



GARLAND

AGENDA

CITY COUNCIL WORK SESSION City of Garland

REMOTE MEETING

Monday, January 11, 2021
6:00 p.m.

DEFINITIONS:

Written Briefing: Items that generally do not require a presentation or discussion by the staff or Council. On these items the staff is seeking direction from the Council or providing information in a written format.

Verbal Briefing: These items do not require written background information or are an update on items previously discussed by the Council.

NOTICE: Due to the COVID-19 emergency, and pursuant to Section 551.125 of the Texas Government Code and the executive orders of Governor Greg Abbott suspending provisions of the Texas Government Code and other applicable laws of the State regarding normal open meetings, the City Council will hold this meeting by internet/telephonic remote means.

The meeting will be broadcast by webinar or telephone at the following URL:

https://garlandtx.zoom.us/webinar/register/WN_vec1IQAFSVSVIFZUpvn2eA

Registration for the online meeting is required. The meeting will be recorded and will be available for viewing the next day at www.garlandtx.gov.

For those without internet access to the meeting, a dial-in option is available. The numbers are:

346-248-7799
470-250-9358
470-381-2552

The Meeting ID is: 939 9155 7688

For participants (online and by phone) who wish to speak, a public comments period is provided as the first item on the agenda. If you desire to address the City Council on a matter that is posted on this agenda, please be prepared to do so at the beginning of the meeting. After the City Council has begun its discussion of the agenda, you will not be recognized to speak. The public comments portion of the meeting is provided for citizen comments. You are invited to offer a comment or make a statement on any item on the agenda. However, please bear in mind that offering comments should not be done in the form of posing questions. Generally, due to legal restrictions, the City Council is not able to answer questions during the public comments portion of the agenda. Your comments must relate to an item on this agenda - non-germane comments are not in order.

If an Executive Session is included as part of the agenda for this meeting, the Executive Session will be conducted by teleconference between and among the members of the City Council and relevant City staff. Public access to that call is prohibited by State law.

COUNCIL HOUSE RULES

- | | |
|--|---|
| 1. Decisions based on issues, goals and vision. | 9. Follow goals, principles and action agenda. |
| 2. Do not take things personal. | 10. Decide, vote and move on. |
| 3. Project a positive attitude. | 11. Avoid ambushes - Council or staff. |
| 4. Focus on issues, not on the person. | 12. Talk to staff before meetings. |
| 5. Be prepared to discuss issues. | 13. Vote our convictions, but be willing to compromise <i>"What is best for Garland."</i> |
| 6. Maintain decorum. | 14. Follow Roberts Rules of Order consistently. |
| 7. Keep your sense of humor. | 15. Agree to disagree. |
| 8. Honor and respect each other; accept each other as individuals. | 16. Be open and honest. |

NOTICE: The City Council may recess from the open session and convene in a closed executive session if the discussion of any of the listed agenda items concerns one or more of the following matters:

(1) Pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct. Sec. 551.071, Tex. Gov't Code.

(2) The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Sec. 551.072, Tex. Gov't Code.

(3) A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Sec. 551.073, Tex. Gov't Code.

(4) Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Sec. 551.074, Tex. Gov't Code.

(5) The deployment, or specific occasions for implementation of security personnel or devices. Sec. 551.076, Tex. Gov't Code.

(6) Discussions or deliberations regarding commercial or financial information that the City has received from a business prospect that the City seeks to have locate, stay, or expand in or near the territory of the City and with which the City is conducting economic development negotiations; or to deliberate the offer of a financial or other incentive to a business prospect of the sort described in this provision. Sec. 551.087, Tex. Gov't Code.

(7) Discussions, deliberations, votes, or other final action on matters related to the City's competitive activity, including information that would, if disclosed, give advantage to competitors or prospective competitors and is reasonably related to one or more of the following categories of information:

- generation unit specific and portfolio fixed and variable costs, including forecasts of those costs, capital improvement plans for generation units, and generation unit operating characteristics and outage scheduling;
- bidding and pricing information for purchased power, generation and fuel, and Electric Reliability Council of Texas bids, prices, offers, and related services and strategies;
- effective fuel and purchased power agreements and fuel transportation arrangements and contracts;
- risk management information, contracts, and strategies, including fuel hedging and storage;
- plans, studies, proposals, and analyses for system improvements, additions, or sales, other than transmission and distribution system improvements inside the service area for which the public power utility is the sole certificated retail provider; and
- customer billing, contract, and usage information, electric power pricing information, system load characteristics, and electric power marketing analyses and strategies. Sec. 551.086; Tex. Gov't Code; Sec. 552.133, Tex. Gov't Code]

1. Public Comments on Work Session Items

Persons who desire to address the City Council on any item on the Work Session agenda are allowed three minutes to speak. Speakers are taken only at the beginning of the meeting, other than invited testimony.

Speakers are grouped by Work Session item and will be taken in the order of the Work Session agenda. Speakers must submit to the City Secretary a completed speaker's card before the beginning of the meeting. Speaker cards will not be accepted after the Mayor calls the meeting to order. Speaker cards are available in the lobby, at the visitor's side of the Work Session Room, and from members of staff.

Speakers are limited to addressing items on the Work Session agenda – any item relating to a Regular Session agenda item should be addressed at the Regular Session and any item not on an agenda may be addressed during the open microphone at the end of the Regular Session.

2. Consider the Consent Agenda

A member of the City Council may ask for discussion or further information on an item posted as a consent agenda item on the next Regular Meeting of the City Council. The Council Member may also ask that an item on the posted consent agenda be pulled from the consent agenda and considered for a vote separate from consent agenda items on the regular agenda. All discussions or deliberations on this portion of the work session agenda are limited to posted agenda items and may not include a new or unposted subject matter.

3. Written Briefings:

a. 2020-21 Budget Amendment No. 1

Council is requested to approve the 2020-21 Budget Amendment No. 1 for the Electric Utility Fund as proposed. This item is scheduled for formal consideration at the January 12, 2021 Regular Meeting.

b. Update on CARES Act Funding

An update to Council on the final allocation and proposed strategy moving forward related to the \$13.2 million CARES Act funds received from Dallas County is being provided. Staff will be available to discuss this update with Council, if needed.

c. Texas Parks and Wildlife Department Grant - John Paul Jones Park

Staff is pursuing a Boating Access grant through the Texas Parks and Wildlife Department to improve Chaha Boat Ramp and other park amenities in John Paul Jones Park. This item is to brief the Council on the grant application and what may be included in the submission. This item will be scheduled for formal consideration at the January 12, 2021 Regular Meeting.

4. Verbal Briefings:

a. COVID-19 Response Update and Further Actions

Staff will provide an update to Council and ask for Council direction, if needed, on various matters related to COVID-19 and actions being taken by the City.

b. Library Master Plan Draft Report

The Library Master Plan Draft is in the final stage of development. The draft was developed by Library staff. After reviewing data and recommendations originally prepared by Godfrey's Associates and receiving feedback from City Council. The draft provides analysis, recommendations and action plans for the Library Department in the following areas: Strategic Plan, Technology Plan, Staffing Plan and Facilities Plan.

c. Preview of 2021 Proposed CIP

Staff will provide an overview of the 2021 Proposed Capital Improvement Program (CIP), which will be formally presented by the City Manager at the January 12, 2021 Regular City Council Meeting.

d. Zoning Notification Procedures Update

Staff will provide an update to the Council on the proposed notification procedure changes, including the notification letters, zoning posting sign, and proposed interactive website as recommended by the Mayor's Ad Hoc Committee.

e. Garland Development Code Sign Regulation Amendment Discussion

Staff will discuss proposed changes to the GDC regarding on-premise and off-premise signs and digital displays.

5. Announce Future Agenda Items

A member of the City Council, with a second by another member, or the Mayor alone, may ask that an item be placed on a future agenda of the City Council or a committee of the City Council. No substantive discussion of that item will take place at this time.

6. Adjourn



GARLAND POLICY REPORT

City Council Work Session Agenda

3. a.

Meeting Date: January 11, 2021
Item Title: 2020-21 Budget Amendment No. 1
Submitted By: Ron Young, Budget Director
Strategic Focus Areas: Sound Governance and Finances

ISSUE

Amend the 2020-21 Adopted Budget to appropriate \$4,603,973 in operating cash in recognition of Texas Municipal Power Agency's (TMPA) increase to its FY 2021 Generation Budget. The increase was due to closing cost related to the sale of TMPA.

OPTIONS

- A. Approve 2020-21 Budget Amendment No. 1 for the Electric Utility Fund as proposed.
- B. Do not approve 2020-21 Budget Amendment No. 1.

RECOMMENDATION

Option (A) – Approve 2020-21 Budget Amendment No. 1 as proposed. This item is scheduled for formal consideration at the January 12, 2021 Regular Meeting.

BACKGROUND

In connection with the potential sale of Texas Municipal Power Agency's (TMPA) Gibbons Creek Steam Electric Station and related assets, TMPA amended its FY 2021 Generation Budget. In recognition of TMPA's amendment to its FY 2021 Generation Budget, GP&L is requesting an amendment to its 2020-21 Operating Budget.

CONSIDERATION

Staff seeks the Council's concurrence for approving the proposed amendment to the 2020-21 Adopted Budget.

Attachments

Ordinance - 2020-21 Budget Amendment No. 1

ORDINANCE NO. _____

AN ORDINANCE AUTHORIZING AN AMENDMENT TO THE 2020-21 OPERATING BUDGET (BUDGET AMENDMENT NO. 1); PROVIDING FOR SUPPLEMENTAL APPROPRIATION OF FUNDS IN THE ELECTRIC OPERATING FUND; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council approved the 2020-21 Operating Budget and appropriated the necessary funds for the maintenance and operation of various activities and improvements of the electric system; and

WHEREAS, the City Charter provides that the City Council may approve any amendments and supplements to the Budget as deemed necessary; and

WHEREAS, the City Council has reviewed and concurred with a Policy Report that establishes the need for changes to appropriations in the Electric Utility Fund for the 2020-21 fiscal year;

THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GARLAND, TEXAS, THAT:

Section 1

The City Council of the City of Garland, Texas, hereby authorizes and approves an amendment to the 2020-21 Operating Budget (Budget Amendment No. 1) for the purposes and amounts as shown in Exhibit A (Policy Report), attached hereto and incorporated herein by reference.

Section 2

The City Council of the City of Garland, Texas, hereby amends Ordinance No. 7172, Section A, adjusting operating appropriations in the Electric Utility Fund in the amounts for the purposes specified in Exhibit A (Policy Report), attached hereto.

Section 3

This ordinance shall be and become effective immediately upon and after its adoption and approval.

PASSED AND APPROVED this the 12th day of January, 2021.

THE CITY OF GARLAND, TEXAS

By: _____
Mayor

Attest:

City Secretary



GARLAND POLICY REPORT

City Council Work Session Agenda

3. b.

Meeting Date: January 11, 2021
Item Title: Update on CARES Act Funding
Submitted By: Matt Watson, Finance Director
Strategic Focus Areas: Sound Governance and Finances

ISSUE

An update to Council on the final allocation and proposed strategy moving forward related to the \$13.2 million CARES Act funds received from Dallas County is being provided. Staff will be available to discuss this update with Council, if needed.

BACKGROUND

At the June 2, 2020 Regular Meeting, Council authorized the City Manager to execute an inter-local agreement related to the Dallas County CARES Act funding. This agreement provided the City with approximately \$13.2 million in Coronavirus Relief Funds to be used by the City in responding to the COVID-19 public health emergency. As part of the inter-local agreement, the City would have to spend these funds by November 30th, 2020 or be forced to return any unspent funds to the County after this date.

After the execution of this agreement, the City allocated significant portions of the CARES Act funds towards programs designed to assist Garland residents and business owners impacted by the COVID-19 pandemic. These programs included a Residential Mortgage/Rental Assistance Program, a COVID-19 Resident Testing Program, and a Small Business Assistance Program. However, as reported by staff at the October 12, 2020 Work Session, a significant portion of the funds allocated towards these programs were unspent and in jeopardy of being returned to the County due to the accelerated deadlines imposed by the County and Federal government.

At the November 6, 2020 Work Session, staff informed Council that clarification was received on guidance issued by both the Treasury Department and the Treasury Department's Office of Inspector General (OIG) that gave the City the opportunity to reallocate funds toward public safety, and public health labor cost budgeted for in FY 2020. Staff submitted a budget reallocation to the County on October 28, 2020 requesting that these unspent funds be reallocated towards public safety and public health payroll cost incurred between June 14, 2020 and August 15, 2020. At the time, this timeframe represented the height of new COVID-19 cases in Garland where public safety and health employees' time was substantially dedicated to responding to the COVID-19 pandemic. This reallocation of CARES Act funds would ensure that a minimum amount of funds would need to be returned to the County. In addition, this

strategy will provide additional General Fund Balance to be used to meet the community's needs beyond the deadlines imposed by the County and Federal government.

After the November 6, 2020 Work Session, staff continued to communicate with Dallas County and was allowed to make one last budget reallocation on December 15, 2020. This final reallocation allowed the City to ensure that no funds would be returned to the County and provides approximately \$8.8 million of additional General Fund Balance. A copy of the final budget allocation submitted to the County is attached, as well as a report detailing key metrics associated with the Small Business Program and Residential/Mortgage Assistance Programs administered by Catholic Charities Dallas and the Garland Chamber of Commerce.

CONSIDERATION

On December 27, 2020, the President of the United States signed into law the Consolidated Appropriation Act, 2021 that totals \$2.3 trillion. The Consolidated Appropriation Act, 2021 did not appropriate any new funding for local governments but this Act did extend the period during which recipients may incur eligible cost associated with the Coronavirus Relief Fund to December 31, 2021 (previously the deadline was December 31, 2020).

As mentioned above, the City has already allocated all \$13.2 million of Coronavirus Relief Funds towards eligible cost outlined in the latest Treasury guidance and will have \$8.8 million of additional General Fund Balance. As recommended by staff and the City Attorney's Office at the November 6, 2020 Work Session, these funds will be held in an escrow account until more information becomes available regarding the audit process and in the meantime these funds will only be utilized to continue the City's efforts to respond to the COVID-19 pandemic. Staff anticipates that a substantial amount of public safety/health personnel cost, equipment, and supplies will be required to administering the COVID-19 vaccine to the community, as well as continue the COVID-19 testing and tracing programs.

Staff will continue to seek out additional grant opportunities and will provide updates to Council at future Work Session's on the status and use of the funds.

Attachments

Garland CARES 2020 Cost Summary

Metrics for Residential & Small Business Program (1)

Dallas County CARES Report 5
Submitted December 15, 2020 to Dallas County - Final

Revenue	Amount
Coronavirus Relief Funds	\$ 13,174,755
Interest Earnings	5,848
Total Revenue	\$ 13,180,603

**Treasury
Category**

City of Garland Programs		
3	Residential COVID-19 Testing	\$ 1,972,640
8	Residential Assistance Program	704,162
1	Residential Assistance Professional Service Fee	99,000
15	Small Business Assistance Program	425,645
1	Small Business Assistance Program Professional Service Fee	15,512
	Sub-Total	\$ 3,216,959
City of Garland COVID-19 Response		
12	Public Safety/Health Personnel	\$ 8,817,692
3	Contact Tracers	246,561
14	Cleaning & Sanitation	160,141
14	Signs, Banners, & Public Media Relations	18,044
14	Meals and Water for COVID Meetings and Crews	4,886
10	Medical Supplies	110,324
1	COVID 19 Office Supplies	20,731
14	COVID 19 Environmental Waste Temp Labor	834
14	COVID 19 Data Logger Temp Services	980
9	Technology/Teleworking	66,995
14	COVID 19 Education and Training	1,142
13	Personal Protective Equipment	321,111
14	Quarantine/Lodging Exp.	1,967
14	Facilities Retrofit and Safety Upgrades	70,031
10	Temp. Kiosk	117,990
14	Wastewater Testing	600
14	UV Lights and Filtration system on Ambulance	3,613
	Sub-Total	\$ 9,963,644
	Grand Total	\$ 13,180,603

Dallas County CARES Report 5
Submitted December 15, 2020 to Dallas County - Final

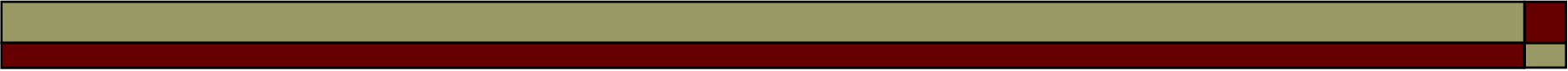
CARES Expenses by Treasury Categories

1	Administrative Expenses	\$	135,243
2	Budgeted Personnel and Services Diverted to a Substantially Different Use		-
3	COVID-19 Testing and Contact Tracing		2,219,201
4	Economic Support (Other than small business, housing and food assistance)		-
5	Expenses Associated with the Issuance of Tax Anticipation Notes		-
6	Facilitating Distance Learning		-
7	Food Program		-
8	Housing Support		704,162
9	Improving Telework Capabilities of Public Staff		66,995
10	Medical Expenses		228,314
11	Nursing Home Assistance		-
12	Payroll for Public Health and Safety Employees		8,817,692
13	Personal Protective Equipment		321,111
14	Public Health Expenses		262,240
15	Small Business Assistance		425,645
16	Unemployment Benefits		-
17	Workers Compensation		-
18	Items Not Listed		-
		\$	13,180,603

City of Garland

Update on Dallas County CARES ACT Funding Residential Assistance and Small Business Programs

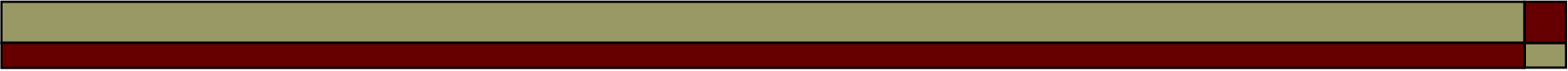
January 11, 2021



Residential Assistance Program

Description	Metrics
Applications Received	434
Applications Approved	170
Applications Declined	264
Funds Distributed	\$704,162
Average Per Client	\$4,142

- ❑ Provides Emergency Mortgage and Rental Assistance to residents impacted by COVID-19.
- ❑ Administered by Catholic Charities Dallas.
- ❑ Declined applications are the result of applicant not meeting the requirements established by the United States Department of Treasury.



Business Assistance Program

Description	Metrics
Applications Received	75
Applications Approved	35
Applications Declined	40
Funds Distributed	\$425,645
Average Per Client	\$12,161

- ❑ Provided grants to small businesses impacted by the COVID-19 pandemic.
- ❑ Administered by Garland Chamber of Commerce & Catholic Charities of Dallas.
- ❑ Declined applications are the result of applicant not meeting the requirements established by the United States Department of Treasury.



GARLAND
CITY COUNCIL ITEM SUMMARY SHEET

City Council Work Session Agenda

3. c.

Meeting Date: January 11, 2021

Item Title: Texas Parks and Wildlife Department Grant - John Paul Jones Park

Submitted By: Andy Hesser, Managing Director

Summary of Request/Problem

Staff is pursuing a Boating Access grant through the Texas Parks and Wildlife Department to improve Chaha Boat Ramp and other park amenities in John Paul Jones Park. This item is to brief the Council on the grant application and what may be included in the submission. The Boating Access grant is a 75/25 matching grant that provides a maximum State match ceiling of \$1,750,000 for the total project, resulting in a minimum required match from the City of Garland in the amount of \$437,500. The total estimated cost of this proposed project that includes the proposed improvements listed below is \$3,230,000. Based upon currently approved funding in the amount of \$1,480,000 to improve parking lots and the bulkhead seawall, the City is positioned well to leverage previously approved funding for greater improvements to enhance recreational opportunities at the park.

