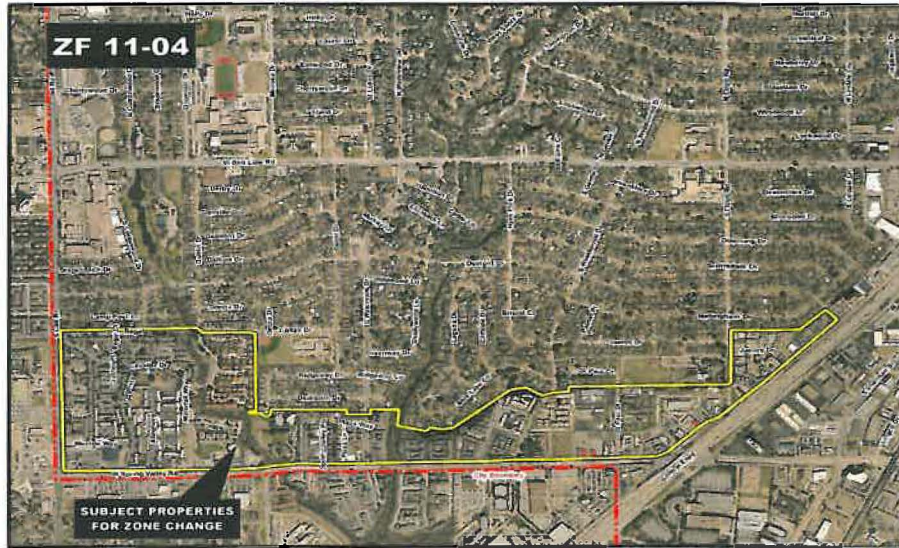




## Aerial Map of West Spring Valley Corridor



**ZF 11-04 Aerial Map**

generated by Planning & Design Team, March 8, 2024  
URL: <https://www.google.com/maps/@32.1171184,-84.9414044,15z>



## Planned Development Ordinance



## PD Ordinance Approach

- Replace existing zoning with a “hybrid” ordinance combining a higher level of design standards for buildings and streetscapes with traditional zoning concepts



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## PD Ordinance Structure

### Contents:

#### Sections

- I. Purpose, Goals,
- II. Definitions
- III. General District Standards
- IV. Buildings
- V. Parking
- VI. Lighting/Mechanical/Service/  
Utility Areas
- VII. Landscape
- VIII. Sign Standards
- IX. Administration

#### Appendices

1. Uses
2. Street Trees and Landscape  
Materials
3. District Plan
4. Height Zones
5. Design Guidelines

6

# Key Elements of PD

- District Plan
- Land Use Subdistricts
- Standards
  - Streetscapes
  - Building Characteristics
  - Landscaping
  - Parking
  - Signs
- Administration
  - Review/Approval
  - Modifications (Major, Minor)
  - Nonconforming Provisions



# District Plan



## General District Standards

### Permitted Uses

	A	B	C	D	E	F	G
Residential							
Institutional							
Retail/Commercial							
Office							
Other/Accessory							

9

## General District Standards

### Street and Build-to Zone Standards (In Feet)

Streets/Building Type	Amenity Zone	Sidewalk Zone	Setback	Build-to Zone
<b>West Spring Valley and Coit Roads</b>				
Patio Home, Duplex	10	12	14	36-46
Townhome, Mixed Residential	10	12	14	36-46
Live-Work, Mixed Use, Commercial	10	12	8	30-40
<b>Central Expressway Service Road</b>				
Commercial	10	10	8	28-40
<b>Internal Streets</b>				
Patio Home, Duplex	6	6	14	26-36
Townhome, Mixed Residential	6	6	14	26-36
Mixed Use, Live-Work, Commercial	6	8	8	22-32

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## General District Standards – Building Types

Patio Home



Duplex



Townhome



Mixed Residential

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## General District Standards – Building Types

Commercial



Building Height  
Uses – Ground Floor  
Uses – Upper Floors

Live/Work



Mixed Use

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# Buildings

Building Type by Subdistrict

Building Type	Area A	Area B <sup>1</sup>	Area C	Area D	Area E	Area F	Area G
Patio Home				X	X	X	
Duplex				X	X	X	
Townhome	X	X		X	X	X	
Mixed Residential*		X		X, MjM <sup>2</sup>		X	
Live-Work	X	X	X				X
Mixed Use	X <sup>3</sup>	X	X				X
Commercial	X	X	X				X

<sup>1</sup> No non-residential, Area B, within 200' buffer

<sup>2</sup> Major Modification for Mixed Residential, Area D, within 200' buffer

<sup>3</sup> No Mixed Use buildings, Area A, north of James Drive

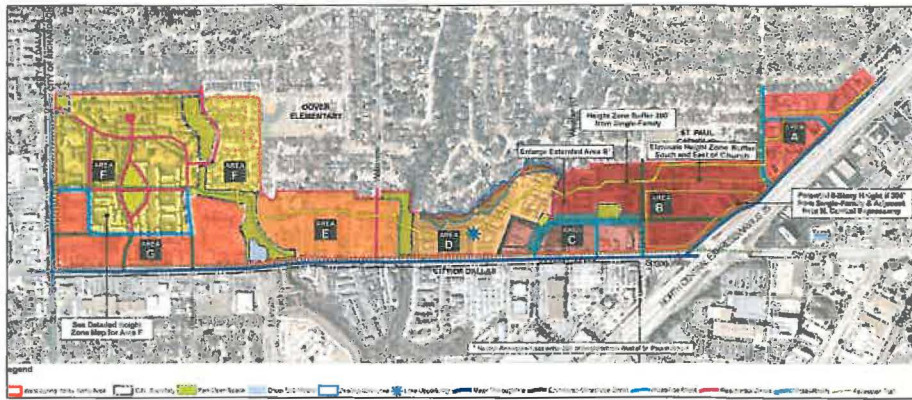
# Buildings



- Mixed Residential in Area D by Major Modification only
- No Non-residential uses in Area B, west of St. Paul Drive
- No Mixed Use buildings in Area A, north of James Drive

