

STAFF REPORT

Case Number: 13-ZA-01
Request: Zoning Map amendment to new Planned Development No. 97 (PD-97)
Address: 12101 Denton Road
Lot Size: 48.1 Acres
Petitioner: The Billingsley Company

Existing Conditions:

The site located on the northwest corner of the Stemmons Freeway (I-35 East) and LBJ Freeway (I-635) multi-level interchange. This site is located within Planned Development No. 88 (PD-88), a large zoning district commonly known as the Mercer Crossing Code.

To the east of the site is southbound frontage road for Stemmons Freeway. To the south is the old (and now vacant) Hank Haney's golf driving range and the City of Dallas. To the west of the site is an active freight rail line. To the north of the site is Farmers Branch Creek and Planned Development No. 24, a predominately light industrial zoning district. Most of the land surrounding this site is either undeveloped or underdeveloped property. No residential property is within 1,000 feet of this site.

Overall Site Design:

The applicant, the Billingsley Company (BC), proposes to develop a new business park consisting of approximately 132 acres, of which 48.1 acres would be located in Farmers Branch, and the remaining acreage (84 acres) would be located within the City of Dallas. (See Overall Conceptual Site Plan)

The northern portion of this proposed business park is located within Farmers Branch. Within these 48.1 acres, BC proposes to develop approximately 300,000 square feet of commercial space. BC proposes to develop a new 100' wide east/west industrial boulevard and creating potential 4 to 6 potential commercial lots ranging in size from 2 acres to 7 acres in size. (See Ordinance 3230- Exhibit B- Conceptual Site Plan)

Although the existing zoning district, PD-88, did allow for light industrial land uses (after obtaining a Specific Use Permit-SUP) within the Commerce Subdistrict, the applicant determined the creation of a new Planned Development district (PD-97) would be a more effective and efficient method of establishing a workable set of development standards for this future business park. The following paragraphs generally outline the highpoints of this new proposed zoning district, Planned Development No. 97 (PD-97) as described in Ordinance No. 3230.

Permitted Uses:

The Billingsley Company is requesting a wider variety of land uses than currently allowed within PD-88. The proposed land uses can be categorized into three basic definitions:

- Light Industrial: It is requested that within the limits of Exhibit A the use of Light Industrial may be considered a right and/or a permissible commercial use. This includes but is not limited to warehousing, “flex” product, research and development, logistical and distribution and inside light manufacturing.
- Retail Services & Trade: Establishments providing services to the general public including restaurants, banks (without drive-through only), real estate and insurance offices, travel agencies, health and educational services and galleries. Establishments engaged in selling new goods or merchandise to the general public for personal or household consumption and rendering services incidental to the sale of such goods. Sale of used goods or merchandise is prohibited.
- Professional, Corporate, Business, Office(s): Includes but is not limited to lawyers, engineers, architects, landscape architects, urban planners, accountants, economic consultants, realtors, doctors, dentists, chiropractors, real estate professionals, trade, logistical, or other professionals similar to those listed above.

A Specific Use Permit (SUP) would be required for the following land uses:

- Hotel
- Call Center
- Outdoor Storage or Display

Prohibited Land Uses would include the following:

- Sexually Oriented Businesses
- Tattoo Studios
- Massage Parlors
- Funeral Services and Crematorium
- Motor Vehicle Repair, Sales, or Rental

Setbacks:

One of the major design obstacles for this tract was PD-88’s use of Required Building Lines (RBL) for all lots with frontage along collectors streets (such as Edge One and Edge Two Street Types). Most successful business parks allow some surface parking along the front of the building. In order to have this flexibility in developing these future lots the Billingsley Company is proposing the following setbacks for this new zoning district:

- Front Setback- Minimum of 15 feet
- Side Setback- Minimum of 20 feet
- Rear Setback- Minimum of 20 feet

Building Heights and Floor Area Ratio (FAR):

The proposed maximum height for this new zoning district shall be as follows:

- Light Industrial Uses Maximum of 85 feet
- Retail Service Uses: Maximum of 85 feet.
- Office Uses Maximum of 150 feet or 10 stories

The maximum density for this proposed Planned Development is four times the gross square footage of the lot, or a Floor Area Ratio (FAR) of 4:1. For example, a 2 acre lot could contain a primary building of 348,480 square feet (43,560sf x 2 acres x 4=348,480sf).

Site Coverage and Landscaped Open Space Requirements:

Site coverage for all lots within PD-97 will be limited to 60% of the total lot area. For example, a 2 acre lot could provide a ground floor building area of 52,272 square feet (43,560sf x 2 acres x 0.6=52,272 sf).

