



INFORMATION MEMORANDUM

TO: Mayor and City Council

THROUGH: Ben Williamson, City Manager

FROM: Brian Campbell, AICP, Planner

DATE: July 21, 2026

Request: Consider the request for Detailed Site Plan approval for a multifamily residential development on an approximately 5-acre property addressed as 4707 Alpha Road and located within the Planned Development District No. 107 (PD-107) zoning district; and take appropriate action.

Background:

The applicant, David Bond with Spars Engineering & Surveying, is seeking approval of a Detailed Site Plan for a multifamily residential development for the approximately 5-acre property addressed as 4707 Alpha Road. The subject property is located on the eastern side of the City at the northeast corner of Alpha and Welch Road. The property is the former truck parking lot for Tuesday Morning, a retail establishment selling various home goods. Much of the area surrounding the subject property is zoned Light Industrial (LI) and is characterized predominantly by office, warehouse, and light industrial uses. The property is zoned Planned Development District No. 107 (PD-107), which allows for multifamily residential development by right and was established specifically for this proposed development. PD-107 requires that a Detailed Site Plan package be reviewed and approved by the Planning and Zoning Commission and City Council prior to development. The applicant proposes two five-story multifamily residential buildings for a total of 391 units. The buildings will be wrapped around a seven-story parking garage which will feature 656 parking spaces.

The property, being a corner lot with high visibility and access from Alpha Road and Welch Road, renders itself a critical site for redevelopment. PD-107 represents the first zoning amendment request for a multifamily residential development since the adoption of the Multi-Family Development Policy, approved by City Council via Ordinance No. 3715 on November 16, 2021. The policy serves as a guide for desirable development standards to ensure the development of quality multifamily residential communities within the City. This report includes a discussion over

how the applicant's proposed development measures up to policy recommendations. However, both the development standards of the subject property's zoning district and the Farmers Branch 2045 Comprehensive Plan take precedence in reviewing development cases for multifamily residential development.

During the May 11, 2026 Planning and Zoning Commission meeting, the Commission voted unanimously to recommend approval of this Detailed Site Plan. However, during the meeting, the applicant confirmed that the multifamily residential unit count and parking count differed from what staff had presented. The item was brought back before the Commission on June 22, 2026, with updated information for transparency before moving forward to City Council. The applicant also made additional site improvements not previously discussed, which are outlined in this report.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	Light Industrial (LI)/Planned Development District No. 73 (PD-73)	Office/Warehouse; Furniture Store: <i>Weir's Furniture Store</i>
East	Light Industrial (LI)/Planned Development District No. 55 (PD-55)	Office/Warehouse; Retail/Restaurant/Indoor Commercial Amusement: <i>Alpha Plaza, Aussie Grind</i>
South	Light Industrial (LI)	Office/Warehouse; Furniture Stores
West	Light Industrial (LI)	Office; Office/Warehouse; Retail; Studio for Artist; Trade Schools; Restaurant: <i>Jen's Place</i>

Discussion:

Proposed Multifamily Residential Community

The applicant proposes to develop a five-story, 391-unit multifamily residential community named Lenox Alpha. The two multifamily buildings will be wrapped around a seven-story parking garage featuring 656 parking spaces. Residential unit type configuration will consist of 260 one-bedroom units and 131 two-bedroom units. Amenities include: a pool with courtyard for each multifamily residential building; a first-floor club/amenity space; a plaza featuring an art installation with outdoor seating located at the southeast corner of the property; a dog park located at the northeast corner of the property; and a 10-foot sidewalk located at the southern end of the property to encourage walkability.

Parking and Access

Parking will consist of both off-street and on-street spaces. Off-street parking will be provided via the seven-story parking garage, which will consist of 656 spaces in total. 10 on-street parking spaces will be provided adjacent to the fire lane at the east end of the property. Per PD-107, 1.6 spaces per dwelling unit are required. Given the total unit count of 391, 626 spaces are required for the development. In total, 656 spaces will be provided thus exceeding this requirement. Of this total, 14 of these spaces are required to be handicapped accessible with the applicant providing 14 such spaces.

The multifamily residential community will have access from both Alpha and Welch Road via a driveway adjacent to each street. In addition, the parking garage will be accessible from both streets. This access configuration will help in encouraging smooth ingress and egress to the property as well as overall smooth traffic flow around the property.