# Buildings

## Height Zones



STANDARD	AREA A	AREA B	AREA C	AREA D	AREA E	AREA F	AREA G
<b>Building Height</b>	Min. 2 stories Max. 2-4 stories	Min. 2 stories Max. 2-8*	Min. 2 stories Max. 2-4 stories	Min. 2 stories Max. 2-4 stories	Min. 2 story Max. 2-3 stories	Min. 2 story Max. 2-5*	Min. 2 stories Max. 2-4 stories

\*Height in excess of 4 stories in limited areas under certain conditions

# Buildings

- Height limits vary based on proximity to single-family residential zoning outside the District
- **Area B**
- Potential 8 stories in Area B
  - 300' from single-family residential zoning outside the Corridor
  - Frontage on Central Expressway
- 2-story buffer zone does not apply adjacent to the church





## Buildings

### Area F

- Height varies from 1 to 4 stories
  - Potential additional story in the heart of Area F with LEED Silver construction



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## Buildings – Materials

- Ground floor level
  - Masonry\* – 50% minimum
  - Masonry\*, 3-stage stucco, glass block, alternative materials\*\* – Remainder
  - Trim/accent materials – 15% maximum
    - EIFS above 8 feet as trim/molding
  - Glass (storefront) – 60-80%
- Above ground floor level
  - Masonry\*, 3-stage stucco, glass block, alternative materials\*\* – Unlimited %
  - Trim/accent materials – 15% maximum
    - EIFS above 8 feet as trim/molding
  - Glass – 30-60%

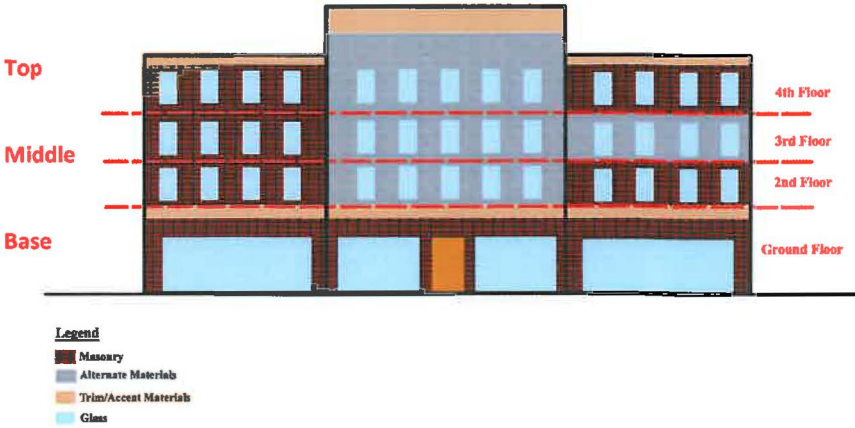
\*brick, stone, highly-texturized concrete block

\*\*ventilated façade systems - architectural metals/tiles; applied by certified installers



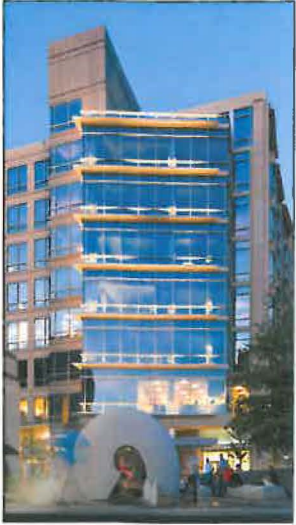
18

# Buildings – Materials



# Buildings – Materials

- Glass curtain wall
  - Buildings of 6+ stories (Area B)
  - Middle portion of a tri-partite building (Mixed Use, Live/Work, Mixed Residential, Commercial)



## Buildings – Materials

- Ventilated façade systems
  - Colorized, patterned and textured stainless steel sheet cladding systems
  - Insulated core metal wall panel systems
  - Mixed composite wall panel systems
  - Rear ventilated phenolic rain screen wall panel system
  - Titanium zinc alloy sheet metal roofing façade cladding and roof drainage components system



## Buildings – Materials – Ventilated Façade Systems



# Parking

## Parking Calculations

Residential	Mixed Residential – 1 space/studio unit; 1.5 spaces/1-bedroom unit; 2 spaces/unit for all other unit types Townhome, duplex, patio home – 2 spaces/unit in garage (additional guest parking for townhome developments)
Institutional	Consistent with City's Development Regulations or determined by Minor Modification supported by a parking study
Hotel (full-service)	1.25 spaces/guest room
Hotel (ltd. service, suite)	1.0 space/guest room
Office	1/250 SF for office buildings up to 75,000 SF 1/300 SF for office buildings greater than 75,000 SF
Retail/Restaurant	1/250 SF
Other	Consistent City's Development Regulations or determined by Minor Modification supported by a parking study
Bicycles	1/25 automobile parking spaces

# Signs

- Signs appropriate for a walkable district
- Permitted signs by subdistrict and building type



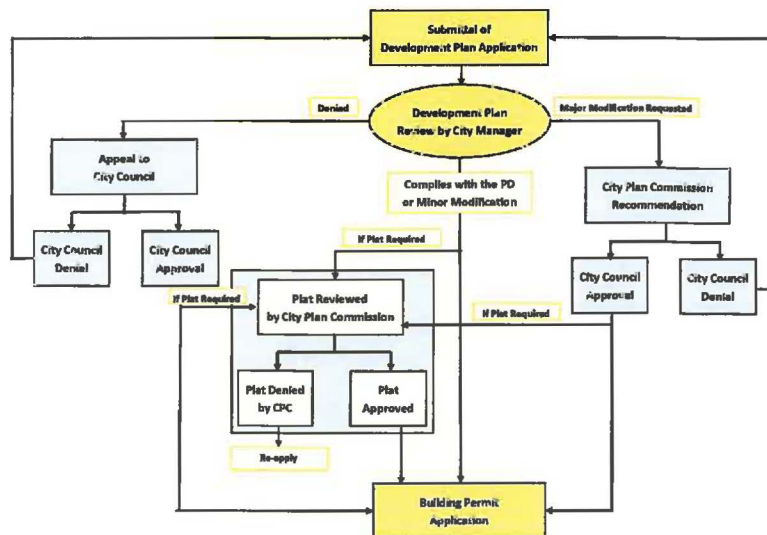
## Administration

- Development Plan prior to Building Permit
  - Plat
  - Site plan
  - Landscape plan
  - Engineering plans
  - Building elevations
  - Site sections
  - Building function/use
  - Parking required/provided
  - Traffic Impact Analysis
  - Modifications requested
- Development Standard Modifications
  - Minor: Staff approval
  - Major: CPC recommendation/Council approval
- Nonconforming Provisions



