

Multi-family Development Policy



**Joint P&Z/Council Meeting
July 12, 2021**

Why have this policy?

- Multi-family continues to be sought after development
- Current multifamily direction from:
 - comprehensive plans
 - zoning regulations
- City wants “high-quality” – what does that mean?
- Council directed development of the policy (2019)



Goals:

- Provide guidance and set clear expectations
- Encourage high-quality multi-family development

Outcome:

- High-quality multi-family development in Farmers Branch



Are these high-quality developments?



Are these high-quality developments?



Questions for Consideration

- Is the policy reflective of the type of high-quality multi-family development desired in Farmers Branch?
- As elected and appointed officials, do you find this policy to assist you in your decision making when evaluating rezoning requests for multi-family?
- Is the proposed density range appropriate (45 to 80 dwelling units per acre)? Should the minimum number (45) of the range be higher?
- Is the proposed amount of open space recommended (minimum 150 square feet per unit) appropriate? Is it too much or not enough?

Questions for Consideration

- Are the location recommendations, which will further supplement any location recommendations provided for in the city's various comprehensive plans, appropriate?
- Are the policy recommendations related to attainable multi-family housing appropriate?
- Is the policy too cumbersome to use where it will deter future development?
- Do you find that the policy offers flexibility and design creativity?

Proposed Policy Content:

1. Introduction
2. Location
3. Density
4. Site Design
5. Building Design



Proposed Policy Content:

1. Introduction

- Intent
- How to use this document
- Relationship to Other Plans and Ordinances
- Attainable MF housing

Key Take-aways

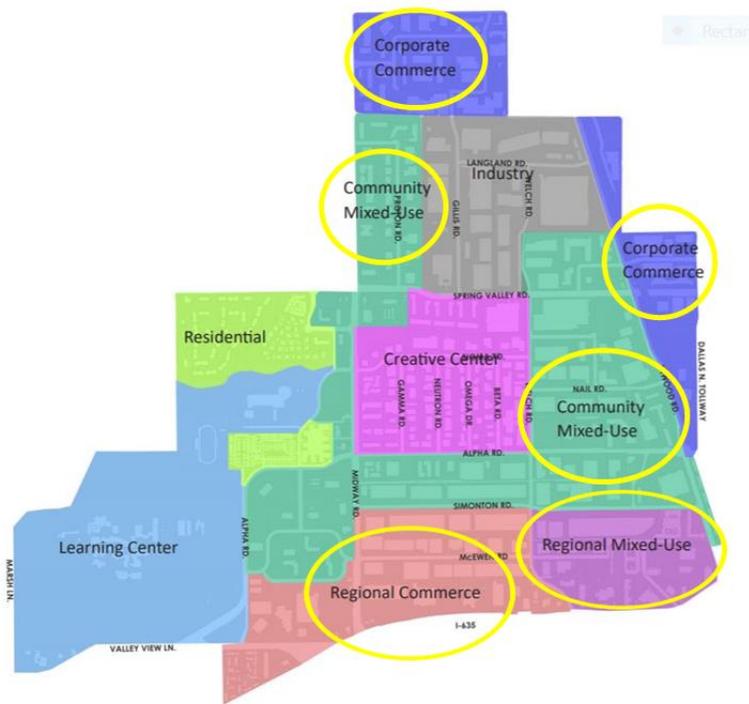
- Recommendations collectively define high-quality MF development
- Existing zoning regulations prevail
- MF policy supplements adopted comprehensive plans
- Zoning requests evaluated against MF policy
- Recommendations for evaluating attainable MF housing (*more to come*)

Proposed Policy Content:

2. Location

Key Take-aways

- Promotes sustainable neighborhoods
- Avoid isolated MF development unless additional residential can be accommodated
- Promoting MF which supports other development goals of the city (e.g. live/work/ play)
- No more MF on West Side
- Not all properties in six sub-districts on the East Side may be appropriate for MF
- Station Area/IH-35E Corridor – MF continues to be appropriate
- Four Corners – MF should be considered to support businesses (Four Corners and Central Area Plan)



Proposed Policy Content:

3. Density



Key Take-aways

- Establishes 45 to 80 du/acre range
 - Facilitate structured parking
- Promotes more efficient use of land
- Less than 45 du/acre may be considered if:
 - Development consistent with other policy recommendations
 - Facilitates attainable housing goals, or
 - Maybe the MF use is not appropriate