The proposed improvements to John Paul Jones Park include the following:

- Engineering/Design
- Courtesy Dock
- Kayak Launch
- Restroom
- Boat Ramp Improvements
- Bulkhead Seawall
- Paving Improvements
- Fishing Pier Improvements

Recommendation/Action Requested and Justification

This item will be scheduled for formal consideration at the January 12, 2021 Regular Meeting.

Attachments

Concept Plan

John Paul Jones Park

Grant and City Funded Improvements



COURTESY DOCK



KAYAK LAUNCH



RESTROOMS



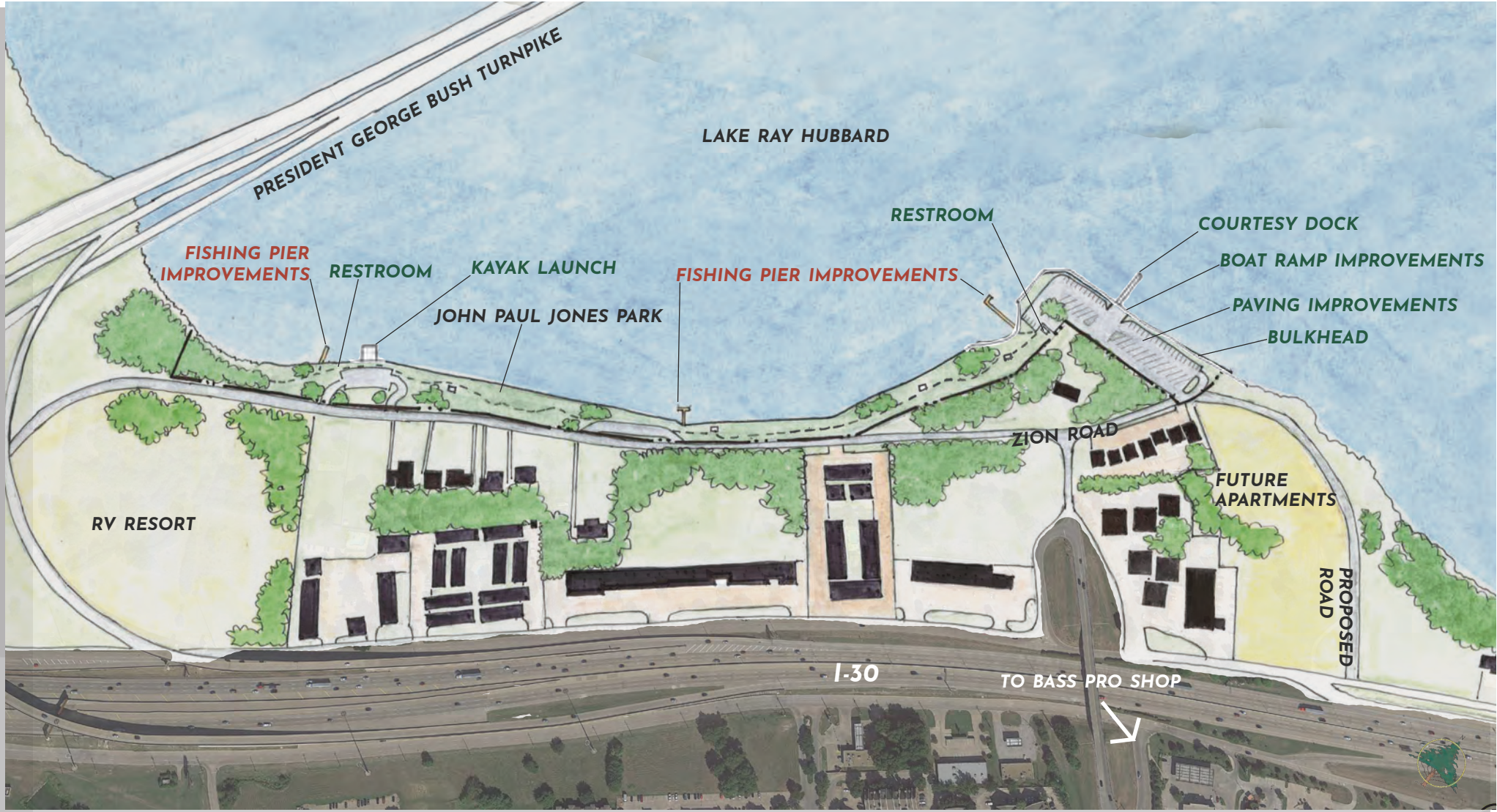
BOAT RAMP IMPROVEMENTS



PAVING IMPROVEMENTS



BULKHEAD



RED TEXT = CITY FUNDED IMPROVEMENTS

GREEN TEXT = GRANT FUNDED IMPROVEMENTS

Grant and City Funds

Engineering/Design	\$	250,000.00
Courtesy Dock	\$	225,000.00
Kayak Launch	\$	100,000.00
Restroom	\$	400,000.00
Boat Ramp Improvements	\$	550,000.00
Bulkhead(+/- 330 lf)	\$	670,000.00
Paving Improvements	\$	1,035,000.00

MINIMUM REQUIRED CITY FUNDS	\$	437,500.00
CITY OVERMATCH FUNDS	\$	1,042,500.00
TOTAL GRANT FUNDS	\$	1,750,000.00
TOTAL PROJECT	\$	3,230,000.00





**GARLAND
CITY COUNCIL ITEM SUMMARY SHEET**

City Council Work Session Agenda

4. a.

Meeting Date: January 11, 2021

Item Title: COVID-19 Response Update and Further Actions

Summary of Request/Problem

Staff will provide an update to Council and ask for Council direction, if needed, on various matters related to COVID-19 and actions being taken by the City.

Recommendation/Action Requested and Justification

Council discussion.



**GARLAND
CITY COUNCIL ITEM SUMMARY SHEET**

City Council Work Session Agenda

4. b.

Meeting Date: January 11, 2021

Item Title: Library Master Plan Draft Report

Submitted By: Karen Archibald, Library Director

Summary of Request/Problem

The Library Master Plan Draft is in the final stage of development. The draft was developed by Library staff. After reviewing data and recommendations originally prepared by Godfrey's Associates and receiving feedback from City Council. The draft provides analysis, recommendations and action plans for the Library Department in the following areas: Strategic Plan, Technology Plan, Staffing Plan and Facilities Plan.

Recommendation/Action Requested and Justification

The Library Board has reviewed and agreed with information and actions presented in the updated draft. The plan draft is presented to Council for review and feedback. With Council's direction, the plan will be finalized and scheduled for adoption at a future Council meeting.

Attachments

Library Master Plan Presentation

Library Master Plan Executive Summary



GARLAND
LIBRARY



Garland Library **Master Plan**

2020-2030



GARLAND
LIBRARY

Agenda

- Summary of Background and Planning Process
 - Community Based Plan
 - Standards and Current Conditions
- The Modern Library
- The Next Chapter for Garland Libraries
- Library Plan Highlights
 - Strategic Plan
 - Technology Plan
 - Staffing Plan
 - Facilities Plan
- Action Plan



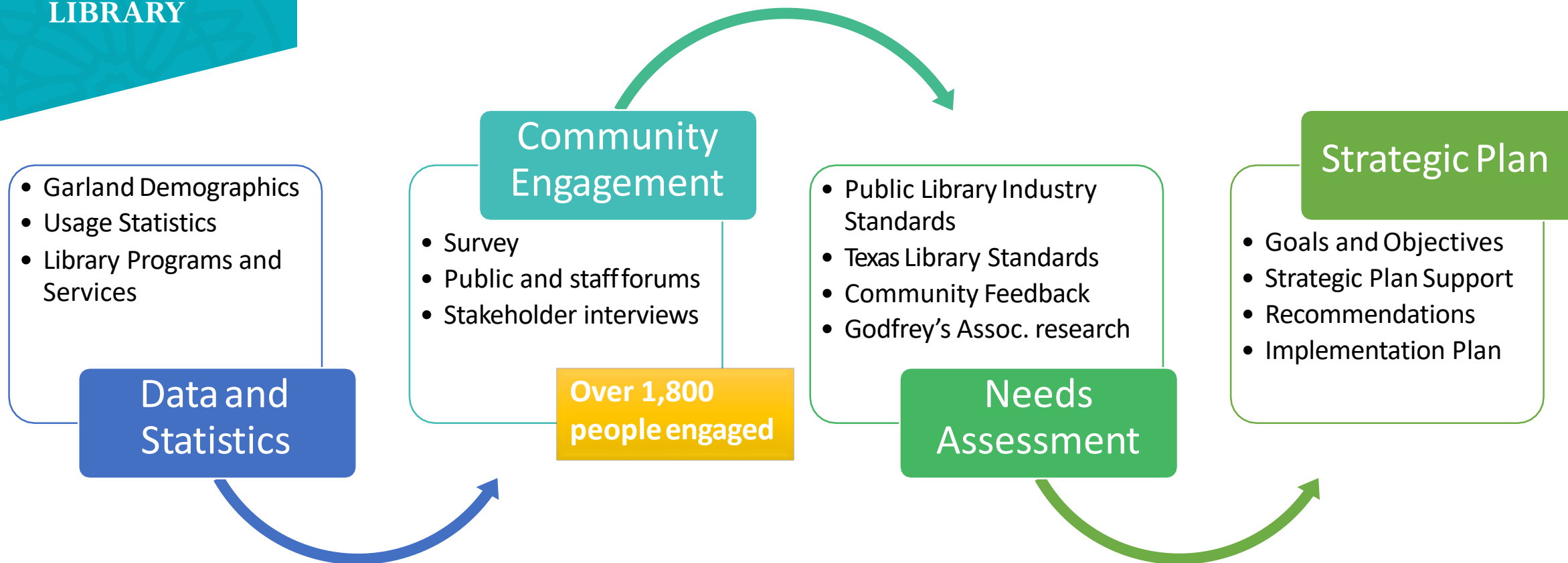
GARLAND
LIBRARY

Community Based Plan

Background and Planning Process



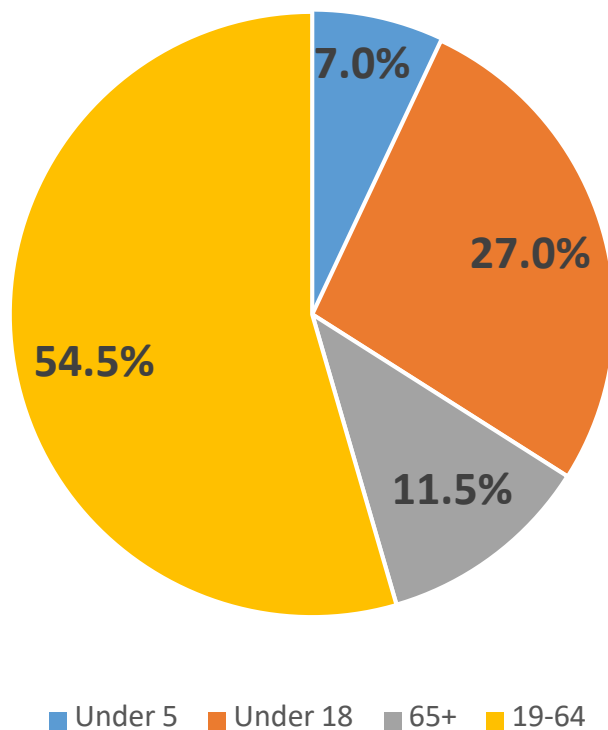
Community Based Plan



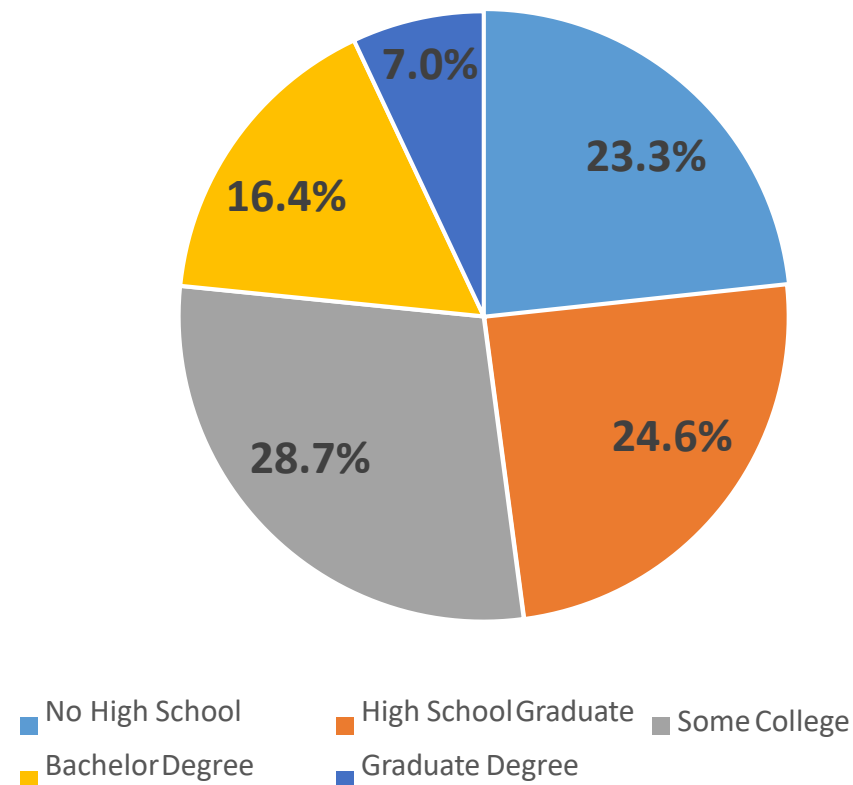


Community Based Plan: Garland Demographics

Age



Educational Attainment

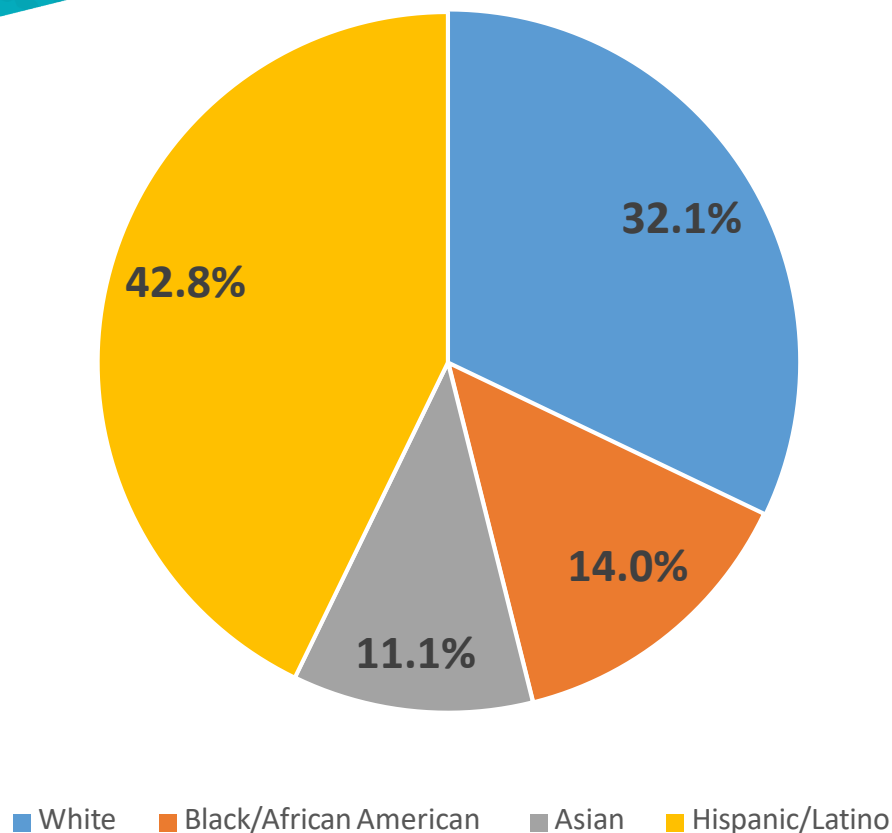




GARLAND
LIBRARY

Community Based Plan: Garland Demographics

Race



Other Stats

Median Household Income:	\$58,999
Persons in Poverty:	14.2%
Multilanguage Households:	50.1%

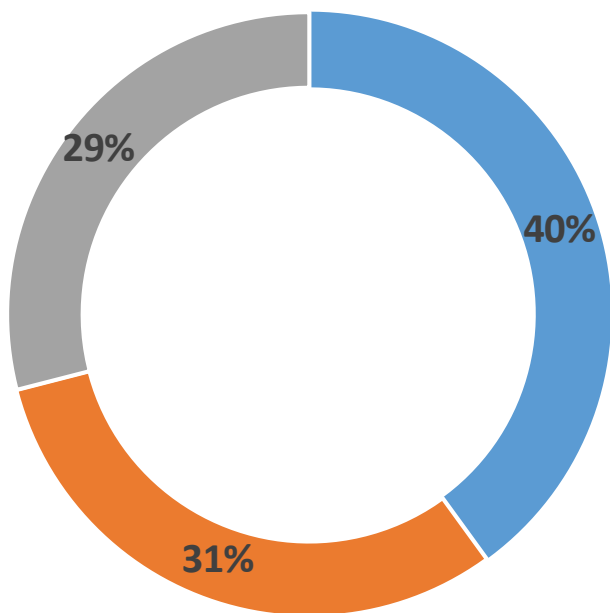
Source: Census 2019 Est.