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## Administration



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## Administration – Nonconforming Uses

- Intent – Nonconforming uses and structures cannot be:
  - Enlarged
  - Expanded
  - Extended
  - Used as a basis for adding other structures or uses prohibited by this District
- Nonconforming uses and structures are incompatible with the permitted uses in this District

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## Administration – Nonconforming Uses

- Definition – Any land use, structure, lot of record, or other situation that was legally established prior to the effective date of the PD Ordinance but does not fully conform as of the effective date of the new ordinance
  - Use
  - Structure
  - Sign

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## Administration – Nonconforming Uses

- Discontinuance of Nonconforming Use
  - If abandoned or discontinued for a period exceeding six months, deemed abandoned
  - Cannot thereafter be reestablished; any subsequent use must be conforming
  - Discontinuance commences on the actual date of discontinuance

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## Administration – Nonconforming Uses

- Continuation of Nonconforming Use – A nonconforming use, sign or structure may continue subject to the following:
  - May be changed only to a conforming use for the Subdistrict in which it is located (not another nonconforming use)
  - May not be expanded within an existing building; building cannot be expanded or structurally altered to accommodate the nonconforming use
  - May not be expanded to occupy more land than occupied when the use became nonconforming
  - May not be expanded to any area on the exterior of a building
  - May be occupied by a) a conforming use or b) the use occupying the structure prior to becoming nonconforming
  - If changed to a conforming use, may not be changed back to a nonconforming use
  - Maintenance and repair permitted to comply with health, safety, minimum building standards

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## Administration – Nonconforming Uses

- Restoration of Nonconforming Structure, Use, Sign
  - Use or structure partially destroyed by fire, flood, windstorm or other casualty:
    - If damage exceeds 50% of appraised value (as determined by the appraisal district), structure or use cannot be rebuilt, restored, reestablished or reoccupied except in conformance with the new regulations
    - If damage does not exceed 50% of appraised value, structure or use can be rebuilt, restored, reestablished or reoccupied with no expansion of size or function prior to the damage or destruction
  - Use or structure damaged or destroyed by the intentional acts or omissions of the owner or occupants cannot be rebuilt, restored, replaced or repaired except in conformance with the new regulations
  - Sign damaged or destroyed is subject to the provisions of the sign ordinance

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## Design Guidelines

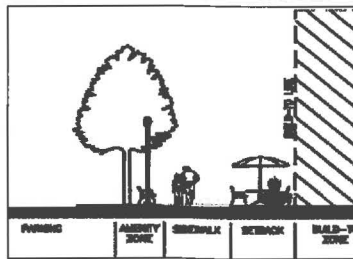


32



## Design Guidelines

- Streetscape – the urban design element that establishes the character for the major part of the public realm composed of:
  - Thoroughfares (travel lanes for automobiles and bicycles, parking lanes for cars, sidewalks for pedestrians)
  - Private frontages (building facades and elevations, porches, setbacks, fences, awnings, etc.)
  - Amenities within the public frontages (street trees and plantings, benches, street lights, bike facilities, other furnishings)



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## Design Guidelines

- Urban Context Guidelines
  - Subdistricts
  - Building Types
  - Street Typologies
- Architectural Guidelines
  - Building Walls
  - Roofs
  - Windows and Doors
  - Storefronts
  - Signage
  - Awnings and Canopies
- Streetscape Guidelines
  - Open Space/Community Gathering Space
  - Lake Opportunity
  - Streetscape Elements
- Sustainability
  - North Texas 2050 and WSVC
  - Sustainable Design Issues



# Design Guidelines

## SUBDISTRICT B

**Intent:** To create a gateway to the City and the Corridor by providing for a mixed array of commercial and residential uses, including the opportunity for a landmark building near the high-profile intersection of Sevier Valley Road and



Central Expressway. Major thoroughfares to the north, which often are established and include the Best Interests, which forms the northern boundary of this Subdistrict, create the a two-way road to the intersection and can include in the possible pedestrian use for nearby retail, restaurants and service uses.

- Opportunities**
- High traffic counts reflect great potential for new retail businesses and amenities
  - Proximity to Central Expressway, a regional highway, makes access to the Subdistrict convenient
  - Depth of the tract presents potential for a landmark building
  - Locations of new transit stations to the Sevier Valley light rail station

# Design Guidelines

## BUILDING TYPES

	RESIDENTIAL	MIXED RESIDENTIAL	MIXED USE	COMMERCIAL	OFFICE	RETAIL	RESTAURANT	HOTEL	WETSPACE MIXED
<b>RESIDENTIAL</b>	High-rise (10+ stories), medium-rise (6-9 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes
<b>MIXED RESIDENTIAL</b>	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes
<b>MIXED USE</b>	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes
<b>COMMERCIAL</b>	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes	Mid-rise (4-6 stories), townhomes, row houses, duplexes



# Design Guidelines

## OPEN SPACE / COMMUNITY GATHERING SPACE

OPEN SPACE / COMMUNITY GATHERING SPACE	EXAMPLE	DESCRIPTION	REFERENCE IMAGES
<b>GREEN</b>		An Open Space provides for passive and active recreation. A Green Space is typically defined by a perimeter, trees, lawn and/or walking paths. The boundary of an Open Space is typically 100 feet to approximately 200 feet.	
<b>SQUARE</b>		An Open Space provides for active and passive recreation. A Square is typically defined by a perimeter, trees, lawn and/or walking paths. The boundary of an Open Space is typically 100 feet to approximately 200 feet.	
<b>PLAZA</b>		An Open Space provides for active and passive recreation. A Plaza is typically defined by a perimeter, trees, lawn and/or walking paths. The boundary of an Open Space is typically 100 feet to approximately 200 feet.	
<b>POCKET PARK / PLAZA</b>		An Open Space provides for active and passive recreation. A Pocket Park is typically defined by a perimeter, trees, lawn and/or walking paths. The boundary of an Open Space is typically 100 feet to approximately 200 feet.	

