



Information

MEMORANDUM

TO: Mayor and City Council

FROM: Gary D. Greer
City Manager

DATE: June 16, 2015

SUBJECT: Ordinance No. 3326

Existing Conditions:

This 6.105 acre site is located approximately 100 feet south of the southwest corner of Mercer Parkway and Luna Road, also known as 12101-12301 Luna Road. This site is located in the central portion of Planned Development No 88 (PD-88), and in a “Commerce” subdistrict. The Commerce subdistrict does not allow any form of residential development.

To the south of the site is a portion of the flood control improvements controlled and operated by the Valwood Improvement District. Further south is the Parkwest II Office campus and I-635 (LBJ Freeway). To the north and west the site is undeveloped land. To the east is Luna Road and more undeveloped land. (See Location Map).

Site Design:

The applicant, Royal Hospitality Texas LLC, is proposing developing a new high density mixed-use community on this 6.1 tract. This new community will include a 5 story multi-family residential building with approximately 20,000 square feet of retail lease space on the ground floor. This proposed mixed-use building will contain an internal multi-level parking structure. This mixed-use building will be located on the northern portion of the tract.

On the southern portion of the tract the applicant is proposing a small full-service hotel. This hotel will also be 5 stories and contain approximately 100 rooms, meeting space, and restaurant. A proposed multi-level parking structure is attached to western end of the building, away from Luna Road. (See Site Plan)

Since this tract is located in the “Commerce” subdistrict, a zoning amendment is necessary to consider high density residential land use. In addition, all hotels in Farmers Branch are required to obtain a Specific Use Permit before development can be permitted. Therefore, before this unique Site Plan can be considered, this tract must be rezoned to the “Urban Center” subdistrict (which promotes high density residential development) and a Specific Use Permit for the proposed hotel.

Mixed-Use Building

The proposed 5 story mixed-use building will contain approximately 235,000 square feet. Approximately 20,000 square feet of this area, all located on the first floor fronting Luna Road is proposed to be used for retail space and restaurants. The applicant has agreed to incorporate the use of a storefront colonnade along Luna Road for the proposed first floor retail area. (See Elevations)

The remaining upper floors will contain approximately 150 multi-family dwelling units. These apartments will be predominately 1 and 2 bedroom units.

An internal multi-level parking structure (completely hidden from view along Luna Road) containing 201 parking spaces is proposed in the center of the building. Approximately 67 surface parking spaces are proposed on this northern portion of the site surrounding the new mixed use building, including 12 on street parallel parking spaces. Special attention will be given to providing convenient loading areas next to the building for easy and convenient access to both the retail and residential spaces.

The proposed architectural style for both buildings on the site is modern. Because of the modern architectural style, the exterior of both buildings is proposed to be predominately stucco (averaging 60% of the total façade for the mixed used building and 92% of the hotel). The stucco finish would be applied over a type of modular concrete system known as “Autoclaved Aerated Concrete” or AAC. AAC is a porous concrete material that can be molded into various shapes including stackable bricklike units. The applicant is proposing to use AAC product called Hebel Block/Panel. (See Hebel Attachment)

The proposed fenestration of the first floor of the mixed use building is approximately 88%. The fenestration of upper floors ranges from 40% to 50%. This meets the requirements of the Urban Center subdistrict along Luna Road.

Hotel

The applicant is proposing a small full service hotel on the southern half of the site. This hotel will contain a full service lobby, several meeting rooms, a fitness center, restaurant, and 100 rooms. This building will complement the modern architectural style of the mixed-use building to the north. The proposed exterior of the hotel will also be predominantly stucco (92% of the total façade). The colonnade is not proposed for this building, but a large outdoor patio area for outside dining is included along Luna Road. (See Elevations)

The proposed fenestration of the first floor of the hotel building is approximately 70%. The fenestration of upper floors ranges from 30% to 41%. This meets the requirements of the Urban Center subdistrict along Luna Road.