GARLAND
LIBRARY

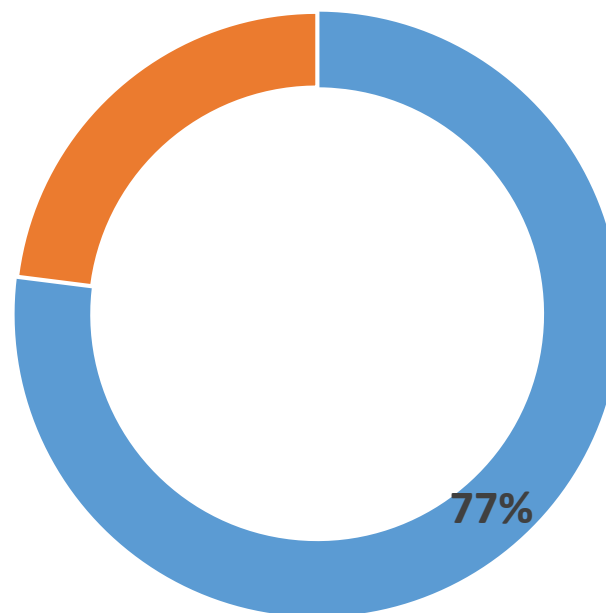
Community Based Plan: Library Cardholders

Cardholders



■ Active ■ Expired ■ Non Cardholder

Active Cardholders



■ Resident ■ Non Resident



GARLAND
LIBRARY

Community Based Plan: Community Engagement

- Over **1,800** individuals participated in the Community Engagement Process
 - Stakeholder Interviews
 - Surveys
 - Online
 - Print
 - 1,538 survey responses
 - Public Forums
 - Staff Forums



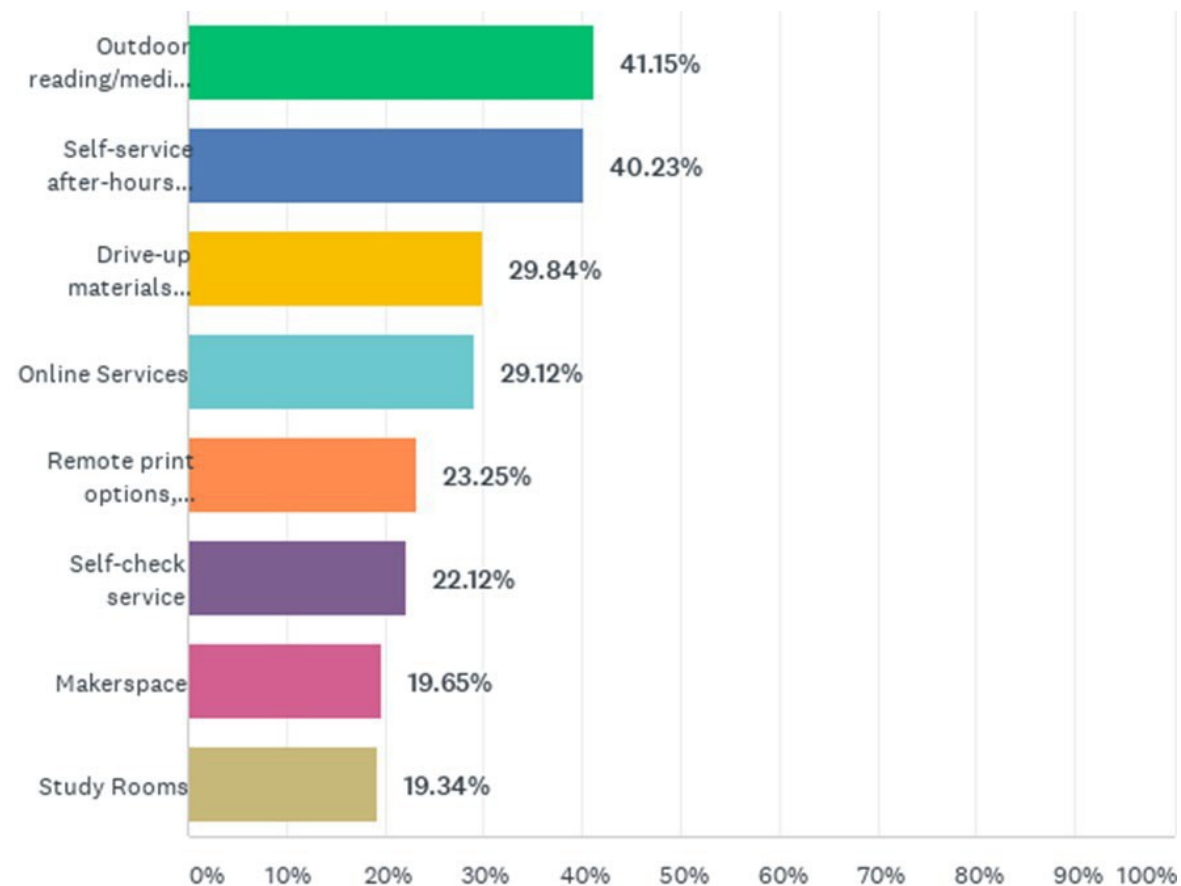


Community Based Plan: Community Engagement

Top Findings

- Modern library facilities with designated spaces
- Access to Technology
- Provide support for emergent and basic literacy skills for all ages
- Partnerships and Collaborations that support education and workforce development initiatives

Q14: For your Garland Public Library of choice, which of the following would you like to see added or changed? (Mark all that apply, and please add comments where necessary.)





GARLAND
LIBRARY

Standards and Current Conditions

Standard	Overall Rank		
	Basic	Enhanced	Exemplary
Administration	X		
Collections		X	
Facility	X		
Finance			X
Marketing	X		
Personnel		X	
Services	X		
Technology		X	

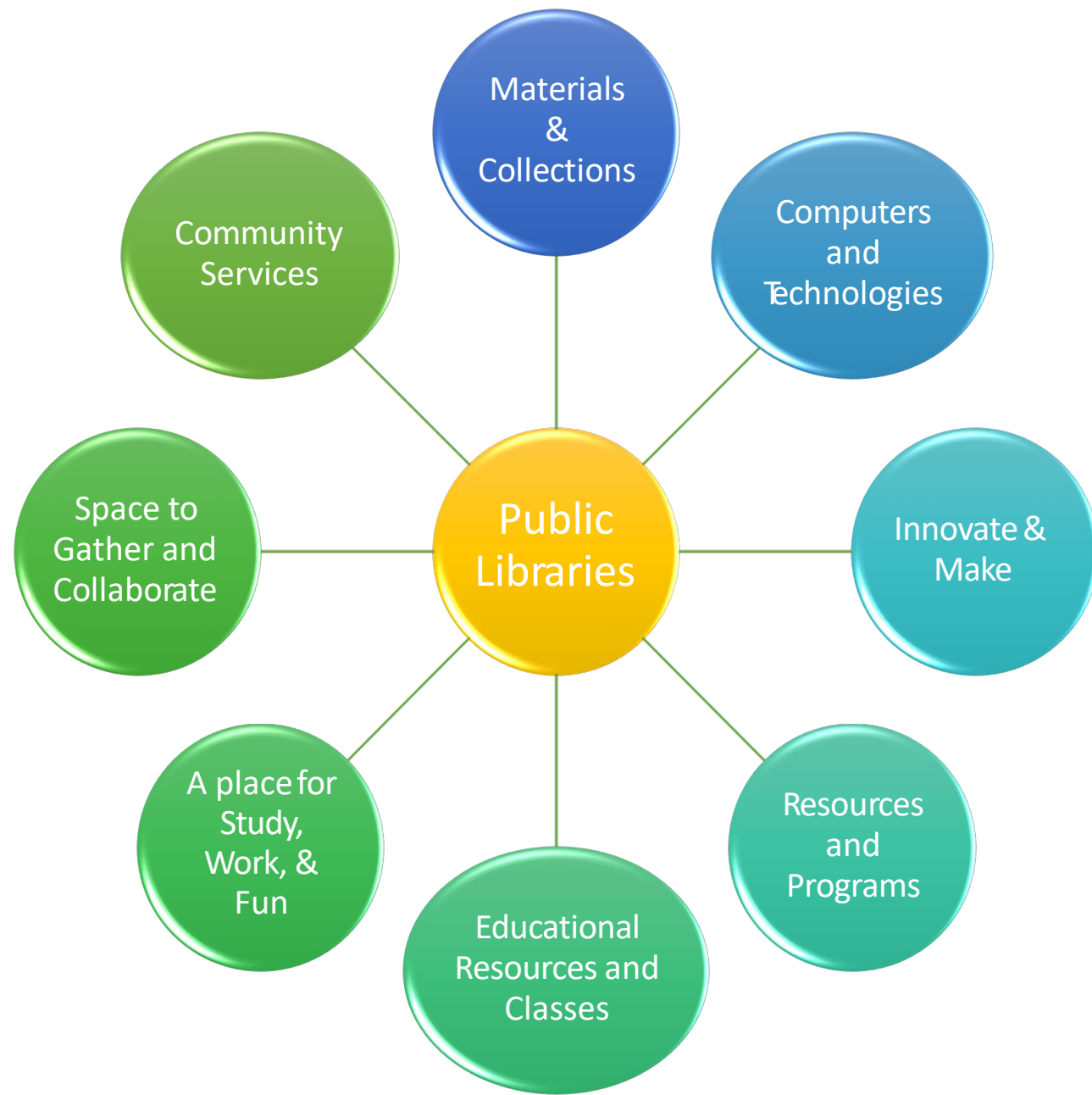
Accreditation benefits include:

1. TexShare Databases
2. TexShare Card Program
3. Inter-Library Loan Program
4. Competitive Grants



GARLAND
LIBRARY

The Modern Public Library: Access for All





GARLAND
LIBRARY

The Next Chapter for Garland Libraries

Reimagine Your Garland Library



GARLAND
LIBRARY

The Next Chapter: Going from Collector to Connector

People

Reflecting the community, people, and values

Engages the community

Community Partner

Fosters Relationships

Place

Neighborhood Resource Center

Offers a welcoming place with a wide range of purposes

Provides an anchor for the community as well as economic development

Physical space and Virtual space

The Community Living Room

Platform

Library Without Walls

Dynamic “Third Place” that is user-centered and interactive

Provides access to many different tools, resources, and connections through a variety of platforms



GARLAND
LIBRARY

Strategic Plan

Mission, Values, Vision, & Goals



GARLAND
LIBRARY

Our Mission

The **Library builds community** by personally assisting customers in discovering information, services, and programs that **enrich their quality of life**. The Library provides access to technology that contributes to economic growth by supporting early literacy, workforce development, small businesses, and community development.



LIBRARIES = STRONG COMMUNITIES

Our Vision:

**Make It Happen @
Your Garland Library!**



GARLAND
LIBRARY

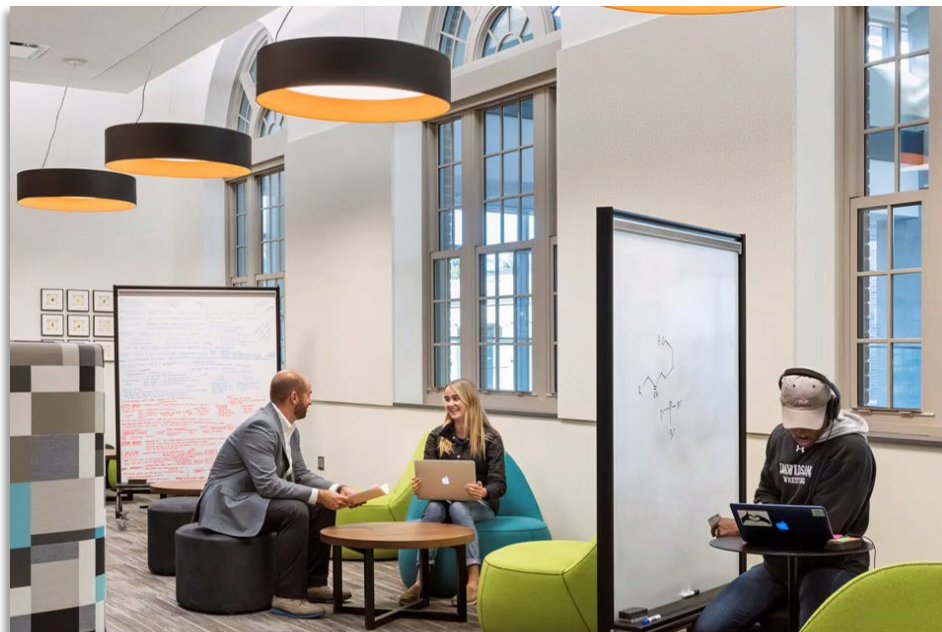
Strategic Focus 1: Service to Youth

- Goal 1 Advance early-childhood learning by providing quality programs and services for children and parents/caregivers.
- Goal 2 Advance school readiness by educating parents/caregivers to know how to provide a solid foundation of emergent and early literacy skills for their children's success.
- Goal 3 Support and encourage a continued love of learning and engagement among Garland youth by improving services to Tweens and Teens.





GARLAND
LIBRARY



Strategic Focus 2: Service to Adults

- Goal 1 Continue to provide a wide-range of physical and digital materials to meet the needs of Garland's adults including diverse and current titles and resources. Population served should dictate formats, languages, and quantity of materials
- Goal 2 Support and advance lifelong learning by partnering with area educational, cultural institutions, and individuals to offer programs on a variety of subjects throughout the year that appeal to Garland's demographic.
- Goal 3 Support and advance Workforce Development by partnering with area educational, cultural institutions, and individuals to offer programs on a variety of subjects and technical platforms.
- Goal 4 Providing research and one-on-one assistance to individuals including small business owners, job-seekers, and non-traditional students.



GARLAND LIBRARY

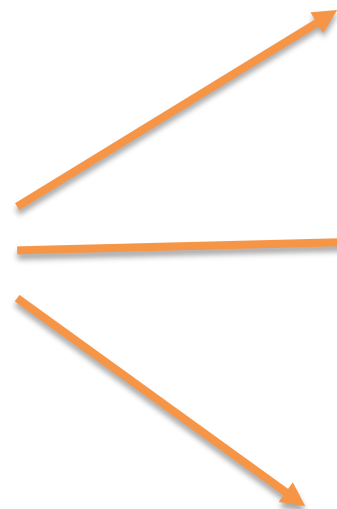


Strategic Focus 3: Service to the Community

- Goal 1 Celebrating Garland's diverse community and neighborhoods.
- Goal 2 Connecting people with resources, programs, and materials to create and grow.
- Goal 3 Providing space for Civic, Community, and Neighborhood Based Organizations to host programs, meetings, and activities
- Goal 4 Updating Library policies and procedures to reduce barriers to access to promote access to all.



GARLAND
LIBRARY





GARLAND
LIBRARY

Technology Plan Highlights:

- Garland Libraries currently offer technology at the Enhanced Level, but are lacking in types of technology provided to the public;
- Technology rapidly changes making it difficult to keep up with public demand;
- Three areas of need were identified:
 1. Patron Access to Technology, Programming and Resources
 2. Outreach and Partnerships
 3. Library Facilities Upgrades





Staffing Plan Highlights:

- Garland Libraries provide a varied and trained staff at all library locations to provide programs and services to the public
- Each location should have one staff person fluent in Spanish
- Key positions to add (without growing the budget):
 1. Outreach and Literacy Coordinator - complete
 2. Teen Librarian
 3. Library Assistant (full-time)

Program Audience	Number of Programs Offered	Number of Participants
Children	418	13,954
Teen	22	589
Adult	41	1,977
Outreach	7	2,435



GARLAND
LIBRARY

Facility Plan Highlights:

- Library facilities are used in a variety of ways, including:
 - Programming
 - Meeting Space and Study Rooms
 - Space for the physical collections
 - Technologies
 - Quiet place to study, work, and find solitude
 - Space to create and read
- Facilities should be welcoming and inviting
- Exterior space is just as important as interior space
- Increase points of access to underserved populations of Garland





GARLAND
LIBRARY

Action Plan

Provide Greater Access for All

Recommendation: Remove Barriers to Access

Action	Priority Level
To increase points of access, acquire and install two to three library materials kiosks in high-trafficked, underserved areas of Garland.	1 2019 Bond
Remove Library fines for overdue materials	1 In Progress
Design Library facilities for inclusion	1 In Progress
Offer in-person and virtual library programming	1 In Progress



Online Book Club

Thursday, Oct. 15 at 6:30 p.m.

Attend Online Book Club! This month's theme is biography. Discuss your favorite and/or recently-read biographies. Click the link in the post text to register for access to this Zoom event.



Action: Remove Barriers to Access

Action	Priority Level
Investigate feasibility of providing additional hours of operation at library branch locations.	2
Provide new and innovative library programming offsite through Pop-Up programs in the community.	1
Implement formal Outreach Program for Library services to increase visibility and build trust with non-users.	1 In Progress



Action: Refocus Library Programs and Services

Action	Priority Level
Expand programming and collections for children and caregivers to include bilingual, STEAM, and school-readiness programming.	1 In Progress
Expand programming and collections for tweens and teens to include programs that help prepare teens for adulthood and support school curriculum.	1 In Progress
Partner with outside agencies and organizations such as Garland Independent School District to provide educational support for parents and caregivers of students.	1 In Progress
Partner with outside agencies and organizations such as Dallas College and Workforce Development to provide technology and job skills classes and instruction.	1 In Progress

SPANISH STORYTIME FOR FAMILIES!
TIEMPO DE CUENTOS EN ESPAÑOL PARA FAMILIAS!

ON FACEBOOK LIVE
EN VIVO EN FACEBOOK

Join us for a live storytime in Spanish for families on Saturday, Oct. 24, at 10:30 a.m. at Facebook.com/GarlandLibraryTX.

Acompáñenos para tiempo de cuentos en Español para familias este Sábado, el 24 de Octubre a las 10:30 a.m. en Facebook.com/GarlandLibraryTX.



College and Financial Aid

Learn about free, online library resources that can help you research colleges, practice for the ACT or SAT, and fill out the FAFSA form.

Click the link in the post text for access to this event.