APR 15 2011 DRAFT

WEST SPRING VALLEY DESIGN GUIDELINES

# Design Guidelines

## LAKE OPPORTUNITY



Within Area D, there is an opportunity to expand existing Blue Lake to provide a natural water feature from West Spring Valley and to create an amenity for the citizens development. A project of this type could also provide public benefits in the form of both a new natural amenity and an improved image for the District. This could be a candidate for city review based on a request that is proposed and then approved by the District and the City of Richardson.



When designated, the expansion of the Lake could provide benefits to the citizens. In addition, the opportunity to create a natural water feature from West Spring Valley and to create an amenity for the citizens development. A project of this type could also provide public benefits in the form of both a new natural amenity and an improved image for the District. This could be a candidate for city review based on a request that is proposed and then approved by the District and the City of Richardson.

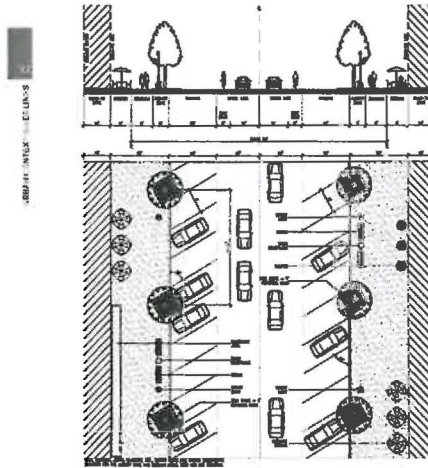


APR 15 2011 DRAFT

WEST SPRING VALLEY DESIGN GUIDELINES

# Design Guidelines

## COMMERCIAL-MIXED USE STREET



APR. 16, 2011 DRAFT

# Design Guidelines

## WSVC + NORTH TEXAS 2050

Design Guideline	Guideline Description
3. Development Density	<p>3. Development Density - Most through all building heights to provide a mix of commercial options and uses to create a vibrant street throughout the region.</p> <p>3. Efficient Design - Efficient development and infrastructure to reduce the use of resources, reduce energy and water consumption, and ensure sustainable, resilient systems of power and gas that reduce risk.</p>
4. Transit Corridor	<p>4. Transit Corridor - Transit and transit-oriented development opportunities, with transit that must include all modes of all-weather, year-around transit.</p>
5. Transit Corridor	<p>5. Transit Corridor - Transit and transit-oriented development opportunities, with transit that must include all modes of all-weather, year-around transit.</p>

## Refinements Since CPC Recommendation

- **Definitions**
  - Added all sign types, ventilated façade systems
- **Building materials**
  - Revised based on new definition, Council discussion
  - Added 50% masonry requirement at ground floor for buildings using glass curtain wall
- **Signs**
  - Revised standards for Directional Signs, Wayfinding Signs
- **Administration**
  - Revised list of Minor Modification items
  - Revised nonconforming provisions
- **Design Guidelines**
  - Made changes to reflect above (especially building materials)

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## City Perspective

- City is the applicant, not the owner
- City's role is to put the regulations in place to encourage redevelopment
- Plan is long-term (20-year horizon)
- PD ordinance may need to be revisited/refined to respond to changing conditions or new information

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## Next Steps

- ✓ CPC Hearing on zoning change, design guidelines, MTP amendment ✓ April 5, 2011
- ✓ CPC work session ✓ April 12, 2011
- ✓ CPC recommendation on zoning change, design guidelines, MTP amendment ✓ April 19, 2011
- ✓ CC briefing ✓ April 25, 2011
- CC Hearing on zoning change, design guidelines, MTP amendment; adoption of ordinance ▪ May 2 and 9, 2011
- Adoption of Ordinances ▪ May, 2011\*
- Expiration of extended moratorium ▪ June 11, 2011

*\*The moratorium will expire upon adoption of a new ordinance.*



## IV. Building Materials – Standard Requirement

- Masonry\* – 85%
- Trim/accent materials – 15% total (20% per façade)
  - EIFS – Above 8 feet
- Glass – No specific requirement (excluded from area to which the required percentage is applied)

\*brick, stone, concrete, concrete block

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## Building Materials – Bush Central Station

- Masonry\*
  - 85% minimum Type A streets
  - 80% minimum other streets
- Trim/accent materials (nonmasonry)
  - 15% maximum Type A streets
  - 20% maximum other streets
  - EIFS – Above 8 feet for trim, molding
- Glass
  - 50% minimum ground floor (storefront) Type A streets
  - 30% minimum above ground floor Type A streets
  - 15% other streets

\*brick, stone, 3-stage stucco, glass block, glass curtain wall

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## Building Materials (Original) – W. Spring Valley

- Masonry\*, 3-stage stucco, glass block – 85% minimum
- Trim/accent materials – 15% maximum
  - EIFS – Above 8 feet
- Glass – 60-80% at grade (storefront), 30-60% above
  
- Rationale
  - Masonry, Trim/accent % consistent with Bush Central Station PD
  - Other materials and quantities – Major Modification

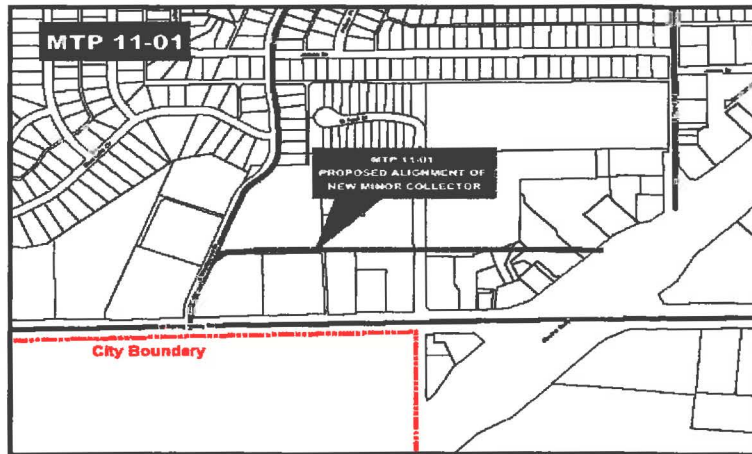
\*brick, stone, highly-texturized concrete block