The hotel will also include its own multi-level parking structure attached to the western side. This parking structure will include approximately 141 parking spaces. Another 30 surface parking spaces are proposed on the northern and southern side of the hotel. No parallel parking is proposed along this portion of Luna Road.

Special compactor or dumpster locations have also been designated throughout the community (See Site Plan).

Landscaping

Approximately 15% of the site is proposed to be landscaped open space. The design team has also oriented the placement of the buildings as close to Luna Road as possible. The use of wide sidewalks and a covered colonnade area is proposed along the retail portion of the site. An interior courtyard with pool and active outdoor entertainment improvements (including cooking stations) is proposed within the mixed-use building. The hotel will include a pool and outdoor patio area on the south end of the building. (See Landscape Plan).

Signage

The mixed-use building will include retail wall sign opportunities along the first floor colonnade fronting Luna Road, as well as wall sign space along the top floor of the building. The hotel also proposes a wall sign on the first and fifth floor of the façade facing Luna Road.

Special Exception:

The following Special Exceptions were identified:

Special Exception #1- Within the “Urban Center” subdistrict 85% of the building must be located along the Required Building Line (RBL). In order to create some on street parallel parking along Luna Road for the retail area the applicant has shifted the proposed building further back by approximately 10 feet.

Special Exception #2- The applicant has attempted to create a new slip road configuration following the general design principles exhibited in the Luna Colonnade Street Type described in PD-88. Several dimensional modifications of the Luna Colonnade Street Type was necessary in order to efficiently place both the mixed-use and hotel building on this unique site.

Special Exception #3- The applicant is proposing a new combination of “Autoclaved Aerated Concrete (AAC)” or Hebel Panel combined with a polymer modified cementitious

base coat in excess of 0.25 inches and a textured acrylic finish for the exterior of both buildings. The applicant feels this is a better exterior material for the modern design of these two buildings. PD-88 requires the exterior material of all facades to be 75% brick or stone. This combination of Hebel Panel and polymer modified cementitious base coat and acrylic final coat has not been used in Farmers Branch before therefore does not meet the City's traditional definition of a masonry material.

The applicant claims that the Hebel product is a stackable masonry unit, and with the addition of proposed cementitious finish (approximately ½" total) this material should be considered a suitable long term substitute for brick or stone for this unique building design and style.

The applicant has included additional information on the proposed Hebel installation (See Hebel Block/Panel attachment).

After a lengthy technical discussion on the Hebel Panel material and the proposed polymer modified cementitious base coat and acrylic final coat the Planning & Zoning Commission voted unanimously to recommend approval of the three Special Exceptions.

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. Both the Westside Plan and PD-88 support the concept of a wide variety of high density land uses, including residential.

Thoroughfare Plan:

The 2013 Thoroughfare Plan identifies future Luna Road as a 6 lane roadway. In order to make parallel parking safer along Luna Road, City staff required the applicant to create a new slip road configuration following the general design principles exhibited in the Luna Colonnade Street Type described in PD-88. The developer will be responsible for building this new public street configuration. In addition, a new left turn lane will be installed at the hotel main entrance. This street improvement will also be the responsibility of the developer. The applicant will install new sidewalks and a row of street trees along the western side of Luna Road.

Public Response:

Eight (8) zoning notification letters were mailed to the surrounding property owners on April 28, 2015. Several zoning notification signs were also placed on the site on that same day. A public hearing notice of this case was placed in the Dallas Morning News on June 2, 2015. As of June 8th, no letters of opposition had been received.

Possible Council Action:

1. I move to adopt Ordinance No. 3326 amending Planned Development No. 88 (PD-88) by changing an approximate 6.105 acre tract of land from the "Commerce District" to

the “Urban Center”, adopting a conceptual Site Plan, granting a Specific Use Permit for hotel use.

2. I move to adopt Ordinance No. 3326 amending Planned Development No. 88 (PD-88) by changing an approximate 6.105 acre tract of land from the “Commerce District” to the “Urban Center”, adopting a conceptual Site Plan, granting a Specific Use Permit for hotel use, with modifications.
3. I move to table the item or take no action.