Action: Refocus Library Programs and Services

Action	Priority Level
Build partnerships with outside organizations to provide programs that celebrate Garland's diverse culture.	1 In Progress
Market library resources and programs to area churches, schools, doctors, dentists, and clinics and provide materials in English, Spanish, and Vietnamese for their clientele.	1 In Progress
Work with Heritage Museum to include some content in the Library catalog for research and referral services and host public exhibits at Library locations.	1 In Progress
Provide fun and immersive library programming with a focus on AI, robotics, and VR.	1



Action: Access to Current Technologies

Action	Priority Level
Provide greater access to technology and library facilities for community partners to provide educational, informative, and hands-on training for the public.	2
Provide Online Library Card Registration	1 Complete
Install public scanning capabilities at Walnut Creek Branch Library.	1 Complete
Provide a Library Makerspace at each location.	2 In Progress
Access to audio/visual equipment in study rooms is important for telecommuting students (adult and youth) who have real-time class participation requirements	1 In Progress



Action: Access to Current Technologies

Action	Priority Level
Provide access to both Windows and IOS operating systems for public use.	2
Allow public use rooms to be reserved online using a room reservation software system (Study rooms, Conference rooms, Public meeting rooms).	2
Adapt and accommodate library facilities for modern technology needs with ample power and connectivity (hard-wired and Wi-Fi), including Study Rooms, Classrooms, and Conference rooms.	1
Provide updated and modern library facilities that have the needed infrastructure to support access to modern technologies, programming, materials, and space for collaboration, including: AI, robotics, VR, Library of Things, and self-service technologies	1 In Progress



Action: Library Facilities – All Libraries

Actions for Facilities Overall	Priority Level
Library infrastructure should be constructed to provide for modern technology needs. Facilities should be able to adapt and accommodate for modern technology needs with ample power and connectivity (hard-wired and Wi-Fi), including Study Rooms and Conference Room spaces.	1 In Progress
Public service desks should be smaller and able to be moved throughout the facility depending on need.	2 In Progress
All Library facilities should be constructed with access controls, camera, and security systems.	1 In Progress
Branch libraries should be between 16,000 square feet and 24,000 square feet depending on the area served.	2 In Progress
Library facilities should incorporate outdoor spaces for additional library programming spaces.	1 In Progress



Source: Houston Public Library

Action: Library Facilities – Walnut Creek Branch

Actions for West Garland	Priority Level
The Walnut Creek Branch Library should be relocated and expanded to a site that offers room for 18,000 square feet, visibility, and adequate parking in west Garland.	1 In Progress



Action: Library Facilities – Central Library

Actions for Central Library	Priority Level
The Central Library's layout should be investigated and redeveloped to provide for efficient use of space.	2 In Progress
The Central Library needs an exterior renovation that provides for function and visual appeal to attract the public as well as provide exterior programming space.	2 In Progress
Update the Central Library to modern safety and efficiency standards including mechanical, plumbing, and operating systems. Electrical system must be upgraded and expanded to allow for additional equipment and technologies. This limits the programming and services that can be provided at Central Library to the public. Electrical upgrades funded by CARES grant.	1 In Progress
Design and construct a Central Library Technology Center to provide needed and new technologies for public use, training classes, and demonstration programs.	2



Action: Library Facilities – South Garland Branch

Actions for South Garland Branch Library	Priority Level
The NETLS area at the South Garland Branch Library should be investigated to either be incorporated into public space; and, or, be renovated into a Literacy and/or Workforce Development Center for Adults.	3
The South Garland Branch Library layout should be reconfigured for better space allocation, sight lines, and efficiency for library staff. Space should include a designated Children's area, Teen area, Makerspace, Flexible User Space, and Program Room for Library programs. A separate Meeting Room should be kept for public use.	3
The South Garland Branch Library needs an exterior renovation that provides for function and visual appeal to attract the public as well as provide exterior programming space.	3



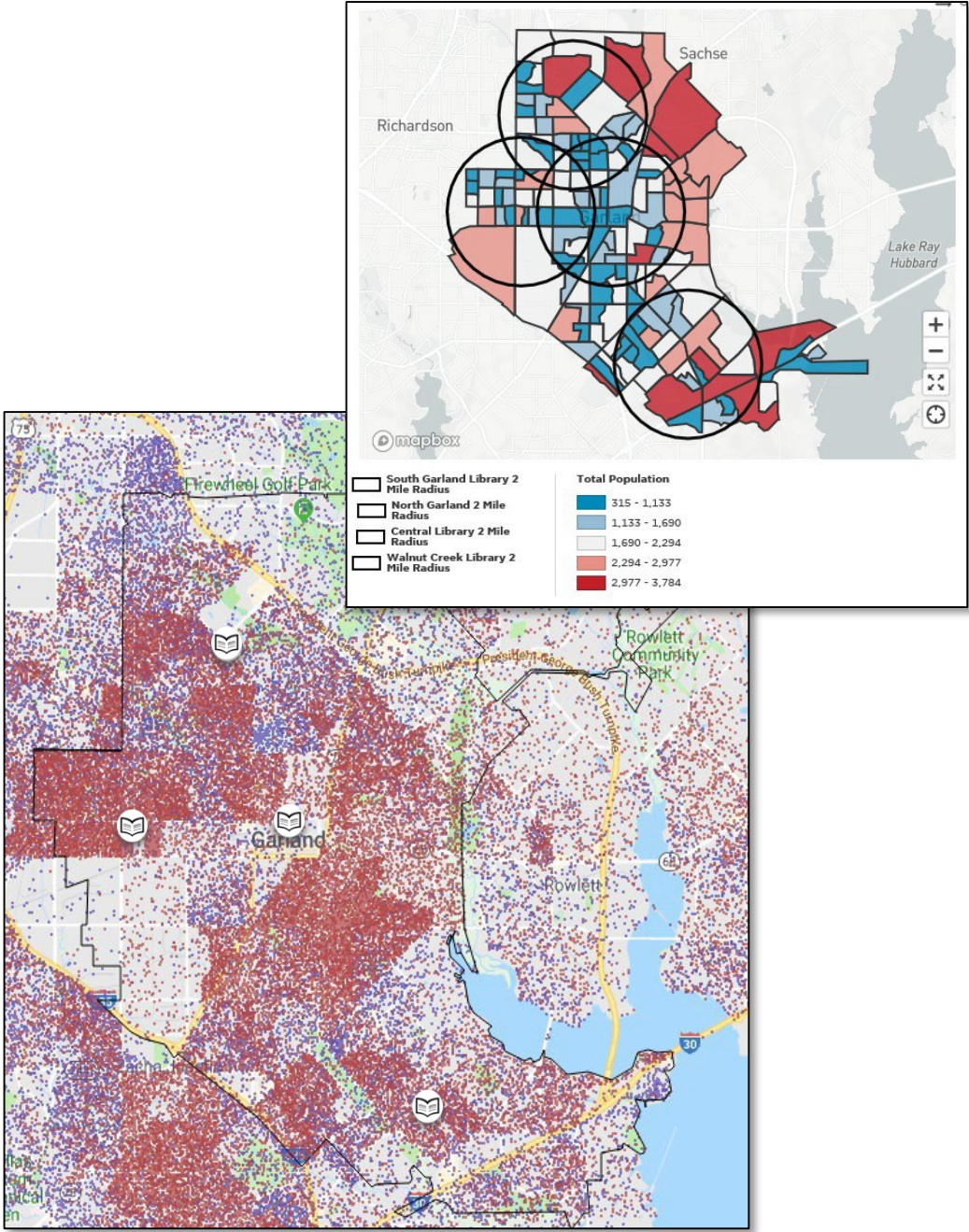
Action: Library Facilities – North Garland Branch

Actions for South Garland Branch Library	Priority Level
While the North Garland Branch Library remains in its current building, the layout should be investigated and reconfigured to allow for better efficiency and security.	3
Renovate the meeting room to provide a ceiling-mounted digital projector and screen.	3



Long Term Considerations

Future Consideration	Priority Level
North Garland Branch and South Garland Branch facilities need exterior renovations that provide for function and visual appeal to attract the public including forms of exterior enhancement upgrades.	3+
Relocate and expand the North Garland Branch Library to a new, standalone location in North Garland. The new structure should be a minimum of 18,000 square feet, but no larger than 24,000 square feet on one level.	3+
A new, fifth branch library should be considered in the next bond election. Population and mobility indicate that the facility should be located between Miller Road and Centerville Road. The facility should be a minimum of 16,000 square feet, but no more than 24,000 square feet.	3+





GARLAND
LIBRARY

Questions?



GARLAND LIBRARY



Garland Library Master Plan 2020-30

Acknowledgments

Make It Happen @ Your Garland Public Library!

City Council

Scott LeMay, Mayor

Ricky C. McNeal, City Council District 1

Deborah Morris (Dep. Mayor Pro Tem), City Council District 2

Jerry Nickerson (Mayor Pro Tem), City Council District 3

B.J. Williams, City Council District 4

Rich Aubin, City Council District 5

Robert Vera, City Council District 6

Dylan Hedrick, City Council District 7

Robert John Smith, City Council District 8

City Manager

Bryan Bradford, City Manager

Mitch Bates, Deputy City Manager

John Baker, Assistant City Manager

Judson Rex, Assistant City Manager

Library Board

Bettye Haynes, Chair

Nazly Haroon

Michael Degan

Jason Rodriguez

Linda Waters

Edwina Garner

Dorothy McAllister

Terri Chepregi, Vice Chair

Trellas Gotcher

Library Master Plan Committee

Karen Archibald

Kathleen Cizek

Becky King

Will Massey

Executive Summary

Growing Garland

In 2016, the Garland City Council adopted ten Strategic Focus Areas for a thriving Garland. Council soon followed with the 2019 Bond Program as a means for implementing the strategic initiatives and public improvements needed to make Garland a thriving place. This plan identifies ways the public library system can support the community's efforts to Grow Garland's Economic Base; Enhance Quality of Life through Amenities, Arts, and Events; support Vibrant Neighborhoods and Commercial Centers; provide Customer Focused City Services; and develop a Future Focused Organization.

This plan also lays the groundwork for transforming Garland's Nicholson Memorial Library System (NMLS) into a 21st Century Library, by embracing new industry trends in library roles, services, and technologies and by adopting the philosophy that the best library is the one that puts people and community needs first, then looks for how to support them through library resources and services.

Implementation of this plan will reduce barriers to access and success for Garland residents, build community partnerships, embrace libraries as neighborhood resource centers, expand upon NMLS' role in childhood and adult literacy, continue growth of outreach and Libraries Without Walls, embrace the public library as a Third Place – a community living room where people collaborate and create, update facilities for modern technologies and uses, and celebrate Garland's rich diversity of peoples and cultures.

Master Plan Needed

The NMLS is overdue for a new master plan. Last updated in August 2001, the current NMLS Master Plan has been augmented with routine updates to the Technology Plan, the Materials Collection Development Plan, Capital Improvement Program, and annual operating plans on a regular basis, but these plans were developed individually without a comprehensive re-evaluation of the NMLS' overall strategic value and role in the Garland community. Additional reasons for updating the master plan include:

- The Garland population has grown and changed over the past 19 years. Library service areas, program offerings, staffing, and facilities have made only incremental changes to meet these evolving needs.
- Libraries play a key role in bridging social equity gaps for underserved populations. As Garland's demographics change, the need for enhanced efforts in the areas of school readiness, childhood literacy, and workforce development are growing.
- Most of Garland's library facilities were built prior to 1990, resulting in an inability to keep up with patron and technology demands for increased electrical capacity and connection outlets.
- The way people use library facilities has changed over time, resulting in the need for more flexible space configurations.
- The North East Texas Library System (NETLS) dissolved in 2011, leaving underutilized space at the South Garland Branch.
- A complete evaluation of long-term facility needs was necessary to participate in the 2019 Bond Program.

- Quality libraries improve neighborhood attachment and engagement. NMLS policies and facilities need to change to support neighborhood vitality.
- The library industry, technologies, and the services patrons expect from their libraries has changed, including a need to provide meeting spaces, collaborative spaces, maker spaces, co-work spaces, as well as traditional library spaces.
- Libraries offer programs and services to all. In order to do that well, the library must engage with key stakeholders and community organizations to be able to identify and help meet the needs of the public.

The 3 P's: People, Place, & Platform

A report by The Aspen Institute in 2014 emphasizes the importance that public libraries provide in the digital age: People, Place and Platform.

- **PEOPLE** - The public library is a hub of civic engagement, fostering new relationships and strengthening the human capital of the community. Librarians are actively engaged in the community. They connect individuals to a vast array of local and national resources and serve as neutral conveners to foster civic health. They facilitate learning and creation for children and adults alike.

- **PLACE** - The public library is a welcoming space for a wide range of purposes — reading, communicating, learning, playing, meeting and getting business done. Its design recognizes that people are not merely consumers of content but creators and residents as well. Its physical presence provides an anchor for economic development and neighborhood revitalization, and helps to strengthen social bonds and community identity. The library is also a virtual space where individuals can gain access to information, resources and all the rich experiences the library offers. In the creative design of its physical and virtual spaces, the public library defines what makes a great public space.
- **PLATFORM** - The public library is user-centered. It provides opportunities for individuals and the community to gain access to a variety of tools and resources with which to discover and create new knowledge. The platform enables the curation and sharing of the community's knowledge and innovation. A great library platform is a "third place" — an interactive entity that can facilitate many people operating individually and in groups— and supports the learning and civic needs of the community.¹

¹ Garmer, A.K. (2014). "Rising to the Challenge: Re-Envisioning Public Libraries," The Aspen Institute. Retrieved Dec. 4, 2019, from <https://csreports.aspeninstitute.org/documents/AspenLibrariesReport.pdf>.

Library Master Plan Overview

The Garland Library Master Plan will guide the library's strategies and priorities for investments for the next ten years. It is a strategic document that serves as an outline for how the library will sustain services, meet changing industry and customer demands, and build a resilient future. Like this Executive Summary, the complete Comprehensive Master Plan is organized in the following sections:

Section 1: Community Based Plan

Section 2: The Modern Library

Section 3: Standards & Current Conditions

Section 4: The Next Chapter for Garland Libraries

Section 5: Strategic Plan & Action Plan

Section 6: Technology Plan & Action Plan

Section 7: Staffing Plan & Action Plan

Section 8: Facilities Plan & Action Plan

Section 9: Appendices

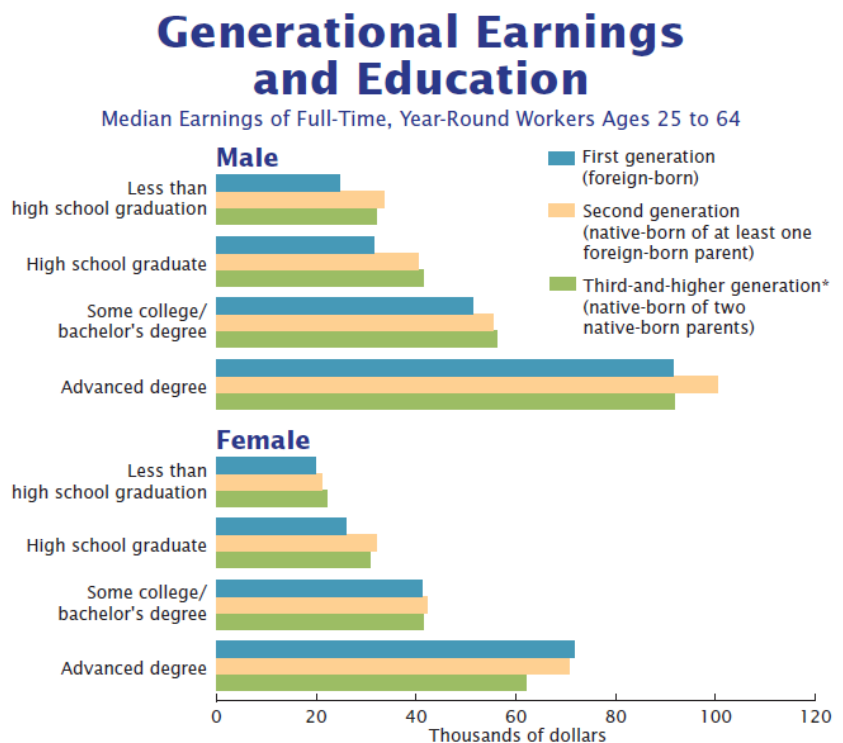
1 Community Based Plan

The Nicholson Memorial Library System (NMLS) provides meaningful and impactful services and programs to the residents of Garland and beyond. NMLS, the public library in Garland, serves residents of Garland and the surrounding area from four Library locations: the Central Library, South Garland Branch Library, North Garland Branch Library, and Walnut Creek Branch Library – and its fifth “virtual branch” – the Garland Library Online.

To further its mission, the Library periodically updates planning efforts, in this case, a Comprehensive Master Plan addressing all aspects of Library operations. The plan is the culmination of service area analysis, feedback gathered from the community and community partners, staff interviews and facilitated workshops, and input from Godfrey’s Associates, Inc. Library Planners & Consultants (the Consultants) and Buxton, Inc. research.

The World Today. A community-based plan begins with an understanding of global trends affecting customer needs.

- The jobs market in the United States has been transforming along with technology for the past 20 years. Automation and self-service have changed the way people apply for jobs, where and how they work, and have eliminated many traditional jobs.
- Less employment opportunities and corporate outsourcing have combined with a higher cost of living to create the gig economy – where having multiple, flexible employment sources is becoming commonplace. For years now, small businesses have comprised 99% of companies in the U.S and employ more than one-half of the country’s workforce.



Note: Refer to “Characteristics of the U.S. Population by Generational Status: 2013” for comparisons of the estimates. Data shown for 2012 reference year.
*Three quarters of the U.S. population were third-and-higher generation.

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Source: 2013 Current Population Survey,
Annual Social and Economic Supplement
www.census.gov/programs-surveys/cps.html

- Still, a college degree nearly doubles a worker's income potential, according to a 2020 report by the U.S. Census Bureau. Traditional jobs are giving way to technology-enabled ones. Now more than ever, a strong and broad educational foundation is critical in finding and keeping good employment, be it with a company, as an independent contractor, or by one's own self.
- In addition to changes in the job market, technology has also ushered in changes to the way people learn and conduct daily business. College and tech courses are increasingly moving to online formats, and daily transactions are conducted through virtual means.

Along with these changes, the public library must adapt to changes in usage, new technologies, the economy, the modern job market, education trends, and the way people think about and use public spaces. For example, as information consumers have evolved into information creators, libraries have adapted by including Makerspaces within their facilities.

Garland Today. Data analysis of the Garland community is based upon information provided by Godfrey's Associates and Buxton, Inc.. The Consultants analyzed library planning measurements for the next 20+ years. City of Garland projections estimate that the population at build out will be 264,438. The Consultants conducted a demographic analysis of Garland and the areas surrounding the four library locations. U.S. Census estimates for July 2018 indicated 24.3% of adult residents in Garland were not high school graduates, 15.7% of the population lived in poverty, and languages other than English were spoken in 48.3% of the homes in the City. Households within a one-mile radius around each library highlight these characteristics:

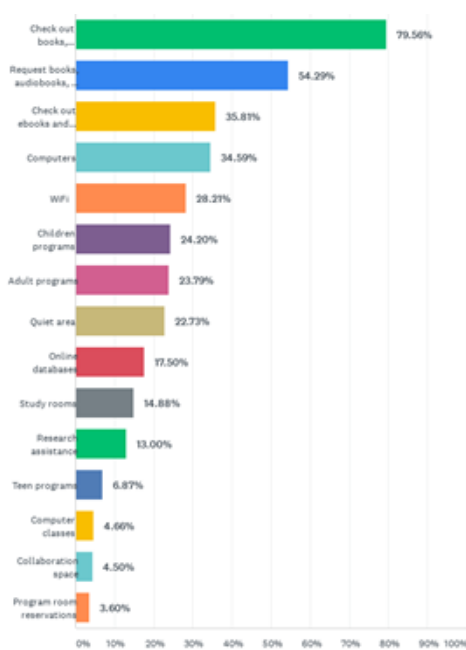
library	residents	high school diploma	college degree	median income	poverty rate +/-
North	16,072	80.8%	35.6%	\$56,603	13.9%
Central	12,355	62.7%	16.9%	\$48,233	12.3%
Walnut	18,049	52.5%	12.8%	\$44,249	20.7%
South	16,819	83.5%	33.5%	\$58,063	13.4%

Community Input. A community driven plan must be based on the needs and wants of the community. Through surveys, public forums, and stakeholder interviews, more than 1,800 people provided input to the library master plan development process.

Community Survey. Over 1,600 people participated in the library's community survey. Results were largely positive and indicated over 80% were satisfied or very satisfied with current library offerings. Survey responses revealed:

- Customers visit multiple Garland library locations, most often the one closest to their home (81%).
- Customers visit overwhelmingly by driving (94.6%), followed by walking (8.7%).
- Respondents believed that trip time to visit a library should take less than 10 minutes (52.6%).
- 74.6% of respondents said they visit the library at least once per month, with over 73% of respondents estimating that they stay at the library for 30 minutes or more per visit.
- 80% of respondents visit to check out books, while 35% visit to use library computers, 28% to use the public WiFi, 24% to attend children's programs, 24% to attend adult programs, 23% to use a quiet area, 18% to use online databases, 15% to use private study rooms, 13% to get research assistance, and 7% for teen programs.
- A key reason multiple respondents noted for not visiting a branch library location is the current hours of operation.

Q12: What library services do you use that are currently offered? Check all that apply.



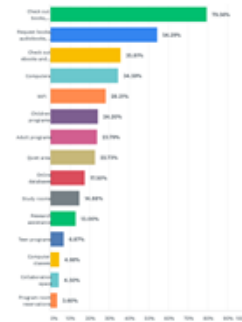
Q13: When it comes to your Garland Public Library (whichever location you use most often), how SATISFIED are you with each of these characteristics?