Landscaping is an important element of PD-97. Landscaped open space shall not be less than 10% of the total lot area. For example, a 2 acre lot will be required to have at least 8,712 square feet of landscaped open space within the lot. In addition, the internal portion of all surface parking areas shall contain at least 10% landscaped areas. A landscaped area or island shall also be required for every 60 parking spaces within all surface parking areas.

Parking:

PD-97 requires the majority (51%) of the required parking for each site must be located behind the primary building. All required parking shall be accommodated at grade (surface) or in structures. The following parking ratios shall be enforced as a minimum requirement for these basic land uses:

- Office Space- 1 parking space per 300 square feet
- Call Centers- 1 parking space per 200 square feet
- Flex Space- 1 parking space per 300 square feet (office use)/1space per 1,000 (warehouse use)
- Light Manufacturing- 1 parking space per 500 square feet
- Warehouse- 1 parking space per 1,000 square feet
- Restaurant- 1 parking space per 200 square feet

The standard parking space is 9 feet wide by 18 feet long.

Signs:

Freestanding signs will be limited to 100 square feet and 15 feet in height. Multi-tenant signs are acceptable. Only one freestanding sign will be allowed per lot.

Wall signs will be limited to 400 square feet in area or 10% of the front exterior façade whichever is smaller.

Exterior Materials:

All exterior walls shall be constructed of at least 80% masonry material. PD-97 defines masonry to include stone, brick, concrete, hollow clay tile, tilt-wall concrete, decorative concrete block (no plain-faced block).

Street Design:

Future access to this tract will come primarily from the development of a new 100' wide boulevard. The proposed design of this street differs from the established street type designed outlined in PD-88. For example, since this development will be primarily contain large scale manufacturing and distribution centers, a higher emphasis has been placed on large truck movement.

Special emphasis has also been placed on the landscaping within the street right of way (ROW). Pedestrian movement along the street and between these large industrial lots is anticipated to be minimal, therefore the installation of additional berming and landscaping has taken a higher priority within this street design. In fact, no sidewalk is proposed along this future boulevard street. In place of a sidewalk the developer has agreed to provide a minimum 3' high landscaped berm with ground cover, and 3" caliper trees installed every 30 feet. Special streetlights will be installed along both sides of the proposed street. All streetlight and landscape maintenance within the street ROW will be the responsibility of the developer or future Property Owners Association (POA). The City will be responsible only for the maintenance of the street pavement. This proposed street will consist of at least four 12' wide lanes with a 14' landscaped median. (See Ordinance 3230- Exhibit C- Street Design Plan).

In addition to the primary east/west boulevard extending through the tract, the developer proposes a secondary street to extend southward. This secondary street will be located in the western portion of the tract and primarily provide access to new commercial lots being developing within the City of Dallas. This secondary street will have a 80' ROW, however, it will still have many of the same design elements as the primary east/west boulevard. For example, this street will contain four 12' lanes with a 14' landscaped median. Both sides of the street will also contain landscaped berms and street trees. However the parkway areas on both sides of the street will be 9 feet wide instead of 19 feet. (See Ordinance 3230- Exhibit C- Street Design Plan)

Special Condition:

City Staff has determined that eventually a traffic signal at the eastern entrance to this future business park will be necessary. This future traffic signal will be located at the intersection of the new 100' wide boulevard and the southbound frontage road of Stemmons Freeway. The applicant has agreed to install this traffic signal once 100,000 square feet of building space has been constructed within the business park. (See Ordinance 3230- Exhibit D- Traffic Signal Location)

Comprehensive Plan:

The 2003 West Side Plan, the Comprehensive Plan for the western portion of the City, designated this area as a future Employment District. Therefore this proposed Business Park would be consistent with the West Side plan.

Thoroughfare Plan:

The 2006 Thoroughfare Plan identifies a major collector street extending westerly from Stemmons Freeway at this approximate location. This future collector street was proposed to be a 6 lane divided roadway and eventually cross the rail line and connect into existing Mercer Parkway at Luna Road. City Staff has determined the 4 lane configuration of the proposed boulevard to be adequate and that ample ROW (100') is being provided for future expansion if necessary.

Public Response:

Eighteen (18) zoning notification letters were mailed to the surrounding property owners on June 12, 2013. A zoning notification sign was also placed on the site on that same day. As of June 20th, no letters of opposition had been received. At the June 24th the Planning & Zoning Commission held a public hearing for this case. RL Lemke, representing T. Sorrento Incorporated (a property owner of tract immediately north of the subject property), spoke in opposition of the proposed rezoning. The T. Sorrento Inc. tract represents approximately 27% of the notified property area within Farmers Branch, therefore a super majority of City Council (4 affirmative votes) must be obtained to adopt proposed Ordinance No. 3230.