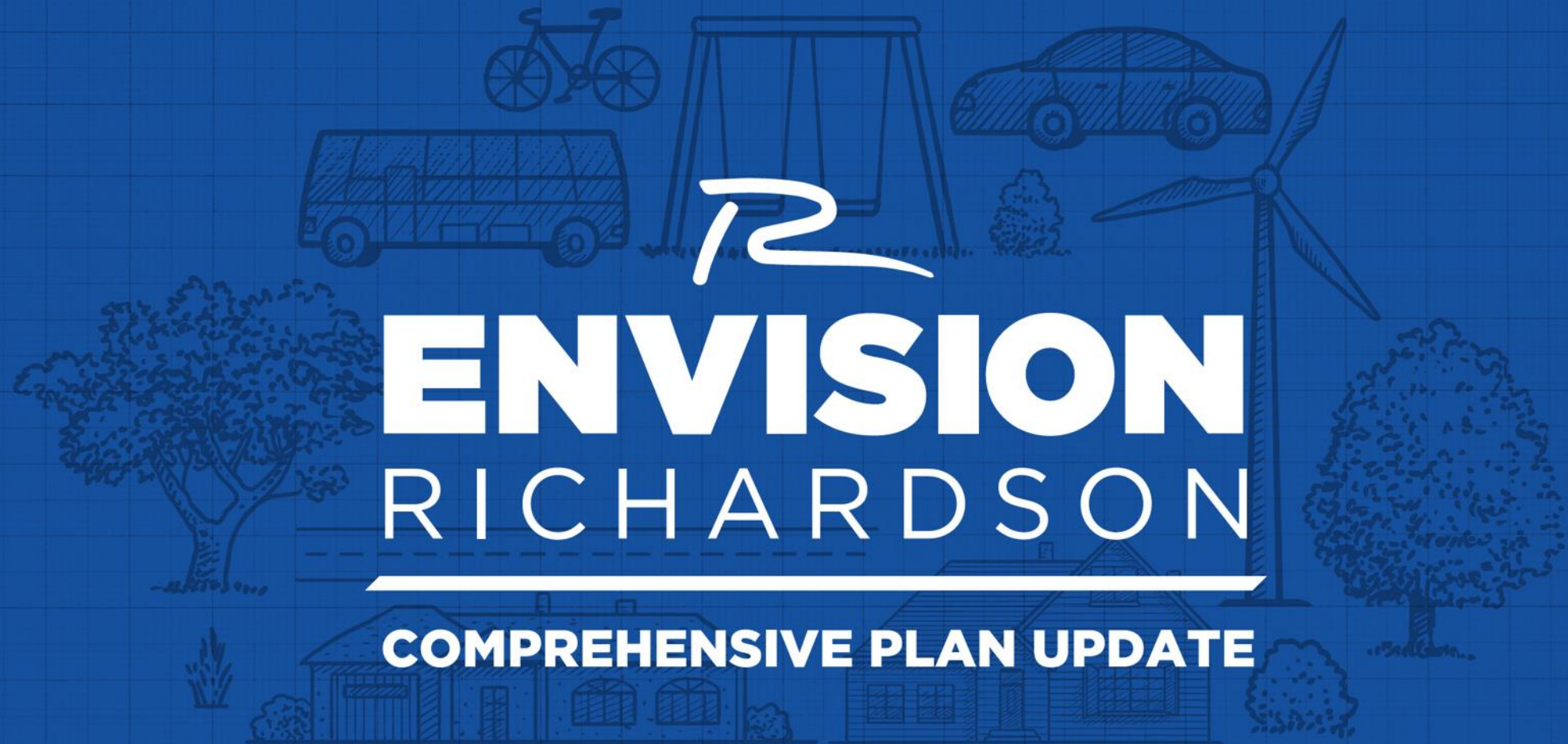


City Council Meeting Handouts

November 11, 2024

I. Envision Richardson Comprehensive Plan



ENVISION
RICHARDSON

COMPREHENSIVE PLAN UPDATE

CITY COUNCIL MEETING

November 11, 2024

Presentation Overview: What We Want to Accomplish

- Summary of *Envision Richardson* Engagement Activities
- Overview of Plan Structure and Key Elements
- Public Hearing
- Council Adoption or Additional Direction