	DISSATISFIED	SOMEWHAT DISSATISFIED	SOMEWHAT SATISFIED	SATISFIED	VERY SATISFIED	TOTAL RESPONDENTS
Quiet space for activities such as research, study, reading, and being creative	1.21% 14	2.69% 31	9.45% 109	34.32% 396	52.60% 607	1,154
A comfortable and inviting location	1.33% 16	3.33% 40	8.58% 103	30.50% 366	56.75% 681	1,200
Library space for community activities and programs	0.83% 9	3.04% 33	14.35% 156	33.76% 367	48.39% 526	1,087
Library space for small informal meetings	1.27% 13	3.31% 34	14.31% 147	34.86% 358	46.45% 477	1,027
A clean building in good condition with adequate heating and cooling	0.83% 10	3.00% 36	6.74% 81	25.98% 312	63.61% 764	1,201
A comfortable sanctuary for people of all ages	1.18% 14	3.38% 40	8.02% 95	26.50% 314	61.27% 726	1,185

Survey Priorities. Survey respondents were also asked to indicate interest in adding or changing library services.

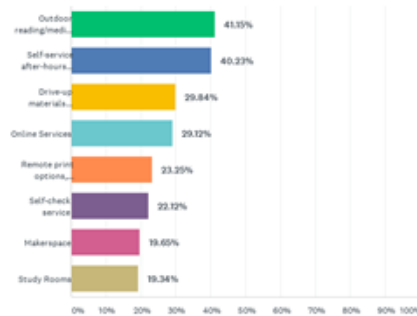
- Over 40% of respondents requested outdoor reading areas, as well as self-service opportunities after hours.
- Approximately 30% of respondents requested additional online services, as well as drive-up curbside service for materials distribution.
- Approximately 20% of respondents requested remote printing, self-check service, makerspaces, and study rooms.

Q12: What library services do you use that are currently offered? Check all that apply.



Powered by SurveyMonkey

Q14: For your Garland Public Library of choice, which of the following would you like to see added or changed? (Mark all that apply, and please add comments where necessary.)



Powered by SurveyMonkey

Stakeholder Interviews. In addition to City of Garland leadership and staff, library management and the consultant team held focus groups or interviewed representatives from:

- Members of Garland City Council
- Garland Library Board
- Garland Youth Council
- NMLS Teen Advisory Board
- City departments (IT, Facilities Management, Animal Services, Public Health, Parks and Recreation, Downtown Development Office)
- Garland Independent School District
- Garland Chamber of Commerce Board of Directors and staff
- Dallas College Economic Development and Workforce Advancement
- Richland College Library Services
- Workforce Solutions of Greater Dallas
- Garland Makerspace Group.



Voter Approval. Voters had two opportunities in 2019 and 2020 to indicate their level of support for library initiatives. During the 2019 Bond Program, voters approved \$21 million in projects to expand and relocate the Walnut Branch Library and to make facility modernization upgrades to the other three locations. In November 2020, 78% of voters supported a referendum to allow Park Land adjacent to Hollabaugh Recreation Center to be repurposed to allow the relocation of the Walnut Branch Library to this location.

Community Needs. As a result of this community feedback and data analysis process, the following community needs emerged that should influence library service provision and priorities:

1. Gaps in adult educational attainment leading to lower income and higher poverty levels;
2. Preschoolers and kindergartners starting their academic careers unprepared;
3. Divide between residents who have access to technology at home, including high-speed Internet connections, personal computers and peripherals, and the skill set to operate and navigate basic technologies and productivity software;
4. Lack of library partnerships and collaborations with outside organizations, including other City of Garland departments;
5. Outdated library facilities that were not constructed to provide for modern technology.

2 The Modern Public Library

Recent Studies about Library Demand. Libraries have been, and will continue to be, a source of information, free to the public at-large, as the majority of Americans hold a public library card. Nationally, numerous studies by the Pew Research Center consistently show around 70% of the U.S. public believe in the value of public libraries. Typically, voters vote for public library bond initiatives about 70% of the time – be it for capital or operational funds. The success rate increased to over 80% in 2018 and to almost 90% in 2019. According to a 2019 Gallup study, U.S. citizens visit libraries (for free) over twice as often as (paying for) going to the movies, a live sporting event or concert, a national park or historic site, a museum, a casino, or a theme park.



Americans' Reports of Leisure and Activities	
About how many times in the past year, if any, did you do each of the following? How about -- [RANDOM ORDER]?	
	2019 Dec 2-15 Average
Go to a library	10.5
Go to a movie at a movie theater	5.3
Attend a live sporting event	4.7
Attend a live music or theatrical event	3.8
Visit a national or historical park	3.7
Visit a museum	2.5
Visit a gambling casino	2.5
Go to an amusement or theme park	1.5
Visit a zoo	0.9
Dec. 2-15, 2019	
GALLUP	

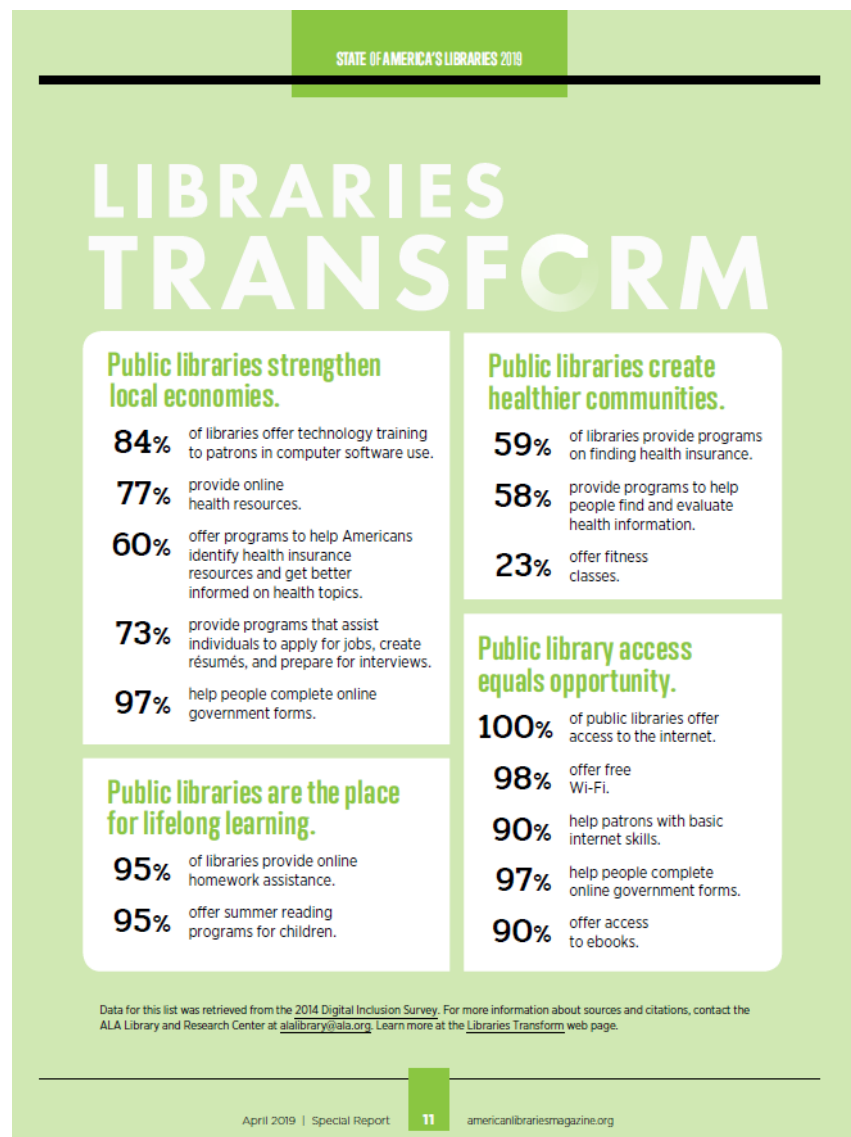
U.S. citizens visit libraries over twice as often as going to the movies, a live sporting event or concert, a national park or historic site, a museum, a casino, or a theme park.

2019 Gallup study

Library Usage Trends. Nationally and locally, people primarily still use the public library to check out books – both in print and electronic – but far and away more print. Millennials are the segment of the U.S. population that use the public library the most, according to the Pew Research Center. Beyond books, Millennials are more likely to use the less traditional services of the public library, such as a gathering place to exchange ideas and to research ways to make money – indicating the public library is one of their preferred Third Places.

Education. The public library has long been in the public education business – from before people enter the public school system until long after their retirement. Libraries continue to be a key provider of early childhood education through Story Times, strong book collections, parenting resources, STREAM and technology programs, and outreach – helping to instill a love for reading, developing early childhood cognitive processes, and preparing kids for school. Now, public libraries partner in education of all ages through services such as:

- Teaching youth how to build robots and how to write computer code;
- Providing gathering spaces for tutoring, group study, and seminars;
- Offering classes ranging from English as a Second Language, to investing, to Virtual Reality and Artificial Intelligence;
- Offering entrepreneurial and small business start-up mentoring and support with partners like SCORE;
- Providing innovative offerings in workforce development, from technology access and training, to certification programs, to loaning photography equipment, power tools, and baking pans;
- Leveraging local resources by partnering with a range of agencies, from public schools to community colleges to social services.



3 Standards and Current Conditions

Public libraries routinely assess services – from maintaining accreditation criteria, to evaluating performance, to aiding in planning and budgeting efforts. There are several tools, organizations, and independent studies that support libraries in their mission to provide high-quality services. These resources were used as references in developing the Master Plan. Section 4 of the report documents how Garland Libraries perform against Texas State Library standards and DFW peer libraries.



TSLAC Minimum Criteria. In Texas, a public library system must be accredited in order to receive state funding, discounts and services. Accreditation is overseen by the Texas State Library and Archives Commission (TSLAC) and is guided by adherence to minimum criteria. Minimum criteria for accreditation is based on population and includes both minimum quantitative and qualitative requirements. Benefits of accreditation include access to TexShare databases, TexShare Card program, Inter-Library Loan Program, and grant opportunities.

TPLS Assessment Standards. In addition, the Texas Library Association (TLA) works with TSLAC to publish Texas Public Library Standards (TPLS), which are used by libraries for their own performance evaluation, growth and planning purposes. Public libraries report benchmarking data annually; data used in the master planning process is from the 2018 dataset, the most recently reported set available in 2019 when the evaluation process began.

Facility Standards. While some states and associations set specific square feet per capita targets for facility standards, the TPLS does not; instead, it provides a worksheet for a public library to use in evaluating the appropriate space needs for its community. Based on this worksheet, Garland has 0.51 SF/capita and needs 0.63 SF/capita.

Standard	Overall Rank		
	Basic	Enhanced	Exemplary
Administration	x		
Collections		x	
Facility	x		
Finance			x
Marketing	x		
Personnel		x	
Services	x		
Technology		x	

Garland Libraries outperform peers by offering a greater number of MLS Professional-Level Staff and by spending a greater percentage of the budget on the Materials Collection...on a midpoint budget.

Garland Peer Performance. Library service in Texas varies greatly since communities vary greatly in size and need across the state. , a comparison to peer libraries in the DFW Metroplex was developed to help assess Garland's library system.

library	population served	population per staff	expenditures per capita	circulation per capita	local % of revenue
Arlington	396,394	6,349	\$22.52	4.99	94.73%
Carrollton	162,348	4,454	\$20.48	4.01	97.83%
Denton	136,266	2,839	\$42.38	8.45	99.29%
Frisco	177,286	3,612	\$29.27	14.06	99.77%
Garland	236,002	3,500	\$24.29	4.67	99.99%
Grand Prairie	193,837	5,460	\$13.98	1.77	99.52%
Irving	240,373	2,811	\$29.35	5.26	96.94%
Mesquite	143,949	4,412	\$14.22	2.22	99.61%
Plano	286,143	1,847	\$42.81	16.77	99.30%
Richardson	116,783	2,340	\$32.55	11.13	99.16%
peer average	208,938	3,360	\$27.19	7.37	98.33%

While Garland falls at the midpoint among DFW area peer library systems for Population/FTE and Total Operating Expenditures per Capita, Garland outperforms other peer libraries by offering a greater number of MLS Professional-Level Staff and a greater percentage of expenditures on the materials collection. In fact, Garland expends almost 20% of their library operating budget on library materials – the highest percentage of any other public library in the Metroplex. Garland Libraries also performs well in terms of public computer usage. Garland lags behind peer libraries in hours open, circulation, and non-General Fund revenue sources.

Detailed assessments of facilities, technology, and staffing are provided in subsequent sections of this plan. In addition, the Collection Development Plan, updated in 2017, is provided in Appendix B. Some overall observations of current conditions include:

- While less than DFW peer libraries, Garland provides 95% of the Enhanced standard for hours open per week, with 64 hours at Central;
- The number of registered Library cardholders has increased by 8.4% over the past six years, with the total including over 20% non-residents;
- Garland ranks high for the number of computers available to the public (1 per 1,684 population), exceeding the Enhanced TPLS metric (1 per 2,000 population);
- However, NMLS does not offer the range of types of things offered such as Mi-Fis, 3-D printers, tablets, projection and maker equipment;

- Garland currently provides 0.51 square feet per capita; using the TPLS worksheet as a guide, Garland needs 0.63 square feet per capita to support its recommended services and materials collection;
- Existing library locations cover 96.7% of the City limits within an average 14-minute drive time. Coverage is lighter in South Garland than in North and West Garland, so consideration of locating a Library service outlet(s) in areas of need would be appropriate.

The new Walnut Creek Branch Library approved by voters in 2019 will double in size, as the first step in addressing this space shortfall. The current Library system is comprised of aging buildings, two of which are too small to provide modern library services: Walnut Creek (8,000 square feet) and North Garland (16,500 square feet). So, larger branch libraries are required to meet community needs and best practice standards. South Garland (36,935 square feet) and the Central Library (59,475 square feet) provide an adequate amount of total space, but that space is not efficiently configured to meet modern library services. So, modernization of Garland Libraries would be required to meet community needs and best practice standards.



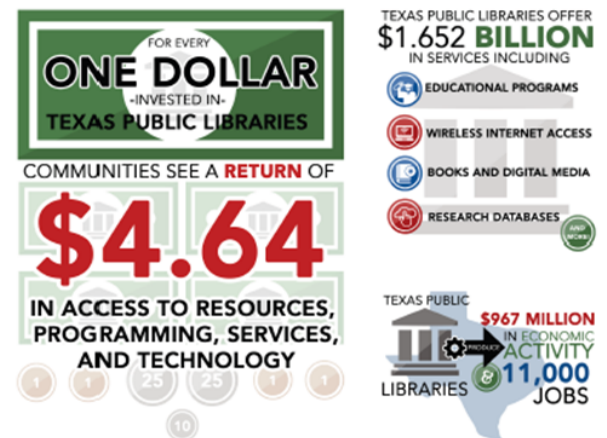
Per 2018 statistics, the costs to operate each of the four existing libraries on a cost per square foot basis were: North Garland (\$19.81), South Garland (\$20.33), Walnut Creek (\$39.74), and Central Library (\$60.91, which includes Administrative and Support Services for the entire system).

Staffing. Garland effectively meets the Enhanced State Standard for total staff, at 1.00 FTE per 3,530 population – compared with peer and State-wide averages of 1 to 3,360 and 1 to 3,509 respectively. Garland Public Libraries rank high in State Standards, meeting the Exemplary level 1.33 professional Librarians per 10,125 population.

Services & Collections. The Materials Collection Development Plan was updated in 2017, and is provided in Appendix B.

Texas Public Libraries

Economic Benefits and Return on Investment



This report was prepared by the
Bureau of Business Research IC² Institute
The University of Texas at Austin
January 2017

4 The Future: The Next Chapter for Garland Libraries

From artists to industry, Garland is a city full of makers with imagination, vision and originality. That same creativity, ingenuity and maker spirit can be found and harnessed in Garland's public library. The great innovator Walt Disney said, "If you can dream it, you can do it." **From developing young minds or advancing your career potential, to launching a new business or building community – whatever your dream is, you can [Make It Happen @ Your Garland Public Library!](#)**

The Vision of the Library as People, Place, and Platform²

Borrowing from the Aspen Institute Report, the Library will re-imagine itself making People, Place, and Platform top priorities:

- **The Library as People** reflects the community, the people, and their values, engages the community and foster relationships.
- **The Library as Place** creates a welcoming space for a wide range of purposes – reading, communicating, learning, playing, creating, and meeting and getting business done. Its design recognizes that people are not merely consumers of content but creators and residents as well.
- **The Library as Platform** is a "Third Place" -- an interactive entity that facilitates the blending of people and place to inspire patrons to design their own educational, social, and cultural experiences by connecting with ideas and each other. It is user-centered.



From 2019 State of America's Libraries
Report

² Garmer, A.K. (2014). "Rising to the Challenge: Re-Envisioning Public Libraries," The Aspen Institute. Retrieved Dec.

4, 2019, from <https://csreports.aspeninstitute.org/documents/AspenLibrariesReport.pdf>.

The Garland Library of the Future. The Garland Library of the future is about enabling the people, place, and platforms needed to make dreams and aspirations come true. This vision transforms the library into:

- **A Community Living Room**, where people go to gather, study, read, relax, and learn;
- **A Neighborhood Resource Center**, or connector to community resources services such as partner agencies providing educational, health, social services, civic groups, citizen engagement, education, and skills development;
- **A Community Partner**, connecting existing community organizations to the residents that need them by bringing physical space and a platform for making the services known, easily accessible, and less intimidating;
- **An Innovation Lab**, where people gain hands-on access to new technologies, software, and equipment to learn new skills, experiment with ideas, developing concepts, and launching new products, art, careers, and small businesses;
- **A Place to Explore, Create, and Make Noise (sometimes),**
- **A Library Without Walls**, where not only can you come to the library, but the library comes to you by way of digital platforms, kiosk materials distribution, programming at community events or other community centers, and neighborhoods.

To live up to this vision for the future, Garland Libraries must embrace the Library of the Future today by:

- Reducing barriers to access,
- Investing in and helping the Garland community and its partners, and
- Planning for Garland's future.

IF YOU CAN
DREAM IT,
YOU CAN
DO IT.

- Walt Disney

*Garland Libraries
will become a
connector rather
than a collector
and making
people the
primary focus.*

Making the Vision a Reality. Garland Libraries established the following Mission, Vision, Values, and Guiding Principle on which the Library Strategic Plan is based.

Mission. The Library **builds community** by personally assisting customers in discovering information, services, and programs that **enrich their quality of life**. The Library **provides access** to technology that contributes to economic growth by supporting early literacy, workforce development, small businesses, and urban development.

Vision. “Make It Happen @ Garland Libraries” encompasses the vision of offering a broad spectrum of modern library services, accessible to all, in an interactive and welcoming atmosphere to transform lives and support the economic growth of the community.

Our Values. The Garland Library is guided by the following values, by which we will serve our community:

Access and Inclusion

We continually work to provide equal access to all. We work to foster and maintain a welcoming environment for staff and the public.

Customer Service

We are committed to providing excellent customer service to our internal and external customers by treating customers with respect and courtesy.

Community

We work to become a conduit that connects the public with resources, services, and other organizations to meet their needs.

Innovation

We support creativity, innovation, curiosity and change. We work to use all formats, including technology, to foster innovation and creativity.

Guiding Principle. “Access for All”

Public libraries are one of the last equalizers that provide programs and services without cost to all who enter their doors. Public libraries are in the people business...at the heart of which is providing equal access to all.