49



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## MTP 11-01



MTP 11-01 Proposed Revisions

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4

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## Purpose of the Amendment

- To indicate a future connection
- To enable the City to acquire right-of-way
- To support both existing traffic and future redevelopment
- Not to indicate a specific alignment
  - Alignment study forthcoming

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## West Spring Valley Corridor Reinvestment Strategy



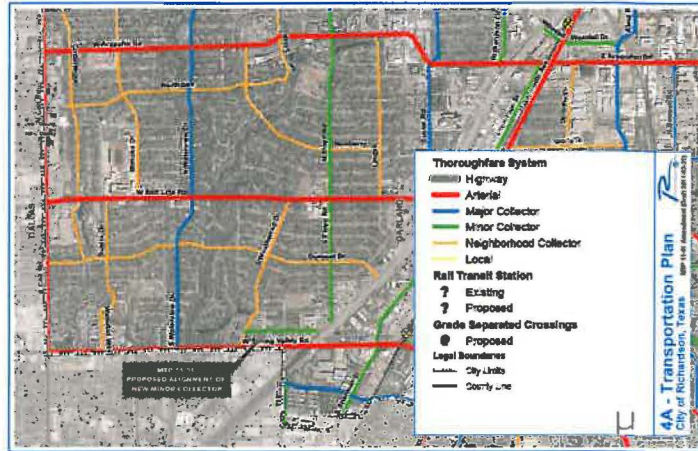
53

### Minor Collector - Characteristics

- Collectors serve internal traffic movements within a specific area of the city, such as a subdivision, and connect with the arterial system. Major Collectors may handle relatively long trips, carrying traffic for several miles from a traffic generator or connecting to the next Arterial roadway. Minor Collectors and Neighborhood Collectors typically do not handle long trips, so they need not be continuous for any great length.
  - Major Collectors typically carry between 5,000 and 18,000 vehicles per day.
  - Minor Collectors typically carry between 2,500 and 8,000 vehicles per day.
  - Neighborhood Collectors typically carry between 1,000 and 4,000 vehicles per day.

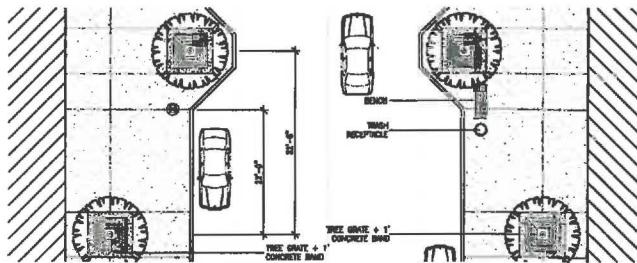
54

# Master Transportation Plan – Detail

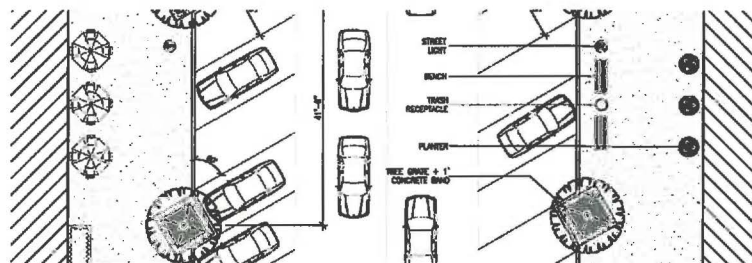


# Street Configuration

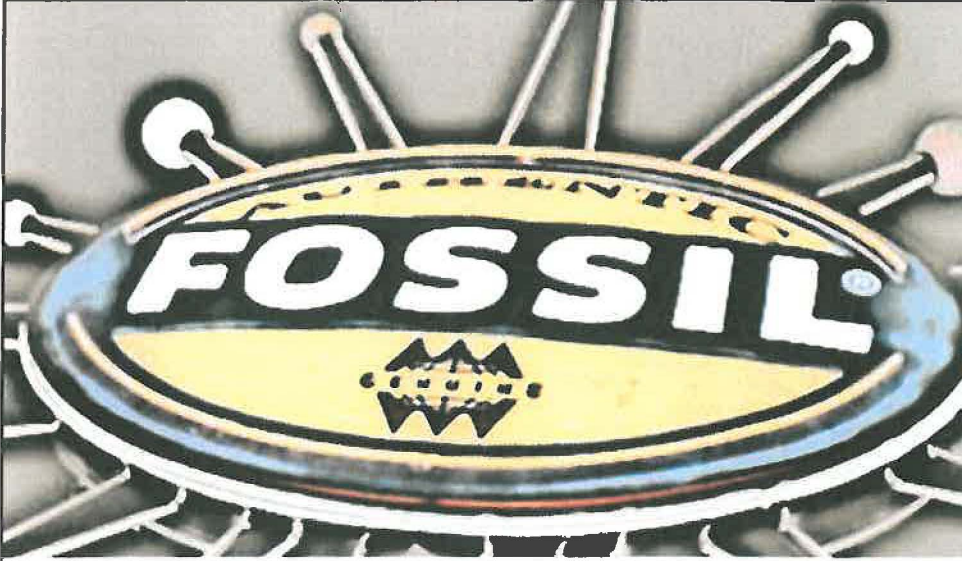
Parallel Parking



Angle Parking









**Economic Development  
Status Report on Fossil, Inc.**

City of Richardson, Texas    City Council Work Session    May 2, 2011



- Fossil Inc. is a global design, marketing and distribution company headquartered in Richardson, Tx.
- Fossil specializes in consumer fashion accessories, with extensive lines in men's and women's fashion watches, jewelry, handbags, small leather goods, belts, sunglasses, shoes & clothing.
- International sales account for about 47% of Fossil's total sales
- Fossil operates 113 retail stores and distribution relations with Neiman Marcus, Saks, Nordstroms, Federated Dept. Stores, Dillards, JCPenneys, Kohl's and Sears.
- Products are sold under the "Fossil" name and license brands.
  - Fossil manufactures several private label (WalMart, Kmart, and Target) and licensed products (Adidas, Burberry, Columbia, DKNY, Armani, Michael Kors, and Marc Jacobs, among others.