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)*



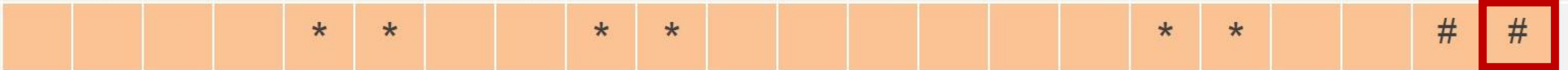
Plan Drafts and Recommendations *(January 2024 to August 2024)*



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

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:
 - Event Information
 - City Council Presentations and Videos
 - Community Summit Recaps
 - Draft Plans and Feedback
- Facilitates feedback in nearly 100 languages
- 19,924 unique visits through October 8, 2024



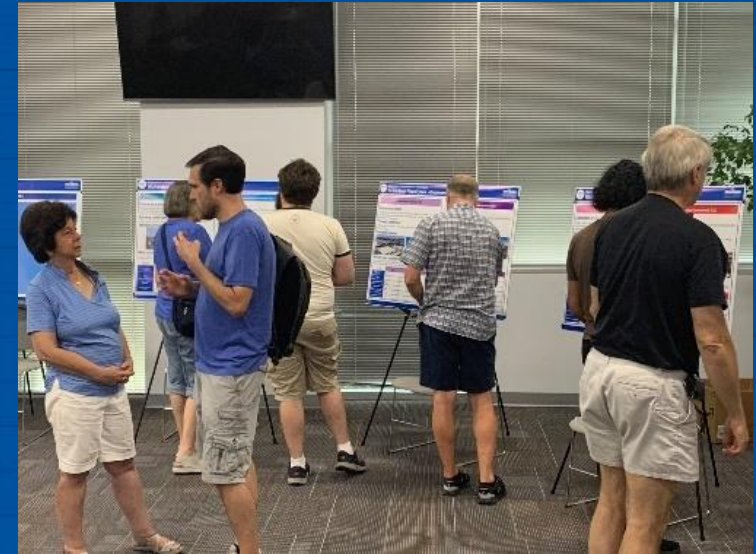
Public Outreach and Promotion

- Richardson community events were utilized to provide information regarding *Envision Richardson* and how to participate
- Twelve (12) pop-up banners set up around the community to publicize Online/Virtual Engagement opportunities
- *Envision Richardson* email updates
- *Richardson Today* and other City of Richardson publications and social media
- Posters and rack cards at City of Richardson and community facilities
- Emails to schools, places of worship, cultural organizations
- Emails to HOA Presidents and Apartment Managers
- Yard signs at medians, parks, trails, and DART stations



Community Summit Activities

- **Open Houses** – two in-person open houses held during each Community Summit
 - Attended by approximately 390 people
- **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 activities
- **Meeting-in-a-Box Discussions** – self-guided, small-group meetings facilitated by ambassadors or by individual organizations utilizing prepared materials
 - Ambassadors and other volunteers facilitated 32 discussions involving 149 community members



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
- 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
- Public hearing at CPC on October 29, 2024 with a unanimous recommendation for approval

What is a Comprehensive Plan?



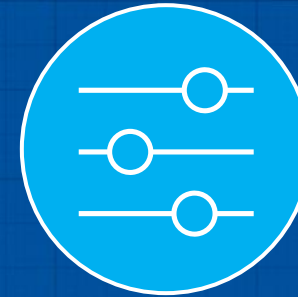
Provides general guidance on growth and development patterns in the city



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

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



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

Comprehensive Plan Elements

- Plan elements form the chapters of *Envision Richardson*
- Elements provide detail regarding steps to take to achieve the Vision Statement
- Plan Components (Chapters)
 - Guiding Principles
 - Content
 - Action Items
- Implementation chapter discusses how the Plan will be advanced following adoption
- Appendices include Richardson's history, transportation data and full implementation matrix