5 Strategic Plan

The Garland Public Library Strategic Plan is based on the community input, consultant assessments, and staff feedback obtained during the master planning process. The goals and objectives of the Library Strategic Plan align with the City's Vision for providing Enhanced Quality of Life through Amenities, Arts and Events; Vibrant Neighborhoods and Commercial Centers; a Growing Economic Base; Customer-Focused City Services; and a Future-Focused City Organization.

The Strategic Plan identifies three priorities to be addressed in order to respond to community needs and to provide a modern library that transforms lives by helping Garland residents Make It Happen @ Garland Libraries.

1. Removing Barriers to Access

Identify and change current policies and procedures that inhibit patron access to library programs, services, and resources. Examples include:

- Removing late fines;
- Expanding hours of operation;
- Equalizing access to technology resources to all regardless of skill level;
- Relaxing policies related to use of facilities;
- Addressing service area gaps and special needs populations through innovative service delivery mechanisms.

1. Investing in and Helping Build the Garland Community

Garland's libraries will connect people with needed resources, programs and services that will improve the quality of life for Garland residents. Examples include:

- Increasing access to multicultural materials and resources to Garland residents in English, Spanish, and Vietnamese;
- Celebrating Garland's diverse population;
- Increasing income potential of Garland families by partnering with outside organizations to provide training to help adults become job ready.

1. Planning for Garland's Future

Provide resources and programs that meet today's needs but also lay the foundation to improve Garland's future. Examples include:

- Modernizing current library facilities with infrastructure and technology;
- Installing new service points to provide physical resources as well as personal assistance and programming that meet public need;
- Providing new and innovative programming through partnerships and through a variety of platforms;
- Embracing opportunities to support the City of Garland's Strategic Focus Areas while remaining true to the library's core mission.

Strategic Focus Areas. The above priorities are addressed through an Action Plan that is organized around three Strategic Focus Areas:

1. Service to Youth
2. Service to Adults
3. Service to Community

Strategic Focus Areas and Strategic Plan Goals

1. Strategic Focus: Service to Youth

- | | |
|------------------|---|
| Strategic Goal 1 | Advance early-childhood learning by providing quality programs and services to children and parent/caregivers. |
| Strategic Goal 2 | Advance school readiness by educating parents and caregivers to know how to provide a solid foundation of emergent and early literacy skills for their children's success. |
| Strategic Goal 3 | Support and encourage a continued love of learning and engagement among Garland youth by improving services to tweens and teens. |

2. Strategic Focus: Service to Adults

- | | |
|------------------|---|
| Strategic Goal 1 | Meet the diverse needs of Garland's adults , by continuing to provide a wide range of physical and digital materials, to include diverse and current titles and resources, in languages, formats and quantities dictated by the population served. |
| Strategic Goal 2 | Partner with area educational and cultural institutions to support and advance learning by offering programs on a variety of subjects that appeal to Garland's demographic. |
| Strategic Goal 3 | Support and advance workforce development by partnering with area educational and cultural institutions and individuals to offer programs on a variety of subjects and technical platforms. |
| Strategic Goal 4 | Support individuals in reaching growth and achievement goals by providing research and one-on-one assistance to individuals, including small business owners, job-seekers, and non-traditional students. |

3. Strategic Focus: Service to Community

- | | |
|------------------|---|
| Strategic Goal 1 | Celebrate Garland's diverse community and neighborhoods. |
| Strategic Goal 2 | Provide space for civic, community and neighborhood-based organizations to host programs, meetings and activities. |
| Strategic Goal 3 | Connect people with resources, programs, and materials to create and grow. |
| Strategic Goal 4 | Reduce barriers and promote access to all by updating Library policies and procedures. |

The Community Needs and Strategic Focus Areas provide the foundation for the overall Library Master Plan that includes this Strategic Plan, a Technology Plan, a Staffing Plan, a Facilities Plan, and a Collection Development Plan. Each plan also includes an action plan with implementation schedule. Please note that the Technology, Staffing and Facilities Plans are driven in part by the Strategic Plan.

6 Technology Plan

Technology has dramatically changed how public libraries service the public. Libraries provide users with access to personal computers, internet, mobile devices, downloadable content, makerspaces, innovation labs, and technology training. Such offerings provide essential resources to users, some who may lack another form of access to such resources.

Like many library services, the degree to which technology services are needed varies according to each community's demographics and expectations. Using the Texas Library Standards, Garland's public libraries currently offer public technology at the Enhanced Level. However, in a review of DFW peer libraries, Garland's technology offerings trail those of peers, while Garland Library's public computer usage levels exceed those of peers. This contrast may reflect an increased need for technology offerings by the Garland community, whose median income and education levels are lower than peers.

The rapidly changing technology environment requires more frequent updates; therefore, the Technology Action Plan is based on a three year timeframe. It is built around the Library Strategic Plan, as well as a Technology SWOT Analysis conducted with input from Vantage Technology Consultants, City IT Department, Library staff, and community partners such as Garland ISD, Dallas College, and the Garland Chamber of Commerce.

The SWOT Analysis is summarized below:

Strengths	Weaknesses	Opportunities	Threats
<u>Availability of:</u> - High speed internet and open Wi-Fi, - Supplementary technologies (ex: copier), - IT Department support, - Tech Replacement Fund, - Knowledgeable staff, and - How-To Classes	<u>Lack of:</u> - IOS/Mac computers, - Tablets for public use, - Makerspace-type equipment, - Technology-enabled study rooms, - Ability to pay for prints or copies with credit card, - Online room reservations system	<u>Provide the Public:</u> - Tablets for public use, - Makerspace-type equipment, - Technology-enabled study rooms, - More self-service - Variety of hardware and software	<u>Frequency and Budget</u> - Advancements in technology - Keeping up with trends and demand - Sustainability of new e-platforms
<u>Sufficient number of:</u> PCs at Central and South	<u>Insufficient Amount of:</u> - Electricity/outlets for library technology/patron devices, - Laptops for public use, - Size of Walnut Branch to accommodate additional technology, - Public devices at branches	<u>Support Ongoing Education</u> - Provide skills training - Technology literacy - Support school curriculum for students - Work with community partners	<u>User-Friendly</u> - Strict policies - Intimidating environment - Hours of operation
<u>Strong Online Presence:</u> - Robust e-collection, - Online Library catalogue, - Library mobile app, - Online payment capabilities	<u>Difficulties with:</u> - User-friendliness of mobile printing, - Connecting GISD-issued devices to Library Wi-Fi, - City IT security protocols, - Wi-Fi dead spots in libraries, - Limitations of older buildings		<u>Competition</u> - Dallas College - GISD

The Technology Action Plan is built around three areas of need:

1. Patron Access to technology, programming and resources
2. Outreach and Partnerships
3. Library Facilities Upgrades

7 Staffing Plan

One of the greatest assets provided by Garland Public Libraries is its staff. Each staff person provides a skill set, knowledge, and function that allows the Library to provide excellent programming and services to the Garland community.

As mentioned in the Standards and Current Conditions section of this report, TSLAC provides guidance on staffing levels and educational attainment of library management. Garland Libraries outperforms in this area, offering more professional level (degreed, MLS-certified) staff per capita while maintaining a midpoint budget.

Staff Services. While the Collection Development Plan and Technology Plans provide for the material resources to best serve patrons, the Staffing Plan provides for the programming and support resources, for it is the staff that provide daily research assistance, technology support to patrons, and develop and deliver programming content in its many forms. The table below summarizes current programs provided to the public.

Program Audience	Number of Programs Offered	Number of Participants
Children	418	13,954
Teen	22	589
Adult	41	1,927
Outreach	7	2,435

Staffing Action Plan. The Staffing Action Plan is based on three priorities needed to meet community needs and deliver on strategic plan goals and objectives:

1. Creating missing key positions, preferably without growing operating budgets;
2. Diversifying staff to meet community needs;
3. Appointing dedicated librarians for populations or service areas that need growth or ongoing support.

Key Positions. The current staffing roster does not provide for some key positions needed; however, in recognition of revenue constraints, this plan does not advocate for increasing the operating budget without a thorough re-evaluation of existing positions. Recent investments in RFID technologies have produced efficiencies that may result in opportunities to re-allocate existing positions to other duties. Key positions needed include:

- Outreach and Literacy Coordinator
- Teen Librarian
- Library Assistant (full-time)

"Google can bring you 100,000 answers. A librarian can bring you back the right one."

--Neil Gaiman,
Author

8 Facilities Plan

Each year, about half a million patrons visit Garland Library facilities. In addition to selecting from over 450,000 materials and utilizing study areas for independent use, 16,470 patrons attended public programs hosted by Garland librarians in FY19. In addition, Library meeting rooms were booked 218 times and had 25,101 in attendance.

These traditional uses continue; however, introduction of modern technologies over the past twenty years have ushered in changes for how public library facilities are used. All Garland library facilities were constructed prior to the use of modern technologies. While facilities have been routinely renovated to adapt, there are limitations preventing each facility from providing additional programming, collections, and technologies to meet modern public demand and need. Facility issues and deficiencies facing the overall Garland Library system include:

- Library space must be more adaptable to accommodate many uses simultaneously, including collections inventory, evolving technologies, individual work/study, in-person collaboration, library programming, community meetings, and partner agency instruction and services for Garland residents.
- According to TSLAC Space Needs Worksheet, Garland needs 152,007 SF of space to deliver programming but currently operates out of 120,910 SF;
- Smaller branches lack the space and configurations needed to provide technology, programming and collections needed by the growing population;
- Library facilities are not equally distributed throughout the city, largely as a result of the closure of the Ridgewood Branch in 2007;
- Library facilities lack adequate electrical access points to service Library and patrons technologies;
- Community feedback reported a lack of usable outdoor space at Library facilities as a top concern;
- Community feedback expressed a desire for more accessible study room space, collaborative space, study space, and makerspaces in library facilities;
- Existing Study Rooms lack technologies;
- Current shelving limits the capacity and accessibility of materials;
- Public service desks do not offer efficient, agile points of service throughout the facility where patrons need it;
- Most facility exteriors lack an inviting, open physical presence to portray the library as a welcoming place;
- Most facilities require exterior improvements such as lighting and other security improvements.

A thorough assessment was conducted of each facility. In addition to reviewing physical characteristics of each facility, an analysis of the population surrounding each facility was conducted. The distribution of population, anticipated growth patterns and mobility are important factors in planning for library facilities. Because neighborhoods and communities vary throughout the city, the branch libraries can tailor programs, materials, and services that meet the unique needs of the areas they serve. For example, the South branch houses Garland's largest Spanish language collection of the branch locations, while North branch houses the majority of Chinese/Mandarin language collection.

A summary of characteristics and issues unique to each location is provided on the following page.

Facility Assessments.

Demographics, Uses, and Deficiencies	Central	North	South	Walnut
Year Built	1969	1993	2000**	1974
Square Feet	59,475	16,500	36,935	8,000
Collection Items Housed	150,000	46,000	65,000	30,000
Average Visits per Hour	93	42	90	30
Visitors per Square Foot	4.9	5.3	4.4	7.6
Meeting Room Capacity	200	100	200	30
Public PCs	65	14	60	9
Group Study Rooms	4	3	6	0
Class Rooms/Conference Rooms	1	0	1	0
Number of Residents within one-mile radius*	12,355	16,000	17,000	18,000
High School Diploma or Equivalent*	27.8%	21.7%	26.7%	24.4%
College*	12.3%	27.9%	25.5%	9.2%
Median Household Income*	\$48,233	\$56,603	\$58,063	\$44,249
Poverty Rate*	12.3%	10.6 – 13.9%	8.6 – 13.4%	20.7%
Inefficient meeting room design, lack of technologies	X	X	X	X
Limited public seating	X (Main Floor)			X
Inefficient/poor design of staff area (potential public use)	X		X	
Insufficient parking		X		X
Inability to expand or offer outdoor programming space		X		X
Insufficient number of public computers		X		X
No Teen Space or Teen Computers		X		X
Insufficient room to house collection				X
Insufficient meeting room space				X
No area for artwork/public exhibits	X			X
Lacks visibility				X
Insufficient signage (wayfinding / on-campus)	X / X	X /	X /	X /
Configuration difficult to supervise		X		
Shared ownership prevents needed exterior improvements		X		
Very little natural light	X		X	X
New Books area is hidden/dark			X	
Teen Area is hidden (security concerns)			X	

* Demographic analysis is based on a one mile radius from each library location.

**Year the City acquired the building.

Notable Findings

- Walnut Creek Branch Library has the smallest location of all the branches, the greatest population density, the highest poverty rate, the lowest median household income, and the lowest percentage of college graduates.
- North Garland Branch Library lacks a Teen Area and Teen computers even though a significant amount of after-school patron visits come from nearby Webb Middle School. The constraints of shared ownership in a retail strip center limit options for reconfiguring the facility.

Immediate Facility Action Plans

- Relocate and expand Walnut Branch Library to 18,000 SF;
- Modernize and reconfigure Central, South and North branches for flexible use, sufficient electrical capacity, meeting space for library programs and for public use. Exterior enhancements to each location should be included as well as exterior program space should also be considered;
- Embrace the Libraries Without Walls approach to add new points of service to underserved populations; examples include installing materials kiosks, introducing outreach and programming at neighborhood events and parks, and continued expansion of The Library Online services.

Future Facility Needs for Consideration

- Relocate the existing North Branch Library to a more user-friendly and manageable location;
- Open a fifth location in south Garland

Action Plan Details are provided in Facilities Plan Section.

9 Action Plan

The list below provides Action Plan highlights. This is not an exhaustive list.

Action Plan	Priority Level/ Status
The Walnut Creek Branch Library should be relocated and expanded to a site that offers room for 18,000 square feet, visibility and adequate parking.	1 In Progress
To increase points of access, acquire and install two to three library materials kiosks in high-trafficked, underserved areas of Garland. Areas for consideration should include, but are not limited to (listed in priority order): 1. Ridgewood area below Miller Road 2. Far east and northeast Garland 3. Area south of Interstate 30 4. Firewheel Town Center area	1 In Progress
Remove Library fines for overdue materials.	1
Review and remove unnecessary barriers for using library meeting rooms by Garland-based organizations.	1
Provide mobile hotspots for checkout by library cardholders.	1 In Progress
Adapt and accommodate library facilities for modern technology needs with ample power and connectivity (hard-wired and Wi-Fi), including study rooms and conference room spaces.	1
Market library resources and programs to area churches, schools, doctors, dentists and clinics, and provide materials in English, Spanish and Vietnamese for their clientele.	1 In Progress
Implement formal outreach program for library services to increase visibility and build trust with non-users.	1 In Progress
Provide new and innovative library programming in the community (outside of the library) through pop-up programs in the community.	1
Continue to work with Human Resources Department to attract and hire a more diverse and multilingual staff.	1 In Progress
Provide fun and immersive library programming with a focus on artificial intelligence, robotics and virtual reality.	1
Provide resources and materials to support and promote school readiness for all school-aged children in a variety of formats and languages.	1 In Progress
Update the Central Library to modern safety and efficiency standards including mechanical, plumbing and operating systems. Electrical system must be upgraded and expanded to allow for additional equipment and technologies. This limits the programming and services that can be provided to the public at Central Library. Electrical upgrades funded by CARES grant.	1
Partner with outside agencies and organizations such as Dallas College and Workforce Development to provide technology and job skills classes and instruction.	1 In Progress
Library facilities should incorporate outdoor spaces for additional library programming spaces	1 2019 Bond
Become a Community Partner with Garland ISD	1 COMPLETE

Recommendation	Priority Level/ Status
Provide online library card registration.	1 COMPLETE
Install public scanning capabilities at Walnut Creek Branch Library.	1 COMPLETE
Provide makerspaces at each library location.	2 In Progress
Provide access to both Windows and IOS operating systems for public use.	2
Design new and renovated library facilities with inclusion in mind.	2
Provide greater access to technology and library facilities for community partners to provide educational, informative and hands-on training for the public.	2
Develop a Technology Center at the Central Library that provides access to a wide array of hardware and software (including makerspace equipment) that meet the needs of Garland residents and range from beginner to advanced.	2
Investigate feasibility of providing additional hours of operation at library branch locations.	2
Allocation and configuration of library staff in each location to make each location self-sustainable.	2
Access to audio/visual equipment in study rooms is important for telecommuting students (adult and youth) who have real-time class participation requirements.	2
Public service desks should be smaller and able to be moved throughout the facility depending on need.	2
Investigate and redevelop the layout for the Central Library for efficient use of space for the public and staff.	2
Investigate and redevelop the layout for South Garland Branch Library for efficient use of space for the public and staff.	3
Renovate the exteriors of all library facilities for function and visual appeal to attract the public, including forms of exterior enhancement upgrades.	3
The NETLS area at the South Garland Branch Library should be investigated to either be incorporated into public space and/or be renovated into a literacy and/or workforce development center for adults.	3
Investigate and redevelop the layout for North Garland Branch Library for efficient use of space for the public and staff. OR	3
Future consideration: Relocate and expand the North Garland Branch Library to a new location in the northeast quadrant of Garland. The new North Garland Branch Library structure should be a minimum of 18,000 square feet, but no larger than 24,000 square feet on one level.	3
Future consideration: Construct a new, fifth branch library in the next bond election. Population and mobility indicate that the facility should be located between Miller Road and Centerville Road. The facility should be approximately 18,000 square feet.	3



**GARLAND
CITY COUNCIL ITEM SUMMARY SHEET**

City Council Work Session Agenda

4. c.

Meeting Date: January 11, 2021

Item Title: Preview of 2021 Proposed CIP

Submitted By: Ron Young, Budget Director

Summary of Request/Problem

Staff will provide an overview of the 2021 Proposed Capital Improvement Program (CIP), which will be formally presented by the City Manager at the January 12, 2021 Regular City Council Meeting.

Schedule for Review and Approval:

Jan. 11 Mon. Preview of 2021 Proposed CIP to City Council
Jan. 12 Tues. City Manager Presentation of 2021 Proposed CIP to City Council
Jan. 19 Tues. Budget Work Session - Tax Supported CIP Presentations - 6:00 P.M.
Jan. 26 Tues. Budget Work Session - Revenue Supported CIP Presentations - 6:00 P.M.
Feb. 1 Mon. Council Work Session - Discussion
Feb. 2 Tues. Public Hearing on 2021 Proposed CIP - 7:00 P.M.
Feb. 15 Mon. Council Work Session - Deliberations
Feb. 16 Tues. Public Hearing and Adoption of 2021 CIP - 7:00 P.M.

As shown in the schedule above, Budget Work Sessions for review of the proposed capital plan will take place on Tuesday, January 19, 2021, and Tuesday, January 26, 2021. Council Work Sessions for review of the proposed capital plan will take place on Monday, February 1, 2021, and Monday, February 15, 2021. Public Hearings on the CIP will be held on Tuesday, February 2, 2021, and Tuesday, February 16, 2021, at 7:00 P.M, with the final adoption proposed to take place on February 16, 2021.

Recommendation/Action Requested and Justification

Information only.



GARLAND
CITY COUNCIL ITEM SUMMARY SHEET

City Council Work Session Agenda

4. d.

Meeting Date: January 11, 2021

Item Title: Zoning Notification Procedures Update

Submitted By: Will Guerin, Planning Director

Summary of Request/Problem

Per the Council's request during the November 16, 2020 Work Session, staff will update the Council on the draft notification procedures, including the notification letters, zoning posting sign, and proposed interactive website, as recommended by the Mayor's Ad Hoc Committee.