Site Layout and Development Standards

The following chart summarizes the development standards required by PD-107 compared to that being proposed by the applicant and whether these standards are being met.

Development Standard	Required	Proposed	Meeting Required
Density	55 dwelling units per acre; Not to exceed 85 dwelling units per acre	70.74 dwelling units per acre	Exceeding
Floor-To-Area Ratio (FAR)	3:1	3.03:1	Exceeding
Building Height	Maximum of 74 feet; Maximum of 84 feet with roof elements	Maximum of 68 feet	Yes
Front-To-Build Zone for Alpha Road	Minimum: 10 feet; Maximum: 20 feet	11.6 feet (Measured distance from property line to building line per site plan)	Yes
Front-To-Build Zone for Welch Road	Minimum: 10 feet; Maximum: 15 feet	11.45 feet (Measured distance from property line to building line per site plan)	Yes
Lot Coverage	*Maximum 75%	65.8%	Yes

*No minimum required.

The overall site layout is consistent with the Conceptual Site Plan approved with PD-107, with the primary change being a reduced building footprint resulting from the lower dwelling unit count. The 24-foot fire lane is located at the eastern end of the property. A retaining wall with a wooden fence not to exceed 8 feet in height is proposed along the northern end of the property to provide separation between this development and the warehouse building immediately north of the property.

Landscaping

PD-107 requires at least 20 percent of the property to be dedicated to landscaped open space. The applicant proposes 28 percent of the property be landscaped open space, exceeding this requirement. Of the 36 existing trees onsite, 24 will be preserved. PD-107 also requires that a total of 20 canopy trees, both existing and newly planted, be planted along Welch Road and 14 such trees be planted along Alpha Road. The applicant proposes planting 22 such trees along Welch Road and 15 trees along Alpha Road, again exceeding this requirement.

The other elements of the landscape plan meet the intent of PD-107. A 5,450 square foot plaza is proposed for the southeast corner of the property which will feature enhanced landscaping, an art installation and outdoor seating. This plaza will connect to the sidewalks proposed for the property. A 6-foot-wide sidewalk will run adjacent to Welch Road on the western end of the property up to the northern property line, and a 10-foot sidewalk will run adjacent to Alpha Road. This sidewalk will extend across the full width of the property, from the eastern to the western property line, and will connect to the existing Americans with Disabilities Act (ADA) ramp located at the southwest corner of the property. Both sidewalk areas will feature enhanced landscaping, outdoor seating and lighting. A dog park is proposed for the northeast corner of the property, which will also feature enhanced landscaping. Plant materials will consist of a variety of grasses, shrubs and trees suitable for the proposed development and the local climate.

Building Design and Articulation

Both the multifamily buildings and parking garage will be constructed using a combination of brick, board and batten, and fiber cement lap siding to provide architectural variety. A combination of these different material types is present along each façade to further enhance these aesthetics and promote an overall urban feel. In addition, the buildings will be oriented close to the sidewalk both along Alpha Road and Welch Road to encourage walkability.

At this time, no signage is proposed. Any signage for this development will be required to meet all applicable standards of PD-107 and the Comprehensive Zoning Ordinance (CZO). Such signage will be required to receive approval of permitting through Community Services.

Compatibility with Multi-Family Development Policy

Given that multifamily development continues to be a highly requested land use both in Farmers Branch and the Dallas-Fort Worth metroplex overall, the Multi-Family Development Policy was adopted by City Council back in 2021 to help ensure quality developments within Farmers Branch.

The staff report regarding the zoning case associated with the adoption of PD-107 included an evaluation of the proposed development against this policy. Following staff review of the site plan submittal, the policy was revisited to assess the compatibility of the applicant's proposed development to the policy based on current conditions. This was done as staff were not going to require the applicant to revise plans based on the policy during the review process but rather evaluate the final version of the plans against the policy to assess how these held up against policy recommendations.