## Fossil

- Fossil was founded in 1984 by brothers Tom and Kosta Kartsois as “Overseas Products International”.
- In 1990, the “Fossil” brand was introduced.
- Following an IPO in 1993, they have steadily grown into their present global position in the fashion industry.
- Fossil was recognized by Business Week in 2000 as “Hot Growth” company – ranked in top 50.
- Fossil has had its corporate home in Richardson for 15 years.
- Fossil (FOSL) is traded on the NASDAQ exchange
- 2010 gross revenue over \$2 billion

## Fossil’s Presence

- Fossil established their headquarter presence in Richardson in 1996.
- Current facilities include:
  - Initial Setting:
    - 2280 N. Greenville Ave. (190,000 sf)
    - 2155 Campbell Creek (140,000 sf)
  - Additional Annex (2005):
    - 2323 N. Central Expressway (130,000 sf)
    - 6.8 acre adjacent vacant parcel



## Current Two Campus Setting



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## Fossil Economic Elements



- Fossil current employment in Richardson is 800.
  - An employment growth outlook of 10-15% per year is expected.
- Fossil moves from about 300,000 sf of space to 500,000 sf
- Fossil owns over \$25 million of commercial facilities and land in Richardson.
- Fossil has over \$5.5 million in business personal property appraised value in Richardson.
- An estimated 50 visitors visit their campus daily – 13,000 per year.

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## Fossil in the Richardson Community

- During their 15 years in Richardson, Fossil has been an active corporate citizen.
- Frequent commitment of volunteers to community events
- Active in Corporate Challenge, Guitar Art at Wildflower –many others
- Active with R.I.S.D. and other community service efforts



## Fossil Campus Assessment

- Since 2005, Fossil has been assessing their future campus plans
  - Metroplex Business news articles have widely published this consideration
- REDP has been actively tracking these considerations for this important corporate retention
- Options have included:
  - maintaining a split campus setting
  - combining operations to their N. Central campus
  - seeking other consolidation strategies
- This was a highly-pursued corporate relocation by area cities/property brokers
- After careful review and assessing available regional alternates, this Spring of 2011, Fossil announced a campus consolidation strategy to the 536,000 sf , 901 S. Central campus.

COMMERCIAL REAL ESTATE

### Fossil consolidating workers in one office

By STEVE BROWN  
The Dallas Morning News

Developed by KIMCO Real Estate, Fossil Inc. has confirmed plans to consolidate its operations into a single office space in Richardson, Texas. The move is expected to be completed by the end of the year.

Fossil Inc. has announced plans to consolidate its operations into a single office space in Richardson, Texas. The move is expected to be completed by the end of the year. Fossil Inc. has announced plans to consolidate its operations into a single office space in Richardson, Texas. The move is expected to be completed by the end of the year.

The move is expected to be completed by the end of the year. Fossil Inc. has announced plans to consolidate its operations into a single office space in Richardson, Texas. The move is expected to be completed by the end of the year.

## 901 S. Central location

**901**  
CENTRAL

- 901 S. Central is a two-building 536,000 sf commercial office campus, owned by the The Swig Company, on a 20-acre site at the southeast corner of US75 and Spring Valley.
- It is the former corporate home for Blue Cross Blue Shield, until their move in 2009 to their new 1 million sf campus in Galatyn Park.
- KDC, as the developer for BCBS, took on the remaining 10-year lease obligation for the 901 campus to facilitate the BCBS relocation – and has been active in re-tenanting efforts.



## 901 Central Campus



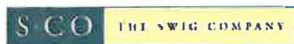
## 901 Central Campus

- The facilities include:
  - A 106,000 sf building, built in the 1960's as the Cook's Dept. store and later converted to office space.
  - A South Building of 430,000 sf, 4-story adjoining office building built in 1980.
  - A structured parking garage.
- This is a campus best-suited to a single tenant – which presents more limited market possibilities



11

## Fossil Move Features

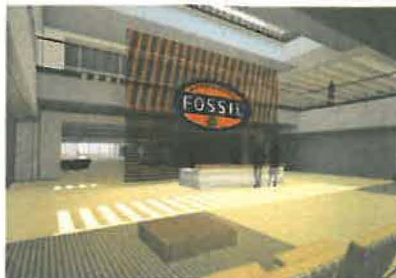


- Features of the Fossil move to the 901 Central campus include:
  - Fossil is leasing and **occupying the entire 901 campus**
  - Fossil has an initial 10-year sublease with KDC, with subsequent lease renewal options thereafter directly with Swig for Fossil's intended future decades of occupancy.
  - **KDC will acquire Fossil's entire Richardson real estate portfolio**
  - **Move/occupancy is targeted for August 2011.**

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## “Fossil-izing” the New Campus

- Fossil will invest an estimated **\$30 million in facility upgrades**, and modification to reflect the Fossil brand and corporate culture.
- The facilities will require significant upgrades for energy management, new building code requirements, and ADA upgrades.
- Updated interior, exterior, entry lobby and campus signage designs are underway.
- An estimated **\$10 million in business personal property furnishings and equipment** is planned.
- Fossil is excited about the unified campus, on-site cafeteria, presentation auditorium, expansive areas for showrooms and product showcasing, and collaboration areas for creative design teams.