During the July 20, 2020 City Council Work Session, the City Council discussed zoning case notification procedures. The item was assigned to an Ad-Hoc Committee, consisting of three (3) Council members and two (2) Plan Commissioners. The Committee's recommendations were reported to the City Council on November 16, 2020. In addition, the Plan Commission reviewed the recommendations on November 23, 2020.

Attached for the Council's review is an updated draft notification letter (example), updated zoning posting sign and the staff presentation.

Recommendation/Action Requested and Justification

Final Council direction is requested.

Attachments

Proposed PC Notification Letter and Map

Proposed Zoning Notice Sign

Staff Presentation

City of Garland
Planning Department
P.O. Box 469002
Garland, Texas 75046-9002



NOTICE OF PUBLIC HEARING OF THE GARLAND PLAN COMMISSION

Due to the COVID-19 emergency and, pursuant to Section 551.125 of the Texas Government Code and the executive orders of Governor Greg Abbott suspending provisions of the Texas Government Code and other applicable laws of the State regarding normal open meetings, the Plan Commission will hold this meeting by internet/telephonic remote means.

Dear Garland Resident, Property Owner or Business Owner: You are receiving this letter because your address is within 400 feet of the proposed zoning change.

RE: Z 19-31 Masterplan. The applicant proposes to build an apartment complex with forty-eight (48) dwelling units. This site is located at 5751 Marvin Loving Drive. (District 3) (see included map)

Date: A Public hearing will be held by the City of Garland Plan Commission at 7:00 p.m., Monday, November 9, 2020.

Location: Due to COVID-19 Pandemic the meeting will be held virtually. A link to the meeting can be found on the City of Garland website, with the Meeting and Agenda webpage and can be found at: <https://www.garlandtx.gov/801/Meeting-Agendas-and-Minutes> (Agendas are required to be posted at least 72 hours before the meeting)

For more information about Case Z 19-31 and other zoning cases go to: www.garlandplanning.org or scan the **QR code** in the upper corner. (Agendas will also contain additional information. See link above.)

You may also contact City Planner Nabiha Ahmed at 972-205-2453 or email at nahmed@garlandtx.gov.

Para Espanol, por favor contactar a Josue De La Vega a 972-205-2833 o correo electrónico a jdelavega@garlandtx.gov

(It is important that you include your property address, your name, and mailing address in any correspondence concerning the case)

**Translation provided by Google Translate / *Traducción proporcionada por el traductor de Google / *Bản dịch do Google Dịch cung cấp*

City of Garland
Planning Department
P.O. Box 469002
Garland, Texas 75046-9002



AVISO DE AUDIENCIA PÚBLICA DEL COMISIÓN DEL PLAN GARLAND

Debido a la emergencia de COVID-19 y, de conformidad con la Sección 551.125 del Código de Gobierno de Texas y las órdenes ejecutivas del Gobernador Greg Abbott que suspenden las disposiciones del Código de Gobierno de Texas y otras leyes aplicables del Estado con respecto a las reuniones abiertas normales, la Comisión del Plan celebrará esta reunión por medios remotos por Internet / telefónicos.

Estimado residente, propietario o empresario de Garland: Usted recibe esta carta porque su dirección está a 400 pies del cambio de zonificación propuesto.

RE: **Z 19-31 Masterplan-** El solicitante propone construir un complejo de apartamentos con cuarenta y ocho (48) unidades de vivienda. Este sitio está ubicado en 5751 Marvin Loving Drive. (Distrito 3) (ver mapa incluido)
Fecha de la reunión: La Comisión del Plan de la Ciudad de Garland llevará a cabo una audiencia pública a las 7:00 p.m., el lunes, 9 de Noviembre de 2020.
Lugar de reunión: Debido a la pandemia COVID-19, la reunión se llevará a cabo de forma virtual. Se puede encontrar un enlace a la reunión en el sitio web de la ciudad de Garland, con la página web de la reunión y la agenda y se puede encontrar en: <https://www.garlandtx.gov/801/Meeting-Agendas-and-Minutes> (Las agendas deben publicarse al menos 72 horas antes de la reunión)

Para obtener más información sobre el caso Z 19-31 visite: www.garlandplanning.org O escanee el código QR en la esquina superior. (Las agendas también contendrán información adicional. Ver enlace arriba)

Para Español, por favor contactar a Josue De La Vega a 972-205-2833 o correo electrónico a idelavega@garlandtx.gov

(Es importante que incluya la dirección de su propiedad, su nombre y dirección postal en cualquier correspondencia relacionada con el caso)

THÔNG BÁO VỀ VIỆC NGHE CỦA CÔNG CHÚNG NHIỆM VỤ KẾ HOẠCH GARLAND*

Do tình huống khẩn cấp COVID-19 và theo Mục 551.125 của Bộ luật Chính phủ Texas và lệnh hành pháp của Thống đốc Greg Abbott đình chỉ các điều khoản của Bộ luật Chính phủ Texas và các luật hiện hành khác của Tiểu bang liên quan đến các cuộc họp mở bình thường, Ủy ban Kế hoạch sẽ tổ chức cuộc họp này bằng / phương tiện điện thoại từ xa.



RE: **Z 19-31 Masterplan -** Người nộp đơn đề xuất xây dựng một khu chung cư với bốn mươi tám (48) đơn vị ở. Trang web này nằm ở 5751 Marvin Loving Drive. (Quận 3) (xem bản đồ bao gồm)
Date: Một cuộc họp công khai sẽ được tổ chức bởi Ủy ban Kế hoạch Thành phố Garland vào lúc 7:00 tối, Thứ Hai, ngày 9 tháng 11 năm 2020
Location: Do sự cố khẩn cấp COVID-19, cuộc họp sẽ được tổ chức Hầu như không có. Bạn có thể tìm thấy một liên kết đến cuộc họp trong chương trình đã đăng, có thể tìm thấy tại: <https://www.garlandtx.gov/801/Meeting-Agendas-and-Minutes> (Các bài kể chuyện được đăng ít nhất 72 giờ trước cuộc họp)

Để biết thêm thông tin về trường hợp Z 19-31 đi đến: www.garlandplanning.org hoặc quét mã QR ở góc trên.

(Các chương trình nghị sự cũng sẽ chứa thông tin bổ sung. Xem liên kết ở trên.)

(Điều quan trọng là bạn phải bao gồm địa chỉ tài sản, tên của bạn và địa chỉ gửi thư trong bất kỳ thư từ liên quan đến trường hợp này)

*Translation provided by Google Translate / *Traducción proporcionada por el traductor de Google / *Bản dịch do Google Dịch cung cấp

Comment Form

Case Z 19-31

Applicant Masterplan proposes to build an apartment complex with forty-eight (48) dwelling units. This property is located at 5751 Marvin Loving Drive, Garland, Texas. (Z 19-31) (District 3)

El solicitante Masterplan propone construir un complejo de apartamentos con cuarenta y ocho (48) unidades de vivienda. Este sitio está ubicado en 5751 Marvin Loving Drive, Garland, Texas. (Z 19-31) (Distrito 3)

“Masterplan”. Người nộp đơn đề xuất xây dựng một khu chung cư với bốn mươi tám (48) căn hộ ở. Trang web này nằm ở 5751 Marvin Loving Drive, Garland, Texas (Z 19-31) (Quận 3)

Please Check One Below / Marque uno a continuación / Vui lòng kiểm tra một bên dưới

☐

For / A Favor / Đúng

☐

Against / En Contra / Không

Please complete the following information / Por favor complete la siguiente información / Vui lòng điền các thông tin sau:

Printed Name & Title / Nombre Impreso y Título / Tên in và Tiêu đề

(Property Owner, Business Owner, Tenant, etc.) / (Dueño de la propiedad, Dueño de la empresa, Inquilino, etc.) / (Chủ sở hữu bất động sản, Chủ doanh nghiệp, Người thuê, v.v.)

Your Property Address / La dirección de su propiedad / địa chỉ tài sản

City, State / Estado de la Ciudad / Thành bang

Zip Code / Código postal / Mã Bưu Chính

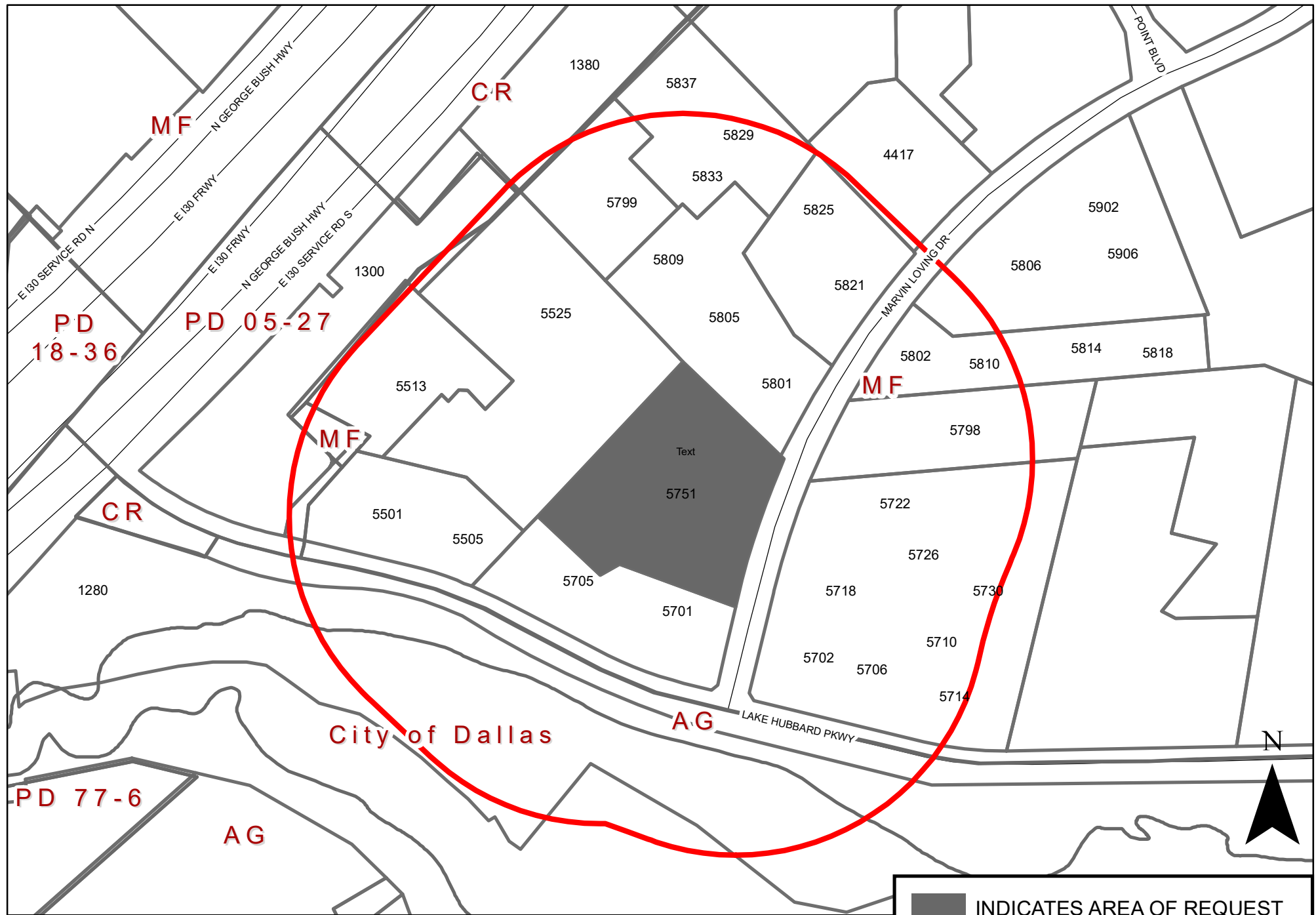
Signature / Firma / Chữ ký

Date / Fecha / Ngày

The statements below reflect my (our) opinion regarding the proposed request(s).

Các tuyên bố dưới đây phản ánh quan điểm của tôi (chúng tôi) về (các) yêu cầu được đề xuất

[illegible]



0 135 270 Feet
1 inch = 203 feet

Zoning Map Z 19-31

5751 Marvin Loving Drive

-  INDICATES AREA OF REQUEST
-  INDICATES NOTIFICATION AREA

ZONING CHANGE PROPOSED

FOR INFORMATION

GarlandPlanning.org

972-205-2445

CITY OF GARLAND



Zoning Notification Procedure Improvements

City Council Work Session

January 11, 2021



Background

City Council Work Session July 20, 2020

Appointed to Ad Hoc Committee:

- Mayor Pro-Tem Robert John Smith
- Councilmember Deborah Morris
- Councilmember Dylan Hedrick
- Plan Commission Chairman Scott Roberts
- Plan Commission 1st Vice Chairman Christopher Ott

Ad Hoc met September 22, 2020 and October 27, 2020

City Council Work Session November 16, 2020

Plan Commission Meeting November 23, 2020

Goal and Outcome

Improvements to Zoning Notification Procedures

Provides clearer, more informative and transparent information to the public, including non-English speakers.

City of Garland
Planning Department
P.O. Box 469002
Garland, Texas 75046-9002



NOTICE OF PUBLIC HEARING OF THE GARLAND PLAN COMMISSION

Due to the COVID-19 emergency and, pursuant to Section 551.125 of the Texas Government Code and the executive orders of Governor Greg Abbott suspending provisions of the Texas Government Code and other applicable laws of the State regarding normal open meetings, the Plan Commission will hold this meeting by internet/telephonic remote means.

Dear Garland Resident, Property Owner or Business Owner: You are receiving this letter because your address is within 400 feet of the proposed zoning change.

RE: Z 19-31 Masterplan. The applicant proposes to build an apartment complex with forty-eight (48) dwelling units. This site is located at 5751 Marvin Loving Drive. (District 3) (see included map)

Date: A Public hearing will be held by the City of Garland Plan Commission at 7:00 p.m., Monday, November 9, 2020.

Location: Due to COVID-19 Pandemic the meeting will be held virtually. A link to the meeting can be found on the City of Garland website, with the Meeting and Agenda webpage and can be found at: <https://www.garlandtx.gov/801/Meeting-Agendas-and-Minutes> (Agendas are required to be posted at least 72 hours before the meeting)

For more information about Case Z 19-31 and other zoning cases go to: www.garlandplanning.org or scan the QR code in the upper corner. (Agendas will also contain additional information. See link above.)

You may also contact City Planner Nabiha Ahmed at 972-205-2453 or email at nahmed@garlandtx.gov.

Para Espanol, por favor contactar a Josue De La Vega a 972-205-2833 o correo electrónico a jdelavega@garlandtx.gov

(It is important that you include your property address, your name, and mailing address in any correspondence concerning the case)

*Translation provided by Google Translate / *Traducción proporcionada por el traductor de Google / *Bản dịch do Google Dịch cung cấp

City of Garland
Planning Department
P.O. Box 469002
Garland, Texas 75046-9002



AVISO DE AUDIENCIA PÚBLICA DEL COMISIÓN DEL PLAN GARLAND

Debido a la emergencia de COVID-19 y, de conformidad con la Sección 551.125 del Código de Gobierno de Texas y las órdenes ejecutivas del Gobernador Greg Abbott que suspenden las disposiciones del Código de Gobierno de Texas y otras leyes aplicables del Estado con respecto a las reuniones abiertas normales, la Comisión del Plan celebrará esta reunión por medios remotos por Internet / telefónicos.

Estimado residente, propietario o empresario de Garland: Usted recibe esta carta porque su dirección está a 400 pies del cambio de zonificación propuesto.

RE: Z 19-31 Masterplan-. El solicitante propone construir un complejo de apartamentos con cuarenta y ocho (48) unidades de vivienda. Este sitio está ubicado en 5751 Marvin Loving Drive. (Distrito 3) (ver mapa incluido)
Fecha de la reunión: La Comisión del Plan de la Ciudad de Garland llevará a cabo una audiencia pública a las 7:00 p.m., el lunes, 9 de Noviembre de 2020.
Lugar de reunión: Debido a la pandemia COVID-19, la reunión se llevará a cabo de forma virtual. Se puede encontrar un enlace a la reunión en el sitio web de la ciudad de Garland, con la página web de la reunión y la agenda y se puede encontrar en: <https://www.garlandtx.gov/801/Meeting-Agendas-and-Minutes> (Las agendas deben publicarse al menos 72 horas antes de la reunión)

Para obtener más información sobre el caso Z 19-31 visite: www.garlandplanning.org O escanee el código QR en la esquina superior. (Las agendas también contendrán información adicional. Ver enlace arriba)

Para Espanol, por favor contactar a Josue De La Vega a 972-205-2833 o correo electrónico a jdelavega@garlandtx.gov

(Es importante que incluya la dirección de su propiedad, su nombre y dirección postal en cualquier correspondencia relacionada con el caso)

THÔNG BÁO VỀ VIỆC NGHE CỦA CÔNG CHÚNG NHIỆM VỤ KẾ HOẠCH GARLAND*

Do tình huống khẩn cấp COVID-19 và theo Mục 551.125 của Bộ luật Chính phủ Texas và lệnh hành pháp của Thống đốc Greg Abbott đình chỉ các điều khoản của Bộ luật Chính phủ Texas và các luật hiện hành khác của Tiểu bang liên quan đến các cuộc họp mở bình thường. Ủy ban Kế hoạch sẽ tổ chức cuộc họp này bằng / phương tiện điện thoại từ xa.



RE: Z 19-31 Masterplan-. Người nộp đơn đề xuất xây dựng một khu chung cư với bốn mươi tám (48) đơn vị ở. Trang web này nằm ở 5751 Marvin Loving Drive. (Quận 3) (xem bản đồ bao gồm)
Date: Một cuộc họp công khai sẽ được tổ chức bởi Ủy ban Kế hoạch Thành phố Garland vào lúc 7:00 tối, Thứ Hai, ngày 9 tháng 11 năm 2020
Location: Do sự cố khẩn cấp COVID-19, cuộc họp sẽ được tổ chức Hầu như không có. Bạn có thể tìm thấy một liên kết đến cuộc họp trong chương trình đã đăng, có thể tìm thấy tại: <https://www.garlandtx.gov/801/Meeting-Agendas-and-Minutes> (Các bài kế chuyên được đăng ít nhất 72 giờ trước cuộc họp)

Để biết thêm thông tin về trường hợp Z 19-31 đi đến: www.garlandplanning.org hoặc quét mã QR ở góc trên.

(Các chương trình nghị sự cũng sẽ chứa thông tin bổ sung. Xem liên kết ở trên.)

