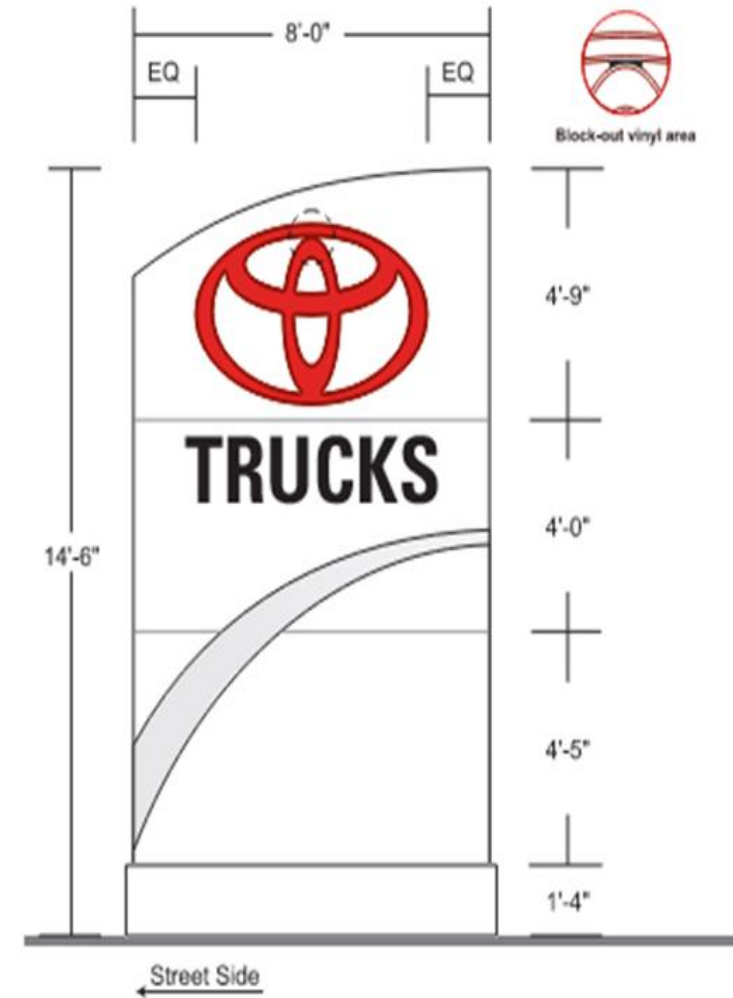
## REQUESTED VARIANCE

- Allow for a second pole sign 155 feet from an existing single-use pole sign, 116 sf in area, at a property less than 10 acres



# PROPOSED SIGN

- Pole Sign
- 14'6" in overall height.
- Signage – 116 sf in area.
- 155' from the main Toyota pole sign (existing)
- Material
  - Aluminum fabricated cabinet
  - Color scheme consistent with building and existing pole sign
- Illuminated Cabinet (LED lighting)



# APPLICANTS REASON FOR REQUEST

- The existing sign is outdated and needs to be replaced with a more modern sign
- Continuity in design of the two signs will enhance the aesthetics of the property
- Two signs are needed to provide sufficient visibility along the freeway
- The proposed new size and height would provide better visibility and readability of the sign from the highway

## **SIGN CONTROL BOARD ACTION**

- The Sign Control Board voted to approve SCB Case #24-02 by a vote of 5-0

## **CITY COUNCIL ACTION OPTIONS**

- Approve the October 9, 2024, Sign Control Board Minutes and SCB Case #24-02 as presented
- Call the case up for full consideration by the City Council at a future meeting