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## Recruitment Support Terms City of Richardson

- Support to be provided to Fossil, Inc.
- Retention and Reinvestment element were strong factors
- City Support Elements:
  - Real Tax Rebate for initial 10 year period: 50% of land & building value
  - Business Personal Property tax rebate for initial 10 year period: 50% of BPP placed at site
  - To offset key facility upgrades:
    - Five grants of \$175,000 for business transition/ capital renewal investment support
  - Requirement to maintain occupancy
  - Upcoming City Council action to authorize formal E.D. agreement



Tax Support Element	Value
Real Tax Rebate (if \$20 million/yr.@50%)	\$635,160
BPP Tax Rebate (if \$5.5 million/yr.@ 50%)	\$174,670
	\$809,830
Redevelopment Support	Value
Five Annual Grants (@\$175,000 ea.)	\$875,000

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## Strategic Economic Impacts

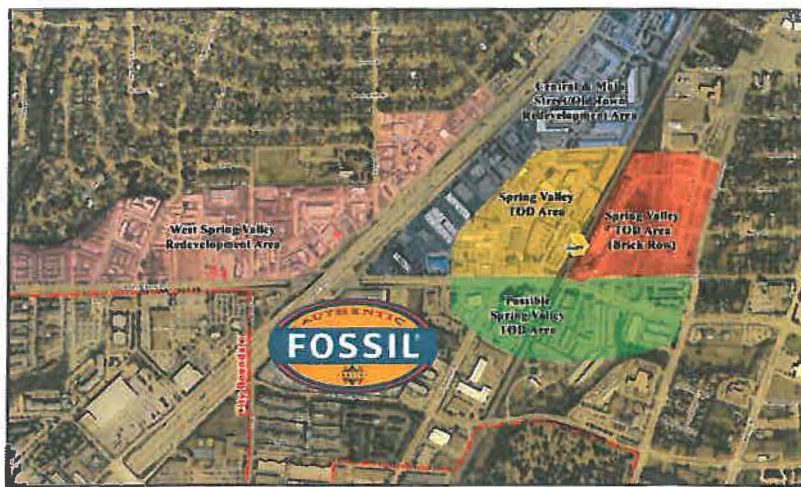
- The 901 campus re-tenant effort has been a large priority of the REDP.
- Fossil's move has several positive facets:
  - Retains and resolves a major employer's relocation decision
  - Moves towards **fuller occupancy** of office space in Richardson
  - Provides a strong "**corporate portal**" on Richardson's U.S. 75 southern entrance with a well-recognized corporate name.
  - Provides a **synergistic & multiplier impacts** to the Spring Valley and south Richardson planning & redevelopment initiatives.



- Provides Fossil extensive **expansion capacity** to develop and grow
- Provides an occupancy of a **campus with more limited marketability** due to size and configuration
- Places **vacated quality properties** with quality developer/owner (KDC)

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## Campus Renewal + Area Redevelopment Planning Focus



US-75 & Spring Valley Road

1 inch = 500 feet

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## Multiplier Impacts of Fossil

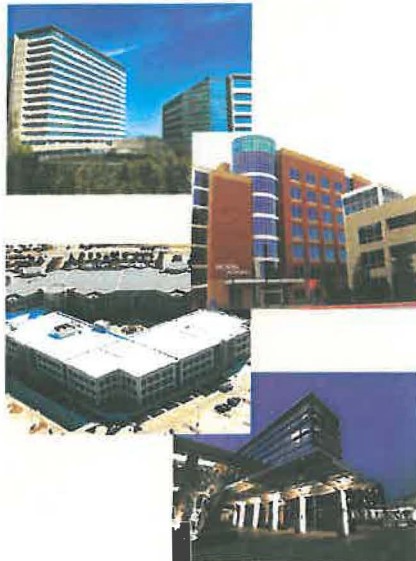
**Impact**DataSource

- As a large employer, Fossil generates significant economic multipliers from the facility and employees.
- With assistance from Austin-based economists at *Impact DataSource*, an economic analysis was conducted:
  - Ten Year Estimated Impact elements:
    - Over 3,000 direct and Indirect Job Creations
      - Payroll impact of \$1.4 billion
    - Over \$1 million in Franchise tax
    - Over \$2 million in Sales tax
    - Over \$1.3 million in Hotel Occ. Tax
    - Over \$6 million in Net City Property Tax
    - Over \$200 million in local sales/service purchases



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## Koll Development Company



- KDC has been an active development partner in Richardson over the years:
  - BCBS New Lookout Campus
  - Nortel Galatyn Campus Expansion
- In DFW, key KDC developments include:
  - Fluor Corp. campus
  - Citigroup campus
  - Intuit campus
  - Pepsico campus
  - Campus at Legacy

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## KDC's Acquisition Efforts

- **Greenville Ave/Campbell Creek Parcels:**

- Over \$15.2 million in real property appraisals
- Active site review has begun by KDC with HOK architects to enhance the sites, add parking capacity, etc.
- Active marketing underway



2280 N. Greenville Ave.



2155 Campbell Creek

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## KDC's Acquisition Efforts

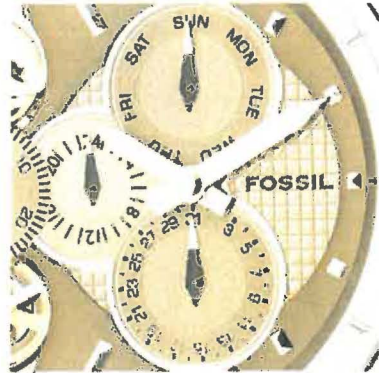


2323 N. Central Expressway

- **US 75 Parcels:**
  - Over \$10.3 million in real property appraisals
  - Active study to reorient building access, atrium upgrade, and expansion strategies
  - Adjacent 5.1 acre vacant parcel can be connected or separate development potential
  - Supportive of West Ramp of Galatyn Prkwy. West Ramp access to site and Palisades
    - Recall that this ramp has been planned per 1998 construction plans and the 2000 City Comprehensive Plan for a grade-separated crossing, much before Fossil's 2005 interest/occupancy
    - Schedule: TxDOT construction start for Sept 2011 – about a twelve month project.
  - Active marketing underway

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## Summary



- A positive *time* for Fossil in Richardson, Tx.
- Significant economic impact and stimulus for redevelopment focus areas
- Excited about re-leasing recruitment by KDC of vacated properties
- Appreciate Fossil's reaffirmation of Richardson as corporate home





Property Sale Consideration:

Portion of Municipal Property at  
300 East Arapaho at Grove Rd.  
*(former Wicke's site)*