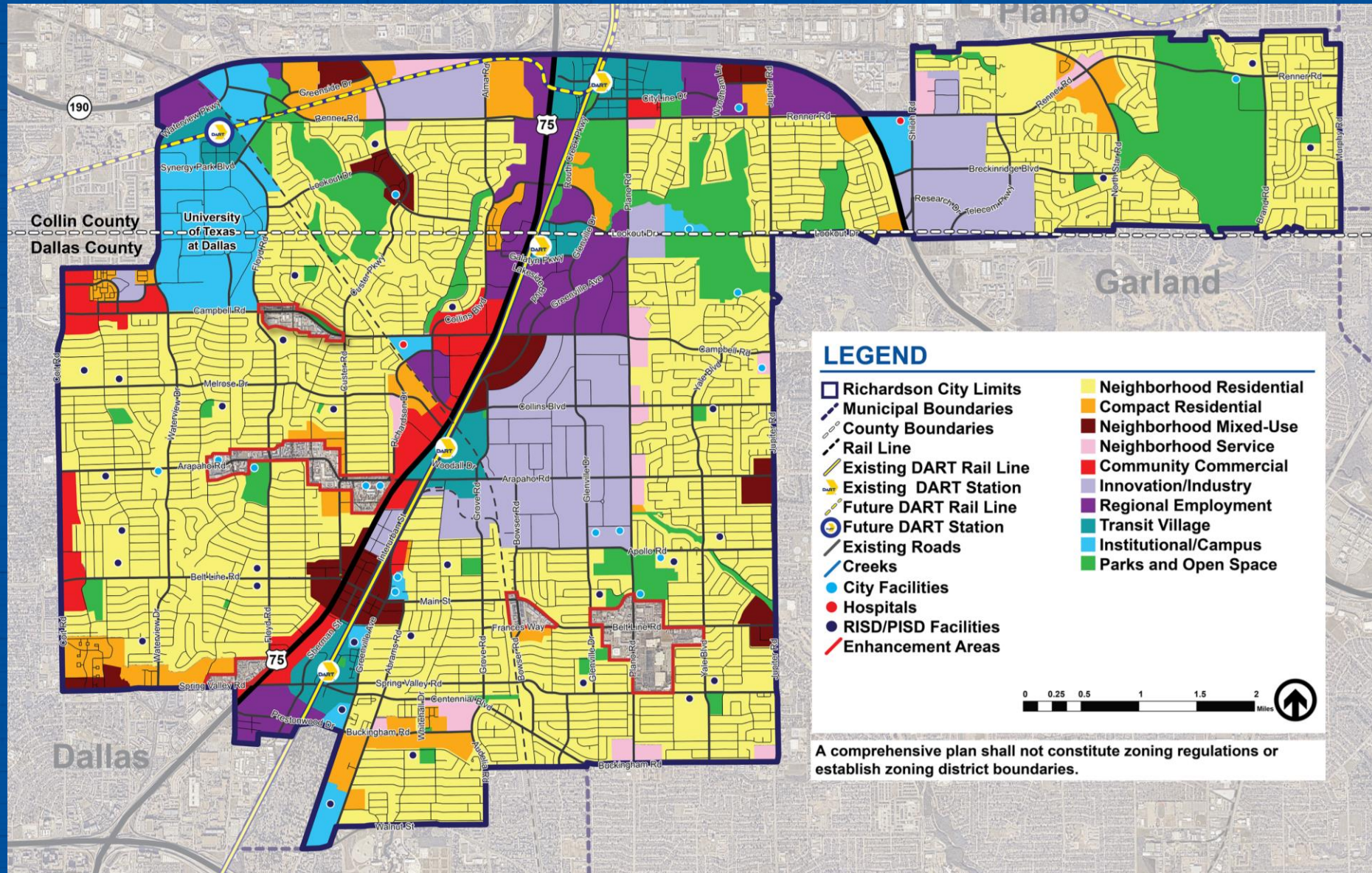


PlaceTypes

- 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

Place Type	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 (Solid Circle)	Secondary Use (Hollow Circle)	Primary Use (Solid Circle)	Secondary Use (Hollow Circle)	Primary Use (Solid Circle)	Secondary Use (Hollow Circle)	Primary Use (Solid Circle)	Secondary Use (Hollow Circle)	Primary Use (Solid Circle)	Secondary Use (Hollow Circle)	Primary Use (Solid Circle)	Secondary Use (Hollow Circle)	Primary Use (Solid Circle)
Neighborhood Residential	Primary	Secondary		Secondary	Secondary						Secondary	Secondary	Secondary
Compact Residential	Primary	Primary	Primary	Secondary	Secondary	Secondary	Primary				Secondary	Secondary	Secondary
Neighborhood Mixed-Use	Primary	Primary	Primary	Secondary	Primary	Secondary	Primary	Secondary			Primary	Secondary	Primary
Neighborhood Service		Secondary	Secondary	Primary	Primary	Primary	Secondary	Secondary			Secondary	Secondary	Secondary
Community Commercial		Secondary	Primary	Primary	Primary	Primary	Primary	Secondary		Primary	Primary	Secondary	Primary
Innovation/ Industry			Secondary	Secondary	Primary	Secondary	Secondary		Primary	Secondary	Secondary	Secondary	Secondary
Regional Employment			Primary	Secondary	Primary	Secondary	Primary	Secondary		Secondary	Primary	Secondary	Primary
Transit Village		Secondary	Primary	Primary	Primary	Secondary	Primary			Secondary	Primary	Secondary	Secondary
Institutional/ Campus			Secondary	Secondary	Primary	Secondary	Secondary			Secondary	Primary	Secondary	Secondary
Parks and Open Space											Secondary	Primary	Secondary

Future Land Use Plan



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
Neighborhood Residential	●	●		●				●
Compact Residential		●			●	●		●
Neighborhood Mixed-Use					●	●	●	●
Neighborhood Service							●	●
Community Commercial						●	●	●
Innovation/ Industry			●			●	●	
Regional Employment						●	●	
Transit Village						●	●	●
Institutional/ Campus			●		●	●	●	