(Điều quan trọng là bạn phải bao gồm địa chỉ tài sản, tên của bạn và địa chỉ gửi thư trong bất kỳ thư từ liên quan đến trường hợp này)

Comment Form
Case Z 19-31

Applicant Masterplan proposes to build an apartment complex with forty-eight (48) dwelling units. This property is located at 5751 Marvin Loving Drive, Garland, Texas. (Z 19-31) (District 3)

El solicitante Masterplan propone construir un complejo de apartamentos con cuarenta y ocho (48) unidades de vivienda. Este sitio está ubicado en 5751 Marvin Loving Drive, Garland, Texas. (Z 19-31) (Distrito 3)

“Masterplan”. Người nộp đơn đề xuất xây dựng một khu chung cư với bốn mươi tám (48) căn hộ ở. Trang web này nằm ở 5751 Marvin Loving Drive, Garland, Texas (Z 19-31) (Quận 3)

Please Check One Below / Marque uno a continuación / Vui lòng kiểm tra một bên dưới

☐

For / A Favor / Đúng

☐

Against / En Contra / Không

Please complete the following information / Por favor complete la siguiente información / Vui lòng điền các thông tin sau:

Printed Name & Title / Nombre Impreso y Título / Tên in và Tiêu đề

(Property Owner, Business Owner, Tenant, etc.) / (Dueño de la propiedad, Dueño de la empresa, Inquilino, etc.) / (Chủ sở hữu bất động sản, Chủ doanh nghiệp, Người thuê, v.v.)

Your Property Address / La dirección de su propiedad / địa chỉ tài sản

City, State / Estado de la Ciudad / Thành bang

Zip Code / Código postal / Mã Bưu Chính

Signature / Firma / Chữ ký

Date / Fecha / Ngày

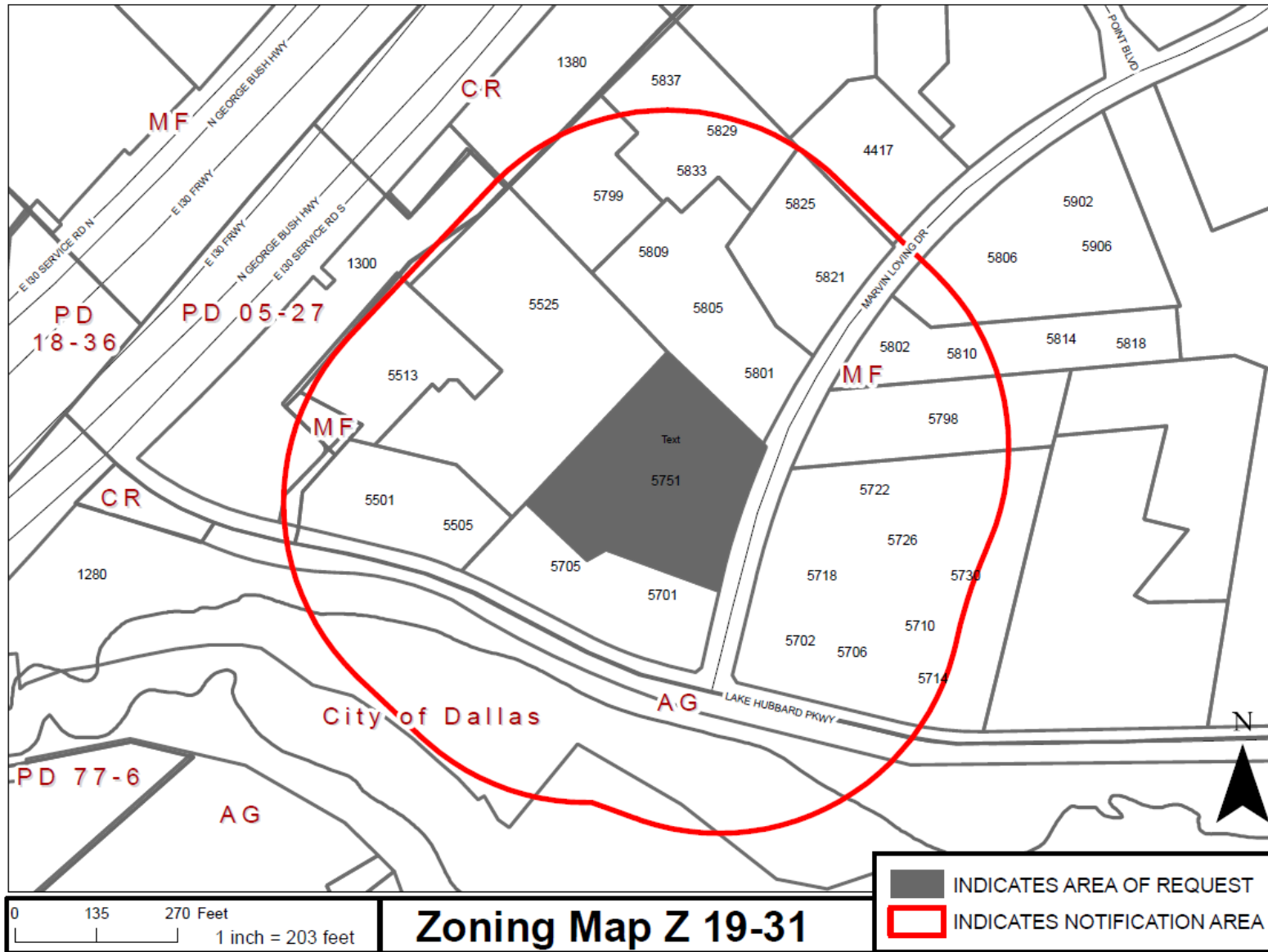
Case Z 19-31

The statements below reflect my (our) opinion regarding the proposed request(s).

Las declaraciones a continuación reflejan mi (nuestra) opinión con respecto a las solicitudes propuestas.

Các tuyên bố dưới đây phản ánh quan điểm của tôi (chúng tôi) về (các) yêu cầu được đề xuất

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Current Sign



Proposed Sign

ZONING CHANGE PROPOSED

FOR INFORMATION
GarlandPlanning.org

972-205-2445

CITY OF GARLAND



www.garlandplanning.org



**GARLAND
CITY COUNCIL ITEM SUMMARY SHEET**

City Council Work Session Agenda

4. e.

Meeting Date: January 11, 2021

Item Title: GDC Sign Regulation Amendment Discussion

Submitted By: Will Guerin, Planning Director

Summary of Request/Problem

The City Attorney's Office has recommended changes to the existing sign regulations of the Garland Development Code (GDC) related to the delineation of on-premise and off-premise signage and as it relates to digital displays. Staff will discuss proposed changes with the Council, including the following:

- 1) Remove on-premise vs. off-premise signage delineation.
- 2) Allow the conversion of billboards to digital display only along SH 190, I-30, and IH-635, and the billboard must be a minimum of 350 square feet in size.
- 3) Along other roadways not including the highways mentioned above, allow digital message displays and digital conversions on conforming monument signs only.

Existing regulations such as the digital billboard exchange ratio, maximum digital billboard height and size, and distances from other digital billboards would still apply.

A redlined draft document is attached for the Council's review.

Recommendation/Action Requested and Justification

Staff is seeking Council feedback and direction.

Attachments

Draft Redlined GDC Sign Regulations

Article 5 - Signs

Section 4.63 Definitions

The following terms and phrases, as used in this Article 5, have the following meanings:

- (A) "Sign" means a name, identification, description, messages, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other surface that directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization, or business. Signs located completely within an enclosed building, and not exposed to view from a street or public right-of-way shall not be considered a sign for purposes of this article. Each display surface of a sign or sign face shall be considered to be a sign. A closely associated grouping of signs, shall constitute a single sign where the distance separating each component does not exceed 2 feet from edge to edge.
- (B) "Sign area" means:
 - (1) the space enclosed within the extreme edges of the sign for each sign face, not including the supporting structure; or
 - (2) where attached directly to a building wall or surface, the space within the outline enclosing all the characters of the words, numbers, or design.
- (C) "Sign face" means the entire display surface area of a sign upon, against, or through which copy is placed.
- (D) "Digital billboard" means ~~an off-premise~~ sign, display, or device with a sign face of a minimum of 350 square feet, which is capable of producing an animated or moving digital image, copy, or video by electronic means, and is operated by an entity possessing an outdoor advertising license issued by the Texas Department of Transportation and all other governmental agencies having jurisdiction.
- (E) "Electric" means any sign containing electric wiring. This does not include signs illuminated by an exterior floodlight source.

- (F) "Flashing" means any illumined sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use. For the purpose of this article any moving illuminated sign, except electronic programmable signs, shall be considered a flashing sign.
- (G) "Freestanding" means a permanent sign erected and maintained on a freestanding frame, mast or pole not attached to any building.
- (H) "Regulatory sign" means a sign that is required to be constructed, placed, or maintained by the federal, state or local government or by the property owner to the extent necessary to enforce a property owner's rights.
- (I) "Integral" means a sign that is embedded, extruded or carved into the material of a building façade.
- (J) "Marquee" means a permanent canopy or covering structure, other than a roof or awning, bearing a signboard or copy projecting from and attached to a building.
- (K) "Main entry" means the front elevation of the tenant space or building where the primary entrance to the tenant space is located and where the building fronts the primary street address or parking lot servicing premises.
- ~~(L) "Off-premise sign" means a sign that pertains to a business, person, organization, activity, event, or place not physically located on the premises upon which the sign is located.~~
- ~~(M) "On-premise sign" means any sign that relates to the site on which it is located, pertaining to a tenant, business, person, organization, activity, event, or place that has a physical presence located on the same site as the sign. For the purposes of this definition, "virtual tenants" shall not be considered to be located on the premises.~~

Division 3 - General Sign Provisions

Section 4.69 Prohibited Signs

- (A) Prohibited Signs. Signs that are not expressly authorized under this article, by specific requirements in another

portion of this chapter, or otherwise expressly allowed by the City Council are prohibited. Signs are prohibited in all Districts unless:

- (1) Constructed pursuant to a valid sign permit when required under this GDC; and
- (2) Authorized under this GDC.

(B) ~~Commercial~~ Signs in Residential Areas. ~~Commercial~~ signs, except as expressly provided for herein, are prohibited in residential zones and on property used for non-transient residential uses. A model home may have one ~~on-premise~~ sign on the premises subject to the provisions and limitations of below Section 4.71.

...

~~(K) Off-premise Signs. Off-premise signs are prohibited unless expressly authorized by this article.~~

Section 4.73 Conversion of Billboards to Digital Display ~~on Nonconforming Off-Premise Signs~~

(A) Certain ~~nonconforming detached off-premise~~ signs may be modified to use digital display technology subject to the restrictions and provisions of this Section 4.73.

(B) Application.

(1) The conversion of a conventional faced billboard to a Digital billboard is prohibited except under the following conditions:

(a) For signs located adjacent to, and oriented toward, the main travel lanes of, IH635, IH30, and State Highway 190, the sign must have a conventional sign face with a minimum square footage of 350 feet.

(b) For signs not located in an area described in above subsection (a), the sign must be a legally conforming monument sign that meets the restrictions, requirements, and provisions of Section 4.78(K).

~~(B)~~ (2) The owner of a ~~nonconforming detached off-premise conventional billboard sign with a sign face of a minimum of 350 feet, desiring to may~~ convert the sign to a digital display, ~~subject to the restrictions and provisions of this Section 4.73, must submit after submitting~~ —a Digital billboard ~~sign~~ permit application for a face modification. The Building Official shall review the application and make a determination as to whether the subject sign qualifies for ~~an off-premise~~ a digital billboard conversion permit. In the event the Building Official approves the permit, the owner must apply for a demolition permit to remove the existing conventional sign face area in accordance with subsection (D). The owner must complete demolition of the sign face according to the applicable ratio in below subsection (D) before the sign face is modified.

(C) Compliance Required.

- (1) Except as provided in this Section 4.73, ~~off-premise~~ digital billboards must fully comply with the size, height, spacing, setback, and all other applicable provisions in this article.
- (2) ~~Off-premise~~ digital billboard support structures must be built to comply with this GDC.
- (3) ~~Off-premise~~ digital billboards must comply with Title 43 Texas Administrative Code Section 21.163, "Electronic Signs," as amended.
- (4) Both existing and new ~~digital~~ Digital billboards must comply with all lighting and safety standards mandated by federal, state, or local rules or statutes, including standards adopted or amended after the date of passage of these requirements. Lighting and safety standards include brightness, message duration, and proximity of the sign to other digital displays, ramps, and interchanges.

(D) Sign Face Exchange Ratio for Digital Billboards.

(1) Except as provided in below paragraph (2), for conventional billboards with a sign face of a minimum of 350 square feet, for every one square foot of sign face modified to use digital display technology, three square feet of detached ~~non-premise~~ conventional sign face area on signs with a sign face of a minimum of 350 square feet must be removed from within the City (not including the face of the sign being modified), subject to the following provisions:

(a) To receive credit for the removal of an area of detached ~~off-premise~~ conventional sign face, the entire sign face and structure supporting the removed sign face must be removed;

(b) At least one structure removed must be within a five mile radius of the conventional face being converted to digital, unless the structure being removed is an interior conventional sign located adjacent to or facing an interior street or right-of-way (that is, not adjacent to or oriented toward I-635, ~~or~~ I-30, or State Highway 190);

(c) If the structure being removed is an interior conventional sign, then the exchange ratio shall be for every one foot of sign face being modified to use digital display technology, two square feet of detached ~~non-premise~~ conventional sign face area must be removed from an interior sign.

(d) No credit is given for the area of the conventional face being removed for conversion to a digital display; and

(e) The removal of the entire nonconventional sign face area, including the entire support structure, must be completed before commencing construction work modifying the conventional sign to use digital display.

(2) The new digital sign face may be no larger than the preexisting conventional sign face, but in no case ~~may be~~ larger than 700 square feet.

(E) Location and Number.

- (1) The conversion of conventional face ~~nonconforming off-premise signs~~billboards to digital face ~~signs~~billboards is limited to detached ~~off-premise~~ signs with a minimum sign face of 350 square feet, located adjacent to, and oriented toward the main travel lanes of, IH635, IH30 and ~~IH30~~State Highway 190.
- (2) For support structures with only one ~~a~~Digital display signbillboard, signs must be located a minimum of 1,500 feet from any other ~~a~~Digital display signbillboard oriented to the same traffic direction along the main travel lanes of IH635, IH30, and ~~IH30~~State Highway 190, measured linearly.
- (3) A Digital ~~display billboard signs~~ may not be located within 300 feet of any lot located in a residential district, measured radially.

(F) Support Structures.

- (1) Digital ~~display sign~~billboard support structures may not exceed an overall height of 50 feet or 42.5 feet above the nearest point on the travel surface of the highway, whichever is higher, except that no ~~a~~Digital display signbillboard may be higher than the conventional sign it replaced.
- (2) Sign support structures and faces being converted to accommodate digital displays may not be modified to change the angle of a sign face.
- (3) Electrical service to sign support structures with digital displays must be underground between the property line and the sign.

(G) Display.

- (1) All digital displays must conform with the illumination restrictions of above Section 4.69(E). ~~An off-premise~~A digital display sign must be equipped

with both a dimmer control and a photocell that automatically adjusts the display's intensity according to natural ambient light conditions.

- (2) ~~An off-premise~~^A ~~digital display billboard~~ may not increase the light level on a lot in a residential district over ambient conditions without the digital display, measured in footcandles at the point closest to the sign that is five feet inside the residential lot and five feet above the ground.
- (3) Before the issuance of a digital display sign permit, the applicant must provide an ambient light survey from adjacent residential properties and a written certification from the sign manufacturer that:
 - (a) the light intensity has been factory programmed to comply with the maximum brightness and dimming standards of this subsection; and
 - (b) the light intensity is protected from end-user manipulation by password-protected software or other method satisfactory to the Building Official.
- (H) Change of Message. Changes of message must comply with the following provisions:
 - (1) Each message must be displayed for a minimum of eight seconds;
 - (2) Changes of message must be accomplished within two seconds;
 - (3) Changes of message must occur simultaneously on the entire sign face; and
 - (4) No flashing, dimming, or brightening of message is permitted except to accommodate changes of message.
- (I) Malfunction. Digital ~~display signs~~^{billboard} operators must respond to a malfunction within one hour after notification and must remedy the malfunction within 12 hours after

notification. In case of sign malfunction, the digital display must freeze until the malfunction is remedied.

Division 4 – Sign Types & Related Regulations

(O) Programmable Signs (Electronic). A programmable sign is a sign capable of displaying changing content through still, animated, scrolling or moving messages or images by remote or automatic means without the need to physically touch the sign face. The term includes signs that project images, display messages or images by means of electronic or 'digital' illumination such as cathode ray tubes, light emitting diodes (LED), plasma screens, liquid crystal displays, fiber optics, lasers, projectors and similar technology. Electronic programmable signs must comply with the following provisions:

- (1) Maximum height: The maximum height for an electronic programmable sign is the same standard as the type of sign on which it is attached (such as a monument sign, pole, or pylon sign).
- (2) Maximum size/area: The maximum surface area of an electronic sign is the same standard as the type of sign on which it is attached (such as a monument sign, pole, or pylon sign)
- (3) Location: Electronic programmable signs are allowed as ~~on-premise~~, freestanding monument signs in all nonresidential and mixed-use districts on property that is not adjacent to IH-635, IH-30, or State Highway 190. An electronic programmable sign is also permitted as a freestanding monument sign in a residential district on a site that contains and operates as a lawful nonresidential use, and that has at least one frontage on a Type D (four-lane, divided) or larger thoroughfare, as shown on the City's adopted *Major Thoroughfare Plan*, in which case the electronic programmable sign may only be placed on a Type D or larger street frontage. Additionally, where located within a residential district or within 25 feet of a residential district, electronic programmable signs are prohibited from displaying illuminated messages

between 10:00 p.m. to 6:00 a.m. to further minimize potential negative impacts on surrounding residential properties.

- (4) Attached signs or Attached Wall Signs. Attached programmable signs are prohibited in all districts.
- (5) Placement/setbacks: The placement and setback standard for an electronic programmable sign is the same as the type of sign on which it is attached (such as a monument sign or pylon sign).
- (6) Maximum number: One electronic programmable sign is allowed per site. Except on a site in a nonresidential zoning district with frontage on 2 or more streets, or more than 300 feet of frontage on a single street, a maximum of 2 electronic programmable signs are allowed, both of which must be monument signs.
- (7) Electronic programmable signs are prohibited from:
 - (a) Displaying animated, full-motion or other moving images, or display a flashing or blinking image, an image that incorporates intermittent or bursts of illumination, or an image that scrolls, fades, rolls, shades, dissolves, or otherwise gives the appearance of movement that is not solely a transition between displays as provided by Subsection 4.78(P)(7)(c) below;
 - (b) Projecting an image onto a structure, building, the ground, or another object;
 - (c) Displaying an image for a period of less than eight seconds, or exceeding a period of two seconds during a transition between a complete change of message (other than black screen);
 - (d) Transitioning from one display to the next in a manner that requires the viewer to read subsequent displays in order to determine the message being conveyed; or
 - (e) Including any audio message.
- (8) A programmable sign must be equipped with a properly functioning automatic dimmer to adjust the luminance of the sign relative to ambient light so that at no

time the sign will exceed the luminance limitations of Subsections 4.70(I) and 4.70(J). A programmable sign must be equipped with a properly functioning default mechanism that will cause the sign to revert immediately to a single, fixed, non-transitory image or to a black screen if the sign malfunctions. The owner of a programmable sign must provide the Building Official with current, valid contact information for a person who is authorized and able to turn off the programmable sign within four hours of notification in the event of a malfunction.

- (9) The sign face(s) of a freestanding ~~on-premise pylon or~~ monument sign~~s~~ may be converted to a programmable sign only in a manner that fully conforms to the provisions of this GDC. A lawfully existing, nonconforming ~~on-premise~~ sign must be made conforming in all respects including, without limitation, setbacks, sign area, height, and number in order to convert the sign face(s) of the sign to a programmable sign.