Richardson City Council Work Session  
Monday, May 2, 2011

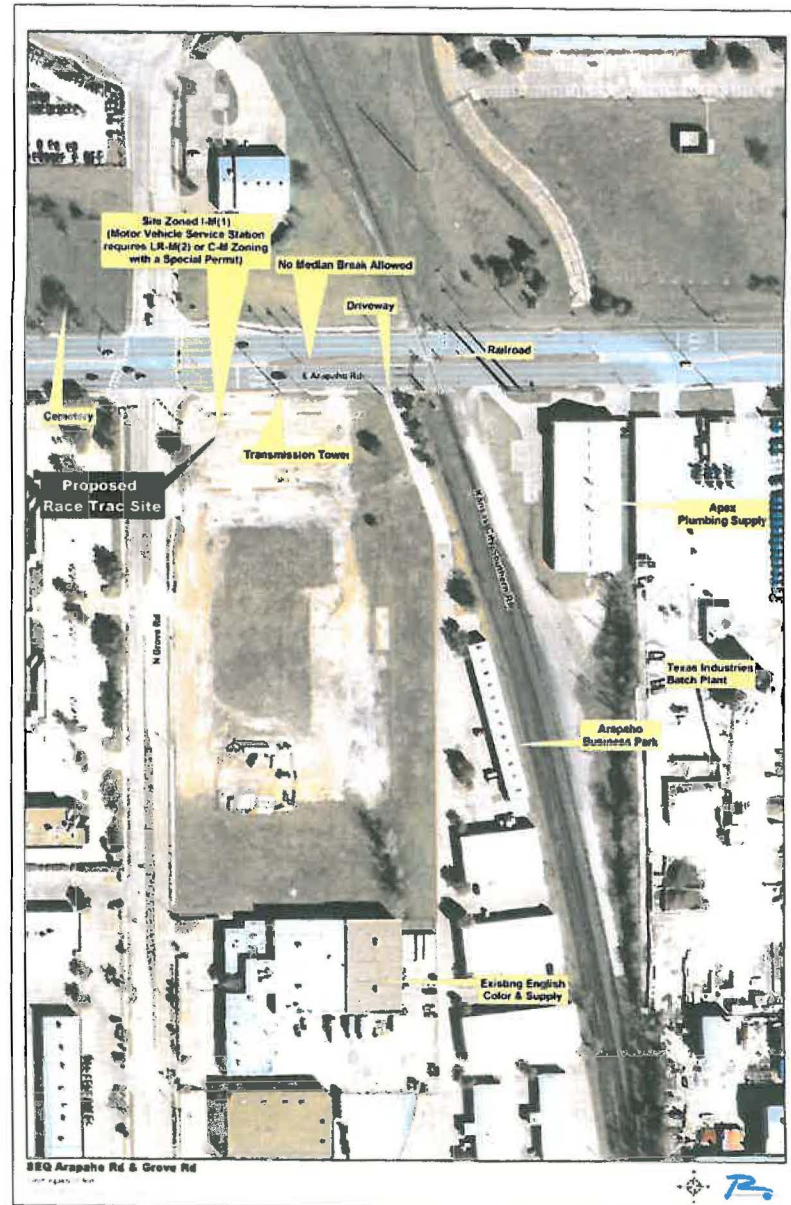
# Background

- The City of Richardson owns a 6.79 acre site at the SE corner of E. Arapaho and Grove Road – 300 E. Arapaho
- The City and R.I.S.D. conducted a cooperative land swap in 1997 to avoid R.I.S.D.'s placement of a school bus storage facility on E. Arapaho Road frontage.
- The City purchased a site at 900 S. Greenville and swapped parcels with R.I.S.D., who had purchased the Wicke's lumber yard site.
  - The 900 S. Greenville site was subsequently developed into the bus facility and the McAuliffe Learning Center.
- The City has held the 6.79 acre site at 300 E. Arapaho Road since this transaction.



# Site Location

- The overall site has some constraints:
  - No westbound Arapaho direct access
  - Oncor power line easements along the E. Arapaho frontage,
  - Adjacency to KCS freight railroad corridor
  - Near adjacency to a concrete batch plant.



# Background



- The City has evaluated a multitude of use plans over interim years.
- Partial site utilization emerged following site selection for City's Gymnastic Building as part of the 2010 G.O. Bond Program implementation.
- Final plans call for the Gymnastic Center placement in the northern third of the site – with close orientation in a diagonal fashion to the Arapaho/Grove intersection corner.

# Proposal/Terms



- With a confirmed plan for the City's Gymnastics Center relocation to the northern portion of this site, the City can now react to uses/disposal of the remainder.
- English Color and Paint Supply, Inc. is a long-standing family-owned business in Richardson since 1979, located at the southern adjacent parcel owner along Grove Road. (810 N. Grove)
- Owner Jim English has expressed a desire to expand his business site northward with an additional building facility, and has sought a land purchase from the City for a portion of this adjacent site.
  - This expansion will allow additional administration, training facilities, and inventory.

# Proposal/Terms

- English Color has indicated an intention to develop a new free-standing 19,500 sf. facility.
  - The building would be oriented to Grove Road and include 5,000 sf. of office use and 14,500 sf. of warehouse space.
  - About 100 parking spaces would be developed.
- To accomplish this plan, a land requirement for about ~2.28 ac. (or less at ~1.73 ac.) depending on final site layout & parking configuration, is needed.
- English Color has expressed a willingness to cooperate with the City:
  - North and West Building Elevation Review
  - Landscaping and Sidewalk Connection plans
  - Special Event/Weekend Overflow Parking Uses
- Purchase terms will include:
  - Purchase price of \$4.75/sf
    - Above DCAD and Independent Appraisal values
  - Sale will be contingent on building elevation approval



# Summary

- The City still preserves adequate space for any future building and related parking expansion.
- The unused Gymnastics Building project site will be turfed to this new property line.
- An economic development benefit can be fulfilled while achieving the City's public facility development.
- Completes a use plan for the site.
- Upon direction, authorization by Ordinance will be placed on the May 9, 2011 City Council agenda