Policy Section	Policy Recommendation	Evaluation	Meets Policy
2.1 Location	The development is near or adjacent to existing or planned multi-family or residential uses.	• Development is adjacent to several planned multifamily developments (zoning entitled): PD-103: 4207 Simonton Road; PD-104: 4730 Simonton Road; and PD-108: 13342 Midway Road. • Additional multifamily development is possible in area over time. • There is proximity to employment: Light Industrial, Office/warehouse. • Lack of proximity to neighborhood retail services. • Currently, surrounding area is made up predominately of light industrial and office/warehouse type uses.	Partially
	Additional multifamily development is possible in the area, the multi-family development will not be isolated.		
	There is proximity to employment.		
	There is proximity to neighborhood retail services.		
3.0 Density	The proposed development has a minimum density of 55 dwelling units per acre.	This proposed development has a density of 70.74 dwelling units per acre.	Exceeding
4.0 Site Design			
4.1 Orientation	Urban style development with higher densities, structured parking and streetscape amenities strongly encouraged.	Proposed development features these characteristics.	Yes
	Buildings oriented towards the street.		
	Setbacks from the adjacent street right-of-way should be minimized and designed to accommodate street trees, street furniture, wider sidewalks, and pedestrian lighting		

	Primary building entrances facing the public street should be given the greatest emphasis because this conveys to pedestrians where to enter the building.		
4.1.1 Mixed-Use	Mixed-use developments should be considered along major corridors and at corner locations where there is increased visibility and traffic, or within defined mixed-use areas, such as the Station Area. Such developments should include at least one other land use (most often retail, commercial, or office), in either vertical or horizontal configuration.	The proposed development is not mixed-use.	No
4.1.2 Ground Floor Uses	Ground floor residential units should be raised above the street level to provide increased privacy for residents, while maintaining “eyes on the street”. Entries to ground floor uses and individual residential units should be provided when the uses or units front a public street, private street, open space or sidewalk. Entrances should be defined through the use of architectural details such as awnings, porches, recessed entrances, or lighting Landscaping and/or low-level fencing (less than 4 feet in height) should be used to define the public and private realm. Chain	Ground floor units are raised with private patio access to public streetscape.	Yes

	link fencing shall not be permitted.		
4.2 Open Space			
4.2.1 Private Open Space	Open spaces should have a minimum dimension of 15 feet in any direction to ensure usability. Site specific exceptions may be made to this requirement if an acceptable rationale is provided.	- Both multifamily buildings feature a pool with courtyard within close proximity at ground level. - A dog park is located at the northeast corner of the property at ground level.	Yes
	The majority of private open spaces should provide active or passive amenities for residents. If the size of the development allows a variety of amenities should be included in the site design.		
	Private open spaces should be ADA compliant.		
	Required setback areas or build-to-zone areas shall not count towards the open space requirement unless they are a part of a private amenity such as a “yardette.”.		
	Useable open space should be contiguous to create courtyard amenities and avoid incidental disconnected open spaces.		
4.2.2 Public Open Space	Public open spaces should be highly visible from adjacent public streets and easily accessible by the general public.	- A public plaza with an art installation and outdoor seating is located at the southeast corner of the property. - Additional green space with outdoor seating provided	Yes
	The dimensions of public open spaces should be not less than 15 feet in any direction to ensure usability; provided,		

	however, exceptions could be made with respect to sidewalks. Has a minimum dimension of 15 feet in any direction (Exceptions can be made) Inclusion of street furniture and appropriate lighting within public open space and within the streetscape is encouraged to ensure usability and safety. Sidewalks and hike and bike trails provided as public open space shall comply with all applicable City standards. Sidewalks and hike and bike trails provided comply with all applicable City standards. Public open space shall be ADA compliant. Useable open space should be contiguous to create courtyard amenities and avoid incidental disconnected open spaces.	throughout outer edges of property. Publicly available sidewalks are located along both Alpha Road and Welch Road.	
4.3 Parking			
4.3.1 Structured Parking	Wrapping the structure with residential units (and/or nonresidential uses if provided). Not having the structure span the entire frontage of any street; if the structure has to be visible, then the portion of the structure that abuts the street should be minimized. Having the entrances to the structures designed and sited so that the entrance	7-story parking garage wrapped within multifamily buildings. - Designed as to not have garage dominating any street frontage. - Entrances and exits from Alpha Road and Welch Road clearly visible.	Yes