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

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. The following matrix was developed for use as a tool by staff for implementation, tracking, and ensuring transparency.

Figure A.4 | Land Use

Action Item	Priority	Timing	Relative Public Sector Cost	Lead Department
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.	High	Short-term (0-3 years)	\$ (up to \$250K)	Development Services
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.	High	Short-term (0-3 years)	\$\$ (\$250K to \$1M)	Development Services
Fiscal Impact Analysis. 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
Communication with Development Interests. 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

Edits Since October 21 Joint Session

- **General Updates to the Plan**

- Miscellaneous grammar, spelling, and formatting
- Updated labeling and features on maps for clarity

- **Specific Edits to the Plan**

- Added Guiding Principles and Action items under each chapter in the Table of Contents to help with navigation of the plan (Page 5)
- Added “What is a Comprehensive Plan?” infographic and simplified text (Page 8)
- Added chapter numbers to plan topics to help with navigation (Page 10)
- Future Land Use Plan (Pages 12 and 37) edited to:
 - Remove flood plain layer from map
 - Transit Village PlaceType west of the Spring Valley DART station expanded north
 - Cutter’s Point Apartments reclassified as Compact Residential
 - CityLine Park reclassified as Parks and Open Space
- Additional ethnicity information was added (Page 15)
- Transit Facilities map updated to remove bus stops and add route numbers/station names (Page 54)
- Additional information added regarding future regional water supply and wastewater efforts (Page 83 and 84)
- Implementation Chapter and Appendix cover photos were changed to Richardson IQHQ (Page 159 and A-13)
- Sustainability sentence was edited to emphasize focus on Richardson (Page 160)