Density – Existing Development

| Farmers Branch Project Name | Building Height | Total DUs | DU/AC | Parking Provided |
|--|-----------------|-----------|--------------|--------------------------------|
| Midway Urban Village (Ph 1) (McEwen Rd/Blue Lake Circle) | 3-4 | 263 | 21.72 | Surface and tuck-under garages |
| Mercer Crossing Apts (NEC Luna Rd at Knightsbridge) | 3 | 509 | 29.19 | Surface and tuck-under garages |
| The Canal (former Brickyard) (Senlac at Wittington) | 2-3 | 629 | 32.19 | Structured |
| Towers/Mansions/Luxe Apts (Mercer Parkway at Commerce St) | 4 | 1,224 | 38.45 | Structured |
| Cortland Galleria (NWC Inwood Road at Simonton Rd) | 4 | 333 | 42.91 | Structured and surface |
| Brickyard/The Crosby Apts (NWC Senlac at Wittington) | 4 | 232 | 63.03 | Structured |
| Jefferson Alpha West (NWC Simonton Rd at Inwood Rd) | 4 | 408 | 68.34 | Structured |
| Jefferson Landmark (Landmark Blvd, east of Inwood Rd) | 5 | 324 | 79.02 | Structured |
| Mustang Station (Ph 1) (Pepperwood St at Bee St) | 4 | 256 | 82.58 | Structured |
| Mustang Station (Ph 2) (Bill Moses Pkwy at Charlie Bird Pkwy) | 4 | 188 | 70.78 | Structured |

Proposed Policy Content:

4. Site Design

- Orientation (includes mixed-use development)
- Open space
- Parking
- Landscaping
- Sidewalks
- Lighting
- Service Areas



Key Take-aways

- Promotes urban form development
- Collectively focus on improving public street realm and walkability
- Are all uses proposed appropriate?
- Addresses land use adjacency
- Open space ratio minimum 150 SF per dwelling unit
- Promotes structured parking
- Surface parking may be appropriate
- Landscaping placement
- Incorporating CPTED practices

Open Space – Existing vs Proposed

| Farmers Branch Project Name | Amt provided (acres) | If 150 SF/du provided, amt required (acres) | Total Site Acreage |
|--|----------------------|---|--------------------|
| Midway Urban Village (Ph 1) (McEwen Rd/Blue Lake Circle) | 2.95 | 0.91 | 12.11 |
| Mercer Crossing Apts (NEC Luna Rd at Knightsbridge) | 2.67 | 1.75 | 17.44 |
| The Canal (formerly Brickyard) (Senlac at Wittington) | 6.45 | 2.17 | 19.54 |
| Cortland Galleria (NWC Inwood Road at Simonton Rd) | 1.09 | 1.15 | 7.76 |
| Brickyard/Crosby Apts (NWC Senlac at Wittington) | 0.56 | 0.80 | 3.68 |
| Jefferson Alpha West (NWC Simonton Rd at Inwood Rd) | 1.78 | 1.40 | 5.97 |
| Jefferson Landmark (Landmark Blvd, east of Inwood Rd) | 0.86 | 1.12 | 4.1 |
| Mustang Station (Ph 1) (Pepperwood St at Bee St) | 0.64 | 0.88 | 3.1 |
| Mustang Station (Ph 2) (Bill Moses Pkwy at Charlie Bird Pkwy) | 0.44 | 0.65 | 2.66 |



Proposed Policy Content:

5. Building Design

- Building articulation and modulation
- Windows
- Building Materials
- Building Entrances



Key Take-aways

- Using building modulation (façade off-sets) to address building massing
 - Materials and color
 - SF residential adjacency
- Enhance building façade treatment (articulation)
 - Varying rooflines, building entrances, window placement
 - Enhance ground floor uses
- Enclosed stairwells and building corridors (climate controlled)
- Durable and quality materials

Attainable Multi-Family Housing

- Policy does not define attainable housing
- Policy focuses on other approaches to address appropriateness within the community
 - Land use, building form, and public realm adjacency relationship should be given priority
 - Density, open space, and building materials/design should be lesser priority due to influencing construction costs
- Provides flexibility for elected/appointed officials to evaluate all MF requests
- City can continue to monitor housing options within the city

Attainable Multi-Family Housing

- Policy recommendations include:
 - Lower costs for development and construction
 - Fewer development amenities being offered
 - Reduction in development density
 - Financial incentives; and/or
 - Developments which pursue third party financing options
 - Relief to certain recommendations may be necessary such as density, open space, and building materials, modulation/articulation and entrances

Next Steps

- Draft policy will be updated based on feedback received
- Staff will “test” 3-5 existing projects – report findings prior to policy adoption
- Fall 2021 policy adoption
- Amendment to comprehensive plans – public hearing process required



Questions for Consideration

- Is the policy reflective of the type of high-quality multi-family development desired in Farmers Branch?
- As elected and appointed officials, do you find this policy to assist you in your decision making when evaluating rezoning requests for multi-family?
- Is the proposed density range appropriate (45 to 80 dwelling units per acre)? Should the minimum number (45) of the range be higher?
- Is the proposed amount of open space recommended (minimum 150 square feet per unit) appropriate? Is it too much or not enough?

Questions for Consideration

- Are the location recommendations, which will further supplement any location recommendations provided for in the city's various comprehensive plans appropriate?
- Are the policy recommendations related to attainable housing appropriate?
- Is the policy too cumbersome to use where it will deter future development?
- Do you find that the policy offers flexibility and design creativity?



Discussion / Direction