	does not negatively impact the character of the building and dominate the adjacent streetscape, yet the entrances should be clearly visible especially if public parking or visitor parking is provided within the structure		
4.3.2 Surface Parking	Not be located between the buildings and the street except for minimal amounts of parking to accommodate short-term deliveries, leasing centers, and visitor parking.	10 surface parking spaces located at eastern end of property adjacent to fire lane.	Yes
	Not be located adjacent to street corners so that the buildings are the prominent feature that defines the street corner		
4.4 Landscaping	Provide landscaping over and above any applicable zoning requirements where space allows.	• PD-107 requires that at least 20 percent of the property be landscaped; Applicant proposing to landscape 28 percent of property. • Planting slightly more trees along Alpha Road and Welch Road than what is required. • Public plaza is significantly larger than what is required. • Majority of existing trees to be preserved. • Enhanced landscaping throughout the property. • Area to the rear of property where retaining wall will be placed to be landscaped.	Yes
	Enhance entryways, especially those located adjacent to the public realm.		
	Enhance private and public open spaces.		
	Enhance areas within a site (e.g. along sidewalks and roadways, near individual units and amenity spaces, or adjacent to individual parking garages).		
	Screen exposed building foundations, building utilities, and service areas.		
	Incorporate CPTED recommendations regarding landscaping to enhance safety on the site.		

	Use landscaping in conjunction with other screening methods (e.g., screening walls and fences) along rear and side property lines where a separation between the multi-family development and adjacent properties is desired.		
4.5 Sidewalks	Provide connections between buildings, open spaces/amenities, and parking areas.	• Sidewalks provided along both Alpha Road and Welch Road. • Sidewalks will be compliant with accessibility requirements. • Sidewalks will not connect to public realm.	Partially
	Provide connections to the sidewalks located within the adjacent public street space (i.e. street right-of-way).		
	Be compliant with accessibility requirements.		
4.6 Lighting	Be well lit to promote safety and security, including illuminating sidewalks, parking areas, and open spaces areas – dark areas are discouraged.	• Property will feature pole lighting throughout. • Lighting will be complimentary to the development. • It is not known whether any lighting will be wall-mounted or lower level.	Partially
	Have downward cast light fixtures, including within parking areas.		
	Incorporate wall-mounted, lower-level fixtures which are preferable to maintain a human scale.		
	Be complimentary to the building and site design.		
4.7 Service Areas	Service areas shall not be visible from public streets and open space areas where possible.	Dumpsters will be located in parking garage with dumpster service and other loading to take place inside garage.	Yes
	Service areas, including garbage, recycling, and mechanical equipment, shall be screened in		

	accordance with applicable zoning regulations.		
	Loading areas should be sited to avoid unloading/loading operations occurring within fire lanes and be accessible to accommodate larger delivery vehicles.		
5.0 Building Design	Vertical and/or horizontal modulation is applied to the main elevations facing public street.		
5.1 Exterior Building Materials	Use two or more proven and tested durable exterior building materials (minimum 30-year warranty preferred) in order to promote design creativity and achieving sustainable building construction for the longer term.	- Elevations incorporate a combination of: brick, stone, fiber cement panels, and board and batten - All facades incorporate a mixture of these materials.	Yes
	Inclusion of quality, durable construction materials such as masonry, brick or stone is strongly encouraged.		
	Use lighter exterior building materials above heavier and sturdier materials which serve as the base of the structure from a design perspective		
	Incorporate details to add visual interest such as decorative molding, brackets, trim, railings, and lattice work.		
5.2 Building Modulation and Articulation	Vertical and/or horizontal modulation is applied to the main elevations facing public street	Some modulation and articulation proposed, and material variety also provides for an in-depth in design. However, balconies do provide	Partially

	Stairwells and building corridors are enclosed and climate controlled.	articulation, which is not recommended in the policy.	
	Articulation design elements, including the roofline, should complement the building modulation.		

Farmers Branch 2045 Comprehensive Plan Recommendation:

The Farmers Branch 2045 Plan designates the subject property and the surrounding area as Mixed Use. For properties under this land use designation, the plan recommends a complimentary mix of office, civic, commercial, limited industrial, parks and open space uses. Recommended land uses include: medium to high density residential uses; office; commercial; light industry; small manufacturing; civic parks; and open spaces.

The proposed use is compatible with the recommended land uses, therefore is consistent with the plan. Furthermore, while there are currently no multifamily developments within the area, several adjacent properties are entitled for this use. Therefore, there is the potential for multiple multifamily developments for this area of Farmers Branch in the future. The density from these developments could potentially result in the development of complimentary retail and commercial uses, thus helping to create a cohesive district as recommended by the plan.

Planning and Zoning Commission Recommendation:

At their June 22, 2026 meeting, the Planning and Zoning Commission unanimously recommended approval of this Detailed Site Plan.