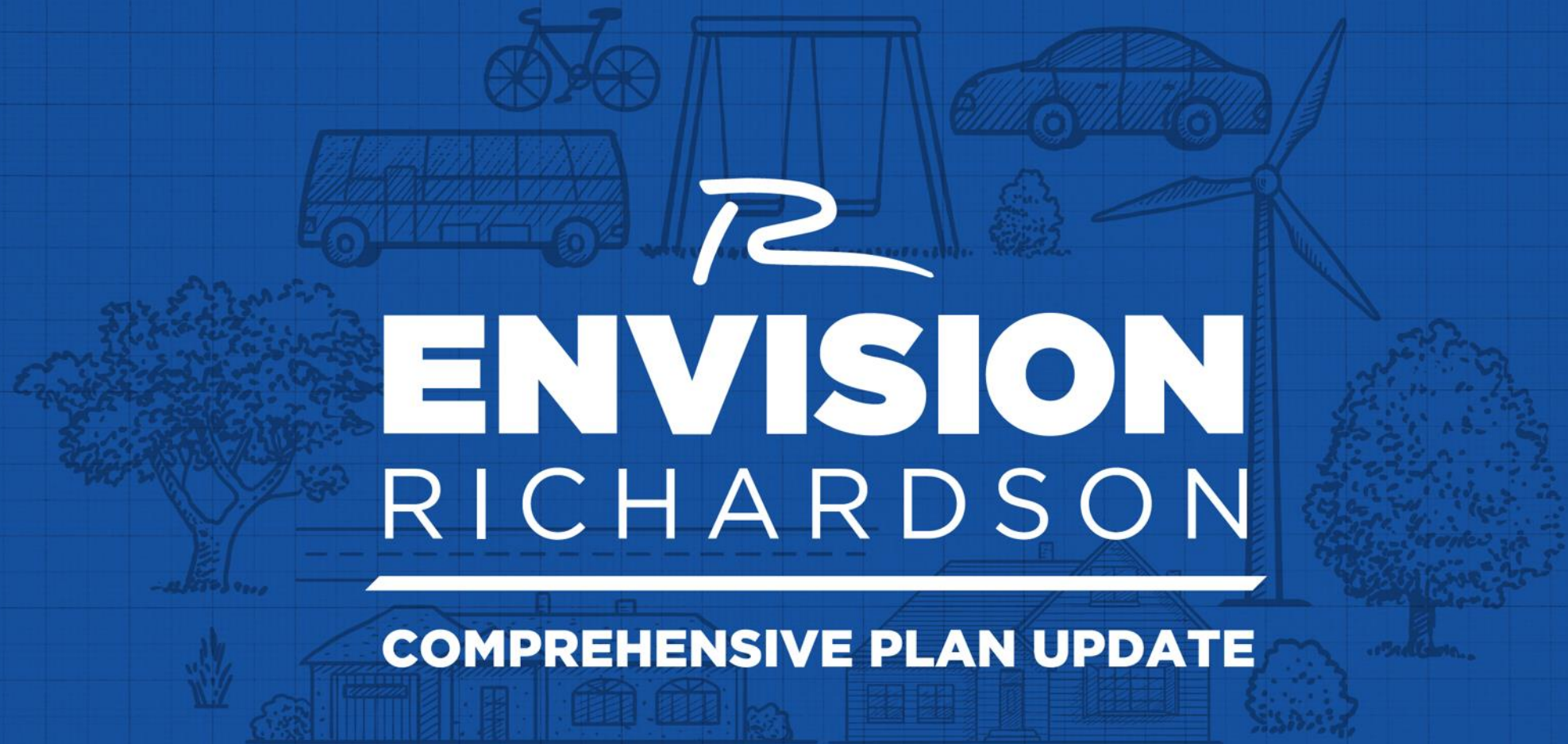
Envision Richardson Request Summary

- City Plan Commission Action – October 29, 2024
 - 3 speakers at public hearing
 - CPC voted 7-0 to recommend APPROVAL of the Envision Richardson Comprehensive Plan as presented.
- Should the City Council be ready to approve the Plan following the public hearing, the adopting ordinance (Ordinance No. 4523) is available for consideration.



EnvisionRichardson.com

Public Hearing



ENVISION
RICHARDSON

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